

the Coop

the official newsletter of your community grocery

A MONTHLY NEWSLETTER FROM THE DIXON COOPERATIVE MARKET

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WWW.DIXONMARKET.COM



From the Board

by Jay Geiger

Now that is the question on every food lover's lips in these United States!!

Regis Philbin says it's because of the new focus on Member's Specials that will now include popular and needed items. Whoopie Goldberg says it's because of the Member's First Sunday 10% off Shopping Day. Arnold Schwarzenegger says it's because of the power to elect a new Board Member each year. Tiger Woods says it's because of the new Hummer he's going to be able to buy with the yearly dividends. Archangel Gabriel said it was because of the potential tax benefits to the whole Market Community and the resulting dividends and lower prices.

Whoever he talked to and whatever the reason they gave, this reporter encountered a new excitement about the Dixon Co-op Membership across the Land. There are GOOD reasons to join and re-join for both the individual and the community.

Check them out:

Our income tax liability decreases and the potential for dividends increases significantly as our sales TO MEMBERS increase. This means that you as a member can be a part of this local stimulus package! A no-brainer!

AND, very soon, members in good standing at the end of 2008 will see the beginning of the dividend program.

With our renewed focus on member input and requests thru the Customer Relations Volunteer, the Member's Specials will be products that you want and need, resulting in exciting, elegant and cheaper meals and garden parties.

Our new focus on bringing other local businesses into the stimulus package will result in direct benefits to members from them, especially in the form of special pricing. (Hint: How about a good wine to drink with that dinner from the Co-op?) Watch for the coming announcements! Unfortunately GM and Toyota have declined to be a part of this benefit package.

With membership comes eligibility to join the New Mexico Educator's Credit Union for safe and free banking. No takeover by some conglomerate bank from some country whose name you can't pronounce.

So, come into the Market and join or rejoin. Become part of the group of Owner-Members of the Dixon Co-op Market and support the building of community based resources here in the Embudo Valley.

This is Part 1 of an article taken from the New York Times October, 2008 by Michael Pollan

Dear Mr. President-Elect,

It may surprise you to learn that among the issues that will occupy much of your time in the coming years is one you barely mentioned during the campaign: food. Food policy is not something American presidents have had to give much thought to, at least since the Nixon administration - the last time high food prices presented a serious political peril. Since then, federal policies to promote maximum production of the commodity crops (corn, soybeans, wheat and rice) from which most of our supermarket foods are derived have succeeded impressively in keeping prices low and food more or less off the national political agenda.

But with a suddenness that has taken us all by surprise, the era of cheap and abundant food appears to be drawing to a close. What this means is that you, like so many other leaders through history, will find yourself confronting the fact - so easy to overlook these past few years - that the health of a nation's food system is a critical issue of national security.

Food is about to demand your attention. Complicating matters is the fact that the price and abundance of food are not the

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Farmers' Market Update
by Dan & Barbara Pollock
 Farmers Market Co-Managers

Hello everyone! Spring has finally sprung and many of us can't resist tilling our land and planting our crops or gardens, cleaning out our acequias. The urge to plant is so hard to resist, but we know that one or two more snowstorms are probably in our future before winter is completely over. As we bring out our saved seeds and new treasures purchased from the seed catalogs, we should keep in mind the word "freshness." How many of us love to bite into a fresh juicy apple? Or love the crispness of fresh greens from the garden? Wouldn't you love to get that fresh picked taste from produce that you buy in the store? The Co-Op feels the same as you do and would love to have fresh picked produce to offer to

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The Co-Op is open
Monday-Friday
 10am -7pm
Saturday and Sunday
 10am - 5pm
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its customers. There is a proposal being considered that all of us farmers and gardeners should take note of. The Co-Op would like to contract with local farmers and backyard gardeners to purchase your produce. It doesn't matter how big or how little the amount. The important factor is that the produce is locally grown without the added cost of transportation tacked on to the price.

One idea under consideration is that La Montanita Co-Op in Santa Fe might use the Dixon Co-Op as a depot for freshly grown produce from the Embudo Valley. Under this idea, growers could have the potential to sell to both the Co-Op and to La Montanita, thus putting more money in local pockets and providing local produce to both stores. Just think - some of us could possibly avoid having to truck our produce to Santa Fe or Taos and thus save fuel and transportation costs. The consumers would get high quality produce at a reduced price because the middlemen and trucking costs would be eliminated! The Co-Op will keep all of us posted on the progress of this proposal. Details and approvals have to be finalized, but in the mean time let us know what you think.

The Co-Op board is also working with the managers to develop quality standards for produce sold there. The store wants to insure continuity with our produce and guarantee that our customers get the freshest, high quality food available. The standards will be in place before the spring harvests begin.

Leaving you with this food for thought.

Happy spring!



the 6th Annual...
 by Adam Mackie

Dust off your seeds, divide your perennials, and dig out your little baggies for Dixon's popular spring opener, the Sixth Annual Seed Exchange. We will have food, flower and herb seed for your gardens, and homegrown heirloom specialties.

We are looking forward again this year to fine frito pies, New Mexico's best Bluegrass tunes, and will be newly partnered by the Library's Grand Back Collection Book Sale, recently organized by Seed Queen Jeanne and her book-slaves. (I learned that if the back cover of a book has "murder", "body", or "disappear" in the first sentence it is classified as Mystery.)

Until the day I have little idea what will be available, but last year we offered a couple of hundred different varieties of food, flower, and herb seeds and plant stock, a few indoor plants, and assorted pots and trays. This year I have plenty of beans (dry and haricot), corn (several varieties of sweet), spinach, arugula, lettuce and endive, basil, and various squash left from last year. We will pick up Seeds of Change generous contribution of their surplus and #2 grade seed two days before the event. Loretta Sandoval has successfully solicited donations from some other seed companies, and we thank them all! Alas our exotic herb collection is much depleted as the program at Alcalde that collected and shared seeds has suffered funding cuts. The best way to maintain diversity and availability of all these plants is to save and share our own seed!

Free seed is great, but my favorite is always the specialty items growers bring from their own gardens. Every year is different, and last year we saw several specialty winter squash from

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Peñasco and other challenging sites. A grower showed up with buckets of corn, shared it all and left before I had time to say “hi”... please come back! Joe Ciddio and some growers from San Pedro shared their family red chile, and countless more treasures changed hands. Do not forget to bring a few of your best seeds, because sharing them is essential to maintaining them. Bad things happen (mice, weather, fires, crossing) and it's good to know you can get your favorite variety back from your neighbor. This spring I got a call from Cassim Dunn looking for seed of the Blusher Poppy I first got from him years back; he has grown it for years, but lost it last year. I had several seed heads, and he is back on track.

Remember a picture is worth a thousand words and a teaspoon of small seed plants a thousand feet. Even if there is a bushel of seed, take only as much as you need for this year. We will have teaspoons everywhere, do not fill your baggy full unless you are planting an acre of lettuce. Even larger seeds take up less room than you think, 3 teaspoons of corn yields 100 plants, and a teaspoon of chile is several hundred seeds.

At the specialty table, you may just get a half dozen seeds, enough to grow your own seed crop. Many of the varieties I grow commercially came to me from other seed savers in tiny quantities, sometimes only four or five seeds or bulbs. It is often better that way, growing a small sample plot, and finding out the varieties fitness for your garden before committing much space to it, which you can do the next year with your saved seed.

You do not need to bring any seed to the exchange, just a smile. The event is open to everybody, and there is no charge. You are sure to find something to grow, something new to try, and all your friends and neighbors emerging from their winter cocoons. See you there.

Did You Know?

Ben Valdez came into the Market and gave the Managers a few pointers on how to recognize good chili powder. The main thing, he said is traditionally, in his family, the color should be bright orange. A dark red color means that the chilies have been cooked too hot and too fast. This of course, affects the flavor. The Dixon Market now sells chili powder from the Valdez farm. Many thanks to Ben and Charlotte for an excellent local product.

Try the following recipe submitted by Charlotte Valdez. It is delicious!

Red Chili with Meat (can be made meat-less also)

- 1 lb ground beef or ground pork
- 1 clove garlic finely chopped
- 2 heaping tbsp red chili powder
- 3 tbsp flour
- 1 tsp oregano
- Salt to taste
- 2 cups cold water

Fry meat, and add flour. Brown flour and add chili powder. Stir and immediately add water. Be careful because chili powder burns very fast so when you add it to the browned flour, blend well and then add the water. Add salt, garlic, oregano, and bring to a slow boil. Let simmer for approx 10 minutes. Serves well as an enchilada sauce, with beans, or to top any Spanish dish.

From Melody: We would like to apologize to our loyal members/customers regarding the inconsistent bread deliveries from the Fano Bread Company. We have tried numerous times to contact Fano Bread with no

results. For unknown reasons to us, they will not make deliveries on any day except Tuesdays.

Also there are times when produce is delivered that does not meet our standards, bananas, for example, which we have to reject. It happens fairly frequently. The market makes all attempts to replace these items in a timely manner so it doesn't inconvenience our dear customers.

Members! Don't forget the first Sunday of the month is April 5th. Shop at the Market and get your 10% discount, one of the best benefits of being a member.

Also, check out the “Market Lunch Place” at the back of the store. We've moved the sandwiches and refrigerated snack items to a new location.

**Got something you want to put in the newsletter? Drop it off at the store or email it to: info@dixonmarket.com
Attn: Linda**

Pollan, cont. from pg. 1

only problems we face; if they were, you could simply follow Nixon's example, appoint a latter-day Earl Butz as your secretary of agriculture and instruct him or her to do whatever it takes to boost production.

But there are reasons to think that the old approach won't work this time around; for one thing, it depends on cheap energy that we can no longer count on. For another, expanding production of industrial agriculture today would require you to sacrifice important values on which you did campaign.

Which brings me to the deeper reason you will need not simply to address food prices but to make the reform of the entire food system

APRIL EVENTS

- 1st - April Fool's Day
- 5th - 10% off for Members!
- 12th - Easter
- 14th - New Members Studio Tour Meeting
- 15th - get your taxes in?
- 19th - The Seed Exchange!
- 21st - Studio Tour General Meeting
- 23rd - April Co-Op Board meeting
7pm at the store

one of the highest priorities of your administration: unless you do, you will not be able to make significant progress on the health care crisis, energy independence or climate change. Unlike food, these are issues you did campaign on - but as you try to address them you will quickly discover that the way we currently grow, process and eat food in America goes to the heart of all three problems and will have to change if we hope to solve them.

Let me explain. After cars, the food system uses more fossil fuel than any other sector of the economy - 19 percent. And while the experts disagree about the exact amount, the way we feed ourselves contributes more greenhouse gases to the atmosphere than anything else we do - as much as 37 percent, according to one study.

Whenever farmers clear land for crops and till the soil, large quantities of carbon are released into the air. But the 20th-century industrialization of agriculture has increased the amount of greenhouse gases emitted by the food system by an order of magnitude; chemical fertilizers (made from natural gas), pesticides (made from petroleum), farm machinery, modern food processing and packaging and transportation have together transformed a system that in 1940 produced 2.3 calories of food energy for every calorie of fossil-fuel energy it used into one that now takes 10 calories of fossil-fuel energy to produce

a single calorie of modern supermarket food. Put another way, when we eat from the industrial-food system, we are eating oil and spewing greenhouse gases.

This state of affairs appears all the more absurd when you recall that every calorie we eat is ultimately the product

of photosynthesis - a process based on making food energy from sunshine. There is hope and possibility in that simple fact.

In addition to the problems of climate change and America's oil addiction, you have spoken at length on the campaign trail of the health care crisis. Spending on health care has risen from 5 percent of national income in 1960 to 16 percent today, putting a significant drag on the economy. The goal of ensuring the health of all Americans depends on getting those costs under control. There are several reasons health care has gotten so expensive, but one of the biggest, and perhaps most tractable, is the cost to the system of preventable chronic diseases.

Four of the top 10 killers in America today are chronic diseases linked to diet: heart disease, stroke, Type 2 diabetes and cancer. It is no coincidence that in the years national spending on health care went from 5 percent to 16 percent of national income, spending on food has fallen by a comparable amount - from 18 percent of household income to less than 10 percent.

While the surfeit of cheap calories that the U.S. food system has produced since the late 1970s may have taken food prices off the political agenda, this has come at a steep cost to public health. You cannot expect to reform the health care system, much less expand coverage, without confronting the public-health catastrophe that is the modern American diet.

THIS IS A NEW DELIVERY SCHEDULE

It is different from last month's schedule. Keep it handy and buy fresh! Subject to change. Watch the signs at the store.

Bread

Fano-Tues.
Sage Bakehouse-Tues., Thurs., Sat.
Rainbow-Tues., Fri.,

Dairy

Organic Valley-Thurs.
Creamland-Weds.
Rasband-Thurs.

Produce

Albert's Organics-Fri.
Sysco-Weds.

Pastries/Sandwiches

Chocolate Maven-Mon, Wed, Fri.
American Pie-Wed.

Specialties

Hummus/Baba/Tabouli-Mon, Fri.
Imported Cheese-Thur.
Olives-Thur.
Fresh Meats-Variable
Organic Foods and Vegetables-Fri.
Tortillas-Fri. or Sat.
Sushi-Wed.
Coffee-Fri. or Sat.

The impact of the American food system on the rest of the world will have implications for your foreign and trade policies as well. In the past several months more than 30 nations have experienced food riots, and so far one government has fallen. Should high grain prices persist and shortages develop, you can expect to see the pendulum shift decisively away from free trade, at least in food.

Nations that opened their markets to the global flood of cheap grain (under pressure from previous administrations as well as the World Bank and the I.M.F.) lost so many farmers that they now find their ability to feed their own populations hinges on decisions made in Washington (like your predecessor's precipitous embrace of biofuels) and on Wall Street. They will now rush to rebuild their own agricultural sectors and then seek to protect them by erecting trade barriers.

continued next month...