



On the Table

News and Views of the Kootenay Co-op



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New Year**



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The Kootenay Co-op is a member-owned cooperative offering natural, organic foods and products in Nelson, BC, Canada. For more information, please visit our website.

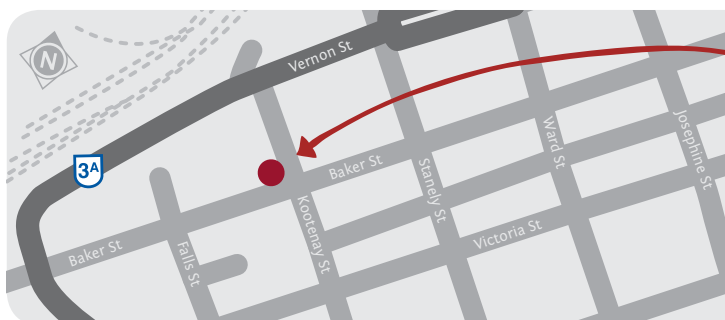
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Cooperative Carpe Diem

“The International Year of Co-operatives is well timed to remind the world that there is more than one way of doing business and that in a global economy we all have to work together. Whether it is in tackling the economic crisis, the threat of climate change, or food security issues, co-operative enterprise offers real hope of solutions to these problems.”

-Iain Macdonald, Director-General of the International Cooperative Association

I recently had the pleasure of touring a group of students from Mount Sentinel’s exceptional Quest for Community program around the Co-op and talking to them about what we do here and why.

Sometimes talking about ‘the co-op difference’ can feel a *little* dry...perhaps even just a tad *soporific*. This time was different.

On the heels of so many months of intense global unrest in the forms of Occupy movements and the economic frailty of many European countries, the need for a radically different economic operating system is no longer theoretical. The economic version of climate change is here. These students are living through a time of great economic and social unrest, looking for solutions that can bring about deep and meaningful change. It felt like a real gift to offer them one: Cooperation.

Co-operatives have been answering the call to humanize the economy for 150 years with incredible practicality and humility. But perhaps the time has come to be more vocal about how cooperative enterprises can build a better world.

For example, did you know that the survival rate of a cooperative is double that of conventional businesses?

That credit unions didn’t engage in fraudulent financial speculations and have come out stronger and more able to serve their community’s financial needs?

That producer co-ops have an entirely different logic for international trade based on fair trade, not exploitation for profit?

That consumer co-ops, like this one, exist to meet their members needs, not to make a profit?

Perhaps I’m preaching to the converted, but it’s safe to say that most people DON’T know that co-ops provide a proven, flexible and exciting alternative to our current economic woes. In a wonderful twist of fate, 2012 is the UN’s International Year of Cooperatives! All of us co-op member-owners and supporters have a year-long opportunity to share what we know about cooperation with our communities and with learners everywhere.

Let’s start now.

–Jocelyn Carver, Marketing & Outreach Manager

Upcoming Events

International Year of Cooperatives Launch
Thursday, January 12 2-4pm

14 cities will celebrate the UN’s IYC launch...and so will we! Join us for a cup of co-op cocoa and be entered to win a Co-op basket!

Community Donation Day
Tuesday, January 17

1% of sales will be donated to the Kootenay Animal Assistance Program Society (KAAP)



International Year of Cooperatives

In 2012, the world will celebrate co-operatives.

Co-operative enterprises have been building local economies and improving lives and livelihoods for hundreds of years. The United Nation's 2012 International Year of Co-operatives will honour the value of working together to meet our economic, social and cultural needs.

With more than a billion co-operative and credit union members around the world, the international co-op movement is a powerful global force. Nepal may be very different from Sweden; Bolivia from Canada. But co-op members around the globe all share this knowledge: that joining together in a common purpose can build a better world.

Canadian co-operatives will celebrate the year with events across the country. In the Upper Columbia region, we'll be working with other local co-ops to celebrate cooperative values and support and serve our communities. We hope that the legacy of what we accomplish in this year of co-operation will last many years into the future.

Watch this page in future issues of *On The Table* to find out how you can get involved, learn and celebrate with us! And find out more about the January 12th launch and the whole year at:

www.canada2012.coop.



Smart Business, Straight from the Heart

Whether retail, agricultural, financial or employee, co-ops build communities, empower people and strengthen local economies.

What is a co-operative? Co-operatives are enterprises that let people pool their resources for a common benefit. Diverse and dynamic, they can be found everywhere in the world, providing great services and excellent products at competitive prices. But they do this all with a difference.

Because co-operatives exist to serve their members (employees and consumers) rather than investors, they put people before profit. They reinvest in their communities. They are democratic: each member has a vote. You could say that co-ops have their own built-in corporate social responsibility. For 150 years, Canadian co-operatives have provided vital community services and built lasting economic strength. That is the power of the co-operative.



Community Donation Day

Every third Tuesday of the month, the Co-op donates 1% of sales to an eligible group. Priority is given to local non-profits for a food related project, but all groups are encouraged to apply.

Tuesday January 17

1% of sales will be donated to Kootenay Animal Assistance Program (KAAP). The volunteers of KAAP have helped almost 900 cats and dogs since the fall of 2007. They provide adoptions, foster care, and medical services and have a new Barn Cat Program.

Community Giving Recipients

Giving Tree Groups

A huge thank you to everyone who purchased a Giving Tree Card! You raised just under \$1000 for these local animal care and conservation groups!

BEAKS \$328.46
Kokanee Park Visitor's Centre \$300.46
BC SPCA \$368.46

December Community Donation Day

In December **\$402.65** was donated to **Friends of the Family**.

Seasonings

A huge thank you to everyone who has purchased a copy of Seasonings. We have raised over **\$15,000** for the **Nelson Public Library** with this great literary cookbook!

ENTER TO WIN January Giveaways

Snowshoes

compliments of Happy Planet

\$300 Value



WOK compliments of Marukan

prize includes: Wok, cooking utensils, cook book, chop sticks, rice wine vinegar and more!

\$50 Value

December Winners

Toboggan (\$300 value)
 Chandrima Lavoie

Co-op Holiday Basket (\$125 value)
 Anna Stefanska

Kootenay Critters Kids Contest:
 Damon, Lotus, Rowan and Nancy!

Giving Tree
 Bonnie Piderman

2011: A Co-op Odyssey

Last year was a big one for the Kootenay Co-op thanks to a true bumper crop of change: from system and procedural improvements to additions of great people, products, and services.

We thought we'd take this moment (and these two pages) to recognize some of the most significant changes.



1. New Member Benefits Program
After more than a year's worth of conversations and research, the Board unveiled our new Member Benefits program. The program, which took effect November 1st, offers more equitable benefits to member-owners and an increased quantity and variety of great specials to members only. Plus we reduced our every day pricing on more than 4000 products storewide! *Find out all the details in our Membership Pamphlet.*

2. Updated Buying Guidelines
Our Buying Guidelines provide direction for all staff responsible for purchasing and this much-needed update provided both clarity and support, without compromising the integrity of how and why we buy.

3. New Outreach Program
Updates in 2011 to our growing outreach programs mean exciting new opportunities in 2012 for groups and individuals in our co-op community including:

- A \$500 Food Security Grant
- A \$1000 Kootenay Co-op Members' Scholarship
- A \$650 Yes! Leadership Camp Scholarship
- An expanded Gift Card Fundraising Program

Find out all the details in our new Community Outreach Pamphlet.

4. New Local Suppliers & Products
We had a fantastic year for bringing new local and organic suppliers and products to market. Here are just a few:

- Soup du Jar (soups)
- Bohemian Essence (skin care)
- Harmonic Resonance (raw chocolates and superfoods)
- Café Melange (European prepared foods)
- Wildsanderson (gluten free breads)
- Wild Onion Nutburgers (nutburgers)
- Enjoi Living Cuisine (raw foods)
- Ladybug Manor (organic turkeys)
- The Mountain Range (prepared foods)
- Chicken Lips (organic chickens)
- Harris Family Farm (beef & pork)
- Elk River Apiaries (honey)

5. New Members
Last year brought lots of wonderful new member-owners to the Co-op, increasing the number of co-op owners to **10,162** (as of November 30th 2011).

6. Ready to Eat Deli Section
The Deli started offering salads, sandwiches and more in our front cooler this spring. The perfect solution for those times when you want great taste and a nutritious meal but you only have a handful of minutes.

7. New Fresh Meat & Seafood Department
In June we launched this exciting new department. We only sell beef, poultry and pork from reputable farms and processors that are either Certified Organic or Kootenay Mountain Grown certified. Our Seafood is all sustainably harvested and **Oceanwise** certified. It's been exciting to offer a variety of local and sustainable alternatives!



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8. New Board of Directors and a better AGM & Annual Reporting Format

This year, we held an engaging AGM at Touchstones Museum, Archives and Art Gallery after a record number of in-store votes were cast. Elections this year were hotly contested! We elected Susan Morrison, incumbents Brian Kelsch, Paula Sobie and Abra Brynne, and Employee Director Colin Legg to join Jeremy Lack and Jon Steinman as our new Board of Directors. We stayed afterwards for a member appreciation celebration full of food, beverages, prizes and great conversation!



2011 AGM

9. New positions

We created a number of new positions this year to meet our growing needs including IT Coordinator Colin Legg & Grocery Manager Joe Karthein. Experienced staff moved into new roles, like Marketing Generalist Freya Shaw, Front End Manager Sasha Lampis and Grocery Buyer Anneke Rosch.

10. New People

We also welcomed a bevy of new staff: Marketing Assistant Manager Marnie Christoffersen, Wellness Manager Lori Robinson (returning), Human Resources Manager Sarah Bedo, and great new employees Julia H, Claire B, Teena, Katrina, Clarice, Lara, Conrad, Melissa and Max. And we welcomed back Jaymie, Jamie, Nicole, Zoe, and Reiko! With 70 super staff the Co-op is a significant local employer, happily committed to creating sustainable and enjoyable jobs.

11. Bulk Department Overhaul

In April, we unveiled a number of welcome and substantial changes to our bulk department, including:

- Competitive new pricing (Overall pricing in this area was reduced by more than 15%)
- More monthly bulk specials
- A renewed commitment to Certified Organic products (Many conventional bulk products were discontinued and replaced with a competitively priced Certified Organic equivalent)
- New Products: Close to 50 new products!

12. Better signage, displays and publications

We worked hard in 2011 on store layout, displays, store signage, newsletters & pamphlets and thematic decorations. We've had a lot of fun with this artistic, yet practical, part of minding the store and we hope you like it too!

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And more:

A revived and very active Member Outreach Committee

Seasonings was shortlisted for a Cuisine Canada book award

Our own exclusive coffee blend! 'Co-op Joe' has turned into a local favourite; dark, velvety and super smooth!

New stuff that works better! Like our new customer service desk, demo table, coolers, shopping carts, baskets, Interac terminals, payroll software and more. Unlikely to become front page news, but they're sure great to have!



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Coming up in 2012 ..

- New logo
- Strategic Plan Update
- More Member Engagement opportunities
- New Community Outreach Programs
- Redevelopment Update
- New Website
- New Wellness Week benefit
- And so much more!

Wellness

Welcome to 2012 and the start of a great New Year! If you have made some sort of New Year's resolution with a focus on taking better care of yourself, good for you! The Wellness department has some great new products that can help you reclaim your own innate health and be successful as you embrace your new and ongoing personal goals.

Minami Nutrition offers a line of supercritically extracted, sustainably harvested fish oils that are the highest concentration Omega-3 supplement available. Specific components of Omega-3 essential fatty acids, such as EPA and DHA, have been clinically researched and found to be successful in treating a variety of health related concerns including: mood and emotional balancing, concentration and focus, and a host of cardiovascular concerns. These supplements are an easy way to incorporate essential and health-promoting nutrients into your daily wellness routine.

For those taking advantage of our fabulous ski slopes, cross country trails and other winter activities or incorporating some indoor fitness into their lives, our popular **Vega Sport Performance** line has expanded their range of products to help you get more out of your workout. Enhance mental focus, increase endurance and recover faster so you can do it all again soon! These high quality, nutrient dense plant-based products offer a full range of supplements for before, during and after your activity or workout routine. And their newly formulated vegan protein powder is delicious!

Wishing you a healthy, happy and active New Year.
-Michelle Beneteau, Wellness Assistant Manager



NEW Member Benefit! Wellness Week Approaches March 4th-10th

What is Wellness Week? A week of great member-only special pricing on a wide selection of high-quality vitamins, supplements and body care products. And that's not all...

The Wellness Department will also be hosting lots of product demos, offering educational opportunities and raising awareness about important alternative health issues. Stay tuned for more information in our February issue!



The Annual Co-op Growers Meeting

Every year in the winter, the Kootenay Co-op holds a meeting with our local farmers to discuss the upcoming growing season. We review the previous season, talk about ways to meet customer demand, acknowledge the very real challenges associated with running a farm and a business, celebrate our many successes and think about ways to 'iron out the wrinkles' that are an unavoidable part of bringing lots of local food to lots of local tables.

Increasing production of local, organically produced food is a priority for the Kootenay Co-op. In partnership with our farmers, we strive to provide customers with beautiful, healthy, fresh, high quality produce that will sustain those who grow it and those who consume it. The Annual Growers Meeting provides a fresh opportunity each year to deepen that commitment and improve an already fruitful relationship.



**2012 Growers Meeting at
Chamber of Commerce, 225 Hall St.,
10am-12, Wednesday, February 1st 2012.**



Green Smoothies

We all know that we should eat more greens, but it has come to light in recent years that we need greens in much greater quantities for optimum health than previously believed. This is why green smoothies are such a revolution. Green Smoothies are a remarkably enjoyable way of consuming the necessary amount of greens by blending them with fruit. From this smoothie, the body can absorb the essential nutrients much more efficiently. Anyone can prepare tasty green smoothies quickly in their own kitchen, with their own choice of ingredients and an efficient blender.



During January, the Produce Department will be whipping together some delightful, fresh green smoothie samplings. Why not try green smoothies yourself? You may be pleasantly surprised at how delicious they are!

Winter Catch

new

SUPPLIER PROFILE



Sointula Wild Seafoods & Smokehouse is a provincially licensed artisan fish-smoking facility on Malcolm Island off the north end of Vancouver Island. Owner operators Barb Horricks and Nick Orton work directly with local fishermen to achieve a mutually beneficial relationship where they are paid above-market rates for their catch in exchange for the freshest fish, perfectly handled. They process only wild-caught, sustainably harvested fish, most of which is caught within 100 km of Malcolm Island. The albacore tuna come from a little further afield.

The Salmons

Chum – The anchor of the smoked salmon world, chums are considered the best salmon all around for smoking. They have a low fat and oil content, making them suitable for long-term preservation. The flesh ranges in colour from beige to red. With chum we make Smoked Wild Salmon Stix, smoked wild salmon nuggets, Finnish candy and mild cure.

Pink – Delicate pinks are low in fat and oil and high in flavour. We candy and hot-smoke sides of pink salmon.

Other Fish

Albacore Tuna – The tuna we buy are three to four years old, weighing in at 15 to 20 pounds. Tuna fishers troll the cold Pacific waters between northern California and Haida Gwaii, which are frozen at sea and delivered to our dock. We mild cure full and partial loins and also candy and hot-smoke nuggets.



Co-op commits to carrying only OceanWise seafoods

Ocean Wise is a Vancouver Aquarium conservation program created to educate and empower consumers about the issues surrounding sustainable seafood. Ocean Wise works directly with restaurants, markets, food services and suppliers ensuring that they have the most current scientific information regarding seafood and helping them make ocean-friendly buying decisions. The options are highlighted on their menus and display cases with the Ocean Wise symbol, making it easier for consumers to make environmentally friendly seafood choices. The Ocean Wise logo next to a menu or seafood item is an assurance that the item is a good choice for keeping ocean life healthy and abundant for generations to come.



It's your assurance that you are making the best choice to ensure the health of our oceans for generations to come.

Prices Plunge

Our new membership benefits program that kicked in November 1st 2011 has allowed us to lower everyday pricing storewide. Out of a total of more than 5000 products in the Grocery Department we have now lowered pricing on over 3000 – an astounding amount! It is hard to pick examples with 3000 products to choose from but here is a random sampling:



Anita's
Nut & Seed Breakfast Boost
was \$9.29, now \$7.99



Blue Diamond
Almond Breeze
946ml – was \$3.29, now \$2.99



Bragg's
Liquid Aminos Spray Bottle
was \$4.39, now \$3.99



Ecover
Liquid Laundry Detergent
2.95L – was \$21.99, now \$20.99



Knudsen
Just Cranberry Juice
was \$9.99, now \$9.49

Nuts to You
Organic Valencia Peanut Butter
500g – was \$7.99, now \$7.69



Rocky Mountain
Pizza's
was \$12.99, now \$11.99

Oil & their uses

Here's a taste of just a few of our culinary oils and their best uses. For a complete look at Fats & Oils, pick up a copy of the Co-op's **Fats & Oils Guide**. Available at Customer Service and online.

Almond is a high heat oil and can be used for sautéing and frying. It has a light delicate flavour, and is suitable for cooking, baking and salad dressings

Canola is a mild-flavoured, all-purpose oil ideal for sautéing or baking at medium to medium-high temperatures. Canola oil can be used in place of butter or shortening in baking recipes.

Safflower With its neutral flavour, high oleic safflower oil can be used for medium-high to high heat sautéing and frying, as well as for baking.

Olive can be used for just about everything: salad dressings, dipping oil, even in cakes and cookies. When cooking, use olive oil at low to medium temperatures.





From the Board

A New Year Sermon - Change is Good

As we start the year, it pays us to take a step back and view what's been accomplished for the last year at our Co-op.

We've seen major staff changes in the management structure of the Co-op, a change in the way the products have been priced for sale, a massive change in the membership benefits package, heavily contested elections for positions on the Board to Directors, and behind the scenes, continued work on finding a new home for the Co-op.

This year looking forward, amongst other things, we start the process of reviewing the Co-op strategic plan – we have to come up with two – one to maintain the Co-op as a good functioning organization within the current constraints of place, space and size and one to implement - to fund, to move and to grow – when the Co-op finds a new home.

Within both of these we have to maintain the interests and benefits of our members, we have to remain a part of the community and we have to maintain our outreach to each of these sectors. We will be calling on members with special skills to assist us, and asking members for feedback.

All the changes that take place this year and going forward, will be against a backdrop of increasing worldwide economic instability, of increasing world wide political instability, of climate instability and against a backdrop of rising fuel and energy prices.

We are going to have to be courageous in our decision making, continually pushing on with re-localization of food and products, pushing on with our development plans and continuing to do those things that are or will be a benefit to the members.

Our next meeting will be held on January 23rd at 6PM. Members are always welcome to attend Board meetings. Please provide the Board with 2 weeks notice if you wish to participate in the meeting. The Board can be contacted any time by leaving a message at the Co-op in person, by phone (250.354.4077) or by email: board@kootenay.coop.

Change is good – it means that our Co-op is alive and kicking.

**For the Board,
Jeremy Lack**

