



## Summer Fresh Produce Harvest

Debbie Leung

Peaches, apricots, nectarines, cherries, plums, berries, and other soft summertime fruits are best devoured fresh on a warm, clear day. But, why not try something a little different sometime?

Here's one idea: Make a fruit crisp! Take a favorite apple crisp recipe and substitute peaches, pitted cherries, berries, nectarines, plums, or pears instead. Serve hot or cold as a dessert or snack. Smother with milk in the morning for breakfast. Try the following for ideas to make your "crisp" recipe even more exciting.

For the "Crisps" crunch: Mix together one, all, or any combination of the following. Make enough to cover your pan once for a crunch topping only or enough to make a bottom crunch crust as well as the topping.

- Rolled oats or other rolled cereal
- Ground or chopped almonds
- Ground or whole sunflower seeds
- Toasted or raw sesame seeds
- Ground or chopped pumpkin seeds
- Ground or chipped walnuts
- Ground or chopped pecans
- Unbleached white or whole wheat flour

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## Try Something New with Soft Fruit



Photo by Sam Van Fleet

Produce display at the Co-op

Sprinkle some spices to jazz up the crunch. Try ground cinnamon, nutmeg, clove, and/or ginger.

Melt together some butter or margarine and honey. Add vanilla or lemon juice for extra jazz. Mix with the dry ingredients until covered but not soggy.

Wash, peel, cut, and pit fruit (peaches, nectarines, cherries, berries, plums, pears, apples...). Spread between layers of crust or spread on the pan first and cover with crust for a one layer crunch. Bake in a 350 degree oven until brown.

Here's another idea. Spice up your next fruit salad with fresh mint. Or, some people make fruit salad by just mixing up all different kinds of cut fruit. Mmmm, that's good. To be different, stir in some whipped cream,

cottage cheese, or yogurt. Add chopped nuts or seeds. Sprinkle some cinnamon, vanilla, lemon or lime juice, maple syrup, or honey. Garnish with cream cheese and nut balls. For extra flair, hollow out a melon to hold the fruit salad. Add the melon to the salad.

### ORGANICALLY AND LOCALLY GROWN PRODUCE PLENTIFUL AND IN DEMAND

Spinach, lettuces, green onions, and other leafy greens are growing strong and lush on local farms. Farmers are now working hard to harvest them for market. The Co-op carries a plentiful and varied selection of fresh, local vegetables which are free of artificial, chemical additives.

turn to back page, please





Diane Gruver



## News Editor Chosen

Hi! I'm Diane Gruver, your new editor. I won't be officially in charge until production for the Fall issue of the *News* begins, but I've been working with Grace on this issue. It's been exciting, in part because I've missed editing since I stopped working on another Olympia publication, *Matrix*, about a year ago, and in part because, after all, the *OFC News* is about our store.

I was raised in Olympia, and have been shopping at the Co-op since 1977, when the store was located downtown. Now I live with my daughter, Morgan, in a household within walking distance to the Co-op - it's wonderful to be so close to such a unique store.

I'm looking forward to working on the *News*, and encourage you, the readers and members, to contribute ideas, write for the *News*, participate in production, and most importantly, learn about your Co-op by reading our newsletter. Please feel free to contact me through the Newsletter box in the Co-op office.

*Thank You!*

Dear Co-op News:

With 2000 plus members, hundreds of past and present working members, staff and Board members, it is often easy to overlook the commitment and accomplishments of individuals. I'd like to thank three people who have given heart and soul to the Co-op over the past 5 years - Tyra Lindquist, who left the Co-op staff in September 1984, Karen Berkey Huntsberger, who left in May 1985, and Debbie Leung, who is leaving in August.

While I've differed on issues with all three, I've learned from each one, and feel respect and appreciation for their commitment and hard work at the Co-op. I've enjoyed their unique senses of humor and their perspectives on life.

Tyra, Karen, and Debbie - **THANKS!** I hope your time at the Co-op was as good for you as y'all were for the Co-op.

Sincerely,  
Harry Levine

### Statement of Purpose and Goals of The Olympia Food Co-op

The purpose of the Olympia Food Co-op is to contribute to the health and well-being of people by providing wholesome food and other goods, accessible to all, through locally oriented, not-for-profit cooperative organization. We strive to make human effects on the earth and its inhabitants positive and renewing. Our goals include:

- Provide information about food.
- Make good food accessible to more people.
- Increase democratic process.
- Support local production.
- See to the long-term health of the business.
- Assist in the development of local community resources.

The *OFC News* is the quarterly publication of the Olympia Food Co-op. It is mailed free to members; non-members may get a copy at the store.

The *News* is put together by a working member staff and welcomes reader contributions. The *News* staff reserves the right to refuse material which exploits any person or group of people on the basis of gender, age, religion, sexual orientation, or ethnic origin.

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# The World in Your Coffee Cup

compiled by Tim O'Connor

"As a commodity in world trade coffee is second only to oil in terms of dollar amount traded each year. In the 1981/82 season nearly 100 million bags of coffee were produced. That's 13 billion pounds of coffee picked, with 78% of it going to fill the cups of the industrialized north. More than 20 million people earn their livelihood from coffee, most of them farmers and agricultural workers in the third world whose standard of living depends of the price of coffee. More than 40 developing nations depend in some measure on coffee export earnings and for many of these countries coffee is a primary means of earning foreign exchange.

"The U.S. imports more coffee than any other country in the world, accounting for about 35% of all coffee exported each year. While the average coffee worker is working to exhaustion in order to earn slightly more than \$400 per year, the average coffee drinker in the U.S. is staying awake by drinking 12½ pounds of coffee each year. As a result the big five roasters which control the bulk of the U.S. coffee trade are making big money on the deal." ["There's a World in Your Coffee Cup," Friends of the Third World, 1984].

This winter, the Co-op began stocking coffee in response to many customer requests over the years. Recognizing the controversies surrounding coffee politics and economics, the Co-op Board decided to emphasize "co-operatively and/or organically produced coffee" for sales.

Here is a description of three coffees carried by the Co-op, and some of the implications for their producers:

## NICARAGUAN

"The Nicaraguans are making efforts to diversify their export economy in order to achieve independence from the cotton and coffee markets. But this process takes time. In 1984 coffee still accounts for 35% of Nicaragua's export income. And the dollars

which Nicaragua earns for selling its coffee are essential in combatting the economic and military campaigns being waged against Nicaragua. Hospital beds, tractor parts and medical supplies are all urgently needed and can often only be acquired with dollars earned from exports." ["There's a World in Your Coffee Cup"]

Nicaraguan coffee is available in bulk as whole beans, and ground in vacuum sealed containers.

## TANZANIAN

"Tanzania is dependent on coffee as the major source of its export income. In Tanzania 15% of the population, more than 600,000 small farmers, make their living by growing coffee. Following record harvests in 1978/79, Tanzania experienced floods, then drought, in 1980/81. Falling coffee prices on the world market combined with rising prices for oil imports caused a severe shortage of foreign exchange for the Tanzanians. *Income from coffee production is essential in helping Tanzania to restabilize their economy during this difficult period.*" ["There's a World in Your Coffee Cup"] Ground Tanzanian coffee is available in 8.75 oz. vacuum sealed packages.

## CAFE ALTURA

"Cafe Altura is an organically grown gourmet coffee imported from Mexico by Terre Nova Trading Company. Grown in the highlands of Southern Mexico, Cafe Altura is a mild 100% Arabica coffee rated "Superior" by the Mexican Institute of Coffee. Cafe Altura is grown and processed without the use of chemical fertilizers, pesticides or herbicides, with the beans hand-sorted for uniformity of size to ensure even roasting.... Most commercial coffees are of the Robusta variety which contains up to 2½% caffeine. Cafe Altura is of the Arabica variety which is naturally lower in caffeine, containing approximately 1%." [Terre Nova, Informational Flyer, P.O. Box 1647, Ojai, CA 93023]

Cafe Altura is available in bulk as whole beans and in 12 oz. containers already ground.

## Other Reading:

- "The World in Your Coffee Cup," published by Campaign Co-op, Great Britain. Available from Whole World Books, 611 W. Wayne St., Fort Wayne, IN 46802.
- "Coffee: The Rules of the Game and You," by Tom Fenton, published by the Christophers, 12 E 48th St., NY, NY 10017.
- "The World Politics of Coffee," by Penny Lernoux, *The Nation*, August 2, 1975.
- "What It's Like to Be a Coffee Worker," published by Global Justice, 1107 Edith SE, Albuquerque, NM 87102.
- *What Difference Could a Revolution Make?: Food and Farming in the New Nicaragua*, by Joseph Collins with Francis Moore Lappe and Nick Allen. Available from Institute for Food and Development Policy, 1885 Mission St., San Francisco, CA 94103
- *Mozambique and Tanzania: Asking the Bog Questions*, by Francis Moore Lappe and Adele Negro Beccar-Varela. Available from Institute for Food and Development Policy.

## EMBARGO UPDATE

As most of you know, President Reagan has declared an embargo on all imports from Nicaragua. Coffee Bean International, our supplier of bulk coffee from Nicaragua (our #1 seller) tells us their current supply of Nicaraguan beans should last a couple more months. Our packaged Nicaraguan beans come from Co-operative Trading via Holland, where they are roasted and packaged. We don't know how the embargo will affect that supply.

In the meantime, the people of Nicaragua are suffering the effects of Reagan's personal vendetta. Next time you're enjoying a fresh cup of coffee, why not take a second to write and let him know your opinion on the embargo and his other anti-Nicaraguan acts.

Grace





# Dairy Notes

## Cheese Price Comparison

by Grace Cox

I always knew the Co-op had great cheese and dairy prices, but it wasn't until I found myself with nothing to do at 3:00 one weekday morning that I discovered just how great they really are. Yes folks, there is something useful in having all the major competitors open 24 hours a day — the middle of the night is a great time to do comparison shopping — no crowds!

Seriously, though, I'm proud to say the Olympia Food Co-op has the best cheese prices in town, as well as a selection that is respectable by anyone's standards. For the purpose of comparison, I divided our cheese selection into 3 major categories: specialty, natural foods, and commercial staple cheeses.

I knew before I went that we had 'em in specialty cheese prices, hands down, and the following examples verified this fact:

Cheese	Co-op	Bayview	Safeway	Mark/Pak
Brie	\$3.23	\$4.79	\$3.89	N/A
Camembert	1.95	4.18	N/A	N/A
Romano	3.83	6.39	5.65	4.74
Muenster	2.41	3.69	3.49	2.85
Myzithra	4.66	6.89	5.69	N/A
Bleu	2.98	N/A	5.29	4.06
Parmesan	3.91	N/A	6.39	4.74
Rondele	5.26	6.36	6.29	N/A

(N/A indicates the cheese was unavailable the day of the price comparison. Some of these cheeses may have been temporarily out of stock rather than permanently unavailable. Prices as of July 7, 1985.)

Several specialty cheeses we carry were either unavailable anywhere else, such as XXX Sharp Cheddar, Smoked Danish, and Garlic Jack, or available only one other place, including Kasseri (Co-op - 3.88, Bayview - 5.59), Asiago (Co-op - 3.79, Safeway - 5.49), and Feta (Co-op - 3.35, Bayview - 6.08). Another interesting fact I discovered about both Safeway and Bayview is that there were some cheeses in their deli sections such as String Cheese (over \$6.00/lb. both places, 3.50/lb. Co-op) that also appeared in their staple cheese sections, prepackaged and at considerably lower prices (\$1.05/5 oz. for the string). So if, even after reading this glowing report on Co-op cheese and dairy prices, you still want to shop for cheese elsewhere, it behooves you to do your own price comparing aisle-to-aisle.

In natural foods cheeses, our selection totally overwhelms the competition — rennetless cream cheese, goat cheese and raw milk Swiss were unavailable at the other grocery stores. Safeway had raw and rennetless (R & R) Sharp Cheddar at \$3.75/lb. (Co-op - 2.93). Mark 'n Pak West had two pound blocks of R & R Jack on special at a

good price of \$4.84 (2.42/lb.) Our regular price in various smaller sizes is \$2.55/lb. All three stores had two pound blocks of R & R Medium Cheddar: Bayview - \$2.71/lb, Safeway - 3.39, Mark 'n Pak - 2.71, Co-op - 2.30.

The biggest surprise to me, however, was how well we compared in our commercial staple cheeses.

Cheese	Co-op	Bayview	Safeway	Mark/Pak
Mild Cheddar				
2# blocks	\$2.15/lb	\$2.42	\$2.55	\$2.42
1# or less	2.30	2.45	2.63	2.45
Monterey Jack				
2# blocks	2.10	2.39	2.75	2.39
1# or less	2.25	2.75	2.89	2.49
Mozzarella	2.28	2.79	2.99	2.59
Swiss	3.40	4.89	3.49	4.89

Elsewhere in the Dairy Cooler our prices remain competitive in milk, eggs and butter (eg. 1/2 gal. whole milk — Co-op - \$1.09, everyone else - \$1.15) and our selection in natural foods dairy products (sugar free yogurts, soy products, kefir cheese, goat milk, raw milk products, etc.) is unique and unmatched in the Olympia grocery market.

## Beatrice Buys Mountain High

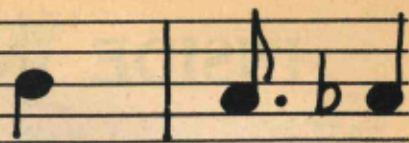
Some Co-op members have suggested that we stop carrying Mountain High yogurt since the new packaging proudly proclaims its ownership by the Beatrice ("You've known us all along") Corporation. While we haven't ruled out the possibility of discontinuing Mountain High (and Rosarita Vegetarian Refried Beans) we also have not decided to discontinue it. I want to take this opportunity to lay-out some of the issues as I see them and tell you what we are doing so far. We welcome any and all responses to these thoughts.

- The day I opened the first case of Mountain High bearing the bright red Beatrice band I thought, "Ah ha! This should make the bottom fall out of the Mountain High market." Quite the contrary, however. Mountain High sales actually increased briefly and since have remained steady despite the seasonal sales drop.

- Mountain High is the cheapest available flavored 8 oz. yogurt on the market that is both full fat (as opposed to low or non-fat) and honey (rather than sugar) sweetened.

- It has been difficult to get facts about Beatrice — we





know they own Samsonite luggage, Rosarita, La Choy, a lamp company, etc., etc., but that's about it. We have been told with equal sincerity that Beatrice is heavily invested in apartheid South Africa and that their portfolio is "clean", particularly as regards South Africa. (We have asked both sources for documentation.) Our guts tell us that you don't get to be the biggest with completely ethical business practices, but we need facts.

- Beatrice is just one example of the "corporatization" of natural foods. Some other examples we know about include Smuckers' buy-out of R.W. Knudsen, Kraft's buy-out of Celestial Seasonings, and Heinz' buy-out of Chico San. One of the great things about the Co-op is that most Co-op members really do care about how and where their food is produced. If the trend toward corporate control of the industry is allowed to continue, we may have very few options very soon.

So what can we do, short of discontinuing the line?

- Decrease or eliminate Mountain High promotions. We have already decreased them. Eliminating Mountain High promotions is difficult because it is the yogurt most frequently specialised by our distributors, and there is something to be said for passing on low prices to the members.

- Expand the product line and do variable pricing to allow other yogurts to compete more effectively. We have brought in the 8 oz. Honey Hill non-fat flavored yogurts as a price competitor (65c), and changed distributors on Brown Cow to bring it in a few cents cheaper (down to 68c from 71c). We are using a variable mark-up to allow Nancy's quarts and 4# tubs to compete with Mountain High.

- Promote other brands and encourage distributors to do the same. We have increased promotions and specials of Nancy's and have talked to all our sales representatives about specials on other lines.

- Use more product information to help Co-op shoppers make better-informed choices. (Always plenty more to do in this area.)

- Research these corporations so we have the facts to back-up what our guts are telling us. Secrecy is the watchword of the business world — we need your help on this one. ("Corporate take-over of the Natural Foods Industry" could make a dynamite individual contract for a student!)

All of these points just skim the surface of a very complicated issue. We need to hear your comments, reactions, information and criticisms. Please respond. Thanks.



Photo by Sam Van Fleet

## WHAT IS IT?

Under age 10? Leave your guess along with your name and your phone number in the newsletter box at the Co-op.

### Congratulations, Matt Simons!

You guessed the last picture correctly — it was a cinnamon roll! Check in the Newsletter box at the Co-op and you'll find a small surprise just for you!



# INSIDE INFORMATION

## FINANCE COMMITTEE REPORT

Beth Hartmann

In last quarter's newsletter, some of the Co-op's financial problems during 1984 were examined. As the first half of 1985 draws to a close, we see some areas improved and others not.

Labor cost, our largest expense, has declined sharply since January (\$11,278.52 in Jan., \$8,974.10 in May). Two major steps contributed to this. In order to set a ceiling on hours worked while still allowing some flexibility, the staff agreed to change from an hourly wage system to a salary system starting in February. So far this has worked out well for both staff members and for the budget.

The labor cost was further reduced in May when one staff member, Karen, left the staff and her hours were only partially absorbed by remaining staff. Labor cost in May were well below budget for the first time in a year.

So much for the good news. Our largest problem right now is sales. We originally projected 1985 sales growth at 12% over 1984. When sales growth for first quarter came in at 7.8%, we adjusted the budget accordingly. In April, sales growth slipped to 3.9% and to 3.4% in May. If sales growth continues to decline, it will be negative by fourth quarter. We will definitely lose money this year if the sales trend is not turned around.

There are some things that Co-op members can do to help change this situation. If you have ideas about how we can improve sales, or changes you'd like to see, please let us know. Talk to a staff or board member or, better yet, write your ideas down. The main thing all Co-op members can do to help is to use the Co-op for more of your shopping and encourage your friends to do so, too.

Another important financial problem the Co-op faces consistently is shrink, which is the difference between what we should earn from sales and what we do earn. Last year shrink was 5.5% of sales, or \$48,700.00. If shrink for a store like ours should be 3%, we're

losing about \$22,100.00 too much per year. This loss can leak out in many ways: pricing errors, invoicing errors, shoplifting, spills, spoilage, etc. Some of these are harder to control than others. One way Co-op members can help is to be sure to pay for all nibbles and spills, no matter how small. If each shopper spills or eats 25 cents worth of food per shopping trip, and doesn't pay for it, the loss to the Co-op over a year would be \$19,400.00! If you eat one cookie and forget to pay for it, we need to sell 5 cookies to pay for it, and still won't have made anything towards our overhead.

So keep shopping at the Co-op and paying for those munchies, and maybe the next financial report will be a happier one.

### Income Statement First Quarter 1985

Sales	\$236,590.54
Margin at 22.15%	52,413.21
Other Revenue	161.35
Total Revenue	\$ 52,574.56

Advertising	\$ 1,463.96
Newsletter	1,269.76
Utilities & Phone	2,433.19
Maintenance & Repair	785.19
Depreciation	3,439.27
Supplies	2,927.17
Staff Cost	30,973.59
Taxes	1,728.63
Interest	3,760.90
Other Expenses	3,422.91

Total Expenses \$ 52,204.57

Net Income 1st Qtr. 1985 \$ 369.99

Net Income 1st Qtr. 1984 \$ 6,362.40

## BOARD REPORT

Harry Levine

The recently completed Board of Directors election has yielded two new members and one old one. Bob Shirley

and Alan Brisley-Bown were elected to their first 1-year terms and John Calambokidis was re-elected. John has been associated with the Co-op for years, as staff, Board, and committee member. Bob has been a working member cashier in the past, while Alan continues as the Wednesday night produce worker and occasional supplier of organic veggies and flowers.

We will sorely miss the presence of retiring Board members Eileen Brady and Gerard (Sid) Sidorowicz. Each did a sensational job in their two years (two years is the maximum term for Board members). Eileen gained a reputation as a master mediator and negotiator, while Sid did outstanding work on the Finance and Hiring Committees. Despite many intense pressures, stresses, and decisions, each maintained a sense of humor and a positive perspective in dealing with Co-op craziness. Thank you Eileen and Sid for your commitment and input to the Co-op.

The new Board will have to deal with issues like adjusting the budget, surveying past members, building maintenance and beautification, and various personnel issues. All members are welcome to attend Board meetings, held in the back room of the Urban Onion restaurant on the 3rd Thursday of each month at 7:00pm. Board members may be contacted through their boxes in the Co-op office.

## PERSONNEL COMMITTEE REPORT

Harry Levine

Welcome to the first ever report from the new Personnel Committee. We are Margaret Clarke, Sally Trimble (members at large), Cally Whiteside (working member representative), Gerard Sidowicz (Board representative), and Harry Levine (staff representative). So far, we've approved our work plan and meeting process, developed a staff evaluation schedule, and completed the hiring of two new staff members.

We're excited by our two new hires, Cosette LeCeil and Ron Mayes. Cosette and Ron will be focusing on the produce department, while learning all parts of the general staff job. The fall issue of the *News* will provide a closer look at Ron and Cosette. Welcome!





The Personnel Committee's next project is evaluating the working member system. We will also continue to monitor the labor budget, the Personnel Policy, and the management system at the Co-op.

Feel free to question us or provide ideas! Meetings are at 7:30pm on the fourth Thursday of each month, in the back room of the Urban Onion restaurant.

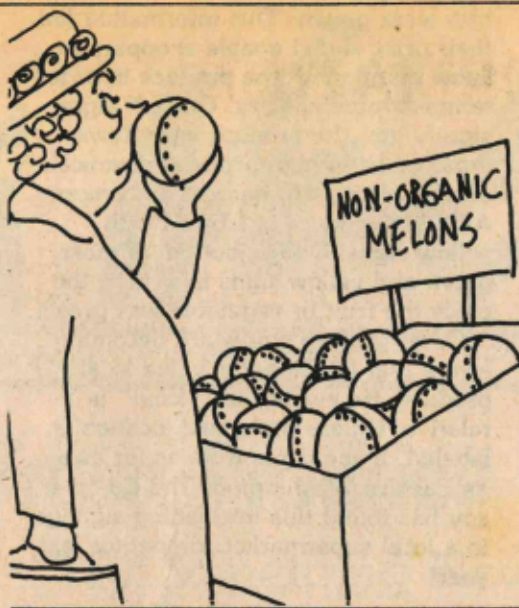
## LETTERS

Dear News and members,

Thanks to the members who thought about the problem of how to update paid-up and senior memberships to determine active or inactive status, and who sent ideas to me. Thanks also to the News for making this helpful exchange possible. Here is the surprisingly simple final plan that resulted from our efforts: beginning in January, new personal wallet cards with the current year on them will be issued to all paid-up and senior members when they go through the check-out stand. Outdated cards will be turned in. At the end of the year, and pink or blue wallet cards not yet picked up and remaining in the file will indicate that those members were inactive for that year. That's it! I'm really pleased.

I am also wondering whether it might be appropriate for the News to publish specific working member opportunities on a regular basis, announcing when the next worker training sessions will take place, what jobs currently need to be filled the most, and special temporary jobs coming up in the near future. Although this information is already available inside the store, the repetition of it in the News might help in the ongoing effort to encourage members who are able to become working members to do so. It would make it easier for people to sit down at home with their calendars and schedule time for Co-op training and work — something that may be difficult to think about in the middle of a shopping trip.

Best,  
Bonnie Jones



### CREDIT UNION TO FORM IN OLYMPIA

A group of people in Olympia have been meeting for about six months to form a credit union in the Olympia area to help serve the co-operative community. The purposes of this credit union will be to serve the financial interests of people sharing common values of environmental quality, local scale economics, community self-reliance, co-operation, and a peace-filled society.

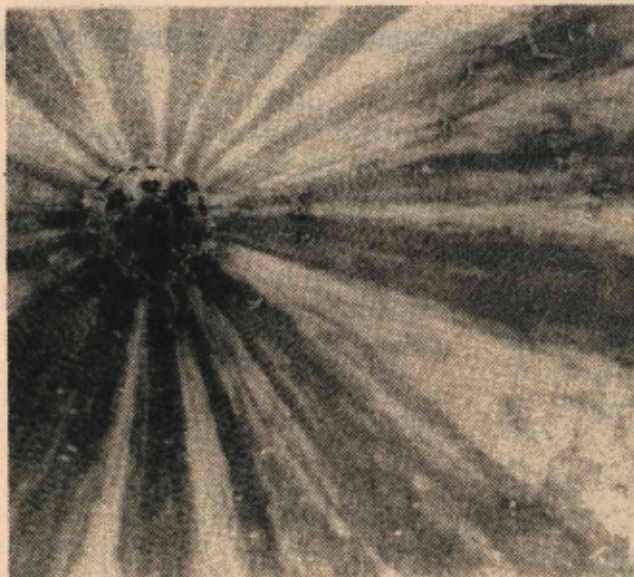
If you are interested in helping to start this credit union, please call Jim Cunningham, 754-3709, leave a message, and we will tell you the time for our next meeting.

## Watermelons!

This summer's watermelon recall provides us all with yet another great reason to eat organically. California grown watermelons were recalled from three states, Washington, Oregon, and California, after a widespread outbreak of illness due to the presence of aldicarb in the melons. Several million pounds of watermelon were destroyed.

Aldicarb is a pesticide produced by Union Carbide and primarily designed for use on cotton crops. The contaminated watermelons were apparently grown in fields which previously grew cotton. The melon growers say that aldicarb has not been used on the fields in 4 or 5 years, since the last cotton crops were grown there. Union Carbide has countered the farmer's claims by accusing them of misusing aldicarb, claiming that all traces of the pesticide disappear within 100 days of application.

Throughout the recall, the Olympia Food Coop has been selling certified organic watermelons from Florida, as well as a full line of other organic fruits and vegetables, many of which are locally or Washington grown. Regardless of who's at fault in the watermelon contamination, one fact remains true: chemical pesticides and herbicides do long-term damage to the earth. Organic produce and other products, raised without the use of chemical fertilizers or pesticides, are grown with concern and respect for the health and well-being of the land and the people who eat them.



melons

as we are melons  
we roll in the sun  
cruise down to the river  
snuggle in heaps

as we are melons  
honeydew  
we bring joy and are joyful  
our roundness is sweet  
our sweetness is round

as we are melons  
as we are round  
as we are joyful  
let us not be packaged

Amy Loewenthal

Photo by Sam Van Fleet



# Summer Fresh Produce Harvest

Many of these organically grown vegetables are grown in East Olympia, the Chehalis River valley, and the Littlerock area.

As the summer progresses, carrots, squashes, broccoli, cabbages, onions, potatoes, and corn will be ready for harvest locally. As we eagerly await these arrivals, we will need to exercise patience while nature does her work. Meanwhile, California's earlier growing season stocks the Co-op's coolers with organically grown summer vegetables and fruits.

Other things to look for are fruits, melons, assorted peppers and other hot-hot weather vegetables grown in Eastern Washington which are unable to grow well here in the wetness of Thurston County. Some non-organic produce is grown locally in the Puyallup valley.

Buying local or regional produce gives the consumer better freshness and quality. It often arrives at the Co-op the same day it is harvested. Supporting local and Washington agriculture keeps our food dollars close to home and helps keep local agriculture alive and healthy. Many local farmers have worked their land for many years, sometimes generations. I'm sure that they value our support.

Unique to the Co-op's produce department is the information about where and how the fruits and vegeta-

bles were grown. This information (on their price signs) enable shoppers to know more about the produce in order to make more choices. GREEN signs signify that the produce was grown organically without artificial chemicals during its growth, harvest and storage. All other produce is labeled with yellow signs. On the bottom of most green and yellow signs is written the place the fruit or vegetable was grown.

Other grocery stores are becoming aware that its shoppers value local produce. Be aware that "local" is relative. Unless the actual location is labeled, it can come from as far away as Eastern Washington. The Co-op's spy has found this misleading signage in a local supermarket competitor last year!

## Is Co-op produce cheaper?

A comparison of produce prices on June 10 with a local competitor shows that the Co-op compares well in most staple items which are not on special. The Co-op has weekly produce specials on staple produce items which are good buys.

Supermarkets, however, carry specials on especially "flashy" items like strawberries, grapes, and bananas, which are difficult for the Co-op to compete with. The price is great and they flash it on their marquis on busy streets and full-page color ads. This gets shoppers into the store, gives them the sense that the rest of the produce must also be a good deal, and the shopper gets a great deal on those flashy items but

may pay more on many other staples unless s/he is careful.

Quality is another area to watch for. Many of the Co-op's organically grown produce is priced in the same range as the supermarket's non-organic produce. Citrus fruits, lettuce, spinach, green onions, and some other leafy greens are examples.

Compare for yourself. The following are the Co-op's everyday prices of selected produce items that compare well with that of a main supermarket competitor.

	Co-op	Competitor
Red Delicious	.55lb	.66 lb
Criterion Apple	.59 lb	.75 lb
D'Anjou Pear	.65 lb	.75 lb
Oranges	.69 lb*	.56 lb
Lemon	.25 ea*	.33 ea
Watermelon	.29 lb	.35 lb
Avocado	.25 ea*	.24 ea
Carrots	.29 lb#	.47 lb
Celery	.75 ea	.75 ea
Green Cabbage	.35 lb	.37 lb
Green Pepper	.34 ea	1.22 lb
Green Leaf Lettuce	.49 ea*#	.66 ea
Romaine Lettuce	.59 ea*	.66 ea
Green Onion	.34 ea*	.37 ea
Yellow Onion	.29 lb	.27 lb
Baker Potatoes	.45 lb	.47 lb
Spinach	.49 ea*	.66 ea
Tomatoe	.59 lb	.66 lb

\* Organically Grown

# On special the day of the price comparison



## Olympia Food Co-op



921 N Rogers  
Olympia, WA 98502  
(206) 754-7666  
Open 10-7:30 everyday

Address Correction Requested

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