



Weekly Update (8/3010): Detroit's Eastern Market, Produce Memories, New Co+op Deals, and More!

Hello everyone!

I had the pleasure of taking last week off to spend it with my new son, Spencer. What a joy that was. Much of the week was spent just watching him sleep, though he is now awake and alert more often. What a miracle this whole thing is.

On Saturday, I took a day away from the family to visit **Detroit's Eastern Market** for the first time ever. People's Food Co-op was invited to join in on a trip to explore the concept of a [year-round, indoor farmers market in west Michigan](#). What an inspiring market! It has 300 vendors, over 20,000 shoppers every Saturday, and a great, thriving local food business community around the market. After a presentation from the market master, I walked [the several city blocks of the market](#), stopping to purchase some pea sprouts and bitter melon from the Vang Family Farm, a Hmong family growing veggies that I recognized from the markets in China. After that, I checked out the retail outlet of R Hirt Jr., a distributor of specialty foods (cheese, cured meats, olive oils, etc.) Their space is long and narrow, with a cheese counter running along half the length of the building. Chock full of interesting items, it was also bustling and chaotic. The morsels of raclette and finichiona (dry cured fennel sausage) I came away with were delicious. The locally owned food businesses surrounding the market include restaurants, nut roasters, and produce wholesalers. It is an impressive district of Detroit, all focused on good food. I have no idea what will come of this trip, but I was excited and impressed that there was enough interest from the county and both Kalamazoo and Portage that commissioners and mayors attended.

Back on the home front, we **continue to work to raise money for the last leg of our green design process**. We have \$60,000 left to go to be able to integrate innovative, energy efficiency measures that will make this new home for our Co-op a building that we can be proud of and be able to occupy for decades to come. If you have an interest in making a loan, please let me know!

Thanks everyone! Here is the rest of the news from your Co-op!
Chris

**** 100-MILE MARKET**** By [Rosie Florian](#)

This is it! The heat of the summer, seasonal local produce is abundant and growing so fast the farmers can't keep up. If you're wondering what great items will be at the Wednesday market, you've wondered long enough! Every week we ask around at the market and let you know by Monday. Interested in local cheese too? You can stop by the People's booth for a local cheese sample (with cheese available for purchase right at our booth!) On Wednesday, September 1st, you'll find the following delicious and local food at the 100-Mile Market:

- **Evelyn Thomas and Lindel Farms:** peaches, tomato, potato, flowers, hot and sweet bell peppers, zucchini, cucumbers, pears, pickling cucumbers, garlic, and shallots
- **Blue Dog Greens Organic Farm:** summer squash, zucchini, mixed baby greens, baby arugula, baby bok choy, heirloom tomatoes, sungold tomatoes, green beans, basil, potatoes, garlic, and Blue Dog Greens re-usable organic cotton tote bags
- **Heron Homestead:** arugula, fingerling potatoes, cherry tomatoes, purple potatoes, heirloom tomatoes, flowers, and herbs
- **Wiltse Kitchen:** Wiltse's Kitchen makes low sugar jams and jellies with a concentrated citrus pectin that allows them to use 1/2 the sugar of regular jam, with no artificial sweeteners. You can't find these jams at the supermarket: cranberry, elderberry, currant-raspberry, crab apple, rhubarb, plum, and orange marmalade made with real blood oranges. They also have Just Good Stuff granola made with olive oil (not canola) and all raw, unprocessed nuts and seeds.
- **Agropraxis Farm:** yukon potatoes, cooking greens, tomatoes, and in-season apples from Franke Fruit Farms

- **Young Earth Farm:** Labor Day Partay! Don't forget to stock up on steaks, sausages, and patties for all your grilling needs!
- **Weed Dance Farm:** sweet potatoes, tomatoes, green beans, asian braising greens, baby kale, carrots, potatoes, zucchini, eggplant, basil, flowers, elderberry syrup and chocolate raspberry jam
- **Russell Farm:** tomatoes, potatoes, pears, summer squash, zucchini, plums, winter squash, green beans, eggplant, okra, cucumbers, peppers, apples, canning tomatoes, and potted herbs. Please call Russell Farm for ANY special requests: 349-6120! Russell Farm is also happy to set things aside for you, just call ahead to reserve your favorites. If you're canning, call 'em up for bushel baskets of all kinds!
- **Bonamego Farm:** grapes, asian pears, melons, bubblegum plums, cabbage, broccoli, peppers, potatoes, daikons, sunflowers, lima beans, cranberry beans, and oyster mushrooms
- **Growing Matters Garden:** tomatoes, cherry tomatoes, potatoes, garlic, herbs, green onions, bell and hot peppers, and worm castings from the Woodward Elementary school worm bins
- **Seed to Table:** heirloom tomatoes, green beans, kale, peppers, herbs, English cucumbers, pickling cukes, baked goods, blueberry syrup, wheat-free breads and more

*** PEOPLE'S PRODUCE *** By [Rosie Florian](#)

This time of the year can be very exciting with our favorite first cool days mixed with the last of the heat. The weather brings some of my most sentimental feelings towards food. At any moment a random favorite food sneaks into mind - **fresh salsa, spaghetti sauce frozen for winter, pumpkin pie, the first of the local apples, and a cold glass of cider.** Take time to really enjoy these special moments with your food, as summer 2010 is coming to an end and winter is just around the bend.

It's salsa time! Gorgeous bouquets of **heirloom tomatoes** are blessing us with their presence! If you did not grow any tomatoes this year, you are in luck, Kirklin Gardens did. Dice 'em up, add **jalapeno, sweet corn, cilantro, black beans, baby bell peppers,** sea salt and anything else that sounds delicious! It's fun to be creative, and need I remind you that salsa tastes better with friends?

Winter squash are here! They are grown organically in Ceresco, MI by Cinzori Farm. We are delighted to announce the presence of **pie pumpkins, spaghetti squash, and acorn squash,** with more on the way.

What makes up the **best local pepper of all?** First it's gotta be super cute, add a dash of sweetness, now paint them red, yellow and green. What do you end up with? **Baby bell peppers!** Grown just minutes away (by Cinzori Farm), these baby peppers are bouncing around in the cooler waiting to be your dinner tonight.

*** THE CO-OP DELI *** By [Sara Kozminske](#)

Have you heard? Our **Chocolate and Blonde Raw Macaroons** are a bi-weekly owner special (from September 1-14) and are just \$1.29 each! A perfectly natural sweet treat made with coconut and raw agave nectar, stop in and pick a few up today!

*** THE CENTER STORE *** By [Randall Davis](#)

Just a few days left to take advantage of the awesome August sales we have scattered throughout the store. If you missed out on any of the sweet stainless savings from last week don't fret - we've extended the owner sales on these items through the end of the month.

This Wednesday we will be kick off the brand new co-op promotional program, Co+op Deals! To help celebrate the new program, we have also changed our monthly Owner Specials to bi-weekly Owner Specials to run in conjunction with the Co+op Deals sales period. What does this mean for you? More variety (and better savings) throughout the entire month. **Look for new Co+op Deals and Bi-Weekly Owner Specials around the store this Wednesday!**

Speaking of sales, did you notice we now carry coffee roasted at the **Kalamazoo Coffee Co.** in our bulk section? Darren and crew roast this **Sidamo Luminous Light Roast** fresh each week before delivering it to our store. This is as fresh as it gets folks! Fair Trade, organic, and roasted just a few blocks away - if that isn't enough, how about an awesome introductory price? From now until the end of October, you can get this

wonderful coffee at the co-op for just \$9.99 per pound! Stop by and take some home today! You'll thank me in the morning.

Sad news for fans of Karabread sandwich loaves - they are no longer available. The **Doughchicks** hope to start making these tasty toast loafs once the new Can-Do Kitchen opens. For now they are focusing on a different taste sensation... **Granola Bread!** Packed full of stuff that makes their granola great, the Doughchicks add extra goodness with raisins, raw almonds, pecans, cocoa, and dried cherries. Tastes terrific toasted, goes great grilled, and makes perfect bread pudding - pick up a loaf today for just \$5.99 and see for yourself!

After you give these new items a try, please share your thoughts on one of our comment cards, or simply tell me what you think when you see me running around the store. Thanks and have a great week!

PEOPLE'S NEWS...

PLEASE NOTE: The PFC will be closed on Monday, September 6th in observance of Labor Day.

CHANGES TO OUR SPECIALS AND SALES

Starting in September, both our **co-op advantage specials (now called " Co+op Deals")** and our **monthly owner specials will be changing to a bi-weekly schedule!** You'll now have even better deals, twice a month! Check out our [products page](#) for the latest sales information.

MICHIGAN GOOD FOOD INITIATIVE

This initiative has developed a policy agenda to supports good food in Michigan - food that is healthy, green, fair and affordable. They have created a charter to present a clear vision for Michigan's food and agriculture system, outlining 25 agenda priorities for the next 10 years. The PFC has just signed on to the charter and you can do the same. For more information, please visit the [Michigan Good Food Agenda Website.](#)

DO YOU THINK YOUR CO-OP ROCKS?

The "My Co-op Rocks" Video contest is back! For the second year, People's is excited to kick off this nationwide contest where you can **show the world why your co-op rocks** by making an original online video. Starting Sept 1, you can submit, rate, and comment on contest videos at www.MyCoopRocks.coop. Visit the site for contest details and get those cameras rolling!

VOLUNTEER AND BE A PART OF THE FRIENDLIEST NATURAL FOOD STORE IN TOWN

We are always looking for volunteers interested in lending a hand. **Help us bring the best natural and local foods to Kalamazoo.** Interested? Contact our volunteer coordinator, [Erik Moisio](#), for more info or to sign up for a shift. Please note, before you can volunteer you need to go through a quick orientation with Erik. Here's where folks are needed the most:

- **100 Mile Marketeer** - Wednesdays 3 - 7pm - Help Rosie set up at 2:30 or tear down at 6:30 pm, or stay for the entire market!
- **Kalamazoo Farmers' Market Helper** - Saturdays 9 am - 1 pm - Help PFC staff with the EBT (food stamps or bridge card) token program at our market table
- **Produce Peeps** - Weekday mornings or afternoons - Help keep People's produce bagged, labeled, and looking good.
- **Deli Dish Do-er** - Monday, Tuesday, or Wednesday around 2 pm - Lots of great deli food makes for heaps of deli dishes. If squeaky clean is your thing, we can put your talents to good use!
- **Close the store, sweep the floor** - Evenings after 6 pm - Help PFC staff end the day right by assisting with closing and cleaning duties.

OWNER COUNT/EQUITY UPDATE!

Our owners are why we are here! Owners are shoppers and they are investors. And it is their investment, in part, that will make our expansion a success. Here are the current stats:

Current owner count = 917

New owners in 2010 = 180

Current equity invested = \$125,760

Current owner loan total = (\$420,750 + \$18,000 of "greening" loans) = \$438,750

ART HOP ARTISTS NEEDED!

Don't you just love the Art Hop? We do! And we'd love to have you or someone you know be the featured artist. We are looking for artists for 2010. If you have an **interest in being an artist on the Hop** in the year, please contact [Jeff Evergreen](#). Thanks!

COMMUNITY NEWS...

BOOMERS AND BEYOND: EATING LOCAL

Tuesday, August 31st, 11am-1pm. A program geared for those ages 55+, come to the Kalamazoo Nature center to **discuss local farms, markets, and co-ops** in our area as well as tips and tricks for finding sources of local food. We will also talk about why you should eat locally! Bring your lunch, we'll picnic together to finish the program. For more information, please visit the [Kalamazoo Nature Center's Website](#).

EAT LOCAL, KALAMAZOO: LOCAL FOOD SCAVENGER HUNT

September 1st - September 30th. **Celebrate local food with a month-long scavenger hunt** and qualify for delicious prizes as you do. Pick up a game card from Fair Food Matters (available in mid-August), then visit local restaurants, markets, farms, bakeries and wineries to find answers to fun, food-related questions. For more information, please visit [Fair Food Matters' website](#).

MIGHTY VINE MUSIC AND ART FESTIVAL

Friday, September 10th, 3:30-11:30pm. In honor of the Vine Neighborhood Association's 30th anniversary, join us at the State Theater for this fun-filled festival featuring work from local artists and live musical performances. For more information, please call 269-349-8463 or visit the [Vine Neighborhood Association's website](#).

SOUTHWEST MICHIGAN COMMUNITY HARVEST FEST

Sunday, September 19. Join us for our 8th year of celebrating local food, local farming and sustainable living at the Harvest Fest. Come learn from Richard Heinberg, author of nine books about Peak Oil and making the transition to a different way of life. See a 60-foot wind turbine go up, watch the Aerial Angels (high-flying female circus artists), and listen to Joe Reilly and Schlitz Creek. For more info, please visit www.swmiharvestfest.org.

LIST MAINTENANCE

If you'd like to be removed from our mailing list, know of someone who'd like to be added, or have event suggestions to share, please email our outreach coordinator, [Heather Crull](#).
