

Open to the Public!

ALL ARE WELCOME TO SHOP IN OUR FULL-SERVICE, LOCAL, COOPERATIVELY-OWNED, NATURAL FOODS MARKET



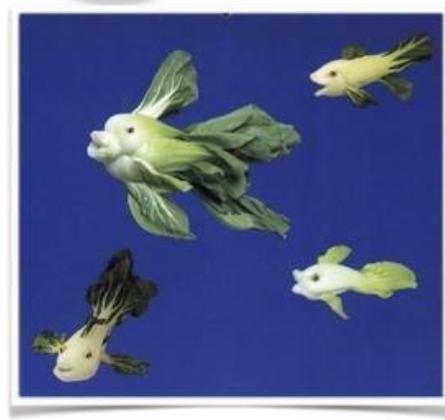
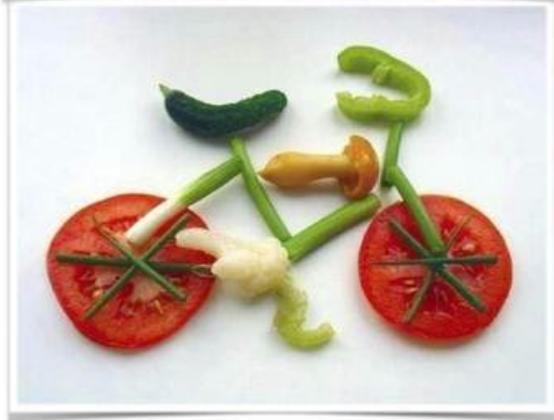
13 BROAD STREET
NEW LONDON, CT
(860) 701-9123



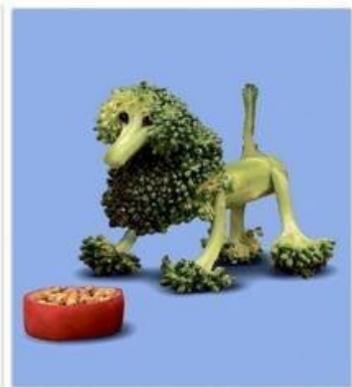
FIDDLEHEADS ACCEPTS SNAP BENEFITS



FIDDLEHEADS FOOD CO-OP



Fiddleheads Food Co-op Summer Veggie Passport



Sign your children up for a tasting adventure!
Saturday, June 21 - Saturday, August 9, 2014

Explore the world of vegetables together and expand your child's palate! Try two new vegetables a week, for 6 weeks, and fill up your passport with fun. Children who complete the challenge will get to tie-dye their own veggie shirt! Register in the store!

Fiddleheads Food Co-op
13 Broad Street, New London
(860) 701-9123

www.FiddleheadsFood.coop

From the General Manager's Desk

Fiddlehead Friends:

The Board of Directors and General Manager addressed the topic of possible co-op expansion at the membership meeting held on June 19th. The most proximate consideration is to rent the adjoining space, which was occupied by Labor Ready. This space would best be used to house various preparation and operational aspects of the co-op and would allow us to use our current space in the rear of the store for the expansion of products and departments as well as general retail purposes (e.g. food preparation, nutrition classes, produce prep and storage, etc.). We are in the process of discussing this with our landlord and will soon have a plan to put in front of the Board of Directors regarding the potential use of this space.

The second option available to Fiddleheads for consideration is a long-range concept. A multi-use building is being proposed for construction at the corner of Bank and Howard Streets in the Shaw Cove complex area of New London on what is known as "Parcel J". This is the large empty lot that you see on Bank Street, which extends from Howard Street west to the entry drive into Shaw's Cove. The building (proposed by Klewin Developers) would house one and two bedroom apartments on the second, third and fourth floors. The main part of the first floor is to be a grocery store. Klewin Developers have applied for a State of Connecticut grant to fund the building project. It will be some time before they receive an answer regarding the application and if funded, construction is estimated to be completed in the summer of 2016.

At the membership meeting, the Board and GM informed attendees that a Letter of Intent has been signed between the Board and Klewin Developers for Fiddleheads to be the grocery store that would occupy 16,000 square feet of the first floor. This is almost exactly double the space we current have at 13 Broad Street. Because of a confidentiality agreement, this information could not be shared until now. The Letter of Intent indicates that we have a strong interest in this possibility but that we have not made a commitment at this time. The Letter-of-

Intent tells the developer that Fiddleheads won't be actively looking for another location and that the developer won't actively be seeking another client. The Fiddleheads Board of Directors has had a market study done with Fiddleheads being

the grocery store on the "Parcel J" site and the results of the study were very positive. There remain numerous steps and further data gathering about the feasibility of Fiddleheads expanding to this location. Right now nothing is for certain as we are in the preliminary investigative stage.

This weekend the market study results will be posted on the Fiddleheads website. As more information is gathered, it will be shared with employees and members. There will also be a number of opportunities for employees and members to provide feedback to the Board of Directors. This feedback will be important for the guidance needed to foster the best decision for the co-op.

We encourage you to watch for new information which may be shared electronically or on the website and also to be aware of the opportunities for feedback and to avail yourselves of those opportunities. This is an exciting time for the co-op and your participation in the decisions to be made by the Board of Directors and the implementation of these decisions will be an important part of the continued positive growth and evolution of the co-op.

Richard Virgin, General Manager

Fiddleheads Annual Meeting 2014



At our Annual Meeting, Fiddleheads Member-Owners elected three new Directors to the Board, viewed the documentary "Food for Change," and shared a delicious potluck dinner. Mark Roberts, Bonnie Tompkins and Susan Zimmerman were elected to the Board. The Co-op's Annual Meeting is held every May.

Jewelweed: The skin-soothing native plant

By Carolyn Wilson

Jewelweed, *Impatiens capensis*, grows in Connecticut seasonally and is best known for its skin healing properties. The leaves and the juice from the stem of jewelweed can be used as a treatment for poison ivy, oak and other plant induced rashes. Jewelweed works by counter-reacting with the chemicals in other plants that cause irritation. Soaps and salves from jewelweed can be made to treat bruises, burns, cuts, eczema, insect bites, sores, sprains, warts, and ringworm. Jewelweed blooms May through October in the eastern part of North America from Southern Canada to the northern part of Florida. It is found most often in moist woods, usually near



poison ivy or stinging nettle. It is rumored that wherever you find poison ivy, you will find jewelweed, however this is not true as jewelweed will not grow in dry places for long, and does not thrive in direct sunlight. Poison ivy will grow in sun or shade. Jewelweed often grows on the edge of creek beds. There is plenty of jewelweed in the wild, and it is not difficult to find once you learn to identify it. Jewelweed is a smooth annual growing to 3-5 ft. The leaves are oval, and round-toothed. The trumpet-shaped flowers hang from the plant much as a jewel from a necklace. You can find jewelweed soap, salve and juice, crafted locally, in the Wellness Department.



Did you know that...

Credit unions are member-owned financial cooperatives. You become a member when you open a savings account. Local credit unions include **Charter Oak, Core Plus, and Scient.**

Mutual insurance companies are cooperatives that are owned by the policyholders. The mutual/casualty insurance industry began in the United States in 1752 when Benjamin Franklin established the *Philadelphia Contributionship for the Insurance of Houses from Loss by Fire.*

True Value, Ace Hardware, Best Western, ShopRite, and National Automotive Parts Association (NAPA) are retailers' cooperatives. The individual stores and hotels are locally owned, and the owners or hotel operators are members of the co-ops. These cooperatives help locally-owned businesses compete with the big box stores and hotel chains.

Land-o-Lakes, Cabot Creamery, Organic Valley, and Equal Exchange are all cooperatives.

By Lee Boltz

Co-ops...They're Everywhere!

Watch for the Second Annual Fiddleheads Co-op Fair, coming in October!

Once again we will showcase our local and regional cooperatives on Saturday, October 4, from 10:00-4:00. Mark your calendars now!

In the meantime, you can...

- Join a co-op
- Do business with co-ops
- Purchase products made by co-ops
- Spread the word!

GMOs: How do I know what's for real?

By Richard Virgin, General Manager

It seems that GMOs are in the news almost every day and it can be hard to keep track of what is claimed by products. It can also be very confusing to try to wade through all of the publicity and determine what foods contain or don't contain GMOs. First, let's be clear that GMOs, or "genetically modified organisms," are plants or animals created through the gene splicing techniques of biotechnology (also called genetic engineering, or GE). This experimental technology merges DNA from different species, creating unstable combinations of plant, animal, bacterial and viral genes that cannot occur in nature or in traditional crossbreeding. If someone claims that creating GMOs is the same as cross breeding, it isn't. Most GMO products have not been treated to determine their impact on humans. However, some GMO plants are created with herbicides within their system. That also can be very alarming. Many consumers believe that if a food product has GMOs that it should be labeled that way so that shoppers can make their own choices about which products they want to buy through having clear distinctions indicated on packaging. Vermont recently passed a law that food products sold in Vermont have to be labeled that they are GMO if that is the case. Connecticut also passed a law a year ago with the same requirement, but the Connecticut law does not go into effect unless most other states around us also enact similar laws. Monsanto chemical company, which has developed numerous GMOs, is pushing members of the US Congress to pass a law saying that sets cannot enact legislation like Vermont did. So the importance of this matter is definitely escalating. Consumers also have fears about products and determining if the labeling of a product regarding its GMO status, is truthful. Fiddleheads recently became a supporting member of the Non-GMO Project. This website and research group is a non-profit organization dedicated to seeing that products are honestly tested and labeled as to their GMO status. If a food product meets the standards of the Non-GMO Project, then they can mark their product with the Non-GMO seal.



What does "Non-GMO Project Verified seal" mean?

The verification seal indicates that the product bearing the seal has gone through our verification process. Our verification is an assurance that a product has been produced according to consensus-based best practices for GMO avoidance:

- We require ongoing testing of all at-risk ingredients—any ingredient being grown commercially in GMO form must be tested prior to use in a verified product.
- We use an Action Threshold of 0.9%. This is in alignment with laws in the European Union, where any product containing more than 0.9% GMO must be labeled. Absence of all GMOs is the target for all Non-GMO Project Standard compliant products. Continuous improvement practices toward achieving this goal must be part of the Participant's quality management systems.
- After the test, we require rigorous traceability and segregation practices to be followed in order to ensure ingredient integrity through to the finished product.
- For low-risk ingredients, we conduct a thorough review of ingredient specification sheets to determine absence of GMO risk.

(From GMO Project website, nongmoproject.org)

Anyone can go to their website and look up products that you may be unsure about. Many consumers are making choices to know if they consume GMO products. Fiddleheads works very hard to make sure that we don't knowingly carry any GMOs and we work closely with our local farmers on this matter. In the

case of some products (e.g. alfalfa) in various parts of the country, it is hard to find any that is non-GMO. Our goal is to provide only GMO free foods, but conducting all of the research necessary is beyond our capability. Thus, the great importance of a group like the Non-GMO Project is evident.

The extent of boycotting companies is a much bigger and more complicated topic which we will address in a future newsletter.

We now have brochures available in the coop from

the Non-GMO Project, which may help provide some additional guidance in this area. While a number of restaurants, chains and food companies are beginning to move to non-GMO products, there is strong political and financial pressure to further the usage of GMOs. This is sure to be a very charged topic for some time.

Food Sensitivities, Cravings, and the Sensitive Nutritional Soul

By Kristen Helal

Are you the kind of person who is sensitive to food? Are you prone to experiencing pain and bloating in your digestive system? Do you experience brain fog? Do you sometimes struggle with uncontrollable sugar cravings and mood swings? According to my eating psychology mentor Marc David, there are certain people who are Sensitive Nutritional Souls, meaning they need to be continuously aware of what they are eating and suffer when they consume things that don't serve their body. In addition, many sensitive nutritional souls can pick up on the feelings of others, they are prone to experiencing stress in their body, and people around them don't always quite get it.

There are also many positive aspects to being sensitive. Sensitive people tend to be very often artistic, creative, and deeply attuned to the nuances of the natural world. Sensitivity is not a weakness but rather a gift to be embraced.

Many Sensitive Nutritional Souls suffer from food sensitivities which can cause a whole host of physical and emotional symptoms including: bloating after meals, skin conditions, inability to lose or gain weight, unwanted FOOD CRAVINGS, brain fog, depression, ADHD just to name a few.

Figuring out what to eat and exactly what you are sensitive can be down right baffling at times because unwanted symptoms may not show up for many hours over even days later.

The most cost effective, time-saving and empowering approach to ending your struggles to food cravings, digestive upset, chronic health complaints is the Elimination Diet. In the elimination diet you eliminate certain foods for a period of time, then slowly reintroduce specific foods and monitor your symptoms for possible reactions. This allows you to become your own nutritional guru.

There are 3 keys that lead to a successful elimination diet:

1. Before embarking on this journey, take some time to really develop slow, soulful, conscious eating. This will allow you to activate the relaxation response and tune into your gut wisdom.
2. Let go of dogma and diets and instead embrace a spirit of playfulness and experimentation with all of this. You will be taking time to really become intimate with your body, listen, record you feelings and reactions in a journal.
3. Get support from friends, family or a professional. If you are giving up a food you are sensitive to it is very likely that you will experience physical withdrawal symptoms and want to relieve them by eating that very food. You may also need to address the emotional roots to your attachment to certain foods that no longer serve you.

If you are interested in learning more about food sensitivities you may contact me, Kristen Helal, certified eating psychology coach, at sacredsensitivity@gmail.com or check out my FB page Sacred Sensitivity to learn more.

One Book, One Region: Four Weeks of Summer Book Club!

Fiddleheads is participating in the New London County's One Book, One Region! Please join us as we read and discuss *The Dirty Life*, by Kristin Kimball

The book is divided into 4 seasons and we will divide our discussion into 4 weeks. This 4 week series will be held from 5:30-7:30 on Mondays evenings (06/30, 07/07, 07/14 and 07/21).

Working Member Nicole Totino-Clark will facilitate

our Book Club. Get your book and start enjoying the first season. We can't wait to hear your thoughts, on June 30! Please bring a friend!



Please note that this series will be held OFFSITE. We will be meeting in New London Hall, on the campus of Connecticut College.

Attendance at all four meetings is not required. If you cannot make it one week, please don't let that stop you from participating!

Natural Deer Repellent Guide: How to Naturally Deter Deers from Your Garden

By Maryruth Belsey Priebe

<http://www.ecolife.com/garden/natural-pest/deer-repellent.html>

Watching deer lope through your backyard may have once been central to your dream home environment, but if they take a long stop, chewing away on your prized garden, you might think twice about this scene. Don't worry, though, the following tips and tricks will provide you with a handful of natural deer repellent ideas that you can use safely around your garden.

Plants that attract deer to your garden

If deer have become a nuisance, slowly eating up your garden, then you may have one fundamental problem: you've chosen plants that attract deer. The simplest solution for this problem is to avoid plants that deer love, such as:

- Crab Apple Trees
- Hibiscus
- Hostas
- Pansies
- Petunias
- Roses
- Sunflowers

If your garden has any of these plants, you'll need to ask yourself one basic question: are you willing to put up with the hassle of deterring deer from these plants, or would you rather have a stress-free gardening experience? If the latter, then give these plants away to a friend and start new. If the former, then use the following tips to help keep deer out of your yard despite the tasty treats you've planted there.

Deer repellent plants

A safe bet for creating a deer-proof landscape design is to include species of plants that are known to be disliked by deer. Of course, under extreme duress and starvation, deer will eat almost anything, but by and large, these varieties are deer-proof and can serve as natural deer repellents:

- Acanthopanax (aralia)
- Aconitum (monkshood)

- Agastache (hyssop)
- Ageratum
- Ajuga reptans Atropurpurea (Bugleweed)
- Berberis (barberry)
- Buddleia (butterfly bush)
- Buxus (boxwood)
- Caryopteris (bluebeard)
- Chasmanthium latifolium (Northern sea oats)
- Creeping groundcovers
- Dicentra (bleeding heart)
- Digitalis (foxglove)
- Euphorbia (spurge)
- Galium odoratum (sweet woodruff)
- Helleborus
- Hilicotricon sempervirens (blue oat grass)
- Holly shrubs
- Iris Sibirica (Siberian iris)
- Lamium (spotted dead nettle)
- Lavandula (lavender)
- Liriope spicata (Liriope or lilyturf)
- Marigolds
- Narcissus (daffodils)
- Nepeta (catmint)
- Nepeta cataria (catnip)
- Opuntia compressa (prickly pear cactus)
- Ornamental grasses
- Pachysandra procumbens (Allegheny spurge)
- Pachysandra terminalis (Japanese pachysandra)
- Perovskia (Russian sage)
- Potentilla (bush cinquefoil)
- Salvia (meadow sage)
- Sedum (stonecrops)
- Sempervivum tectorum (hens and chicks)
- Snapdragon
- Stachys byzantine (Lamb's ears)
- Thymus (thyme)
- Vinca minor (creeping myrtle or periwinkle)

Repel deers with physical barriers

Physical barriers are another great option for keeping deer out of your garden. By creating a barrier that surrounds your precious garden, you will deter them naturally by making it more difficult for them to enter your space. Though not always foolproof, this method can be incorporated into your landscape design with the following options:

Fencing: Needs to be eight feet high and made with woven wire, by conventional wisdom. Slanted fences can be lower when installed at a 45 degree angle. Double fences with a six foot gap in between can also be shorter.

Electric fencing: These give deer a little electric shock to keep them from straying onto your property, though this is an expensive option.

Shrubs and bushes: Using tall-growing plants around the perimeter of your yard can help keep deer away.

Netting: Covering small trees with netting in the fall/winter will help protect them.

Deer repellent with movement

Another great way to naturally deter deer is to create movement that sends deer running away. These are not violent or harmful options, but they can be very effective:

Motion activated sprayers: These give out a quick burst of water when deer get near. **Moving, noisy objects:** If you don't mind the sight of them, you can hang aluminum pie plates, tin cans, rattles, wind chimes, and other noisy items around your yard.

Deer repellent with natural scent

In addition to physical barriers and moving objects, there are certain scents that deer abhor that have been known to work as deterrents in gardens. Try out a few of these natural deer deterrents:

Commercial anti-deer sprays such as Plantskydd or Milorganite (which is actually a manure-based organic fertilizer)

- Fabric softener sheets (hung from trees)
- Garlic (crushed or bruised in cheesecloth bags or nylon stockings)

- Blood meal (in bags hung around the garden)

- Predator urine (from coyotes, foxes, bobcats, and the like, can be purchased from PredatorPee)

- Hot sauce and dish soap mix (sprayed on plants)

- Human hair (in bags hung from trees)

Fiddleheads Introduces Summer Veggie Passport Program

Feeding children healthy food is more challenging than ever, according to Amelia Lord, Community Connections Coordinator, at Fiddleheads Food Co-op. Parents need to be creative and give their children many opportunities to try a variety of new foods, often repeatedly, before palates are changed. In response to this challenge, Fiddleheads is offering an exciting new summer program for all community children: The Veggie Passport!

The Veggie Passport is a six-week program, open to co-op members and non-members alike. Free to sign up, children will receive a passport and a



packet of information and resources

(including serving suggestions and recipes) that will help them embark on a new food escapade. Every week there will be two new vegetables available at a significant discount to passport holders - families can come in at any point of the week to pick up their vegetables. When children come through the register with the vegetable and their passport the cashier will give the passport an "official" stamp, certifying their purchase.

Passport materials will encourage families to explore the vegetable together. What does it look, taste, smell, and feel like? How will you prepare it? What does it taste like raw as well as cooked? Families are encouraged to take photos of their creations and share them on the Fiddleheads Facebook page. The program includes a literacy component. There is a space on each page of the passport for children to write reactions and responses to the experience of trying each vegetable.



The program will culminate with a community party to celebrate our tasting adventure. Families should bring their passports to this fun event; a completed passport will earn the children a special opportunity to tie-dye their own shirt with a picture of their vegetable of choice. Fiddleheads will have treats and music and crafts to celebrate.

The Fiddleheads Veggie Passport program began on Saturday, June 21st. Registration is ongoing! Our final extravaganza will be held Saturday, August 9th. We look forward

to providing you with a fun and healthy activity this summer and to meeting all of our courageous and adventurous tasters.

Questions? Please contact: Amelia Lord, Community Connections Coordinator amelia.fiddleheads@gmail.com

Attend a Board of Directors Meeting!

Board Meetings are held on the third Tuesday of every month, at 6:30 pm. Meetings convene on the first floor of 105 Huntington Street. All Member-Owners are welcome. Please refer to the website for the guidelines to participation. Your Co-op needs you!

Member Appreciation Days!

Member Appreciation Day is now held on the 15th of every month! On Member Appreciation Day, all Member-Owners receive 5% off of their groceries!



how do we put them into practice? How can I be a Working Member? What are my benefits and responsibilities? Who decides what we sell at Fiddleheads? Learn the answers to these questions, and more, at a Member Orientation! Join us in the Café Area to share a cup of coffee or tea with your fellow members, get to know the staff and become familiar with your Co-op! Members receive 2 hours of credit towards your Working Member discount just by attending an Orientation. Contact jessica.fiddleheads@gmail.com for dates and times.

Member-Owner Orientation

What is a Cooperative? What does it mean to be a Member-Owner of the store? What are the Cooperative Principles and

Write for the Newsletter!

Submit your articles, recipes, photographs, reviews and artwork for the Autumn Newsletter. The deadline for submission is July 20. Please send your submissions to jessica.fiddleheads@gmail.com Help is also needed with editing and layout.