

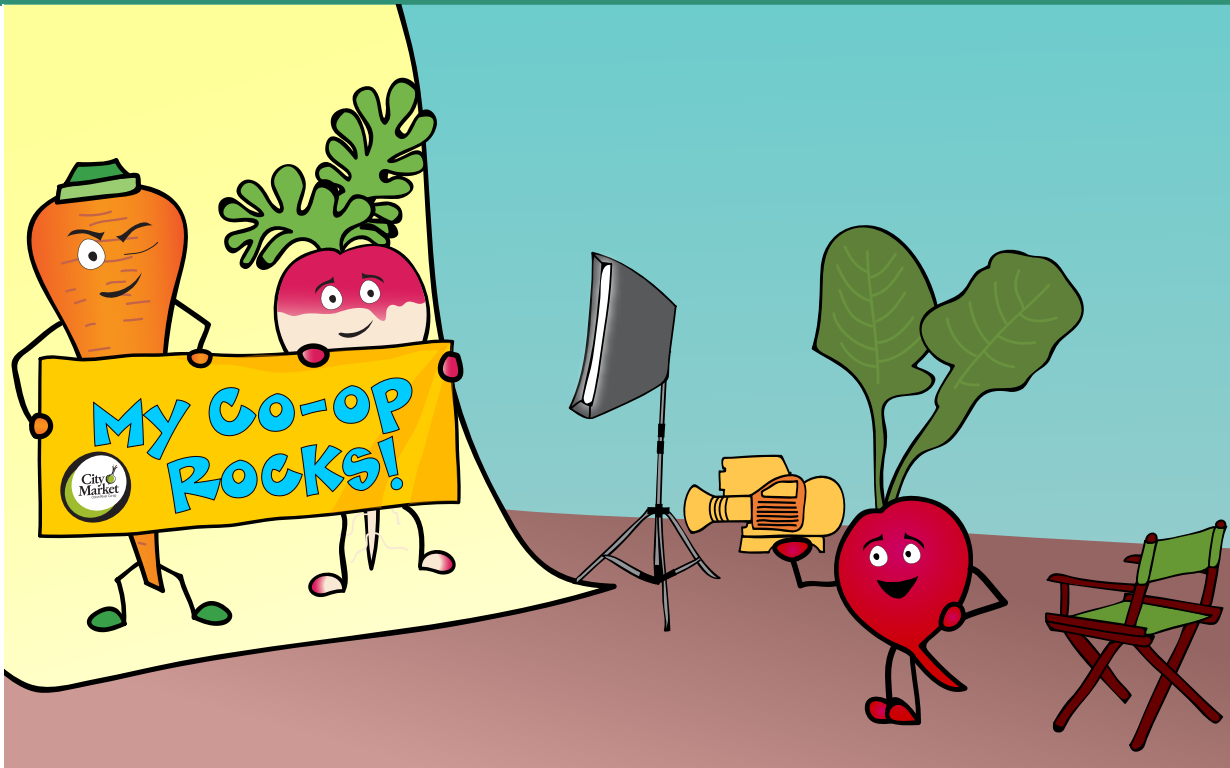


# The Onion Skin

Sharing news from the Co-op & the Community



## March 2009



SHARE YOUR TOP TEN LIST WITH THE WORLD.

HOW MUCH DOES YOUR CO-OP ROCK? The My Co-op Rocks Video Contest, beginning March 1, 2009 is your chance to count down the top ten reasons your co-op rocks.

PREMIERE YOUR VIDEO TO THE WORLD ON MARCH 1, 2009

[www.mycoprocks.coop](http://www.mycoprocks.coop)



### TELL us how the Co-op rocks your world

City Market, Onion River Co-op customers and members can participate in the My Co-op Rocks Video Contest, a nationwide contest where you tell the world the ways your co-op rocks, starting March 1. Videos will earn votes from the viewing audience, people like you (people's choice) and a select set of judges (judges' choice), and there are seriously awesome prizes at stake: two MacBooks (2.1 GHz), two \$500 Co-op Gift Cards and two FlipMino HD mini digital camcorders.

So, just how creative can you get with your video? Depends on how big your imagination is. Unleash your sense of humor or desire to become the next Spike Jonze or Wes Anderson. Share your up to two minute masterpiece with the world for your chance to win cool prizes!

Create your own Top 10, choose from any of these humble suggestions below, or create your own non-Top 10 original idea:

- Top 10 Reasons I Love My Co-op
- Top 10 Foods at the Co-op
- Top 10 Funniest Sights at My Co-op
- Top 10 Ways to Get a Date at the Co-op
- Top 10 Reasons to Become a Co-op Member
- Top 10 Reasons why shopping at a co-op is just better

Log onto to [www.MyCoopRocks.coop](http://www.MyCoopRocks.coop) to view videos, learn more information and catch up on the latest news and updates.

### NFCA Works to Strengthen Connections at NOFA Winter Conference

By Clem Nilan, and Matt Landi  
General Manager, Produce Manager

A major and wonderful Vermont event for the last 26 years is the annual NOFA winter conference. This year on February 14 and 15, over 1400 farmers, localvores, cooperators, gardeners, consumers, and educators attended two days of workshops, networking and conversation. The focus was on building a strong food system.

The major addition this year was a workshop and tabling by our own fledgling cooperative alliance- the Neighboring Food Cooperative Association (NFCA). The NFCA is made up of 17 food co-ops ten of which are in Vermont. NFCA's goal is to facilitate community sustainability through collaboration and information sharing. Annie Gaillard, General Manager of Buffalo Mountain Co-op in Hardwick, made a point that the co-ops have always been very good about knowing and sourcing out local food. "We know who has the berries," she said. Gaillard also pointed out that there are vast holes in the supply

system, "where are the grains and where are the beans?"

As we look to transition our food system and plug the many holes and unmet needs that still exist, we are fortunate to have many talented individuals working towards a similar goal. One of the goals of the NFCA is to pull some of these "silos" of ideas and corral them together into collective action.

One such model of organizing these ideas was presented in a workshop presented by Dr. Alastair Lough and his wife Patricia Proulx-Lough, both of whom share a common vision for organizing the transition to a more local economy. The basis premise of the Transition Town model is "unleashing the collective genius for the common good." The common good, in this case, would be preparation for a less energy intensive future by rebuilding local resilience. Since a strong local food system is central to such an idea, food co-ops and other like minded organizations can play a central role. The Transition Town model ([www.transitionvermont.NING.org](http://www.transitionvermont.NING.org)) is currently

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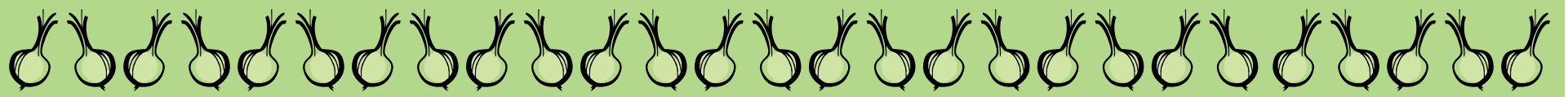
City Market, Onion River Cooperative, Your Community-Owned Grocery Store

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We welcome EBT, CAT\$cratch, Knight & CCCash Cards and manufacturers' coupons

Open 7 a.m. - 11 p.m. every day 802-861-9700 [www.citymarket.coop](http://www.citymarket.coop)

RETURN SERVICE REQUESTED



## Pandemic Preparation

By Clem Nilan, and Caroline Homan,  
General Manager, Food Education Coordinator

We're all familiar with our nemesis the flu, the contagious respiratory illnesses caused by influenza viruses. When the flu struck City Market's Education Coordinator Caroline Homan and her husband Andy, they were knocked off their feet for the better part of a week.

These resilient viruses morph over time. Many of us try to prevent the flu by getting a flu vaccination designed to combat the latest strain. Even so, every year in the United States, an average of 5% to 20% of the population gets the flu, with about 36,000 people dying as a result - especially the very young and old, and people with compromised immune systems.

Every so often, influenza viruses undergo abrupt, major changes. When a rapid shift like this happens and a new virus emerges, most people have little or no protection. Although rare, these influenza outbreaks can be devastating and rapidly spread worldwide. Global influenzas are known as pandemics (in Greek pan means all and demos means people).

Vermont Health Commissioner Wendy Davis believes that Vermont is due and that it's not unlikely that a pandemic could occur fairly soon. It's not a question of "if," but when. History tells us, Dr. Davis says, that a virulent, deadly flu strain will explode into a pandemic.

The last great influenza pandemic of 1918-1919 killed more people than World War I. Vermont was hit hard. It swept across Vermont so fast that it caught health officials by surprise.

"We don't want to ever be caught off guard," said Commissioner Davis. "We are the first generation of Vermonters who can take the lead in preparing for a pandemic — and Burlington area leaders have been doing just that.

"Burlington can strengthen its ability to respond to pandemic influenza by coming together and preparing well in advance of an emergency," said Mayor Kiss. "Because of our relatively small size and strong community, we have the opportunity to be a model for larger cities as they also deal with planning for a pandemic flu."

Burlington is one of only nine U.S. communities selected by the U.S. Department of Health and Human Services to serve as a pandemic influenza preparedness community. Public health officials anticipate families won't be able to go to work, school or the store during a pandemic.

Dr. Davis believes that a good place to prepare is at a grocery store or, in our case, here at the Co-op. Her basic advice is, "Stock up. Stay at home." Plan for two weeks of food for the pantry.

"The idea behind that is that people might need to be home for a period even of up to two weeks while everybody's getting over being ill and while we're trying to contain the spread of illness."

### Recommendations for stocking a pantry:

Pick up a copy of our Bulk brochures in the bulk department for more cooking information and recipes for common pantry foods in Bulk.

#### Buy plenty of water!

**Porridge** – Just ½ cup of common porridge grains like rolled oats or 7-grain & seed cereal equals one portion. For more finely milled cereals like cream of wheat ("Bear Mush"), cream of rice (rice flour), or cornmeal, you need just ¼ cup. Buy an assortment of different porridge grains.

**Whole grains** – ½ cup of whole grains will provide one serving as a side dish or more in a dish with other ingredients

**Barley** – add 1 cup to onion, broth, and frozen vegetables to make barley vegetable soup

**Couscous** – cook canned crushed tomatoes and chick peas with Moroccan spices (cumin, coriander, cinnamon); serve over couscous for a Moroccan meal

**Polenta** – polenta can be served sweet or savory as a thick stew, or pour into an oiled baking dish and allow to cool, cut into wedges and serve with black beans or tomato sauce

**Rice** – brown rice gives you more nutritional value than white rice pound per pound and is more filling; make rice & beans, risotto, or a simple casserole

**Flour** – keep flour in the freezer to preserve its shelf-life; stock up on all-purpose flour, whole wheat pastry flour, whole wheat bread flour (combine flour, water, salt, and yeast for basic pizza crust and bread dough – subtract the yeast for Indian-style flatbreads or Mexican tortillas), and cornmeal for simple skillet cornbread, flapjacks, or porridge

**Pasta** - 1 pound of pasta generally feeds four people; whole grain pastas are even more filling; buy a variety of your favorites; pasta with tomato sauce and canned tuna makes an Italian dish called "pasta al tonno" (add lemon zest if you have it)

**Dried Beans** – beans will roughly triple in volume when cooked; plan on 2-3 cups of dried beans for a meal for 4; quick-cooking split peas and lentils can make soups or curries; soaking beans like black beans and red beans can go into soups or on top of tortillas; navy beans make good baked beans

**Frozen** – choose frozen vegetables (corn, peas, mixed veggies) to get more nutritional value than canned vegetables and less space lost to water; frozen fruit (try to choose a rainbow of colors to get the most vitamins); buy frozen bread and tortillas like the Ezekiel brand which are 100% whole-grain and filling

**Dairy** – keep butter and hard cheese (cheddar, parmesan) in the freezer

**Meat** – freeze whole chicken, ground beef, and other cuts of meat in freezer-safe wrapping

**Vegetarian** – tempeh and tofu can be kept in the freezer

**Miscellaneous** – nuts, raisins, yeast (for baking), flour, and coffee can all be frozen for longer shelf-life

**Canned** – stock up on canned beans, crushed canned tomatoes, tomato sauce, chicken or vegetable broth, canned fish like tuna and salmon, jars of salsa, and jars of applesauce to make diverse recipes

**Produce** – produce won't keep forever, but good storage crops for the refrigerator are carrots, cabbage, onions, garlic, root crops (beets, celeriac), apples, and lemons

**Miscellaneous dry goods** – sugar, salt, honey, maple syrup, peanut butter, crackers, rice/almond/soy milk, spices (Italian spices, curry powder, cumin, coriander, cinnamon)



### NOFA Conference continued

being used by organizations in 134 towns and cities across the globe.

The often quoted fact is that Vermont is highest in the nation per capita in direct distribution of foods to consumers through farmers' markets and CSA. However the total is still miniscule. The sobering reality is that the number one export product of Vermont is money and the number one import is food. Vermont still remains a long way from being self-sustaining in food production, yet it's very clear we are moving in the right direction and have the consolation of being among the leaders of our country.

Keynote speaker Andrew Meyer shared the amazing and uplifting story of the rebuilding of the healthy food system in Hardwick. Meyer is founder and managing partner of Vermont Soy. Hardwick is a Mecca of local agriculture including High Mowing Seeds, Pete's Greens, the Center for an Agricultural Economy, Jasper Hill Farm and their 18,000 foot cheese aging cellar, Claire's Restaurant specializing in local food, the Buffalo Mountain Co-op, the True Yogurt Company and soon to be relocated to Vermont Food Venture Center. City Market is planning a tour of the Hardwick region as part of our farm tour program.

After attending the NOFA conference it is clearer than ever that the real work is in engaging and organizing supporters of a local food system into collective action. Whether it's the 1400 people at this year's conference, the 17 regional Food Co-ops or any other forward thinking group of people, taking the time to proactively work together will take us a long way.

We welcomed

133

new members  
in January!

### 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

### Board of Directors

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Adele Dienno - 862-2595

Rachel Jolly - 863-6390

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Layout: Aaron Toth

### Advertising Information:

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

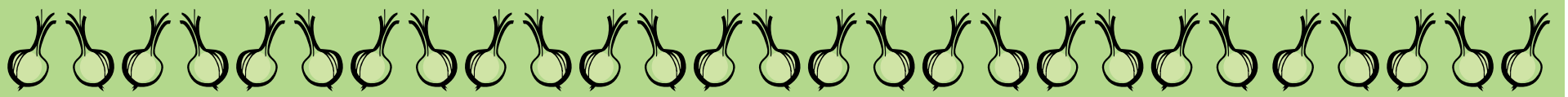
The Onion Skin is the official newsletter of The Onion River Cooperative. Submission deadline is the 5th of the month prior to publishing (e.g., May submissions due April 5th). Submissions are encouraged and may be edited for clarity, style, or length. The editorial staff reserves the right to accept 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.  
March 23, 2009

in the  
City Market  
Conference Room.



## Co-op Members: Spring Savings Coming Soon!

Spring is right around the corner and there's no better way to celebrate the season than with good food. That's why we're proud to offer Co-op members the 2009 Spring Co-op Advantage coupon book. It's full of big savings on favorite brands and includes a couple of tasty recipes for good measure.

This coupon book is just one small way for us to thank you—our Co-op members. Your continued support makes the Co-op more than just another grocery store. Your investment, patronage and input help us better serve you, support our local community and build connections with other communities.

Watch your mailbox in late March for this special offer. Coupons are valid until May 31, 2009. Thanks for being a part of the Co-op.

## Enter to win tickets to Rural Vermont's Fashion with Dignity show

Rural Vermont presents FASHION WITH DIGNITY: A Hemp & Natural Fibers Fashion Show on Friday, March 13 at Main Street Landing Performing Arts Center, in Burlington. Tickets are \$5-10 sliding scale admission. Come celebrate the passage of the 2008 "Hemp for Vermont" bill, and check out the endless versatility of hemp fabric. Plus raffles, vendors, food, and fun. All proceeds benefit Rural Vermont, a nonprofit advocacy group for farmers.

For more info, call (802) 223-7222 or visit [www.ruralvermont.org](http://www.ruralvermont.org). Enter to win two tickets to the March 13th show at City Market's Customer Service desk.

The Onion Skin

# Community Connections

## Cochran Ski Area

City Market members can enter to win \$50 worth of lift tickets.

A non-profit downhill skiing area? A ski and snowboard instruction program run by an Olympic gold medalist? A snack bar that doesn't break the bank? Yes, yes, and yes! It's all at March's Community Connection partner, Cochran's Ski Area in Richmond.

Cochran's mission is to provide area youth and families with affordable skiing and snowboarding, lessons and race training, in the Cochran tradition. Cochran's Ski Area was established in 1961 by Mickey and Ginny Cochran. In the next decade, the ski area helped put all four of the "Skiing Cochrans" on the road to Olympic and World Cup success as members of the United States Ski Team.

Cochran is just a mile from the Round Church and On the Rise bakery in Richmond. Children under five ski for free with the purchase of an adult ticket (\$20 or \$14 afternoon half-day), and student/youth day tickets are just \$14. Learn more by visiting [www.cochranskiarea.com](http://www.cochranskiarea.com) or call 434-2479.

Throughout the month of March, Co-op members can enter to win \$50 worth of lift tickets from Cochran's. Stop by Customer Service to enter today!

## City Market Welcomes New Co-op Board Members

Two new members have joined the Co-op's Board of Directors, Nancy Nesbitt and Molly O'Brien.

Nancy Nesbitt has been a member of the Co-op for 12 years. She says that the quality of the food draws her in, as well as the opportunity to support the local vendors. "I don't look for immediate and fast change, yet want to help nurture the continued growth working with the members," said Nesbitt.

Molly O'Brien wanted to join the Board of Directors because she hopes to play an active role in helping to ensure that Onion River Co-op continues to be a thriving place for healthy food, community connection, and member education. O'Brien has previously been a member of the Putney Co-op in Putney, VT and Green Fields Market, in Greenfield, MA where she served on the Board of Directors. "This Co-op has many great programs in place and I am committed to continuing what we do well while also searching for new ways to make the Co-op a venue for positive change in the community," said O'Brien.

Meet Nancy and Molly as well as the other two new additions to the Board, Wayne Warnken and Susan Munkres at our next Board meeting on March 23.



## Community outreach Partner: COTS - Co-op Member Worker Opportunity

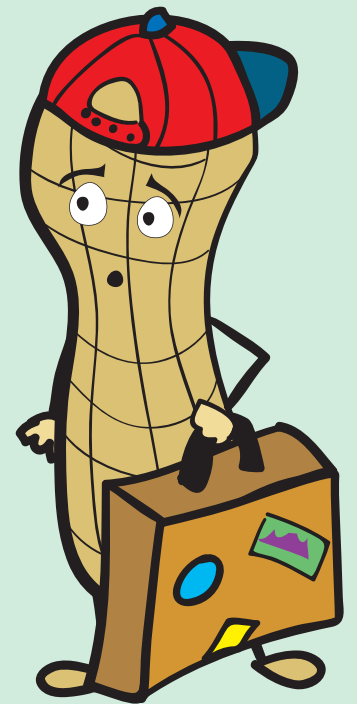
COTS is Vermont's largest provider of shelter and services to people who are homeless or marginally housed. Their programs include three emergency shelters (two for families and one for adults), a daytime drop-in center for adults, a Housing Resource Center (at 100 North St.) that helps people secure affordable housing or hold on to what they have, homelessness-prevention programs, social services, and transitional and permanent housing for people who have moved out of shelter or who are disabled. All facilities are located in and around downtown Burlington.

COTS was established in 1982 by a grassroots group of concerned citizens, representing church, city government and housing activists. Bob Kiss, the current Burlington mayor, was among those initial organizers.

As the economy continues its nosedive, COTS is being called upon to help growing numbers of people who have fallen through the remaining tattered threads of our so-called "safety net." COTS is responding to the urgent and pressing need for more emergency shelter by creating additional shelter beds at the Burlington Eagles Club with the help of Champlain College (which owns the building and is donating it for temporary shelter use), JA Morrissey Construction Co. and numerous other professional trades people who are volunteering their time to transform this space into shelter within a matter of weeks.

In addition, construction is slated to begin this summer in Winooski on a new COTS facility that will provide housing and support services for homeless veterans.

City Market member workers can earn hours by preparing and delivering noontime meals to serve about 50 adults at the COTS Daystation. Other opportunities vary depending on the time of the year. For example, member workers have the opportunity to earn 4 hours credit by volunteering as crossing guards for the 2009 COTS Walk on Sunday afternoon, May 3. For more information, check out the member worker binder at the City Market Customer Service desk or contact Deb Bouton at [deborahb@cotsonline.org](mailto:deborahb@cotsonline.org) or 864-7402.



## Peanut Recall: How the Co-op Responds

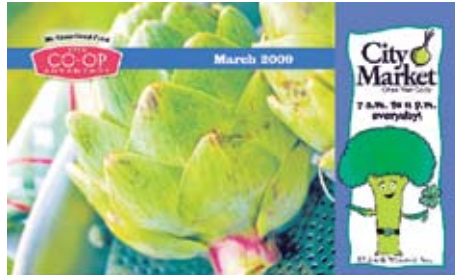
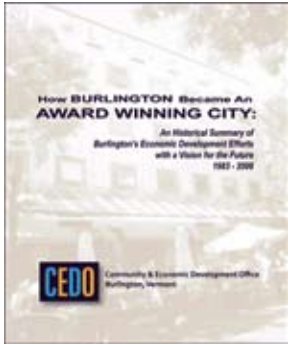
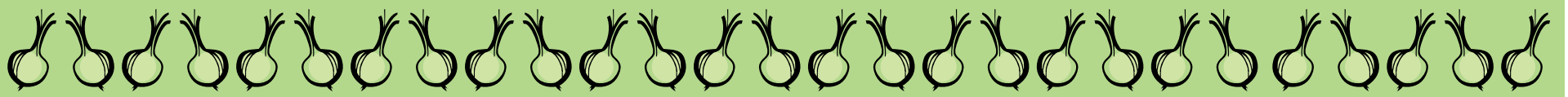
By Nicole Fenton,  
Marketing and Member Services Manager

As a result of the peanut/salmonella issue, the Co-op has removed over 20 recalled products and provided up to date information for consumers. In addition, staff is constantly monitoring information from the FDA. However, the situation underscores the need for a stricter, more comprehensive inspection process.

The peanut/salmonella situation also raises issues about the vulnerability we face as a result of a hugely centralized food system where a relatively small player, like Peanut Corporation of America, can have such a large impact nationwide on so many products. It's not surprising that at the Co-op, we advocate for more local and regionalized products for many reasons such as helping to strengthen local and regional economies and reducing environmental impact. Another key reason includes food safety. Regional and local products tend to be easier to trace back to the origins due to more limited distribution making it easier to address food safety issues more quickly.

As information is released from the FDA regarding newly recalled products, our staff adds the information to a central binder of information, alerts the proper department and begins the process of recalling and destroying the product. The list of recalled products that we carry is then communicated throughout the organization and onto our Web site at [www.CityMarket.coop](http://www.CityMarket.coop).

In addition, we have received numerous letters from our vendors confirming that they are not part of the recall. When that information is available, we have posted signs next to products. It is always our intention to keep our customers informed so that they can make the best choices for themselves and their families.



## City Market Featured in New CEDO Publication

CEDO, Burlington's Community and Economic Development Office, recently released a new publication titled: *How Burlington Became An Award Winning City: An Historical Summary of Burlington's Economic Development Efforts with a Vision for the Future, 1983-2008*. This booklet marks the 25th anniversary of the organization which was formed in 1983 by, then mayor, Bernie Sanders. Featured prominently on page 22 is a summary of how the Co-op became Burlington's downtown supermarket.

The Onion River Co-op first began in Burlington in 1973 as an Old North End buying club that offered a number of local and organic foods not available from conventional grocery stores. The City had lost six supermarkets over a period of a few years and it became a challenge to attract a downtown grocery store. The Onion River Co-op was ultimately selected and expanded from its Old North End location to downtown South Winooski Avenue in 2002.

CEDO provided significant financial and technical assistance for this transition and expansion process. The City secured a \$9,000 HUD grant for a market feasibility study which provided the industry data showing there was a need for a downtown supermarket. The City also secured a \$600,000 grant from HUD for predevelopment work to prepare the site for development; the site was a former ravine and brownfield. The City provided a long-term lease, the former historic police station, a \$66,000 CDBG grant, and \$2 million in construction financing.

City Market now provides a wide range of conventional products, at affordable prices, to Burlington residents while maintaining its commitment to local food and the community. As part of the original agreement with the City, the Market was to meet a goal of offering 1,000 locally produced products. The Co-op is currently at 1,700 locally produced products and counting. City Market employs 160 people and has grown over 10% each year since its opening. City Market also had the second highest sales total for a single-store food co-op in the U.S. for 2007. The Co-op recently won the National Cooperative Excellence Award for 2008, which is given to one retailer in the country each year.

CEDO's, *How Burlington Became an Award Winning City*, is available, free of charge, at the Fletcher Free Library, at the CEDO office in City Hall, or online at [www.cedoburlington.org](http://www.cedoburlington.org).

## Monthly Sales Flyer Recipe Sampling

In September City Market launched a new sales flyer, called the Co-op Advantage, which can be found in the entryway and Aisle 1. The monthly flyer features savings, seasonal food tips, recipes, and City Market's store events or special information. New this month will be a featured recipe tasting from the Co-op Advantage flyer. On March 19 from 12:30 - 2:00 p.m., stop by and see if this one's made for your recipe book!

### Southwestern Stuffed Peppers

By Christopher Ryding

- 4 medium to large bell peppers
- 2 cups frozen corn kernels
- 1 15-ounce can of cooked beans, drained and rinsed (your choice – black, pinto, black eyed peas)
- 1 cup shredded cheddar cheese (or smoked)
- ½ Tsp
- 1 fresh or pickled jalapeno pepper, diced
- 1 Tbs. fresh cilantro, chopped
- 1 cup salsa
- 1 cup cooked rice (optional)
- 1 Tbs. butter
- 1 Tsp. paprika

1. Preheat the oven to 375 degrees F while preparing ingredients, and bring a stock pot of water to a boil.

2. Cut the peppers in half through the stems, or leave a whole and remove the tops. Remove seeds and the thick inner ribs, and blanch peppers in the boiling water for 4 minutes. Remove and reserve

3. While peppers are blanching, combine the corn, beans, cheese, salt, jalapeno, cilantro, salsa, and rice (optional) in a mixing bowl.

4. Stuff each pepper or half with an equal amount of the filling, and place in a baking dish. Add a small amount of water- enough to fill the bottom of the baking dish. Sprinkle each pepper or half with a dab of butter and a pinch a paprika, and bake 20 minutes.

5. Top with a dollop of salsa, sour cream or guacamole and serve with fresh corn chips.



By Carol L. Winfield,  
City Market Member

Happiness is IN! How do I know? It said so in the November 27th, 2008 *New York Times*. It said that "happiness has become a booming international business which began in 2006 in Sydney, Australia." The *Times* goes on to prove the statement irrefutable by telling us about a recent San Francisco convention attended by philosophers, scientists, psychologist, Buddhists, and even CEOs who had flown from all over the country for the sole purpose of discussing the science of happiness. "Happiness," the article continues, "has since exploded throughout the world, bringing forth a proliferation of books, scholarly papers, and university courses."

The *New York Times*, in my heyday, anyway, was considered "the paper of record." As much as I respect and have respected *The Times* through all these years, I admit, writing that happiness did not come to the world's attention until the 21st Century is stretching the truth. I think we have known happiness --or lack thereof-- since humankind got going.

The article went on to explain these scholarly studies revealed that happiness depended upon being busy at an occupation one enjoyed and being of service to others. How about that for a scientific breakthrough! Dare I mention that back in the 1950's when my daughter was in her early teens we visited her at sleep-away camp. "Are you happy," her father had asked in a hesitant voice. "Happy?" she questioned. "When the weather's great, I'm swimming or rehearsing a play," she said. "I guess I'm happy, but after a lotta rain, if you haven't written. . ." She put her hands on her hips, cocking her cute little head. "If you mean do I like camp... yes, I like camp, most of the time."

We exchanged parent-child glances, relieved by her answer. Without need of

scientific study, psychologist, Buddha master, philosopher, even a CEO, our smart teenager had put her finger on the button: happy is doing what you enjoy or working for others in some kind of service.

After reading *The Times* article, I realized, I am happy. When I'm busy doing something I like, giving a service to others, I'm happy. Writing an article for City Market's newsletter, for example, volunteering at Burlington's one and only Co-op whose success in some measure depends upon its volunteers, does bring me satisfaction. Volunteering makes a difference in one's happiness. It isn't just the 12% discount the Co-op gives to full-time volunteers, or the jobs that they give. I enjoyed volunteering when asked to file, fold, or paste labels. The atmosphere is generally positive and upbeat. The staff is friendly, polite and grateful for any help given.

Now that I write my View from Ninety column, however, I'm lots more happy. Writing, after all, was/is my profession, my thing. It definitely brings happiness for I am not only gainfully occupied, but also giving a service to a cause in which I believe.

Despite my happiness, I do have terrifying moments of loneliness, pain, and periods of self-pity. More and more, I am learning to refuse to allow them to consume me. Instead, I turn to my "old reliable" methods: meditation, yoga, laughter, and telling-myself off! My life, these aching, old-lady days, is definitely not the bed of roses it had once been. But what's to be done? Perhaps it's my turn to shrug my shoulders and consider that I can still be the "happy camper" my daughter had been many years ago.

Yes. Happiness is IN! Come join me!

Check out our new website @ CityMarket. coop!

We have 100% organic free range movies



370 Shelburne Rd.  
802-660-6646





## Customer Comments:

Dear City Market,

Thank you for the non-smoking campus. I really appreciate not having to smell smoke at the front doors. Kudos to the Co-op and the Board.

Anonymous

Dear Anonymous,

Thank you for the note. We began implementing the smoke free policy on January 1. So far we've had pretty good response and will continue to communicate the new changes regarding our smoke free campus.

Dear City Market,

We want grits everyday! Or a schedule of when they are available. Thank you.

J.Mann

Dear J. Mann,

While we might not be able to have grits on the hot bar everyday, we do plan to post the menu of the week on our new Web site. Check out [www.CityMarket.coop](http://www.CityMarket.coop) to see what foods are available on the hot bar.

Dear City Market,

Thanks for clear country of origin labeling on produce—our family has joined the boycott of Israeli products and appreciate being able to see what to avoid. We would appreciate better, clearer labeling on other products as well.

Anonymous

Dear Anonymous,

We have been working on updating all of our country of origin labeling on product that require it from the FDA. Look for the labeling on products in the Meat and Seafood department as well as Produce and Bulk soon.

## 2nd Annual Jr IRON CHEF



2009 VERMONT

### Jr. Iron Chef Competition Set for Saturday, March 28

City Market is proud to sponsor the 2nd Annual Jr. Iron Chef Competition on March 28 at the Champlain Valley Exposition Center in Essex Junction. Teams of middle and high school students from across Vermont will create delicious dishes using seasonal, local foods, which can be easily prepared for school food service menus. The event is a fundraiser for VT Feed and the Burlington School Food Project, to fund work that will strengthen Farm-to-School programs and improve school lunch statewide. Sponsors include Comcast, 95TripleX, WVMT, Blue Cross Blue Shield of Vermont, the Burlington Free Press, and City Market.

The Jr. Iron Chef event will offer activities for the whole family, including food sampling, farmers' market, children's activities, product demonstrations, and much more! It's all happening Saturday, March 28 from 9:30 a.m. to 3:30 p.m. at the Champlain Valley Expo in Essex Junction! To learn more check out [www.JrIronChefVT.org](http://www.JrIronChefVT.org).



### Magical Math at the Co-op

By Bonnie Acker and Gwen Causer, Co-op Members

Many of you may already have a math-savvy mind. You know that a Champlain Orchards apple, from a tote costing about \$5.00 with about twenty apples inside, costs about a quarter. A great affordable snack! And you might even know, by heart, what the ingredients cost for your favorite homemade soup.

If you're not used to this sort of thinking, don't despair. You too can acquire practical food-shopping knowledge. And that's just what Edmunds Middle School math teacher Jim Monahan and his students are doing on monthly community service visits to City Market. Guided by Co-op working members, they're discovering the basics of nutritious, easy-to-prepare and affordable food. Nutrition Educator Caroline Homan explains, "the students are helping me gain vital information for my Eating Well on a Budget Workshops."

How do you hone your math skills while shopping? First, you notice the price-per-pound and unit-pricing. Each group of Edmunds students begins by identifying the produce department's ten most affordable items. Sometimes the cost is obvious, other times raw data is transformed by calculator or laptop

(recent best-buys included apples, bananas, cabbage, carrots, onions and potatoes). "Price-per-unit is a great way to compare prices while shopping," reflects Monahan. "Students realize that bigger isn't always better."

During subsequent visits, the students compare fresh, frozen and canned foods; evaluate the merits of ready-to-eat versus made-from-scratch. Price is always considered, but students also compare taste, convenience, whole and local qualities, and the environment. During a recent session, students unanimously chose homemade minestrone over canned for price, taste and nutrition. "It cost ninety cents and tasted much better than the canned kind," exclaimed one student. "But sometimes canned soup would be useful if you're in a hurry," reflected another.

"People often think that they can't afford fresh produce or other items," says Homan. "But after they learn how easy it is to make something like homemade chili, they see the world differently." The students are helping to build this new world, furthering City Market's mission to make food more accessible and affordable, and furthering their own food-wisdom and math-confidence.

Magical math in the aisles, a life's lesson for us all!

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# JAY PEAK VERMONT

### Jay Peak Club wrap Available Until March 31

Don't miss out on an opportunity to get fresh with City Market and Jay Peak Resort this winter with a delicious sandwich and two for one voucher to ski or ride. Pick up the Jay Peak Club wrap sandwich from City Market's Grab-and-Go section and you'll receive a two for one voucher to ski Jay Peak Resort with the most snow in the eastern North America. The Jay Peak Club wraps up delicious McKenzie turkey, bacon, creamy Cabot Cheddar cheese, ripe tomatoes, fresh greens, mayo, and onions. Talk about fresh! The Jay Peak Club wrap is available from now until the end of March.



## Connections: Ecological Farming Conference 2009

By Matt Landi,  
Produce Manager

The widespread availability of organically grown produce is something of a given to us here at the Co-op in the year 2009. However, there was indeed a time when this movement was in its infancy. This is true on both a local and large scale level.

In Vermont we talk quite a bit about local food. There are numerous certified organic growers in the State and many others using methods one could call ecological or sustainable. A great many people, growers, advocates, and conscious consumers among them, have worked a great many years to make this happen. We are grateful enough to honor and celebrate them on a seasonal basis.

During the winter months, our locally grown offerings are quite limited and many of us choose to take advantage of a wide variety of produce offerings from other places. One such place is California, where the vast majority of our winter produce is grown. Taking advantage of a favorable climate, California growers were some of the first to produce organic food on a massive scale. This past January I had the opportunity to attend the 29th Annual Ecological Farming Conference in Monterey, CA. While I was given an up close view of the activist roots of organic farming and how it developed into such a large movement, I also saw the immense challenges of agriculture on a scale not often seen here in the Green Mountains.

We tend to see winter as a major barrier to diverse year round local food production in Vermont. Major innovations are in constant motion to lengthen our season, but the scale is such that we are not yet talking about feeding a large percentage of our population. We have become quite used to a very steady supply of California grown produce with few of us considering the implications of such a system (outside of the obvious over dependence on fossil fuel and loss of local resilience).

What's often missing is the connection between producer and consumer. Surprisingly, as I found at the conference, this lack of connection is felt on both ends. Many California

based growers would prefer to sell locally, however the scale of California agriculture is such that doing so on a large scale can be challenging. Christine and Dale Coke of Coke Farms, one of the growers we visited, were as grateful to meet us as we were them. Christine described how they sometimes feel as if they send out boxes and boxes of produce with no idea where they may end up. As one of the recipients of these boxes, it's not always easy for us to know that on the other end there are people that take time an effort to help feed us.

There are other residual effects of this disconnection, many of which could be an entire column. Two major obstacles for California growers are water and food safety concerns. The concern about water is that there isn't enough. Mired in drought, with increasing residential and environmental pressures, many growers have seen water availability decrease by as much as 90% in just two years. While we sit on what has been called the Saudi Arabia of water it's hard to imagine the effects of such a shortfall.

Another obstacle is the degradation of topsoil and increase in pest issues caused by new food safety standards being imposed on many growers, not by the government, but by potential buyers (mainly large scale wholesalers and retailers) who are trying to eliminate potential liability. While the issue is quite complex, the solutions being presented are quite the opposite. They involve tearing up any non-crop vegetation within 500 feet of cropland (trees, shrubs, grasses anything that would be considered habitat for wildlife). While many of the scientific causes of food contamination point towards domestic feedlots and food processing facilities, the reaction has been to scapegoat wildlife. While many organic growers have not had to participate, they are affected by any loss of beneficial wildlife (think bugs who eat other bugs) which can help limit the need for even organic pest control. For more information on these issues visit [www.wildfarmalliance.org](http://www.wildfarmalliance.org) or [www.agwaterstewards.org](http://www.agwaterstewards.org)



## Join City Market's Farm Tour: Hardwick

By Courtney Lang,  
Demo Coordinator

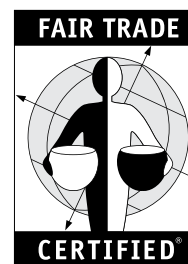
This month City Market invites members and customers to join in a farm tour of Hardwick, Vermont visiting Jasper Hill Farm, High Mowing Organic Seeds, Claire's Restaurant, and Vermont Soy Company. These businesses have given new meaning to the local food movement by developing a community based agricultural system that supports sustainable and innovative business practices. The non-profit organization that seeks to inspire other communities is called the Center for an Agricultural Economy. Through this tour participants will learn first hand from the farmers who give meaning to this model.

The tour will begin by leaving City Market at 9:00 a.m. with transportation provided to Hardwick. Our first stop will be High Mowing Organic Seeds, where participants will explore the seed warehouse and facility for a behind-the-scenes look into the life of an organic seed! The company is an independent, family-owned business dedicated to supporting sustainable agriculture by providing growers with the highest quality certified organic seed.

Next stop is Jasper Hill Farm located right outside Hardwick in Greensboro. Jasper Hill is a small family farm working to steer Vermont's dairy industry in the right direction with their state of the art cheese cave. As if this couldn't get any better, we will be stopping at Claire's Restaurant for lunch where, from farm to table, they emphasize local and sustainable produce, artisan products, and responsible business practices that support the community. Lunch will consist of an entree, salad, and drink including tax and a tip for \$24.

Our last stop will be Vermont Soy Company where participants will see technology and craftsmanship come together. Vermont Soy is an anchor company of the Center for an Agricultural Economy, actively supporting a healthy food system by promoting the development of other agricultural and food based businesses. Take a peek into the production room and sample Vermont Soy's fresh, organic, and local soymilks and tofu.

The tour will be held on Saturday, March 14th. This will be a full day worth of activity, running from 9:00 a.m. to 6:00 p.m. Transportation and a light breakfast will be provided. Lunch is not included. Space is limited to 20 participants, who may sign up by contacting Courtney Lang directly, at 802-861-9753 or by email at [Clang@CityMarket.coop](mailto:Clang@CityMarket.coop). We recommend folks interested register for this tour early, as our previous tours to Lewis Creek Farm and Shelburne Vineyards booked quickly.



## Burlington Fair Trade Town Update

By Courtney Lang,  
Demo Coordinator

One down four to go; your fellow residents are on the move to make Burlington the next Fair Trade Town. Burlington's Fair Trade Town committee has been created, and included are affiliates of local businesses representing City Market, Peace & Justice Center, Hope For Women, Speeder and Earl's, Healthy Living, Fresh Coffee Now, UVM, Creative Women, Dolma Designs, First Congregational Church, and other representatives. Our next goal is to have City Council pass a resolution supporting the Fair Trade and local food campaign. Buy Fair Buy Local.

Burlington's committee calls on local residents and business owner to take action and plan for World Fair Trade Day. WFTD is May 9, 2009 and the theme is "Everything Is Better When It's Fair." Some ideas would be to have a chocolate tasting, drum circle, or participate in The World's Largest Fair Trade Coffee Break. Fair Trade news and events will be posted in the Onion Skin. You can also check out [www.fairtraderesource.org](http://www.fairtraderesource.org) or call Courtney Lang at 802-861-9753 for more information and suggestions.

## Sample the Winning Guacamole Recipe

Thanks to all who voted in January's Guacamole Contest at the Co-op. We are proud to announce that Matt Grady, Co-op member and avid shopper, won 1st place with his delectable traditional style guacamole. For those of you interested in replicating his outstanding guacamole, here is his recipe:

Matt Grady's Guacamole

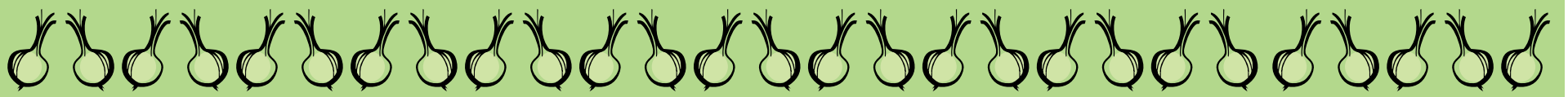
- 2 avocados
- 1/2 small red onion, chopped very fine
- 1 jalapeno, half of seeds removed, chopped finely
- 1/2 teaspoon cumin
- 1 Tsp. salt
- 1 lime to yield 1/2 tsp. zest & 1 tbs juice
- 1/4 cup cilantro

1. Mash 1 avocado and mix with jalapeno, onion, cumin, salt, lime juice and lime zest.
2. Dice the 2nd avocado and carefully fold it into the mixture with cilantro.
3. Cover with plastic wrap, flush against the guacamole, chill 30 minutes and serve.

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## Wine Picks for Under \$10

Cline Oakley Five Reds and Cline Oakley Four Whites are two great values featured in our wine department this month. The Cline brand has developed a great reputation for the quality and consistency of their wines. **Cline Oakley Five Reds** is a staff and customer favorite, and at \$7.99 it's a great value. Intense yet very smooth, Five Reds is a blend that includes Merlot, Alicante Bouschet, Mourvèdre, Sangiovese, and Zinfandel. Jammy-blackberry flavors are accentuated by peppery spice and hints of leather. It's excellent with spicy foods, BBQ, or tomato-based dishes.

Also \$7.99, **Cline Oakley Four Whites** is a unique blend of Sauvignon Blanc, Viognier, Malvasia, and Semillon. Four Whites has bright citrus and green apple flavors that finish smooth and round with peach undertones and a hint of vanilla. Great with lighter fare such as seafood dishes and salads- this easy sipping white blend will have you thinking ahead to spring.



## City Market's Herbal Clinic Expands

The popular free Herbal Clinic held each month at City Market is now expanding to twice a month. Members of the Vermont Center for Integrative Herbalism have been offering the herbal consultations for over a year. Because the appointments have been filling so quickly, the clinic will now be offered on the first and third Mondays of each month.

The Herbal Clinic is designed for anyone who wants to use herbs to support their health but is unsure where to start. The free clinic offers an individualized approach based on one's constitution and wellness goals. Registration for the class is available at the Customer Service desk.

The Onion Skin



## City Market Vitamins Hit the Shelves

By Lynn Ellen Schimoler,  
Grocery and Wellness Manager

A new vitamin/supplement line has been unveiled in the Co-op's Wellness department. Our own private label: City Market vitamins. After careful research, I chose a company named Vitamer, located in Irvine CA, to formulate our line. Many co-ops have private labels, and we consulted with a variety of co-ops before we made the final decision. It also helped that I had prior experience with Vitamer when I worked for a health food store in Central VT several years ago.

Who is Vitamer Labs? Vitamer is a small family-owned business making supplements and contract manufacturing pharmaceutical drugs. Their drug focus is on generics for a variety of types of drugs. Vitamer is not Merck or Pfizer who perhaps could be blamed for producing drugs with severe negative side effects. Vitamer was started by a Natural Practitioner in 1924 by hand encapsulating dried fruits and vegetables; getting nutrition in a convenient way is the philosophical base of this company.

It was during WWII that they became a pharmaceutical manufacturer when the country was in extreme need of morphine. Vitamer started manufacturing for the private label dietary supplement industry in 1975. Because Vitamer's parent company is a pharmaceutical manufacturer, they have always followed Good Manufacturing Practices while making supplements, even before GMPs existed for the natural supplements industry specifically. These GMPs have been monitored by the FDA and the Natural Products Association, a claim only very few supplement manufacturers can make. Vitamer uses the natural form of Vitamin E which is supported in hundreds of clinical studies. Also, unlike many "drug store brands" Vitamer guarantees not using any artificial flavors, artificial colors and preservatives. In 2007 Vitamer's manufacturing plants were Certified Organic which has enabled them to offer a line of organic products. In the coming months, look for some of these items on the shelf at City Market.

The label of the City Market vitamins and supplements was designed by our own Aaron Toth in the Marketing department. He was able to create an eye-catching label that fits in perfectly to the department. Look for product demos, samples and leaflets about our line and please feel free to ask any of our staff for questions about City Market's private label. In addition, log onto our Web site, [www.CityMarket.coop](http://www.CityMarket.coop) to learn more about why we chose to work with Vitamer Labs.

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## Ask the Health Genie

Dear Health Genie  
What is all of the recent hub-bub about Shikaikai? Is this just a brand of shampoo? What are the benefits?

Sincerely,  
Curious

Dear Curious,  
Shikaikai comes from the seed pods of the South Asian tree *Acadia Concinna* and has been used for several hundred years in India. It is known as both a cleanser for the hair and skin, and is conditioning and gentle for



all. Dr. Bronner's does a rare extraction of this pod in organic grape juice and sugar. Coincidentally, Dr. Bronner's is a fair trade certified company and does not use any sodium lauryl sulfates in their products. Pay a visit to the Wellness dept. at the Co-op where you'll find a wide array of Dr. Bronner's items, in addition to much of the line being on sale this month!

Best,  
The Health Genie



## March Product Sampling

- March 2 -**  
Wellness Day! Pangea Bar Soaps  
4:00 - 7:00 p.m.
- March 3 -**  
Choice Tea  
5:00 - 7:00 p.m.
- March 4 -**  
Amy & Brian's Coconut Milk  
1:00 - 3:00 p.m.
- March 6 -**  
Castleton Crackers  
4:00 - 7:00 p.m.
- March 7 -**  
Produce Cooking Demo  
1:00 - 3:00 p.m.
- March 9 -**  
Lucini Vinaigrette Dressing  
5:00 - 7:00 p.m.
- March 10 - Produce Day -**  
Taste something fresh!  
4:00 - 7:00 p.m.
- Naked Juice**  
4:00 - 7:00 p.m.
- March 13 -**  
BarLeans - Total Omega - Omega Burst  
11:30 a.m. - 2:30 p.m.
- March 14 -**  
Nordic Naturals, Omega 3 Gummies,  
Nordic Berries and Omega 3  
noon - 4:00 p.m.
- March 16 - Wellness Day!**  
Giovanni Tea Tree Shampoo and Conditioner  
4:00 - 7:00 p.m.
- March 18 -**  
Crofter Pomegranate Jelly  
1:00 - 3:00 p.m.
- March 19 -**  
Co-op Advantage Flyer Recipe Testing -  
Southwestern Stuffed Peppers  
12:30 - 2:00 p.m.
- March 20 -**  
Katalyst Kombucha  
1:00 - 3:00 p.m.
- March 21 -**  
Produce Cooking Demo  
1:00 - 3:00 p.m.
- March 24 - Produce Day -**  
Taste something fresh!  
4:00 - 7:00 p.m.
- March 25 -**  
Naked Juice  
4:00 - 7:00 p.m.
- March 27 -**  
Maria and Ricardo's Whole Wheat Tortilla's  
5:00 - 7:00 p.m.
- March 30 - Wellness Day!**  
BarLeans - Flax Oil - Forti Flax  
4:00 - 7:00 p.m.

### Free Herbal Clinic

March 2 (Monday) 4:00 - 7:00 p.m.

Have you ever been interested in using herbal medicine to improve your health? Join Betzy Bancroft RH(AHG), Larken Bunce MS, Guido Masé RH (AHG) and students from 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 about one hour and are completely confidential. By appointment only.

### A Taste of Vermont

March 7 (Saturday) 10:00 - 11:00 a.m.

City Market boasts over 1,000 local products. Take a tour around the store with Product Demo Coordinator Courtney Lang. Afterwards, join the group in a delicious tasting of some of your favorite items all for free.

### Indoor Gardening Workshop - Salad Mix

March 8 (Sunday) 11:00 a.m. - noon

Learn how to garden all winter long with Peter Burke and City Market. No special equipment required. The workshop will focus on growing a delicious salad mix. Each workshop will outline general techniques and one specific variety; everyone will plant their own try of greens to take home.

### Potpourri Workshop

March 14 (Saturday) noon - 1:00 p.m.

Potpourri can be used in a variety of ways, such as to scent your home, clothes, or linens, or in herbal moth balls, stinky sock sachets, or dream pillows. Join Herbal Education Coordinator, Cristi Nunziata, in making a variety of potpourri recipes, first and foremost, a spring blend in anticipation of the upcoming season.

### Eating Well on a Budget

March 15 (Sunday) noon - 1:00 p.m.

Learn time and money-saving tips for shopping on a budget with Food Education Coordinator Caroline Homan. Participants will sample recipes, take a tour of the Bulk department, and take home a tote bag full of recipes, coupons, and tips for getting started. Childcare provided.

### Free Herbal Clinic

March 16 (Monday) 4:00 - 7:00 p.m.

Have you ever been interested in using herbal medicine to improve your health? Join Betzy Bancroft RH (AHG), Larken Bunce MS, Guido Masé RH (AHG) and students from 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 about one hour and are completely confidential. By appointment only.

### Indoor Gardening Workshop - Salad Mix

March 22 (Sunday) 11:00 a.m. - noon

Learn how to garden all winter long with Peter Burke and City Market. No special equipment required. The workshop will focus on growing a delicious salad mix. Each workshop will outline general techniques and one specific variety; everyone will plant their own try of greens to take home.

### Nutritional and Herbal Support for

Candida with Layla Masant

March 24 (Tuesday) 5:00 - 6:00 p.m.

Join holistic health coach and educator, Layla Masant, in a discussion of nutritional and herbal approaches to healing Candida imbalance. Get support and learn tips for making this sometimes challenging healing process more simple and enjoyable.

### No-Knead Bread Workshop

March 24 (Tuesday) 6:00 - 7:30 p.m.

Are you baking no-knead bread from the original recipe, or one of the many adaptations? Come and share your favorite recipes and a loaf of bread. This is the first Co-op "bread circle" and everyone will learn from each other and receive a copy of each other's recipes. New to no-knead bread? Come and learn what the craze is all about! No-knead bread is easy, delicious, and healthy!

### Herbs for a Happy Pregnancy and Healthy

Children with Jovial King

March 28 (Saturday) noon - 1:00 p.m.

Join Jovial King, Herbalist, Doula and mother of two in this fun interactive class discussing everyday ailments in pregnancy and early childhood. You will learn many simple remedies and how to make your own tasty teas, yummy syrups, and delicious medicinal soups that your family will love.

### Spring Cleansing with Guido Masé

March 30 (Monday) 5:30 - 6:30 p.m.

Spring officially arrives this month, and it is time for spring cleansing. Cleansing provides relief of winter's stagnation and opens you to a more energetic state of being. Learn to use herbs for cleansing and detoxification and which herbs can be supportive of the liver in its role as the major detoxifier of the body.

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

## Art Showing



Jairo Dechtiar & friends are featured in the Café Gallery throughout the month of March at City Market. The exhibit, "Brasil with an S," focuses on work from multiple artists who are Brazilian or have lived in Brazil. These artists are inspired by different aspects of Brazilian culture and mythology, ranging from colonial to carnival-esque. Jairo is a City Market employee and would love for anyone who is interested in Brazilian inspired art to get in touch with him. Please see the exhibit for contact information.

## Classifieds

Come sing with us! The Second Saturday Sing, an established, casual-yet-organized women's singing group, is always open to new members. No previous musical experience required. We are a friendly, positive group of women who enjoy singing and socializing. Join us for rounds, spirituals and folk tunes. Info and rotating Burlington-area location: 658-5811 (Stef) or anyaschwartz@hotmail.com (Anya).

## Educational Store Tours for Kids

Curious how to demonstrate the difference between organic and conventional products to your kids? Let us give it a try! The Co-op offers educational tours for children around the Co-op encouraging kids to try new foods including many organic and conventional choices. The tours—which can last from 20 minutes to 1 hour—often focus on local foods and the Co-op's connection to local farming systems and how they can get involved. If you would like to book a tour group, contact Food Education Coordinator, Caroline Homan at CHoman@citymarket.coop.

## St. Patrick's Day Celebration

City Market's Vermont Corned Beef made with LaPlatte & Hardwick Brisket (while supplies last)



City Market  
Onion River Co-op