



# The Onion Skin

Sharing news from the Co-op & the Community



January 2009

## HAPPY NEW YEAR!



### out with the Old and In with the New at the Co-op

By Nicole L'Huillier Fenton,  
Marketing Manager

The New Year always brings with it the opportunity to begin anew, to revisit resolutions that may have slipped to the wayside in the previous year or to make a pledge to try something new and exciting this year. As we welcome 2009 at City Market, it brings with it a variety of new initiatives including the designation as a smoke-free environment, a continued effort to recruit new Co-op members through reduced annual member equity payments; a new advertising campaign; new, more user-friendly Web site; and a new and improved foyer area to the store.

Starting in the New Year, City Market customers and staff will have to light up their cigarettes elsewhere because the entire property is designated smoke-free. You can read more about the process that it took to bring this initiative to fruition in an article from Assistant Operations Manager Christopher Lyon. Look

for no-smoking signs throughout the property to remind all patrons that lighting up at City Market is no longer an option.

As the economy continues to struggle, the Co-op will continue to look for innovative ways to attract new members and offer valuable member benefits. The reduction of annual member equity payments from \$25 to \$15 has made a huge difference in membership. In addition, new member programs such as Food for All continue to see participants taking advantage of the 10% store savings. The popular Community Business Partner program that offers Co-op members discounts at area businesses is morphing into the Community Connections program. You can see a list of participating businesses on page 5. This list will continue to grow in 2009 as we continue to reach out to area businesses and explain the benefits of offer savings to a loyal Co-op member base.

It's no secret that we are all bombarded with thousands of messages every day, from email marketing to radio commercials or local tele-

vision news sponsorships, it's tough to capture the attention of consumers today. In order to try and break through that clutter, City Market has unveiled a new advertising campaign that works across all mediums including print, radio, television, outdoor advertising (bus signs), and online. The campaign called Get Fresh utilizes the fun and playful character illustrations that have long been identified with City Market. The characters are now beginning to come to life and encourage consumers to Get Fresh at City Market because of the largest selection of local and fresh products available.

From an advertising campaign to a new online presence, 2009 will prove to be a busy year. The Marketing and Information Technology departments have been working on a new Web site since last spring. The process involved an initial customer survey as to what folks liked or disliked about the current Web site and what they wanted to see in a new site. All of that information, including detailed internal

workgroups from all store departments, was combined to develop a new site architecture and design that will be intuitive and more reflective of the Co-op personality. The site is still in the programming stages, but we have hopes of being able to launch it early in the New Year.

And finally, 2009 brings us a new and improved Co-op. The construction crews are gone. They have left behind a beautiful, expanded café with additional seating and enclosed walls that not only block out the cold winter air but also the noise from the busy front end. The 2nd bathroom should be a welcomed addition by our customers and the new sliding doors both in the entry and exit ways should reduce the amount of heat loss in the store. Providing not only a warmer work atmosphere for staff, but also more economical.

So as we say goodbye to 2008 and welcome in another year at the Co-op, we have our work cut out for us to accomplish all that we hope to in order to continue to serve the members of our community.

**City Market Smoke-Free**  
Page 3

**2009 Food Trends**  
Page 4

**New BULK Brochures**  
Page 7

**January Events**  
back page

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## Co-ops and the Economy

By Clem Nilan,  
General Manager

The battered economy is on everybody's mind. U.S. retailers reported in November their worst same-store sales declines since at least 1969. The only thing that appeared to work well was heavy discounting. Discounter Wal-Mart beat expectations while Whole Foods was being pummeled. And interesting enough, all the Vermont co-ops seem to be doing well. What gives?

Alec Gyori, the venerable GM at the Brattleboro Food Co-op, believes the food co-ops operate in somewhat of a "bubble." While not immune to the economic slump, member-owned co-ops are not being left out in the cold. Members continue to patronize our stores because our roots are deep in the community.

Hunger Mountain Co-op in Montpelier completed (virtually ) their ambitious expansion and celebrated with a grand opening with a record sales day. Their annual meeting had a big turnout with lots of good will. They are now the largest co-op in Vermont.

On the eastern border, Putney Co-op just finished a remodel and is experiencing double-digit sales over last year. To be fair it didn't hurt sales that the Putney General Store burned down in May.

One measure of the changing economy is that all co-ops say bulk sales are way up. At Onion River Co-op bulk sales are over \$80,000 higher July through November than in the same period last year. Brattleboro co-op reports bulk sales are running more than 20% over last year and is the biggest increase bulk has ever experienced in a non-expansion year. Bulk departments are unique areas of strength in co-ops. All co-ops are reporting similar strong bulk sales as there are tremendous economic and nutritional advantages to shop the bulk department. See page 7 Benefits of buying bulk.

Our regional co-op group of 17 food cooperatives in VT, NH, MA and CT held a meeting in Brattleboro in November. We have adopted a new name- the Neighboring Food Cooperative Association (NFCA). Representing our Co-op, I'm happy to report that all member co-ops felt that co-ops were in a good position to weather the storm by benefiting from the trust of their communities.

Community ownership and support of local agriculture resonates with our members as we look for values and meaning in a shifting world.

Research analyst Doug Hoffer, in his report on our regional co-op economy, estimated the 64,000 co-op members make up more than 7% of the total population of our counties. Hoffer calculated regional sales of \$161 million last year, which is equal to ~ 8% of sales for supermarkets in the counties where these co-ops were located. Regional co-ops employ 1,240 workers, 623 who work in VT, making these ten VT co-ops one of the top 25 employers in the state.

I believe there's tremendous opportunity for our co-op economy to continue to grow. Co-ops pay workers better. We support local agriculture. We promote fair trade, both internationally and domestically through projects such as the Co-op Milk. And where it counts most we deliver tremendous value to our members.

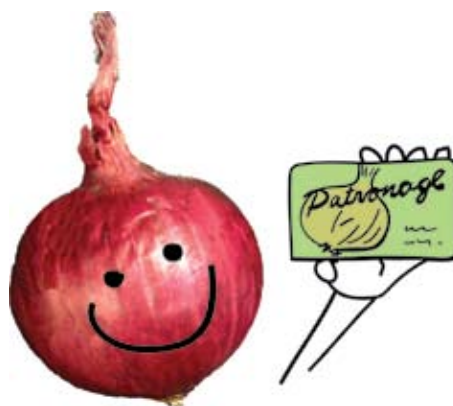
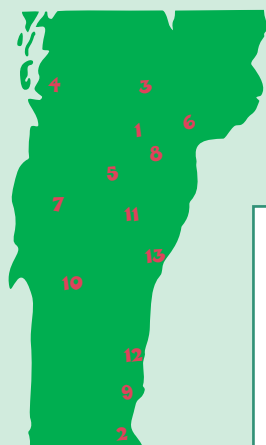
In December, Onion River Co-op reported to the Burlington City Council on how we were complying with our lease and meeting the needs of the community. It was gratifying that across the political spectrum to hear thanks and praise from the Councilors on the success of our economic, social and environmental efforts this past year.

Any success that the Co-op enjoys is due to the tremendous support we receive from members. The new \$15 annual equity installment has new members flocking to the Co-op. The percentage of sales to member was 21.73% in July when the Patronage refund was calculated. Member sales in November reached 30.24%.

Our Food for All Program began in late May and was birthed from our collective desire to combat childhood poverty in our community. 420 participants have signed up! The vast majority are new to the Co-op and now have access to nutritious food to bring home to the hungry children of our community. For the first time these new members see the Co-op as a real partner to enhance their lives through better purchasing power. It's very gratifying, especially as hunger is increasing as a societal scourge, to see Food for All participants having access local and bulk foods and be provided educational opportunities, like our very popular Cooking on a Budget classes.

### Vermont Co-ops

- 1 Adamant Co-op
- 2 Brattleboro Food Co-op
- 3 Buffalo Mountain Food Co-op
- 4 City Market - Onion River Co-op
- 5 Hunger Mountain Co-op
- 6 Kingdom County Co-op
- 7 Middlebury Natural Foods Co-op
- 8 Plainfield Co-op
- 9 Putney Food Co-op
- 10 Rutland Area Food Co-op
- 11 South Royalton Market
- 12 Springfield Food Co-op
- 13 Upper Valley Food Co-op



## Patronage Refund Checks Waiting for Pick up at Customer Service Desk

Several Co-op members' checks are waiting to be picked up at the Customer Service desk. Your name could be on the list. We have a handful of Patronage Refund checks that were returned to us due to incorrect or insufficient addresses. If you were an active Co-op member as of January 1 - June 30, 2008 and did not receive your Patronage Refund check, it's possible we have it for you at the Customer Service desk. Checks must be cashed by January 17, 2009. Please take a minute to review the list of names.

C. Bardelli	T. Kasper
M. Blizek	E. Mailmstrom
Q. M. Campbell	R. Nizlek
J. Ouimette	M. Cody
R. Petrocelli	T. Corr
A. Rothwell	G. D'Ari
J. Selman	L. Freeman
D. Spielman	A. Galloway
A. Torres	T. Haas
S. Vieth	C. Heise
L. Walker	D. Hitchcock
A. Wick	

If you are on the list or know a member on the list, stop by the Customer Service desk to pick up your check or call Member Services Program Coordinator Leila Cosgrove at 802-861-9707. Please also be sure to update your mailing information with Leila so that our member records are up to date.

## Cooperative Principles

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

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## Advertising Information:

For an ad information sheet, please e-mail Nicole Fenton at NFenton@citymarket.coop (City Market members receive a discount on ads.)

The Onion Skin is the official newsletter of The Onion River Cooperative. Submission deadline is the 5th of the month prior to publishing (e.g., May submissions due April 5th). Submissions are encouraged and may be edited for clarity, style, or length. The editorial staff reserves the right to accept or reject articles. Views expressed are those of each individual author and do not necessarily reflect City Market policy.

# Join us!

The next Board meeting is  
 6 P.M. to 9 P.M.  
 January 26, 2009  
 in the  
 City Market  
 Conference Room.

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## Co-op Members Donate to the Vermont Community Foundation

In October, Patronage Refund checks began to arrive in the mailboxes of over 2700 Co-op members. Included with each check was information about ways that members could take part in philanthropic giving thanks to a partnership with the Vermont Community Foundation (VCF). The VCF also pledged to match dollar for dollar every gift that is made through this online program, up to \$10,000.

Lorna-Kay Peal, a Co-op member, used her Patronage Refund to pay off her member equity and then opted to donate a portion of her check to the VCF. "The Patronage Refund was sort of like "found" money for me, it was such a lovely surprise," said Peal. "I was so pleased to be able to donate a portion of it to those that need it, and it was great for City Market to be actively looking for ways that members can help in a simple, easy method."

The VCF was delighted to forge a partnership with the Co-op to support two newly created funds at the Foundation. Says Vice President for Community Philanthropy Peter Espenshade, "there is a natural fit with our two organizations, as both are committed to creating healthy and vital Vermont communities."

The VCF was looking for creative ways to spread the word about the Vermont Winter Assistance Fund and the Vermont Sustainable Food Systems Fund, when the idea sprouted to give Co-op members the option of contributing their annual refund to one of the funds. This project was the catalyst for the VCF to launch an online giving tool with 4aGoodCause.com, and members were encouraged to visit the website to make a secure online donation.

The Vermont Winter Assistance Fund (VWAF) was created in response to the economic crisis that will impact people from all walks of life this winter. Many low- and middle-income Vermont families will find it impossible to keep up with the growing costs of basic needs such as food, heat, shelter, and transportation. VWAF gives donors the opportunity to give to the immediate needs of Vermonters this winter and support systemic changes - at the same time. 50% of donated funds will address immediate needs and 50% will address long-term solutions. The Fund was seeded with \$50,000 from the VCF and an additional \$5,000 has been raised to date, with broader fundraising efforts currently underway. Many thanks to the Co-op members who contributed!

Still in its initial stages, the Vermont Sustainable Food Systems Fund was created to support the organizations in Vermont leading the sustainable food movement. Michael Pollan, author of the Omnivore's Dilemma and a national leader in the food systems movement, said that Vermont is "thirty years ahead of the rest of the country" in producing local food for its residents. Recently a new group of innovative farmers and entrepreneurs have begun to reshape the state's agricultural landscape. These people, in conjunction with a strong network of nonprofit organizations have helped Vermont rank first in the country

for per capita direct sales of food. The VCF is excited to put philanthropic capital to work in support of these efforts.

Visit [www.vermontcf.org](http://www.vermontcf.org) to learn more or call 802-388-3355 or email [info@vermontcf.org](mailto:info@vermontcf.org).



## Students Invited to Participate in 2nd Annual Jr. Iron Chef Competition

City Market is a proud sponsor of the 2nd annual Jr. Iron Chef Competition on March 28, 2009 at the Champlain Valley Exposition in Essex Junction. Applications are now being accepted for students who want to participate. Over 250 students participated in last year's event.

The event is a fundraiser for VT FEED and the Burlington School Food Project to fund work that will strengthen Farm to School programs across the state, supporting the health of families and farms in our communities.

Visit the Jr. Iron Chef website [www.JrIronChefVT.org](http://www.JrIronChefVT.org) for more info and to apply to compete for the title of Vermont's 2009 Jr. Iron Chefs!



## Butts out at City Market

By Christopher Lyon,  
Assistant Operations Manager

As part of City Market's continued support of a thriving and healthy community, we will become a smoke free destination for our shoppers and employees beginning January 1, 2009. The smoke-free zone will encompass our entire store as well as our parking lot and premises.

The story behind this initiative began in our last round of contract negotiations between City Market management and the UE in the summer of 2007. An agreement between the UE and management was entered as a side letter to the contract. The agreement appointed a representative committee to provide a joint recommendation to Co-op General Manager Clem Nilan on how to become smoke free. This fall the committee formed and progressed by noting a list of concerns a smoke free Co-op might generate. We then provided an outline of how to implement the plan responsibly. After several successful sessions the committee provided a comprehensive set of recommendations to the General Manager. Nilan was supportive of the plan, offered his

**entire store as well as our parking lot and premises.**

approval and asked the committee to implement the plan for January 1st.

Starting this month, we will be placing clear signage & cigarette receptacles at all of the entrances to City Market property. We also are offering smoking cessation classes and tips on practicing personal safety while off property to all of our employees. Lastly, we will reach out

to our neighboring businesses to offer information on our plan, and who to contact with any comments or questions.

So here we are, smoke free in 2009! We hope you understand that this policy is not meant to harm our

employees or customers, quite the opposite as we hope to support a healthier lifestyle, workplace and store for all. You might have noticed that we haven't ever sold cigarettes at our Co-op; this is a natural next step to good health and a vibrant community.

As a representative of the committee I would personally like to thank all of our staff and customers in advance for support of this initiative as we transition to smoke free environment.

## UVM Medical Students Conduct Research on Organic Buying Habits

By David Morron,  
2nd Year Student, UVM College of Medicine

Which apples would you choose? Sure, there are Galas, Fujis and Granny Smiths, but the big question many people are asking today is "organic or conventional?" Recently, several students from UVM College of Medicine conducted an in-store survey at City Market to ask shoppers their opinion about organic produce. This survey was part of an annual project for medical students to explore health issues in the community. Students work with various community agencies to research public health needs and then develop an educational plan to address those needs.

So how do City Market shoppers feel about organic produce? Most of the shoppers who filled out the survey indicated that at least half of their produce purchases were organic. Among the top reasons to buy organic were the environmental benefits of organic farming as well as the lack of synthetic pesticide residue on produce. On the other hand, price was a big reason why shoppers stay away from organic produce. So how do you spend your dollar wisely on produce with the most chance of limiting your pesticide exposure?

A good place to start is to look at which produce items contain the highest levels of pesticides. Peaches, apples, bell peppers, celery, nectarines, and strawberries typically carry high levels of pesticide and would make excellent organic purchases. Other items, especially those covered by thick skins, have lower pes-

ticide levels and conventional may be a better choice for the cost conscious. These items include: bananas, onions, pineapple, corn, cabbage, and broccoli.

Another concern shoppers have is whether organic produce is healthier than conventional. In March of 2008 The Organic Center published a review of all plant-based organic food research conducted since 1980 and found that 61% of organic foods ranked superior in antioxidant levels to their conventional counterparts. However, the nutrient content of produce was found to be highly variable, even from year to year on the same farm. While the evidence suggests that organic produce is on average more nutritious, more research is needed to provide conclusive evidence that this leads to better health. On the other hand, it is well known that the average American does not eat enough produce of any type. The USDA currently recommends 5-9 servings of fruits and vegetables per day. While organic may be preferable to conventional, it is far more important to eat lots of produce of all types.

Look for pamphlets written by the UVM medical students in the produce area with additional details about organic produce as well as a list of which items are best to purchase as organic to limit pesticide exposure.





## 2009 Food Trends

Popular online food site Epicurious.com has released its annual list of what they think will be the hottest food trends in 2009. Epicurious.com editors think you'll make more dining decisions based on value, see noodle shops open alongside sushi restaurants, and notice a surge in smoked flavors as opposed to fried. Check out their predictions, maybe we'll see some of them come true in Vermont.

- **Peruvian is the new Thai:** You thought Peruvian cuisine was all about seviche, maybe? Guess again: Peru boasts culinary influences from Spanish, Basque, African, Cantonese, Japanese, Italian, French, and British immigrants. Pisco Sour, anyone?

- **Noodle Bars are the new Sushi Joints:** With some seafood being suspect or over-fished and raw fish prices high, noodles make complete sense. If there's no ramen, udon, or soba shop in your neck of the woods, there probably will be soon.

- **"Value" is the new "Sustainable":** These days, the economy dictates our cooking and shopping decisions. Bargains are in, no matter where they come from. (Check out the Bulk section at the Co-op for great savings.)

- **Ginger is the new Mint:** Move over, mojitos. Ginger beers and ginger cocktails (like the Ginger Rogers, Gin-Mule, and Ginger Smash) are bubbling up at places like the Violet Hour in Chicago, the Clock Bar in San Francisco, and Matsugen in New York.

- **Smoking is the new Frying:** You know how they say everything tastes better fried? Well, almost everything tastes better smoked, too, and that includes cocktails. Bartenders are smoking their bourbons, and chefs, recognizing the national craze for BBQ flavor, are smoking more than just salmon and ribs: nuts, salts, and even smoked steelhead roe.

- **Regional Roasters are the new Starbucks:** It's come full circle. What started as a local coffee phenomenon migrated to other cities and turned Americans into java junkies. Then the chain over-expanded, and the little neighborhood coffee roasters thrive again. (Great news for Vermont coffee roasters!)

- **Portland (Maine) is the new Portland (Oregon):** Abundance of great chefs, restaurants, and local foodies? Check, check, and check. Want examples? Visit Five Fifty-Five, Hugo's, and Fore Street to start.

- **Rustic Food is the new Molecular Gastronomy:** Wacky weird-science cuisine that requires fancy-schmancy equipment doesn't necessarily make food taste better, and more often than not it adds needless complexity (there are exceptions). Most importantly, no one really wants to do this at home. Expect to see comfort food stage a comeback again.

- **"Top-Rated" is the new "Critic's Pick":** Power to the people; single critics are a dying breed. Why believe what one person says when you can read and reflect on what hundreds think?



## New Gluten-Free Beers offered at City Market

There are very few gluten-free beers available in Vermont but we are happy to offer our customers several new choices. We currently carry three gluten-free beers, Green's Discovery 16.9 oz, Green's Endeavor 16.9 oz and Red-bridge Sorghum Beer, a 6 pack made by Anheuser Busch. However, City Market does not list these products in our gluten-free brochure due to the fact that they are not labeled gluten-free on their packaging. Woodchuck Hard Ciders are also gluten-free, and are labeled gluten-free.

The reason gluten-free beers are not labeled such is that beer labeling is overseen by the ATF. Food labeling is overseen by the USFDA. Currently there is not a governing body within the ATF that is qualified to deem a product gluten-free. Therefore, there are beers in distribution that are in fact gluten-free, but will not be labeled as such because "gluten-free" is not a designation that the ATF will give to its products. We have researched our beers and are confident that they are gluten-free and have marked them with a hanging gluten-free shelf tag so they can be easily identified. Cheers!

## Customer Comments:

*Thanks to the produce guy who gave me advice on what variety of apples to roast. They turned out delicious! Keep up the good work!*

*Anonymous*

Dear Anonymous,  
Thank you!

*I really enjoy your store for its variety of healthy food and quick service. I am extremely happy you are creating a new warm café because I didn't it enjoyable to eat in before because of its close proximity to the registers and the noise. I look forward to doing local and appreciated the workshop you did on eating local by Courtney.*

*V. Parauka*

Dear V. Parauka,  
Thank you for sharing your thoughts about the previous Co-op café. We are certain that many of our customers, members and staff will have a more enjoyable dining experience in the new café. Courtney Lang our Product Demo Coordinator at the Co-op offers a great Taste of Vermont tour at the beginning of each month. Check out the back page of the Onion Skin newsletter to see all of the January classes and workshops.



## View from Ninety

*By Carol L. Winfield,  
City Market Member*

Has anyone noticed what's happening to Burlington's streets? You of the strong back, legs, and health, stop and take a moment to look. Until spinal stenosis hit me, I didn't look either. But it has hit now, now that I walk with a cane, considerably altering my "from ninety view."

It was a bright, sunny morning last fall as my cane and I waltzed down Church Street when calamity struck. I fell flat out onto my chest in front of City Hall. Since its handsome reincarnation several years ago, the sidewalk has deteriorated into an alarming, concentric confusion of cement mosaics that no one has grouted into seamless continuity.

I broke three ribs. Nothing's to be done with broken ribs except like old age, endure and accept. I endured to tell the tale and hope in its telling someone somewhere will act.

I walk those streets far more cautiously now and also find myself more observant of others with canes, walkers or wheelchairs. I am in awe of their skill, courage, and determination. It takes courage to go off along to areas that are simply treacherous. I asked questions of my comrades and their responses were troubling.

"We are a Third World Country," barked an intent, dark-eyed, wheelchair charioteer I figured to be in his 70s. "Yesterday, on North Winooski," offered a nervous, tiny woman in her 80's maybe, whose raspy voice had a musical tang. "My chair almost tipped over," she wailed, "I almost fell out when it got stuck in one of those cracks." "Know what you mean," a less musical more boom voice joined in. "It's getting so that I'm scared to go out, that I'll break a bone or something worse."

So here I am again, stomping my feet and pounding the table. Why is this not a cause demanding a united outcry? It sets me to puzzling what has happened. When I was a child, I walked the streets of Tarrytown, N.Y. where businesses and residence alike kept their public footage in meticulous shape. I remember reluctantly rising from a warm bed: "Get up Carol. Just cause you're a girl, ya still gotta help us clear the snow." Aren't there others who remember those days?

That's why I was so pleased to see a Free Press article that reported Burlington voters had okayed money to improve sidewalk conditions. It will take a while, though, but should not relieve property owners of their own responsibility. A city block could get together or a neighborhood, working a way to at least keep walks clear of trash, snow and ice.

This is one area where the Onion River Co-op rates a gold star. The Co-op pays attention to its walks and parking lot. They have a dedicated staff, whereas we members can be a self-serving bunch. As membership in the Co-op increases so do profits; therefore, with increased profits, at the end of each fiscal year a percentage is returned to each member.

Which leads me back to the streets and community, because we can all be community-minded. Always a walker, I spent one day a week picking up ubiquitous clutter, a pair of white, cotton gloves with a plastic bag on hand for the purpose. Even now, I pick up what I can easily reach. Clutter on our city streets not only looks dreadful, it speeds up sidewalk erosion. Not the cleanliness type? I subscribe that more neat is nice. Wanna try?



photo:  
GM Clem Nilan and  
Facilities Manager Brent  
Demers unloading holiday  
trees for COTS



# Community *connections*

City Market Members! One of the great benefits of membership here at City Market is our Community Business Partners Program in which members can take advantage of discounts at local businesses. Starting in January, the title of the program, Community Business Partners, is changing to Community Connections. This is an effort to better reflect the variety of businesses that offer great discounts to our members. Check out the discounts below!

#### **Agapé Hypnotherapy**

\$20 off 1st session

#### **Aikido of Champlain Valley**

10% off uniforms and equipment

#### **Auntie Dee Dee's Doggie Daycare**

50% off the first day with a week's boarding

#### **Balanced Living & Wellness**

15% off the program

#### **Battery Street Jeans**

10% off total purchase

#### **Bebop Baby Shop**

5% off total purchase

#### **The Blue Plate Ceramic Café**

Free drink while painting

#### **Botanical Bodywork**

10% off

#### **Capitol Grounds Café & Roastery**

5% off

#### **Danu Therapeutic Massage**

15% off a one hour massage

#### **Dianne Mallik, Licensed Acupuncturist**

\$25 off initial visit, \$10 off follow-up visits

#### **Family First Chiropractic**

Free initial consult and exam

#### **Greenview Window Washing**

25% off regular price

#### **Harmony At Last**

5% off

#### **Joy of Being Healing Arts**

10% off all services

#### **Lake Champlain Community Sailing Center**

10% off all rentals

#### **Lakeside Pharmacy**

10% off OCC & cash prescriptions

#### **Dr. Lorilee Schoenbeck, ND**

\$25 off initial visit, \$10 off return visits

#### **Meg Freebern, Childbirth Doula**

10% off

#### **Mindy Cohen, MSPT**

10% off

#### **Neuro Connections, Center for Neuro Feedback Training**

10% off

#### **Nik Gruswitz, Asian Bodywork Therapist**

\$10 off initial session, 10% off CSH memberships

#### **Organic Bodybuilding**

2 week package

#### **Petra Cliffs Climbing Center**

20% discount on day passes and rental gear

#### **PhotoGarden**

10% off on photo processing services

#### **Pilates Space**

\$15 off any package

#### **Planet Hardwood**

3% off wood, 5% off everything else

#### **Red Wagon Plants**

1 free 4" plant with every purchase at our retail store

#### **Rushford Family Chiropractic**

10% off every visit, not valid with other offers

#### **Sunglow Literacy**

10% off evaluation

#### **Vermont Fiddle Heads**

10% off all classes

#### **Vermont Massage**

15% off all massage services

#### **Viva Espresso**

Free 12oz coffee w/ purchase of an egg sandwich

#### **The Woolen Mill Health Club**

Our Corporate Discount Rate

If you would like your business to be a Community Connection, please contact Member Services Program Coordinator, Leila Cosgrove at 802-861-9707 or by email at [lcosgrove@citymarket.coop](mailto:lcosgrove@citymarket.coop). Applications for 2009 are currently being accepted.

## Can you be a Vermont Localvore in the winter?

The simple directive, "Eat local," has shaped a strong trend in the food market. While it might sound like a local restaurant slogan—and it is community-based in practice—the impact of following the advice is far-reaching. Healthful eating, conscientious stewardship of the planet, and community strength are important issues that help shape and direct the trend toward local food.

Also sometimes called the regional food movement, there are a wide range of subscribers and levels of commitment to the local food movement. Some "localvores," for example, pledge to eat foods that are produced within a 100-mile radius of their homes, while others are comfortable with state or other regional lines. For many people, eating local simply means favoring foods grown as close to home as possible, whenever possible.

### When you choose to eat local foods, you:

#### 1. Minimize food miles

Food miles are the distance that food travels before it reaches store shelves. In North America, most fresh food is transported 1,000 to 1,500 miles before being sold—from farm to distribution centers across the country, then back to the grocery shelves. So while a neighboring agribusiness may grow broccoli, on average it will travel 1,300 miles to get to a store. And this can take days, or even weeks. A local farmer, on the other hand, can often get your broccoli to the Co-op the same day it's harvested.

Besides diminishing freshness, food miles translate into massive amounts of fossil fuel burned and carbon dioxide, sulfur dioxide and other pollutants released, which contribute to acid rain, pollution and climate change. Additional energy is needed to refrigerate foods that might spoil over time in transport, and to produce paper and plastic packaging materials for these products. (Of course, local food purchases reduce the pollution involved with the disposal of these materials, too.) Reducing food miles is a powerful way to positively impact the environment.

#### 2. Support local farmers and economies

Eating locally supports local, independent farmers rather than large, commercial agribusinesses. When you buy commercial foods, most of the money for the food goes to marketers, middlemen, processors and suppliers. In fact, only 3.5 cents of each food dollar goes to the farmer. The closer you buy to the farmer, the more of your food dollar the farmer receives. City Market works with over 1,000 Vermont vendors and carries over 1,700 Vermont products. In the summer months, the number of local products increases to nearly 2,000.

In addition to putting more money into the hands of the farmers who grow your food, eating locally strengthens the family farm, which has been on the decline for decades. According to [www.foodroutes.org](http://www.foodroutes.org), the U.S. has lost over 5 million farms since 1935, and is currently losing farmland at the rate of two acres each minute, thanks to urban and suburban sprawl and

the growth in commercial agribusiness.

Buying local helps enable local farmers to maintain the land they respect and work to preserve. Unlike many large agribusinesses, small local farmers who diversify their crops are not dependent upon insecticides (pests are often crop-specific). And they often reuse farm products, like manure, instead of introducing harmful chemical products, like synthetic fertilizers. Small farmers reinvest in their communities, too, which results in a cycle of improved local economics and well-being.

### 3. Eat Better Food

As a general rule, local food is fresher, riper, better-tasting, and of overall better quality than commercially produced food shipped thousands of miles. It's produced for flavor and nutrition, not so it can withstand travel and industrial equipment. It doesn't require preservatives and/or irradiation, and it doesn't lose nutritive value in transport. And because it's locally distributed, most local farm-produced food involves minimal processing.

Because local farmers don't need to contend with high-yield demands or products with long shelf lives, they may be able to offer more diverse products and support more biodiversity in nature, too.

While local and organic aren't linked by definition, family farmers often grow organically, particularly when there's local demand. And it's easy to see how you might be more confident that the organic food produced by your local farmer is, indeed, meeting high-quality organic standards. Eating locally literally narrows the gap between us and the production of the food we eat.

### What's local in January at City Market?

- Tomatoes
  - Assorted sprouts
  - Mushrooms
  - Tofu
  - Wheatberries
  - Squash
  - Potatoes
  - Apples
  - Root Vegetables
  - Onions
  - Garlic
  - Maple Syrup
  - Honey
  - Butterworks Farm Early Riser Cornmeal
  - Gleason Grains Whole Wheat Pastry Flour, Bread Flour, and Hard Spring
  - Stafford Dairy Maple ice cream
- A wide variety of local beef, pork and chicken
- Milk, soy milk, butter, cream, and many more dairy products
- Cheeses, bread, wine and even beer!

You can also take a quick tour with City Market's Courtney Lang each month as she showcases the variety of Vermont products that line the Co-op shelves. In addition, a Localvore brochure is always available at the Customer Service desk to assist in finding local products.





## Fair Trade: A Drink from your Loving Cup

By Courtney Lang,  
Demo Coordinator

There are few things as essential to Costa Rica as making coffee, and in my recent trip it was necessary that I visit Monteverde. Sitting along the flank of the thundering Tilaran Mountain Range, this region is a common employer for foreign coffee pickers. These migrant workers undergo exhaustive journeys, pounding heat and meager living conditions – among other work hazards – to come here and make a few bucks a day. Today, the Costa Rican coffee industries workforce is of the majority indigenous Panamanians and Nicaraguans.

Somewhere between neighboring green valleys, I discovered the backbone of workers who pick the Costa Rican coffee. Hunched over a basket of beans was Jorge. Each year around November, he brings his wife and two children south across the Costa Rican border illegally. Leaving behind their home in southern Nicaragua, they swim across the San Juan River just in time for Costa Rica's coffee harvest season. Although their children were too young to be picking the beans, among the other workers were a set of brothers just 9 and 14 years of age.

Costa Rica is the richest country in all of Latin America and produces some of the smoothest

and most recognized coffee. Yet, the workers at this plantation and many others receive on average \$0.92/hr. Though the economy and job opportunities are continuing to improve for Costa Ricans, plantation employers still don't provide workers with the adequate pay and living conditions that the law requires.

It was a disheartening experience. Taking a bus from San Jose to Monteverde (170km) took us 6 hours. Along the treacherous journey, in which I was not sure our bus would make, I viewed Costa Rica's backwoods. Since the best coffee is grown at high altitudes in isolated mountainous regions, coffee farmers face formidable structural challenges. Their isolation means that they often lack the schools, health centers and water and sanitation systems they need to foster human development. It also means that they often lack other infrastructure like electricity, roads and telecommunications facilities they need to participate on fair terms in the global coffee market. Their homes looked like they had been vacated decades ago and the bumpy unpaved roads lay on the edge of terrifying cliffs. All this was customary; these residents don't know what its like to have a hot water shower or paved roads, most of them have never been outside Central America.

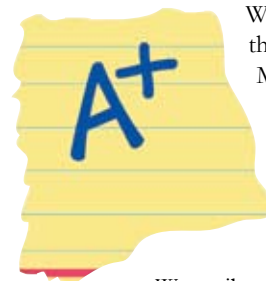
So where does Fair Trade fit in? For most Americans, drinking coffee in the morning is a ritual. As a nation, we spend more then \$20 billion a year to feed the habit. Yet few know anything about where it comes from and the people who grow it. Sources say that there are

more then 100 million people that depend on coffee farming for their livelihood. Fair Trade companies work to change all this by building direct relationships with farmers based on the principles of fairness, mutual respect and long-term commitment. However, this vision of fair practices doesn't promise to be the solution to all the world's problems. It is a very pragmatic response to how we can help our neighbor in today's world. So, get involved, look for the Fair Trade symbol and make your coffee, a loving cup!!

**Sign up for our e-newsLetter**  
Fresh from City Market—our new monthly e-newsletter—is filled with Co-op news, member opportunities, product information, recipes, specials, upcoming events, and an electronic version of the Onion Skin.  
Visit [www.CityMarket.coop](http://www.CityMarket.coop) to sign up today.

## Perfect Score - 3rd Year in a Row!

The Vermont Agency of Agriculture: Food and Markets, Food Safety and Consumer Protection Division conducts spot checks for scanner accuracy at grocery stores statewide. At each store, an agency representative scans products from a variety of departments to make sure that they will ring up at the price advertised by shelf tags and signs. The goal is to find a total of 100 randomly selected items scanning correctly, 50 at regular price and 50 at sale price. If the tester finds a mistake, in



each category (regular vs. sale), the test must be started anew, until 50 items in a row scan correctly. The maximum allowable number of mistakes is two.

We are very pleased to announce that, for the third year in a row, City Market has achieved a perfect score on this State test for scanner accuracy. On the morning of Tuesday, December 16, agency representative Michael LaRose conducted his annual spot check. He found no mistakes. We attribute this success to open and frequent communication among all our co-workers and departments.

## Celebrate a food holiday in January!

The New Year is the perfect time to try a new food or a new flavor. January happens to honor a food or beverage each day of the month. Check out this fun list and see if your favorite snack or drink enjoys its own holiday!

					1	2	3
				Bloody Mary Day		Apple Gifting Day	National Cream Puff Day
4	5	6	7	8	9	10	
National Spaghetti Day	National Whipped Cream Day	Bean Day	National Tempura Day	English Toffee Day	National Apricot Day	Bittersweet Chocolate Day	
11	12	13	14	15	16	17	
Milk Day	Curried Chicken Day	National Peach Melba Day	National Hot Pastrami Sandwich Day		Strawberry Ice Cream Day	International Hot & Spicy Food Day	Hot-Buttered Rum Day
18	19	20	21	22	23	24	
Peking Duck Day	National Popcorn Day	National Cheese Lover's Day	New England Clam Chowder Day	National Blonde Brownie Day	National Rhubarb Pie Day	National Peanut Butter Day	
25	26	27	28	29	30	31	
National Irish Coffee Day	National Pistachio Day		Chocolate Cake Day	National Blueberry Pancake Day	National Corn Chip Day		National Croissant Day
							Brandy Alexander Day



## Benefits of Buying BULK at the Co-op— New BULK Brochures Make for Easy BULK Shopping

As a Co-op shopper, you're no doubt familiar with bulk product bins. For many customers and members, the bulk section is part of what's so attractive about City Market -- offering a help-yourself, take-just-how-much-you-need-of-whatever-you-need atmosphere. In addition to ambience, though, those bulk buying opportunities offer big advantages to you as a customer as well as to the environment. Here's what benefits:

### Your budget

Buying in bulk is economical. In the bigger scheme of things, the Co-op started as bulk buying club, with members of the club buying in bulk together and divvying up their purchases. Now a large storefront enables you to share in the same kind of bulk buying with even greater advantages -- like great selection and no-minimum purchases.

When you shop the bulk section of the Co-op, you can purchase the amount of product you need, rather than predetermined amounts. Most products (herbs and spices especially) are much less expensive per ounce than their prepackaged versions; after all, you're not paying for all that packaging and advertising. And there's no need to pay for what you won't use. Instead, you can choose -- from a wide selection of products -- exactly what you need, whether it's just enough saffron to try that new salmon recipe or enough oats to make a jumbo batch of granola -- without any waste.

### The environment

Speaking of waste, it takes enormous resources and energy to produce all of those cans and boxes and cartons and labels -- almost all of which wind up in our landfills. Even recyclable food packaging takes energy to produce and recycle (and some of it still ends up in landfills). You're making a significant environmental difference by buying in bulk -- especially when you reuse your own containers and bags.

### Your health

In addition to economic and environmental advantages, buying in bulk feeds tendencies to eat more healthfully-- because of the opportu-

nity to expand your healthful recipe repertoire. You can try quinoa or currants, adzuki beans or macadamia nuts or any item that's new to you before you commit to stocking up on it. (You'll often find a wider selection of items in bulk than on the prepackaged shelves, too.)

If you have special nutritional or cooking needs -- because you're a vegan or are allergic to peanuts, wheat or dairy, or are interested in experimenting with a new ethnic cuisine, for example -- you're likely to find just what you need in the bulk aisle. Medicinal herbs are also a popular item. Herbs such as Echinacea is available to make your own tea, liquid extract or poultice.

The Co-op takes steps to make sure that the bulk product you buy is fresh, too -- by purchasing the freshest product possible and by rotating stock to ensure that you receive the freshest product. All of this adds to the fun of buying in bulk, too, which is not to be underestimated! When you purchase a product in bulk, you have first-hand experience with its aroma, its color, texture and its appearance. No need to shake a box or trust the picture on a can to envision what's inside!

### Tips for Buying in Bulk

Once you're in the bulk aisle, look to see what items you usually purchase in packages or cans that you can now purchase in bulk. But also explore a bit, maybe trying one or two new items each visit! Here are just some of the kinds of products you'll most likely find in the bulk aisle: beans, cereals, flours, grains, herbs and spices, nut butters (you can even grind your own), oils, maple syrup, pastas, sweeteners, coffees (Fair Trade), pet food, and household and toiletry items like laundry detergent and soaps.

Remember to weigh your containers before filling them (you'll find scales in the bulk section, too), so that you don't get charged for the weight of the containers when the products are weighed for checkout. Note this weight, as well as the item number on the container, or on a twist tie.

When filling your containers, use the scoops provided. If you're purchasing a liquid, look

for a funnel in the area for ease of filling your container. You'll want to take your time and not make unnecessary messes, but if you spill something, don't panic. Ask a staff person for assistance in cleaning it up.

Most importantly, don't be intimidated by the bulk foods section. It really is as fun and as shopper-friendly as it looks. City Market has also unveiled a new set of brochures specifically for the bulk section. The eight brochures are located next to the bulk spices and herbs. For your own benefit and that of the planet, make a habit of bulk buying!



### Winter Farmers' Market Reminder!

Join City Market at the Burlington Winter Farmers' Market on Saturday, January 17 from 10 a.m. to 2 p.m. at Memorial Auditorium. The market is held the third Saturday of each month all winter, with the next date scheduled for February 21. See you there!

## Classifieds

2009 Stone Wall Workshops. Learn the basic techniques for building dry-laid stone walls, with a special focus on stone native to Vermont. Hands-on workshops are held inside warm greenhouses in Hinesburg, Vermont. One-day workshops on the following Saturdays: January 10 & 24, and February 14 & 21. For registration information and discounted price for Co-op members, contact Charley MacMartin at 802-318-2411 or click on the 'workshop' link at [www.queencitysoilandstone.com](http://www.queencitysoilandstone.com).



### Wine Picks for Under \$10

With so many reasonably priced, tasty wines coming from abroad, we are excited to offer two great values from California this month. **Foppiano Lot 96** and **Miser Meritage** are two California reds for sale in January.

**Miser Meritage** is a traditional Bordeaux blend of Cabernet Sauvignon and Cabernet Franc. Nicely balanced, with firm tannins and plenty of fruit, it is full and round in the mouth. Flavors are complex and layered, with chocolate undertones and notes of tobacco and tarragon on the nose and on the lingering finish. Miser Meritage is only \$8.99!

**Foppiano Lot 96** is a blend of predominantly Zinfandel, Sangiovese, and Petite Sirah from Sonoma County. It is regularly \$11.99, currently on sale for \$8.99. It's fruity and spicy with cherry and red berry flavors. The Zin really comes through, adding to the spice factor! Tangy acidity and tannins make Foppiano a great food wine- try it with spicy sausage or red sauce!

## Ask the Health Genie

Dear Health Genie,  
I am 26-years-old and immersed in the rigors of getting my MBA. I exercise, eat well and try to get plenty of sleep. More than ever, however I find it really hard to keep up with remembering little things, like whether or not I filled the parking meter, or when to pick up my dry cleaning. Help me with my memory please!

Thanks,  
Dazed and Confused

Dear Dazed:  
Memory just like muscular strength is a 'use or lose it' situation. The more any of us work our brains, the better we can process and retain information. Sensory stimulation is a key foundation of brain exercise. Try breaking out of habits like brushing your teeth, opening doors or drawers with the non-dominant side of your body. Drive a different way to work, learn a game you've never played before or change those daunting sparkplugs in your car on your own -- anything to get the synapses firing!

In addition to all of the above, try a good B-Complex. The B vitamins protect

neurons by helping to break down homocysteine, an amino acid that is generally toxic to cells in your nervous system. B vitamins also help in the production of red blood cells (oxygen carriers).

Remember to ask your friendly Wellness dept. staff for recommendations on a good B-Complex, and as always, visit the Produce, Grocery & Bulk dept. for fruits, veggies and legumes that are high in the B vitamin family. Check out this great list of products to choose from:

- Spinach
- Kale
- Broccoli
- Asparagus
- Strawberries
- Melons
- Black Beans
- Soybeans



Best wishes,  
The Health Genie





## January Product Sampling

### January 3 - Taste of Vermont

11:00 a.m. - noon

Sign up at Customer Service desk

### January 5 - Wellness Day

4:00 - 7:00 p.m.

### January 8 - Super Seeds

5:00 - 7:00 p.m.

### January 9 - Equal Exchange Rooibos Tea

9:30 a.m. - 12:30 p.m.

### January 11 - Bulk Herbs Demo

noon - 2:00 p.m.

### January 12 - Kind Bars

5:00 - 7:00 p.m.

### January 13 - Produce Day

Taste something Fresh!

4:00 - 7:00 p.m.

### January 14 - Amy's Granola

1:00 - 3:00 p.m.

### January 16 - Guiyaki Tea

10:00 a.m. - 1:00 p.m.

### January 17 - Produce Cooking Demo

1:00 - 3:00 p.m.

### January 19 - Wellness Day

4:00 - 7:00 p.m.

### January 21 - Late July Crackers

5:00 - 7:00 p.m.

### January 23 - Food Should Taste Good

5:00 - 7:00 p.m.

### January 24 - Produce Cooking Demo

1:00 - 3:00 p.m.

### January 25 - Bulk herb demo

noon - 2:00 p.m.

### January 27 - Produce Day -

Taste something Fresh!

4:00 - 7:00 p.m.

### January 31 - Tierra Farms

11:00 a.m. - 1:00 p.m.

### A Taste of Vermont: Tour and Tasting

January 3 (Saturday), 11:00 a.m. - noon

City Market boasts over 1,700 local products. Take a tour around the store with Courtney Lang. Afterwards, join the group in a scrumptious tasting of some of your favorite local items.

### Herbal Support for Tobacco Cessation with Guido Masé

January 6 (Tuesday), 5:00 - 6:00 p.m.

Breaking the addiction to tobacco can be a difficult process. Learn how to support yourself using medicinal herbs that make it easier to quit and that rebalance specific areas of our constitutions to successfully remain tobacco-free. Samples and recipes provided.

### Intro to Aromatherapy

January 10 (Saturday), noon - 1:00 p.m.

Join Herbal Education Coordinator, Cristi Nunziata, for an introduction to aromatherapy. Participants will learn what aromatherapy is, how they can safely use essential oils at home, and make and take home aromatherapy products.

### Indoor Gardening Workshop — Buckwheat Lettuce

January 11 (Sunday), 2:00 - 3:00 p.m.

Learn how to garden indoors all winter with Peter Burke and City Market. This workshop will focus on Buckwheat Lettuce, the delicious sweet and sour flavored greens with pea shoots and Goddess dressing, Yum!

### Indoor Gardening Workshop — Radish Greens

January 17 (Saturday), 11:00 a.m. - noon

Learn how to garden indoors all winter with Peter Burke and City Market. This workshop will focus of growing Radish Greens, great tasting and spicy greens that are loaded with as much vitamin C as citrus fruit.

### Nutritional and Herbal Support for Cancer with Sylvia Gaboriault, RD, CDE

January 17 (Saturday), noon - 1:30 p.m.

As important as good nutrition is during recovery, cancer treatment can present challenging side effects that interfere with healthy eating habits. Join dietitian, Sylvia Gaboriault, for a discussion of medicinal foods and herbs that can support people who are undergoing conventional cancer treatment.

### Free Herbal Clinic

January 20 (Tuesday), 3:00 - 7:00 p.m.

Have you ever been interested in using herbal medicine to improve your health? Join Guido Masé RH (AHG) and members of the Vermont Center for Integrative Herbalism in a free, personalized session focused on your individual constitution and any health conditions you may be experiencing. An incredible opportunity to explore the art of herbal healing with experienced practitioners! All sessions last between 45 minutes and one hour and are completely confidential. By appointment only.

### Kitchen Classics: The Whole Chicken

January 21 (Wednesday),

6:00 - 7:30 p.m.

Save money and get a healthy start to the New Year by returning to the basics. In the first of our Kitchen Classics workshops, you will learn how to cut a whole chicken and how to use each of the parts. In the second part of the workshop, learn how to make three square meals from one whole chicken, with recipes straight from grandmother's kitchen: roast chicken with local root vegetables, chicken rice soup, and kasha varnishkas. With Jamie Lewis, Meat & Seafood Manager, and Caroline Homan, Food Education Coordinator.

### Eating Well on a Budget

January 25 (Sunday), noon - 1:00 p.m.

Learn tips for shopping and eating well on a budget at this workshop with Food Education Coordinator, Caroline Homan. Sample recipes, take a tour of the Bulk department, and take home lots of information and recipes for getting started. Childcare provided.

Sign up at the  
Customer Service Desk.  
**ALL CLASSES are FREE & open  
to the Public**

We have 100% organic  
free range movies



370 Shelburne Rd.  
802-660-6646



## Art Showing

Keven Cundiff recently began creating stained glass pet portraits after an extended hiatus from the visual arts. Her interest in stained glass began in the early 1990's, and recently, after a 12-year break, has been revived with a focus on pet portraits. Cundiff tries to depict a special moment and says the stillness that animals achieve lends itself to the crispness of glass. Cundiff will be displaying her work throughout the month of January in our Café Member Gallery. Please contact her at keven@cundiff.com.



The long awaited City Market Signature Soups have hit the shelves! You can now purchase our delicious soups everyday to take home for lunch or dinner. Chicken Noodle, Minestrone, Seafood Gumbo, and Tomato Basil soups are available in the grab-n-go cooler and freezer section. Look for the City Market label on more products like salads, salad dressings and entrees soon.