

Newsletter

Open 7 Days A Week, 8 to 7
Nine Washington Street
Middlebury, VT

July/August
2010

Middlebury Natural Foods Cooperative
Dedicated to the Health and Wellbeing of the Whole Community



Lemon Couscous Salad with Macadamia Nut



Here is a wonderful salad for a warm summer day. The macadamia nuts make it especially nice, but cashew nuts may be substituted.

- | | |
|---|---|
| 1 1/2 cups couscous | 1 cup whole macadamia nuts |
| 2 cups boiling water | 1/4 cup minced fresh parsley |
| 1 tablespoon sunflower oil | 1/2 pint cherry tomatoes, sliced in half |
| 3 cloves garlic, minced | 6 tablespoons lemon juice |
| 2 cups chopped broccoli, stems and florets | 6 tablespoons olive oil |
| 1/4 teaspoon dried dill weed | 1/2 teaspoon salt |
| 3/4 cup chopped celery | |

Put couscous into medium-sized mixing bowl. Pour boiling water over couscous and cover, stirring occasionally until all water is absorbed (about 30 minutes). Allow to cool.

In 1 tablespoon oil in small fry pan, sauté the garlic, broccoli, and dill weed. Cook over low to medium heat until just tender. Add to couscous along with celery, nuts, parsley, tomatoes, lemon juice, olive oil, and salt. Stir gently. Chill, covered, in refrigerator at least 1 hour.

Source: *Horn Of The Moon Cookbook*, by Ginny Callan

MNFC Newsletter

A Monthly Publication of the
Middlebury Natural Foods Cooperative

Editor - Reiner Winkler

Printed at *The Little Pressroom*, Middlebury, Vermont.

The purpose of the MNFC Newsletter is to provide a means of communication between the Co-op and its general membership. Its aim is to provide a forum, which promotes an awareness of social, health-related, political, economic, technological, and environmental issues as they relate to food and other products sold by the Co-op. In addition, the Newsletter

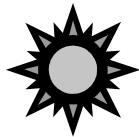


provides a medium to introduce the Co-op and its products and services to the general public. The format is intended for educational debate and discussion. Your letters of opinion and article submissions are welcome and encouraged. The views expressed in the MNFC Newsletter do not necessarily reflect the policies or beliefs on the Middlebury Natural Foods Cooperative as a whole.

*Call us at 802-388-7276, or e-mail us at mnfc@together.net
Visit our website at Middleburycoop.com*

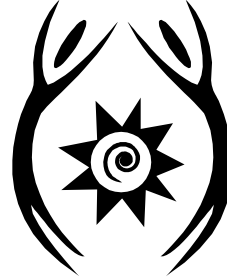
Middlebury Co-op Ends Statement

*MNFC member owners, customers,
and the community benefit from:*



- ◆ **Healthy Foods**
- ◆ **Vibrant Local Economy**
- ◆ **Environmentally Sustainable and Energy-Efficient Practices**
- ◆ **Cooperative Democratic Ownership**

Dear Members and Friends of Middlebury Co-op,



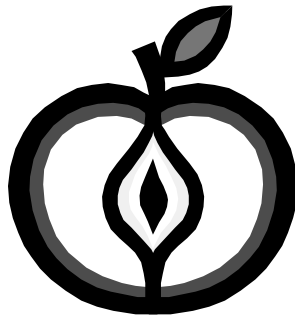
In spite of a morning deluge and thunderstorm, our Annual Meeting Community Celebration turned out to be a blast! With the rain subsiding and even the sun out in force, several hundred people, including Co-op members, friends, children, and many a lucky passer-by, enjoyed free food, children's activities, raffles, and live music. Our Board Members received suggestions and feedback from our members and shared the good news that our Co-op has been doing remarkably well this past year. Kristin Bolton was re-elected to the Board, Kevin Lehman and Karen Miller-Lane were chosen to fill the two empty seats of the Board of Directors.

As you know we have been promoting our local producers for the past years by displaying their products in the store and writing about them in the Newsletter. We have changed our system slightly by celebrating our local farmers, cheese makers and food producers on a weekly basis. Check out our displays in the store!

For the months of July and August, we will feature Woodchuck Cider, Rockville Market and Lower Notch Berry Farms, Blue Moon Sorbet, Golden Russet, and Orb Weaver Farms.

JULY 1—JULY 7

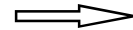
Woodchuck Cider



How did you decide to start your cider business?

A long time ago, way back in 1990, there was a little winery in the town of Proctorsville, Vermont. Back then, we made our living producing a variety of apple wines, something not many wineries do. We also made a little cider called Vermont Old-Fashioned Hard Cider.

We set out to create a truly American hard cider – a feat that hadn't



really been accomplished in the last 200+ years. The crafting process started with the Vermont Old-Fashioned Hard Cider we already had on hand. Countless changes were made, not the least of which was taking the alcohol content down from 12% to 5%. After three months of testing, a new cider was born: Woodchuck Draft Cider.

How does cider become alcoholic?

Cider becomes alcoholic when fresh apple juice is fermented. This process occurs when juice is transferred into temperature controlled tanks and the hard cider is built by added champagne yeast and other natural ingredients. The yeast eats the natural sugars and alcohol and carbonation forms. This process takes several weeks.

Once fermentation is complete the hard cider is sent through a Crossflow filter, a state-of-the-art technology that cuts our disposable waste by 75%. The hard cider is cold filtered for a crisp taste and then put into a blending tank — the finishing stage and where the art takes place. The master cider makers will add natural ingredients in order to craft their unique cider style. Finished hard cider is stored, bottled and kegged at 35° - 40° to preserve freshness. The end result is our award winning line of Woodchuck Draft Ciders!

Where do you get your apples?

We partner with local apple companies such as Champlain Orchards and Cold Hollow Cider Mill, and we're committed to working with Vermont apple growers and cideries. Our Granny Smith style is 100% Granny Smith apples from Yakima Valley, WA. As the number one selling hard cider in the country which is distributed nationwide, Woodchuck Draft Cider works with apple producers across the Northeast and beyond.

How would you describe the flavor of hard cider?

The taste of drinking a Woodchuck Draft Cider can be compared to the same experience as biting into a freshly picked apple. Each style has its own unique flavor, but all are delicious and refreshing. See below for more detailed tasting notes on each of our styles:

- ⇒ *Amber: Crisp and refreshing with a nice golden hue. Expertly crafted with a medium body and clean apple finish.*
- ⇒ *Granny Smith: Tart, refreshing and made from 100% Granny Smith apples, tree ripened in the Yakima Valley of Washington State.*
- ⇒ *Dark & Dry 802: Crisp with a clean finish and tawny brown in color from caramelized sugar added to each small batch.*
- ⇒ *Pear: Aged in small batches producing a light color, with cool crisp taste. Deliciously flavored with a pear finish.*

What kind of impact has the Co-op had on your business?

Middlebury Natural Foods Co-op has been an advocate in supporting local Vermont producers, which is essential for the local economy and for businesses like Woodchuck Draft Cider. The Co-op has not only been a great business partner, but a great resource in educating the good folks of Middlebury about Woodchuck.



JULY 8—JULY 14

Rockville Market Farm

Please describe your business.

The Rockville Market Farm is located on 108 acres of beautiful land in Starksboro, Vermont. We raise twenty-five acres of certified organic vegetables, as well as organic greenhouse tomatoes and bedding plants. We have expanded and diversified considerably over the last couple of years. In addition to vegetables, we raise all natural pork, chickens and eggs. You can read more about these projects by visiting us on line at www.rockvillemarketfarm.net

How has your relationship with Middlebury Natural Foods Co-op impacted your business?

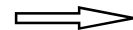
We have had a long and profitable relationship with the Middlebury Co-op. We continue to grow and expand our offerings, and the Co-op has been one of our largest customers.

What are the greatest challenges you have faced in your business?

Production continues to be the largest challenge we face as Vermont growers. The weather over the last two seasons has been incredibly challenging. It's certainly frustrating to us that interest in local buying is so high, yet we can't meet the demand due to the weather. Despite this we feel that the future looks bright.

What do you think farming in Vermont will look like in 10 years?

We believe and hope that the agricultural landscape will be robust in ten years. Ideally cows, pigs, sheep, etc. will live outdoors the way nature intended. Probably more and more crops will be grown indoors, much as they are in Europe.



What is the single best thing that could happen to benefit your business?

We could win the lottery, there's never enough money to expand and grow the way we'd like.



JULY 22 — JULY 28

Lower Notch Berry Farm

How many acres of berries do you farm?

3 acres.

How long have you been farming?

Since 1991.

What are your growing practices?

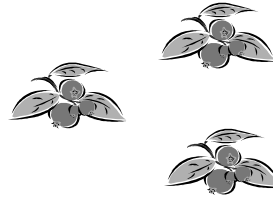
All natural--sawdust and hardwood chips for mulch; no chemicals or sprays whatsoever.

What are the obstacles to getting your farm organically certified?

Cost, lack of knowledge about how to go about it. We don't want to make our berries unaffordable. Everyone should be able to have fresh locally grown berries.

What's your favorite dish to cook with blueberries?

Blueberry Buckle, Pie, Cobbler, Muffins... hard to choose; probably Blueberry Buckle.



JULY 29 — AUGUST 4

Blue Moon Sorbet

How did you get started in the sorbet business?

I was the pastry chef at the Prince and Pauper Restaurant in Woodstock, Vermont, from 1985 to 1995, and my wife Pamela was the bar manager. I made ice creams and sorbets all the time for the restaurant. One day in 1994, I was at my local supermarket looking for a pint of sorbet to take home. The selection was dismal and I thought, "someone should start a sorbet company that makes high quality sorbet with interesting flavor combinations like I make at the restaurant". Then I thought "Hey, I could do that!" I went home and told Pamela that we should start a sorbet company.

She thought I was crazy but somehow I talked her into it and a year later we made our first batch.

Where did you get the idea for your name?

The idea for the name came about because we thought of a Blue Moon as something special, something rare, just like our sorbets. So Blue Moon Sorbet was born.

Can you tell us the difference between ice cream, sherbet, gelato and sorbet?

I'm not an expert on ice cream and gelato but gelato is just the Italian version of ice cream, it usually has less butterfat and is more dense. Sorbet is just the French word for Sherbet.

Where do most of your ingredients come from?

Sherbet is usually made with milk and fruit flavoring and/or fruit and sugar. Traditional French Sorbet like we make is made with only fruit, water and sugar. Most of our fruit comes from France. We use local fruit whenever possible. Our Apple Cider Sorbet (seasonal) is made with Vermont Apple Cider. Our Wild Blueberry Sorbet is made with Wild Maine Blueberries. Our Cranberry Orange Sorbet (seasonal) is made with Cranberries from Massachusetts.

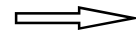
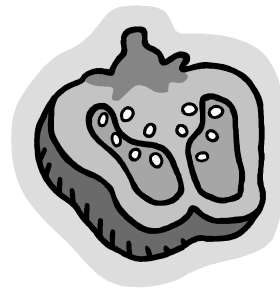
What's your favorite flavor?

Our favorite flavor is Mango Passion because it is just the perfect sorbet, dense, rich in flavor, great color, also a scrumptious combination of flavors, the tart and bright passion fruit just compliments the softer delicate mango to make the perfect sorbet flavor.

AUGUST 12 – AUGUST 18
Golden Russet Farm

How did you all get started farming?

We actively owned and managed several acres of mature apple trees in Monkton, and in the winter of 1980 we met the manager of the Burlington Farmers' Market at a potluck in Richmond, and asked her about possibly selling apples there for the upcoming season. She suggested that we grow some vegetables to offer at the summer markets in order to cultivate customers for our fall apple sales. Serendipitously, several weeks later, a neighbor offered us land to grow a large garden on – and thus we began, in 1981, our careers as organic vegetable farmers.



How many years have you been farming?

2010 represents our 29th year of raising organic vegetables commercially, the last 26 of which have been at Golden Russet Farm in Shoreham.

How did you get started selling to the Co-op, and how has that impacted your business?

In 1984, Judy Campbell, then the store manager of MNFC, stopped by our farm stand on Silver Street and asked us if we'd consider selling vegetables to the Co-op at wholesale. Since by that time we were growing more than we could easily sell at the Farmers' Market, we began selling a few items to the Co-op that summer.

Even when we belonged to the Deep Root Organic Truck Grower's Co-operative in the late '80's, (and nearly everything we grew went down country), we maintained a great working relationship with the co-op. Since that time it has become far and away our largest wholesale account, and sales continue to grow!

What's your favorite thing to grow?

Judy loves being in the greenhouse in the spring, and all the aspects of nurturing seeds into plants as the days get longer in March and April. Will's passion is in managing the fields, and his favorite crops are onions and their allies (garlic and shallots), with which he claims to have a lover's quarrel.

What do you grow the most of, and why?

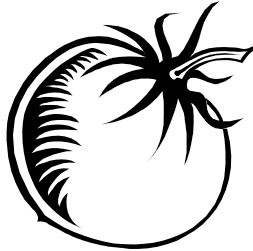
In terms of acreage, it's a toss up between potatoes, cucurbits (cukes, melons, winter & summer squash, etc.), and brassicas (broccoli, kale, cauliflower, turnips, etc.). In terms of gross value, potatoes nudge out the garlic crop, but it really varies from year to year depending on the season and the weather.

When you guys finally retire (not any time too soon, we hope!), do you have a succession plan in mind?

If by succession you mean "success," the most important measure would be to have the land continue to be actively farmed. It's fair to say that we would like to have a relationship with someone in the next generation who is willing to work with us for several seasons with the goal of eventually easing into the management and eventual takeover of the farm, while bringing their own skills, interests, and talents to make it their own. Their success would be enhanced by the investment of time spent on the farm learning from our experiences with the soils, micro-environments, quality standards, and markets.

If by succession you mean "passing on knowledge," a number of the approximately 200 employees over our 29 years of farming have gone on to have their own farms and/or personal gardens. It's safe to say that nearly all of them have a deeper appreciation for where their food comes from, and are better consumers because of their farm experience.

If by succession you mean “retirement,” we’ll probably keep doing what we’re doing on a smaller scale, for personal rewards. Frankly, we haven’t found much time to think about life “after” farming!



AUGUST 19 — AUGUST 25

Orb Weaver Farm

How long have you been farming?

We've been on our farm since March of '81. But, we became interested in farming when we lived in Western Massachusetts in the 1970's. We started making cheese in our kitchen, growing all our veggies, and learning all we could about farming. Since 1981, when we began here at Orb Weaver Farm, we have farmed exclusively, learning and fine tuning as we went along.

How did you come to the decision to be full time farmers?

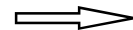
It's all we ever wanted to do. We wanted to work in agriculture and be our own bosses. And... we love feeding people.

I understand you had some financing help from your college days — can you tell us about this loan program?

When we decided to become farmers, Marjorie enrolled in the Stockbridge School of Agriculture. It's a 2 year land grant college at Umass, Amherst. There we became eligible for a wonderful loan from the Lotta Crabtree Trusts. Lotta Crabtree was an actress in the 1860's and upon her death she left money to establish several trust funds, one of which was for new farmers graduating from Stockbridge. It is a 10 year no interest loan, and truly, we would not be here if it were not for her. Our first cows were all named after trees in her honor!

How are you cow's lives different from cows on large scale, conventional dairy farms?

First of all our cows are milked for 7 months instead of the usual 10 months. They spend the summer grazing the pastures, and during the winter months, go outside daily. They have names instead of numbers. But probably the most important difference is their diet. They eat a small amount of grain, and lots of high quality second and third cut hay. Not eating any silage, they have a much more natural diet. And because we make a value added product, we don't have to push them for production. All this leads to a long and happy life. We love our cows! We've probably had 15 generations of cows born here on our farm.



What's your favorite thing to grow?

We only grow six vegetables for market. They are: lettuce, shallots, field grown tomatoes, peppers, eggplant, and fall broccoli. Although we grow commercially, we strive to have an aesthetically pleasing garden. So, we set out our lettuce in alternating color blocks. I'd say our favorite crop to grow are cherry tomatoes. They are trellised, meaning they are trained to grow up twine and reach a height of over 6 feet. They are truly a thing of beauty. And, we love how many you guys [at Middlebury Co-op] can sell... mixing red and yellow varieties has been a fun way of marketing them. Also we really enjoy using cover crops as a green manure. They are beautiful as they are growing, and serve to feed the soil as well.

Some day you all will retire, though we hope not any time soon! Do you have a succession plan in mind?

Phew. That's a big one. Yes we will retire in the not too distant future. Recently we have dabbled in raising beef, which is one idea we have thought of... that way we would still have cows around, but don't have to milk them. To answer the question, no, we have no succession plan, but we do think about our retirement, and are waiting to see how it unfolds.

Customer Requests:

Could the Co-op please refrain from purchasing any non-local eggs (even by request) while there is a glut of local eggs? Could the Co-op please consider that small local producers rely on the Co-op to market their carefully produced product? At high production time (early spring) please consider knocking off 50 cents a dozen — it's hard to compete with out-of-state commercial growers. It is bizarre to all I've spoken to that the Co-op would reach as far away as Massachusetts for *Pete & Jerry's* eggs and price them lower than our local organic eggs. Come on!!

Response: We sell *Pete & Jerry's* organic eggs because local organic eggs are not always available. Should we lower the price on local organic eggs during the spring time abundance of local eggs? - Perhaps. I will see next spring if it can be done. *Reiner*

Please o' please get back Carob Coated Rice Cakes.

Response: We discontinued carob coated rice cakes because the producers had trouble making them. I will try again. Thanks for asking. *Reiner*

Your sprouted almonds are out of this world!

Response: They are actually from California, I think. But thank you for your enthusiastic comment. *Reiner*

The Local Challenge

When Co-op Member Christina del Piero sent me an e-mail pointing out some of the complexities of eating local, I didn't quite know where to go from there. No, eating local is not a black and white affair; it is not consisting of Local versus Non-Local. Yes, the local challenge comes with many new exciting questions such as: How far away is local? Is Vermont milk processed in Wisconsin still local? What is the carbon footprint of French wine compared with wine trucked in from California? How far should I drive to pick up my local beer? So I asked Christina to write down some of her thoughts and observations and share it with our Co-op members. Christina went a step further and did some research about one favorite local product which may not be that local anymore.

Here is what she found out:

The Co-op coupon in the Thursday Addison Independent had seemed like a stroke of genius: more people buying the local paper, more new patrons exploring the Co-op, more Co-op members adding new foods to their repertoires, and then came the coupon for *two dollars off* of any Vermont product.

At first it seemed so easy. I was greedily imagining the possibilities from a bar of rich, dark Champlain chocolate to our favorite American Flatbread *Revolution* pizza, from a healthy bag of Champlain Orchards fresh empire apples to the block of Cabot cheddar cheese on sale near the store entrance. Of course, there were the Orton Brothers Cookie Buttons straight from the Vermont Country Store, so many little crunchy cookies to a box in lemon or chocolate or maple. . . or a half gallon of Monument Farms milk, which would go nicely with the cookies.

We decided on the Flatbread, thanks in part to the incentive of another dollar off with the coupon from the Co-op newsletter, only to be told by our vigilant cashier that American Flatbread is in fact no longer a Vermont product. She informed us of having recently read an extensive explanation of how production of the frozen flatbread had been taken over by a company from another state. The most local of local products, which we assumed had been made just a few short blocks from the Co-op, suddenly took on the menacing presence of a large carbon footprint.

Imagine my confusion when we arrived home and I spied the stamp on



the box proudly proclaiming, "certified Vermont made" and a list of ingredients including "good Vermont water." I decided to do some research, starting with a call to the Co-op, where I was encouraged to continue my explorations and share them with other Co-op members struggling to "go local" . . . and continuing on with internet research and e-mail correspondence with several companies open to exploring with me the nature of a "Vermont product."

My first surprises were that "Green Mountain Gringo Salsa" was created in Chester, Vermont, but now comes from Winston-Salem, North Carolina and that the Cabot Creamery is located in the hills of Vermont but processes milk from 1,200 farms with locations throughout New England and upstate New York. I learned that Orton Cookie Buttons are produced and packaged in North Clarendon, Vermont, with flour that is milled in New York and other ingredients from farther afield when not locally available.

Finally, I learned that my *Revolution* flatbread pizza with the official-looking stamp was indeed made in Vermont, but not for much longer. (They even offered to reimburse me for the rejected two dollar coupon until I reassured them that our Co-op had other Vermont local products from which I had happily chosen an alternative.) Rustic Crust, a New Hampshire company, will soon be baking and distributing all American Flatbread frozen retail pizzas, but for the past few months they have been baking only the "Cheese and Herb" and the "Tomato and Cheese" varieties.

In the first e-mail to me, they explained that they will be using the same recipes and ingredients. I wrote again to ask them if they would really keep all the same ingredients (wondering, for example, how much energy would be consumed by exporting "good Vermont water" to New Hampshire and if vegetables would be shipped from large factory farms thousands of miles away or grown in small, local farms). A patient sales and marketing coordinator from Rustic Crust assured me that "the focus is local and organic where possible, and that most of the same ingredient suppliers have been retained."

Thanks, Co-op staff, Board, creative geniuses wherever you are, for a brilliant consciousness raising tool. Because any association with Vermont seems to evoke the images of purity and well-being that large companies are eager to acquire and because many ingredients are not grown or manufactured in a small, mostly rural state, "buying local" with an eye to reducing energy consumption is far more complex than it might at first seem. As I finish writing, I am happily crunching on another Champlain Orchards empire apple from the bag that we purchased a few weeks ago with our *two dollar off* coupon.

*Gardening requires lots of water - most of it
in the form of perspiration.*

Lou Erickson



Co-op Sponsored Cooking Classes are Coming Back!

We had a great first run on cooking classes at the Hannaford Career Center this spring. The Co-op donated food for seven cooking classes, all of which were filled to capacity (and often overbooked). If you missed them last time, or are ready to come back for more, we'll be starting a new block of classes in September. The schedule is listed below.

Back to Basics Cooking!

*Sponsored by Middlebury Natural Foods Co-op
and Hannaford Career Center*

5:30—7:30 pm; eating/social time until 8 pm
\$25 per session or take all six for \$140.



- ⇒ **Cooking with Tofu** - Wednesday, September 8
Want to eat less meat, or try out some Asian cooking? This class will review the basics of Tofu, from “what it’s made of” to types, uses, easy cooking techniques and recipes.
- ⇒ **Basic Bread Baking** - Wednesday, September 22
This class covers baking of yeast breads (white, wheat, and rye), from flour selection, and kneading techniques to tips on rising, baking and storage.
- ⇒ **Introduction to Grains** - Wednesday, October 6
This class will teach basic cooking techniques for white and brown rice, barley, couscous, and quinoa.
- ⇒ **Introduction to Beans** - Wednesday, October 20
This class will teach you how to make friends with beans, one of the most nutritious and affordable foods on the planet. Selecting, sorting, washing and soaking beans, peas, and lentils, to cooking directions and recipe ideas.
- ⇒ **Introduction To Winter Squash** - Wednesday, November 3
This class will teach three basic cooking techniques for making the most of New England’s cold weather staple! Learn the best uses for squash, from delicate delicata to hearty hubbard.
- ⇒ **Basic Pie Crusts** - Wednesday, November 17
Never fear pastry, again! This class will teach basic techniques for making white flour and whole wheat flour pie crusts, with a variety of shortenings. It will also cover “crumb”, shortbread and cornmeal crusts. Go bravely into the holiday season!

Please call Denise at Hannaford Career Center to sign up (802) 382-1004.
All ingredients are provided by the MiddleburyCo-op.

*If you have are currently enrolled in the EBT program, please call Karen Haury
at CVOEO (802)388-2285 or any staff at HOPE (802)388-3608 to sign up for free!*



Wendy's Cheese Corner

Fresh Mozzarella

Fresh Mozzarella, originated in southern Italy near Naples and now made in many countries, is historically produced from water buffalo milk dating back to the 12th century. As consumption became more widespread and demand grew, cow's milk, or a combination of cow and water buffalo milk, was used.

The cheese is formed into 2-ounce to 17-ounce balls of various shapes. The flavor is sweet and mild with a delicate grassy tang. The color is very white with a thin rindless shiny skin and the texture quite elastic — firm when young, getting softer as it ages. 100% water buffalo mozzarella starts out as a softer-textured cheese and is less rubbery than cow's milk mozzarella.

Pasta filata (Italian for *spun paste*) is the name for the method used to make this unique cheese:

Step One: Heating the whey with rennet and cheese curds.

Step Two: Straining off the whey.

Step Three: Placing the curds in another hot whey bath.

Step Four: Cutting the elastic cheese into strips.

Step Five: Kneading and stretching the pliable dough.

Step Six: Another hot whey bath.

Step Seven: Forming the cheese into any imaginable shapes, such as balls, squares, braids, animal or fruit shapes.

Fresh Mozzarella is stored in sealed tubs of whey or sealed in bags. The small cherry-sized balls *ciliegrine* are offered at our Co-op's Salad Bar. The slightly larger balls called *bocconcini* are available in our Cheese case along with the large balls of Fresh Vermont-made Mozzarella and its smoked version, *Mozzarella affunicata*.

There are many ways to serve Fresh Mozzarella. I like it on Swedish Crisp Bread along with tomato and a little olive oil. Basil, berries, and avocado are lovely additions. Sliced oranges and olives, roasted red peppers, and strips of sun-dried tomatoes are delicious, too!

— But wait! We can't forget about the Mozzarella that traditionally goes on Pizza Pies! This Mozzarella is aged longer. It is drier and more elastic. Its great melting properties and mild flavor make a perfect palette for other toppings. Middlebury Co-op offers whole milk and part-skim Mozzarella. A huge hit for the young-at-heart are our organic Mozzarella String Cheese sticks. Enjoy!