

the new leaf

newsletter of the Syracuse REAL FOOD Cooperative

Summer 2013

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Syracuse
REAL FOOD
Co-op

www.syracuserealfood.coop



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Syracuse Real Food Co-op is a community owned food store emphasizing whole, local and organic foods.

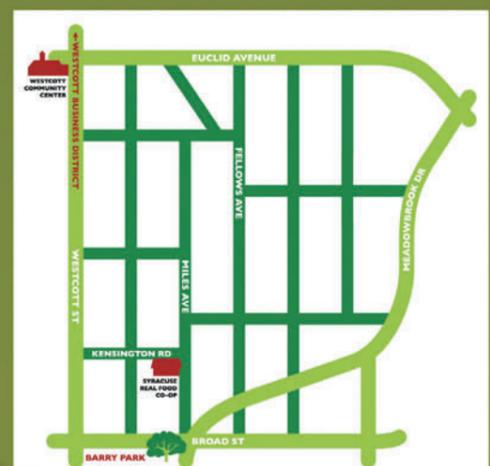
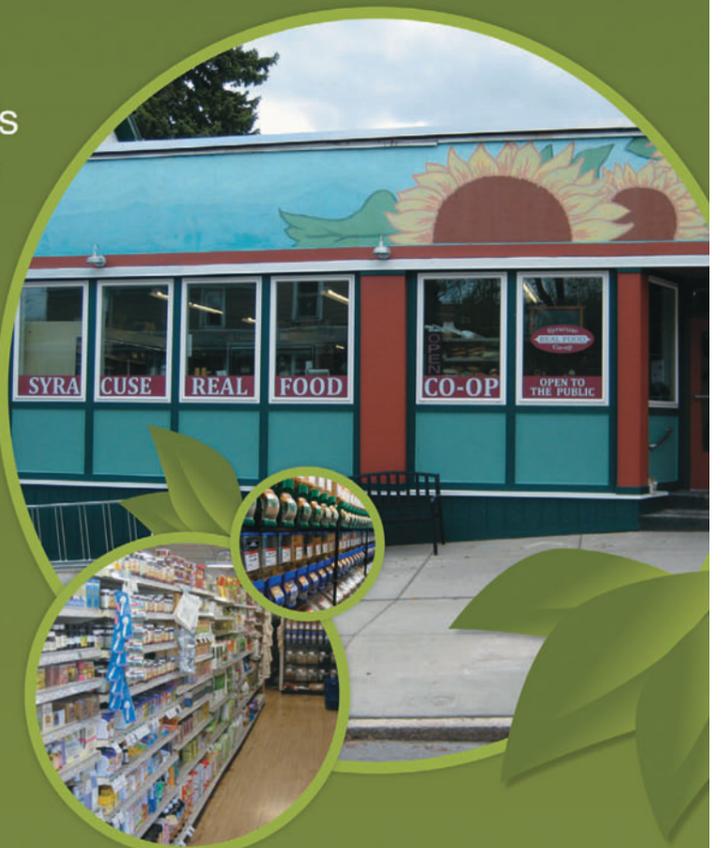
WHAT WE HAVE

Produce
Dairy
Meat and Fish
Vegan/Vegetarian
Baked Goods
Bulk
Grocery
Deli
Craft Beer
Coffee

HOURS OF OPERATION

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8:00am to 9:00pm

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Justin Gauvin Designs New Co-op Banner Above
guav.dna@gmail.com

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Drawing on 9/7/13

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the new leaf ~ newsletter of the Syracuse REAL FOOD Co-operative

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SRF Co-op: Your In-City Vacation Destination

By Don DeVeau, Editor

The Syracuse Real Food Co-op is a great destination for your vacationing guests to visit while visiting you. Also, it's an eco friendly destination for the conscientious traveler. How often do we search for that quaint place to take our friends or ourselves to that's out of town? Well, there is no need to go out of town, we have that place right here in Syracuse, in the form of the Syracuse Real Food Co-op. The Co-op facility has all the features necessary for quaintness as follows: built in 1926; a butcher's shop in the past, with its walk in cooler still in use; a pass through window from the cooler to the prep area; tin ceilings; wood floors; old teller windows; forty-one years of Co-op history, and a friendly Staff willing and able to give a visitor a tour. What about unique things to purchase? Your Co-op has them. Special bulk items, unique cheeses, local summer produce delicacies, fantastic craft beer selections and our uniquely designed beer growlers to put it in, delicious baked goods, candies and snacks for the traveler to munch on as the miles go by and those little items tucked into spaces on the grocery shelves that a visitor or traveler can say when they get home "look what we found at this cute store in Syracuse, New York".

As Owners of the Co-op/the Members we need to pass on this well kept secret. We must make it known that the Co-op is a part of the recent history of the City of Syracuse, and that it is a destination worthy of putting on a visitors "to see" list. With our new face lift, recent reset and ever improving selections, we can be proud to recommend the Co-op as a great place to visit. Recently we had a new brochure designed that tells all about who we are at the Co-op, what we have and includes a map to guide a new visitor to our front door. You'll be proud to give someone this brochure, in fact the next time you are in the Co-op we recommend you pick up one or more of these brochures from our information center to the right, just inside the front door. You can give them out to friends who may have guests coming in to town or take a few that you could place in public areas around town that you visit. This is something you can do as a an Owner to help make us less of a secret and more of a destination. Remember **"We're Not An Easy Find, But Once You Do, We ARE A FIND!"**



Board of Directors Commentary

By Thane Joyal, President Board of Directors

Congratulations to Lexington Cooperative Market in Buffalo, NY, which was recognized for Cooperative Excellence (Retailer of the Year) at this year's Consumer Cooperative Management Association in Austin, Texas for making significant progress in meeting the needs of members through growth in net sales and earnings, initiation of new and innovative programs, and expansion of member services. As neighbors and fellow cooperators, we should celebrate Lexington's success, and we should also consider: are we doing all we could do?

Over the last 15 years there's been a lot of change. The Northeast Cooperative Warehouse expanded and closed. The National Cooperative Grocers Association was formed. Food Co-op Initiative was created to spur the growth of new cooperatives across the country. And in Buffalo, Lexington Cooperative Market grew from a small store like ours is today, through a successful member loan campaign to a vital, exciting market at the heart of a revitalized neighborhood. Check out the way they are now working towards doubling their impact by reading the latest newsletter article by Tim Bartlett, Lexington's GM and architect of their success, at <http://lexington.coop/art1.html>.

Change is never easy, and here in Syracuse, we've gone a different road. Our expansion plan in 2009 fell by the wayside and at this point there's no need to revisit the

complex whys of that loss. And of course Syracuse is not Buffalo. And yet change is still coming and more will come. Venture capital is pouring into the retail natural foods business, and we can expect competition from big natural food retail chains to find us eventually. Meanwhile we need to seriously reflect: how do we want to meet the future?

Among co-ops these days, the talk is much of change and innovation. Cooperation among cooperatives is even taking the form of merger and sometimes even territory expansions by strong existing cooperatives. I am struck by the story of Hanover Co-op, a powerful retailer in northern New England who recently took over a failed small grocery in a neighboring town, partnering with the town's small co-op on a marketing campaign to raise cooperative awareness. "But wasn't that little co-op threatened?" a meeting participant asked Hanover's GM, who answered basically, "No, actually what their General Manager told me was that they figured somebody was going to come in and take over that store, and they would rather it be a co-op."

We're small here at Syracuse Real Food Co-op, and we're still struggling to make the most of the space we are in. But we are aware of the world around us. Our cooperative will be an agent of change. Watch the newsletter and keep shopping the store. We are small but we are determined to have an ever greater impact on our community.

See you at the co-op!

Welcome!

NEW MEMBERS

Jason Allers
Douglas Biklen
Karen Bissonette
Jesse Bond
Katie Cadwell
Elijah Carter

Kati DeCaire
Monica DeWeese
Kara Dickinson
Andy Erickson
Stasya Erickson
Stephanie Fetta

Erica Guralnick
Laura Harrington
Ruth Heller
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Deedee L. Levine

Greg Massaro
Kim Murphy
Grace Perry
Matthew Reed
Ronald F. Reed
Joan Reeves

Jayne Rooney
Darin Sease
Brandon T. Stevens
Jay Swaine
Maureen Tracy
Ann Wong



SRFC Board Member, Chris Fowler In The News

Changing the Way Our Economy Operates Starts with You New Economy Summit 2013

A version of the following article appeared in the Post Standard.

Link To Post Standard Article

http://blog.syracuse.com/opinion/2013/05/changing_the_way_our_economy_o.html

"I can't do anything about the bad economy, I am one person. It doesn't have anything to do with me and the decisions I make."

Many of us in Central New York routinely ask this question: is it possible in the 21st Century to create a healthy economy that produces meaningful employment, provides the necessary resources to maintain important public services, and improves quality of life for all citizens in our community? A complex and challenging proposition, but the answer is simple: yes.

For decades, political figures and development professionals have focused on luring large businesses to relocate to Central New York using a mixture of subsidies and tax breaks. However, over time, outcomes are minimized when communities across the world offer more attractive incentives, causing jobs and investments to eventually disappear, leaving a trail of unemployment, disrupted communities, and empty storefronts.

This is something Central New Yorkers understand all too well. As global businesses shop around for the better deal, and municipalities offer more money to attract their business, we become stuck in a cycle of what some call the "One Night Stand Economy," an unsustainable trend that leaves us all underserved and left asking the fundamental question about how to change the way our economy works.

The good news is, there is an answer, and it starts with you.

Every day people, like you, in our community make decisions about the kind of community and economy they want. As citizens, we have more power—in our own wallets—to make a direct impact on our economy than anyone wants to let you know. Where we bank, the services that we use, the food that we eat, even the cup of coffee that we drink in the morning to jumpstart our day, they all matter, and guess what? So do you.



Chris Fowler Presenting.

SyracuseFirst believes that real prosperity begins at the local level. At SyracuseFirst, we encourage citizens, businesses, government agencies, and nonprofits to "shift" as little as 10 percent their spending from non-local businesses to locally-owned and independent businesses. Studies across North America have demonstrated that dollars spent at locally-owned independent business generate two-to-four times as much in economic development dollars as when they are spent at similar non-local businesses. That translates to two-to-four times the jobs created, the taxes collected, and incomes received – real impact on an economy. In our community that could mean up to \$130 million in new economic activity, as many as 1,200 new jobs, and \$24 million in new tax revenue to pay for the vital services on which we all depend.

In order to transition from a "One Night Stand Economy" to a "Relationship Economy," our community needs to adopt a "Transformational not Transactional" attitude.

This so important for Central New York, that we're organizing, in partnership with AmeriCU Credit Union and the support of others, the first ever "New Economy Summit." On May 22 (Editors Note: A successful meeting was held at the Genesee Grande Hotel*) the local economy movement assembles for a gathering of innovators collaborating—from national economic development experts, current and future business leaders, social entrepreneurs, philanthropists and everyone in between.

** Consider joining us to be part of the creation of the New Economy.

Together, we can do better.

* For more information on the Summit — and to register — please go to www.syracusefirst.org/summit

Chris Fowler
Founder & Executive Director
SyracuseFirst



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Co-op Supplier Spotlight

RECESS COFFEE

Recess Coffee opened January 2007 in the heart of the Westcott neighborhood on Harvard Place. Since day one the decision was made to source only organically grown and fairly traded green coffee, from a quality and ethics standpoint the choice was an easy one to make. In the beginning the roasting was done just for the shop's retail needs and in time they were able to make the next step to the wholesale coffee world with their very first account at the Syracuse Real Food Co-op.

Over the course of the last seven years Recess has dramatically increased their reach and volume as a roasted coffee provider for many restaurants, grocery stores and other specialty shops. Working with Marty Butts (Small Potatoes Marketing) as a sales rep and polishing every aspect of service and design, they've amassed over 30 wholesale clients in virtually every corner of New York State.

Recess Co-owner and roaster Jesse Daino tirelessly strives to learn more every day about the coffee he roasts and the specific way he roasts it. Every batch is roasted under his watchful eye. In addition to vast knowledge and dedication to consistently have excellent product, there is also as much attention paid to giving excellent customer service. "These two factors are what set Recess Coffee apart from the rest," says Recess Co-owner Adam Williams.

In addition to wholesale business, Recess Coffee Shop has become a local fixture and destination spot in the Westcott neighborhood. Coupled with the

new Recess Mobile Unit that can be seen at most of your favorite local events (i.e. balloon fest, downtown arts and crafts fest etc.) and any number of local restaurants and grocery stores, Recess Coffee is always within your reach! Look

for their coffee beans in bulk and bagged at The Syracuse Real Food Coop and now available at the Co-op are the Artisan Roasted Cold Brew Coffee Growlers that are filled with 64 oz. of delicious cold coffee to take home. Recess Coffee is on facebook: facebook.com/recesscoffee & twitter: @recessco or call 315-410-0090.



Recess Coffee Shop on Harvard Place, Syracuse, NY

Essential Oils for Summertime

By Jen Eldridge, HBC Manager

Essential oils are a great tool for natural health and body care and for household uses. If you're interested in herbal home remedies but never knew how essential oils could be used, here are some ideas for incorporating them into your summertime activities.

Carrier Oils

Never use essential oils internally. Always dilute essential oils in a carrier oil, aloe vera gel, shea butter, cocoa butter, or a castille soap such as Dr. Bronner's before applying to skin. Essential oils are very strong and may burn or irritate skin if applied directly.

There is a wide variety of carrier oils that can be used with essential oils, including coconut, olive, avocado, sesame, grapeseed, argan, jojoba, sweet almond, and hemp. Each of these options vary in price, properties, and availability, so experiment to see what works best for you.

One oil that I am particularly enthusiastic about is rosehip oil. Rosehip oil is a moisturizing carrier oil that is nourishing for dry, mature, or sun-damaged skin. Mixed with a few drops of lavender essential oil, it would be a perfect treatment for skin after prolonged sun exposure.

Essential Oils

Lavender essential oil can be used to soothe minor burns, sunburns and cuts. Apply before going outside to help repel bugs; if you still get a few bites, lavender can also help to relieve itching or pain. Add a few drops to the bath to soothe aches after a long hike or a camping trip.

Geranium essential oil helps to repel ticks when applied to the skin before going outside. To repel mosquitoes from your yard, put some in a diffuser.

Tea tree oil is a natural antiseptic. Diluted in some water, it can be applied to minor cuts to disinfect them. It can also be used to heal blisters, sunburns, and bug bites.

Rosemary essential oil can help with sore muscles. Add a couple of drops to a carrier oil and use for massage.

Peppermint oil can help you stay cool on a hot day if you add a few drops to the bath. Added to a foot soak, it will soothe tired feet after a day spent hiking. Inhaling peppermint oil can also help you keep your energy level up in the midst of a day full of outdoor activity.

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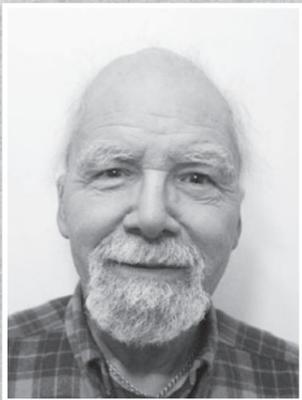
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SCOTT PIERSON
Deli Manager



ALEX FAREWELL - PRISAZNUK
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Let's Get Co-Op Crazy

A Look Inside the Syracuse Food-Co-Op

By: Sarah Schuster

The following is reprinted from *What the Health Magazine*, Spring 2013 Edition at Syracuse University.

It's a building with a sunflower mural.

I walk through its front doors and an assortment of seeds greets me. Behind it stands a fruit rack holding lemons, limes and coconuts. The floors are wooden and the ceiling, white tiled. With all the makings of a grocery store, it has a little hint of something different. It's quainter and smaller. I feel weirdly at home.

Deeper into the store, the back wall is lined with bulk bins. I count 11 types of granola, three variations of oats, adjacent to an unfamiliar product, "oat groats." There is an assortment of rice, beans, nuts, chocolate-covered raisins and more.

In the frozen section, I see a tub of tofu as big as my torso. As I stand mesmerized, trying to guess its weight, a man notices me staring and stops to reassure me that it's a good choice. "It's from Ithaca," he says. "Great local company."

It's almost lunchtime, so I grab a sandwich and put a handful of curry cashews in a bag. Waiting in line, I see a man observing what I have in my hand. "That's all you got?" he asks me.

Self-conscious and almost defensively, I answer, "Yes."

"Oh, please go ahead of me," he says, a smile quickly spreading across his face.

Then, he shakes his head slightly and quickly, as if seeing me for the first time. "You have such great energy though. What an uplift."

This is not the first time someone has commented on my "energy." I work at a health food store at home, where it's normal to be greeted by someone in such a way. But while the Syracuse Natural Food Co-Op is considered a health food store, meaning it stocks almost exclusively organic and natural food products, it's no regular one. When I shop there, I'm surrounded by its owners.

By definition, a "co-op," which stands for cooperative, is owned and operated



by its members, who all have a say in the store's decisions. It only takes \$100 to become an owner, and payment plans and discounts are provided for the elderly and disabled. Owners meet annually, take part in making business decisions and make sure the Co-Op is



following the seven cooperative principles: open and voluntary membership; democratic member control; member-owner economic participation; autonomy and independence; education, training and information; cooperation among cooperation; and concern with the community. Additionally, they receive a 10 percent discount off their purchases once a month and are members for life (sic). Not a bad incentive.

Even customers who are owners still have a price to pay. Organically grown foods tend to be twice as expensive as conventional foods. Apples at the Syracuse Co-Op are \$2.99/lb, compared to a conventional grocery store, like Tops, at \$1.77/lb.

Despite this, more and more Americans are choosing to go organic. From 1997 to 2011, organic food sales increased from \$3.6 billion to \$24.4 billion in the U.S. alone. According to Hartman Group, a market research firm, about 70 percent of Americans buy organic food occasionally, while nearly one-fourth shop organically every week. Don DeVeau, marketing and member services coordinator of the Syracuse Co-Op, says the store sees about 2,000 customers a week.

"More and more people are becoming concerned about what they're putting in their bodies," he says.

As a nation we associate "health" with high cost and trashy food with change. The logic goes: we're paying more for it; it must be better for us.

If we're comparing apples to apples, organic produce isn't actually a healthier option. A recent Stanford University study found there weren't many differences between organically grown food and conventionally grown food. As far as nutritional content and health benefits go, it's literally tomato, tomahto: you're dealing with the same thing.

But if you stop talking about nutrients and start talking about pesticides, that's where the differences lie. The same study at Stanford reveals that organic produce has a 30 percent lower risk of pesticide contamination. This makes sense, considering USDA National Organic Standards Board defines organic farming as an agricultural practice based on "minimal use of off-farm inputs," which includes those "pesty" pesticides.

However, it is extremely unlikely that conventionally grown foods have pesticide residues exceeding the maximum limit set by the FDA. And there isn't much research out there about what exactly the impact pesticides have on our health.

Despite this, Chris Henwood, the produce manager at the Syracuse Co-op, claims it's important to consider the potentially harmful effects of pesticides. "Pesticides are chemicals that kill things. And I don't think that's something that we want to be putting inside of our bodies," she says.

Although low exposures to chemicals might not hurt us, the environment and even the farmers who handle them certainly suffer. Organic farming prevents the contamination of water and soil and also uses less non-renewable energy and is more sustainable over time. According to research by the National Institute of Environmental Sciences, farmers who work with pesticides are at much greater risk



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"We want to be conscious that there are people picking our plants," Henwood says. Organic farmers aren't only spared from inhaling pesticides (but not poop, she adds, laughing), they also tend to be paid more. This is one of the reasons

organic is more expensive. While bigger conventional farms can have low wages and more immigrant workers, smaller organic farms pay their employees what Henwood calls a "fair wage." This is an aspect people seem to forget when picking out produce.

Buying local, both Henwood and DeVeaue told me, is best of all. Purchasing locally not only supports the immediate economy, but allows the community to become less of an industry and more like a family. Henwood has real relationships with the farmers. "I get a box of kale I know that was picked yesterday," she says.

With unpredictable weather and legendary cold, it's hard to keep a steady supply of local produce here in Syracuse. The week I visited, an order of carrots from the Fingerlakes didn't make it because they were frozen into the ground. It was also a tough season for apples and because of fluctuating temperatures, farmers lost about 75 percent of their crop.

What it can't supply in local produce, the Syracuse Co-Op makes up with other local products: organic meats from Kirby Farms in Ithaca, fresh coffee from Recess and Cafe Kubal, pastries and baked goods from Syracuse bakeries, Sweet Praxis and Patisserie, and milk and orange juice from Byrne Dairy in Syracuse.

DeVeaue says supporting local food is so important

because a co-op is all about developing a community. Customers are greeted and often known by name. Chris says there's certainly a type of person who's attracted to a health food store. These people who are passionate about the environment and about food and tend to be passionate about people.

Neither Henwood nor DeVeaue think conventional food is evil or those who eat it will have children with three arms. They emphasize the importance of community and supporting local businesses.

"It's important for people to have a choice," Henwood says. "We choose to do what we find to be better for the people eating it, people growing it and the environment in general."

SOURCES:

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Sarah Short, nutrition professor. shshort@syr.edu
Jesse Collins, Co-op customer, info@jessecollinsmusic.com

RESEARCH:

<http://www.guardian.co.uk/science/blog/2012/sep/04/organic-study-health-questions>
<http://www.redbookmag.com/recipes-home/truth-about-organic-foods>
<http://med.stanford.edu/ism/2012/september/organic.html>
<http://www.fao.org/organic/oa-faq/oa-faq6/en/>
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Redesigning the Coop's Backyard with Permaculture in Mind

By Frank Cetera, Founder of The Alchemical Nursery, Owner of Thornpawed Ecological Consulting, Member of the Syracuse Real Food Co-op & Project Facilitator

Let's get one thing out of the way first, a definition. Permaculture is a systematic way of analyzing a landscape and organizing it to provide products and services in a holistic ecological form. And that's the fun we'll be having over the course of the spring, summer and fall at SRFC to turn the backyard of the Co-op into a place to use and enjoy for Staff and our members.

Sunday June 16th marked the second meeting of our open design group, which uses a facilitated process to engage all attendees in the brainstorming and implementation process. The goals of which have been determined to be space for enjoying the flavors of food from the Co-op, use as potential outdoor workshop space, and a place to enjoy the outside among flowers, trees, and herbs among other things.

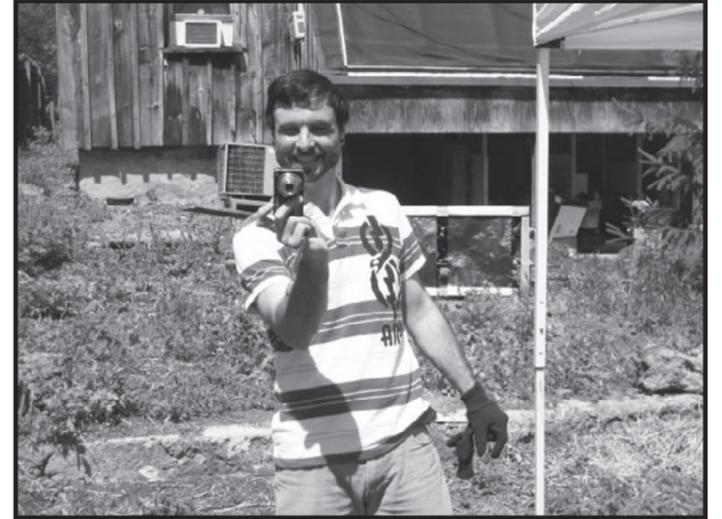
More than just a design activity, this is a community action which builds social relations between members, and offers a chance for a cooperative learning experience relating to ecology, the arts, plant species, and natural and yummy food (I'm a big fan of this last one. Can you tell?!)!

After progressing through a basic intro to Permaculture, some "Observing & Interacting" (Permaculture Principle #1), and initial analysis of the existing features, water and vegetation, access and other limiting factors, we're moving into the resource acquisition and plant selection phases. Join us on Sunday, July 21st from 12 Noon to 2:00 PM for our next gathering and join the Permaculture Revolution!

Editors Note: The Project will require some surplus materials (example: Patio Stones, hard wood logs, etc) that members can steer the group to (more to be identified after the July session) and if members are so inclined, there is a need for monetary donations that will be placed in a separate fund to offset expenses for any purchased

materials and any outside services contracted. This project is a great learning experience and one that will be designed to be a long lasting addition to our property. You'll feel good about either participating physically or monetarily.

Donations should be sent to the attention of Don DeVeau at the Co-op address and are not tax deductible.



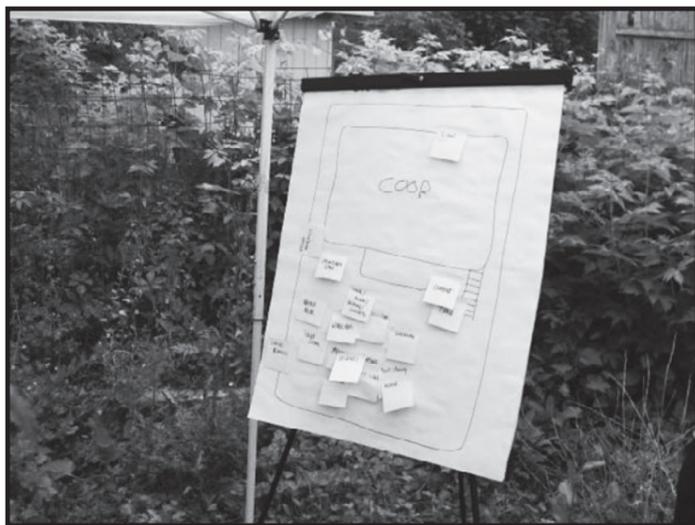
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Session 2 It's Raining But Not Under The Tent



A Concept Coming Together On Paper



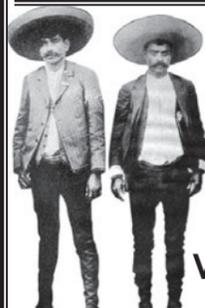
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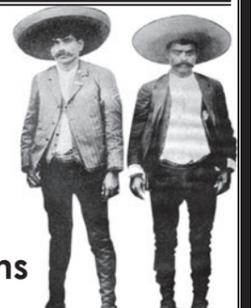
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Seven Co-Op Principles

1. Open and Voluntary Membership

Co-ops are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership/ownership without discrimination.

The Syracuse REAL FOOD Co-op is open to EVERYONE. The Co-op is here to provide a member-owned business to the community looking for the services we provide. Membership-ownership is Voluntary; you DO NOT need to be a member-owner to shop here.

2. Democratic Member Control

Cooperatives are democratic organizations controlled by their member/owners, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. All member/owners have equal voting rights: one member, one vote.

The Syracuse REAL FOOD Co-op is governed by a democratically elected board of directors. Each fall the Co-op holds a General Membership Meeting (GMM) where the candidates announce they are running. Voting then takes place in the store.

3. Member Economic Participation

Member/owners contribute equitably to, and democratically control, the capital of their cooperative.

Every member-owner of this cooperative makes an economic investment in the business. Member-owner's capital is an important part of what makes the Co-op thrive.

4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their member/owners.

While the Syracuse REAL FOOD Co-op is a member-owner of the National Cooperative Grocers Association (NCGA) we are autonomous and independent.

5. Education, Training & Information

Cooperatives provide education and training for their member/owners, elected representatives, managers, and employees, so they can understand the benefits of cooperation and contribute effectively.

The Syracuse REAL FOOD Co-op holds many events throughout the year meant to education and provide information not only to the member-owners, but to the community at large.

6. Cooperation Among Cooperatives

Cooperatives serve their member/owners more effectively and strengthen the cooperative movement by working together.

The Syracuse REAL FOOD Co-op supports many different cooperatives including worker-owned, consumer-owned, and producer-owned. We feature products from co-ops such as Organic Valley, Frontier Co-op, Once Again Nut Butters, Cabot Cheese, Consorzio del Formaggio Parmigiano Reggiano, Sunkist, Ocean Spray, Equal Exchange, Finger Lakes Organic, FEDCO Seeds, Gruyere - Emmentaler - Appenzeller, Stilton Cheese, Comte - Morbier

We belong to co-ops such as The National Cooperative Grocers Association, Frontier Natural Products Co-op, River Valley Market

7. Concern for Community

Cooperatives work for the sustainable development of their communities through policies approved by their member/owners.

Participation in Community Events:

The Co-op participates in many events throughout the year. Look for us at events like Plowshares, The Taste of Syracuse, and more...

Hosting Community Based Events:

The Co-op hosts community events such as Gardening Education Days, Earth Day Clean-Ups, our famous Potlucks, Harvest Dinners, and more...

Donations and Support of Community Groups and Organizations:

The Co-op proudly sponsors events, donates food and money to organizations, and lends support where needed...

Support of Local Farmers and Producers:

The Co-op prominently highlights local farmers and producers. These are the people that toil for our food, BUY LOCAL FOOD!

Support of Local Business and Services:

We support our local electricians, carpenters, refrigeration companies, computer techs, restaurants, bakeries, and more...

Syracuse Cooperative Federal Credit Union field of membership:

The Syracuse Cooperative Federal Credit Union was founded in our back storage room. We are part of their field of membership; you can even make your deposits here!

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EAT LOCAL – ANYWHERE!

How to eat local during your travels

Eating locally makes good sense. Whether you're a dedicated locavore (only eating food grown or harvested within a certain radius, say 50, 100, or 150 miles) or simply appreciate locally grown fare, choosing local foods supports small farmers and your community as well as the environment. Not that it's a sacrifice: because local food is biodiverse and grown for taste rather than shipping or industrial harvesting, it delivers premium flavor, too.

But what happens when you're not local? At home you may have joined your food co-op and identified key restaurants that serve local fare. You may know when and where to catch the farmers market in your home town and you've even established relationships with a local farmer or two, but how about on the road and in a new town?

Actually, not only is it easy to eat locally while traveling, it can enrich your trip. For one thing, you can learn a great deal about a place through the food grown and served there, for example. Do the residents of the area eat spicy foods? Which spices do they enjoy? Do they drink wine or beer from a local brewery or vineyard? Is seafood a mainstay? Is the area well known for a particular dish or food or for special preparation techniques? Are there local delicacies? What grows best in the climate? What's in season right now? What shows up in abundance at the farmers market?

Purchasing local fare (food and crafts items, too) helps support the community you're visiting. At the same time, you'll likely enjoy the most healthful, delicious food available—rather than the least healthful and tasty, which is often the case when on the road and eating food that has more miles on it than you've traveled.

What to look for in your new locale:

Co-ops: Not only is the neighborhood co-op a sure bet for local produce, baked goods, and other healthful local fare, it's also a great first stop once you reach your destination. Patrons and staff are apt to know where the best food in town can be found (besides the co-op, of course!). Check the flyers and bulletin boards, too, for events in the area.

While you're at the co-op, stock up on snacks (fresh fruits, bars, veggies, nuts, beverages), and purchase the ingredients for any fix-it-yourself meals. Be sure to check out the deli counter in lieu of a fast food restaurant. You're also likely to find a good wine to tuck in that picnic basket next to the freshly baked bread and local cheese. (Remember to stop by the co-op before you leave town, too, to stock up for the next leg of your trip.)

Local farms: Tour a local farm, and/or harvest your own fruit at a U-Pick farm. This is a great way to spend half a day of your trip. You'll get to know a local farmer, experience the environment, and harvest your own produce—most often berries or other fruits that you can pick and purchase by the pint or bushel. Taste a half dozen varieties of apples or pears (or whatever's in season) before you go home.

Community Supported Agriculture (CSAs): While membership in a CSA usually involves purchasing a share for a season, you may be able to buy leftovers or share in the harvest with willing local residents who are members. Visiting a CSA farm offers a fun one-day outing opportunity.

Farmers markets and farm stands: Discover the community's bounty, including produce, baked goods, canned goods, and even craft items. Markets and stands are often lively social gatherings too, where you can meet interesting people from the community you're traveling through.

Wineries and breweries: Some local producers offer tours of their facilities, complete with taste testing. Seek local bakers, cheesemakers, and other food artisans while you're in the area, too.

Restaurants serving local fare: Eating at a generic restaurant you can find elsewhere (everywhere, for that matter) is easy, but not necessarily much fun. Seek out restaurants that serve "authentic" food that's been grown, harvested, and cooked by local folks.

Eating locally includes the fun of asking around when you get there and the serendipity of running across roadside farm stands and side-street cafes serving up local

cuisine. But it's also a good idea to arrive with some solid possibilities in hand for local foods. Here are some groups that can help you identify great sources. Investigate when you're in the planning stages, or get online at your destination.

* **Eat Well Guide.** Simply type in your zip code (or state) and this site will tell you the farms, bakeries, creameries, farmers markets, restaurants that serve local foods, food co-ops, CSAs, U-pick farms and farm stands

in the area. A traveling locavore can even plan a trip by entering starting and ending locations. <http://www.eatwellguide.org/i.php?pd=Home>

* **The USDA lists farmers markets online.** And it's more likely than ever that you'll be able to visit one in your travels. In 1994, the USDA tallied 1,755 farmers markets operating in the US; in 2008 they totaled 4,685. Search according to city and state, and the site will provide locations and hours. <http://apps.ams.usda.gov/FarmersMarkets/>

* **Local Harvest** also provides a listing of Farmers Markets, as well as CSAs, restaurants serving "real food," and co-ops. You can search for local sources by state or zip code. <http://www.localharvest.org/farmers-markets/>

Good, authentic food—local food—enriches most any experience, travel included. And think of the vacation memories you'll create—like your cherry stained fingers from the day you picked your own dessert and your first taste of prizewinning huckleberry pie. You may even forge some new friendships at the local co-op or farm stand.

When people from out of town visit the Syracuse Real Food Co-op they can pick from a wide array of travel foods. From Scott's Deli sandwiches and cold salads to go, to a great chip selection section, soft drinks, chocolates, energy bars and beer growler fills for their picnic destination. Our knowledgeable Staff can direct the weary traveler to restaurants that serve local fare and suggest items in the store that are locally produced such as local produce, meats, cheese, bread, confectionaries and local brews. The Staff can also direct the traveler to local brewery tours and if they desire a tour of our very own Co-op with a little history thrown in to the mix. Since the Co-op hosts the delivery of two CSA's, Early Morning Farm and Common Thread Community Farm, we can direct the traveler to their operations and some other U-Pick options when in season. Our Produce Manager, Chris Henwood, notates all the local produce available for any particular day on a blackboard located in her produce department. This will provide a traveler with the local information they need. Our Brau Meister, Jeremy DeChario, is in the know on local breweries and places to sample local beers and will be able to direct the visiting traveler to the right place for them.

We at the Syracuse Real Food Co-op are ready for the vacation season as are Co-ops across the country and world. **So be ready and eat local anywhere!**



Find restaurants that serve "authentic" food from local sources



Farmer's markets and farm stands for fresh produce from local people.



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ECO FRIENDLY VACATIONS

Conscientious Travel

Is tourism at odds with sustainability? It's true that as a tourist it's easy to adversely affect the environment and other cultures. Because travel is big business (the fastest-growing, by some estimates), the potential for damage looms large.

But there are ways to minimize your traveling footprint. In fact, with care and carbon offsetting, you can have an enriching vacation that's not at the expense of nature or society.

Whether you call it ecotourism, sustainable travel, or responsible tourism, the goal is to be environmentally and socially responsible during your excursions, to conserve natural and cultural diversity, preserve resources, and even contribute to rather than deplete other communities. Here are some ideas for conscientious travel:

Be Carbon Neutral

Travel adds substantially to global warming via carbon dioxide emissions; whether you're traveling by car, bus, or plane, you'll be contributing carbon dioxide to the atmosphere. Carbon offsets like Green Tags (or Renewable Energy Certificates or Tradable Renewable Certificates) are used to compensate for CO₂ emitted. (Credits can be used to offset carbon emissions from events, homes, and businesses as well as travel.) You can reduce your carbon footprint by measuring the CO₂ emissions of your travel and then offsetting them by purchasing credits that support climate-friendly projects—like renewable energy, energy efficiency, and restoration programs—that save the same amount of CO₂. For example, the average car emits 91 pounds of CO₂ per 100 miles, so for your 1,500-mile road trip you might contribute enough to a program to offset about 1400 pounds of CO₂. There are many places to purchase carbon offsets. A good place to start is by checking out the comparison chart of organizations that provide them at the Green Power Network at <http://www.eere.energy.gov/greenpower/>.

By the way, plane emissions are greatest during takeoff and landing, so fly direct when you have a choice. And support electronic ticketing, to avoid paper waste, while you're at it.



Airplanes are a large source of CO₂ emissions

Stay Home Sweet Home

Of course, one great way to minimize your vacation-time impact is to stay close to home.

Have you really explored all that your local culture has to offer? Check with your Chamber of Commerce for upcoming events; research historic landmarks; visit unfamiliar parks; check out the latest museum exhibits and theater productions. You might even try a few restaurants that you've never been to before. Collect brochures and unfold your local map. Lodging is free—and hopefully green!

Book the Best

When venturing away from home, you'll want to minimize your travel impact by choosing travel facilities—hotels, motels, etc.—that respect the environment. Because “green” is a popular marketing strategy, though, don't rely on a facility's advertisement alone; some businesses “greenwash” by calling themselves environmentally friendly without any real backup. Find out specifically if the facility has an environmental policy. Does it use low-flow toilets, ecologically based landscaping (no lawn sprinklers running round the clock, for example), energy-saving lights, renewable resources, recycling programs, etc.? Does it support renewable energy programs in the community? Does it contribute to local community programs that enhance the lives of its neighbors?

Once you've arrived, resist the “they're paying for it” mentality that leads to long hot showers and air conditioners left on even while you're at the beach. Instead, take the same energy-saving measures you would at home. And tell the management that you'd like to reuse your towels and that don't need your sheets changed daily, if that's their normal schedule.



Learn about the history, landscape and residents of the area you are visiting

Take Care

Take the time to find about the history, landscape, and residents of the area you're visiting. Maybe even learn a bit of the language. Be respectful of people and property. Learn local customs and what's considered polite, then dress and act appropriately. When you can, use local transportation, like buses and trains, and walk or bike when you have the opportunity. Take walking tours, and share the hotel van rather than rent a car.

When visiting parks and other natural habitats, keep the principles of “Leave No Trace” (developed by The Leave No Trace Center for Outdoor Ethics) in mind: plan ahead and prepare; travel and camp on durable surfaces; dispose of waste properly; leave what you find; minimize campfire impacts; respect wildlife; and be considerate of other visitors.

No matter where you stay or visit, take only the brochures and maps you need while en route; use a digital or regular camera instead of disposables; don't litter; and don't use Styrofoam (from fast-food or take-out restaurants, for example).

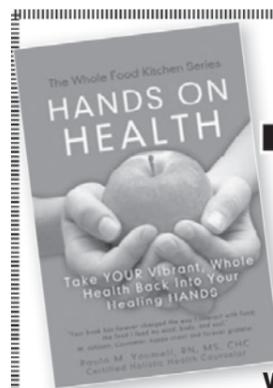
Contribute

Make an effort to contribute something to the community you're visiting. Support the local economy by eating local ethnic cuisine rather than in chain restaurants and by purchasing local products. (Of course, never purchase items that are made from endangered species, like ivory and tortoise shell.) Support local crafts persons and artists and buy quality, useful items when you can (rather than toss-away souvenirs). Check out local food markets and contribute to cooperative enterprises. Attend local cultural events. Make financial donations to worthwhile local causes when you're able.

You might even consider volunteering while on vacation. Through the Global Aware program, for example, you can visit a variety of places like Peru, Brazil, Costa Rica, and Nepal, for one-week service trips—learning about the culture while teaching residents to build stoves, use computers, or construct a community center.

You might find these sites helpful in making your travel plans:

- Business Enterprises for Sustainable Travel (BEST) - www.sustainabletravel.org/
- Carbonfund.org - www.carbonfund.org
- The Carbon Neutral Company - www.carbonneutral.com
- Conservation International - www.conservation.org/xp/CIWEB/programs/ecotourism/
- Global Aware Adventures in Service - <http://www.globeaware.org/Content/trips/peru/peruprogram.php>
- Green Hotels Association - www.greenhotels.com
- The Green Power Network - <http://www.eere.energy.gov/greenpower/markets/certificates.shtml?page=1>
- Institute of Ecotourism - www.ioet.org
- The International Ecotourism Society - www.ecotourism.org
- The Leave No Trace Center for Outdoor Ethics - <http://www.lnt.org>
- Travelers Philanthropy - www.travelersphilanthropy.org



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4th Quarter in Pictures



ESF Oakie Acorn Is Nuts About The Co-op



How's That For Cute



Leslie Tuttle Shoots Video Of Co-op



Jeremy & Judy Wicks, Guest Speaker At New Economy Summit, At Co-op Display



Don At Art On The Porches With New Table Look



Chris Does A Wheat Shot As Nate Of Raw Elixirs Looks On During Demo At Co-op



Riding To The Co-op In Style



Alicia Admires Co-op's New Paint Job



Enjoying A Sample At The Co-op



Reina With New Tabling Look



Brian Sweeney Of Left Hand Brewing Does Tasting At Co-op



Jeremy & Natalie (And I Helped) At Art On The Porches



Chris Prepares Front Planters



Walley & Travis Talk Co-op



Natalie Helps With Leah's Baby At Ed Smith Carnival



New Banner's First Encounter With Open Hand Puppet



The Co-op, A Great Place To Meet Friends



Plant Sale In Full Swing



New Slatboard Co-op Information Board



Mystery Photo At Ed Smith School



Leah Brings Her New Baby To Visit The Co-op



Travis Gets An Orange From SRFC Face Painting Team



Jeremy & Scott At Earth Day In Thornden Park



Chris Paints A Strawberry As Dad Carefully Watches



Alex, Alicia, & Chris At ESF Earth Week



Documenting Species At Permaculture II Project



Reina At More Than A Market Event



Reina Tables At Civic Center



Co-op Tables At Paint Westvale Purple 5K Run



It's Not What It's Caulked Up To Be



Leah Paints A Face

