Ocean Beach People's Organic Food Co-op News

Anyone Can Join & Everyone Can Shop!

OPEN DAILY 8 A.M. - 9 P.M.

obpeoplesfood.coop (619) 224-1387



we are committed to promoting ecological sustainability with the products and services we provide and in the way we operate our business.

Make 2015 an Organic Year



2014 was the year of science supporting the benefits of organic food and farming: for human health, pollinator health, and the health of the environment. To help you truly turn over a new healthy leaf, The Organic Center has transformed the top ten studies of 2014 into resolutions that show how to improve the state of your diet and the state of our planet by choosing organic.

One: Be health-minded. Eat organic.

A review of the latest research on the effects of organic agriculture and crops on public health found a clear health advantage in consuming organically produced food instead of conventionally produced. Published in the International Journal of Environmental Research and Public Health, the findings concluded the lower pesticide residue levels in organic produce were a significant factor in helping account for these benefits.

Two: Get pesticides out of your life.

Pesticides, linked to numerous health problems, are still found on conventional produce in grocery stores. A study showed that eating an organic diet for just seven days can significantly reduce your exposure to pesticides. The research found pesticide metabolite

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People's Co-op Owner **Appreciation Day**

Thursday, February 12 10% off purchases*

Seniors with an active People's membership receive an extra Owner Appreciation Day Tuesday, February 10

* excludes no further discount items



We Love Our Co-op Shoppers! Valentine's Day Gift Basket Raffle Saturday, Feb. 14th

We're raffling off some really great gift baskets all day on Saturday, February 14th. Just fill out a raffle ticket, no need to be present to win.

People's Co-op Board of Directors

Meeting Notes for December 15, 2014

Board of Directors Present: Ofelia Alvarado, Stephanie Mood, Steve Myrick, Chris Young, Andi Briceno, Chet Nelson, Brandon Fuller.

Staff: Gloria Isselhard

Guests: Derek Casady and Phillip Gianopulos

Board Study

Stephanie reviewed the article, *Reinventing Our Cooperative Democracy: A Conversation*, from the Nov. – Dec. 2014 issue of the *Cooperative Grocer*. Discussion followed regarding encouraging owner participation beyond shopping.

Outreach and Education Committee

Mel Lions, from the Wild Willow Farm and Education Center, presented a request for continued funding. The farm has secured a five-year lease with a five-year option.

Steve moved and Brandon seconded that the board approve funding at \$1,000 per month for the first six months of 2015. Vote: passed unanimously.

Nancy presented a proposal from the Donovan Prison Farm Project. Wild Willow Farm is a partner in the project

Brandon reported that People's parade contingent received its usual warm reception along the Ocean Beach Holiday Parade route.

Nancy reported that the December meeting of the California State Board of Food and Agriculture included a dinner for board members and partners. The board meeting was devoted to planning for 2015.

Nancy reported on a visit by Bryce and Jill Lundberg from Lundberg Family Farms. They toured the Co-op and discussed their shared interest in labeling genetically engineered food.

Andi circulated an updated donation report.

Planning Committee

Stephanie raised the question about having the Board of Directors' (BOD) self-evaluation remain anonymous. BOD members agreed that it should. A section will be added for miscellaneous comments.

Stephanie presented a preliminary calendar for planning.

Stephanie asked for suggestions on topics and speakers for the Co-op's 2015 Annual Meeting. Stephanie suggested various criteria to be required for service on a board committee, including signing off on the Code of Ethics and Conduct, as well as some attendance parameters. The Planning Committee will draft a policy for BOD consideration.

Stephanie moved and Chet seconded that an amendment to the Co-op's bylaws be included in the 2015 election, which would change the word "sponsor" to "waiver" for those owners who are unable to pay for their investment. Vote: passed unanimously.

Finance Committee

Sales continue to stay flat. Total revenue is up .08% year-to-date. Cost of sales is down .07% year-to-date, gross profit is up 2% year-to-date, and sales per paid labor hour is down to \$87.10. Customer count, renewals and new ownerships are all up. Basket ring is down. Utilities are up almost 30% compared to last year.

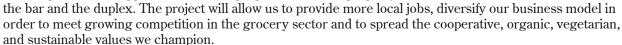
Earned income from the Voltaire St. duplex property is \$26,000 year-to-date and expenses (property taxes, insurance, repairs, maintenance, and utilities) are \$9800 year-to-date.

Stephanie moved and Chris seconded that the 2015

GENERAL MANAGER'S MESSAGE

by Nancy Casady

It is with a great deal of excitement that we are announcing the Co-op's acquisition of the property to the east known as Tiny's Tavern. The Board of Directors, along with the management team, has concluded that the best way to serve our existing shoppers is to listen to what is wanted and needed at our current location (Organic juice bar! Sit down restaurant! More parking! More solar!). This means we will be "doubling down" in Ocean Beach rather than taking on millions in debt to open a new store location. Alan Kajiwara, known as "Tiny" will be operating the bar for several more months while he completes his exit plan. During the transition, we will be moving ahead by consulting our architects and city planners and securing needed permits and approvals for developing the combined property that includes



And speaking of sustainable values, be reminded that People's is continuing to "be the change we want to see in the world" by organizing a Climate Action Coalition and scheduling the next Climate Walk and Rally on March 15th at 2 p.m. at City Hall. We will gather to hear about the plan to mobilize the government into a World War II effort that will make the transition from fossil fuels to sustainable energy possible. We gather to call upon the United States Government to restore a climate that is safe, stable and supportive of human civilization. We call upon all Co-op owners to join in this heroic campaign. If not now, when? If not you, who?

Operating Budget be approved. Vote: passed unanimously.

Steve moved and Andi seconded that the BOD approve a \$1,000 per month donation for six months to the Wild Willow Farm and Education Center. Vote: passed unanimously.

Nominating Committee

Brandon reported there are three candidates for the two open consumer seats in the upcoming 2015 BOD election. They are: Chris Young (incumbent), Thomas Baker, and Elizabeth Gary.

Brandon moved and Andi seconded that the candidacy of Chris Young, Thomas Baker and Elizabeth Gary be approved. Motion carried. Vote: yes – 6; abstain – 1.

Executive Committee

Ofelia reported that the purchase of the property at 4741-45 Voltaire (known as Tiny's Tavern) was approved.

Ofelia reported that the committee met to evaluate the General Manager's 2014 performance. Results will be presented at the January BOD meeting.

General Manager's Operations Report

Store sales were down slightly for the month (1.2%) following the trend for co-ops in all regions of the country.

Next Board Meeting

Monday, February 23, 6 p.m.

Committees

- Outreach & Education Committee
 - Chair, Andi Briceno

Meeting: February 16, 5:30 p.m.

- Planning Committee
 - Chair, Stephanie Mood Meeting: February 16, 6:30 p.m.
- Finance Committee
 - Chair, Chet Nelson Meeting: February 16, 7 p.m.

Meetings are held in the Co-op's Community Room

People's remains committed to more efficient operations before passing along wholesale price increases. Although there is more competition in the sale of organics (something the Co-op was founded to achieve), most analysts either don't yet know why this is occurring or believe it is due to a very sluggish economic recovery.

The good news for operations is the excellent job done by department buyers, 94% of whom made their target margins with the remaining averaging 1% or less under margin.

December was the first month that the Customer Service Desk was staffed. Both customers and workers report high satisfaction levels with the new installation.

The Deli floor was steamed cleaned and re-grouted.

The Co-op participated in the annual Ocean Beach Holiday Parade and, although we did not have the pleasure of the company of the Super Sonic Samba Band, our tangerine give-away was met with its usual enthusiasm.

I am currently participating in monthly meetings at the Del Mar Fairgrounds to pursue options that would make our region more food secure, including the possible creation of a "food hub" for more local organic food distribution.

December's "Owner Appreciation Days" helped raise yearly discount totals up 6% compared to the prior year's at \$286,564 (2013) vs. \$305,061 (2014).

The National Cooperative Grocers Association (NCGA) held its conference call for western corridor "big" co-ops and announced its new designation as the National Cooperative Grocers (NCG). The western region co-ops will meet in Santa Monica in January. The entire NCG will hold its spring meeting in April 2015 in San Diego.

Registration for the annual March trade show in Anaheim—the Natural Foods EXPO—is being limited to current staff members only.

Lastly, we are happy to announce the purchase of the property under the business known as Tiny's Tavern, located just east of People's current parking lot and duplex. We have listened and heard the overwhelming request from the majority of our owners for more parking and an organic juice bar and restaurant!

Best wishes for a very happy New Year and thank you for the opportunity to continue as the General Manager in what I consider the best business in San Diego.

Make a Valentine Card Saturday, February 7, 12 - 2 p.m. People's Co-op Community Room



It's the Co-op's annual "make your Valentine a special, handmade card" event! Valentines are for everyone—be it a friend, family member or par amour—so come and join us. We've got lots of crafty supplies and heartfelt suggestions to help guide you. All ages welcome and encouraged!

Be our Valentine, it's free of charge.

Save the Date! People's Climate Walk and Rally Sunday, March 15, 2 p.m. S.D. City Hall



We are calling on the United States Government to immediately commence a national World War II-style mobilization to transition the U.S. from fossil fuels to renewable energy. Music will be provided by the Swamp Critter, there will be a bicycle raffle (two bikes!), and informative speeches. Following the rally at City Hall, we will walk to the San Diego Federal Building at Broadway and Front St. Learn more at www.theclimatemobilization.org

People's Climate Walk and Rally

March 15th, 2 p.m. San Diego City Hall Plaza

A call to the United States Government to immediately commence a national World War II-style mobilization to transition the U.S. from fossil fuels to renewable energy.

Music by

The Swamp Critters

- Bicycle Raffle
- Informative Speeches

Rally will be followed by a walk to the Federal Building at Broadway and Front St.

Bring a friend!

Learn more at www.theclimatemobilization.org

Body Care & Wellness

Organic Essence

Deodorants - all varieties! 2.2 oz. \$7.39 reg. 9.39

In plastic-free biodegradable packaging.

Acure

Mint + Echinacea Shampoo 8 oz. \$7.39 reg. 9.39

Acure Mint + Echinacea Conditioner on sale, too.

Evan Healv

Whipped Shea Butter for Lips .25 oz. \$6.39

Formulated with red raspberry seed oil, which is high in Omega 3 & 6 fatty acids. reg. 7.49

Gaia Herbs

MacaBoost 8 oz. \$22.09 reg. 25.99

Need plant-based fuel to power your life? MacaBoost energizes your smoothie with herbs that support energy and stamina. Vanilla Chai and Cacao Ginger varieties.

Heather's Tummy Fiber

Acacia Senegal 16 oz. canister \$19.15 reg. 22.49

Helps soothe and regulate bowel motility. Relieves IBS abdominal pain and cramping by stabilizing intestinal contractions. Alleviates both diarrhea and constipation.

Kyolic - Aged Garlic Extract

Cardiovascular Formula 100 100 ct. \$10.89 reg. 12.79

Designed to support and strengthen your cardiovascular system by reducing the major risk factors and promoting overall heart health. Formulated with Kyolic's exclusive aging process to eliminate garlic odor and harsh side effects.

Household & General Merchandise

Green Forest

Facial Tissue 2 ply, 175 ct. \$1.69 reg. 2.35

Features designer boxes in 4 different color schemes to match your home decor.

Biokleen

Automatic Dish Powder 32 oz. \$6.99 reg. 9.55

Citrus Essence variety. Phosphate and chlorine-free.

Ecover

Automatic Dish Washer Tablets 17.6 oz. \$4.69

Tablet conveniently fits in dispenser or cutlery basket. Chlorine-free.

reg. 6.65

Heart Chakra Incense 10 sticks \$2.49 reg. 2.95

Hand blended and rolled in India according to ancient Ayurvedic tradition. Ingredients include rose oil, saffron, palm rosa and other herbs, woods, gums and essential oils.

Aura Cacia

Room Diffuser each \$11.89 reg. 14.05

The room diffuser is a plug-in unit that uses low levels of heat to volatilize the essential oils.

True Melange

Love Candle 3 oz. \$3.89 reg. 4.59

Light this aromatherapy candle and relax in an elegant bouquet of lush floral notes.

coop deals February 1 - 15

Amy's

Pizza

All varieties

Brown Cow

Plain, Vanilla, Maple

Made with Organic ingredients

Deli/Bakery

Mock Tuna Salad

\$6.59 per pound reg. 7.59

Magic Chocolate Cake

\$7.09 per pound reg. 7.59

Bulk

Equal Exchange - Organic & Fair Trade

Love Buzz Coffee

\$8.99 per pound

rea. 12.19

Pearled Barley

\$1.39 per pound

Organic!

reg. 1.69

Organic Mung Beans

\$1.79 per pound

Organic Walnuts

\$11.99 per pound

reg. 12.99

Wholesome Sweeteners - Fair Trade

Evaporated Cane Juice

\$1.69 per pound

Organic!

Grocery

Montebello

Organic Pasta

Selected varieties

Organic Juice

Pacific Foods

Selected varieties

Spectrum

Organic Coconut Oil

Unrefined

\$2.99_{14 oz.}

Nature's Path - Organic!

Sunrise Cereal

Maple, Vanilla, Honey, Cinnamon

\$3.39_{10.6 oz.}

Newman's Own - Organic! **Balsamic Vinegar**

From Modena, Italy!

\$2.99_{16 oz.}

R.W. Knudsen

Grapefruit, Mango, Blueberry

Organic Soup

Woodstock - Organic!

\$2.99 _{32 oz.}

Diced Mangos Pineapple Chunks

Perishables

\$5.39 - \$7.39

Cream Top Yogurt

\$2.99 _{10 oz.}

Organic Valley

Organic Cheese

Mozzarella, Provolone, Pepper Jack, Muenster

\$5.39

reg. 5.69

daiya

Dairy Free Cheese

Cheddar Style Slices, Swiss Style Slices, Provolone Style Slices, Cream Cheeses

reg. 4.99



February 16 - 28

Deli/Bakery

Roasted Red Pepper Hummus

\$6.59 per pound reg. 7.59

Peanut Butter Cups

\$9.09 per pound reg. 10.59

Bulk

Equal Exchange - Organic & Fair Trade

Breakfast Blend Decaf

\$11.99 per pound

Organic Dark Kidney Beans

Organic Red Lentils

\$2.19 per pound

Organic Red Quinoa

\$5.39 per pound

reg. 6.49

Oregon Tilth

Organic Steel Cut Oats

Grocery

Arrowhead Mills

Organic Cereal

Selected varieties

\$3.99_{10-12 oz.}

Muir Glen

Organic Tomatoes

Selected varieties

Nature's Path

Organic Oatmeal

Selected varieties

\$2.99_{14 oz.}

reg. 3.99

Oue Pasa

Organic Tortilla Chips

Yellow, White, Blue, Red

\$3.6921 oz.

reg. 5.39

Westbrae

Organic Beans

Kidney, Garbanzo, Pinto, Black

S2.19_{25.07}

Spectrum

Organic Olive Oil

Extra virgin, first cold press

\$11.99_{25.4 oz.}

reg. 12.99



coop deals

Perishables

Luna & Larry's - Organic!

Coconut Bliss

All varieties

\$4.99 pint

Rudi's Bakery

Bread

Organic English Muffins, Organic Ancient Grain, Organic Bagels, Organic Sourdough, Organic Multigrain, Gluten-free Original, Gluten-free

\$3.39 - \$4.69

reg.4.29 - 5.89

WholeSoy & Co.

Soy Yogurt

All varieties

99¢

reg. 1.29

Stonyfield Farm - Organic

Fat Free & Lowfat Yogurt

All varieties except Greek

rea.1.19

Brown Cow

Cream Top Yogurt

All varieties

79¢ 6 oz.

reg. .99







organic ... continued from page 1

levels in a group of individuals who ate a diet of at least 80 percent organic for a week were cut by up to 96 percent.

Three: Load up on antioxidant-rich foods.

A key study in 2014 showed organic fruits and vegetables have higher levels of antioxidants. Researchers found that if you choose organic rather than conventional fruits and vegetables, you can get an average of 20-40 percent increase in antioxidants! Antioxidants protect our cells against the effects of free radicals, which can damage cells in the body and trigger disease.

Four: Bee concerned.

Commercial beekeepers are losing an average of 30 percent of their colonies each winter. This is a problem for bee-pollinated crops such as almonds, apples, cucumbers, avocados, oranges, and berries. One of the major contributors to bee deaths is exposure to pesticides, particularly neonicotinoids. In 2014, a study published by Harvard researchers supported and strengthened research in 2012 that found a link between neonicotinoid use and colony collapse disorder.

Five: Save organic citrus.

A disease called citrus greening has devastated thousands of acres of citrus trees in the United States, and may even cause domestic citrus to disappear altogether. Research on controlling this disease focuses on toxic pesticide sprays and the development of genetically engineered citrus varieties. The Organic Center has teamed up with professors at universities,

industry members, and organic growers to launch a large-scale study looking at organic solutions to citrus greening. Visit the Organic Center Citrus Greening page at http://organic-center.org/citrus-research/ savecitrus.

Six: Do your part. Help to slow down climate change. Research shows good news for climate change mitigation: organically managed soils could reverse the trend of increasing CO2 in the atmosphere! Conducted by the Rodale Institute, the research looks in-depth at how farming systems affect greenhouse gas emission, and illustrates the ability of soil to mitigate climate change when managed organically.

Seven: The more the merrier! Support biodiversity.

A study in the Journal of Applied Ecology found that organic farms support more species than conventional farms. On average, organic farms support 34 percent more plant, insect, and animal species. When the researchers looked at pollinators such as bees individually, they found that organic farms had 50 percent higher species diversity.

Eight: Focus on soil health.

A study on healthy soil biodiversity published in Agronomy for Sustainable Development found that conservation and organic farming techniques boost the number of soil organisms when compared to conventional farming. The researchers measured soil life over a period of 14 years and found that in contrast to conventional systems, organic and conservation agriculture systems had more earthworms in the soil, 30 -70% more microorganisms, and improved bacterial pathways.

Nine: Listen to the birds.

Research shows that organic farming is healthier for birds. Songbirds are especially sensitive, because conventional farms can reduce food supplies for young songbirds unable to leave their nests. An article in the journal Agriculture, Ecosystems & Environment compared availability of "nestling" food on organic and conventional farms. Because organic farming does not use synthetic pesticides and has longer, more diverse crop rotations, they were found to provide more available nestling food than conventional farms.

Ten: Keep away from toxins.

Avoiding pesticides is even more important than previously thought. A study led by Organic Center Science Advisory Board member Professor Gilles-Eric Séralini showed that major pesticides are more toxic to humans than suggested by their active ingredients. Pesticides contain a mix of "inert" ingredients. These "inerts" are not taken into account in safety test trials, and the active ingredients are tested in isolation. This research looked at the toxicity of herbicides, fungicides, and insecticides when all ingredients were included, and found that eight out of nine pesticide formulations were up to one thousand times more toxic than their active ingredients.

Bonus: Spread the word.

Help make 2015 an organic year for your friends, family, neighbors, and colleagues. Sign up for The Organic Center newsletter at www.organic-center.org/ subscribe-to-our-newsletter and follow them on Facebook at www.facebook.com/TheOrganicCenter for the latest research on the science behind the benefits of organic year round. Stay informed...and pass your knowledge on!



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The Co-op Classifieds

Classes/Lectures/Events

People's Climate Walk and Rally, March 15th, 2 p.m. starting at San Diego City Hall Plaza. We are calling on the United States Government to immediately commence a national World War II-style mobilization to transition the U.S. from fossil fuels to renewable energy and to immediately commence a social and economic mobilization to restore a climate that is safe, stable, and supportive of human civilization. This heroic campaign shall be carried out on the scale of the American World War II home front mobilization. Enjoy music performed by the Swamp Critters, a bicycle raffle (two bicycles!) and informative speeches. The rally will be followed by a walk to the San Diego Federal Building at Broadway and Front St. Learn more at www.theclimatemobilization.org. Put this event on your calendar and bring your friends and family.

WomenSpirit Drum Circle: Lower your stress and raise your Spirit! Women's talk/drum/song circle-Linda Vista 6:30 - 8 p.m. Third Thursday of January, March, and May 2015. Call Sharon Murnane (619)723-2025. No drum or talent needed. Suggested Donation: \$5 to \$10 according to affordability.

The most important health class of your life will include topics such as the truth about dairy products, good fats vs. bad fats and oils, the truth about soy products, reducing the risks of diet-related deaths, how to properly supplement and why supplements may be necessary for optimal health, what homeopathy is and how it can be used, the issues with current cancer research and the relationships between nutrient deficiencies and disease. Instructed by David Getoff, CCN, CTN, FAAIM and Traditional Naturopath. Tuesday evenings, 6:30 - 9:20 p.m., February 10-April 14, 2015. Location: Price-Pottenger Nutrition Foundation 7890 Broadway, Lemon Grove, CA 91946. \$35 to Grossmont College, \$25 to PPNF. For more information and to RSVP call (619) 462-7600. www.ppnf.org.

Free aura readings 7:30 – 9 p.m. First Mondays: 2/2, 3/2, 4/6. Intuitive Insights, 4455 Morena Blvd, 108, San Diego, 92117. (858) 509-7582. www.MyIntuition.Net

Health Practitioners

Ultimate Massage. 1½ hours, \$75; 1 hour, \$55. Absolutely first-rate, deep muscle Swedish massage. Luxurious, overall wellness massage. Legitimate, experienced, references. CMT# 20313, Jim (619) 459-6872.

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Artist Union: Join and be represented. Calling artists everywhere. (858) 863-7842. We show all media. Galleries in San Diego/ Palm Springs areas. guylombardo1@ gmail.com

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For ad rate information, please call Jamie Decker at (619) 224-1387 or email jdecker@obpeoplesfood.coop



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Call for a free, no obligation, low pressure, in home demonstration anywhere in San Diego County. If you prefer, you can visit our showroom and service center at 3670 #2 Clairemont Drive, San Diego 92117. Best prices, excellent parts availability, professional service.

Store hours: Mon. - Sat. 10:45am - 7:00pm, Closed Sundays. In your home 7pm-11pm. Trades accepted - dozens of used vacuums for sale.

858/270-7532 Seagull Distribution Company

A Free Piece of Fruit for Kids!

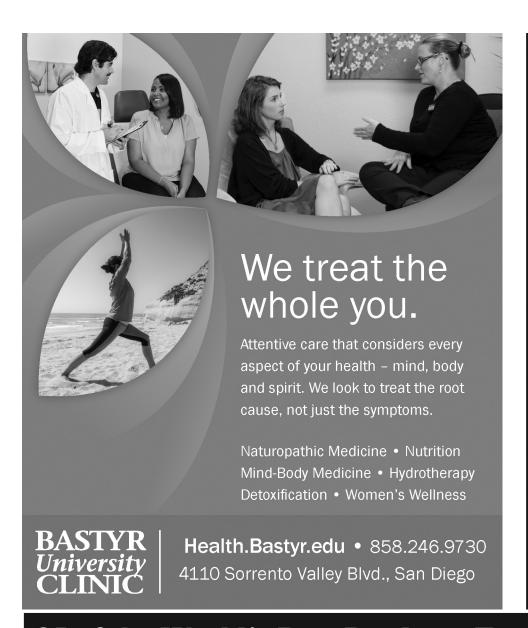
Fruit of the Month for Kids

Cashier, fill out this section: Member #:

Number of children:

Parents, you may redeem this coupon for one Organic navel orange or banana during February

Bring the coupon and the fruit to the cashier for redemption.



TEMPURAPEDIC vs EL NATURAL

TEMPUR-PEDIC

Thought by 100's of thousands to be the most comfortable mattress 20 - year quarantee Foam: Made with synthetic chemicals Cover: Made with synthetic chemicals Chemical smell for about two months Outgasses chemicals for a few months Sprayed w/fire retardant chemicals Firmer at lower temperatures Softer at higher temperatures More effort to get up & turn over Slow to conform to your shape Slow to recover it's shape Expensive foam on the top thin layer Sags a little over many years Fixes firmness, can't be changed More money going for advertising

EL NATURAL

95% of our testers think it is better than the Tempur-pedic (after A-B trial) 30 - year quarantee Foam: 100% natural organic Latex Cover: made from natural bamboo No chemical smell No out gassing of chemicals Fire retardant chemicals not necessary Unaffected by temperature of room Unaffected by temperature of room Less effort to get up & turn over Fast to conform to your shape Goes back into shape immediately Expensive foam all the way through Keeps original shape for decades Easily made softer or firmer More money going into materials

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