

Fiddleheads Food Co-op

13 Broad Street, New London, Connecticut (860) 701-9123 www.fiddleheadsfood.coop



Summer is here and Fiddleheads has the ingredients you need

Fiddleheads Cooperative offers our community a member owned market. We are dedicated to providing a resource for wholesome natural foods, organic and locally fresh produce and products which are cruelty-free, developed through fair trade and with a commitment to preserving our environment. We promote healthier life choices in a service friendly atmosphere where members are a valued and essential part of our success.

Save the Date!

Board Meeting Tuesday, July 16

6:30 pm, 105
Huntington Street,
New London. All
Member-Owners
are welcome!

Inventory Week of July 21

Rescheduling.
Space is limited to
20! Please sign up
in the store if you
would like to help.

Workshop Saturday, August 24

10:30-Noon,
"Using Bulk
Beauty" workshop,
in the café area!

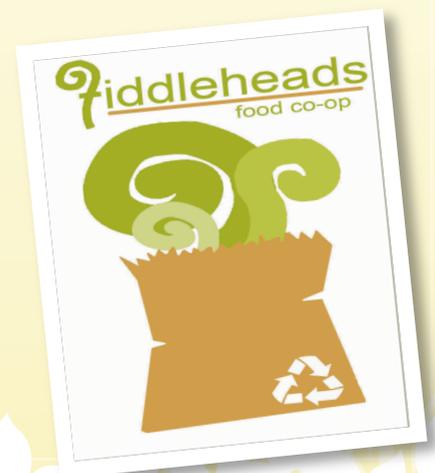
Fishers Island Deliveries!

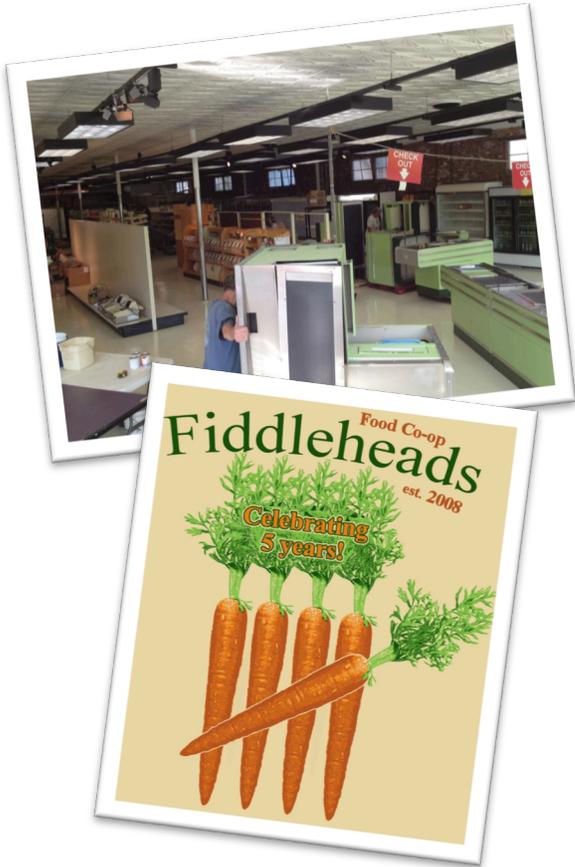
Fiddleheads is proud to announce that we are now making deliveries to Fishers Island, New York!

Enjoying your favorite healthy food is easier than ever. All you have to do is call the store, at (860) 701-9123, on Monday or Thursday to place your order. Our caring, attentive staff will shop for you, pack your groceries and deliver them to the ferry.

Orders placed on Monday will be delivered on the Tuesday ferry. Orders placed on Thursday will be delivered on the Friday ferry.

Please call us to get started! We hope to expand this pilot program into other areas soon.





2013 Annual Meeting

By Susan Zimmerman, Board President

I would like to extend a big thanks to the many members who were in attendance at this year's annual meeting on May 5, 2013. It was a lively event, which included a bike raffle, piñata, and tasty potluck. Members were treated to a view of New London from the top of Mohegan Hotel. For those of you not able to attend the meeting, here is a summary of the information presented.

Our co-op had a very good year! Sales increased 78% to \$1.8 million. We made our first profit of \$45,082. We refinanced our debt and improved our cash flow allowing us to invest in improvements to our store.

This year we celebrated our fifth birthday. This milestone was due to the hard work of member volunteers, our part-time General Manager, our paid staff, and most importantly our customers whose loyalty keeps our store growing.

The Fiddleheads board of directors worked this year to transition from an operating board to an oversight board. We attended workshops and conferences to network with other food co-ops regionally and nationally. Our work next year includes reviewing the articles of incorporation and the by laws. We will continue our work to develop and adopt governance policies.

One final thought. Fiddleheads is part of a much larger co-op community. Around the world there are 1 billion co-op members. The 300 largest cooperatives have more members than there are shareholders of all publicly traded companies. Nationwide food co-ops have 1.3 million members. On average these food co-ops purchase from 51 local farms and 106 producers, sell three times more locally sourced products than traditional stores, and 82% of the produce is organic. Co-ops are big business and going to get bigger.

Isn't it great to know Fiddleheads is part of a bigger movement that seeks to direct where and how we get our food? We as members can be proud of the store we have made in New London. And we can expect an even more successful year ahead.





Buy Local Produce

By Lindsay D'Amato, RD

Buying from a local farmer supports local agriculture and it supports the environment, by reducing the usage of fossil fuels. Food from local farmers is fresher, which means more nutrients, better taste and is less likely to be contaminated with harmful bacteria such as e.coli (remember the contaminated spinach from supermarket spinach).

Here is great recipe for roasted root vegetable fries. You can find all these ingredients at the co-op or your own garden. You can substitute any starchy vegetable including potatoes, turnips, parsnips, celery root, or rutabaga.

Editor's Note: Lindsay D'Amato is a Registered Dietitian with a Master's Degree in Public Health. She also holds a specialty in Intuitive and Mindful Eating. Lindsay has been practicing for over 15 years and offers nutritional counseling for a range of health care needs, including weight management, digestive disorders and food allergies.

As a Working Member-Owner, Lindsay has been donating her time and expertise to our Co-op community, offering free 15-minute nutritional counseling sessions in the store. Lindsay is taking the summer off, but she is available for email consultation! Please send your questions to her at Lindsay.damato@hotmail.com



Root Vegetable Fries

Look for all of the ingredients at Fiddleheads, your garden or your local farmer's market

1 large carrot
 1 large potato
 1 large sweet potato
 1 large beet
 2 tbsp. olive oil
 Garlic bulbs
 1 tsp. chopped fresh thyme
 ½ tsp. chopped fresh rosemary
 Salt and pepper.

Preheat oven to 400. Cut vegetables into ½" wide spears and toss in a roasting pan with olive oil and herbs. Keep peels on if you want added vitamins. Roast for ~40 minutes turning regularly until all sides have turned golden brown. Toss a garlic bulb or two into the pan for the last 10 minutes.

Perishable Thoughts - An Overview of What's New, Good and Bad in the Frozen and Refrigerated Departments

By Allen Longendyke

New – In mid-June we started carrying a new line of hummus and salads from a Manchester, New Hampshire company called Yorgo Foods. The hummus we will carry is **organic**, and we will also be getting two types of prepared bean salads. More items may follow. Yorgo is small, 15 employees, and has been around since 1992. Overall ratings are good, and I have had the Hoppin Salad (black eyed peas, etc.) and it is wonderful. We also have a new product from Quorn, the British food company that uses mycoprotein (from a fungus) to replace meat. It is Kung Pow Chicken and comes with a coupon to get the whole cost of the package back as long as you save your sales slip to send in with the coupon. This promotion ends at the end of July. In July look for two additional ice cream brands. We will offer free ice cream or frozen dessert samples every Tuesday, in July and August, from 3-6 PM.



Good Things -- We have three artisanal Italian cheeses in stock: Tuma Persa - a Sicilian Cheese whose recipe was lost for over a hundred years until recently. It is a sharper version of a provolone style cheese. Rocolo is a white cheese aged in Balsamic Vinegar that is great crumbled in salads. Mielito is milk blended with honey and aged in beeswax. As far as I know Fiddleheads is the only place to get Mielito in the US right now. We also have local cheeses from Cato Corners Farm (Colchester CT): Brigid's Abbey and the creamy delicious "smelly" cheese Hooligan; from Meadowstone (Brooklyn CT): Gruyere, Mimolette, a creamy softer cheese,

One-Eyed Jack, a Monterey Jack variation, and Caerphilly (pronounced "carefully"), a firm white cheese named after a Welsh Town near where it was originated.

Bad - well, out of stock or seasonally displaced bad. Meyenburg Goat Butter is gone completely; Meyenburg Farm (in California) is no longer distributing it on the East Coast. Caviar of Maine wild blueberries will not be back until late summer when the new crop arrives. We will soon run out of Capt. Tony's Alaska Wild Caught Sockeye Salmon until he brings in his next catch in from the pristine waters of Bristol Bay at the end of the summer. What is on the shelf now is the last of the 2012 catch. Wholesoy Yogurt is out of stock nationally. Fiddleheads Board of Director Members Lisa Cygan and Sue Phillips just returned from a conference in Texas and the co-op they went to down there doesn't have it either. Wholesoy is building a new processing plant and states the product will not return until September. Amade almond yogurt is also out of stock from the distributor. It is just hard times for vegans who want the best substitutes. Fortunately Daiya Cheese and Food for Life Breads are back in stock after a brief absence.

Staff Happenings at Fiddleheads

Did you know that, for the first few years, your Cooperative ran entirely on “sweat equity?” It’s true. The Fiddleheads that you know and love existed because working member-owners donated their time and skills to make it happen. Over the past couple of years, our growth has made it both possible and necessary to hire paid staff. We currently have 27 employees and about 100 actively working member-owners.

There are many wonderful new faces that you may not recognize. In this column, we’ll introduce new staff members and share interesting updates from all employees. We recently welcomed brand new employees into the fold and also officially hired some familiar friends, who have been generously donating their talents for many months.

A warm welcome to Adrianna, Payroll and Invoice Clerk; Angelica, Front End Assistant; Beverly, Accounts Bookkeeper; Ellen, Merchandise Buyer; Elly, Front End Assistant; Kristin, Sampling Coordinator; Morell, Front End Assistant; Mustapha, Front End Assistant and Veronica, Front End Coordinator. We’re so happy to have all of you, at Fiddleheads!

I’m sure you would not be surprised to learn that the staff at your Co-op are always seeking opportunities to learn and implement best practices. Ellen Anthony, Bulk Department Manager, recently visited River Valley Co-op, in Northampton, MA, for a Bulk Learning Trip. She brought back new information about promotions, suppliers, new products and product placement, as well as storage tips and store items that make things easier for employees.

Amelia Lord, Produce Assistant, graduated from

The Institute for Integrative Nutrition, this spring! Congratulations, Amelia! Amelia is now practicing as a Holistic Health Coach. She has been donating free consultations to members of Fiddleheads and has facilitated some great workshops and demonstrations, in the store.

Monica Smith, one of our Front End Coordinators, has been a self-employed Massage Therapist for 18 years! She is an avid fitness junkie/gym rat. Monica has always been interested in diet and nutrition and eating in a way to optimize health and quality of life. She loves her animal friends and supports two feline freeloaders—and, if she lived in a bigger place, she would have a lot more than two!

Tina Shifflett, Bulk Herb and Teas Buyer, is also a healer. In the past year, she has been attuned to Reiki I and II, as well as Integrated Energy Therapy, a very high frequency vibration, Basic and Intermediate. Her business, Vital Vibrations, is a member of the New London Healing Arts Center, a practitioner cooperative in downtown New London!

Over the past two years, we’ve had an influx of Junior Co-op Staff Members, ensuring a new generation of Cooperation! Roslyn, Sati and Seamus have grown from sling-babies to toddling helpers. In January, Lacy (Front End Coordinator) gave birth to Ceasal, who comes to work with her every day, wearing his working member button! His grandmother, Bib, who is also an employee, comes along on her off time to help care for him. Our Wellness Department Manager, Liz, gave birth to Joanna, at the end of April. We can’t wait to see them both in the store, when Liz returns from maternity leave!

Stay tuned for more Staff Happenings, in the next issue...

Why Should I Attend a Member Orientation?

By Jessica James-Carnes

It is not always easy to find a community store with a lush and vibrant produce department, allergen free alternatives, and fair-traded dry goods. When such a place finds a way into your local area it is a direct result of people in the community who are committed to ideals and principals you share, hence your frequent jaunts through the checkout line.

Oddly enough, those folks that bring you these delights of conscience and karmic euphoria are your neighbors, friends, and even some of your relatives! They are you. It takes a village to hold market – and we all benefit in this cooperative model.

According to the *Stronger Together COOP* website, a dollar to dollar comparison of Co-ops to conventional grocery stores shows that Co-ops reinvest about \$0.38 on the dollar to the local community where conventional grocers are approximately at \$0.24. Let's roll that out into something a bit more tangible. If a conventional grocer makes \$10K, the co-op need only make about \$6.3K to have the fiscal impact on the community. So if you vote co-op with your dollar, the person that shops at the conventional store has one vote and you have over 1½ votes.

The value is not just in the community as a whole, but in the individual employees too. As an owner of Fiddleheads, you are helping to secure good, local jobs for a group of multi-talented, environmentally and socially conscious people from your own community!

What does this all have to do with Member Orientations? Good question! More than anything else, Member Orientations are about empowering and building community among

the owners of Fiddleheads.

You are busy and your strict shopping list may not allow you to peruse the latest improvements made by each of the department managers or sample new products in the store. You may not have time to talk to staff members about their areas of expertise or warmly welcome new owners of our cooperative. Whether you are a new member-owner, or a long-time, founding member-owner, there is always more to learn about the history of Fiddleheads and what our cooperative business model offers to our community.

During Orientations, member-owners learn about our voice in the entire food system, sample new products, share recipes, ideas, suggestions and experiences, have a detailed tour of the whole store, share the nuts and bolts of being a working member-owner, have the chance to talk with and learn from staff members, become familiar with co-op outreach and ensure that we are all taking full advantage of our member benefits.

It's hot out there! RSVP, today, to volunteerwithfiddleheads@gmail.com, for the chance to cool off, make some new friends and become better acquainted with this wonderful Cooperative that you own.

Upcoming Member Orientation dates:

Saturday, July 27, 5:30-7:30 pm

Wednesday, August 7, 3:30-5:30 pm

Tuesday, August 13, 10:30-12:30 pm

Saturday, August 31, 4:30-6:30 pm

July Sales in Packaged Grocery and Health and Beauty!

BEARITOS
Organic Tortilla Chips
16 oz.
now \$3.49
save \$1.00

NEW!
COOL
Freezer Pops
Grape & Cherry
Strawberry & Sour Apple
14 oz.
now \$2.99
save \$1.30!

HAPPY BITES
Organic Puffs
2 oz.
now \$2.79
save \$1.00

IMAGINE
Rice Dream
64 oz.
now \$3.99
save \$1.60

INKO'S
White Tea
16 oz.
\$1.39
save 40¢

KETTLE
Krinkle Chips
13 oz.
now \$4.25
save \$1.00

MARY'S GONE CRACKERS
Gluten Free and Organic
6.5 oz.
now \$3.99
save \$1.00

MEDITERRANEAN
ORGANIC
Olives
8.5 oz.
now \$4.25
save 50¢

MEDITERRANEAN ORGANIC
Peppers
16 oz.
now \$5.69
save 50¢

SAN-J
Teriyaki Sauce
Gluten Free
10 oz.
now \$3.19
save 70¢

SPECTRUM
Coconut Oil
Organic, Unrefined
14 oz.
now \$8.99
save \$2.00

SPECTRUM
Extra Virgin Olive Oil
Organic Mediterranean
33.8 oz. (1 liter)
now: \$14.99
save: \$5.00!

TCHO CHOCOLATE
Organic Chocolate Bars
2 oz.
now \$3.69
save 50¢

TWO MOMS IN THE RAW
Organic Nut Bars
2 oz.
now \$2.99
save 80¢

BIOKLEEN
Laundry Liquid
64 oz.
now \$10.99
save \$2.00

CITRA-SOLV
Dish Liquid
25 oz.
now \$3.99
save 80¢

ECOVER
Auto Dishwasher Tablets
17.6 oz.
now \$5.75
save \$1.50

IF YOU CARE
Recycled Aluminum Foil
50 sq. ft.
now \$3.99
save \$1.00

Heavy Duty Aluminum Foil
30 sq. ft.
now \$4.79
save 60¢

IF YOU CARE
Firestarter
100% Biomass
72 count
now \$5.49
save \$1.00

NATURE'S GRILLING PRODUCTS
Briquets
100% Natural Hardwood
9 lb.
now \$4.99
save \$2.00

NUTRITION NOW
PB8 Acidophilus 120 vegetarian
Capsules
was \$18.89
now \$15.89
save \$3

AUROMERE
Ayurvedic Mouthwash
was \$10.49
Now \$8.99 s
save \$1.50

AUROMERE
Cardamom Fennel Non-Foaming
Ayurvedic Toothpaste
was \$5.99
Now \$4.99
Save \$1



July Sales in Perishables and Frozen!

EARTH BALANCE
Original Soy Milk
now \$3.49
save \$1.50

EARTH BALANCE
Vanilla Soy Milk
now \$3.49
save \$1.50

BUBBIES
Pickled Green Tomatoes
now \$5.59
save \$1.00

BUBBIES
Beet Horseradish
now \$2.49
save 50 cents

3 TWINS ICE CREAM
all flavors
now \$4.15
save \$1.00

RUDIS
Whole Wheat Hamburger
Buns
now \$3.89
save \$1.50

SUNSHINE
Southwestern Burger
now \$3.79
save \$1.30



Monthly Board of Directors Meetings

Fiddleheads Board Meetings are held on the third Tuesday of every month, at 6:30 pm. All co-op members are welcome to attend. Board meetings are held on the first floor of 105 Huntington Street, New London, Connecticut. The building is one door north of Byles Funeral Home. If you want to learn more about cooperative leadership, attending a Board Meeting is a good place to start! Join us!

The Great Taste of Summer



Every Tuesday in July and August, at Fiddleheads, from 3 to 6 PM, we will be offering free samples of a brand of ice cream or frozen dessert. Each week we will feature a different brand so you can try them all. Bring your taste buds and enjoy the variety.

The Energy in New Beginnings

By Liz Larson Spurr

When I left work last spring to go on maternity leave, Fiddleheads was going through a great big growth spurt. As a matter of fact, Fiddleheads seemed 10 months pregnant right along with me. I nested, stocking shelves in the wellness department, bracing myself for the journey ahead. The Co-op was hiring, and expanding in amazing ways. As I write this we are still growing. "Yay!" and "Ouch!" to that.

My husband Danny and I are now blessed with Joanna Wren. Her magical changes are constant and not achieved without waves of emotion. In anticipation of coming back to work I have many "new mom" worries along with an "Oh my God, can I really do this?" feeling. When I get off kilter like that, I can take solace in knowing that the Co-op is truly family friendly and one of the most humane places I could ever be.

The dedicated and talented Jessi Brooks filled in for me during my leave. I am pleased to announce that she is now an official member of the wellness team. As co-buyers, along with local soap buyer Carolyn Wilson, we look forward to addressing more of the needs of our members and gradually expanding our offerings. I may even bring Joanna to work with me sometimes. Good start!

Coming up...

In the next issue of the Fiddleheads newsletter, we will learn about recent school field-trips to the Co-op, conferences our Board members have attended, recycling in the Co-op and beyond, how to go gluten-free with kids, spotlights of some of our local producers and some surprises. Remember that members can receive working-member credit for submissions to the newsletter!



What will you submit?

Send your articles, photos, recipes, poetry and other newsletter submissions to Jessica at volunteerwithfiddleheads@gmail.com



Workshop: Using Bulk Beauty

*Saturday, August 24, 10:30 am – Noon

Join us for a special “how-to” workshop and learn how to use the Bulk Beauty Section of the Wellness Department! Learn how to use the various items in the bulk beauty section to create your own treatments and save money. Cassandra Cammarata will show us how to make homemade natural toothpaste. Esthetician Sara Florek, of Spa 264, and local soap maker of "Olive and Oud," Laura Natusch, will be teaching us how to create homemade beauty treatments. Unique gift ideas and practical uses of Dr. Bronner's liquid castile soap will also be featured. Questions and product requests will be welcomed. Hope to see you there!

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