

# Your Co-op ...On the Coast



Arena Market & Café/Coastal Organics

January 2011

## Happenings

- **Member Appreciation Day** Friday, Jan 6. An extra 5% off storewide for members
- **Next Co-Op Board Meeting 7pm, Tues Jan 17** -- Join our monthly board meetings and see what you can do to help us make the co-op even better. All are welcome.
- **Bill Elmore at the Coop** Paintings by Bill Elmore will be featured in the cafe during the month of Jan (for real this time!).
- **Looking for a computer** -- The coop office is looking for a donated working computer with internet access (wireless or Ethernet). Please contact Laura Smith if you have one to donate, 882-4173. Mac or PC will work.
- **Contribute to Our Newsletter** -- If you have something you would like to share with our readers, please submit to [blake@snakelyone.com](mailto:blake@snakelyone.com).
- **Show Art at Your Co-op** 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%.
- **Give us your opinion** More info inside this issue

## Managers Report: Help Me Feed You

Here we are again. The beginning of a new year. Many of us change something about ourselves or our lifestyle as a New Years resolution. I don't have a specific resolution this year. I just want to be healthy and happy. That's not too much to ask. I don't want to set myself up for failure...

I am writing this today to ask our membership what your wants and needs are for our Coop. I really want to know what we need to complete your shopping list. I know there are many items that we don't carry, the problem is I dont have mental telepathy and I cant read your thoughts. Surprising, I know! Contrary to popular belief I do not know what everyone wants. New products come out all the time. We live in a beautiful protected little bubble called Mendocino County ,but we all go out of town and occasionally shop in other stores, if you happen upon an exciting product that you want us to carry, please bring me a brand name or a wrapper. I will do my best to find that product and hopefully bring it in.

I have had this same request in the past,I didn't have much response. I am hoping that our members read this and take this opportunity to get your needs met. Being a coop member means you are an "owner". You own a share in this business. Take advantage of your ownership and speak your mind.

~ Laura Smith, General Manager

## Employee Profile: Luci Stefan

You know who Luci Stefan is - she's the stylish blonde who serves up your lattes and bagels with her quick smile and snazzy clothing. Maybe you know her from years ago since she lived in Point Arena until she was 10 years old. She moved to Santa Rosa where she later worked in "tons of coffee shops, gourmet delis, and Pacific Market". Luci returned to the coast six months ago, and lives with her daughter in a studio apartment next to her mother. Three generations together! She told me she thought it was good for her child to see and experience the loving relationship she has with her mother. And since she is a single mother she values her mother's help with Sierra who is five years old.

She's happy to be working at the Co-op because she "really appreciates how welcoming everyone is." The customers and her fellow employees create a team energy that feels good. Luci said she has deep thanks to the Co-op for hiring her. She had been looking for work in Santa Rosa and was getting depressed by the unsuccessful results. When she came to the interview at Arena Market and Cafe she was delighted to be told she would probably be hired!

I asked her what change she'd like to see at the store and her

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# AM&C Shopper Questionnaire

Are you a member?

How often do you shop at the Co-op? (i.e. daily, weekly, monthly or rarely)

What sort of items do you purchase here? (underline all that apply): Grocery Produce Deli Items Coffee or Tea Beer Wine Meat Dairy Frozen Snacks Non-foods

What products would you like the Co-op to expand it's selection of or begin to carry?

What area(s) of the Co-op's service/selection would you like to see improved?

Are you interested in volunteering at the Co-op? (if so, please include your name and phone number)

If so, what area of the store would you be interested in helping with? (i.e. Clean-up, stocking, produce, board member)

Do you have anything else you would like to share with us?

Please respond to this questionnaire via email, or print it out and leave your answers, comments and thoughts with the cashier or in our suggestion box. Remember, your input will help us to improve your store, because without the owners, there is no co-op!

## Employee Profile, continued from page 1

only reply was for a better consistency of product availability. "It's a bummer when a cafe customer asks for something we don't have..."

I asked Luci to tell me something most people don't know about her and she answered "I have a kid who is five and I'm older than 18!" She said her sense of fashion is a mystery and she loves to shop thrift stores in small towns, where there are less people looking for the goods. She recently filled up 5 huge bags of clothes to give away!

Since she's been back in Point Arena she has been exploring the local area. She has a strong respect for the ocean and prefers the view from the bluff to walks along the beach, although she had walked out on the Stornetta Lands the other day and "found a path down to a cool beach." One of her dreams for the future is to go to Guadalajara, Mexico where she has a place to stay and also hang out on the coast for six months. She spent a lot of time at the home of Sandra (daughter of Anna, another Co-op employee) as a child, and learned Spanish from them, understanding more than speaking it fluently.

We're glad Luci has moved back to our little town and will be serving up drinks and food in her dashing style at our welcoming store!

~ Deb Heatherstone

# Product Spotlight: Skinny Crisps



A nutritious, satisfying, crispy cracker that combines great taste with gluten free ingredients and approximately one half a net carb per cracker, Myrna's Skinny Crisps are the perfect snack for those who need to eliminate gluten and carbohydrates from their diet and don't want to give up on taste or their waistline!

Using quality ingredients including: ground almonds, chickpea flour, organic ground golden flax seed, psyllium husks, organic dehydrated cane juice, olive oil and sea salt plus spices and assorted toppings, Skinny Crisps are high in fiber too, giving them a low glycemic index. They contain no trans fats, and are soy free (except the soy lecithin in the delicious "Brownie Crisp" flavor) and vegan (except for the "Say Cheese" flavor).

Baked rather than fried, Skinny Crisps are ideal for those with celiac disease, autism, diabetes and low carb dieters, or just about anyone who enjoys a great cracker that is tasty, healthy and nutritious. The high fiber content provides satisfaction with just a few crackers, so eating three or four crackers with some coffee or tea or juice can make a perfect midday snack.

Skinny Crisps flavors include four savory options: Plain, Toasty Onion, White Sesame, Seeded (fennel, black & white sesame), and Say Cheese flavor (a cheese blend of cheddar and bleu cheeses); and two sweet options, which are more like cookies than crackers: Cinnamon Crisps and Chocolate Chip Brownie Crisp. Yumm!

## Buy Your Groceries in Advance

Coop needs your help—buy your groceries in advance with our pre-paid grocery cards, and help us build a roof over the coop storage room in the back so we can stay dry all season long! Ask for advance purchase cards at the register.

## Recipe: Wild Mushroom Coconut Curry Dahl Soup

- 1 large butternut Squash, oven roasted\*
- 2 sweet potatoes, oven roasted\*
- 1 cup Cooked Chana Dal\*\*
- 1 tsp Sesame Oil
- 1 to 2 red or sweet yellow onion
- 1 lb hedgehog mushrooms
- 6 cloves Garlic
- 1 tbs fresh grated ginger
- 1/4 cup Vegetable Stock
- 1/8 cup Apple Cider Vinegar (or more to taste)
- 1 can light coconut milk
- 1 tbs Curry Powder (or to taste)
- 1 tsp powdered or fresh peppers (to taste)
- 1 package of kelp noodles (optional)
- 1.5 tbs miso
- 1 tbs honey (optional)
- 1 tbs nutritional yeast (optional)
- Sea Salt, bragg, soy or tamari to taste

Dry sauté mushrooms in the bottom of a large pot until all water has evaporated; add sesame oil along with the onion(s), garlic and ginger, and sauté until tender and edges are beginning to turn golden.

While onions/garlic are caramelizing, puree the squash, sweet potatoes, and chana dal, working in batches.

Return puree to pot and add the additional Stock. Stir in the coconut milk, vinegar (to taste), spices and remaining ingredients. Simmer until flavors



are thoroughly blended and, just before serving add miso paste (dissolve in a small cup of hot soup liquid before adding it to the pot) and stir thoroughly.

Serve Immediately

\*To make your own Butternut Squash & sweet potato Puree, roast whole butternut squash & sweet potatoes in a 400° oven until tender. Allow to cool, remove and discard seeds, skin and peel, and puree.

\*\*To cook Chana Dal, (or any other bean for that matter) Soak overnight (or at least a few hours), place in a heavy pot with lid. Add 1 quart or so of stock, a bay leaf, fresh herbs (optional), and enough water to cover the beans by at least an inch. Bring to a boil, and then reduce to a simmer, once beans begin to soften, add a couple of liberal pinches of sea salt, and continue cooking, stirring occasionally until cooked to desired tenderness.

## Words on New Years

People are so worried about what they eat between Christmas and the New Year, but they really should be worried about what they eat between the New Year and Christmas.

~ Author Unknown

New Year's Day: Now is the accepted time to make your regular annual good resolutions. Next week you can begin paving hell with them as usual.

~ Mark Twain

I think in terms of the day's resolutions, not the year's.

~ Henry Moore

One resolution I have made, and try always to keep, is this: To rise above the little things.

~ John Burroughs

I made no resolutions for the New Year. The habit of making plans, of criticizing, sanctioning and molding my life, is too much of a daily event for me.

~ Anaïs Nin

**Happy  
New Year  
2012**

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[info@arenaorganics.org](mailto:info@arenaorganics.org)  
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**Thank you for  
supporting Arena  
Market & Cafe Co-op!**

