



# Provender Journal

A publication for members of Provender Alliance, an outreach and educational organization for the natural products trade in the Northwest

FALL 2017

Volume 34, Issue 3

## 41st Annual Provender Conference

The 41st Annual Provender Alliance Educational Conference is right around the corner. We will be returning to Hood River, Oregon on October 4, 5, and 6, 2017 at the Hood River Inn. Provender is also hosting a Co-op Cafe on Saturday October 8.

We've got a great line-up again this year!

We will start off on Wednesday with two day-long intensives. The first is **A Taste of Deli Ops: Increasing Your Deli Sales by Doing More of What You Love** with Allen Seidner and Michelle O'Conner. The second is **LEAN: Creating a Culture of Continuous Improvement** with Kjell van Zoen, Justin Freeman, and Matt Horvat.

If you are not attending the intensive, join Hall Newbegin of Juniper Ridge on a hike and plant collecting trip at the base of Mount Hood. You'll return to his van to distill your findings into a fragrant hydrosol.

We'll have a **Meet and Greet** in the snack room in the afternoon and then gather for dinner and networking fun and games in the evening.

On Thursday, we start the day off with keynote speaker **Valerie Segrest**, a native nutrition educator who specializes in local and traditional foods. She will talk about her work connecting her people back to traditional foods and medicine.



Valerie Segrest

We have a full day of workshops on Thursday with a wide range of subject matter. In the afternoon, join your fellow Provender member manufacturers at our informal table top show, **Meet Your Makers**.

After dinner, come laugh with us as we welcome **J Names**, one of Portland's best improv troupes, to the conference for the first time.

Start Friday off with **Chef Ann Cooper** as she shares how to make healthy school food a reality for every child in our country.



Chef Ann Cooper

We have seventeen workshops lined up to choose from on Friday so there is sure to be a subject to pique your interest.

After all that intense learning, it will be time to chillax by the pool before dinner. Join us after dinner for our Annual Awards, our infamous Raffle Drawing, and the closing of the Scholarship Silent Auction. Then get ready to Rock the Conference, **Karaoke From Hell** is back in the house!

You can find out more about everything that is happening at the Conference this year on our website [www.provender.org](http://www.provender.org). And for the first time, you can register on-line. It's quick and easy. Find out more on the website.

See you in the Hood!

**This Journal is printed on 100% post-consumer waste recycled paper.**



## The Facts

The *Provender Journal* is published by Provender Alliance, a non-profit 501(c)(6) educational and outreach organization for the Northwest Natural Products community.

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### Annual Dues (in U.S. \$):

Individuals	\$55/yr
Under \$100,000	\$70/yr
\$100,001-\$500,000	\$100/yr
\$500,001-\$1,000,000	\$160/yr
\$1,000,001-\$3,000,000	\$265/yr
\$3,000,001-\$5,000,000	\$290/yr
\$5,000,001+	\$425/yr
Contributor*	\$525/yr
Supporter*	\$800/yr
Golden Carrot*	\$1600/yr

\* Includes dues. Dues are for the calendar year. Golden Carrots receive a free black & white quarter page ad for one year

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**The Disclaimer:** Reasonable efforts are made to provide useful and accurate information, but the editor and Provender Alliance cannot assume any liability for errors or omissions.

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# Greetings from Provender Alliance

## From the Editor

It's official! Provender is stuck with me for the foreseeable future. I want to thank the Board for all the hard work they put in to the selection process and for their confidence that I can lead Provender in the coming years.

I definitely have my work cut out for me. One of the Board's strategic plans is to grow membership by 10% every year for the next 5 years. The Board feels this is so important that they had each of the candidates for the ED position create a 10 minute presentation during our in-person interview on how the candidate would accomplish said goal.

I have to admit, I had home field advantage in putting my presentation together. Not only did I have years of board service to look back on and discussions with the current board during my time as interim director, but I also had access to Provender photos and finances (I'm convinced that a couple of well placed pictures of board members got me the job).

For me, growing our membership is not just growth for growth's sake. It is vitally important to the continued health of the organization. Membership dues make up the bulk of our operating budget. Without increased membership, we won't be able to continue offering our members the services and programs that benefit them.

With my new, long term, perspective on Provender, I keep coming back to the same question: What exactly is it that, you, our members want and need from us? And that question leads be down a path to more questions. What membership benefits do you most appreciate? What benefits don't you use? What else could we be doing to help your business succeed in the this increasingly competitive industry? What do we offer that you don't even know we offer?

My interview presentation offered 5 key strategies to help Provender achieve the goal of 10% member growth over 5 years. Each of the strategies relies on me being able to answer those questions. And the only way for me to answer them is to ask you!

In the coming months, I'll be doing just that. But you don't have to wait for the survey to come to you. If you have ideas about what Provender can be doing better to serve you and your organization, I want to hear them. Send me an e-mail the next time you have that thought about how it would be great if Provender just did...Stop me at the conference and let



*Vicki Reich*  
Editor

## From the Board

One can arguably say that the natural food movement has its roots in resistance to the industrial agriculture revolution, with its development of synthetic fertilizers and pesticides that increased crop production and yields. Instinctively, groups formed in counter protest to these farming methods (the Rodale Institute, Demeter, IFOAM, etc.), positing that the above farming methods were detrimental to the health of the soil, animals and people.

This philosophy generated the birth of the little brick and mortar natural food stores where consumers could go to find simple, unaltered and good for you foodstuffs. Those 'counter culture' spaces were emblazoned with colorful tie-dyes and relaxed characters ambling amidst aisles of bulk brown rice, produce and natural sweeteners. This was a place where a certain sect of consumers could convene, hang out and buy their natural and organic nourishment.

Fast forward 40 or more years and you will find natural and organic food marketed in most grocery chains across the United States with slick and colorful packaging, bright lights, a mixed cross set of the population. The counter culture food is now becoming the norm. As a matter of fact, Angela Jagiello of the OTA reports that over 50% of organic sales now come from conventional markets. The path to and demand for organic and natural food has allowed natural food chains to flourish. And conventional chains are jumping onto the OG bandwagon as consumer demand soars. These food giants have the ability to streamline their business practices with sharply honed operations and massive buying power with distributors. It allows them to operate with smaller margins and surgical precision. The result is that the small mom and pop stores are struggling to keep up or compete and are beginning to languish under the pressure. And with a new demographic of consumers, the loyalty of shopping at your locally owned grocery store isn't where it once stood. And I believe the co-operative markets are taking a hit as well with plateauing or slowing sales, despite the overall market growth.

I know there are examples of thriving, local natural food stores out there. Maybe a store's location and lack of competition has allowed for certain success. Maybe a



*Renee Kempka*  
Board Member

*continued on page 25*

*continued on page 10*



# Welcome to New and Returning Members

We would like to extend a warm welcome to these new or returning members:

- ❖ **7 Seas Brand Management**, brand manager in Putney, Vermont,
- ❖ **Alaffia**, manufacturer in Olympia, Washington,
- ❖ **Bagel Sphere**, restaurant in Eugene, Oregon,
- ❖ **Campbeltown Consulting**, consultant in Portland, Oregon,
- ❖ **CW Hemp**, manufacturer in Denver, Colorado,
- ❖ **iLevel Brands**, broker in Rogers, Arkansas,
- ❖ **Medford Food Co-op**, retailer in Medford, Oregon,
- ❖ **Olympia Food Co-op**, retailer in Olympia, Washington,
- ❖ **Thought For Food Consulting**, consultant in Fairfax, California
- ❖ **Waypoint Marketing Group**, consultant in Everett, Washington

We welcome your recommendations for new members and encourage you to contact the office with names, addresses, and/or phone numbers. You can reach us by phone at 888.352.7431 or 503.859.3600, or by e-mail at [info@provender.org](mailto:info@provender.org).

## Tell Us What You Think

### Letters to the Editor Policy

- Not all letters will be published.
- Letters over 250 words will be edited for length. All letters are subject to editing for length, spelling, grammar and clarity.
- All letters must include the author's name, Business affiliation (if applicable), street address, e-mail address, and daytime telephone number. Addresses and phone numbers will not be published.
- The decision regarding the appropriateness of the topic will lie with the Editor.
- Letters concerning Provender issues will take priority over those concerning more general issues.
- Letters regarding political issues as they pertain to local food, environment and sustainability issues will take preference over those that do not.
- Letters concerning timely issues or events will take priority over those that are in regard to past events.
- Letters containing personal attacks or offensive or inappropriate language will not run.
- Letters are limited to one letter per person per discussion item.
- Letters are limited to one letter per person per printed Journal issue.
- Members are given priority over non-members.
- Opinions expressed are not necessarily supported by the Provender board, staff or members.

Send letters by e-mail to [info@provender.org](mailto:info@provender.org) or mail them to 308 Tamarack Ln., Sagle, ID 83860. Deadline for submissions is the 10th of the month prior to the publication date (February 10, May 10, August 10, November 10).

Be sure to sign up for the Provender monthly e-newsletter for trends in our trade, information, events, hot topics, job postings and more. As a Provender member, you may submit job listing, member news and press release to be e-mailed to our mailing list for free. You can find a link to sign up on our web page, [www.provender.org](http://www.provender.org).

## Next Board Meetings

Provender Alliance has monthly conference call meetings that are scheduled for the **second Thursday of each month, 4:30 to 6:30 PM**. The next meeting is September 14th.

All are welcome to attend and you are encouraged to participate in ALL meetings and learn what your Board of Directors is up to and provide input on their work. In-person meetings include conference planning sessions and other operational activities.

Please contact the office for log-in information for conference calls and to confirm time and location of in-person meetings.





# The Climate Collaborative

The Climate Collaborative is a network of natural products companies working together to find ways to reverse climate change, the most important environmental challenge we face. It is a joint project of SFTA and OSC2, launched in March this



year. Now, with the President's announcement to withdraw from the Paris Climate Agreement, it is more imperative than ever for businesses to take action to address the challenge.

These Provender members have already stepped up: Dr. Bronner's, GloryBee, Hummingbird Wholesale, Luna & Larry's Coconut Bliss, Maple Valley Cooperative, Mountain Rose Herbs, Oregon's Wild Harvest, Organic Valley, Organically Grown Company, Scratch and Peck Feeds, Straus Family Creamery, Traditional Medicinals, and White Wave. Add your company to the growing list!

There is no cost to sign-on in one, several or all nine commitment areas. Find out more: [www.climatecollaborative.unique](http://www.climatecollaborative.unique)

# Board Announces Hiring of New Executive Director

Your Provender board is excited to announce the official hiring of Vicki Reich as our new Executive Director!

After several months of job posting, screening and interviewing, the board narrowed the candidate field to 3 qualified and talented individuals. There were over 20 applicants for the position!

Vicki has spent many years as a Provender member, board member and most recently as the Interim ED. She has over 20 years experience in the natural products industry. She worked for the Moscow Food Co-op for fifteen years, working in many diverse roles including maintenance worker, baker, deli cook, POS coordinator, cashier and grocery department manager. She was on the management team that oversaw two store expansions and store sales increases of over \$4M.

More recently, she was the store manager for Winter Ridge Natural Foods in Sandpoint, Idaho for four years doubling the store size and sales during her tenure. She and her husband also operate a successful bottle shop and tap house, Idaho Pour Authority, in Sandpoint.

Vicki's skill set is broad and diverse. She has a great history and perspective with Provender and is truly passionate about seeing it grow and thrive into the future. As the Interim ED, Vicki has already taken our organization to a more technologically advanced place and has jumped feet first into the Journal and Conference planning.

She has also set up Wild Apricot, which is a membership database system for non-profits. We hope you have had the opportunity to use some of the amazing tools this system will provide, such as online conference registration. There are more membership benefits this new system will allow us to offer in the near future so stay tuned.

Please join us in welcoming and congratulating Vicki on her new position!!

With Much Respect and Love,  
The Provender Board



Is: A human being works hard to teach love his enemy, to help unite all mankind free, or that being is not yet human; so, go the second mile, turn the other cheek, brave, not meek! For we're All-One or none! All-One! Exceptions eternally? None! Absolute none!! For we're All-One or None!



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**DR. BRONNER'S ALL-ONE!**

In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're ALL-ONE OR NONE! ALL-ONE!

today, we're All-One or All-None! "LISTEN CHILDREN ETERNAL! MYSTER ETERNALLY ONE!" Exceptions eternally? None! Absolute none!! For we're All-One or None!

the Moral ABC that unites all mankind free, in All-One-Good-Faith, or half-truth does destroy the human race! Yet



# Three Lean Tools To Put Out Those Fires...For Good

by Kjell van Zoen, van Zoen Consulting

We all have days where we feel like all we did was jump from one fire to the next; reacting to what was coming as opposed to doing anything we were planning to do. Unfortunately this kind of work environment can more often be the norm as opposed to the exception.

Before my old business, Plywerk, went lean I had come to the false conclusion that being a business owner with employees meant that I was forever confined to a life of putting out fires. I was wrong.

Here's three lean tools that can help you save money and time by putting out those fires... for good! They aren't complicated. In fact, they are really simple. Lean is actually a plethora of really simple ideas and concepts. Like getting in shape, lean just require dedication to exercising these ideas every day. And that's where building a kaizen culture comes in, but that's another story altogether.

Ok, here goes. Imagine the next time a fire comes your way. Instead of just putting it out ask yourself "Why did this happen?". Have an answer? Ok, take that answer and ask again "Why did THIS happen?". Another answer? Ok, keep asking: "But why?". Eventually you get to the root cause. When you do, you talk to the people involved and figure out what steps are required in the future to ensure it doesn't happen again. Then document those steps and communicate them with all parties involved. Simple, right?

## No Blame In The 5 Why's?

Here's an idea! When you trace the cause of a fire to a co-worker and go talk to them to ask them "Why?" be very careful. First explain that you feel you have uncovered an opportunity to fix an issue with a process and that they hold some of the key information you'll both need to fix it. Then ask them why they did such and such this way. Just remember that there is no blame in the 5 Why's, only opportunity.

Nourish  
Educate  
Inspire

## Don't Expect Overnight Miracles

Finding and fixing root-causes is not always fast and easy, nor is it an ironclad guarantee it won't happen again. But guess what? You don't have to get it right the first time. Each time you fix (or tweak an existing solution to) an issue it's less likely to occur again. And if it does, it will be an easier fix as you're more intimate with the inner workings of the issue at hand due to having studied it before. Over time you'll not only become a master in putting out fires, you'll become a master of seeing them before they happen.

## The Three Lean Tools At Work

In practicing the above you'll have successfully navigated three concepts central to lean thinking:

1. kaizen a.k.a. continuous incremental improvements
2. the 5 why's a.k.a. root cause analysis
3. documenting a standard operating procedure

So the next time you face a fire take your time to look at it for 10 minutes before putting it out. Gather some data. See how it moved through the company and existing processes. Encourage yourself and your co-workers to see it as an opportunity to expose a neglected process. Then keep tweaking, day in day out. Nothing more, nothing less.

*Kjell is a lean business consultant focused on smaller (10-100 employee) companies that have both information as well as material flow. He adopted lean while running his manufacturing business (Plywerk) from 2006-2016. He also used lean to forward the company's' eco-conscious business practices, and gave over 200 local government & business leaders, and other interested parties "lean and green" tours of Plywerk. He engages with a wide variety of clients through his own consulting firm, teaches lean at PCC, offers pro-bono lean consulting services to non-profits through Lean Portland Community Consulting, is a brand ambassador for Portland Made, and regular speaker about lean, green and local manufacturing. He is a self-professed recovering business owner, operations super-nerd, science-fiction fan, biker, hiker, swimmer, yoga practitioner, and drives his wife crazy by taking the doors off of the kitchen cabinets as part of his 5Ssing their home for optimum efficiencies*

*He will be leading a Wednesday Intensive at the 2017 Provender Conference titled "LEAN: Creating a Culture of Continuous Improvement. Find out more about the intensive and the conference at [www.provender.org](http://www.provender.org)*



# How to Throw a Canning Party

by Michelle O'Conner, Moxie Consulting

As a child, harvesting and canning food was a yearly event that I both looked forward to and dreaded at the same time. I enjoyed the time in my kitchen with my mom, but it was such hot and hard work and all I wanted was to soak in every last drop of summer.



Canning season, of course, always starts with the harvest. My mom and dad had big healthy gardens that would overproduce and require a lot of our attention to ensure minimal waste. We canned tomatoes, dilly beans, cucumbers, onion chutneys, zucchini pickles, you name a vegetable and my mom would figure out a way to put it in a jar. Fruit was and still is my favorite. Mom would throw us kids in the cars and drive all over Linn County to pick cherries, strawberries, peaches, blueberries and any other fruit she could find that would go nicely in a jar.



Once all of the farms were finished with their growing seasons she would send my brother and I out to the alley by our house to fill up buckets of blackberries. We would come back with purple fingers and bloody arms and were scolded if we ate too many.

After all the veggies and fruits were picked and canned we would go to my mom's friends houses that had walnut trees and gather as many as we could to crack during the winter. I remember going to school after these walnut picking weekends with my hands died black from the walnut casings and seeing a few other kids here and there with the same tell tale sign of what they had done over the weekend. I was relieved to know that my mom wasn't the only one that forced her children to spend their weekends gathering food and putting it all in jars.

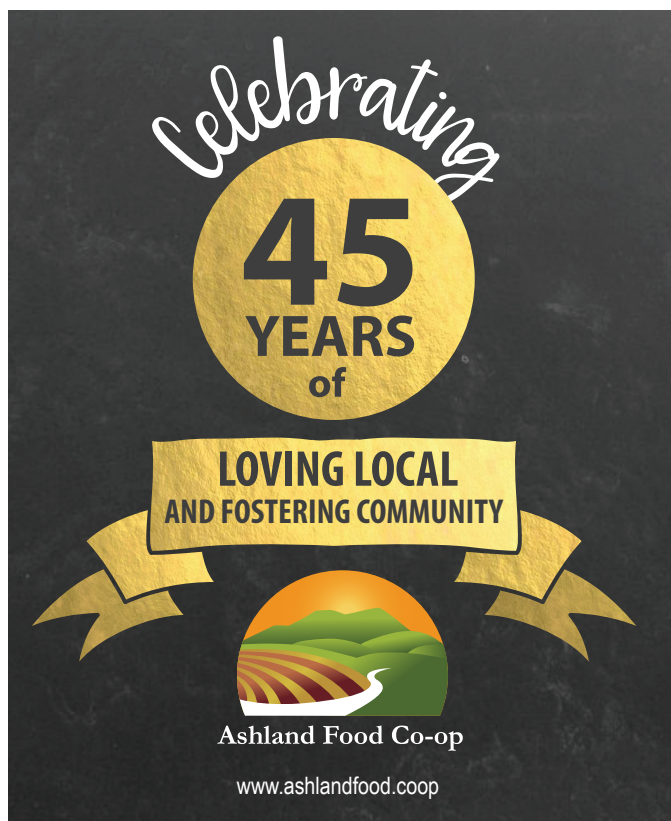
As an adult, I am so thankful for those weekends gathering food and I still enjoy canning. I have a beautiful quince tree in my yard that makes the most gorgeous and delicious quince jelly. I have plenty of blackberries on the property that are

divine mixed with bourbon to make a thick seedy jam. When the peaches are ready I mix them with vanilla bean and brandy and in about a month, we just eat them out of the jar. I have found I like freezing tomatoes much better than canning them, but they too get saved up for cold winter days. It is a part of my life, it's who I am and I've come to realize not very many of my friends grew up learning the skill of how to can food.

A few years ago, around harvest time. I was talking with one of my girlfriends about the canning that I was going to do that weekend. She started asking me so many questions and revealed she had never canned anything in her life. I found myself thinking about this quite a lot in the days to come, and came to discover that most of my friends have never canned anything. Mostly, they didn't know how to do it, were scared to do something wrong and make someone sick, or just never had the opportunity to try it. I realized right then and there that I could change that, and my annual canning party was born.

I typically invite about 12 people to my canning party. There have been years with more guests and some with less but the number 12 seems to be a magic number for the party. Maybe its because there are 12 jars in a case, or because I have 12

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# Polite Ways to Decline a Meeting Invitation

—by Tracy Parks, *Think Productive*, [www.thinkproductiveuse.com](http://www.thinkproductiveuse.com)

America meets a lot; an estimated 11 million meetings are held in the United States each day. Traditional meetings mean losing out on time that the attendees could be using to do something else, so typically, they're reserved for important subjects...or at least they're supposed to be. But, we live in the age of meetings to plan meetings, or meetings about meetings that already happened.



- 63% of meetings are conducted without a pre-planned agenda.
- 73% of meeting attendees admit to doing unrelated work during meetings.
- The average cost of a meeting? \$658. That's for an internal meeting, when everyone is there. If you need to leave the office by car, the price nearly doubles. Need to leave the office by plane? You're looking at an exponential increase.

It's clear there is room for improvement to make meetings matter and ideally hold fewer, more effective meetings.

Below are a few tips to consider before you simply respond "yes" to



each meeting request that lands in your inbox and a few polite ways to decline a meeting request.

## Gauge Importance

Not all meetings can be declined; but it's statistically probable there are meetings which don't need your attendance. Deciding if the meeting itself is of value and worth attending should be your priority. Explore these questions before you accept that latest meeting invite:

- Is the meeting set up in an organized structure with a clear purpose and agenda?
- Is the topic important and timely?
- If progress is going to be made, are the right people going to be in the room?
- Is there contextual information available to attendees in advance?
- What will you be saying "no" to if you attend the meeting?

## Can you add value?

If a meeting request lacks a clear objective and agenda at the time of the request; push back. How can you know if you're needed if it isn't clear what the meeting is really for? A best practice that works well even if you're responding to the "boss" is something like this: I'm looking at my schedule and want to assure I can add value and be fully prepared for this meeting, can you forward the objective and agenda my way?"

## Ways to say "No"

After you stop and consider if you really need to attend and after you conclude you do not, well; saying "no", (as we know) isn't the easiest job to do, so here are some tips on how to politely decline your next meeting:

### 1) Be clear on your schedule

It's common, especially when you hold a leadership position, to have a schedule of meetings outlined in advance. For example, sales meetings on a Monday, content meetings on a Tuesday, etc. By letting staff and others know you have a schedule outlined, they are less likely to ask outside of those times unless it is a pressing matter. This way you can always deflect meetings by replying

"Yes, I'm happy to discuss this with you. Can it wait and be included in the meeting we have scheduled on Thursday?"

*continued on page 24*

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# Is Democratic and Sustainable Trade Possible?: A look at the renegotiation of the North American Free Trade Agreement under the Trump Administration

—by Dana Geffner, Executive Director, Fair World Project, [www.fairworldproject.org](http://www.fairworldproject.org)

For over two decades activists have called for a renegotiation of NAFTA—the North American Free Trade Agreement. It seemed like a long shot that the U.S., Canada, and Mexico would ever upend this agreement, but many advocates of a just economy refused to give up the quest. Now, finally, after years of agitation, on August 16th renegotiations of NAFTA will start. Twenty-three years after the detrimental trade agreement went into effect, we are finally getting our chance to reconsider its provisions.

The good news ends there.

On July 17th, the United States Trade Office released its objectives for the NAFTA renegotiation. The formal objectives, though vague in many respects, are clear enough to dampen hopes of a fair trade agreement.

Millions of people whose livelihoods depend or depended on agriculture have lost jobs, farms, or income in the decades following NAFTA. The impact has been felt most acutely in Mexico, where subsidized corn from the North has decimated a way of life, but small-scale farmers and farmworkers in all three countries have felt the impacts. Thousands of non-agricultural jobs also disappeared and wages decreased for many remaining jobs.

These are some of the key reasons so many sustainable agriculture advocates, unions, environmental organizations, and citizens have called for a renegotiation of this unfair “free trade” agreement.

After over two decades, the impacts we have seen from NAFTA are the inevitable effect of trade agreements that are negotiated in a closed process in which corporate lobbyists have sway over government officials.

In addition, in 1994, when NAFTA first went into effect, our government, as was true of governments around the world, was only beginning to understand the impact of climate change and the policies needed to mitigate it. In 2017, we understand that small-scale farmers are already impacted by climate change. Unpredictable and changing weather has made an already precarious undertaking more difficult. Migrant farmworkers have had to change migration patterns to keep up with changing crop cycles. Farm and factory workers have also seen an increased risk of heat stress as temperatures soar at their workplaces.

The July 17th objectives on the NAFTA renegotiation do not address any of the concerns about a corporate-led negotiation process. There is an environmental section of the objectives,

but not a single mention of climate change, the most pressing human and environmental challenge of our time.

The objectives do contain a few nice buzzwords about farms and jobs, but no meaningful action steps.



If there is any doubt as to the inadequacy of these objectives, there is one key provision to watch: Investor-State Dispute Settlement (ISDS). This is the provision that allows corporations to sue governments that enact environmental or public health laws that reduce expected corporate profits. This is no dormant provision or idle threat. Last year the Canadian energy company TransCanada sued the United States, asking for \$15 billion when the Obama administration put a stop to the Keystone XL Pipeline.

It cannot be overemphasized: people and planet will not and cannot come first until ISDS is eliminated from NAFTA and other trade agreements. Local and national governments need to be able to enact laws that mitigate and reverse climate change, create healthy and well-paying jobs, and promote agroecology and sustainable agriculture without fear of lawsuits by corporations out for the bottom line at any cost.

Eliminating ISDS does not guarantee a fair trade agreement, but including it does guarantee a disastrous agreement. The renegotiation also needs to be an open and transparent process that puts the contributions and needs of communities that have been marginalized by past trade agreements, including farmworkers, small-scale farmers, and low-wage workers and their collective representatives and advocates, at the forefront. These communities were largely harmed or left out of any benefits of past trade agreements because they did not have a seat at the negotiating table. Corporate lobbyists did have a seat at the table and it is no accident that this then led to provisions, like ISDS, that protect corporate profits while millions of people from communities without negotiating power lost jobs, farms, and income.

The outcome of an inclusive and transparent process will prioritize agroecology—characterized by environmental sustainability and dignified livelihoods—just as the outcome of a closed and exclusive process was an agreement that prioritized industrial agriculture and wage-suppression in the name of corporate profits serving the 1% at the expense of the 99%.

The fair trade movement has evolved over the last half century as an alternative to conventional trade. Fair trade is based on principles like democracy, equity, fair payments, good working

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# Take Action for Climate!

*Katherine DiMatteo, Executive Director, Sustainable Food Trade Association*

I'm back talking about climate change again! Why? Because it is the most important environmental issue facing us – individually and collectively – today. And, because we can do something about it – individually and collectively!!



We hear the bad news – 2017 is the second-hottest first six calendar months on record, behind 2016 which had the warming influence of an El Nino event. We also hear good news – the U.S. produced almost eight times as much electricity from sun and wind as we did in 2007, and those two sources combined to produce 10 percent of the nation's total for the first time in March.

Is the situation hopeful or hopeless? It seems to me that we can't hide from the critical situation nor can we become hopeless. So, let's do something. The natural products sector has led the way on so many issues – organic, local, regenerative agriculture, GMO labeling, fair trade, green chemistry and more. Why not join together to take on the challenge of reversing climate change?

Make a public commitment through The Climate Collaborative and build a program of action into your business operations. The collaborative is a project of Sustainable Food Trade Association (SFTA) and One Step Closer to an Organic and Sustainable Community (OSC2), that launched in March 2017 on Climate Day at Expo West. As of August 18th, over 100 companies have made 392 commitments, surpassing the goal of 100 companies engaged by March 2018. For many, their commitments are proud statements of the initiatives already in place within their company and their intention to improve impact. For others, the commitment is the first step in developing a strong sustainability program.

Provender members have already stepped up: Dr. Bronner's, GloryBee, Hummingbird Wholesale, Luna & Larry's Coconut Bliss, Maple Valley Cooperative, Mountain Rose Herbs, Oregon's Wild Harvest, Organic Valley, Organically Grown Company, Scratch and Peck Feeds, Straus Family Creamery, Traditional Medicinals, and White Wave. Join these companies and be part of the solution now!

The project suggests nine areas in which a business can have positive impact and provides resources and information that can help you shape your program and set your own goals. Led by sustainability expert, Nancy Hirshberg, these are the nine actions item identified to have significant positive impact:

- Commit to 100% renewable power
- Remove commodity-driven deforestation from supply chains
- Reduce the climate impact of transportation

- Reduce food waste in the supply chain
- Integrate carbon farming into the agricultural supply chain
- Reduce short-lived climate pollutant emissions
- Reduce the climate impact of packaging
- Increase energy efficiency
- Responsible engagement in climate policy

Go to the Climate Collaborative website: [www.climatecollaborative.com](http://www.climatecollaborative.com) to find out more about the actions and their impacts, explore the resources listed in each action area, view webinars, and make a commitment in one, several or all commitment areas.

Are you already taking action? Thank you! Can your company do more? Don't know where to start? Don't know how to measure your impact? SFTA can help you today, contact me. And, watch for more news about a sector-wide initiative that will leverage the expertise and programs of many organizations to reverse climate change.

Attend the Provender Conference workshop, Climate Collaborative: What's New and Hot in this Increasingly Hot World, on Friday, October 6th from 3:30 to 5:00 pm to find out how to get involved and what you can do.

*Katherine DiMatteo is the Executive Director of the Sustainable Food Trade Association. She can be reached at [katherine@sustainablefoodtrade.org](mailto:katherine@sustainablefoodtrade.org)*

## From the Board, cont.

*continued from page 3*

store has the golden key to a perfect customer experience that brings them back. If the natural foods stores of yesteryear are to compete in this sophisticated global world, they have to reinvent themselves with a new language that appeals to a contemporary generation. And this goes down the whole supply chain of natural food.

There are issues plaguing the organic industry that are just appearing on our horizon, such as farming labor issues and organic import falsification. Personally, I don't want to be forced to shop at larger stores that bleed the money out of a community. I would rather give my neighbor or a farmer money through shopping at a local store. I think it is past time for a dialogue to begin – won't you join me at the conference in October? Come and share your opinion and ideas with me so we can elevate organic into the future!

Organically yours,  
Renee Kempka



# Measuring the Sustainability of Chocolate: A Bittersweet Tale

By Alex Taylor. Reprint courtesy of Oregon Tilth's *In Good Tilth* magazine, Summer Issue 2017

When I decided to treat myself to a chocolate bar the other day, I didn't expect to spiral into an ethical crisis. But browsing the candy aisle, I began to notice the labels. "Rainforest Alliance Certified" proclaimed the first, and "Bird Friendly" to boot. I liked the idea of supporting a more ecologically responsible farm; I'll keep this one in mind, I thought. The next bar, though, was labeled "Fair Trade," and at that moment my Sunday grocery trip sank into a moral quandary. Am I really the kind of person who's going to put bird friendliness above a fair living wage for chocolate growers? I stood paralyzed in the supermarket aisle, a chocolate bar in each hand, trying to build up the courage to own the moral consequences of my actions.

Even if you're not as neurotic as I am, it's hard to avoid noticing the social and environmental impact of your purchases these days. Sustainability has gone from niche concern to mainstream consumer demand over the past three decades, as social and environmental awareness has percolated through the culture.

Customer inquiries about ethical sourcing are so common these days as to be the butt of comedy sketches. Products in every aisle of the grocery store boast of their sustainable cred through certification labels (legitimate or not). Corporations now routinely tout their social responsibility and environmental stewardship, both in advertisements and in annual reports prepared for investors by in-house sustainability departments.

Even if we set aside greenwashing and assume good faith, how can we know that sustainable actually means sustainable? The word was defined by the U.N.'s Brundtland Commission in 1987 as "Development which meets the needs of current generations without compromising the ability of future generations to meet their own needs." This captures the spirit of sustainability, which encompasses everything from labor practices to fertilizer use, but leaves us with few practical tools to identify it when we see it. How can we accurately, reliably measure something as nebulous as production that doesn't compromise the needs of future generations?

## HARDER THAN IT SEEMS

Like many simple and appealing ideals, sustainability quickly becomes complicated when applied to the real world. Assessing sustainability requires cutting through a thicket of incomplete information, deep complexity and local context. One has to consider not only what indicators of sustainability are actually relevant to the specific supply chain, but also if those indicators are reasonably measurable, and how they play out on the ground.

A farm is an exasperatingly complex system. The exact same

farming practices could be smart and sustainable with one crop in one part of the world and disastrous in another. Tilling, fertilizing or cover cropping can have drastically different impacts on soil depending on the amount of rainfall a farm gets, the structure of the soil and the organisms living therein. Different pesticide applications or biocontrol practices could be successful, catastrophic or just unnecessary, depending on countless, complex ecological interactions happening beneath, around, above and within the crops. To measure the environmental sustainability of a farm, indicators must be contextualized to the ecology, nutrient cycling dynamics and climate of that particular farm's locality.

Likewise, economic and social sustainability is highly dependent on the local economy and how it functions. Whether a farmer has access to capital, and whether those loans come through formal banking or informal community channels, could play a big role in whether a farm could survive a few bad seasons. The social sustainability of a farm could depend heavily on whether it hires and trains local workers—or not; it depends on what the local talent pool looks like. Whether or not it's relevant to measure labor practices on a farm in a company's supply chain depends on the enforcement of labor laws, which vary drastically from country to country, and even location to location within a country.

All of this complexity makes it difficult to apply a uniform standard for sustainability across different farms. Take those chocolate bars I was considering in the supermarket aisle. Chocolate is a global cash crop with a problematic colonial history that is plagued to this day by socially and environmentally unsustainable practices. It is grown primarily in West Africa, but is also produced in Latin America and Southeast Asia. The sustainability issues in each chocolate producing region are quite different, and assessing the sustainability of a chocolate supply chain requires an understanding of those local nuances.

Child labor is more prevalent in West Africa than in Latin America. Banking systems and access to capital are more formalized in Latin America than in West Africa. Annual rainfall differs substantially between the regions, necessitating different water management practices. Chocolate farms in different parts of the world grow in different soils, with different climates and face different diseases. In Latin America, chocolate farms have been ravaged by outbreaks of the fungal pathogens called witches' broom and frosty pod rot. Chocolate farms in West Africa don't have these diseases but are instead struck by swollen shoot virus and black pod rot. Chocolate farmers in Southeast Asia must contend with an entirely different pest still, the

*continued on page 12*



## Sustainable Chocolate, cont.

*Continued from page 12*

cocoa pod borer moth. A tailored, flexible metric would yield a more relevant and meaningful measure of sustainability under these complex and variable conditions.

### PUTTING A NUMBER ON A PRINCIPLE

When we as consumers ask if food is sustainably produced, we're asking an assessor to weigh carbon emissions, pesticide runoff, child labor and countless other considerations, and tell us "yes" or "no" so we can stop comparing two bars of chocolate and get on with our day. We're asking for a general, emotional answer to a very particular set of specific, technical questions.

In the late '80s, standards-based sustainability certifications such as Rainforest Alliance and Oregon Tilth were founded to answer these questions. Their uniform checklists of sustainability indicators and measurement protocols offer a simplicity and comparability that is crucial to a shopper trying to make a choice about the right chocolate bar. You can know exactly what that seal on the chocolate bar means, and which tests it passed. Standards-based certifications don't capture all the local nuance on the ground, but they do give consumers the information they need to put their money behind sustainable producers.

As this consumer demand has grown, corporations have taken notice. Most S&P 500 companies are now investigating their global supply chains and releasing sustainability reports. While many companies are still looking to greenwash, smart ones are serious about improving their sustainability. Decades of data now show that sustainable production means good publicity, efficient use of resources and a steady supply chain that is less susceptible to disruption from labor strikes, pest outbreaks or law enforcement.

"What led the charge was altruism," said Levi Stewart at the sustainability consultancy Sustainability Accounting Standards Board (SASB). "And there still is a very strong community that wants to have their money invested in a way that aligns with their morals. But what we've really started to see is an emergence of understanding that these sustainability impacts really do have financial implications. More and more investors are realizing that companies that manage sustainability impacts are not only at reduced risk of bad publicity and benefit from strong brand recognition, but are also more likely to efficiently manage their resources, which directly impacts the bottom line. Sustainability gives investors another lens to see, at a deeper level, how companies are managing their resources and the expectations of society."

As teams of accountants, analysts and assessors in corporate sustainability departments investigate supply chains, they have a different set of questions, priorities and skillsets than a shopper in grocery store aisle, or the certification programs that

cater to that shopper. They have more time and stomach to pour over a detailed, contextualized sustainability assessment, and to consider priorities and trade-offs. Should a chocolatier choose the chocolate farm spraying fungicide or the farm using child labor, and how should they factor in the difference in carbon-fueled miles the chocolate must travel? How about cost?

Responsible purchasing in real supply chains means prioritizing and navigating trade-offs between different dimensions of sustainability, and standards-based certification systems can be too rigid to answer these questions. So corporations and policymakers are turning to a new generation of sustainability assessments, which replace the rigidity of standards-based certifications with a more flexible, contextualized framework. These assessments dovetail with an emerging move to "True-Cost Accounting," formerly known as "Triple Bottom-Line Accounting," in which companies report not only their financial, but also their social and environmental performance.

These newer assessments are being developed both by public institutions, such as the U.N.'s Sustainability Assessment of Food and Agriculture (SAFA) framework and nonprofit sustainability reporting framework organizations like SASB or The Global Reporting Initiative (GRI). They focus on the adaptability, transparency and "materiality" or relevance of particular indicators of sustainability to the operation. Rather than checking off every box on a list, these assessments focus on what is most material, or important, for a particular supply chain. The GRI, a standard bearer of sustainability reporting, has put materiality front and center in its recent guidelines.

Materiality is built into the structure of newer sustainability assessments such as the U.N.'s SAFA framework, which allows for customization and flexibility in measurement. "You start with the default indicators that make up SAFA, and you can delete those that don't apply to your operation," said Nadia Scialabba, a senior officer at the U.N.'s Organic Agriculture Program who designed SAFA. "But you have to justify why you did. If you don't have farm animals, you don't include those indicators. Before, you had to have your own system to add your own indicators, but now the SAFA tool allows you to add your own indicators. SAFA can handle the way new indicators are calculated in terms of weighting and aggregation."

Complementing the focus on relevance, these indicators are often flexible and contextualized to the specific locality, providing guidelines for measurement rather than a defined protocol requiring equipment that may be impractical on the ground.

As Tobias Bandel of the agricultural consultancy Soil & More put it, "We talk to the local people about what drives them, what impacts are relevant for them. Then, very often, the technology needs to be adjusted ... if you come to them with a big questionnaire, there isn't enough time to do the audit. Or if your measurements require too much technology, that also

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# MEASURING SUSTAINABILITY

## MATERIALITY

Within each theme, indicators determined to be material are measured according to flexible guidelines that are tailored to local context.

## FLEXIBILITY

Assessors must decide which themes are relevant and material to the sustainability of the operation, depending on its structure and local context.

## SOME INDICATORS INCLUDE



GHG Reduction Target  
Wastewater Quality  
Concentration of Water Pollutants  
Soil Biological Quality  
Nutrient Balance  
Soil Physical Structure  
Soil Chemical Quality  
Energy Consumption  
Renewable Energy  
Diversity of Production  
Soil Organic Matter  
Freedom from Stress



Mission Explicitness  
Engagement Barriers  
Effective Participation  
Grievance Procedures  
Conflict Resolution  
Free, Prior and Informed Consent  
Full-Cost Accounting  
Civic Responsibility  
Remedy, Restoration and Prevention  
Sustainability Management Plan



Fair Access to Means of Production  
Indigenous Knowledge  
Rights of Suppliers  
Fair Pricing and Transparent Contracts  
Non-Discrimination  
Food Sovereignty  
Gender Equality  
Capacity Development  
Right to Quality of Life  
Health Coverage and Access to Medical Care



Internal Investment  
Community Investment  
Long-Term Profitability  
Price Determination  
Product Diversification  
Procurement Channels  
Stability of Supplier  
Stability of Market  
Risk Management  
Local Procurement  
Product Labeling  
Certified Production  
Regional Workforce



# A CLOSER LOOK AT INDICATORS & THEIR ROLES



## ENVIRONMENTAL INTEGRITY



## GOOD GOVERNANCE



## LABOR RIGHTS



## ECONOMIC RESILIENCE



### WATER POLLUTION

Ensures that a farm attempts to prevent runoff from reaching the watershed

#### MEASUREMENTS MIGHT INCLUDE:

- Establishing buffer zones between the farm and nearby streams
- Avoiding excessive use of dangerous pesticides



### CHILD LABOR

Farmers should not employ workers under the age of 16, unless through educational or apprentice programs

#### MEASUREMENTS MIGHT INCLUDE:

- Inspecting employment records
- Interviewing young employees



### TRANSPARENCY

Refers to how organizations make accurate, timely and relevant information available in an accessible way

#### MEASUREMENTS MIGHT INCLUDE:

- Maintaining records
- Allowing public access to documents, such as on a website or by request



### NET CASH FLOW

A quantitative measure of a farm's profitability and whether it has enough liquidity to pay for supplies and labor

#### MEASUREMENTS MIGHT INCLUDE:

- Access to credit lines, which can help a farm get through a bad year or expand production to meet increased demand



Water pollution: iStockphoto.com/Chris Wedel; Good Governance: iStockphoto.com/Chris Wedel; Labor Rights: iStockphoto.com/Chris Wedel; Economic Resilience: iStockphoto.com/Chris Wedel; Water Pollution: iStockphoto.com/Chris Wedel; Child Labor: iStockphoto.com/Chris Wedel; Transparency: iStockphoto.com/Chris Wedel; Net Cash Flow: iStockphoto.com/Chris Wedel



## Sustainable Chocolate, cont.

*Continued from page 12*

won't work... instead we focus on what's relevant, looking at the impact."

For companies trying to reach sustainable supply chains, measuring material indicators in their supply chain is often more meaningful and practical than relying on suppliers who are certified according to a standard.

"We have to move away from the standards and certification system, where you have equivalency and compliance, you have do's or don'ts," said Scialabba. "With the information technology we now have, the only keyword is transparency. In the current system, we know if something is assessed as organic or not organic, but you don't have access to the books to see how that was assessed. You have to trust the assessor."

These newer sustainability assessment frameworks are still in their infancy, and many questions remain about their usefulness and viability. For one, the flexibility in what indicators are included and how they are measured creates opportunities for cheating that are not present in standardized certifications. Many of the folks in the assessment community I talked to were not overly concerned about this. These new assessment tools could really help a company trying to improve sustainability in its supply chain, or give detailed information to investors, but they'd make a lousy vehicle for greenwashing. They don't produce a certificate or stamp for consumers, and they are designed to be highly transparent, so that choices in measurement are visible in the assessment.

### A HARD ROAD, BUT WORTH IT

In mapping out the dimensions of sustainability and refining the tools to measure them, economists, agronomists, ecologists, sociologists and others in the sustainability community have learned to be adaptable and think carefully about putting a number on a principle in a complex, messy world. They've brought into sharper focus what sustainability really means and how it can be realized in the global supply chains that bring chocolate bars to your supermarket.

The certification labels I was considering on my chocolate bars remain an important part of the conversation, and critical for individual shoppers. Standards have the advantage of being directly comparable across different products, since they measure the exact same things. At a quick glance, you can know exactly what a certification means. That's important for a shopper suffering an existential crisis over a chocolate bar.

Because standards-based certifications are rigid, they struggle to capture meaningful nuances in the sustainability of supply chains, such as the regional sustainability issues particular to Latin American or West African chocolate. What's measured may be irrelevant to the actual sustainability of that particular farm, or unmeasurable on the ground. They're useful for shop-

pers trying to make a sustainable choice, but don't provide the depth of analysis needed to restructure a supply chain.

True-cost accounting and other impact assessment frameworks measuring material and contextualized indicators have helped companies take stock of the wider sustainability picture of their supply chains. Three decades on, the sustainability community is working from a simple, powerful ideal to embrace a complex world.

*Alex Taylor Is A Ph.d Candidate At The University Of Michigan, Studying The Evolution Of Symbiotic Relationships Between Plants And Bacteria. He Blogs At [Thoughtandawe.net](http://Thoughtandawe.net)*





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# Member News

## CDS Consulting Co-op, Putney, Vermont, announces

Garland McQueen is serving as interim general manager for Central Co-op in Seattle. One of his primary responsibilities is to open a new store in Tacoma.



Paul Feiner has taken a new position as Store Support Manager at Sacramento Food Co-op. Paul will continue to be available to provide Safety, Security and Loss Prevention strategies and solutions through CDS Consulting Co-op. Contact Feiner@cdsconsulting.coop



We have a new consultant! Don Moffitt provides expansion and business planning including developing pro forma to assess financial feasibility of projects. Contact DonMoffitt@cdsconsulting.coop



**Community Food Co-op, Bellingham Washington.** Pizza! That's been all the talk at the Community Food Co-op in Bellingham, WA. Our Prepared Foods Manager, Nick Barrett, has been working hard developing a take and bake pizza program. We purchased a dough sheeter, researched and tested numerous packaging options, baked what felt like about a thousand test pizzas, and reset our grab and go sections. We now have three competitively priced varieties on our shelves – cheese, veggie, and pepperoni.

In other news, we now accept make-up packaging recycling (items that aren't recyclable curbside) and sent in our first full box at the beginning of August – we also accept CFL light bulbs, used toner, batteries, and plastic bags/film (including reusable shopping bags) for customers, and we just started a collection/recycling program for energy bar wrappers for staff.

We switched up our summer outreach efforts as well – instead of having a single community party we have been getting involved with more local events, like First Friday art walks, participation in area events like Kids Fest and Market Walk, hosting open mic nights in our coffee shop, and have sponsored or been directly involved with a number of other local events. We sponsored and gave away over 200 tickets

to a Bellingham Bells baseball game where local non-profits tabled. We got to throw out the first pitch and got to write several co-op centric announcements broadcast during the course of the game. We've also been hosting extremely popular weekly giveaways on our Facebook page with help from our fantastic vendors – check us out @CommunityFoodCoopBellingham

We also lost a good friend and co-worker this spring. Kate Blake, who most recently was our HR administrative assistant but also worked in our deli for many years, passed away on May 25th. Born in 1955, Kate grew up in England and moved to New Orleans as a young adult where she lived for a decade. One day she got on her bike with no destination in mind and ended up in Bellingham, knowing that she was home (although she did have a special affinity to Okanogan, WA). She worked with homeless women in both Seattle and Bellingham, was a world traveler, a talented musician and artist, a loyal and supportive friend, and was truly dedicated to peace, justice, and women's rights. She will be missed by many across the planet that she loved so much.

**ECOTEAS, Ashland, Oregon,** just moved back to our home town of Ashland (from Medford). Yay! Now the three owner/operators live within 1 mile of our HQ. We started ECOTEAS 17 1/2 years ago in Ashland. We started out running the busi-

## "I appreciate what the Co-op Cafe provides for my board and staff!"

Board members, staff and participating members are invariably jazzed about the co-op model!"

—Robyn O'Brien, general manager, Putney Food Co-op



Join us at the Co-op Cafe on October 7, 2017.  
Register at: [cdsconsulting.coop/register2017](http://cdsconsulting.coop/register2017)

CDS Consulting Co-op



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# Member News

ness out of our home on 5th street. As we grew, we moved into a small warehouse in Ashland, then a larger warehouse in Ashland. In 2007, we outsourced our warehouse to a third party in Montague, California. After 7 years, we took the warehouse back under our own control to regain intimacy with our product and business; however, we could not find the right sized building available in Ashland (where we all live), so we resorted to renting a space in Medford (15 miles away). We've been commuting to Medford for 4 years, which has been a real bummer! Recently, a building with a perfect location opened up in our neighborhood (255 Helman Street, Suite 4A, Ashland, OR 97520). This is truly a homecoming for us. We are close to our homes, close to where our children go to elementary school, close to the Ashland Food Co-op, and close to downtown Ashland, the city we love. We have all simplified our lives dramatically with this move. And our carbon footprints are much smaller! We couldn't be happier!

**Equal Exchange**, Portland, Oregon. The last twelve months at Equal Exchange have brought a fair amount of movement and transition. For one, in May we transitioned out of our twenties, and celebrated a most joyous 30th anniversary! Be sure to check out our 2016 annual report and learn what 30 years of authentic fair trade looks like. This spring, we also went live with our brand new business management system. This

implementation has come with lots of learning, temporary shifts in focus, and a few curve balls. The program went live in April and as we continue to settle in, we are relieved to say that for the most part things are moving smoothly, not to mention there's a general feeling of excitement around all the reports we can run (so many reports!)! Many thanks to all of our customers who have given us their patience and compassion as we've been maneuvering through this period.

More on the transition front has been the launch of our new website. This may not seem quite as fresh in our minds these days, but I'm still surprised and delighted every time I visit the site. The high-resolution videos that welcome users to the page immediately draw them in and beg them to stay a little longer. Watch out, Google! Move over, Amazon! Equal Exchange is movin' into the 21st century!

This year has also provided space for the growth of our new Citizen Consumer Action Forum and the construction



Don Pancho (left) of the Norandino cooperative in Peru

of a vibrant community of citizen-consumers. Working all together, we hope to deepen our collective understanding around issues of innovation, global solidarity, social imagining and learning, and economic justice. This spring, citizen-consumers and Equal Exchange worker-owners came together for our first ever People's Food System Summit, and we would love to see you there next year!

On the farmer side of things, this fall is marking our pre-determined wrap date for our participation with USAID's

Cooperative Development Program. Since 2010, USAID, TCHO, and Equal Exchange have been working together with three of our farmer cooperatives to build model farms, where co-ops can experiment with different coffee and cacao varieties, as well as irrigation and fertilizer innovation. The grant work also brought to life cacao tasting labs on the farmer co-op level, and a new, international standardized form for tasting and ranking cacao quality. Keep an eye out for more information in the future regarding this highly successful and inspirational work.

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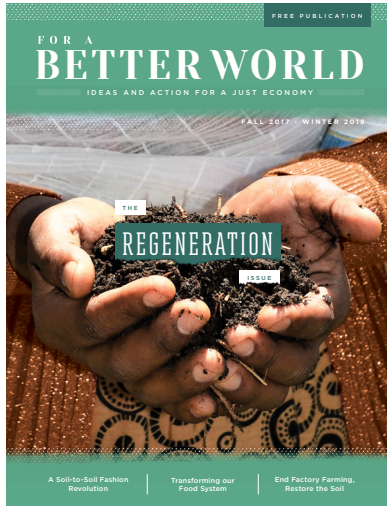
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# Member News

**Fair World Project** is pleased to announce the latest edition of our For A Better World magazine.

The Fall 2017/Winter 2018 issue explores themes of regenerative agriculture and fair trade. Look for inspiring and thought-provoking articles from natural foods leaders like David Bronner as well as perspectives from a farmer co-op in Kerala, India, and the movement to transform our wardrobes from the ground up. There are also practical tips for shopping and engaging in the movements that are sparking change around the globe.



Look for this free, ad-free publication in 1500 natural food stores, fair trade shops, and other locations throughout the U.S. and Canada.

If your store, office, or school wants to distribute this free educational resource, please go to [FairWorldProject.org](http://FairWorldProject.org) or email [info@fairworldproject.org](mailto:info@fairworldproject.org) to request a case for you and your customers to enjoy.

**First Alternative Co-op**, Corvallis, Oregon, partnered with Corvallis Environmental Center (CEC), Corvallis' local office for education to children and adults in caring for our planet and supporting local efforts, to sponsor a food vending booth at the CEC's Concert Series kick-off event. Wraps and tofu nuggets, made in the First Alternative Co-op Kitchen and grilled at the event, were sold, along with salads, drinks, fruit, chips and non-dairy frozen dessert. The booth was a big hit and the Co-op sold out of wraps and tofu nuggets quickly! The Co-op covered food costs with the booth sales, donated all the labor to prepare for and run the booth, and gave 75% of remaining sales to their CEC partner; an amount totaling over \$420.00. First Alternative plans to



*Folks lined up to get wraps and tofu nuggets and First Alternative Co-op's Food Booth*

repeat this event in Summer 2018, once again partnering with CEC!

**Maggie's Organics**, Dexter, Michigan, celebrates its 25th anniversary in 2017. Maggie's has been a leader in fair trade and organic apparel since 1992. Their mission has been to ensure that every step of their supply chain – from farm to finish – is fair and equitable, while creating and producing classic, beautiful and affordable pieces for season after season of wear.

This August, Maggie's showed their Fall 2017 Apparel Line and featured three new organic wool and cotton products at the NY NOW Gift Show in NYC.

These three new products will be wonderful additions to the Maggie's product line up.

**Holiday Socks**—Maggie's super soft, Made in the USA, certified organic merino wool sock will be a big hit this holiday. With two new sock styles in washable, organic merino wool, the Holiday Snuggle features three novel and whimsical patterns in all-over cushion. The Sweater Sock is available in three colors in a lighter-weight wool for everyday wear and a knit-in winter design making it the perfect gift.

**Shawl Vest**—This cozy one-size-fits most addition to the Maggie's lineup is made from 97% organic cotton rib fabric and is available in black, slate, moulin twilight and merlot. It is the







## Member News

perfect finishing piece with pockets that completes every outfit. It can even be worn upside-down for a completely different look.

**Poncho**—This versatile, one-size 100% organic cotton mesh poncho has coconut buttons and comes in merlot, black, terracotta, twilight and greige. It is a favorite of nursing mothers and women in chilly conference rooms and planes.

**Medford Food Co-op**, Medford, Oregon, announces COMING SOON! Currently under construction, The Café at Medford Food Co-op will offer fresh, delicious, wholesome meals from house-made hot soups

to custom sandwiches and creative salads. Nourish your family with real food: find healthy, organic options for busy schedules at The Café at Medford Food Co-op. Opening in Fall 2017!

**Muddy H2O Etc**, San Jose, California, At the start of the third quarter, we've accomplished a lot this year! At the beginning of 2017, we started a packaging change on our Pit Powder Deodorant for Women, Pit Stop Deodorant for Men, and Feet Powder. We switched from our cardboard tubes that we had had since day one, to plastic tubes with a twist shaker top. It was a tough call as we didn't want to contribute more plastic to

the environment, but we needed a more durable container. We finally found a recyclable plastic bottle, made in the USA, and HDPE. Plus, it was easy to use, sturdy and worked well with our product. It also gave us the ability to apply the labels via machine instead of by hand, saving us literal hours in production time. When we originally launched in the first quarter, we had some trouble with our bottles as we used a white sticker to cover the opening (think baby powder bottle) to give our product clean lines. Well, that apparently blended too well with our bottle and made it hard to open, so a few months later we began a design on a new freshness seal. We do our designs in house, so it didn't take long to encompass all three deodorants for one sticker. Now the changeover is finally finished and we have had nothing but positive feedback on the new packaging. It was a great learning experience, but something we don't want to have to do for a while!

**Oregon Tilth**, Corvallis, Oregon, launched its Social Investment Program (SIP), an initiative to partner with equity-focused organizations that support marginalized communities in the food system and working in agricultural production. Also, the organization is preparing for diversity and equity training to develop a social equity plan in 2018. In looking toward the future, Oregon Tilth is conducting a leadership and management assessment to determine how to manage

*The Café*



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## Member News

organizational growth as a nonprofit. The Farmer-to-Farmer Mentorship Program started in August, developed to meet the growing demand and preference for peer-to-peer, on the ground training in organic agriculture. By connecting transitioning and newly certified organic growers (mentees) with experienced organic farmers (mentors), the mentorship program facilitates knowledge-sharing, certification support, and valuable networking opportunities. For more, visit: <https://tilth.org/education/transition-to-organic/mentorship/>

**Organically Grown Company**, Eugene, Oregon, has recently welcomed Matt Mroczek as Vice President of Finance. Mroczek will join the company in late August.

Most recently Matt was the Director of Financial Planning & Analysis for New Seasons Market ([newseasonsmarket.com](http://newseasonsmarket.com)), where he has held that position for the last 3 years, and 6 years overall with the company.

Matt's career has led him through several key leadership and growth positions with Fred Meyer/Kroger, and IBM/Bank of America. At New Seasons, Matt built analytical systems and processes to enable leaders across the business to better manage their impact on financial outcomes by designing and implementing an operational reporting and analysis platform.

Matt has served as an Instructor for the Center for Retail Leadership, and has great passion for teaching and mentoring. He developed and facilitated financial acumen training for new and aspiring managers while at New Seasons.

"The Organically Grown family has been such a great partner for New Seasons during my time there. I'm very excited to join them in this journey to continue building strong relationships with growers and customers, while helping improve access to great produce that's good for people and our planet."

This new role will have oversight of the company's fiscal management and accounting systems and provide leadership, training and development and guidance to the finance and accounting teams.

**Sweet Creek Foods**, Elmire, Oregon, had the best harvest season ever. It was huge! We work with the best farmers and fishers in the Pacific Northwest. We have the best canning facility. We have the best crew. We produce the best food. And, we have the best customers, ever.

Thank you for your support and let's make the future tasty and healthy for generations to come!

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# Why Do Marketing and Operations Clash?

—by Carolee Colter, CDS Consulting Co-op, [www.cdsconsulting.coop](http://www.cdsconsulting.coop)

Why do marketing and operations clash? Back when I worked in distribution, the warehouse complained that marketing promised too much to the customer, while marketing grumbled that the warehouse always said no.

It's the same in retail. When conducting employee surveys I often hear comments from grocery or wellness like, "Marketing is trying to run everything but we're the ones who actually talk with the customers," and comments from marketing like, "We're just trying help them sell their products. Why won't they cooperate?"

To understand this dynamic and how to resolve it, I turned to my CDS Consulting Co-op colleague Rebecca Torpie, a former marketing manager herself and now a consultant in marketing and brand strategy.



*Why don't marketing and operations get along?*

Marketing tends to operate in a bubble. Partly that's because there's a lack of understanding of what marketing staff does. Sometimes operations people think marketing is there to create signs and implement operations' ideas.

On the other hand, there's this idea that marketing creates the marketing plan and everyone else is supposed to carry it out. These misunderstandings of marketing's role can occur when management sees marketing mainly in terms of tactics.

Also, the general manager might not understand the need for marketing and operations to have a strong relationship. Instead of creating a bridge, the GM could (inadvertently) create a situation where the right hand doesn't know what the left is doing.

*So what can be done?*

The first step is to create goals for the store. That should be done by the management team so that everyone is on the same page. Then marketing develops the strategies to meet those goals.

Also marketing needs to keep operations informed of what they're doing and why. Once people have a basic understanding, marketing is fun. Employees enjoy being involved, being asked for ideas.

*How can marketing best keep operations informed?*

It requires consistent meetings—not one-offs—with marketing and the department heads and merchandisers. For example, say we have a strategy to increase active demo-ing in the deli to highlight our local sausage. The deli department head and marketing staff meet so that everyone knows what's happening and it's a team effort.

Even so, marketing always runs the risk of being perceived as telling other departments what to do, instead of being part of a team. Therefore make sure communication is consistent and documented so that everyone knows what's going on.

*What could marketing ask the store manager or operations manager to do?*

Ask them to think out their promotional needs as far as out as possible. The more organized operations are, the easier it is for marketing to think strategically. Promotions tend to work best when operations and marketing meet and decide together which products, e.g. seasonal, local and new products, will be promoted.

Also, accountability is a major factor in whether the marketing plan can work. It's a huge to-do list involving lots of people that marketing does not control. If management from the GM on down doesn't hold their direct reports accountable, the marketing department can't be effective.

*Any final words of advice for marketing managers?*

I hear complaints that the marketing manager is not on the floor. Take the time to go down on the floor and connect with staff. That will make it much quicker and easier to get staff to go along with marketing's requests. It doesn't take a lot of time but you have to make friends. You need to be an influencer.

*Carolee Colter is a member of CDS Consulting Co-op and lives in Nelson, B.C. She can be reached at [caroleecolter@cdsconsulting.coop](mailto:caroleecolter@cdsconsulting.coop)*

## Sustainable Trade, cont.

*Continued from page 9*

conditions, and environmental sustainability. Fair trade brands and fair trade producer coops have shown that it is possible to develop supply chains that benefit producers, companies, and consumers without harming communities and ecosystems along the way. It is time to take these principles and make them the norm.

Once the negotiation begins on August 16th, the process may accelerate quickly as negotiators and corporate lobbyists try to push through tweaks to make NAFTA work better for the 1%. Opening NAFTA for renegotiation is a big step that many have been asking for over the course of its troubled history. Now we must turn this opening back into good news and an opportunity to get it right. This starts with eliminating ISDS and ensuring an open and inclusive negotiation process. Democratic and sustainable trade is possible, but we need to work hard to make it happen.

*Dana Geffner serves as Executive Director of Fair World Project, educating and advocating for a just global economy*



# Board Candidate Statements

Provender Alliance board elections are fast approaching. The Nominating Committee has diligently and carefully screened these candidates and the Board wanted to give them an opportunity to speak about their interest in serving on the board. These statements will appear on the ballot. We will be holding an on-line election this year. One member of each organization is designated to receive the on-line ballot. An e-mail will be sent out before the election to ensure we have the correct contact for balloting. Please encourage your organization to vote in our annual board election.



## **Joe Wade**

### **Impact Group**

*Please share a little bit about yourself and why you want to serve on the Provender Board.*

I have 40 years of Natural Foods experience in the PNW as a retailer, distributor, and broker. I have served on the Board of a non-profit arts organization, and currently

volunteer with a group carrying out community based food-security projects. I am married to my wife, Annie, and have two adult children, Christi and Jeffrey. I am also a performing pianist.

Provender represents and embodies the culture of my community. I want to contribute to this ongoing process through the Provender Board.

*What skills do you bring to the Provender board that will make you an excellent board member?*

Making presentations - I hope to use that skill in expanding Provender membership. Making decisions in a group setting - will apply very directly to productive Board work at Provender. I have general P&L analysis, management, and budgeting experience. I maintain a wide range of contacts throughout our community.

*What interests you most about the work that the Provender board does?*

I hope to be a part of leading Provender through a period of growth and diversification. What interests me is the variety of perspectives represented on the Provender Board and finding ways this diversity can be deployed to deepen our sense of community.

*Please share a favorite Provender experience and how it has affected you.*

Several Conference keynote talks showing how the challenges of our 21st century lives can be addressed by the wisdom and spirit of our community: Rodale Institute demonstrating how Organic Agriculture can overcome global warming, LaDonna Redmond revealing the elements of colonialism as a cause of food insecurity, Paul Stamets showing the interconnectedness of different forms of life, and of health.

I attend the Conference to recharge my batteries for another year in Natural Foods.

*What are your passions in life and how do they align with the mission of Provender?*

I value highly community. Provender embodies my community. I value shared growth experiences. I see this at the Conference each year. I value balance in my life; family / work / community / myself as an individual. I share this with Provender as an organization.



## **Rachel Mitrani**

### **Maitri Marketing**

*Please share a little bit about yourself and why you want to serve on the Provender Board.*

I have had the honor of serving on the Provender board for 4 years and am excited to have the opportunity to run for a third term. Serving as board President the past year has

been a great opportunity for me to learn and grow into a leadership role. If I am elected for another term I will be serving as board President for at least another year which will help bring consistency as well as give me an opportunity to train a future President.

*What skills do you bring to the Provender board that will make you an excellent board member?*

I bring my strong leadership skills, passion for the natural foods industry and commitment to our membership to follow through on the work that needs accomplished to keep our organization thriving into the future.

*What interests you most about the work that the Provender board does?*

Provender appeals to my need for community and awareness of the important issues in our trade and larger world. My experience with Provender allows me to feel as if I am working towards a common goal. In addition, I gain new skills with my work on the board and appreciate the fun learning environment we have created on the board.

*Continued on page 14*





## Board Candidate Statements. cont.

*Please share a favorite Provender experience and how it has affected you.*

I recently was part of the hiring process for the new ED for the organization. It was the first time I had the opportunity to be a part of a hiring committee and was excited to learn more about the process. I had 2 fellow board members to help guide me through the process as part of the committee. I was impressed with the caliber of applicants which made me proud to be part of an organization in which people see the value and importance of our community.

*What are your passions in life and how do they align with the mission of Provender?*

My passion in life is for my son and to see to it that he has a bright and healthy future. A future with equal opportunity for himself and others and in a sustainable environment. I am also passionate about helping the people I engage with in my professional life to be successful. My work as a broker allows me to be inspired everyday to help sustainable businesses grow which is definitely aligned with Provender's mission.

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## Canning Party, cont.

*continued from page 7*

chairs for people to sit, or that I have 12 wine glasses, I'm not sure exactly, but 12 people make my guest list every year.

I try to ask different people every year and reach out to find people that have never canned before. I ask that everyone bring a case of jars and a case of fruit or veggies and give details based on what we will be making. The first year I just had everyone bring a case of "something", but this proved to be far too chaotic and we had way too many things to prep and basically it was just a mess. So now, for example, I may ask 4 people to bring a case of peaches and 4 people to bring a case of blackberries and 4 people will bring a case of green beans and at the end each guest leaves with all of their jars filled with some peach jam, blackberry preserves and dilly beans.

When guests arrive I already have everything set up to sterilize jars and we get started with that. As we are sterilizing jars I explain how the canning process works, what they need to know and show everyone their workstation with cutting boards, knives and bowls so we can start prepping food. Oh, and wine is poured, there is definitely wine! I will measure out the sugar and vinegar and other things necessary for our chosen recipes so that everything is ready to go. I try to choose easy and quick recipes because canning can be a long process and I find that some people lose interest in the process when things take too long. Everyone gets to work and before you know it jams are bubbling and brines are boiling, people are laughing and we are canning!

The energy at the canning parties in the house and out on the porch is lively and fun. There is something really special about getting a bunch of people together to work on a group project, especially one that involves food. Sometimes the guests are people I know, but often they are friends of friends and this is how we are getting to know each other. I love watching my friends come to realize that canning is simple and fun and everyone leaves with jars full of food and an experience that hopefully will encourage them to try it again someday on their own.

In January when the weather is dreary and cold is really my favorite part of the canning party. Opening those cans is always a treat. Once the seal is broken the memories that were made at the canning party come rushing out and make the flavor of the blackberry bourbon jam or peach jam or dilly beans that much sweeter!

Enjoy!



# OOC Update

—from Oregon Organic Coalition, [www.oregonorganiccoalition.org](http://www.oregonorganiccoalition.org)

Governor Brown Proclaims Organically Grown in Oregon Week to take place September 10th – 16th, 2017. Awards luncheon keynote Dr. Garry Stephenson will discuss the importance of funding organic research

Nominations are in for Oregon Organic Coalition's (OOC) 2017 Awards for Excellence, the annual recognition of farmers, food processors, researchers, retailers, and individuals who are leading the state's organic sector. To be considered for this prestigious award, nominees are required to qualify in a variety of categories, including innovation in organic practices; service to the industry; expansion of organic business opportunities; and overall achievement in the state's organic industry.

2016 recipients included Green Zebra Grocery, Humm Kombucha, Persephone Farm, Scott Balin (Balin Farm Trust), Lane Selman (Culinary Breeding Network), Lynn Coody (Ag Systems Consulting), Saruh Beth Wynes (Minto Island Growers), Dr. Garry Stephenson (Oregon State University) and the Organic Material Review Institute. This year's recipients will be announced during the OOC's awards luncheon on Wednesday, September 13, 2017, at the Ecotrust building in Portland, Oregon.

Previous award winner Dr. Garry Stephenson will be keynoting this year's luncheon, speaking to attendees on the importance of funding organic research. Dr. Stephenson's extensive writing and teaching work with OSU also includes leading their extension and agricultural education service programs, such as the Extension Organic Program, the Center for Small Farms and Community Food Systems and the Small Farms program.

In recognition of the importance of organic farmers, processors and distributors to the state, Oregon Governor Kate Brown renewed a proclamation declaring September 10-16, 2017, Organically Grown in Oregon Week. The Governor's proclamation highlights the rapidly expanding organic sector of Oregon's agricultural economy. It acknowledges the state's unique stature as a leader in organic agriculture, highlighted by the first organic standards legislation in 1973, the first published organic certification standards in 1987, and the establishment of the first statewide advocacy group - the Oregon Organic Coalition - to help promote the organic industry.

Organic agriculture is a vital segment of Oregon's economy with 409 certified organic farms, which brought in over \$2.69 billion in 2015. Governor Brown Proclaims Organically Grown in Oregon Week to take place September 10th – 16th, 2017. Awards luncheon keynote Dr. Garry Stephenson will discuss the importance of funding organic research



2017 marks the 29th anniversary of Organically Grown in Oregon Week, a tradition that began in 1988 as a means for celebrating Oregon's organic industry and recognizing the leaders of Oregon's organic movement. The week-long celebration of the organic agricultural industry will include regional events, along with tastings of local organic foods and beverages, farm tours, and grassroots events. For information about participating in Organically Grown in Oregon Week, contact Stacy Kraker at 541.246.1856 or [skraker@organicallygrown.com](mailto:skraker@organicallygrown.com)

Organically Grown in Oregon Week is presented by the Oregon Organic Coalition, with generous support from Organically Grown Company, Oregon Tilth, and Ecotrust. For a full list of OGOW supporters, member businesses, as well as a complete schedule of OGOW events, visit [www.oregonorganiccoalition.org](http://www.oregonorganiccoalition.org)

## Decline a Meeting, cont.

*Continued from page 8*

### 2) Just (kindly) say "no"

There's nothing wrong with saying no. More people should be saying it. It shows that your time is important and your co-workers will understand that. This way of rejecting a meeting is more direct, best used for meetings that do not require you or are not relevant. This can be combined with the other methods. For example, "I'm unable to make that meeting because of existing commitments. I am interested in knowing how this project is progressing; can you email me the report afterwards as well as any questions you may have?"

### 3) Suggest a different option

Meetings can be great to plan, brainstorm, build a team or tackle a challenge, but if it's a simple update you may be able to get up to speed without holding a meeting. If there is a way to get the same result through a more efficient method; propose that option:

- Could they email you specific questions they need answered for the meeting?
- Can the meeting be shorter (statistically a 60-minute meeting if well designed can be done in 40 minutes; a 30-minute meeting done in 20 minutes).
- Would a 10-minute phone (or Skype) suffice?
- Is it possible to send someone to the meeting on your behalf?

*Tracy Parks is the Director and Master Productivity Ninja at Think Productive USA, a productivity and time management training company serving knowledge workers worldwide.*

*She will be presenting a workshop on Making Meetings Magic and on Email Etiquette at the 2017 Provender Conference*





## From the Editor, cont.

*continued from page 3*

me know what you appreciate about the organization so I can make sure others know about the benefit you are receiving that they might find useful enough to join.

I have plenty of my own ideas and will be moving forward on them but I'm a true believer in Zingerman's brand of customer service. I want to find out what you, our customer, wants from us so I can get it for you (accurately, politely, and enthusiastically). Then I plan on going at least a couple of extra miles.

See you at the Conference,

Vicki Reich

Editor/Executive Director



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# Warehouse Beetles in Organic Storerooms: How can a little beetle be such a problem?

by Ashley Roden, *Sprague Pest Solutions*

A common stored food product pest, Warehouse beetles (*Trogoderma variabile*) are one of the most destructive of all warehouse pests. While they don't live inside warehouses, these beetles are strong fliers and are likely living outside the facility at all times.

These scavenger beetles will enter your facility to find nutrition and will eat everything including animal-origin products like wool clothing, other dead insects and animals, and dried milk. They also consume cereal, corn meal, candy, dog food, fishmeal, all kinds of seeds, flour, spaghetti, spices, peas, wheat, and barley. Outside of a facility, the beetles survive on pollen and nectar on plants.

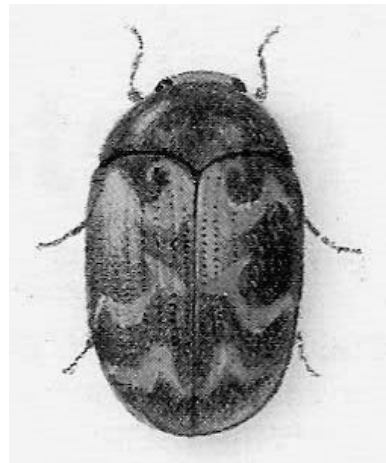
Warehouse beetles are very small - only a little over 1/8 inch (3 mm) in length as adults. They have brown and yellow patterns on their backs. In larval stage, the beetles are tan in color and have numerous stiff setae, or hairs. The setae of the warehouse beetle larvae are shed within the infested food product and can irritate the mouth, throat and stomach of people who eat it. This can cause abdominal pain, vomiting, and diarrhea.

Pheromone traps containing a female sex pheromone are commonly used to attract male beetles. These traps are used both inside and outside the facility. Outdoor traps will help to determine whether the beetles are abundant outside the facility and can be useful to pinpoint when the warehouse beetles become active. Checking indoor traps will alert facility managers when the warehouse beetles have made it inside.

As with many pests, sanitation is key to stopping the Warehouse beetles from reproducing. Start with an in-depth inspection of the facility. Look for not only adults,

but also the larva and cast off larval skins.

Examine any cracks and crevices or voids where dust can settle. This includes junction boxes, under conveyor belts, on the tops of beams and pipes, and in drop ceilings – anywhere cleaning does not take place regularly. These beetles can survive even on a thin layer of food powder.



The most common route inside for these beetles is an open door, window or gap. Keeping doors closed as often as possible, and sealing any gaps will reduce the chance of warehouse beetles coming inside the facility. Insect light traps can also be used inside to attract and capture both male and female beetles.

With their diverse food diet, ability to survive outside on nectar and pollen, and their strong ability to fly, do not be surprised if you run into warehouse beetles in your organic warehouse. An integrated pest management program will be vital in solving warehouse beetle infestations.

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Provender's Facebook page is reaching more and more people. We're growing with over 600 folks now. Search for "Provender Alliance" and 'Like' us. You can keep in touch with all the great people you met at the conference all year long! You can share links to interesting articles or issues. Post your news and happenings for all to see. Like us today!



# Make Your Own Mulling Spice

by Mountain Rose Herbs

Whether it's craving a warming hot toddy or dreaming of sweet and spicy apple cider, it's that time for the toasty, comforting scents and flavors brought to us by fragrant mulling spices like cinnamon, cloves, allspice, and star anise. There's something delightfully historic about the spicy hot drinks served up as the air chills. Our favorite story of spiced "wassail," or cider, involves the indigenous populations of Southern England. According to legend, the winter cider celebrations were a way to celebrate the health of the apple trees to ensure an abundant cider apple harvest the following year. One folktale even tells of the ancient "Apple Tree Man" residing as a spirit in the oldest apple tree in the orchard. He encouraged a bountiful future harvest by offering up the last mug of mulled cider and pouring it over the tree roots. We'll raise our mugs to that!

## LET'S MAKE MULLING SPICE!

Bags of this mulling spice also make a wonderful gift! They can also be boiled on the stovetop as a nice potpourri.

### Ingredients

- 2 organic whole nutmegs
- 1/2 cup organic cardamom pods
- 1/2 cup organic cinnamon chips (sweet)
- 1/4 cup dried organic orange peel
- 1/4 cup dried organic lemon peel
- 1/4 cup organic dried ginger root
- 1/4 cup organic whole cloves
- 1/4 cup organic whole allspice berries
- 2 organic vanilla beans
- 10 organic whole star anise pods
- Organic cinnamon cassia stick

Directions: Put nutmeg and cardamom pods in sturdy cloth or plastic bag and whack with mallet or heavy rolling pin to break into pieces. Transfer pieces to bowl and add cinnamon chips, ginger root, orange peel, lemon peel, allspice, and cloves. Scrape out inside of vanilla beans and add scrapings to this spice mixture (you can save the vanilla pods for homemade vanilla extract or to infuse sugar or honey.) This makes about 2 1/2 cups—enough mulling spices for several recipes. You can put 1/4 cup in a cotton muslin bag or wrap in cheesecloth and tie well. Toss in 1 star anise pods per bag. Suspend the cinched bag in wine, cider, or punch. We like to toss in a couple whole cinnamon sticks too for flavor. They look lovely simmering in the pan!

## A FEW WAYS TO UTILIZE YOUR TASTY SPICE BLEND...

### Classic Mulled Wine

- 1 bottle red wine (your choice)
- 1/2 cup fresh organic orange or pineapple juice OR 1/2 cup

elderberry syrup

- 1 bag mulling spices (above)
- 1/2 cup brandy

Directions: Pour red wine and fruit juice into large saucepan (if using the elderberry syrup, wait to add it after the wine has heated up and simmered). Toss in mulling spices and extra cinnamon sticks, if desired. Heat slowly over medium heat until it steams and little bubbles form around the edges (pre-boil). Reduce heat to low, cover, and let simmer for 20 minutes or so. Remove lid and remove mulling spice bag. Add brandy and elderberry syrup. Stir well. Garnish with slice of orange and cinnamon stick.

### Mulled Orange Tea Hot Toddy

- 2-3 cups water
- 1/4 cup organic Orange Spice Tea
- 1/4 cup organic brown sugar or honey (the honey will add a definite "honey" taste)
- 1 cup organic apple cider or juice
- 1-1/4 cup bag of mulling spices (above)
- 6 oz. bourbon, whiskey, or spiced rum
- 2 teaspoons organic butter
- Cinnamon sticks and organic orange slices for garnish

Directions: Bring water to boil and pour over Orange Spice Tea (in an infuser or tea bags) and let steep for 20-30 minutes. Remove tea bags and put tea, sugar or honey, apple cider or juice, butter, and mulling spices in pan. Heat slowly over medium heat for 15 minutes until very hot. Remove from heat. Remove bag of mulling spices and add your liquor choice. Ladle into mugs. Garnish with slice of orange and cinnamon stick.

### Mulled Cider

- 6 cups fresh apple cider
- 1/4 cup organic maple syrup
- 1 1/4 cup of mulling spices in a bag (above)
- Organic cinnamon sticks and freshly grated nutmeg for garnish

Directions: Add apple cider to large pan. We think fresh apple cider has just the right sweetness, but if you'd like a little more, add 1/4 cup organic maple syrup and stir well. Toss in bag of mulling spice and gently heat on medium for 20 minutes or so until very hot. Remove from heat and ladle into mugs. Add cinnamon stick and freshly grated nutmeg for garnish.





# Web Sites to See

## **Aisle 7**

[www.aisle7.com](http://www.aisle7.com)

## **All Organics Links**

[www.allorganiclinks.com](http://www.allorganiclinks.com)

## **California Certified Organic Farmer-**

[www.ccof.org](http://www.ccof.org)

## **Center for Food Safety**

[www.centerforfoodsafety.org](http://www.centerforfoodsafety.org)

[www.truefoodnow.org](http://www.truefoodnow.org)

## **Center for Rural Affairs**

[www.cfra.org](http://www.cfra.org)

## **Community Alliance with Family Farmers**

[www.caff.org](http://www.caff.org)

## **Community Food Security Coalition**

[www.foodsecurity.org](http://www.foodsecurity.org)

## **Cornucopia Institute**

[www.cornucopia.org](http://www.cornucopia.org)

## **Environmental Research Foundation**

[www.rachel.org](http://www.rachel.org)

## **Environmental Working Group**

[www.ewg.org](http://www.ewg.org)

## **Food & Water Watch**

[www.fwwatch.org](http://www.fwwatch.org)

## **Food Marketing Institute**

[www.fmi.org](http://www.fmi.org)

## **Friends of Family Farmers**

[www.friendsoffamilyfarmers.org](http://www.friendsoffamilyfarmers.org)

## **Geneforum**

[www.geneforum.org](http://www.geneforum.org)

## **Genetically Engineered Food Alert**

[www.gefoodalert.org](http://www.gefoodalert.org)

## **Good Food World**

[www.goodfoodworld.com](http://www.goodfoodworld.com)

## **Green Living Journal**

[www.greenlivingpdx.com](http://www.greenlivingpdx.com)

## **Greenpeace**

[www.greenpeace.org](http://www.greenpeace.org)

## **Grist Magazine**

[www.grist.org](http://www.grist.org)

## **Lost Valley Educational Center**

[www.lostvalley.org](http://www.lostvalley.org)

## **National Sustainable Ag. Coalition**

[www.sustainableagriculture.net](http://www.sustainableagriculture.net)

## **Natural Foods Merchandiser**

[www.newhope360.com](http://www.newhope360.com)

## **Natural Products Association (NPA)**

[www.npainfo.org](http://www.npainfo.org)

## **Natural Products EXPO Northwest**

[www.npanw.org](http://www.npanw.org)

## **NCAP**

[www.pesticide.org](http://www.pesticide.org)

## **NW Cooperative Development Center**

[www.nwcdc.coop](http://www.nwcdc.coop)

## **Organic.org**

[www.organic.org](http://www.organic.org)

## **Oregon Organic Coalition**

[www.oregonorganiccoalition.org](http://www.oregonorganiccoalition.org)

## **Oregon Physicians for Social Resp.**

[www.oregonpsr.org](http://www.oregonpsr.org)

## **Oregon Tilth**

[www.tilth.org](http://www.tilth.org)

## **Organic Consumers Association**

[www.organicconsumers.org](http://www.organicconsumers.org)

## **Organic Farming Research Foundation**

[www.ofrf.org](http://www.ofrf.org)

## **Organic Materials Review Institute**

[www.omri.org](http://www.omri.org)

## **Organic Trade Association**

[www.ota.com](http://www.ota.com)

## **Pesticide Action Network**

[www.panna.org/panna/](http://www.panna.org/panna/)

## **Public Citizen**

[www.citizen.org](http://www.citizen.org)

## **Rodale Institute**

[www.rodaleinstitute.org](http://www.rodaleinstitute.org)

## **Sunbow Farm—Inst. of Bio Wisdom**

[www.sunbowfarm.org](http://www.sunbowfarm.org)

## **The Organic Center**

[www.organic-center.org](http://www.organic-center.org)

## **Union of Concerned Scientists**

[www.ucsusa.org](http://www.ucsusa.org)

## **The FDA**

[www.fda.gov/](http://www.fda.gov/)

## **The Green Guide Institute**

[www.thegreenguide.com](http://www.thegreenguide.com)

## **The Organic and Non-GMO Report**

[www.non-gmoreport.com](http://www.non-gmoreport.com)

## **Tilth Producers of Washington**

[www.tilthproducers.org](http://www.tilthproducers.org)

## **Vegetarian Resource Group**

[www.vrg.org](http://www.vrg.org)

## **Vegetarians of Washington**

[www.vegofwa.org](http://www.vegofwa.org)

## **Wild Farm Alliance**

[www.wildfarmalliance.org](http://www.wildfarmalliance.org)

## Free Advertising

Would you like to see your name in print? For **FREE**? It's easy...just send us some member news. We rely on you for news. To be listed in our weekly Monday e-mail blasts, send us some information about what you or your company or business is up to. Examples are business plans, changes, expansions, new employees, new products, new equipment, remodels, explosive sales, sponsorship of community events, etc. Send your news electronically to [info@provender.org](mailto:info@provender.org). Please add us to your newsletter mailing lists.



# Calendar of Events 2017

## ❖ Organically Grown in Oregon Week

September 10 through 16, 2017  
Throughout Oregon  
[www.oregonorganiccoalition.org](http://www.oregonorganiccoalition.org)

## ❖ Natural Products Expo East

September 13 through 16, 2017  
Baltimore, Maryland  
[www.expoeast.com](http://www.expoeast.com)

## ❖ Food Tank Summit

September 13, 2017  
New York City, New York  
[www.foodtank.com](http://www.foodtank.com)

## ❖ Green Festival

September 23 through 24, 2017  
Los Angeles, California  
[www.greenfestivals.org](http://www.greenfestivals.org)

## ❖ 41st Annual Provender Alliance

### Educational Conference

October 4 through 6, 2017  
Hood River, Oregon  
For more info: 888.352.7431  
[www.provender.org](http://www.provender.org)

## ❖ Natural Products Expo Northwest

October 13 through 14, 2017  
Portland, Oregon  
[www.npanw.org](http://www.npanw.org)

## ❖ Bioneers

October 20 through 22, 2017  
San Rafael, California  
[www.bioneers.org](http://www.bioneers.org)

## ❖ Regenerative Earth Summit

November 6 through 7, 2017  
Boulder, CO  
[www.attheepicenter.com](http://www.attheepicenter.com)

## ❖ Tilth Producers of Washington

November 10 through 12, 2017  
Vancouver, Washington  
[tilthproducers.org](http://tilthproducers.org)

## ❖ EcoFarm Conference

January 24-27, 2018  
Pacific Grove, California  
[eco-farm.org/conference](http://eco-farm.org/conference)

## off the mark .com by Mark Parisi



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## Your Provender Representatives

Provender Alliance has an elected Board of Directors. Monthly conference call meetings are scheduled for the **second Thursday of each month, 4 to 6 PM**. Please check our website for the most up-to-date meeting schedule. All are welcome to attend and participate in ALL meetings and learn what your Board of Directors is up to and provide input on their work. In-person meetings include conference planning sessions and other operational activities. Please contact the office for confirmation of time, date, and log-in information for conference calls.

### 2017 Provender Alliance Board of Directors

**President: Rachel Mitrani**

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**Troy Eustice**

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### Conference Committee Chair

**Vicki Reich**

Sandpoint, ID  
Phone: 208.596.0740  
E-mail: [vicki@provender.org](mailto:vicki@provender.org)

### Membership Committee Chair

**Lesley Rush**

Organic Valley  
Portland, Oregon  
Phone: 503.894.8541  
E-mail: [lesley.rush@organicvalley.coop](mailto:lesley.rush@organicvalley.coop)

### Nominating Committee Chair

**Kelly Miles**

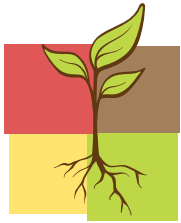
Portland, Oregon  
Phone: 503.928.0908  
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### Provender Alliance Staff

**Vicki Reich**

Interim Executive Director  
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**ADDRESS SERVICE REQUESTED**

*Provender Alliance exists to educate and inspire  
our community at a reasonable cost*

**Our Community is primarily Provender Members and also includes organizations and individuals in the natural products industry, and organizations and individuals with shared values.**

**Our Community will be better educated in areas that include:**

- current industry trends and topics
- economic, social and cultural change
- ensuring a vibrant natural products industry
- environmental issues
- activism
- models for sustainable, ethical business practices and environmental stewardship
- integrity

**Our community is inspired to:**

- make positive change
- cultivate new ideas
- make new connections
- educate and inspire others
- be present and appreciate
- create a sharing, nourishing and celebratory environment.

**We are motivated, influential passionate leaders.**