

SPRING 2018 | FREE

# grassroots

A QUARTERLY PUBLICATION FROM PEOPLE'S FOOD CO-OP



**A PASSIONATE  
COMMUNITY  
WORKING TOGETHER**

*for* **SUSTAINABILITY,**

PROGRESSIVE *Land & Animal* STEWARDSHIP

**HUMAN RIGHTS, SOCIAL & ECONOMIC  
»JUSTICE«**

**THRIVING AND LOCAL ECONOMIES.  
COOPERATIVE**

*A SAFE Welcoming* **COMMUNITY**

**WHERE ALL ARE VALUED.**

..... **A** .....

**DEMOCRATIC WORKPLACE**

WHERE ALL *Voices* **ARE VALUED.**  
WORKERS

**ACCESS TO HEALTHFUL FOODS**

**OUR CUSTOMERS CAN  
TRUST.**

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Left: People's Ends Statement, adopted by the Board of Directors in 2007, guides the goals and values of the day to day operations of People's Food Co-op.

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# Run for the Board & the Elections Committee!

People's Food Co-op wouldn't exist if people didn't want it to. From the very beginning, the Co-op has existed because people wanted different food, a different system, and a place to connect with folks in their community. And those folks were actively participating in the work of the Co-op and doing the work to make their dream a reality. Especially at a time when the Co-op is honing in on a new direction and a plan for the future, we need passionate and qualified folks to help steer this ship.

**THIS YEAR, WE'RE ELECTING ONE NEW MEMBER OF THE ELECTIONS COMMITTEE AND THREE NEW BOARD DIRECTORS. BUT FIRST WE NEED CANDIDATES TO FILL THOSE VACANCIES! EVERY YEAR WHEN WE OPEN ELECTIONS, WE'RE ASKING THAT MEMBER-OWNERS STEP UP TO MAKE AN INVESTMENT IN THIS PLACE AND OUR VISION FOR IT.**

If you have the interest and commitment to run for the Board or the Elections Committee, find a nomination packet in the store or online at [peoples.coop/run-for-the-board](https://peoples.coop/run-for-the-board). They have all the information you need about joining the Board or the Elections Committee.



## Why should I run for the Board or the Elections Committee?

- **HELP THE CO-OP CONTINUE TO THRIVE!**
- **INVESTIGATE THE CO-OP'S PURPOSE IN OUR COMMUNITY**
- **PUT YOUR KNOWLEDGE, SKILLS AND PASSION TO GOOD USE!**
- **MAKE SURE THE CO-OP IS LEGALLY AND FINANCIALLY SOUND**
- **GET MORE INVOLVED WITH LONG-TERM PLANNING**
- **CONNECT WITH OTHER MEMBER-OWNERS**
- **GET TO KNOW THE FOLKS THAT WORK AT PEOPLE'S**
- **GET A 15% OR 10% DISCOUNT ON YOUR GROCERIES**
- **BECOME MORE FAMILIAR WITH POLICY GOVERNANCE AND THE CO-OP'S STRUCTURE**

## Need more info?

Feel free to contact the Elections Committee! Just email [elections@peoples.coop](mailto:elections@peoples.coop) and Christopher, Ellen, Naoki, or Sofie will be in touch with you.

If you have questions about the experience of serving on the Board in particular, email Board Secretary Naoki Yoneyama at [naoki@peoples.coop](mailto:naoki@peoples.coop).

If you'd rather talk to someone than ask questions over email, you can make a time to meet with a member of the Elections Committee or call the Co-op and ask for Sofie.

# Nominate Your Favorite Nonprofit to Receive \$1000!

In 2007, People's started the People's Cooperative Community Fund (PCCF) through the Twin Pines Cooperative Foundation (TPCF). People's contributes 1% of our net profits after taxes to the TPCF, which then loans that money to budding cooperatives and nonprofit organizations. Those loans accumulate interest, and each year we look to our Member-Owners to help us pass that money on to a local organization doing important work in our community.

If you know about a cool nonprofit doing work that aligns with our Ends, use the form on the right (or online at [peoples.coop/elections](http://peoples.coop/elections)) to nominate them to receive \$1000! Member-Owners will vote on the nominated organizations during the elections in June and July, and the organization with the most votes will receive \$1000.

Fill out the form attached and return it to the Co-op (you can drop it off or mail it attn: Sofie!) or fill out an online form at [peoples.coop/run-for-the-board](http://peoples.coop/run-for-the-board).

## Past Recipients

**2017**

Urban Gleaners

**2016**

Greeley Food Forest

**2015**

Montavilla Food Co-op

**2014**

Bark: Defending & Restoring Mt. Hood

# People's Cooperative Community Fund (PCCF) Nomination Form

What organization would you like to nominate?

ORGANIZATION

WEBSITE

501(C)3 ID #\*

\*A valid tax ID is required. Find it on the organization's website or give them a call.

**Please include a statement that communicates the work and mission of the organization.**

Optional Information (helpful but not necessary)

YOUR NAME

PHONE #

EMAIL

ORGANIZATION'S CONTACT PERSON

PHONE #

EMAIL

MAILING ADDRESS

Please return this form to the Co-op by April 28, 2018. Any questions? Contact our Marketing & Membership Manager, Sofie, at [sofie@peoples.coop](mailto:sofie@peoples.coop).

# From Seed to Shop

## Say hello to our new organic cotton tote bags!

**BY GABI DE LEÓN, MARKETING & DESIGN MANAGER AND CO-MANAGER**

A really special part of my job as the Design Manager is getting to design things for you to take away from the Co-op that makes you feel like you're holding a piece of People's. Often that thing is Grassroots or a sticker, but every once in a while it's time to design something new, and this time, we're rolling out new tote bags.

Another special part of my job is that I get to seek out cooperatives and other types of businesses making sustainable, ethically sourced and produced goods that aren't food. It can often be difficult to find a business selling wholesale goods that are in line with our Ends, but I'm excited to say that we stumbled upon a rather amazing non-profit company to make our latest edition of People's tote bags. That company is Re-Wrap.

Based in the United Kingdom and certified by the World Fair Trade Organization, Re-Wrap has two cooperatives in Southern India – one in Mysore and one in Gumballi. Both cooperatives produce a range of high quality organic, chemical- and pesticide-free goods, like aprons and tote bags, from ethically sourced cotton.

Together, these two cooperatives employ about 100 women, many of whom come from areas where women are the sole income earners for their families. Their goal in working at these cooperatives is to provide a sustainable income for themselves, and they're succeeding: members of these co-ops earn an above-average wage, and their income has risen 40% since 2009. Members of Re-Wrap cooperatives also receive a pension, health insurance for their families, and annual bonuses. Re-Wrap also provides loans to help fund members' children's education, nutritious lunches and snacks to workers daily, and water filters for every members' family.

Once I learned all of this about Re-Wrap, I was absolutely sold on sourcing our new tote bags from them. But as if I wasn't completely sold already, our representative, Kaamila Qazi, told me about Re-Wrap's new Seed to Shop Organic Cotton. Recently, Re-Wrap invested in the livelihoods of a tribal farming community near their two cooperatives in India, supporting the farmers in producing 100% organic cotton which will be handcrafted into Re-Wrap's products. Kaamila told me that by working with this farming community, they're essentially cutting out the "middleman" in the process and as a result, the farmers get more money for their cotton. This also makes Re-Wrap's process of making goods completely transparent, as Re-Wrap is able to monitor the entire supply chain from picking the best seed to maintaining an organic cycle of soil to producing the cotton. Kaamila offered us the option to get our tote bags made with some of the first fabric made with this new Seed to Shop Organic Cotton, and you'd better believe we responded with an enthusiastic "yes!"

Our new Seed to Shop totes are large and durable enough to carry lots of milk and big jars of bulk goods. They're printed with a design made especially for People's by Lettie Jane Rennekamp, a local illustrator and overall wonderful person. Amazingly, we're able to sell the totes for just \$12! So swing by the Co-op and get your own Seed to Shop tote today! 🌱



**“THEIR GOAL IN WORKING AT THESE COOPERATIVES IS TO PROVIDE A SUSTAINABLE INCOME FOR THEMSELVES, AND THEY’RE SUCCEEDING: MEMBERS OF THESE CO-OPS EARN AN ABOVE-AVERAGE WAGE, AND THEIR INCOME HAS RISEN 40% SINCE 2009.”**



# From the Board

BY NAOKI YONEYAMA, BOARD MEMBER

The Board needs your input on two policies we're working on: one focused on transparency and education and another focused on feedback from customers and Member-Owners.

People's uses a governance system called Policy Governance that clearly defines the role of the Board and the Collective Management (CM). To put it simply, the CM works towards accomplishing the Ends without violating policies that define unacceptable practices and circumstances. The Board's role is to set the Ends and write policies in a negative or constraining way in order to leave maximum freedom, but within clear limits.

## Transparency & Education

The fifth cooperative principle is education, training, and information. This is about making sure Member-Owners can contribute effectively to the development of their cooperative, including having the information needed to elect their representatives and contribute to the work of the Board. The Board is dedicated to making our monthly meetings more accessible and engaging for Member-

Owners. We now have non-confidential meeting packets and copies of the policy register available during the meeting to help Member-Owners follow along and more fully engage in the process. We are also posting the agenda on our website for Member-Owners to review before the meeting. Meetings occur on the 4th Tuesday of every month, with a free meal served at 5:30 and the meeting starting at 6 pm. There is always time for Member-Owners to speak and share their feelings and opinions, and we invite you to join us.

The Board will continue working to provide education and information so that you can contribute to the success of People's. As such, we would love to hear from you!

**What kind of education or information would help you contribute to the development of People's? What can the Board or the CM provide to increase the engagement of Member-Owners?**

## Soliciting & Considering Customer Feedback

The Board also recently reviewed Policy 2.1: Treatment of Co-op Patrons & Member-Owners, which defines unacceptable

practices and circumstances related to interactions with community members. The policy states that the CM shall not: "operate without a system for soliciting and considering customer opinion regarding shopping experience, preferences, product requests, complaints and suggestions."

The Board realized that this policy is too broadly defined and as a consequence any reasonable interpretation may not be acceptable. The CM currently send a very comprehensive survey to the Membership every 2 years as well as provide comment cards in the store. The Board is considering how to be more specific in its policy to, for example, include a more systematic collection of customer feedback.

**As Member-Owners and customers of People's Food Co-op, what would you like to see in terms of considering customer feedback?**

Write to the Board at [board@peoples.coop](mailto:board@peoples.coop) or directly to me at [naoki@peoples.coop](mailto:naoki@peoples.coop) to share your input and help People's continue our development. ☺

# Long-Term Planning Updates

## Synthesis Committee

BY JENNA WHITAKER, BOARD MEMBER

It's a wrap! After 3 months of digesting and integrating Member-Owner feedback, the Synthesis Committee has completed its task of producing a recommendation for the Co-op's long-term planning process. This recommendation or "synthesis" reflects the wealth of input received from Member-Owners via feedback sessions, survey responses, and emails.

The Synthesis Committee was an offshoot of the Long-term Planning Committee (LTPC) and comprised of 10 people:

- **4 Member-Owners**, each elected from a different feedback session that took place in September and October 2017: Chris Eykamp, David Todd, Judith Maron-Friend, and Phil Quitslund
- **3 LTPC Members**: Ashley Todd, Finnley LoPresti, and Sofie Sherman-Burton
- **2 Board Members**: David Wadley and myself
- **1 Collective Manager** not on the LTPC: Kahadish Wa'adabisha

Each of our meetings were facilitated by David Osborn, who also created the format we used to explore and organize the information. The work involved a lot of reading and grouping comments and ideas into common themes. It was colorful and challenging at times, but we managed to reach consensus on every aspect of our task. Our finished project is a comprehensive summary of these themes with supporting feedback, and a recommendation for the process moving forward.

While we each brought a variety of our own experience to the Synthesis Committee, it is important to recognize that many of us benefit from white privilege; the summary we made is no doubt impacted by that fact, though it is difficult to say exactly how. As a Board member, I hope that we can work to bring more diverse perspectives into our participatory processes in the future.

The Synthesis Committee recommended that the Co-op rule out the option of relocation and focus on researching options to stay viable and relevant at its current location. We received ample feedback from Member-Owners sharing their personal connection to the building and its ties to the community, along with other concerns about the financial ramifications of moving the store. Some folks shared ideas for helping us sustain in place. The LTPC considered the Synthesis Committee's input in forming their recommendations for the Collective Management. You can

read more about those recommendations and the LTPC's future research in their update, which follows.

I would like to thank every person that wrote an email, attended a feedback session, or participated in this process in any way thus far. Your thoughts and words are meaningful, impassioned, and clearly reflective of your values and experiences. Hearing your different ideas, concerns and feelings was an incredible opportunity and an interesting way to get to know my position on the Board. I look forward to seeing where this process takes us!

## Long-Term Planning Committee

BY THE LONG-TERM PLANNING COMMITTEE

Over the course of the fall and winter, our financial feasibility research showed us that it would be very difficult and pretty risky for the Co-op to open a second store around 10,000 square feet in size or to relocate within the current neighborhood, the two options that we had actively been researching. Based on the Co-op's good cash position and lack of debt, we thought that it would be relatively simple to finance large projects. But our situation is more complicated than that, and the Collective has recently shifted our focus to reflect what we've learned.

First, we are learning more about the competitive landscape, and asking big questions about the relevancy of food co-ops like People's in a time when "natural" foods are part of every major grocery store's offerings, while wage and class inequities are increasing. The Long-term Planning Committee is increasingly asking ourselves how the Co-op can grow in a way that is relevant to our Member-Owners and broader community as well as financially sustaining.

The Long-term Planning Committee also heard that there are some things that our Member-Ownership considers non-negotiable – namely, the loss of this historic building as grocery store and community hub.

As the Long-term Planning Committee has learned more about the possibilities for growing the Co-op through our research, we've shifted our focus to projects that not only seem more



achievable but also inspire hope for expanding the Co-op's impact. We've had to adjust our expectations of what is possible in the next ten years. Although the Collective and the Long-term Planning Committee are now focusing on smaller, lower-risk projects, we feel that continuing to focus on this work, while re-orienting ourselves toward our Ends, will be important for the success of any long-term plan.

After all of our research and conversations with Member-Owners, the Collective Management has decided to shift the focus of our research and long-term planning activities in the following ways:

**WE'RE NO LONGER ACTIVELY RESEARCHING RELOCATING AND OPENING A MUCH LARGER (10,000 SQ.FT.) SECOND STORE AT THIS TIME, HAVING SEEN THAT THESE ARE NOT CURRENTLY FEASIBLE OPTIONS FOR THE CO-OP.**

The Collective had decided to research relocating and opening a much larger second store primarily because the Co-op is difficult to operate at its current size. It's difficult for staff and Hands On Owners to safely and efficiently navigate our backstock, and some customers struggle with our small aisles because they have large families, large bodies, or use mobility devices. We also thought that we could finance a big project because we have a significant amount of money in the bank and no debt.

Through our engagement with Member-Owners, we found that many were very opposed to relocating the store and thought opening a large second store would be too risky. Our financial feasibility research also demonstrated that opening a large second store and relocating would be much more difficult to fund and take longer to become profitable than we had previously thought. Maybe in the future we will want to research these ideas again, but they aren't the best direction for our current development process.

**THE LONG-TERM PLANNING COMMITTEE WILL CONTINUE RESEARCHING THE FEASIBILITY OF SMALLER, LOWER-RISK VENTURES LIKE A SMALL SECOND STORE (LESS THAN 10,000 SQUARE FEET), A WAREHOUSE, WORKING IN CLOSER COLLABORATION WITH THE OTHER PORTLAND CO-OPS, AND EXPANDING ON-SITE.**

Although opening a large second store and relocating are not the right next steps, the Collective does agree that we might find different, smaller scale projects that are more viable. These projects could include opening a second store smaller than we'd previously considered, acquiring a warehouse, working more closely with the other co-ops, or expanding on our current site. These projects would all require less financial investment than relocating or opening a large second store, and the Long-term Planning Committee will be doing more research to see what the Co-op stands to gain by taking on one of these projects including how they help the Co-op to work towards our Ends.

**WE WILL WORK TO ESTABLISH POLICY AND PROCEDURE THAT WILL ENABLE THE BOARD AND COLLECTIVE TO INTEGRATE REPRESENTATIVE FEEDBACK FROM OUR MEMBER-OWNERSHIP AND CENTER VOICES AND NEEDS THAT ARE TYPICALLY MARGINALIZED IN DEVELOPMENT PROCESSES.**

The Long-term Planning Committee envisions more intentional Member-Owner engagement moving forward. We'll need to

prioritize methods of engagement that require a reasonable amount of staff time and also allow for diverse perspectives to be engaged and centered. There are a variety of ways that we can imagine actualizing this vision and the Long-term Planning Committee will continue to work with the Board to figure out how best to continue engaging our Member-Owners and other stakeholders.

Development processes typically fail to engage folks of marginalized identities, particularly people of color, low-income folks, queer and trans people, and women. Because of our Ends, the Board and the Collective Management are committed to including these folks, their needs, and their voices in our development process. This has been a value in the long-term planning process since the beginning of Member-Owner outreach in the spring of 2016, and as we move into this new phase of the research and narrowing, we are recommitting to having an inclusive and well-considered process to hear from Member-Owners and other stakeholders in our community.

**THE COLLECTIVE WILL CONTINUE TO COMMIT TO THE STAFF'S OPERATIONAL EFFICIENCY AT OUR CURRENT LOCATION, WITH A FOCUS ON INCREASING THE CO-OP'S SALES GROWTH AND CASH FLOW.**

Making sure that our current store is running efficiently and that we are managing our time, products, and space well are all super important no matter what kind of expansion project the Co-op ends up doing. This is work that the Collective has already begun, but the Long-term Planning Committee and the Finance Team are working on new ways to improve our staff's efficiency and use particular financial measures to help gauge how well we're doing. As we're working on implementing a new project, it will be especially important to be running an efficient operation in our existing store.

**THE COLLECTIVE AND BOARD WILL UTILIZE THE STRUCTURES WE HAVE IN PLACE TO CREATE A LONG-TERM PLAN AND CARRY THE CO-OP THROUGH IMPLEMENTATION OF A PLAN IN THE SPIRIT OF TOGETHERNESS.**

We need to finish a plan and to define how we'll get it done once we have it! The Collective decided to utilize our existing team structure to continue working on the long-term plan, and to absorb the work of implementation once we finalize it. 🌀



**There will be lots of opportunities for you to weigh in about Long-Term Planning! Stay tuned to the Member-Owner email newsletter and instore signs to find out about opportunities to share your perspectives.**



# The Problem with Federally Funded Food Programs

BY ASHLEY TODD, FARMERS' MARKET COORDINATOR & CO-MANAGER

Every Wednesday around 2 pm, customers begin lining up at the Farmers' Market Info Booth. Some of these folks are hoping to swipe their credit or debit cards in exchange for market tokens. But many people are here to get their SNAP or food stamp dollars matched. Since 2013, People's has been offering matching funds to customers using their SNAP benefits at the Farmers' Market. In 2016 we partnered with Farmers' Market Fund to increase our match from \$5 to \$10 per person, per week with a federal Food Insecurity Nutrition Incentive grant.

This matching program, known as Double Up Food Bucks, or DUF, was extremely successful at People's. From May 2016 through February 2018, People's distributed over \$53,000 worth of DUF at our Farmers' Market – one of the highest distribution rates among Portland-area farmers markets. That \$53,000 helped folks in our community access food they wouldn't have been able to afford otherwise, motivated more people to come to market every week, and benefited our local farmers and food producers in turn.

With numbers like that, you can imagine how sad we were when we learned in late 2017 that DUF would be ending. That sadness was fleeting, though – we crunched some numbers and figured

out that with a little help from our community, People's could continue fund a \$10 SNAP Match for the rest of 2018. And that got me thinking about our Ends, and how much better we are than the federal government.

Let me explain.

Although DUF was a hugely successful program for our SNAP shoppers and Farmers' Market vendors, we have also noticed a lot of problems with it, and programs like it.

First, the program was fraught with paternalism, especially in terms of federally mandated restrictions around what people could buy with Double Up Food Bucks. By restricting funds to produce only, the program seemed to presume that people using SNAP benefits are not able to make good food choices on their own. However, we trust folks in our community to decide what's best for themselves and their families. We know that tortillas, honey, and ferments are really healthy choices for some folks, and see the fact that people are using their SNAP benefits at People's, and at the Farmers' Market in particular, as evidence that they are making healthy choices.

**“BY RESTRICTING FUNDS TO PRODUCE ONLY, THE PROGRAM SEEMED TO PRESUME THAT PEOPLE USING SNAP BENEFITS ARE NOT ABLE TO MAKE GOOD FOOD CHOICES ON THEIR OWN. HOWEVER, WE TRUST FOLKS IN OUR COMMUNITY TO DECIDE WHAT'S BEST FOR THEMSELVES AND THEIR FAMILIES.”**

# Goodbye, Double Up Food Bucks.

Another place we've struggled to reconcile our values with federally funded programs is in their demand for innovation. That is, instead of asking 'How many families did this program feed?' or 'How many local producers did it support?' or even, 'How did this help grow the economy in a given region?' federally funded programs are increasingly asking, 'How innovative is it? What new technologies does it use?' In those latter questions, technological advances trump the simple and important work of feeding people and supporting farmers. They privilege innovation over basic human needs. Our Ends statement, on the other hand, articulates 'Thriving local communities' and 'Access to healthful food' as goals unto themselves. Continuing to fund a \$10 SNAP Match ourselves, with help from our community and the simple goal of increasing food access and supporting local food producers, is one way we can work toward those goals.

The third, and biggest, problem I see with relying on governments and nonprofits to ensure food access is that they do nothing to address the root causes of food insecurity. They act as a band-aid (a really important band-aid, to be sure) as though food insecurity was just a little scratch on the surface of our communities. But we know that food insecurity is a symptom of much larger systemic problems, such as low-wage jobs, high housing costs, systemic racism in land access policies, and the many other forms of oppression and exploitation that capitalism and the State rely on to function.

This is not to say that food access programs are bad. That's not what I mean at all. But should we trust the very same entities that create the need for such programs to solve that need? I don't personally think so. That's where the Co-op comes in. Although People's is just a small co-op, our Ends of social and economic justice, thriving cooperative and local economies, and access to healthful food force us to think big about what doing those things actually looks like, and to ask ourselves what steps we can take, right here in our own community, to make them happen.

With that in mind, we are excited about our new SNAP Match program, fully funded by People's and our community (look for register round-up drives throughout the year to contribute!). Our SNAP Match will still give folks using their SNAP benefits at the Farmers' Market up to \$10 in matching funds per week, just like Double Up Food Bucks. Unlike DUF, however, folks will be able to use those funds on any food stamp eligible item at the Farmers' Market. Though we can not match the scope and scale of Double Up Food Bucks and other federal programs, it feels really important to take this small step toward strengthening our community with our SNAP Match program that is rooted in our values and trust in our community, and which bolsters our local economy.

Whether you're using SNAP benefits or not, now is a great time to (re)connect with community, support local growers and producers, and continue the work of building strong, nourishing communities of care and support with us. That's so much of what we are trying to do at People's and at the Farmers' Market, and we'd love to see you here doing that with us. 🌱

# Hello, SNAP Match



## New program, better benefits.

We match SNAP benefits dollar for dollar up to \$10, which means you can get double the fresh, local produce & other Farmers' Market goods!

**During the month of April, round up your purchase to the next dollar at the register to support our new SNAP Match program!**



Photos by Andrew Barton.

# Roseline Coffee Bringing the Flavor!

**BY ANDREW BARTON, MEMBER-OWNER**

Roseline Coffee is a very small operation, run by four people in a workspace of the historic Yale Union building at SE 10th and Morrison.

It began in 2012, with their beans appearing all of a sudden at select coffee shops around town. I remember my first cup, at the old St. Jack Patisserie on SE 21st & Clinton, not too far from the Co-op. I brought my mug outside and sat down, sipping, with no expectations. It was bright and beautiful, and instead of dropping off, there was a serious, deep, long finish. The flavor just kept going! I went back inside to ask where the coffee was from. After that, I kept my eye out for Roseline and tried it whenever I could.

Years later, I was flipping through paperwork for incoming students (I am a preschool teacher), and one of the parents listed "coffee company owner" as their occupation. I was thrilled to find out it was a company I was familiar with and admiring of – Roseline! My relationship with owner Paul Benschoter lead to many opportunities to sample their coffees and learn more about the coffee world.

Justin Dedini, a long time Member-Owner of People's, is the lead roaster and green coffee buyer for the company. During my first visit to their workspace, he showed me the samples of green coffee he receives and test-roasts before ordering lots. He also showed me the storeroom of these green coffee lots, stacked high on pallets, which goes through a seasonal rotation. Many of the coffees are certified organic. They will be working with six coffees from different regions (primarily African and South American coffees) for 3-6 months, shifting their offerings through the year as the season for each lot changes. Roseline buys their coffee from a small list of importers and farm direct relationships. The raw green coffee is sourced with careful consideration with a focus on bringing in the highest quality raw product possible. But what does this mean for the farmer and their livelihood? The importers that Roseline works with are actively creating communities of coffee growers that collaborate for mutual benefit. Buying based on quality also ensures that the farmer is paid at least double the fair trade minimum.

Justin roasts on a Proaster, which is a new roasting machine from South Korea. It offers a different level of temperature, movement, and time control than the commonly used older European roasting machines. Roseline was the first coffee company in the US to use this roasting machine, and have been followed by many others. They recently purchased a second, larger roasting machine, which will be operational in the coming months.

A few days after my first visit I returned to experience Roseline's weekly cupping. A cupping is an exercise in tasting and evaluating

**“THE IMPORTERS THAT ROSELINE WORKS WITH ARE ACTIVELY CREATING COMMUNITIES OF COFFEE GROWERS THAT COLLABORATE FOR MUTUAL BENEFIT. BUYING BASED ON QUALITY ALSO ENSURES THAT THE FARMER IS PAID AT LEAST DOUBLE THE FAIR TRADE MINIMUM.”**

the coffees they are currently working with. This helps them learn even more about the coffees, as well as controlling the quality of the beans they are putting out into the world.

Here's a little scene of what a cupping looks like, and the reasons for doing it:

Bowls with two samples of the same coffee, freshly ground but roasted on separate days, are arranged all around the rectangular table. Water at 205° F is poured over the grounds, and let to brew for 4 minutes and 30 seconds. The team then waits until the coffee has cooled, sometimes another 10 minutes, because the flavor is much more developed at a cooler temperature. A bitter cream appears on the top of each cup, which is skillfully swooped away with two spoons right before tasting. The grounds have settled to the bottom. By this time the coffee has cooled enough to showcase the nuance of its flavors. You walk around the table, first just smelling the coffees up close, discussing the smells with the group and noticing any differences within any one coffee, and then going around with circular spoons, slurping each example to get as quick and accurate a representation of its flavor as possible. It feels a little silly, sort of like being a duckling taken around to sample different pond waters before choosing a home, but in a fun and informative way.

When Roseline does cuppings, all of the staff on hand participate. As the people most familiar with the offerings, they are the most likely to spot differences and provide helpful feedback. They also

love having visitors to offer a different perspective and catch things that people working with coffee all day every day might miss. It was fascinating to participate in this process, and learn so much about how to articulate the flavor, smell, and taste experience of drinking coffee.

Thomas Pikaart and Zach Perkins do just about everything from quality control to sampling, to managing accounts to servicing gear, from research to education, to bagging and distribution. Thomas is deeply knowledgeable about the history, science, and future of coffee growing, processing, roasting, and drinking. He is excited to educate anyone hoping to learn more. Fun fact: Zach is the 2017 World Champion in brewing Aeropress (a fun American-original single cup brewer I'd highly recommend to anyone)!

The first 3 Roseline coffees on the shelves at People's are 1. ORO, a chocolatey, well-balanced blend with the perfect natural sweetness, containing 75% of El Salvador Las Delicias and 25% Uganda Sipi Falls. 2. A single origin variety: El Limonar, from Huehuetenango, Guatemala. A bright, citrus-forward coffee with a delightfully rich hazelnut note, and a syrup-like smoothness. 3. Decaf Planadas, from Tolima, Colombia. The best decaf around, with a taste reminiscent of dried cherries and golden raisins.

I'm very excited that People's is offering these delicious, thoughtfully sourced and expertly roasted coffees from such a knowledgeable, small, independent company as Roseline. You are heartily encouraged to give these coffees a try! ☕





# Race & Place

## Racism and Resilience in Oregon's Past and Future

BY REBECCA JAMIESON, SUBSTITUTE STAFF

How does Oregon's history of racism shape our sense of place and vision for the future? How do we create thriving communities that embrace equity and inclusion? These were some of the questions Anita Yap and Traci Price wanted to address as facilitators with the Oregon Humanities Conversation Project. Anita and Traci co-facilitate a conversation called "Race and Place: Racism and Resilience in Oregon's Past and Future."

Traci Price works in the environmental nonprofit sector, with a focus on education and youth. She spearheaded the No Oregon Child Left Inside Act in 2008 and was appointed by Governor Kulongoski to lead development of the Oregon Environmental Literacy Plan in 2010. Traci owns a consulting business and works with the Multicultural Collaborative.

Asked why she wanted to lead this conversation, Traci said, "Conversations are the best way to bring people together. By providing safe spaces, deep listening and patience, people can move beyond single issues and find humanity among each other, build relationships and find common goals and a vision for making our communities better."

Anita Yap is the founding partner of the Multicultural Collaborative, and also serves on the Jade International District Steering Committee, the Board of Governors for the City Club of Portland, and the Regional Arts and Culture Council Board. Anita said she was inspired to lead this conversation because she

wanted Oregonians to "find ways to understand our racist history, which many do not, and start conversations about how we can do better." She also wants to "help people tell their story, find common ground and build stronger relationships with each other."

Anita and Traci want people to understand how the history of the place in which they live affects the present. "Our history is not in the past," says Traci. "All of the exclusive practices, policies and decision making in Oregon over the years from its 'founding' as a white utopia, to the contributions of undocumented residents today all influence the inequities we see across our communities." She continues, "We need to understand Oregon's history of racism in order to not repeat our mistakes and to address the root causes of our issues."

**"WE NEED TO UNDERSTAND OREGON'S HISTORY OF RACISM IN ORDER TO NOT REPEAT OUR MISTAKES AND TO ADDRESS THE ROOT CAUSES OF OUR ISSUES."**

Anita is also passionate about the intersection of racism and food justice. She served as the chair of the Portland Multnomah Food Policy Council and led an initiative for the city and county to address food justice. She says she recently discovered that part of the reason that Victory Gardens were promoted so heavily during World War II was because of the high numbers of Japanese farmers who were interned by the government – another example of the effects of Oregon's racist past.

The Conversation Project was started by Oregon Humanities in order to provide a space where people can have discussions face to face on emotionally charged and divisive topics. The mission of

Oregon Humanities is to “connect Oregonians to ideas that change lives and transform communities.”

Oregon Humanities trains facilitators from around the state to lead discussions on a wide variety of topics important to the communities in which the conversations are held. They build relationships with host organizations around the state, asking questions about what’s important in their particular communities. Ideas for new conversations also come directly from the conversation groups themselves. Oregon Humanities makes it a priority to represent all parts of the state and get the most diverse group of people possible, both as facilitators and as conversation participants. Currently, the Conversation Project has just over forty facilitators and forty conversation topics that change every year.

Mikaela Schey is the Program Coordinator for Oregon Humanities. She says what makes the Conversation Project unique is not only the topics of the conversations, but how they are led. The facilitators don’t lecture like typical presenters – in Schey’s words, they’re there “to facilitate the wisdom in the room.” Facilitators and participants sit in a circle facing each other, looking each other in the eye. Many people no longer engage in this kind of face-to-face dialogue with others in their community, and Schey says it’s an opportunity “to sit with your neighbors, ask questions, and have vulnerable and open conversations.”

**“...THE CONVERSATION PROJECT HELPS PARTICIPANTS DEVELOP EMPATHY, AND 85% OF PARTICIPANTS SAY THEY SEE ANOTHER PERSON’S PERSPECTIVE MORE CLEARLY AFTER THE CONVERSATIONS. BUT THE CONVERSATION PROJECT DOESN’T SHY AWAY FROM CONFLICTS OR TOUGH QUESTIONS.”**

Schey says that the Conversation Project helps participants develop empathy, and 85% of participants say they see another person’s perspective more clearly after the conversations. But the Conversation Project doesn’t shy away from conflicts or tough questions. “No pretty bow is put on the end of the conversation,” Schey says. “If people leave the room with more questions, then that’s a success in our eyes.”

Perhaps the most powerful impact of the Conversation Project is that people continue the discussions that are sparked in the conversations. Schey says she’s seen folks start book clubs, make coffee dates with each other, and apply to be Conversation Project facilitators. Some communities decide to hold Conversation Projects several times a year, because they value the depth of connection that comes from the space the dialogues offer.

Schey says that ultimately, the Conversation Project sees themselves as one small piece in the “ocean of good work,” that other organizations and individuals are doing around the state.

For their part, Anita and Traci envision a future for a resilient, diverse and equitable Oregon where, in Traci’s words, “people can come together across difference to build a strong vision and commitment to work together to achieve that vision. It’s in discovering our commonalities and connecting across our differences that makes us stronger.”

Join Anita and Traci to dig deeper into all these issues right here in our own community. The conversation they’re facilitating, **“Race and Place: Racism and Resilience in Oregon’s Past and Future,”** will be held in the People’s Community Room on May 9th from 6-8pm. We hope to see you there! 🍷



# The Challenges & Importance of Preserving Oregon's Farmland

BY SOFIE SHERMAN-BURTON, MARKETING & MEMBERSHIP MANAGER AND CO-MANAGER

Here in the West, it can be hard to imagine a limit on farmland. Driving through the Willamette Valley or Eastern Oregon, it can seem like there are farms or ranches everywhere and for as far as the eye can see. That farmland is an important part of our state's cultural heritage, and access to a local food system is a value that People's explicitly holds in our Ends statement. But Oregon's farmland – and farmland across the country – is increasingly at risk of being lost forever because of development and the implications of an aging farmer population.

Rogue Farm Corps has been seeking to address one challenge of an aging farmer population since it began in Southern Oregon's Rogue River Valley in 2003: training and mentoring the next generation of farmers to continue to grow food for our communities. But preserving land for those farmers to cultivate has become another focus more recently. As older farmers age out of farming or pass away without a plan for their land, farmland is often broken up and ultimately developed instead of being farmed by a new farmer. This phenomenon is only exacerbated by fewer and fewer family farms being taken over by the next generation.

Nellie McAdams, the Farm Preservation Program Director at Rogue Farm Corps, was kind enough to share more information and perspective about farm succession and preservation and the ways they might ultimately impact our state.

## WHY IS FARM PRESERVATION AN ISSUE FOR OREGONIANS?

**Nellie:** Oregon farmers and ranchers are older on average than ever before, at 60. That means that a huge amount of farmland (10.5 million acres or 2/3 of all agricultural land) will be changing in the next 20 years. But the vast majority of them don't have a succession plan for passing it on to the next generation. Without a plan, family members pay a lot more in attorney fees and Oregon estate tax. To cover these costs, land-rich, cash-poor farm families often sell off parcels of land, hamstringing the business and fragmenting the landscape. Smaller parcels are more likely to be developed. Even though Oregon has a great land use program, there are over 50 exceptions that allow you to put non-farm uses on land zoned for Exclusive Farm Use. The Oregon land use system has protected Oregon's open lands and helped create the dense urban areas that attract people to the state, but it's at risk of dying a death of a thousand cuts as more and more non-farm uses litter the landscape, making the rest of the land vulnerable to development.

Meanwhile, fewer beginning farmers are able to enter this profession, since it's getting harder to make a living and afford the land you need in order to farm. Land prices doubled in 10 years in some counties. This is in part due to the fact that non-farmers are purchasing farmland, like amenity owners who want to live in the country but don't want the land to be used for

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production, investment entities [that purchase farmland] because [it] is a better investment than the stock market, and development speculators who buy land near urban growth boundaries and then petition local governments and the legislature to permit development on their land...

Oregon has some of the best soils in the world. We are able to grow over 220 crops, feeding our communities and exporting throughout the world. But once the land is paved over, we can never bring it back. And it is becoming more and more difficult for our aging farmer population to pass it on to the next generation. The crisis of farmland succession isn't coming – it's now. This unseen issue requires quick and decisive action or we may lose much of our food production and natural resource lands forever.

### **WHAT WOULD THE IMPACT BE ON CONSUMERS AND URBAN FOLKS IN PARTICULAR?**

If you enjoy Oregon's scenic open spaces, these are at risk of being whittled away by development. If you enjoy local food, the farms that often serve farmers markets and local wholesale are often located very near urban growth boundaries and are potentially in the path of development. If you care for our rural communities, they and the support services that depend upon agricultural businesses are at risk of losing their primary economic driver.

### **IS FARM PRESERVATION AN ISSUE FOR ALL FARMS IN OREGON? IS THERE A PARTICULAR SCALE OR TYPE OF FARM THAT IS AT RISK?**

All farmland is at risk of being taken out of production. Smaller parcels near urban areas are at risk of being absorbed into the city as it spreads. Ranches in Eastern Oregon may be far from cities, but a ranch needs over 10,000 acres to support a family. Parcels in Eastern Oregon can be subdivided into 160- or 320-acre parcels, which seem big to people on the West side of the Cascades, but which are not feasible for a cattle operation. Trophy homes on these small parcels are hard to move cattle around. And purchasers of Eastern Oregon land for recreation and second homes outbid ranchers for the land, bumping up the price beyond what ranchers can afford.

### **WHAT FARM PRESERVATION AND SUCCESSION PROGRAMS EXIST IN OREGON?**

[Oregon State University] has a Ties to the Land curriculum that teaches farmers, ranchers, and foresters about the family dynamics of estate planning. OSU's Austin Family Business Program also offers trainings and has an online referral list of service providers like attorneys and accountants for small businesses. And the 19 Small Business Development Centers around Oregon are

becoming more engaged in farm and ranch succession planning, with the intention of offering much needed one-on-one succession planning counseling to farmers and ranchers.

### **HOW DOES ROGUE FARM CORPS FIT INTO THE FARM PRESERVATION ISSUE?**

Rogue Farm Corps' Farm Preservation Program advocates for policies and develops programs that help farmers preserve their land from development and pass it on to the next generation. We put on workshops on land access and succession planning throughout the state, including one for farmers near Portland on Friday, April 20th. We also advocated alongside many diverse agricultural and conservation organizations for the Oregon Agricultural Heritage Program. The program provides voluntary incentives to farmers and ranchers to support practices that maintain or enhance both agriculture and natural resources such as fish and wildlife on agricultural lands. This includes funding for working lands easements, which allow landowners to sell development rights they wouldn't use anyway, protecting the land from development forever, getting cash to sue for succession planning without having to sell parcels of land, and reducing the purchase price for beginning farmers and ranchers. East Multnomah Soil & Water Conservation District's Land Legacy program uses these tools and others to preserve farmland. We are also working with impact investment companies to find out how individuals and institutions can help finance farmland purchase by farmers and ranchers.

### **WHAT CAN CONSUMERS DO TO SUPPORT FARM PRESERVATION?**

Learn about and ask your state legislators to support Oregon's amazing land use program, which preserves our food production areas and open spaces and is instrumental in creating the vibrant city centers that draw people to the state. Learn about and ask your legislators to support other programs that help Oregon farmers and ranchers conserve their land and pass it on to the next generation. Get to know your farmer and support Oregon growers. Consider investing personally in the purchase of farmland by beginning farmer and ranchers. 📍

**Find out more about Rogue Farm Corps (and maybe even donate to support their awesome programs!) at [roguefarmcorps.org](http://roguefarmcorps.org).**

## **CHANGING HANDS: A WORKSHOP ON FARM SUCCESSION PLANNING & ACCESS TO LAND**

**Friday, April 20, 7:30am-5pm at Clackamas Community College's Harmony Campus**

Are you looking for land to farm, or do you have land that someone else could farm? This workshop hosted by Rogue Farm Corps will bring together aspiring and retiring farmers for a full day of training on land access and succession planning. There will also be some facilitated networking on regional issues throughout the day so participants can begin to build a community that will last beyond the workshops.



# The People's Guide to Seaweed

BY SOFIE SHERMAN-BURTON, MARKETING & MEMBERSHIP MANAGER AND CO-MANAGER

My aunt and uncle live in the San Juan islands, and growing up my family would make the trip up from Portland to visit them. On one visit sometime in my tween years, they presented me with a huge bowl of popcorn. It was particularly delicious, with a flavor that I couldn't quite identify. "What on here?" I probably asked somewhat skeptically. "We harvested and dried some kelp! It's great on popcorn!" one of them told me. "Like.... from the ocean?" The idea seemed totally wild!

When I was a kid, seaweed was not something that I encountered in family meals. It took me until adulthood (and a stint at a tiny college with a big Japanese population) to understand that seaweed had applications other than wrapping a

sushi roll or floating in miso soup. Little did I know that seaweed is delicious, packing the punch of concentrated umami flavors that make anything it touches extra tasty. Seaweed is super healthy, too: high in magnesium, iodine, calcium, and folate, it's said to support the thyroid and regulate hormones, strengthen the gut and regulate the appetite, support heart health and detoxify the body of chemicals like lead and cadmium.

Other than the high mineral content of seaweed, *therapeutic sulfated polysaccharides* are one source of seaweeds' health benefits. Trying to put it simply, polysaccharides are carbohydrates whose molecules are made up of a number of sugar molecules. Research suggests

that the polysaccharides in seaweed have a whole host of therapeutic benefits, including being anti-inflammatory, antioxidant, and antiviral. It's no wonder that in Ireland and the Caribbean, a soup or beverage made out of seaweed is drunk after illness or to cure a hangover. It is seriously good for you.

Still, when I pass the wide array of seaweeds available in our bulk section, I'm just not sure what to with the different types or how to incorporate them into my diet (beyond sprinkling them onto my popcorn or chowing down on a whole package of SeaSnax). I set out to find some answers, and I hope they help us both if you find yourself wondering about seaweed, too! 🍷

Type of Seaweed	Special Properties	Applications
<b>Kelp Fronds</b>	<ul style="list-style-type: none"> <li>•Highest concentration of minerals and electrolytes (especially magnesium and potassium).</li> <li>•Counteracts a sugar rush.</li> </ul>	<ul style="list-style-type: none"> <li>•Eat as a snack, or crumbled on any food.</li> </ul>
<b>Kombu</b>	<ul style="list-style-type: none"> <li>•Very high levels of iodine and therapeutic polysaccharides.</li> <li>•Supports healthy thyroid function, but not recommended for folks with an overactive thyroid.</li> </ul>	<ul style="list-style-type: none"> <li>•Use to make broth, soups, or beans (to alleviate gasiness).</li> </ul>
<b>Sea Palm</b>	<ul style="list-style-type: none"> <li>•Cooked sea palm has a fun, noodle-like texture.</li> <li>•A good source of minerals and therapeutic polysaccharides.</li> </ul>	<ul style="list-style-type: none"> <li>•Great for snacking, or adding cooked to noodle dishes, stir fries, or salads.</li> </ul>
<b>Irish Moss</b>	<ul style="list-style-type: none"> <li>•High in minerals, antioxidants, and amino acids.</li> <li>•Soothes mucous membranes throughout the body, supporting the respiratory and digestive systems.</li> <li>•Mild flavor.</li> </ul>	<ul style="list-style-type: none"> <li>•A great thickener! Use to thicken smoothies, salad dressings, soups, or vegan desserts.</li> <li>•Softens and soothes the skin when used externally.</li> </ul>
<b>Sea Lettuce</b>	<ul style="list-style-type: none"> <li>•High in iron, iodine, manganese, aluminum, and nickel. Lots of dietary fiber.</li> <li>•Distinctive flavor and smell.</li> </ul>	<ul style="list-style-type: none"> <li>•Tasty raw. Great in salads or soups.</li> <li>•Helps to make beans more digestible when they are cooked together.</li> </ul>
<b>Dulse Leaf &amp; Flakes</b>	<ul style="list-style-type: none"> <li>•High in protein, iron, B-12, chlorophyll, and fiber.</li> </ul>	<ul style="list-style-type: none"> <li>•Dulse is delicious raw. Dulse flakes are easy to sprinkle on veggies or fold into rice or pasta dishes.</li> </ul>
<b>Nori</b>	<ul style="list-style-type: none"> <li>•Deep, rich seafood flavor.</li> <li>•A great source of protein, carotenes, vitamins and porphyrin, &amp; therapeutic polysaccharides.</li> <li>•The nori in bulk is whole leaf, meaning it hasn't been processed into sheets for sushi.</li> </ul>	<ul style="list-style-type: none"> <li>•It's delicious toasted as a snack or crumbled onto foods; it's great on roasted vegetables, and makes a great addition to breads, salads, rice, and popcorn.</li> </ul>
<b>Hijiki</b>	<ul style="list-style-type: none"> <li>•High in calcium</li> <li>•Crisp, mild, and nutty flavor.</li> </ul>	<ul style="list-style-type: none"> <li>•Soak in warm water for 10 minutes, and make a seaweed salad (or add to other foods). Great in soups!</li> </ul>
<b>Wakame</b>	<ul style="list-style-type: none"> <li>•Mild flavor.</li> <li>•Great source of calcium, potassium, and therapeutic polysaccharides.</li> </ul>	<ul style="list-style-type: none"> <li>•Great cooked with rice or vegetables because of its mild flavor.</li> <li>•Also great with noodles or in salads once cooked.</li> </ul>
<b>Gigartina Powder</b>	<ul style="list-style-type: none"> <li>•Antiviral properties. Some research suggests it reduces the severity and frequency of herpes outbreaks (HSV-1 and HSV-2, which cause cold sores, canker sores, and genital herpes).</li> </ul>	<ul style="list-style-type: none"> <li>•Sprinkle on food, blend into smoothies, or stir into water or juice.</li> </ul>

## What about seaweed powders?

People's carries a wide variety of other seaweed powders, too, which can be sprinkled on or stirred into food, or added to smoothies for a sneaky hit of seaweed goodness. Seaweed powders are also sometimes added to cosmetics, which might be something to try if you are making your own. Check out the recipe for a seaweed face mask below to get you started.

## Other hot tips

- Seaweed is also great crumbled into trail mix! Think nori, dulse, sea palm, or kelp fronds.
- We carry a Sesame Seaweed Seasoning in our bulk herb section that is tasty on all kinds of foods, but particularly rice, noodle, and vegetable dishes.
- If you are allergic to shellfish or seafood, you should be cautious when consuming seaweed. Seaweed doesn't contain any fish proteins, but as it's a wild food, it's difficult to guarantee that it hasn't come into any contact with possible allergens.

# Hydrating Seaweed Face Mask

**BY BRITA ZEILER, BULK HERB & TEA BUYER. COMMUNITY ROOM COORDINATOR, AND CO-MANAGER**

A face mask is a relaxing self care practice to revitalize your skin when feeling dull, dry, or inflamed. Seaweeds are rich in trace minerals & many other nutrients, making them incredibly nourishing & protective to skin through deep hydration.

- 1 tablespoon Wildflower Honey
- 1 teaspoon Seaweed Powder, Kelp Powder, or Spirulina Powder
- 1/2 teaspoon Coconut Milk Powder (optional)

Mix all three ingredients in a small bowl. If the mixture is too thick add a few drops of hot water until you reach a mud-like consistency. Apply to face as a mask or as a spot treatment for acne & rashes. Leave mask on for 5-15 minutes. Gently remove with a warm washcloth.

# Seaweed Salad

Adapted slightly from David Tanis via the New York Times

The list of ingredients is long, but once you have the seaweed and the dressing you can swap in your favorite veggies or what you have on hand. You can also eat this salad with some noodles or rice to make a meal.

- 1 ounce dried dulse
- 1 ounce dried wakame
- 2 tablespoons rice vinegar
- 2 teaspoons sugar, or one teaspoon agave or honey
- 2 teaspoons grated ginger
- ½ teaspoon wasabi (optional)
- 2 teaspoons soy sauce
- 1 tablespoon toasted sesame oil
- Juice of 1 lime
- Sea salt, to taste
- 1 small carrot, peeled and sliced paper-thin
- 4 red radishes, thinly sliced
- 2 ounces daikon radish, peeled and thinly sliced
- 1 small cucumber, peeled and thinly sliced
- 1 firm-ripe avocado, sliced
- 1 teaspoon toasted white sesame seeds
- 1 teaspoon toasted black sesame seeds

- 2 teaspoons toasted pumpkin seeds
- 4 green onions, slivered

Put the dulse and wakame in a large bowl and cover with cold water. Let soak 5 to 10 minutes, until softened. Drain in a colander, pat dry and place in a serving bowl.

To make the dressing, whisk together the rice vinegar, sugar, ginger, wasabi, soy sauce and sesame oil in a small bowl.

Spoon half the dressing over the seaweed, add the lime juice and toss gently. Taste and add some salt if necessary. Add the carrot, radish, daikon, cucumber and avocado. Season them lightly with salt and drizzle with the remaining dressing.

Sprinkle the salad with the white and black sesame seeds, pumpkin seeds and green onions.

# Kombu Dashi

From The Kitchn

This simple broth can make the base for a simple miso soup: just add your favorite miso paste and some tofu, saving the mushrooms from making the broth or adding more veggies or noodles for a heartier meal.

- 4 cups water
- 2 (2-inch) pieces kombu
- 1/2 cup dried shiitake mushrooms (optional)

Combine the water and kombu in a 1-quart or larger saucepan and soak the kombu for at least 8 hours or overnight.

Place the saucepan over medium-high heat and bring to a simmer. Continue to simmer and then remove the kombu from the water just before it comes to a full boil.

Add the shiitakes, if using, and let the broth come to a rapid simmer. Continue simmering for about 1 minute.

Remove the saucepan from heat and let the shiitakes steep in the broth for 5 minutes more.

Remove the shiitakes from the broth (save for making miso soup or another recipe). Pour the broth through a fine-mesh strainer set over a large bowl.

The broth can be used immediately or refrigerated or frozen.

# Mizuba's Magical Matcha

**BY BRITA ZEILER, BULK HERBS & TEAS BUYER,  
COMMUNITY ROOM COORDINATOR, AND  
CO-MANAGER**

People's has been offering Portland-based Mizuba Tea's matcha in bulk for the past 4 years. In that time, the demand and popularity of matcha has exploded. The health benefits and incredible flavor ensure that matcha tea and lattes are more than a fad. Matcha is now a staple in many home kitchens and coffee shops.

Mizuba Tea is a farm-direct organic tea importer, founded by owner & operator Lauren Purvis. Lauren travels to Japan annually to assist in the harvest and spend time with the farmers she works with. I asked her some questions to learn more about her business and the great tea that she sells.

## WHAT MAKES MATCHA DIFFERENT FROM OTHER TEAS?

Lauren: Matcha is one of the only specialty, traditional teas that is shade-grown & stone-ground. Plus, it has an 800-year old cultural tradition tied to it. Shade growing concentrates all the nutrients in the leaf – most notably chlorophyll, where matcha gets its natural, beautifully verdant color. Stone-grinding creates the powder, where one gets to enjoy 100% of the tea's nutritional benefits.

## TELL US ABOUT THE FARM WHERE YOUR MATCHA IS GROWN.

Our farm is a 100-year old family operation in the heart of Uji, Japan where the first tea seeds were planted in the nation, and where the tea ceremony began! I've been working with my farmer since 2013. We are his exclusive brand in America.

## WHAT INSPIRED YOU TO START MIZUBA MATCHA?

I was so inspired while I was in Japan because exceptional-quality tea is available to most everyone! I loved how the majority of my relationships blossomed and began over cups of tea – it really gave me a lightbulb moment in how tea is a wonderful medium to connect cross-culturally. I wasn't looking to start a business at all. However, I connected with our matcha producer and with his blessing shortly after, began importing his beautiful matcha.

## CAN YOU SHARE WITH US SOME HEALTH BENEFITS OF DRINKING MATCHA?

Matcha is positively rich in chlorophyll, which is said to aid circulation and act as an anti-inflammatory. Secondly, matcha is

a highly-potent source of catechins, or EGCG's (Epigallocatechin gallate) which are known to be one of the top antioxidants around. Thirdly, matcha is one of only three natural sources of L-theanine! L-theanine is an amazing amino acid that binds with caffeine to not let you spike, crash, or jitter. It inhibits the 72mg of caffeine per serving in matcha. This is why matcha has been known to create a "calm alertness." L-theanine is a great relaxer! Matcha has also been known to help balance blood sugar levels, and lower blood pressure. Personally, it really kick-starts my metabolism. To the point where I prefer to have breakfast before having matcha...otherwise I get fairly hungry!

## WHAT DOES THE RITUAL OF MAKING & DRINKING MATCHA TEA MEAN TO YOU?

Matcha to me is all about the connectivity. I feel it is a great blessing to engage in a rich, cultural, grounding tradition every day, but what I really love about it is how I connect with people over cups of matcha (and all tea, really). I feel it is one of the biggest gifts of my life to be able to share such a high quality product with all of you! 🍵

# Vegan Matcha Truffles

This recipe makes 8 to 10 truffles.

- 7 dates, pitted
- 1 cup raw cacao powder
- 1/2 cup raw almond butter
- 1 tablespoon vanilla
- 1/2 teaspoon Celtic salt
- Mizuba Matcha Green Tea Powder

Add the pitted dates, cacao powder, almond butter, vanilla and salt to a food processor. Blend until combined. It is supposed to look pretty dry, like a coarse flour.

Lay some waxed paper or plastic wrap out and roll truffles. They should be about 1 inch by 1 inch. Let your hands warm up the mixture. If the mixture feels too dry, just work it like you would bread dough. Roll in the palm of your hands to form the round truffles.

Once you're finished, sprinkle with the matcha powder! You can try other toppings, too, like goji berries, cacao powder, or chopped nuts. Store in a cool dry place.

## MATCHA TEA & LATTE MAKING WORKSHOP

**Saturday, May 5th, 3:30-4:30pm**

Join us in perfecting our matcha tea & latte making skills with a workshop by Mizuba Matcha, Portland's farm direct matcha importer. Share, learn, taste and experience the invigorating and nutritive qualities of our favorite matcha! Find out more about how the love of tea creates connectivity, culture, and community. Registration encouraged but not required.



# April Showers Bring More Than Flowers

## Spring Planting for a Plentiful Garden

BY MARISH AUERBACH, MEMBER-OWNER & COMMUNITY ROOM INSTRUCTOR

Photo by Amanita Stewart-Kennett.

The month of April is an exciting time for gardeners. Plants are beginning to wake from their winter slumber. During this month, we can plant many of the cool season edibles in the garden, such as the members of the brassica family, beets, carrots, parsnips, potatoes, onions, lettuce, and many other greens. These plants thrive in cooler temperatures that are above the frost point.

The brassicaceae family includes kale, collards, broccoli, cauliflower, cabbage, kohlrabi, mustard greens, radishes, arugula, and brussel sprouts. These plants are sensitive to heat, as we may notice in the summer when they start to suffer from damage from aphids or whiteflies. Members of this family that are grown for their leaves, such as kale and collards, are popular and relatively easy to grow. Many gardeners find growing some of the other plants in this family frustrating. Some of this frustration can be turned around with good microclimate management. The best examples of broccoli, cabbage, cauliflower, and brussel sprouts happen when the plants can have a long season of growth in cool temperatures. With the exception of brussel sprouts, many varieties of these plants can be planted in July or August for overwintering. As the land warms in the spring, the plants begin to develop their large heads. These plants benefit from the established root system that they have grown throughout the colder season.

If you want to plant brassicas in the spring, it is best to do it early, before mid-late May. Look for short season varieties, about 90

days to maturity. The long season varieties that are planted in the late summer tend to be 120-200 days to maturity. Take care to ensure that your starts do not become root bound in their starter pots before they are planted in the garden. I have found that I prefer to start my seeds indoors, rather than directly sowing these seeds in the garden. While the seeds of the brassica family can be directly sown in the garden, the tender taste that we love from this family of crops is also loved by slugs. By planting out starts, I allow the plants to get a healthy start on their growth before they may be affected by these predators. I have found that radishes and arugula will do nicely when direct sown in the garden, perhaps because they are spicier than other varieties.

If you choose to grow brassicas into the heat of the summer, take care to provide a cooler microclimate for them to thrive. They dislike intense sunlight, so avoid planting them in the heat of the western sun. I have found that these plants enjoy the cooler morning sun from the east. If it is hot, don't forget to give them a deep watering. They will be juicier and more resilient from this extra care.

Beets, carrots, radishes, potatoes, and parsnips are plants that we grow for an edible root. It is helpful to keep this pattern in mind as we go to plant them in the garden. Disturbance to the roots can be detrimental for a root crop, so it is best to sow these plants by seed directly into the garden. Carrot seed takes a long time to germinate. It needs to stay damp for 10 days before it germinates.

# Grow Your Own Produce

## COLE CROPS, GREENS, & SOIL BUILDING

**Tuesday, April 10, 7-9pm**

In early April, we can begin planting out all the cole crops including Broccoli, Cabbage, Cauliflower, Turnips, Kale, and Collards. It is also a time of planting greens. As many plants will be planted in the garden this month and in the months to come, we will continue our discussion on soil building in this class. Students will learn about the critters in the soil food web that are linked with fertile soil. Local materials that can be fed to these microbes will be highlighted with explanations of diverse soil building strategies such as composting, hugelkultur, sheet mulching, vermiculture, cover crops, compost tea, and more. Many of these strategies also help with the water holding capacity of your soil, a necessary criteria as we prepare for what may be another long, dry summer.

## WARM SEASON CROPS, EDIBLE FLOWERS, & ATTRACTING POLLINATORS

**Tuesday, May 1, 7-9pm**

In May, the weather typically gets warmer and many flowers are blooming. We will discuss reliable varieties of warm season crops, including Tomatoes, Squash, Peppers, and Cucumbers, to grow in your garden that will produce well despite our cool summer evenings. Enhancing warm microclimates and providing protection are two strategies for increasing production of these heat-loving plants. Many of these plants require insects for pollination. In this class, you will learn about pollination, pollinator insects, and flowers that attract these companions to gardens. We will also highlight edible flowers, their functions in the landscape, and recipes. This class will also cover common weeds in the garden. Students will learn how these plants reproduce and how to discourage these plants in their gardens.

## MAINTENANCE & HARVEST

**Tuesday, June 5, 7-9pm**

June completes our planting of the summer vegetable garden and it is time to focus on maximizing the harvest. For the urban gardener, this may mean optimizing a small space to produce as much food as possible. Yields can be compromised by pests in the garden. Marisha will share pictures to help identify pests in the garden and offer ways to discourage them. We will discuss which plants are affected by which pests. It is also a good time to consider options for conserving water as June may be a dry month. This class will also cover trellising techniques and considerations for various vegetable varieties.

These classes are part of the 10-class Grow Your Own Produce series. Classes are \$25. A 20% discount is available to People's Member-Owners – please email Marisha directly at [marisha.permaculturerising@gmail.com](mailto:marisha.permaculturerising@gmail.com) with your Member-Owner number to receive the discount code. Marisha can also be reached by phone: (503) 454-6656.

Radishes, beets, and parsnips will germinate much faster. Potatoes are usually planted from pieces of the potato that contains an “eye”, which is the place where a shoot will sprout from the potato. All root crops will do best in friable receptive soil. When it is easy for these plants to grow and swell, we will benefit from larger and sweeter vegetables.

April is a month to celebrate fresh spring greens in the garden. We can enhance our diet by growing the diversity of leaf crops, which are high in vitamins and minerals. From spicy mustard greens to pac choi to napa cabbage to chard to succulent lettuces, these plants represent regeneration as the sun warms the earth. Soon, we will be nourishing ourselves in the phase of the year I like to call “the salad days of summer.” Take care to provide ample nitrogen for your young plants to support them in their stage of vegetative growth. Good sources of nitrogen fertilizer can come from seaweeds, compost teas, or seed meals. You can harvest the young leaves off these plants as they grow to stimulate more growth.

It is important to water tender plant starts daily to tend to their shallow roots. As the plants grow bigger, you can ease off and bring them water every couple days. We are usually gifted with rainfall throughout the month of April in the Portland area. This helps minimize the times that we need to bring water to our plants. I like to water early in the morning as this is the most optimal time for plants to take in the hydration. May we be blessed with good spring rains to nourish our gardens and set the foundation for a fruitful harvest season. 🌱

*Want to learn more? Marisha offers the Grow Your Own Produce Workshop Series one Tuesday per month at People's. Each workshop offers tips on what to do each month to maximize your endeavors in the garden. Find more info about upcoming classes on your right.*

*Marisha also has a small plant nursery that specializes in edible and useful plants. Learn more at [permaculturerising.com](http://permaculturerising.com). You can find the plant nursery on Facebook as Marisha's Permaculture Plant Nursery where Marisha posts about plant sales, her starts CSA, and other great information.*

# Spring Events

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## EVERY SAT. HUMANS OF COLOR YOGA

Every Saturday at 10-11:30am

This class has been thoughtfully created by humans of color for humans of color. Our intention is to provide a safe space for those who identify as a person of color to come together to move, learn, talk, and create community with other humans like themselves. This will also be a gathering place for connecting and building communities of color. Free and open to all.

## APRIL 3 SHOE CLINIC: PROMOTE STRUCTURAL WELLNESS

Tuesday, April 3, 7-8:30pm

Learn how you can treat and prevent foot problems by choosing shoes that promote foot health with Certified Advanced Rolfer Karin Wagner. We will discuss the natural motion of the foot, what to look for in shoes, and check your own shoes to see how they measure up (please bring 4-6 pairs). You'll learn ways to modify your current shoes, and you'll leave with enough knowledge to confidently choose healthy shoes for future purchases. Pie Footwear's mobile store will be there with examples of healthy minimalist sneakers and shoes (no pressure to purchase). \$10-20. Registration required.

## APRIL 5 THE MASTER VEG PROGRAM

Wednesday evenings, April 5-May 24, 6-8:45pm

Sustainable. Heart-healthy. Compassionate. Learn what's behind the buzz words connected to a plant-based lifestyle from the professionals – doctors, nutritionists, animal lawyers, activists, environmental scientists, philosophers, and more. Each class examines implications of a plant-based lifestyle on our health, the environment, social justice, and our relationship with animals. A key component of the program is the service-oriented project, where attendees are expected to contribute at least 16 volunteer hours to a related nonprofit organization. For registration & details check out: [nwveg.org](http://nwveg.org)

## APRIL 14 HOW TO MAKE LESS WASTE

Saturday, April 14, 5-6:30pm

Jenica Barrett, creator of Zero Waste Wisdom, discusses why reducing waste and avoiding plastic products is important for the environment and how participants can dramatically reduce their waste through a variety of simple changes. This in-depth guide to making less waste will cover local recycling and composting resources, bulk shopping options, and sustainable switches in the house and beyond. Free and open to all. Registration required.

## APRIL 15 ROLFING FOR THE PEOPLE

Sunday, April 15, 2-4pm

Did you know that Rolfing® Structural Integration is far more than just bodywork? It's a whole framework for thinking about movement, and an exploration of what it means to truly live in our body. This interactive class will include some information about Rolfing, but the focus will be on movement experiences and self-bodywork that help you feel your body in a new way. The class will be adapted to the participants as it unfolds. \$10-\$20 sliding scale. Registration required.

## APRIL 22 UNDERSTANDING YOUR NERVOUS SYSTEM

Sunday, April 22, 2-4pm

Learn how your brain is wired to respond to danger, and how overwhelming experiences can cause us to get stuck in the danger-response mode. You'll understand the basic biological reasons for emotions and gain compassion for yourself and others. This class includes learning to feel how to monitor and consciously affect your own nervous system, as well as how to use mindfulness to heal trauma. This material is very relevant to yoga, Aikido and other martial arts, spirituality, and every type of personal growth work. Appropriate for the public, yet also will have enough juicy information to be very relevant for practitioners of all types. Past participants called this class "simple but life-changing" and "illuminating." \$10-\$20 sliding scale. Registration required.

## APRIL 28 VEGAN THRU THE SEASONS SERIES: SPRING

Saturday, April 28, 5-7pm

Through a lens of seasonality we will learn how to cook for optimal wellness during the springtime. Together we will debunk common myths about vegan cuisine to show that it can be health promoting, nutritionally adequate, delicious, satisfying, affordable and easy to prepare. Instructor Margaux Miller, creator of Margalaxy Superfood Snacks & Best Friend Juice Cart will share their expertise in health-conscious cooking. Free and open to all. Registration required.



**MAY  
5**

## **MATCHA TEA & LATTE MAKING WORKSHOP**

**Saturday, May 5, 3:30-4:30pm**

Join us in perfecting our matcha tea & latte making skills with a workshop by Mizuba Matcha, Portland's farm direct matcha importer. Share, learn, taste and experience the invigorating and nutritive qualities of our favorite matcha! Find out more about how the love of tea creates connectivity, culture, and community. Registration encouraged but not required.

**MAY  
11**

## **BACK TO THE SEA: A GUIDED EXPLORATION OF AQUATIC MOVEMENT**

**Friday, May 11, 7-8:30pm**

Let the fluid movements of marine creatures inspire you to move in novel and interesting ways. We will project video on the wall, play music and sounds that elicit the ocean, and offer thoughtfully chosen verbal guidance. We imagine that your nervous system will be deeply soothed by this experience. You are invited to wear clothing in ocean tones or flowing garments if that helps you get into the spirit, or simply come as you are. Led by two health practitioners who have special interest in how movement regulates the nervous system. \$5-20 sliding scale. Registration required.

**MAY  
12**

## **TENDER TABLE**

**Saturday, May 12, 3-5pm**

Tender Table is a storytelling series featuring femmes of color and nonbinary people of color and their stories about food, family, and identity. All ages are welcome to this event.- we ask that you make a donation to support the artists. No one will be turned away for lack of funds. Find more information about presenters and register for the event at [tendertable.com](http://tendertable.com).

**MAY  
19**

## **GLUTEN FREE FERMENTATION: GRAINS & LEGUMES**

**Saturday, May 19, 3:30-5:30pm**

Soaking, sprouting, & fermenting grains and legumes maximizes digestibility and nutrient availability. Join us for a workshop with experienced home-fermentation creative Rusty Wilder and walk away with innovative recipes to incorporate into your gluten-free vegan kitchen. Free. Registration required.

**MAY  
26**

## **LOW WASTE BASICS: BODY CARE & COSMETICS**

**Saturday, May 26, 3:30-5:30pm**

Jenica Barrett, creator of Zero Waste Wisdom, discusses the benefit of making your own cosmetics at home and why it is important for consumers to pay attention to the packaging their products come in. Participants will learn about recipes for the entire cosmetic routine from hairspray to lip balm. During the workshop, participants will have the opportunity to make their own body scrub and lotion to add to their cosmetic routine! Additionally, Jenica will share options for purchasing more traditional cosmetics while still keeping the environment in mind.

**MAY  
27**

## **SELF CARE FOR THE NERVOUS SYSTEM: A MOVEMENT EXPLORATION**

**Sunday, May 27, 3-4:30pm**

Learn ways to boost your capacity to keep up with life demands while keeping yourself calm, collected, and comfortable. This class will teach movement and awareness practices from Structural Integration, Body-Mind Centering & The Feldenkrais Method of Somatic Education. Practices can be done on their own, during some activity, as well as enhance existing practices like yoga, meditation, martial arts and dance. Good for anyone looking to increase resilience to stress, recover from trauma, injury, or chronic pain. The class is \$15-\$35 sliding scale, pre-registration required. Limited to 14 participants.

**REGISTER ONLINE:**

**[PEOPLEScoop.EVENTBRITE.COM](http://PEOPLEScoop.EVENTBRITE.COM)**

**REGISTER BY PHONE:**

**503.232.9051 EXT. 249**

We are committed to making our classes accessible to folks of all income levels and financial situations while ensuring that our instructors get compensated fairly for their time, effort, expertise, and materials. If a class with a cost is interesting or useful to you but you can't swing the fee, please be in touch with us and we'll work something out. You can email [communityroom@peoplescoop](mailto:communityroom@peoplescoop) or give us a call at (503) 232-9051.

The Community Room is located on the 2nd floor up a flight of stairs. It is also accessible by elevator lift – just let a cashier know you need to use it and they will help you!

# Get in Touch with Your Board of Directors

To email all Directors: [bod@peoples.coop](mailto:bod@peoples.coop)



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## ATTEND A BOARD MEETING!

Board of Directors meetings are held the 4th Tuesday of every month from 5:30-8:30pm. Member-Owners are always welcome. There is a free, light vegetarian dinner served from 5:30-6pm that you can enjoy with your Board Directors and discuss your ideas casually. Afterwards stick around for the official meeting from 6-8:30pm. This is a great chance to get your message to the Board or to just see what's going on at your Co-op.

### UPCOMING MEETINGS

Tuesday, April 24, 6-8:30pm

Tuesday, May 22, 6-8:30pm

Tuesday, June 26, 6-8:30pm

# The Seven Cooperative Principles

## #1 Voluntary, Open Membership

Open to all without gender, social, racial, political, or religious discrimination.

## #2 Democratic Member Control

One member, one vote.

## #3 Member Economic Participation

Members contribute equitably to, and democratically control, the capital of the cooperative. The economic benefits of a cooperative operation are returned to the members, reinvested in the co-op, or used to provide member services.

## #4 Autonomy + Independence

Cooperatives are autonomous, self-help organizations controlled by their members.

## #5 Education, Training + Information

Cooperatives provide education and training for members so they can contribute effectively to the development of their cooperatives. They inform the general public about the nature and benefits of cooperation.

## #6 Cooperation Among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, regional, national and international structures.

## #7 Concern for the Community

While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.



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# Earth Day

## at the Farmers' Market

### April 25, 2-6pm