



# Provender *Journal*

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

SUMMER 2017

Volume 34, Issue 2

## Provender and Wild Apricot

Provender is moving up in the world of technology.

The Board and Executive Director wants to upgrade the way we manage our membership information while providing our members more for their money. We found Wild Apricot and feel it offers everything we want and more. We are all really excited about the benefits this service will provide our members and the organization.

Wild Apricot was designed specifically to serve the non-profit world. They offer so many of the features that we and our members have been asking for. Here's a brief list:

•**On-line registration for the Conference!**

Members have been asking for this for years. Wild Apricot event registration allows for as many permutations of conference sign-up as we can think of. Want to go to the Intensive on Wednesday and the Keynote on Friday and only eat carbs? Wild Apricot can be configured so we can offer you those options. It knows if you are a paid up member so you will automatically get member pricing when you sign up. And check-in at the conference will be quick and easy.

•**A Member-Only section of the website.**

We are still dreaming up ways to use this feature. Ideas include PDFs of all the workshop handouts from the conference, webinar recording, keynote speaker videos, and other special content to benefit our members.

•**A Member Forum.**

Members have been asking for ways to engage with each other after the conference is over. Member forums will allow just that. Members can start a thread about a workshop topic and continue the conversation all year long.

•**Members are in charge of their information.**

Members can add new staff or remove departing staff from the membership rolls. You can designate who we contact for Member News and who should receive the Board of Directors

election ballot. Each staff member can decide what email communication to receive from us so we don't fill your inbox with unwanted information. The system keeps track of who went to which conference, if you are a volunteer or a worktrade person, and how long you've been a member.



As we learn more about the system, we're sure we'll come up with other ways to help us get you the information you want and need.

We will be sending out an introductory email very soon. It will have information on how to log into your account to make any changes you need and to start using the features. Everyone on our member mailing list will get a log in

In addition, each organization will have a designated person who administers the organization's account (bundle administrator in Wild Apricot speak). This person can add or remove individuals from the member list. Bundle Administrators will get a separate email explaining their role.

We realize that some of this may be confusing at first and that it will require a brief amount of work to get things set up, but we believe the benefits will far outweigh the costs in the long run. Vicki will be happy to help if you encounter any problems or questions along the way. Don't hesitate to contact her with concerns or ideas on how we can make the system better.

We are excited about this new expansion of member services and we hope you will be, too!

**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.

**Editor:** Vicki Reich

**Contributors:** Brad Averill; Carolee Colter; Katherine DiMatteo; Dana Geffner; Raychel Kolen; Oregon Tilth; OOC; Organic Seed Alliance; Susan Schechter; Ian Stoy; Kjell van Zoen; and members who provided Member News.

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

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\$500,001-\$1,000,000	\$160/yr
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\$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 material in this newsletter is for the information of Provender members. Members may reprint articles, except for reprinted or copyrighted articles, from the *Journal* as long as Provender is cited as the source.

**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.

## Provender Alliance

308 Tamarack Ln  
Sagle, ID 83860  
toll free: 888.352.7431  
p. 503.859.3600  
[info@provender.org](mailto:info@provender.org)  
[www.provender.org](http://www.provender.org)

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# Greetings from Provender Alliance

## From the Editor

The Board and I just got back from our in-person meeting in Depoe Bay, Oregon. We stayed in a funky older house whose faults were nullified by the fact that we were right on the ocean. The sound of the waves punctuated our long discussions and lulled us to sleep after our productive days.

Spending three days with seven of your bosses might not seem like that much fun but I came away energized and inspired to do the best work for Provender I can.

We spent the first evening brainstorming new ways to better serve our members. We came up with a pretty long list and you might even see some of those ideas come to fruition!

Monday morning we looked at past strategic planning work and incorporated some of our brainstormers from the night before into our 5 year plan. We focused on Membership Growth, Diversity, and Member Services and Benefits. I now have my work cut out for me.

In the afternoon, I gave the Board an update on conference planning and we came up with a few more ideas for workshops.

Tuesday morning we worked on the Executive Director job description and the hiring process. The job posting should come out before you read this.

Tuesday afternoon was dedicated to checking in with all our policies to make sure they were still serving us well. It was a pretty intense session and there was a great sense of accomplishment when we finished the last one.

In between all that work, we walked on the beach, we cooked and ate some amazing food, we got to know each other better and we laughed until we peed our pants (or at least I did)

Until next time,

*Vicki*

Vicki Reich  
Editor  
Interim Executive Director



Vicki Reich  
Editor

## From the Board

Hello Provendarians!

I want to let you all know that your board is hard at work planning our path to ongoing success. We have a unique opportunity to reimagine how we do things and one of our continued goals is to offer more of a way to harness the power of our connections electronically.

We look toward the future and to continuing our personal relationships while adding ways to remain in contact throughout the year, not only at the conference or other events but at any given moment you might need insight.

Your Board of Directors are determined to ensure the perpetuation of your Nourishment, while furthering your Education and filling you with Inspiration! We "meet" by web/phone once a month with our Executive Director and three times a year we meet in person, not including our fabulous annual conference.

Our in-person meetings are a great way for us to really connect and get work done while giving us time to live, eat and sleep Provender. We are all just like you, and have taken the time to give a little bit extra of ourselves and knowledge of the natural products industry to maintain the amazing organization that we all love.

Have you ever wondered about Policy Governance? Are you curious about how our organizational structure and leadership work? Do you feel that you have excellent ideas or are forward and future thinking? Have you thought about helping out on a committee? I encourage you to give yourself the reward of being "Provender" by becoming more involved.

I realize that my communications often are filled with encouragement to give more, however we continue to thrive because of you and me. Provender would not be successful if we didn't give our expertise to further grow our roots.

Thinking of all of you,

*IAN*

Board Member



Ian Stoy  
Board Member



# Welcome to New and Returning Members

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

- ❖ **Bear Foods Market**, retailer in Chelan, Washington
- ❖ **From The Fields**, manufacturer in San Rafael, California
- ❖ **GloryBee**, distributor in Eugene, Oregon
- ❖ **Kelly Miles**, individual in Portland, Oregon,
- ❖ **Juniper Ridge**, manufacturer in Berkley, California
- ❖ **Once Again Nut Butters**, manufacturer in Chicago, Illinois
- ❖ **Portland Ashwagandha Farm**, manufacturer in Portland, Oregon
- ❖ **Singing Dog Vanilla**, manufacturer in Eugene, Oregon
- ❖ **Sundance Natural Foods**, retailer in Eugene, Oregon
- ❖ **Sweet Creek Foods**, manufacturer in Elmira, Oregon
- ❖ **Think Productive**, consultant in West Linn, Oregon
- ❖ **Wilcox Family Farms**, manufacturer in Roy, 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, and more. As a Provender member, you'll also receive announcements of upcoming Provender gatherings, position announcements, and more. 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**. There is no meeting in June. The next meeting is July 11. 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.



# Momentum to Reverse Climate Change

—by Katherine DiMatteo, Sustainable Food Trade Association,  
[www.sustainablefoodtrade.org](http://www.sustainablefoodtrade.org)

The message from Washington, DC is clear – protection and restoration of the environment is just not important. Fortunately, momentum to reverse climate change has developed during the past years that will be difficult to stop. Investors, large and small companies, cities, States and individuals are already on the road to environmental sustainability. The reasons are varied, of course. There is economic opportunity in cost savings, cost avoidance, risk management and new business. There is necessity due to limited resources or fluctuations in resource availability, and weather changes and disasters. There is also the drive to be part of a collective solution, to “do the right thing”, and to view the environment as a shared resource.



Some examples of this momentum drawn from news sources:

New jobs are coming from the renewables sector. Quoting directly from a [report published by Environmental Defense Fund](#): “In 2015, renewable energy jobs in the U.S. reached 769,000, the result of a compound annual growth rate (CAGR) of nearly 6% since 2012. Job creation in this sector has outstripped the fossil fuel industry: for example, jobs in fossil fuel extraction and support services slumped, with a -4.25% CAGR over the same period.”

According to the Shelton Group’s most recent [B2B Pulse study](#), 66% of business decision-makers in America and Canada stated that they intend to increase their reliance on more renewably generated electricity. And 65 companies, representing over 48 million MWh of annual electricity demand by 2020, have signed on to the [Corporate Renewable Energy Buyers’ Principles](#)

Walmart, the retail giant recently announced [Project Gigaton](#), an effort to remove 1 billion metric tons of greenhouse gases from its supply chain by 2030. Walmart will be focusing on [Scope 3](#) emissions — those that are a consequence of business operations but over which it doesn’t have direct control. The company will be launching an online toolkit to help suppliers better manage their energy, agriculture, waste, packaging and deforestation, and to

design consumer products with a lower impact.

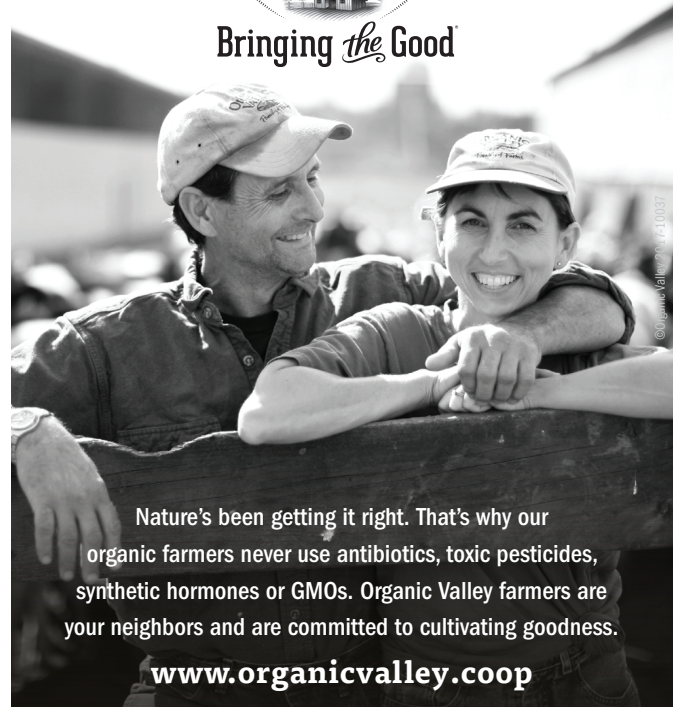
In April, Tesla, maker of premium electric vehicles, solar panels and energy storage, experienced a surge in shares that pushed its market cap past Ford’s before edging past GM a few days later. This is a crystal-clear indication that investors view electric vehicles as the future of the auto industry as well as a general vote of confidence for clean energy’s growing role in our marketplace. [Learn more.](#)

[Kentucky Coal Museum Goes Solar.](#) The Kentucky Coal Mining Museum will always commemorate the past, but now it’s also looking to the future by switching to solar power. The museum, owned by Southeast Kentucky Community and Technical College. The museum decided to move forward with the solar project after budget cuts pressured the college to reduce operating expenses.

As further evidence, two books were released in April that emphasize that solutions to climate change are doable and within our reach. Michael Bloomberg, former mayor of New York City, and Carl Pope, former executive director of The Sierra Club, co-authored *Climate of Hope: How Cities, Businesses, and Citizens Can Save the Planet*. In this book, they argue that a beyond-DC approach offers the best opportunity for dealing with climate change and they look to U.S. cities to lead in renewable energy, and clean transportation. Their solutions do not exclude the national government, though, in the argument that subsidies need to be redirected.



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## Momentum to Reverse Climate Change

*continued from page 5*

Also, Paul Hawken and his team of researchers present, in their words, the 100 most substantive solutions to global warming in *Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming*. The book digs deep into the solutions, examining the carbon impact they provide and how they work. The solutions are rated in terms of impact from the reduction of Greenhouse Gas Emission or the drawdown of carbon from the atmosphere. Some of the solutions are surprising: #1 is Refrigerant Management - phasing out hydrofluorocarbons quickly and preventing escape reduces by 89.74 gigatons of carbon dioxide; and #5 – Empowering Girls and Women would, according to the research, reduce carbon dioxide emissions by 59.6 gigatons between now and 2050.

As you put together your reading list for the summer, throw in one or both books along with the romance, mystery and stories of inspiration that may be on your list.

So how can the natural and organic products sector advance the momentum? Make a public commitment through [The Climate Collaborative](#) and build a program of action into your business operations. 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. 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 May 5th, fifty-three companies have made 190 commitments. 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. Join these companies and be part of the solution now!

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

Nourish  
Educate  
Inspire

## News From OOC

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

The Oregon Organic Coalition (OOC) is beginning the planning for the 29th Annual Organically Grown in Oregon Week (OGOW) in September, 2017. OGOW is a tradition that began in 1988 as a means for celebrating Oregon's organic industry with farm tours, demos, grassroots events, wine tastings, and the presentation of the OOC's Awards in Excellence Luncheon, as well as other events. Stay tuned to the OOC website [www.oregonorganiccoalition.org](http://www.oregonorganiccoalition.org) for the official proclamation of OGOW, coming soon.



This week-long celebration of Oregon's agriculture and industry will be highlighted by the presentation of the 2017 OOC Awards in Excellence. Awards will be given to organizations, businesses and individuals to honor their work and dedication to Oregon's organic trade within the following categories:

- Farm: Crops (organization)
- Farm: Livestock (organization)
- Farm worker (organization)
- Farm worker (individual)
- Processor (organization)
- Wholesaler (organization)
- Consumer Advocacy (organization)
- Organic Policy Analyst (individual)
- Environment & Health (organization)
- Certifier (organization)
- Retailer (organization)
- Scientist (individual)
- Organic advocate (individual)

Download the official nomination form on the OOC website [www.oregonorganiccoalition.org](http://www.oregonorganiccoalition.org)

Nominations must be returned by August 1st. Award recipients will be announced at the OOC's Awards in Excellence Luncheon during OGOW—date and time TBA.

The promotional and marketing campaign for OGOW will ramp up this summer. If you are interested in hosting an OGOW event, would like to become a sponsor of the event, or would like to learn more about becoming a

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## News From OOC

*continued from page 6*

member of the Oregon Organic Coalition, please contact Stacy Kraker at [skraker@organicallygrown.com](mailto:skraker@organicallygrown.com). Free marketing and promotional materials, including business recognition through print and social media publications, are just some of the benefits of that come with supporting the OOC and OGOW.

### About the Oregon Organic Coalition

The Oregon Organic Coalition is a trade support organization, working to advance the development and growth of the organic industry and community in Oregon. The OOC is made up of a wide array of key players in Oregon's organic industry—from farmers to wholesalers and processors, as well as organic certifiers, scientists, consumers and retailers. The OOC acts as an organizing body, providing direction and endorsement of activities to promote Oregon's organic trade, such as the re-enlivening of Organically Grown in Oregon Week (OGOW) every September, as well as collaborating with, and advocating on behalf of, organic stakeholders on Oregon State policy issues, and advocating for continued federal support for organic research at Oregon State University. To learn more about becoming a member or sponsoring these efforts, contact the OOC at [info@oregonorganiccoalition.org](mailto:info@oregonorganiccoalition.org)

## In Memorium: Sheldon Rubin

May 25, 1954 -April 22, 2017

Sheldon Rubin died Saturday, April 22nd after a short battle with lung cancer. He was 62 years old. He is survived by his wife, Margie Paris, their daughter Elizabeth and her husband Julian Marrs, and their son Michael and his partner Bethany Bonneville. Shel also left behind an extended family and many, many friends.



Sheldon practiced law in Chicago before he and his family moved to Eugene in 1992. He continued to practice law in Eugene until joining Toby's Family Foods, where he loved working with his "second family" of Jonah Alves and Toby Alves. He was an active member of the community, serving in leadership positions on the boards of Hillel at the University of Oregon, Temple Beth Israel in Eugene, and FOOD for Lane County.

Sheldon's wit was legendary, and he genuinely enjoyed interacting with others. He developed friendly relationships with virtually everyone he encountered, and he effortlessly kept in touch with far-flung friends and family. Among his greatest pleasures was hosting people and plying them with good food and even better wines.

Sheldon was a real mensch - a good, honest, upright man who touched many lives. His family grieves his loss but celebrates a life well lived.

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# Approach with Caution:

## An Assessment of Fair Trade USA's Domestic Labeling Initiative

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

Fair Trade USA's (FTUSA) label is showing up on fruits and vegetables in produce departments around the country. Unfortunately, that's not necessarily a step forward for farmworkers.

In our recent report [Justice in the Fields](#) we evaluate seven different labels claiming to bring benefit to farmworkers either domestically or internationally. We conclude that Fair Trade USA (FTUSA) is a program to Approach With Caution. We recommend four other labels ahead of FTUSA.

As we explain in our report, fair trade is a movement and a market descriptor that emerged out of the need for small-scale producers to organize and gain access to global markets. The application of the term "fair trade" to an ever-expanding scope of geographies and production settings is confusing and misleading to consumers who rely on it to identify products made by small-scale producers. This expansion of scope is also dangerous to small-scale producers who suddenly find themselves competing against large-scale producers using the same term. These are real concerns that also led us to rate Fair Trade USA poorly as a farmworker justice label. This Approach With Caution warning applies equally to FTUSA's more established work on medium-to large-scale farms in the Global South.

The concerns we outline here also mirror similar concerns with FTUSA's separate standards for [fisheries](#) and [apparel](#), both of which are also now open to domestic production and labeling.

### Why approach Fair Trade USA with caution?

FTUSA may be the program with the most marketing resources, but they are not the program closest to the ground. That means there has been a lot of buzz about FTUSA's entry into the domestic market and the casual observer may be led to believe they are the only alternative to the conventional system of low wages and poor conditions on the field. Not only is that not true, the net benefit of this labeling program may well be negative as it draws attention away from stronger, farmer-led programs.

The reality is that three of the four programs we rated higher than FTUSA are U.S. programs that have been working in this context for longer than FTUSA. And although union membership in general is down, [independent, grassroots unions like](#)

[Familias Unidas por la Justicia are breathing new life into this tried and true organizing model.](#)

While it is certainly true that there is room for multiple approaches to provide a remedy and alternative to exploitation on the field, our analysis revealed that FTUSA's approach does not add any strong or unique features to the landscape. It is, at best, a corporate social responsibility program.

### Farmworker-Led: Does It Really Matter?

We often say that all stakeholders, especially intended benefi-



*Farmworkers face low pay, pesticide exposure, heat, wage theft, and even forced labor. They need more than weak standards and lax enforcement to bring justice to the fields.*

**Photo credit: Equitable Food Initiative**

ciaries, of any program need to be at the table for its development, enforcement, and monitoring. This may sound like an academic ideal, or even just a courtesy to include those who are the target beneficiaries. But having multiple representatives of beneficiaries and a balanced stakeholder development is vital. If you look at the Fair Trade USA standards, you may see that they include common sense elements. Workers must wear protective equipment, workers must be paid directly for all work they perform on a regular schedule, workers must have rest breaks and work

overtime only if willing. These are all good basic requirements and, unfortunately, not guaranteed on conventional farms.

In contrast, Agricultural Justice Project (AJP), Fair Food Program (FFP), and Equitable Food Initiative (EFI) were all created with farmworker organizations as founding members and, although they take different approaches and have room for improvement, have one or more elements that positions them as leaders in the field—and shows the importance of farmworker perspective in the development of standards.

AJP requires phasing out piece rate, a form of payment associated with wage theft, increased physical risk, and discrimination, requires living wages or transparent pay negotiations between farmworkers and managers, and requires toxin reduction and least toxic alternatives to pesticides and other chemicals to be used in all cases.

FFP requires all farmworkers to be hired directly by the farm, increasing accountability. FFP has also developed a model complaints resolution program and a legally binding mechanism to transfer money directly from the most profitable end of the supply chain to the most economically disadvantaged.



EFI has developed comprehensive training programs for both auditors and on-farm leadership committees.

While FTUSA covers the bare bones minimum requirements for working conditions, they fail to cover new ground or take the lead in fair pay, democratic organization, or other key areas of worker empowerment. Instead, in an industry known for its exploitation of workers, FTUSA's standards stick to small improvements that could best be described as adequate.

### Adequate Standards, Inadequate Enforcement

The Coalition of Immokalee Workers, the farmworker organization that developed the FFP, makes the strong case that [standards without enforcement amount to empty promises](#). FFP's enforcement elements include worker-to-worker training, a 24-hour complaints hotline that has become a hallmark of the program, and legally binding contracts with market consequences for non-compliance.

AJP's monitoring and enforcement incorporates independent worker organizations that help conduct worker interviews and remain available in between audits to hear worker complaints.

Annual audits are very important in understanding how a certified entity operates. But they are not sufficient to understand the full picture of what is happening, especially when announced ahead of time. If a farm is employing child labor, for example, they may ask the children to stay home the day of the audit. Protective equipment may be dusted off and handed out for the audit period even if workers don't have consistent access throughout the year. A group of workers may be consistently assigned fields where conditions are least favorable (lower yielding plants, for example, on a farm where workers are paid by what they are able to pick) and that might not be clear to an auditor based on a day or week of observation.

Workers must be able to describe in their own words through interviews and complaint resolution channels what is really going on and how well their needs are being met. They also must be empowered to improve their conditions, both by reporting

violations of established standards, and in proposing innovations. FTUSA relies too heavily on annual audits conducted by professional auditors without farmworker organization participation. Though farms do have some worker committees, the mandated committees have a narrow scope: administration of a premium or making recommendations for health and safety improvements. These committees are not guaranteed to have the authority or power to investigate the full range of worker grievances or to negotiate with management beyond their narrow scope.

There is too much margin for complaints to be buried or missed in this system and not enough opportunities for workers to be empowered to change their own pay and conditions. With inadequate enforcement, barely adequate standards quickly become meaningless.

### Empowerment Is Not Top Down

[Fair World Project previously sent FTUSA a letter, co-signed by several organizations, outlining some of our concerns](#), including the risk of labeling products from large-scale domestic farms the same way as small-scale products from economically disadvantaged countries and the lack of formal farmworker representation on decision-making committees. At the time, Fair World Project was told that improving decision-making and governance structure would be a later step, after the standards were in place. This process is backwards. If the label was not conceived and developed by the target beneficiary group, those stakeholders at the very least should have been invited to the table before standards were written.

Fair Trade USA can be commended for recognizing the need for farmworker justice in the U.S. and for spreading the word about poor pay and conditions. FTUSA has also recognized that many migrant workers hold jobs in one country and also jobs in the U.S. and that they need protection and opportunities in both countries. However, rather than trying to single-handedly address the issues, it would have been far better for them to partner with farmworker-led programs in the United States that are in a better position to meet farmworker needs in this country.

For all those reasons, Fair World Project has concluded that FTUSA's domestic produce label should be approached with caution. It is not a model program, nor is it farmworker led. Further, there is a real risk that, without caution, it will not merely be viewed as the incremental improvement to the exploitations of conventional agriculture that it represents, but as an alternative to the better established strong farmworker-led labels that are pioneering model program elements and real justice for workers.

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



## We Need YOU!

Would you like to continue your Provender connection throughout the year? You can learn new skills and stay connected throughout the year by signing up for one of our committees. Learn about event planning by joining the Conference Committee. Host a Meet & Greet and reach out to new potential members by joining the Membership Committee. Learn to create a marketing plan and how to promote your own business by joining the Marketing Committee. Contact the office to learn more.



# Safety Training That Works:

## An Interview with Paul Feiner

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

As a Loss Prevention Certified (LPC) professional, Paul Feiner, works full time as Safety & Security Manager at City Market, a food co-op in Burlington, VT. On the side, he and his brother Michael manage a consulting business that helps small businesses develop proactive loss prevention programs to mitigate loss and maximize safety and security.



Recently I interviewed Paul about safety training for employees.

### **How do you recommend delivering safety training so it will “stick”?**

PF: When I used to give hour-long safety presentations during new employee orientation, people literally fell asleep. Now we’ve broken the monotony by delivering the training in three parts: a 20-30 minute in-person presentation, a set of handouts, and an online self-paced training module. This way the training touches on different learning styles and no one gets overwhelmed. Of course, this is all in addition to the department-specific safety component of on-the-job training.

### **What do you cover in the in-person presentation during orientation?**

We emphasize how we really need the participation of the staff to create a safe workplace. We introduce the Store Emergency Response Binder. We show how to fill out an incident report form. We explain the storewide emergency action plan and code system (Code Blue for medical emergency, Code Red for fire, Code Yellow for lost child, etc.). In addition, we address coming to and leaving work in the dark, storing personal belongings, security cameras, computer security, shoplifting and workplace violence. We also introduce the handouts and online module.

### **What’s in the handouts?**

Five topics required by OSHA:

- personal protective equipment, (e.g. gloves, masks, goggles)
- lockout/tag-out (operating and maintaining equipment safely)
- hazard communication (chemicals in the workplace)
- blood-borne pathogens
- workplace violence

These handouts are more detailed than our presentation. Employees can take them home and refer to them later, but also, the handouts demonstrate that the employer did deliver the OSHA-mandated training.

### **Now tell me about your self-paced online training.**

We tailor it to the individual store, making it interactive with clickable boxes, pop-up photos, a funny video, and a quiz. Topics in the module include: slips, trips and falls, proper lifting, ergonomics, ladder safety, equipment safety, fire extinguishers, and safe evacuation. The short quiz at the end is easy, but reinforces major points of the training. Employees must get at least 80% right, and have two chances to do so. They then print out their results page and take it to the trainer, who sends it to HR to document the training.

### **What topics would be addressed in department-specific safety training?**

First, every department should have its own training guide to ensure everyone learns department best practices—and safety should be part of that. There should be a checklist that the trainer goes over with the trainee; you want to avoid any incident where an employee might claim, “I wasn’t trained. I didn’t know.” When there’s a storewide emergency action plan, each department has different tasks. For instance, during a power failure, grocery staff closes the freezers, front-end escorts customers out the door, etc. Trainings should cover those roles, alongside issues like knife safety in the kitchen or bailer training in receiving.

### **Any final words about workplace safety?**

OSHA may require safety training, but managers often have excuses for why it doesn’t happen, (“We’re too busy,” “We’re short-staffed.”) The truth is, it takes far more time to deal with the results of a workplace injury than it would to provide the required training and proper oversight in the first place. Training right the first time saves time and money—and keeps people from getting hurt.

### **To learn about OSHA requirements:**

<http://www.oshatraining.com/osha-general-industry-training-requirements.php>

To learn about Paul’s consulting services:

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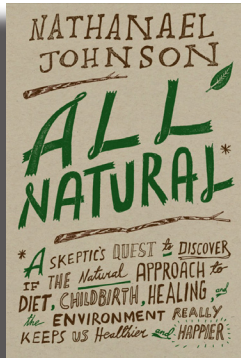
*Carolee Colter is a member of CDS Consulting Co-op and lives in Nelson, B.C. She can be reached at [caroleecolter@cdsconsulting.coop](mailto:caroleecolter@cdsconsulting.coop)*



## Book Review

—by Brad Averill, Owner of Wildtime Foods

*All Natural: A Skeptic's Quest to Discover if the Natural Approach to Diet, Childbirth, Healing, and the Environment Really Keeps Us Healthier and Happier* by Nathanael Johnson. Rodale, 2013.



The title sounds pretty ambitious and, frankly – to a natural skeptic like me – pretty interesting. I have often questioned whether “natural” is inherently better than – what? – unnatural? What exactly is the alternative to “natural” – technology? And what is the rationale behind “natural” being better? The promise of the title, to skeptically inquire whether “natural” is superior to the alternative, is pretty alluring.

I am not sure that I came away feeling satisfied. The book seems neither a scalding indictment of some cult fascination with natural medicine, natural foods or non-interference in the “natural order” nor does it ringingly endorse technological alternatives for medicine, food or the environment. I guess one of my personal weaknesses is that I want there to be clear winners and losers, clear answers. Perhaps my world is overfilled with demons and angels. The world is more nuanced than that. Still, Johnson’s approach left me unsatisfied.

In *All Natural*, Johnson takes on medicine, food and the environment. It is not a straightforward journey. He starts with a chapter that focuses on birth. Next he moves on to raw milk. He moves from raw milk to a broader discussion of nutrition. After nutrition, Johnson takes on vaccines. Next it’s the environment, using forestry as the focus. Then it’s agriculture, using modern pig farming as the foil. Finally, it’s healthcare – “western medicine” compared to “natural” alternatives. His treatment of each of these subjects is entertaining, to be sure; but, somehow, for me, the treatments were ultimately not satisfying. There is too much wandering around. There are too many personal anecdotes. There are not enough hard facts and statistics. It seems, in each instance, he comes away without making a clear choice between “natural” and technological. I will admit that might actually be the most balanced, most reasonable, even the correct conclusion. But I wanted more than that.

Johnson is a journalist, not a scientist; so his investigation into each topic reads more like magazine narrative than scientific treatise. That makes *All Natural* an easy read, but let me take one chapter – one topic – to illustrate my frustration with the approach. For no particular reason, I’ll use Chapter Two,

“Microbial Frenemies”. He starts with a subchapter entitled, “The Immune System”. You might expect this section to provide some basic understanding of the immune system – like how it works. Instead he recounts his parents’ approach to his toddlerhood – no diapers, no birth certificate (is this even relevant?), no restrictions on what he puts in his mouth as a baby. But other than in the section title itself, the words “immune”, “system” or the phrase “immune system” appears exactly zero times. I admit it; I don’t get it.

In the next section, “The Wilderness of the Body”, Johnson does get down to particulars. He introduces the controversy of raw versus pasteurized milk. In this section, he actually describes what pasteurization is (heating milk to 161F for 15 seconds), why it’s done (to kill pathogens) and the public health benefits accrued from its general application. For example, milk-borne diseases in Massachusetts were reduced by 90% between 1919, when pasteurization was introduced, and 1939, when nearly all milk sold was pasteurized. He then describes the development of the raw milk movement, perceptively observing that this is more than a controversy over raw versus pasteurized milk. Quoting Johnson, “... it is a stand-in for a larger system of beliefs. In this case, the revolutionary idea ... is the notion that the father of pasteurization was wrong.” And, parenthetically, not just about milk. The alternative belief is that we now protect ourselves too much from natural

*Continued on page 14*

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# It's Time To Bee Better:

## A New Certification from The Xerces Society and Oregon Tilth Aims to Restore Pollinator Habitat

By Margaret Waterbury. Reprint courtesy of Oregon Tilth's *In Good Tilth* magazine, Spring Issue 2017

When most of us think of bees, we think of the Western honeybee: those familiar, sociable, hive-dwelling insects with the iconic black-and-orange stripes. But honeybees—introduced to the United States from Europe about 400 years ago—are just one of about 20,000 bee species in the world. Before honeybees, the entire North American continent was pollinated by thousands of different native bee species, as well as other pollinators like wasps, butterflies and flies.

"The idea of using honeybees for crop pollination is really a very new concept," said Eric Lee-Mäder, co-director of the Xerces Society. "Prior to World War II, the scale of farms was smaller. Bee exposure to pesticides was a non-issue. Fields were weedier because we did not have conventional herbicides or herbicide-resistant crops. Those are all farm conditions that foster wild pollinators."

But the adoption of synthetic fertilizers and pesticides after World War II undermined the environment for wild pollinators, resulting in a landscape that depended on managed bees for pollination. Today, many crops, from tomatoes and cherries to rapeseed and alfalfa, are pollinated by traveling honeybees that crisscross the nation on the back of flatbed trucks, following the flowers. Those bees, however, are in trouble, affected by agricultural practices that damage bee health. And they've been implicated in the spread of disease to wild bee populations.

In response, Oregon Tilth and the Xerces Society have created Bee Better, a new certification designed to encourage a pollinator-friendly approach to agriculture and meet consumer demand for increased transparency and environmental responsibility from food producers.

### A Market-Based Strategy

The Xerces Society, the nation's only invertebrate conservation organization, has been helping farmers develop science-based, pollinator-friendly practices since 2008. Over the past several years, it observed growing interest in pollinator-friendly agri-

culture.

In 2014, the federal government even issued a presidential memorandum about the importance of pollinator conservation, making pollinator health a priority for government agencies.

"Consumers are really savvy," said Hillary Sardiñas, Pacific Coast pollinator specialist of the Xerces Society. "And there's now a dual public/private interest in pollinators that's really heightening awareness."

That growing consumer demand eventually motivated major organic food brands to ask for help in creating label claims about food grown and produced in a pollinator-friendly way.

The first seeds for the Bee Better initiative were planted when General Mills approached the Xerces Society with an interest in exploring ways their supplier farms could reduce their impact on pollinators.

"General Mills wants to integrate pollinator conservation measures across 300,000 acres of their supply chain over the next nine years," said Lee-Mäder. "That means we have the attention of big ag and big food. And at that point, we couldn't say no anymore."

So the Xerces Society teamed up with Oregon Tilth to develop a new certification program modeled after successful certificates like Fair Trade and Salmon-Safe.

By codifying some of the strategies that the Xerces Society had already observed to be successful in practice, they created a way for consumers to easily identify products made in a fashion that protects bees.

"This is an issue that a lot of people are willing to get behind," said Lee-Mäder. "Pollinator conservation is a win-win. It provides value for companies that want to make a label claim, and for farmers who want to benefit from the service that wild pollinators can provide on farms. It's been a bridge-builder, a way of bringing together hard-nosed economic interests with the conservation community."



*An essential pollinator conservation strategy involves planting pollinator-friendly habitat.*

**Photograph Courtesy Of The Xerces Society**



And native pollinators need all the help they can get. In 2016, seven different species of yellow-faced bees native to the Hawaiian Islands were added to the Endangered Species List, the first time any bee was listed. Then, earlier this year the rusty-patched bumble bee became the first bee in the continental U.S. to be added to the list of protected species after its territory shrunk 87 percent in just two decades. Indicators for other native bees don't look good; several species, including the Franklin's bumble bee, haven't been seen in years and are now presumed extinct.

For many farmers, establishing pollinator-friendly habitat may require a new approach to land management—an approach that the Bee Better initiative is designed to support.

### **Born In Field Trials And Research, Bee Better Guides Farmers**

The requirements for the Bee Better certificate were created after nearly a decade of on-farm research at a diverse range of farms across the country.

It's one thing to define on paper what a good on-farm pollinator habitat looks like. It's another to implement it. Bee Better is unique in how it works with farmers to create nuanced and farm-appropriate plans—depending on location, soil type, climate, native plants and other factors—to protect and grow pollinator populations. The Xerces Society drew from numerous field trials conducted throughout the United States to shape the certification. Whether helping farmers select the right site preparation methods or developing a habitat plant list, the certification is more than a checklist of do's and don'ts. It's a partnership. Bee Better transforms research findings into farm production practices, working side-by-side with farmers to address challenges—like identifying where to situate habitat areas or choosing management techniques that increase habitat longevity and quality—and achieve the goals of the certification.

"We call it Bee Better for a reason," said Sardiñas. "We're not asking farmers to be perfect. But everybody has room to improve—to be better—and that's our philosophy. We know what we're asking is achievable, because we've trialed it for 10 years."

### **At Its Core, The Certification Has Three Central Parts:**

*Creating a habitat that meets pollinators' essential needs*—All pollinators rely on pollen or nectar for nutrition, so farms are encouraged to foster abundant floral bloom throughout the

growing season. Shelter is also important. Unlike honeybees, most native bees are solitary. Some excavate nests underground, while others use the hollow stems of certain kinds of plants. Bee Better certification recognizes that tillage is a critical weed management tool for many organic and low-input farmers, but encourages farmers to reduce their dependence on annual tilling—or reduce the amount of land tilled each year—to preserve critical nesting habitat.

*Maintaining a safe environment for pollinators*—The certification establishes buffers to help reduce pesticide drift. It also limits the types of treatments farmers can use to combat pests, diseases and weeds, with a focus on pesticides known to be highly toxic to pollinators. And it restricts the application of certain other chemicals during crop bloom, a time when pollinators are particularly susceptible to exposure.

*Protecting pollinators from diseases and parasites, which can be spread by managed bumble bees*—By encouraging farmers to use bumble bees from within their native ranges, and by limiting the use of managed bumble bees to inside greenhouses whenever possible, Bee Better strategies reduce contact between managed bumble bees and other native bees.

To manage the certification, the Xerces Society partnered with Oregon Tilth. "When Xerces approached us as a possible partner, it seemed like a great fit," said Oregon Tilth Certification Director Connie Karr. "We knew our missions were aligned, and we could bring our certification expertise alongside their

technical expertise in invertebrates to develop this standard together. It's important to make sure a new set of standards is credible, valuable and achievable. By working together, we could achieve all those things."

Bee Better's requirements are flexible enough to suit farms of all types and sizes,

from nut and fruit orchards to grain growers and dairies. They're also distinct from, yet highly compatible with, organic certification. The certification process is much the same as organic, including an application, an onsite inspection, and reviews for compliance. Oregon Tilth offers both certifications,

and farmers can pursue them concurrently.

### **Good Pollinators, Good Farmers**

The prospect of preserving biodiversity isn't the only benefit of Bee Better certification. During on-farm trials, one of the Xe-



*Fruit Trees, Such As The Peach, Are Pollinated By Managed Bee Populations Or Native Bees And Insects.*

**Photograph Courtesy Of The Xerces Society**

*Continued on page 15*



# Organic Summer Vinaigrette

By Raychel Kolen, Mountain Rose Herbs

Growing up in the Midwest in the 1980s, my family was the rarity – eating organic salads made with real (not iceberg) lettuce every evening. My trendsetting mom's insistence on organic leafy greens at the dinner table instilled in me a lifelong love of veggies.

So when I found out that one of our employee benefits at Mountain Rose Herbs was the option to participate in a CSA (community supported agriculture) with a local organic farm, I was ecstatic! Freshly picked lettuce makes a regular appearance in our weekly produce deliveries to the office.

I developed this vinaigrette to let the greens shine. Made-from-scratch dressing is so much tastier than what you can find at your grocery store, and you'll rest easy knowing it's free from chemicals and preservatives.

For the oil in the recipe, any culinary oil will do. But for a truly special salad dressing, I like to select one of our more unique oils like the organic avocado oil or organic pumpkin seed oil. Or, for those overachieving home chefs, consider using herbal infused oil – my favorite combo includes organic lemongrass, organic anise seed, and organic orange peel.

## Easy Vinaigrette With Fire Cider

### Ingredients

- 4 Tbsp organic culinary oil (see suggestions above)
- 2 Tbsp Fire Tonic No. 9 or homemade fire cider
- 2 tsp mustard (homemade mustard is truly easy and so much tastier than store bought!)
- 1 tsp organic ground pepper, like our rainbow pepper blend
- Pinch of Cyprus Flake Salt

### Directions

Combine first four ingredients in a mixing bowl and whisk vigorously or mix in a blender. Toss mixture with your favorite organic salad greens. Top with a pinch of flake salt for an additional crunch and salty pop of flavor. Serve immediately.

## Book Review

*Continued from page 11*

microbes, thus robbing our bodies of the opportunity to fully develop natural immunities. By the way, I wish Johnson had stated the premise so succinctly.

But rather than focus on the science, he focuses on the human story – or stories – of farmers who rebelled against the system by selling unpasteurized milk, thereby incurring the wrath of public health agencies. He spends the next 15 pages telling the story of milk “martyrs”. They are 15 interesting and entertaining pages, but I don’t know that there is anything in them that actually clarifies anything in the controversy over raw milk. Fast forward through the remaining 16 pages of the chapter: he hits on Dannon; he touches on the complexity of milk chemistry; he describes the forensics involved in tracking down an E. coli outbreak attributed to raw milk; finally, on the last page of the chapter, he circles back to one of the raw milk “martyrs”.

But what I want to know is, is raw milk safe? Does pasteurization destroy essential microbes and denature important enzymes? Have we established – scientifically – that there are negative consequences to losing these microbes and denaturing these enzymes? Is raw milk worth the risk of bypassing the safety ensured by pasteurization? Instead, Johnson concludes the chapter: “Without scientific certainty, I’d have to rely on my gut [pun]. I drained my cup [of raw milk] and poured thick clabbered milk [presumably raw] and apple syrup on my porridge. If any bacteria disagreed with my body, the conflict was too small to detect.” What? Perhaps this is a clever ending to a chapter of fiction, but I wanted some of that “scientific certainty” he so glibly discarded. Frankly, I felt let down.

All Natural is an interesting and entertaining book, but I don’t feel it delivers on its implied promise. Johnson could have included much more in the way of science along with his entertaining stories – and, to be sure, the stories are entertaining. If you read this book, I think you will enjoy it. I think most people will come away feeling that they have gotten something from it; but, for me, I felt it lacked cohesion. There are some facts, but they don’t add up to anything convincing – for either side. There are a lot of rambling stories that are fun to read, but many of them are, at best, only faintly tangential to the premise of the book.

Now, let me admit, I am a stubborn skeptic. Many who know me would say my “religion” is science, and they would be correct. Perhaps, I am not really the audience for this book. In spite of my obvious disappointment in its conclusion (or lack thereof), I recommend it. One need not agree with an author to acknowledge the merit of his work. As a work of journalism, as an entertaining journey into some of the controversies involving what is natural and what is not, All Natural is a good read. But, buyer beware, this is not a book of facts that settles arguments.



## Bee Better

*Continued from page 13*

rces Society's most exciting discoveries was that creating places for pollinators to live didn't just help the pollinators; it helped the farmers, too.

"It turns out, if it's better for bees, it's better for farmers," said Sardiñas. "There are all these other great things that come with creating pollinator habitat on farms. Bees have a positive impact on crop yield, and they improve the quality of food. Pollinator habitat also supports birds and other wildlife, which are natural enemies of crop pests." These "stacked ecosystem services," as Sardiñas calls them, provide tangible benefits for farmers beyond the simple satisfaction of supporting pollinator health.

Anna Jones-Crabtree's Vilicus Farms, a 5,600-acre dryland grain farm in northern Montana, grows a broad range of crops, including grains, pulses, and oilseeds. Jones-Crabtree, a longtime collaborator with the Xerces Society and a member of the Bee Better initiative's board, has experienced the positive impact of pollinator conservation first-hand.

One of the pollinator conservation strategies used at Vilicus Farms is a unique field layout that intersperses 240-foot wide crop strips with 60-foot buffer strips planted with perennial, pollinator-friendly plants.

"When I walk out into the field, I can hear and see pollinators," Jones-Crabtree said. "But the pollinator corridors also provide

a wind and snow catch, which drops more moisture. In north-central Montana, the wind blows a lot. You want to do everything you can to manage your moisture, or you can lose your soil resource right away."

In addition, Vilicus' land came out of the USDA's Natural Resource Conservation Service Reserve Program, which means they're paid for maintaining their buffer strips in conservation resources.

### What's At Stake?

Robust pollinator populations are a foundational component of food system security and resiliency. One-third of the food we eat relies on pollinators, and some essential vitamins can only be found in pollinator-dependent crops.

"Pollinators are key to our own health and well-being," said Sardiñas. By "farming for pollinators," growers can help create more sustainable farm systems, and consumers can make conscious choices to support companies that take pollinator conservation seriously.

"To play the optimist, I see a time when we have habitat engineered back into agriculture," said Lee-Mäder. "We're protecting water quality, conserving the soil, and sustaining beneficial insects for pest management. Pollinator conservation is baked into that recipe. Can we go back to a time and place where wild bees pollinate a significant portion of our crops, or even all? I think we can. I think we will have to."

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# Member News

**CDS Consulting Co-op**, Putney Vermont. CDS Consulting Co-op's Cooperative Board Leadership Development (CBLD) program offers in-person sessions throughout the year. Check our calendar of events and find out more at [www.cdsconsulting.coop/cooperative\\_governance/in-person\\_events](http://www.cdsconsulting.coop/cooperative_governance/in-person_events). Upcoming sessions in your region are:

September 23, 2017 – Sacramento, California – CBL 101

October 7, 2017 – Hood River, Oregon – Co-op Cafe

The Co-op Cafe is directly following the Provender Alliance Conference! Mark your calendars now! To register, visit [www.cdsconsulting.coop/register2017](http://www.cdsconsulting.coop/register2017).

**The Community Food Co-op**, Bellingham, WA was recently recognized as a Co+efficient Sustainability Star by National Co+op Grocers for the work we've done creating positive sustainability impacts in 2016. We also published our 2016 Impact Report, which is posted on our website. Our comprehensive report should be published on our website by June.

No major construction projects are scheduled for this year so we're able to focus on operations. We just completed and are compiling our staff survey which we administer every three years and we also surveyed customers to see how we are serving our community. We've been working on creating new heat and eat offerings in our Grab and Go department which are selling really well. Pizza is next on the "menu" once we get our new dough roller.

We're foregoing holding our annual summer party this year in favor of upping our participation in local events – last year we joined the "First Friday" art walks in our downtown core and have been tabling at many local events like the March for Science and the Climate March. We are having a Basic Needs Drive to collect high-need items like hygiene products and socks to benefit the local homeless community and will host and sponsor a free community meal in early June where we will distribute the bulk of the donations, all backed by staff volunteers. We're sponsoring a Bellingham Bells baseball game in July as well, where we will have informational tabling by local non-profits and will give out a couple hundred free tickets to the game to shoppers. We get to plan all aspects of the event, including the National Anthem performance and various activities throughout the event – it should be a great time! We look forward to a fun and inspiring summer.

**First Alternative**, Corvallis, Oregon, celebrated Earth Day 2017 by inviting local food and alcohol vendors into our stores to do samplings of their products. In addition to vendors who were able to be present, many others participated by sending products to be passive sampled during the



*Sampling Station at First Alternative's Earth Day Celebration*

event. One staff coordinator at each store, working alongside Owner-workers provided support for vendors and kept sampling stations full and enticing. What a great way to get tastes of local products to shoppers. Vendors loved it and customers loved it. This is definitely an event worth repeating.

**Maggie's Organics**, Dexter, Michigan, is celebrating their 25th year of providing apparel, socks, and accessories made sustainably and ethically from organic cotton and organic wool.

Kicking off the celebration, four new, made-in-the-USA cotton dress sock styles were recently released. Trouser height, light-weight and made from organic cotton, they are a perfect daily wear sock in a variety of vibrant colors. They are sure to put a spring in your step! One of these new sock styles, Maggie's Bee Keeper Sock, features a distinctive honeycomb design in three colorways. With each pair sold, Maggie's is donating 20% of the sales to the Friends of the Earth Bee Action program to help save the bees.

Maggie's also recently released two cheerful, new additions to their popular cotton footie socks, a purple "Peace" sock and "Sunny Days" design.

Maggie's is excited to announce a new series of one-size-fits-most apparel featuring button and reversible capes and ponchos. A terrific apparel option, they transition easily into gift stores and boutiques with smaller inventories, eliminating the need for multiple sizes. The NEWLY IN STOCK 100% organic cotton mesh ponchos are available in four terrific colors, black, greige, terra cotta and twilight (blue). The button capes are available in black, navy and marsala and the reversible capes will be available Fall 2017 in four complementary fall colorways.

Drought and subsequent floods in Peru have had an overwhelming effect on Maggie's organic cotton growers and their crops. Most of their cotton fields are damaged and unusable. In an effort to help, Maggie's is donating \$3 from the sale of select garments to help off-set these effects of climate change.

The Fall 2017 Apparel line is on the horizon and retailers have had a "sneak peek" at recent trade shows and events. And new holiday wool socks are in the works, so keep an eye out!

**Mountain Rose Herbs**, Eugene, Oregon, is pleased to



# Member News



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announce that Julie Bailey, MRH president, has joined the Cascadia Wildlands board of directors. Bailey joins a board team of seven that guides Cascadia Wildlands' mission of educating, agitating and inspiring a movement to protect and restore Cascadia's wild eco-systems. The Cascadia bioregion encompasses the forest zone starting on the northern California coast to south-central Alaska.

An avid gardener, nature enthusiast and pragmatist, Bailey purchased MRH in 1991 as a mail order business. She has been hands on in its growth since. Her partner, co-owner and vice president, Shawn Donnille, came on board in 1999. Together they have seen MRH thrive using the belief of people, plants, and planet before profit to influence key decisions. MRH is the first Oregon business to receive zero waste certification and the first in Eugene to receive salmon safe certification. Being that both MRH and Cascadia Wildlands champion wildlife conservation, they have partnered in different ways for years. Bailey hopes to continue this partnership with her board appointment.

"Cascadia Wildlands is an actively engaged local organization with fun positive energy," said Bailey. "I look forward to contributing what I can and supporting a like minded cause that appreciates the wild."

"Julie's passion for wildland conservation coupled with her business savvy will take Cascadia Wildlands to new levels," said Cascadia Wildlands executive director, Josh Laughlin. "Her addition will re-enforce that the MRH and Cascadia Wildlands partnership for all that is wild in our bioregion is one to be reckoned with."

This is the second board Bailey has served on, the first being with Environmental Protection Information Center (EPIC) in Northern California.

Cascadia Wildlands defends and restores Cascadia's wild ecosystems in the forests, in the courts, and in the streets. We envision vast old-growth forests, rivers full of salmon, wolves howling in the backcountry, and vibrant communities sustained by the unique landscapes of the Cascadia bioregion. To learn more visit: [www.cascwild.org](http://www.cascwild.org)

**Oregon's Wild Harvest**, Redmond, Oregon, is one of only 27 winners of the New Hope Network 2017 Expo West NEXTY Awards for outstanding new products in the natural products industry. Oregon's Wild Harvest's line of Demeter® Certified Biodynamic® herbal tonics won for Best Herbal Supplement.

NEXTY Awards are given to products that display the utmost in innovation, integrity and inspiration, helping forward the work of the natural products industry to deliver more health-

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## Member News

ful, trusted and sustainable products to consumers.

Oregon's Wild Harvest was one of 72 finalists selected from more than 720 entries across 27 categories, such as Best New Mission-Based Product or Best New Organic Product, by a national panel of natural products industry experts. Winners were announced and presented with their awards on March 11, 2017 at Natural Products Expo West in Anaheim, CA.

"We are humbled and honored to have our line of Biodynamic herbal tonics recognized as the Best New Supplement for 2017," says Randy Buresh, R.N., farmer and chief visionary officer at Oregon's Wild Harvest. "Many years ago, we became biodynamic farmers because it fit with what we believed in – respecting the diversity of Mother Earth, the soil, plants, animals, bees and humans - and a lifestyle we thoroughly embrace."

Buresh explained that "Biodynamic farming understands that everything is interrelated and connected in life. Our inspiration for making the tonics, a product that nurtures the health of the earth and creates homeostasis in people was a perfect fit for our company, and a powerful answer to maintaining balance in today's stressful world. Our line of Demeter® Certified Biodynamic® herbal tonics are grown with love, manufactured with the highest quality standards, validated

with scientific research and designed with the future in mind. We care for these tonics from seed to the bottle and work to create a product that's made with powerful plants to support the strength in people, with a taste that's out of this world."

"These 27 products represent the future of the natural products industry where sustainability and transparency are the norm," says Jessie Shafer, content director at New Hope Network and one of the NEXTY judges. "Our industry can have a huge influence on how big manufacturers and mainstream buyers think about consumer packaged goods. The winners of our NEXTY awards inspire change and integrity in everything from ingredients to packaging."

NEXTY Awards are a twice-annual award connected to New Hope Network's Natural Products Expo shows in March and September. They were created to recognize the most game-changing and inspiring products in the natural/organic CPG market today. Products are nominated and winners are chosen through a two-tier judging process by the New Hope Network content team and a panel of industry judges. Learn more about the NEXTY awards at [expowest.com/nexty](http://expowest.com/nexty).

For more information on Oregon's Wild Harvest, visit [www.oregonswildharvest.com](http://www.oregonswildharvest.com)

**Organically Grown Company**, Eugene, Oregon, was awarded the First Ever Western Region Sustainable Private/Small Fleet Award at the Green Transportation Summit and Expo

Organically Grown Company (OGC), the Northwest's largest organic produce distributor, received the first ever Western Region Sustainable Fleet Award for the Private/Small fleet category (less than 100 vehicles). OGC is honored to have been recognized for their continued efforts towards achieving carbon neutrality and eliminating fossil fuel use through the dedication, innovation & education of their staff.

The Green Transportation Summit & Expo is the region's premier fleet modernization and alternative fuels event. They bring together municipalities, green fleet managers and fleet technology leaders from all over the West to bridge conversations and share implementation best practices.

In order to be eligible for the award, fleets were evaluated on the extent to which their planning, management and ongoing operations conserve fuel, promote efficiencies, integrate alternative fuel and advanced technology vehicles, minimize environmental impacts, improve fleet performance over time and embrace innovative practices or fleet technologies. Reducing the environmental impact of distribution is an integral part of OGC's ongoing mission.

OGC has published its 13th annual sustainability report, detailing achievements in the company's environmental and social

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initiatives in 2016. Sustainability at OGC is a holistic endeavor. Environmentally, it's about taking care of the planet. Socially, it means working to ensure the communities they touch flourish. And economically, it means turning a profit so they can continue to get food to the public while supporting growers who are doing it right. They understand that success requires committed partnerships throughout the supply chain.

"Each year, the accumulation and review of data of our sustainability report provides us the opportunity to reflect on the commitments that individuals are making, which go above and beyond what is necessary for standard business practices," says Kimberlee Chambers, Supply Chain and Sustainability Program Manager. "We are fortunate at OGC to have teams of coworkers who care about our food, those who produce it, the customers who eat it and each other as we work towards our efforts of promoting health through organic agriculture."

In 2016, OGC continued to make progress in each of their key sustainability goals:

## **Goal 1: Achieve Carbon Neutrality and Eliminate Fossil Fuel Use**

Reducing the environmental impact of distribution is an integral part of OGC's ongoing efforts towards achieving carbon neutrality and eliminating fossil fuel use. In 2016, OGC's entire fleet used 20% biodiesel, sourced from SeQuential Biofuels,

which turns waste product into clean, non-polluting fuel. By prioritizing driving fuller trucks to better leverage fuel/energy use, they increased their number of backhaul cases in 2016 by 12.33%. 100% of their energy use is either renewable or is offset by Renewable Energy Credits.

## **Goal 2: Eliminate Solid Waste and Toxic Substances**

Thanks to extensive recycling, composting, food donations and other waste reduction efforts, OGC diverted 95% of its waste from entering landfills. There is a continual push to reduce packaging and find reusable options including using almost a half million reusable plastic containers (RPC's) annually.

## **Goal 3: Achieve On-Farm Sustainability and Small/Medium Farm Viability**

OGC's roots are in the Northwest, which is why in 2016 30% of their total volume of produce purchases came from growers in Oregon, Washington, Idaho, and British Columbia. The over thirty farms OGC represents under LADYBUG brand have gone above and beyond by not only being certified organic, but are also certified as Salmon-Safe. OGC is a member of the Domestic Fair Trade Association and is proud to work with various Fair Trade Certified growers

## **Goal 4: Foster a Healthy and Fulfilling Workplace**

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- ☐ C. paid a fair and equal wage
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As a mission-based organization, OGC's sustainability goals are fostered from their cultural vision. A unique employee ownership structure (ESOP) allows for OGC coworkers to have a stronger say and investment in how the company is run and supports retention leading to a 1.57% decrease in annualized average turnover rate. OGC ranked 8th in the 100-499 employees category for the 2016 Portland Business Journal's Healthiest Employers in Oregon.

**Goal 5:** Build Customer and Broader Community Awareness and Support for a Healthy and Sustainable Food System

Supporting and partnering with mission-aligned organizations, that are helping grow the organic trade in different sectors, is part of OGC's ongoing efforts to raise support and awareness for a just, healthy and sustainable food system. OGC remained highly engaged in advocacy on local, regional and national levels on topics such as certification cost share, GMO contamination and regulation, organic research and education funding and organic plant breeding. As with every year, 2.5% of OGC's profits were donated to community organizations and mission-aligned causes, providing vital financial and in-kind support to over 200 organizations.

You can read Organically Grown Company's full 2016 Sustainability Report at <http://www.organicgrown.com/sustainability2016/>

**Scratch and Peck Feeds**, Burlington, Washington, recently moving into our new facility in the Skagit Valley. We are also pleased to share two new announcements – We achieved B Corp Certification for our business, and we won a bronze-level award for the 2017 FedEx Small Business Grant Contest.

We are honored and grateful for the support our loyal customers continue to show for our business practices and quality animal feed products. We strive to be an innovator in the industry and to lead by example in the change we hope to see in the food system.

**SnoTemp**, Eugene, Oregon, for the third year running, SnoTemp has achieved British Retail Consortium (BRC) Global Standard Certification for Storage and Distribution under the Global Food Safety Initiative (GFSI) at both of its sites in Eugene and Albany. This is the first year that BRC has used a score rating, and SnoTemp scored "AA" which is the highest score possible. Recognized worldwide, BRC Global Standards is a leading safety and quality certification program that guarantees food safety protection for the end consumer. This certification is highly regarded by food manufacturers and retailers and aligns with SnoTemp's commitment to the highest standards of food safety. By demonstrating Global Food Safety Initiative (GFSI) compliance, SnoTemp is showing it's customers that it is a world-class cold storage facility committed to the highest standards of food safety. SnoTemp is the only BRC certified public



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# Member News

refrigerated warehouse in Oregon.

**Sprague Pest Solutions**, Tacoma, Washington, has acquired TMC Pest Management of Bakersfield, CA, extending the reach of our fourth-generation company into California, enabling us to serve commercial clients across the West Coast – from Washington State to Southern California. TMC will now operate under the Sprague Pest Solutions brand.

Founded in 1992 by Jeff McCaa, TMC focuses 100 percent of its business providing innovative pest management services to industrial and commercial clients. They specialize in protecting food processing, distribution and transportation industries in California's agriculture-rich San Joaquin Valley from the threats posed by disease transmitting pests.

"The TMC culture and commitment to providing innovative, customer-centric pest management services to high-end commercial clients matches ours perfectly," says Alfie Treleven, CEO/president of Sprague.

Sprague, the 29th largest (based on revenue) company on PCT's Top 100 list, has a long history providing food processing and agricultural industries with cutting-edge pest management and food safety programs. That experience will be valuable as Sprague takes over service for some of the world's largest food processing and distribution facilities serving some of the most recognizable consumer brands.

"As a company, we like to push the thinking of how to design and deliver pest management programs for our clients," adds Treleven. "We make food safe for millions of people."

Sprague's general manager Ross Treleven says the acquisition of TMC strengthens Sprague's commitment to commercial and industrial pest control in one of the country's most active commercial pest management regions.

"Central California is exactly the space we want to be in and we are very excited about the opportunities the marketplace offers," he adds.

Bakersfield Service Center Manager Jeff Freeborn says TMC clients can expect the same innovative and top-rated service under Sprague as well as enjoy access to additional specialty services including commodity fumigation and bird management – a key emphasis point of Food Safety Modernization Act mandates.

"The Sprague brand represents more than 90 years of expertise and TMC clients will certainly benefit from the resources they bring to the table to design and implement highly effective pest management programs in high-end commercial and industrial accounts," says Freeborn.

**Sweet Creek Foods**, Elmira Oregon. This summer turns a new leaf at Sweet Creek. We are in our 2017 tuna processing



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season and look forward to our summer pickling season in July and August when our cucumber crop comes in. In the mean time we have been hitting the road and doing demos up and down the coast. Zach and Paul celebrated Earth Day with tastings at Sundance Natural Foods in Eugene, OR and Eureka Natural Foods in Eureka CA. Being a small company we try to get out and promote our products as much as we can. We are always excited to have the time to get away from the humdrum of business and connect with our customers face to face.

We recently installed a 160 tube, solar hot water system on the warehouse roof of our facility which is currently providing hot water for all of our needs and reducing our overall energy footprint. The large 275 gallon hot water storage tank



# Member News

in the system will also be set up to allow for ambient heating of our warehouses and main production area further reducing our energy usage.

Looking forward to the future, we are considering starting an updated marketing campaign in early 2018. It will allow us to renew our story with buyers and customers. Zach and Paul, and possibly others, will be hitting the open road once again to do tastings at stores from Seattle WA to Eureka CA.

New marketing will allow us to reach out to Sweet Creek Food accounts and inform customers about the importance of supporting local and buying organic. Our brand focuses on using locally grown produce and ingredients to make our products. Purchasing local and value adding to our local food system has always been part of Sweet Creek Foods' mission and with the ever growing globalization of our food sources we believe that bringing awareness to what we do and how we source is more important than ever. Thank you for your support and let's make the future tasty and healthy for generations to come!

**Toby's Family Foods and Genesis Organic Juice**, Eugene, Oregon, are bringing their 'Local Foods Fair' back to the Eugene community this spring! We will be celebrating everything local over the next few months with samples, memorabilia and hopefully a little sunshine! The first two

events at Sundance Natural Foods and The Kiva have been a great success! The last two Local Food Fairs will be hosted at Capella Market on Saturday, June 10th and Friendly Street Market on Saturday, June 24th. Both running from 11am - 2pm. Other participating vendors include Sweet Creek Foods, Nancy's, Coconut Bliss and many other long time Eugene food companies.

**Vitamer Labs**, Irine, California. **CHANGES TO ALL VITAMIN LABELS COMING SOON!** For FDA labeling requirements and regulation, dietary supplements fall under the category of food. In July 2016, the FDA announced updates to the Nutrition Labeling Education Act (NLEA) for food and dietary supplements. There are many changes you can expect to see on dietary supplement labels, including changes in how Vitamin D, E and A are measured, and the way Vitamin K is expressed on the label. Other areas affected include listings for Folate and Fiber. The deadline for manufacturers for completion of changes is July 2018. Vitamer labs is dedicated to educating customers well in advance of these changes. If you are interested in private label vitamins for your business, please contact Laurie Bock at Transformations Marketing (if you are in OR or WA) or contact Vitamer directly at [www.vitamer.com](http://www.vitamer.com) if you are in other states. Vitamer is proud to Make Your Name!

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# The Lean Value Stream

By Kjell van Zoen, van Zoen Consulting, [vanZoen.com](http://vanZoen.com)

I use to buy Costco toilet paper. I use to spend \$20 on 30 very long rolls of TP. That's \$0.67 per roll, plus these rolls are on average twice as long as regular TP. Pretty good right! Yeah, that's what I thought... until I discovered lean. What the BLEEP does lean have to do with TP buying decisions? Everything has to do with lean! Well, almost everything. Anything and everything that enters your home, be it material or information, is up for scrutinization by lean. Whether we like it or not we are all part of a same value stream at home, at work and everywhere else we make decisions that affect material and informational flow. And don't even get me started on environmental flow! Ok, hold up, back off.

## OK, So What The BLEEP Is Lean?

At it's root, lean is a way to communicate and engage with the people around you in a way that increases value-added work and reduces waste. In lean we like to define all work into three categories:

1. Value-Added
2. Incidental
3. Waste

Value-added work is anything the customer is willing to pay for. Some non-value added examples: texting on the clock or going the extra mile on those perfectly executed oxford commas in that "quick" email are two examples of non-value added work. Now you can (and to be fair, should) argue that not every customer is willing to pay for the same things. Take organic products for example. In that case, think of "being organic" as an "internal value" and that we and our co-workers are also an end customer being served by this value.

Incidental work is non-value added work that has to be done in order to support the value-added work. Examples are mostly things that happen behind the scenes like bookkeeping and HR. The customer does not want to pay for it as it's not adding value to their product but we have to do it anyway. Oh well.

Waste is everything we do that is non-value added or incidental work. Many studies over the last 50 years have shown that it's not at all uncommon for 95% of our work to be considered waste. Mind you, this is often because what we see as value added is often hiding mostly waste. But think of lean this way. If you take it really seriously you can spend 95% less time working! Well that might be a long shot but 30% more time sipping

a beer instead of working late is not crazy at all. That or you can re-invest it in your business but I would not recommend that personally.

## The Eight Wastes of Lean

In lean there are only 8 wastes, often remembered by the acronym TIM WOODS (who has nothing whatsoever to do with lean):

Transportation  
Inventory  
Movement  
Waiting  
Overprocessing  
Overproduction  
Defects  
Skills



I won't go into the details for each of these as Wikipedia does a good enough job there, but suffice to say that the first seven were defined by Taiichi Ohno of Toyota (a.k.a. the father of lean) in the 1950's, and the last one "skills" was added more recently to account for the waste of displacing or not fully utilizing people's skills. It should also be noted that all of the wastes can be applied to different value streams.

## The Value Stream

Twenty one years ago Jim Womack and Dan Jones published their

book *Lean Thinking* and changed the way some of us looked at organizational structure from one that is top-down (i.e. I say jump, you say how high) to one focused on the people adding value in the value stream (i.e. you say we should jump as it will add value quicker and I say how can I get you high... hmm... you know what I mean). In *Lean Thinking* Jim and Dan define the value stream as "the set of all specific actions required to bring a specific product (whether a good or a service) through the management tasks of any business". Given this and the fact that most lean practitioners are smart enough to know that climate change is probably not a hoax and see the importance of sustainability in business, I like to think of waste-reduction being focused on the following three "value streams" or "flows":

1. Material
2. Informational
3. Environmental

*Continued on page 24*



## The Lean Value Stream

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Another way to think about lean is that it strives to manage the above three flows to the nth degree in order to give us the agility to react to the one thing we can't control: reality flow! Which in the case of Portland, means three ice/snow-storms that turned the city into an ice rink/snow park for a cumulative total of 14 snow days or so this year. Did we mention climate change yet?

### Cash Flow Savings As A By-Product

Cash flow is not included as a value stream. This is because cash flow savings are not the focus but a by-product of lean thinking. In fact, lean does not look at cost savings in the usual sense of the word at all. It's does not care about the per piece cost (\$0.67 per roll... a really long roll) of your materials or labor. It does not care about the bottom line because the bottom line is the by-product and end of your value streams. Lean works on the upstream issues (or as we like to call them in lean: opportunities!), at the root, which turns the bottom line into the net sum of how well you are able to reduce waste and increase value-added work upstream.

### Exposing The Waste

Think of the value stream as an actual river. Unless you live in Southern California, the water flows downstream and hits boulders and tree trunks that are hidden underneath the water which cause the flow to bottleneck and do unexpected things. Kayakers like to call this whitewater or siiiiiiiiiiiiickkkk! Lean practitioners like to call it very very very undesirable. In the lean value stream we can compare the whitewater to a regular workday turning entirely south on us. This could simply be taking longer than intended to complete a process, to an extreme nightmare day (or days) where all we're doing is putting out fire after fire with someone else taking all the credit.

Now imagine those boulders and tree trunks representing the waste hidden in our value streams. How do we expose them? We simply lower the level of the water (unless you're in Southern California) so that we can see them. In lean we lower the level and control the flow using two concepts that are central to any lean thinker:

1. Just In Time
2. Single Piece Flow

Just in time is the idea that you do everything only just in time,

as it's needed, in order to get the product (whether material or informational) to our customer on time at 100% quality, not 99%, as that would not be good enough, and not 101%, as that's overprocessing waste the customer doesn't want to pay for.

For example, I did not write this piece two months ago. I wrote it close to the deadline. Two months ago I had other deadlines that were much closer so I put my energy into providing a 100% product that was needed then.

Another example is purchasing raw materials. Lean actually encourages you to buy less and pay more per piece in order to have the materials on hand closer to just in time, thus eliminating the waste of inventory. But why would we buy less and spend more per piece; how does that help our bottom line? Did we mention Costco TP paper yet? Remember how I said lean is not focused on the bottom line? Well this is a shining example. We often forget that buying less saves cash. We may spend more per piece, but we end up spending less cash overall. And when we apply this thinking to the entire business it adds up.



Besides the upfront cash savings, we've all experienced this. We do something ahead of time and then the needs for that product (whether material or informational) change on us the week/day/hour before it's due. So we end up having to either ditch it altogether or spend a lot of time reworking it to change it and hence exposing major defect waste. Lean recognizes that we're really (REALLY) bad at seeing that this happens so much more than we care to admit. By thinking just in time we're forcing

ourselves to reduce the number of potential defect waste occurrences from happening, leading to more beer sipping in the sun.

Single piece flow is the concept of aiming to do any task one item or piece at a time. Besides reducing work in process inventory waste, it has many other benefits. Let's say you're making ten sandwiches and you start by laying out ten slices of bread, then applying mayo, etc. Now let's have another person make those same ten sandwiches but one sandwich at a time. The person making one at a time will have the first sandwich to the customer around ten times faster than the person making all ten in one go. Still with me? Great! Now you may ask about potentially saving time by batching as it means I have to pick up the spreading knife and jar of mayo only once to spread the ten slices. That's true. But you also need ten times as much space to lay out 10 sandwiches as opposed to one. And when I batch, I may also walk three feet to grab the



mayo without thinking about it, as I only have to do it once every ten sandwiches. According to my just in time, back of the piece of scrap paper calculation, that three feet there and back of walking twenty times per day over a working lifetime of 55 years is equal to 229 full hours of sipping beer in the California sunshine.

Care about lean yet? Back to the sandwiches. If I was only making one I would use less space and expose the wasted movement of walking three feet and move the mayo closer. Now you give the first sandwich to the first person in your ten person line, they take a bite and you find out you put on mustard instead of mayo. But the good news is that you care more about sipping beer in the sun than making ten sandwiches in one go so you avoided some major defect waste! In fact, it's once we introduce defects into the equation that single piece flow vs. batching really starts to make sense. And if you're still not convinced here's a video link that does a great job of graphically representing the superiority of single piece flow (a.k.a. sipping more beer in the sun) vs. batching (sipping far far far less beer): [www.vimeo.com/163151099](http://www.vimeo.com/163151099).

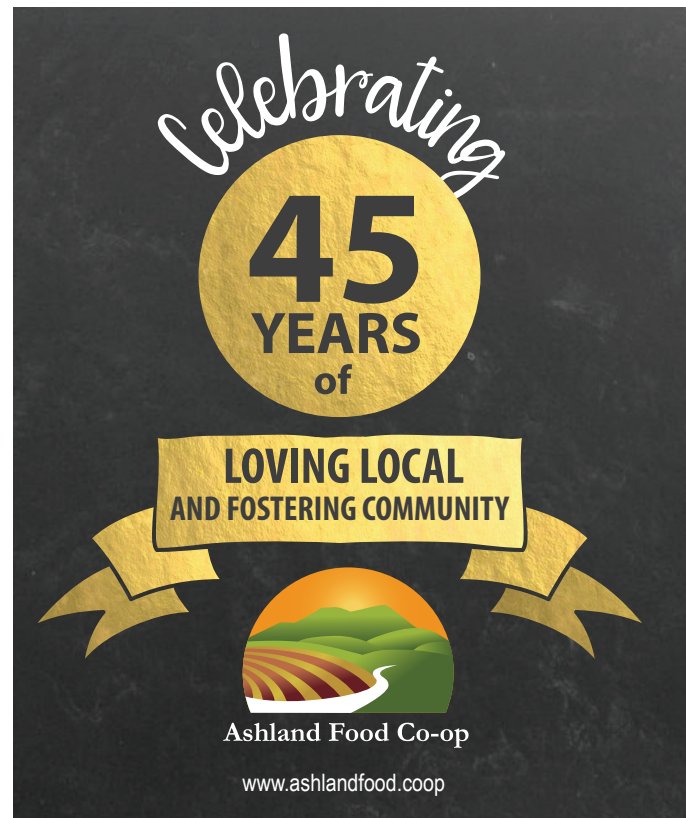
So are you convinced yet that buying Costco TP does not make sense? No? Here's four quick lean reasons:

1. Cashflow
2. Space
3. Interest
4. Environmental Impact

Instead of spending \$20 on a 30 pack of double-length rolls of TP from Costco that will last a household of two people 10 weeks, go to your local supermarket and spend \$5 on 12 rolls that will last you 4 weeks. And  $\$20 - \$5 = \$15$  extra cash in your bank account that you can spend on anything you want, instead of tying that \$15 up in inventory that you're not going to use up for 4 to 10 weeks

What about the space? You'll need extra shelf space to store those extra 18 rolls. This may seem somewhat inconsequential but lean is about lots of tiny improvements having a huge impact. \$15 here, a little shelf-space there and before you know it you have no need to borrow money and/or move into a bigger space. Have you ever borrowed money to do anything? Well, then you're paying interest on that extra \$15 of TP that sat on your shelf. Instead you could invest that money and have it gain interest.

Still not convinced? Ok, I get it. Single piece flow and just in time thinking are difficult to grasp. It took me years to truly "believe" that they really do apply to (almost) everything. To be clear we're not saying that it should be exactly "single" piece flow. It most likely is small batch flow (e.g. doing 2 at a time instead of 10). And just in time is about bringing the number down as far as is possible, it's not about buying supplies every day, but it's also not about letting "economies of scale" fool us into purchasing in bulk. You allow demand to let you grow into purchasing in bulk. When demand dictates that you buy in bulk



in order to have a two week supply of raw materials then we'll benefit from bulk purchasing, but not before!

In addition to your cashflow, space requirements and interest on borrowed cash, one last reason to purchase in less quantities is the environmental impact. Here's the data:

*Amount of TP a household of two uses per week:* 3 rolls

*Number of weeks inventory in one pack of TP:* 10

*Extra TP in inventory vs. the 1 week (more just in time) supply:* 27 rolls

*Amount of 30 roll pack of TP Costco sells in a year:* 1.4 billion rolls <sup>1</sup>

*Amount of excess inventory (more than 1 week) of TP if 10% of the people buying are couples:* 125 million rolls

*Amount of TP from a 40 foot pine that is 18 inches wide:* 2,500 rolls <sup>2</sup>

*Amount of trees tied up on excess inventory:* 50,000 trees

This means that if we stopped buying Costco TP as couples we would potentially be stopping those 50,000 extra trees from being felled before they need to be. It means at any given time from that day forward there are 50,000 more trees on the planet that are currently on people's shelves in the form of Costco TP.

So when you go about your day I encourage you to start thinking about lowering the level of your value streams to expose the opportunities to reduce all forms of the 8 wastes. In doing

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## The Lean Value Stream

*Continued from page 25*

so you can sip more beer in the sun knowing that you're doing the planet a favor. Please share your discoveries with me and you might find me sharing them with other Provender members at this year's conference.

<sup>1</sup> Source: <https://www.facebook.com/Costco/posts/10150243076709947>

<sup>2</sup> Source: <http://www.utopiamechanicus.com/article/how-many-toilet-paper-rolls-per-tree/>

*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 5Sing their home for optimum efficiencies*

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## Food for the Dead (and the Living)

by Vicki Reich, Executive Director, Provender Alliance

My Grandmother past away a couple of weeks ago. She was 101½. She lived a full and amazing life and I loved her dearly. I was sad to lose her and relieved that she no longer had to suffer the ravages of old age.

The funeral was in Paramus, NJ, not a place I would normally travel 14 hours each way to get to, but for my Mimi, I'd go anywhere.

Once my small family assembled in the hotel on a busy highway, the first thing we did was figure out where to eat. Normally, we would have been in the kitchen together, cooking for each other or assembling food others had brought.

We were not alone in this desire to break bread together. Feeding the bereaved has been a part of many cultures and religions since funeral rites began. Each culture has a different take on what food is served when and by whom, but the reasons behind the food are similar.

The poet Jeanne Nall Adams hints at one of the reasons for having food as part of the funeral rites. "Atop the beans he piled the ham/Atop the cake, the pie./Take time to stuff, O mourner./Full stomachs cannot cry"

But it's not just that it's harder to cry with your mouth full. Food focuses our thoughts on the needs of the living. People have traveled for miles and are hungry. The bereaved are too disconsolate to think about eating but still need to take in nourishment.

Food sustains life and often the foods that are served symbolically represents life such as hard boiled eggs, or are circular to represent the circle of life such as the lentils traditional served during Jewish Shiva. Food brings a community together and gives us something to talk over as we remember the dead.

And of course, food is comforting. Most often, funeral food is synonymous with comfort food. Folks in the southern United States have the comfort thing down and their "repasts" are filled with fried chicken, mashed potatoes, and apple pie.

Aside from offering comfort to the family and friends of the departed, making food and producing something nourishing and good helps heal the cook. The act of creation is a soothing balm to a mind filled with loss and sadness.

We ended up at a traditional New Jersey diner and ate pas-trami on rye with onion rings (true Garden State comfort food). After the burial, we gathered for more deli food and to talk about what a wonderful woman my grandmother was. If we had been home, we would have made soup and had lots of dessert, in honor of her two favorite food groups.

For my funeral, please enjoy the following recipe (one of my favorite foods):

Thai Green Curry over Coconut Rice  
Serves 4

3 ½ c. coconut milk (divided)  
1 c. jasmine rice  
2 T. green curry paste  
½ c. chicken broth  
3 T. fish sauce  
2 T. brown sugar  
1 T. sliced ginger  
½ medium onion, quartered and sliced  
1 red bell pepper, sliced into chunks  
1 can bamboo shoots  
10 oz. lean beef steak, cut into thin strips  
¼ c. chopped fresh basil  
¼ c. chopped fresh cilantro  
Juice of one lime

In a medium saucepan, bring 2 cups of coconut milk to a boil. Stir in the rice. Lower the heat to a simmer and cover. Cook until the milk is completely absorbed and the rice is done.

Meanwhile, in a large wok, combine the remaining coconut milk, curry paste, chicken broth, fish sauce, brown sugar and ginger. Bring the mixture to a boil then reduce the heat and simmer for 10 minutes. Add the onions, red pepper, and bamboo shoots. Simmer until the vegetables are almost tender. Add the beef and continue simmering until the beef is cook through. Stir in the chopped herbs and remove from heat. Serve curry over the coconut rice.

1st: 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



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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!

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

the second mile, turn the other cheek, brave, not meek! For we're All-One or none! All-One! Exceptions eternally? None! Absolute none! 2nd: Teach friend &



# 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.nwcddc.coop](http://www.nwcddc.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)

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# EARTH TALK<sup>TM</sup>

## Questions & Answers About Our Environment

**Dear EarthTalk: Isn't the increasing urbanization of our world good for reducing our carbon footprint given the efficiency benefits of greater density?—Simon Vorhees, Oak Park, IL**

No doubt, the increased density of big cities leads to less energy use and fewer greenhouse gas emissions per capita. "The biggest factor is transportation, first, simply because trips get shorter, and second, because trips are more likely taken by transit, biking and walking, which are more energy efficient than cars," says Dan Bertolet of Sightline Institute, a Seattle-based sustainability think-tank. "Density also leads to less energy use in buildings for two reasons: The housing tends to be smaller, and the shared walls/floors/ceilings in multifamily buildings help conserve heating and cooling."

To Bertolet's point, a recent study published in the Proceedings of the National Academy of Sciences examining projected emissions from buildings in a variety of urban areas confirms that denser development is more effective at reducing greenhouse gas emissions than weather-proofing or other efficiency-oriented infrastructure upgrades. But researchers warn that increased density alone isn't enough to drive emissions lower overall given a host of other factors.

"Urbanization is often accompanied by higher incomes, higher economic activity and more consumption," says Burak Güneralp, geosciences researcher at Texas A&M and the study's lead author. "So any gains in per capita consumption due to greater density in urban areas may be exceeded by the increase in per capita consumption due to higher incomes." Also, says Güneralp, efficiency benefits of increased density can backfire if not directed by thoughtful policy. "For example, too high a density coupled with poor planning can lead to traffic congestions, which can increase fuel consumption hence carbon emissions."

Another downside of density is the so-called "heat island effect," where development-crammed, pavement-capped city centers can be ~20° hotter than surrounding areas, leading to increased energy consumption as more people crank the air conditioning, elevated emissions of potentially hazardous air pollutants from tailpipes and outflow stacks, and impaired water quality as streams, rivers, lakes and coastal areas get flushed with overheated toxin-laden run-off.

Poorly managed development outside the urban core, AKA urban sprawl, can also counteract the carbon footprint gains of increased density downtown. Sprawl-

ing suburban development uses more land per capita and forces people to drive long distances in private cars to get to work, school and shopping.

"Metropolitan areas look like carbon footprint hurricanes, with dark green, low-carbon urban cores surrounded by red, high-carbon suburbs," says Chris Jones, a researcher with UC Berkeley's Renewable & Appropriate Energy Lab. "Unfortunately, while the most populous metropolitan areas tend to have the lowest carbon footprint centers, they also tend to have the most extensive high-carbon footprint suburbs."

For his part, Güneralp says careful planning is key. "The important point is that when we think about urbanization and its environmental impacts, we need to consider trade-offs and co-benefits of different approaches as well as the local context," he concludes. "Particularly in growing cities in the developing world, such efforts can improve the well-being of billions of urban residents and contribute to mitigating climate change by reducing energy use in urban areas."

EarthTalk® is written and edited by Roddy Scheer and Doug Moss and is a registered trademark of E - The Environmental Magazine ([www.emagazine.com](http://www.emagazine.com)).

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# Calendar of Events 2017

## ❖ CCMA

June 8 through 10 2017  
Minneapolis, Minnesota  
[www.ncba.coop](http://www.ncba.coop)

## ❖ Touring The Lentil Underground

June 29 through 30 2017  
Ulm, Power, Fort Benton, and Havre, Montana  
[www.lentilunderground.com](http://www.lentilunderground.com)

## ❖ Organic Produce Summit

July 12 through 13 2017  
Monterey, California  
[www.organicproducesummit.com](http://www.organicproducesummit.com)

## ❖ 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)

## ❖ Tilth Producers of Washington

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

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AN INNOCUOUS START TO THE DAY, UNLESS  
YOUR PARENTS ARE GENETIC ENGINEERS

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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**

*Maitri Marketing*

*Portland, Oregon*

*Phone: 503.841.1480*

*E-mail: [rachel@maitrimarketing.com](mailto:rachel@maitrimarketing.com)*

### **Secretary: Shawn Seebach**

*Equal Exchange*

*Portland, Oregon*

*Phone: 866.339.3781*

*E-mail: [sseebach@equalexchange.coop](mailto:sseebach@equalexchange.coop)*

### **Treasurer: Evelyn Murphy**

*Green Zebra Grocery*

*Phone: 503.422.2922*

*E-mail: [evelyn@greenzebragrocery.com](mailto:evelyn@greenzebragrocery.com)*

### **Renee Kempka**

*Oregon Tilth*

*Corvallis, Oregon*

*Phone: 503.378.0690*

*E-mail: [renee@tilth.org](mailto:renee@tilth.org)*

### **Meg Kennedy**

*Central Co-op*

*Seattle, Washington*

*Phone: 206.329.1545*

*E-mail: [megk@centralcoop.coop](mailto:megk@centralcoop.coop)*

### **Ian Stoy**

*Eugene, Oregon*

*Phone: 541.745.5771*

*E-mail: [ianstoy@gmail.com](mailto:ianstoy@gmail.com)*

### **Troy Eustice**

*Eugene, Oregon*

*Phone: 541.343.9142*

*E-mail: [troy@sundancenaturalfoods.com](mailto:troy@sundancenaturalfoods.com)*

## 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*

*E-mail: [yllekselim@yahoo.com](mailto:yllekselim@yahoo.com)*

## Provender Alliance Staff

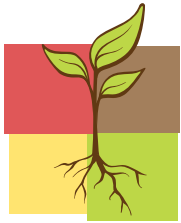
### **Vicki Reich**

*Interim Executive Director*

*Sandpoint, ID*

*Phone: 208.596.0740*

*E-mail: [vicki@provender.org](mailto:vicki@provender.org)*



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*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.**