

# Your Co-op ...On the Coast



Arena Market & Café/Coastal Organics

August 2011

## Happenings

- **Member Appreciation Day**  
Friday, August 5. An extra 5% off storewide for members.
- **Paul Katzeff Talk**  
5-7pm, Friday, August 5.  
Featuring Thanksgiving Coffee Founder Paul Katzeff.
- **Next Co-Op Board Meeting**  
7pm, Tuesday, August 16--  
Feel free to join our monthly board meetings and see what you can do to help us make the co-op even better. All are welcome.
- **“Just Say No To GMO” talk with Paige Tomaselli**  
7pm, Monday, August 22, free.
- **Mixed Media Art Show**  
featuring the Mixed Media of Blake More August 26 till September 30, Opening reception Friday, August 26, from 5 - 7 p.m.
- **Calling All Volunteers**  
Remember your co-op is always looking for volunteers for simple tasks like clean up, stocking, data entry – and an employee bathroom! All who volunteer for 3 hours or more get a single use 10% discount card to use when they way. To sign up, please stop by the co-op and ask for the volunteer list

## Board Report

The Arena Organics Co-op board meeting on July 19th was very productive. The meeting commenced with a Managers Report by Laura Smith who announced the successful hiring of our new IT/Office Person, Annette Fromwiller, who has extensive computer background, as well as an interest in natural foods. She also informed the board that she is now actively looking for new staff to replace Eddie and Isley who will be leaving us in mid August. Farsheid has been promoted to weekend manager, and he has also made great strides getting the back storage area organized and efficient; member Chris Cambell has built more shelves in the kitchen and backroom, vastly improving storage and functionality. Electrician Mike Nelson added another circuit to the cafe, which means clean, uninterrupted power and no more hitting the breakers when a barista toasts a bagel *and* makes an espresso! The board also spent a considerable amount of time reviewing and finalizing the Arena Market & Cafe Employee Handbook. Created by the board with the help of staff, this handbook should improve communication and clarity regarding job descriptions, policies, employee benefits, and board expectations. The handbook will be presented to employees at the next staff meeting.

~ Blake More, Board Secretary

## Attention All Food Eaters

by Pat McFarland

At 7pm on August 22nd the Arena Market will be hosting a talk with staff attorney Paige Tomaselli from the San Francisco office of the Center for Food Safety.

CFS works to protect human health and the environment by curbing the proliferation of harmful food production technologies and promoting organic and other forms of sustainable agriculture.

Some of these harmful food production technologies include: Genetic Engineering, Cloning, Pesticides, Sewage Sludge, Factory Farming and Aquaculture.

You may have noticed, and hopefully signed the petition at the market checkout counter from organicconsumers.com. This petition is to lobby for Truth-In-Labeling.

Please read the flier with the petition that has a statement from The Canary Party and 10 reasons why NOT to eat GMO products that is posted at the Co-op. This petition is a lead up to International Food Day, October 16th.

continued on page 3

# Artisan Coffee Roasting

by Paul Katzeff

When I was growing up in the 40's, 50's and 60's, coffee was either good or bad depending on the quality of the brewing, the freshness of the grinds or how long or short the coffee sat on the burner. In those decades coffee companies attempted to differentiate their brands with slogans like, "good to the last drop," rather than by flavor nuance (heavy body, bright, fruity, acidity, nutty) as we do today in the specialty coffee industry.

What the reader needs to know to understand how specialty coffee came to be out of a morass of ordinariness is this: when great attention is paid to planting, cultivation, harvesting, sorting, grading, processing, shipping and eventually, roasting and packaging, the beans' flavor will represent the terroir or regional climate, soil and varieties planted. At the highest quality levels, coffees do differentiate themselves and one country's coffee cannot be easily substituted with coffee from another country.

In the mid 60's I was living in Greenwich Village and hanging out in coffee houses at night. There were three coffee bean stores in Manhattan that sold coffee beans from different countries of origin: Zabaar's, McNulty's, and The Coffee and Tea Store on the Upper East Side. On the West Coast, Peet's, Freed Teller and Freed, and Capricorn Coffees were selling coffee when I started my roasting career in Aspen, Colorado in 1969. There were also roasters that roasted for the Turkish, Italian and Puerto Rican populations. I call them the "ethnic roasters" because they independently promoted their wares as better than the canned coffees of the day. These pioneers were into flavor. They helped define the concept of Artisan Roaster and set the stage for my work to come as a coffee roaster.

At Thanksgiving coffee is a means to an end. It is a medium by which we strive for excellence. We have been building our concept on the basis of great flavor for 36 years. Flavor is our foundation, the giant stone blocks at the base of our company culture. We love the taste of our coffees because we understand the inner qualities of coffee and have learned how to bring out the flavor in the roasting process. It also helps that we have come to understand some of the botany and chemistry of flavor. Did you know that there are over 1600 identified chemical compounds in a single green (raw) coffee bean?

**continued on page 3**

# Recipe: Fresh Corn & Sprouted Black Bean Salad

The combination of raw corn and sweet potato give this salad a sweet, Southwestern taste.

- kernels from 2 ears of corn
- 1 sweet potato, shredded
- black beans, sprouted
- 1 large vine ripened tomato, chopped
- 1/2 to whole jicama, chopped
- 1 clove of garlic, diced
- 1 or 2 spring onions, chopped
- 1/4 cup fresh cilantro, diced
- 1/4 cup fresh parsley, diced
- 4 tbs Braggs Liquid Aminos
- 1 head red leaf or butter lettuce
- fresh salsa

Toss salsa and Braggs Liquid Aminos into the first 9 ingredients and serve over a bed of lettuce; serves 4.

Variations: for a richer taste, marinate sprouted black beans & sweet potato in cold pressed olive oil, apple cider vinegar, cilantro, and sundried tomatoes for 12 to 24 hours before using them.

*(recipe by blake more, from her book Photon Foods)*



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## Buying Club Kiosk

Buying club kiosk is now fully functional!! We have order sheets and a book for general use at the kiosk next to the bathroom. Laura has extra books at the register for \$3 each so if you don't feel like putting your order together at the store, you can do it at home! If you ever get a case of something or think bulk buying is a neat idea, take advantage of this great opportunity to get your frequently purchased items at a great deal and support your co-op at the same time.

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## Show Art at Your Co-op

Contact Blake More or Laura Smith to hold an Artshow. Please contact Blake at 882-4173 or by email: [blake@snakelyone.com](mailto:blake@snakelyone.com) with requests and artist suggestions. Artshows are free and artist keeps the proceeds minus 5%.

**Continued from page 3:**

Our beloved Dr. Marc Lappe' and his Center for Ethics and Toxics began the truth in labeling campaign years before his passing. We're proud of his leadership that led Mendocino County in passing one of the first legislations in the world outlawing the growing of GE crops. It's wonderful to see these national organizations picking up the ball and taking it to the population through the world wide web.

Paige will focus her discussion on:

- 1 What GE is and what it isn't.
- 2 Myths and facts of GE
- 3 How GE crops are regulated by the government
- 4 How GE crops harm the environment
- 5 How GE crops harm small farmers
- 6 GE crop litigation
- 7 What consumers can do to avoid purchasing GE products and how to help the movement

Paige is also comfortable discussing policy and science.

This will be the first "educational social" sponsored Arena Market, with snacks donated by

Organic Valley. We hope to see to you there.



**Continued from page 2:**

The two browning reactions that take place in the roasting process are the caramelization of sugars and the Maillard reaction (combining of the sugars with proteins and fats). We know about these chemical reactions, and like a good potter who works with clay and knows their glazes well, we use our knowledge of the roasting process to coax the best flavors out of the coffees we roast. Of course knowledge is power, but it is not a guarantee. Good karma, which comes from a passion and love of the life force, and a decent dose of serendipity, helped me become an Artisan Roaster. All of my scien-

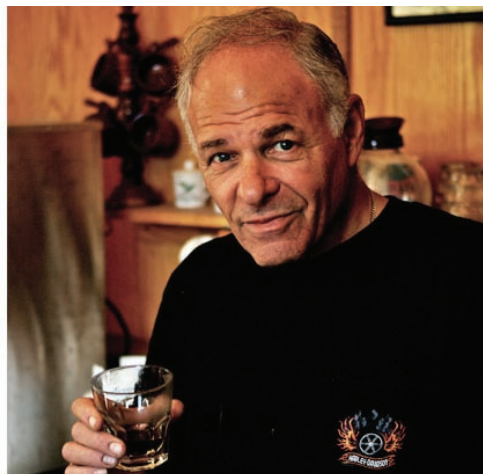
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**Thank you for supporting Arena Market & Cafe Co-op!**

tific knowledge and life experience has made it possible to produce coffees that demonstrate the best characteristics of each country we buy coffee from. It is this caring and attention to detail that brings out the artisan in each of us. Specialty coffee has become the coffee that cares, not just about the product but also about the people who produce it and those who consume it. We are proud to say that after more than three decades our coffee is "Not Just a Cup, but a Just Cup."

*Co-founder of Thanksgiving Coffee Company, Paul Katzeff has been part of the artesian coffee movement since the beginning. Katzeff first started roasting coffee at his Thanksgiving Café in Aspen in 1969. He moved to California in 1972 to become a wholesale coffee roaster and co-founder of Thanksgiving Coffee. In 1982, served as the first editor of the Specialty Coffee Association of America CAA's newsletter. He served as the SCAA's president in 1984 & 2000-01 and also helped establish its Environment Committee. He will be speaking at the Cafe in a special "Members Appreciation Day Talk and coffee sharing" at the cafe from 5-7pm on Friday, August 5 -- hope to see you there.*



Paul Katzeff, 1972 and now.