

Your Co-op ...On the Coast



Arena Market & Café/Coastal Organics

September 2011

Happenings

- **Member Appreciation Day**
Friday, September 2. An extra 5% off storewide for members.

- **Contribute to Our Newsletter** ~ If you have something you would like to share with our readers, please submit to Blake More via email: blake@snakelyone.com. We welcome your contributions!

- **Next Co-Op Board Meeting**
7pm, Tuesday, September 20--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.

- **Art Show Postponed**
Mixed Media of Blake More has been postponed till October. Details in the next newsletter.

- **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 board met on a balmy night in August (yes, there were just a few in Point Arena!) and discussed a few important items, including finances and fundraisers. As you know, our Co-op is doing great (more than 25 percent increase in sales over last year), yet we still have a substantial debt load due to the slow chipping away at the capital investments in equipment and inventory purchases we made to get the store open. Thus the board has established a Fund Raising committee, with Peter Loughran and Curtis Weinrich as co-chairs. Possible ideas include a food film festival, a silent art auction and dinner, and an outdoor food & music fest; anyone in the community wanting to volunteer to assist with this process, please contact Peter (logerhed@mcn.org) or Curtis (curtisweinrich@yahoo.com).

Besides paying off debt, the Co-op is in much need of a new roof for the back store storage room; Board Member Tim Brooks is gathering donated materials and says the process is slow, especially since 501.c3 donations are not possible for businesses with a “cooperative” structure (which we find ironic). He is still determined though, and if anyone has materials and/or labor to offer, please contact Tim Brooks (jtgbman@yahoo.com).

~ Blake More, Board Secretary

Thanksgiving Coffee Trains AM&C Baristas!

Ben Corey-Moran, director of coffee at Thanksgiving Coffee came to the Co-op afterhours on a foggy day in late July and held a training for our baristas and market staff. All were amazed at how he could soundlessly froth milk and brew a perfect cup of any of our specialty coffees. So, if you haven't had a coffee drink at the co-op in a while, come in and see if you notice a difference. We do!

Speaking of Thanksgiving Coffee, Founder and President Paul Katzeff is like no other; a fountain of experiences that flow forth in every story, every gesture, every gaze. While his member appreciation day talk was sparsely attended (hey everyone, where were you?), Paul remained undaunted and charming, his freshly (and perfectly) brewed coffee sliding down like a late in the day elixir.

Product Spotlight:

Rosario's Pick: Burn Baby Burn

"Burn, Baby, Burn," the revolutionary hot sauce, is on the AM&C shelves, ready to burn holes in the tip of your tongue! Unless of course, you have the fortitude of our Produce Manager Rosario, who says it is the best hot sauce in town. She's been seen applying it liberally when she sits down for lunch in the café!

Made from ripened organic habanero peppers, red ripened organic jalapeno peppers, organic vinegar, organic salt, Burn Baby Burn is a good-looking, red chili sauce. It's thick, has a deep crimson tint with numerous specks of ground-up pepper seeds. It's viscosity is nearly too thick for the restrictor cap on the end of the bottle---much better than watery Tabasco any day. It has a strong vinegar aroma, some chili pepper scent, and a little salt.

As for heat rating, it depends on who you talk to. Rosario says it is not that hot; Laura says it burns! There is definitely a medium to medium-hot burn, courtesy of the habaneros. The heat (in unison with the vinegar's brightness) came suddenly and stays on the tongue for a minute or two then subsides. This is hot enough to be considered an additive if used in large amounts; several shakes in a regular-sized bowl of Anna's soup should warm it up considerably. Of course, it's also mild enough for most chili-heads to use liberally (Rosario!).

And here's the back story, Burn, Baby, Burn Revolutionary Hot Sauce was released by the Dr. Huey P. Newton Foundation, created by former Black Panther Party members. According to the label, the foundation saw the hot sauce as another way to raise money and bring attention to the Huey Newton Foundation, which aims to "turn the tide of violence and educate young people through our work." Not surprisingly, proceeds from this hot sauce are used to fund anti-violence and educational programs for youth. So you can feel good while you burn!

As the label says, a taste of the 60s.
Pepper to the people!



Recipe: It's ALive Granola

Instead of being oven baked and full of oil like the store bought variety, this granola is made from soaked grains and then dehydrated---making it a healthy choice.

- 2 cups rolled oats (soaked overnight in apple juice and drained)
- 1 cup buckwheat (soaked overnight in apple juice and drained)
- 1/2 cup sunflower or pumpkin seeds (can be soaked and sprouted for 1 day)
- 3/4 cup raisins
- 1/4 cup sesame seeds
- 1/4 cup fruit juice, for consistency (more or less is optional)
- 4 tbs Yacon syrup (or maple syrup, raw honey or coconut syrup)
- 1 tsp alcohol-free vanilla
- 1 tsp cinnamon

Stir together all of the ingredients (except the raisins and sesame seeds); the mixture should stick together in clumps (if not add some of the soak juice). Spread out on a dehydrator tray and dry at 108 degrees for approximately 6 hours. When dry and crunchy, add raisins and sesame seeds and place in an airtight container. Serve with nut milk (or fruit juice) and fresh fruit.

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

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.

View this newsletter online at
www.arenaorganics.org

send an email to
info@arenaorganics.org
to sign up for our enewsletter

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