



Growing Together: Go Co-op!

Considering running for a seat on your co-op Board of Directors?

To help you decide,
you can:

* Attend a board
meeting
(2nd Wed./month)
Upcoming: October 14
& November 11

* Talk to
a current
board
member
(listed p.2)

* Go to our co-op's
website and review the
b.o.d. nomination packet
and past newsletter
articles from
the board:

www.franklincommunity.coop

*Elections happen at
our Annual Meeting,
March 6, 2016*

*Deadline for nomination
application:
February 4, 2016*

Celebrate Co-op Month!

Help Our Co-op Grow Its Member- Ownership

See Page 7 for Info

Share Dinner & Talk Co-op Month Dinner & Guest Speaker David Thompson, Co-op Historian Sunday, October 25th

Join us for dinner at 6 p.m. at All Souls Unitarian Universalists Church,
Greenfield.

Green Fields Market chefs will make a fabulous meal and we'll hear a
presentation by David Thompson on *Co-ops and The
Civil Rights Movement*. Limited seating. Tickets available
at Green Fields Market Member-Customer Service
Desk. See our website and in-store flyers for
more details.

Celebrate October, Co-op Month, share a meal with
friends and co-owners and raise money for
education about co-operatives.

\$15 per person. We'll have
vegetarian and gluten-free
options available.

President's Report

Hope you've all been enjoying summer
and having satisfying experiences
patronizing the two stores we own
together. It's my privilege and duty to
offer another update of the Board's activ-
ities and decisions over the last few
months:

In June, the 59th annual conference of
the Consumer Cooperative Management
Association (CCMA) was held in Boise,
Idaho, with 400 attendees representing
75 food co-ops from across the nation.
Though we have the option of sending up
to three Board members, the Board
opted during this time of fiscal recovery to
limit costs by sending only myself as
President. (In that same spirit of consci-
entious cost-cutting, the expense of my
trip was further reduced by my staying in
an "airbnb" lodging and taking a red-eye
flight back.)

The conference was a dense

PRESIDENT continued on p.5

From the Treasurer

by Jeanne Douillard, Board Treasurer

This begins a new series of articles in
The New Beet entitled "From the
Treasurer."

I am the new treasurer of the FCC
Board of Directors, and I chair the
Finance Committee. "This standing
committee's role is to support the treas-
urer who ensures that the Board creates
and follows good policy related to the

TREASURER continued on p. 6

**Franklin Community Co-operative
Board of Directors**

- Jay Lord '16
- Gary Seldon '16 (Clerk)
- Lynn Benander '16 (Vic President)
- Norm Hirschfeld '17
- David Paysnick '17
- Stephan Gordon '17
- Judy Draper '16
- Marie Betts Bartlett '17
- George Touloumtzis '16 (President)
- Emma Morgan '17
- Jeanne Douillard '17 (Treasurer)

The co-op board meets monthly, (generally 2nd Wed.) at 6:30 p.m. The agenda and minutes from previous meetings are posted in both stores and on our website. Meetings are open to all co-op members. Board mailboxes are at our Greenfield store where message can be left or via email: bod@franklincommunity.coop

**Co-op Managers
413.773.9567**

General Manager

John Williams x1009

Marketing & Member Services

Suzette Snow-Cobb x1017

Human Resources

Julia Ellingboe x1003

Information Services

David Russell x1001

Prepared Foods

Chris Opalenick x1008

Bakery

Micheal Shersnow x1007

Grocery

Pat Donohoe x1014

Meat & Cheese

Kim Nyiri x1020

Wellness

Pamela Ferrechio x1016

Produce

Victor Signore x1015

Front-end/Cashiers (GFM)

Jeremy Starpoli x1013

McCusker's Store Manager

Alec Goodwin x2001

McCusker's Market

413.625.9411

New Beet Editors:

Suzette Snow-Cobb, staff

Eveline MacDougall, member

www.franklincommunity.coop

Illustrations: Masthead Art Work:
Jessica Larkin, member Karen Gaudette

The Co-op Information

Committee Meetings are posted on our Website Calendar. See: Franklincommunity.coop

Holiday Turkeys

This year Green Fields Market and McCusker's Market are offering turkeys from Diemand Farm and Grateful Harvest.

For our local selection, we'll have birds from **Diemand Farm**, located just down the road in Wendell, MA. Family-owned since 1936, their turkeys are indoor/outdoor pastured, free-range, provided with deep-spring well water, and hormone- and antibiotic-free.

We'll also have organic turkeys from **Grateful Harvest**. These juicy birds are raised in the hills of California. Never caged, they have access to the outdoors and sunshine year-round. They are hand-processed on a small family-owned farm and processing plant.

They've never been given antibiotics or hormones and their diet consists of organic, wholesome grains. All birds are gluten-free and deep chilled.

All turkeys will be fresh, not frozen or previously frozen.

Pre-order sheets will be available for you to reserve your holiday turkey as early as mid-October and will be at our member/customer service desk at Green Fields Marke and at McCusker's Market. All orders are on a first-come, first-serve basis.

Please contact our meat department if you have question; you can leave a message for Kim Nyiri at (413) 773-9567 X 1020

Member Work

Orientation

Working Member Orientation For members interested in doing volunteer hours for work credit discount. Held in the upstairs meeting room at GFM, Monday, September 21 at 5 p.m.

Community Meal

Our co-op is responsible for the Community Meal held at the Second Congregational Church, Court Square, Greenfield on the fourth Wednesday of each month. Help is needed preparing and serving food. Please contact Deb Petrizzi, (413) 512-0642.

Staying In Touch

Social Media

If you've been hungry for more co-op coverage, you can now find us on Instagram and Twitter! We'll document delicious food, fun events, our favorite sale items, and encouraging conversation. Follow us!

Instagram: [franklincoop](https://www.instagram.com/franklincoop)

Twitter: [CoopFranklin](https://twitter.com/CoopFranklin)

"Like" Us on Facebook

Find us at Franklin Community Co-op. Information about both stores, suppliers and producers and the wider co-op economy is shared here.

Moving? Please be sure to give us your new address!

Do we have your e-mail? Twice each month we'll be sending our a brief "E-News" with timely announcements and co-op events.

Learn More

Please see our Website for events, co-op sponsored happenings, deadlines and meetings.

Store Tours

New to the co-op? Been around awhile but want to learn a few shopping tips? You are invited join us for a store tour. Starting **Thursday, September 24, 6 p.m.** we'll be holding twice monthly sessions where bulk purchasing, governance information, cost savings purchasing tips and more will be covered. Participants will receive a \$5 off coupon and gift bag! Please see in-store signage or our website calendar for future dates and info.



The New Beet is the newsletter published 7-8 times each year by Franklin Community Co-operative.

Articles about health or nutrition are for informational purposes only. We recommend that you consult a health care professional for medical advice. Opinions expressed in this newsletter are those of the writers and not necessarily the views or policies of FCC.

The deadline for classified ads, letters, recipes or article submissions is the 15th of the month prior to publication. All submissions must include author's name and phone number, and conform to the following guidelines:

Recipes: We welcome original recipes from members.

Classifieds: Members' classifieds are free (40 word limit) Drop off at the member/customer desk (typed

or very clearly written) or e-mail; we print as space allows. suzette@franklincommunity.coop

Letters to the Editor: We welcome letters; they must be signed and include a phone number for author verification. We will withhold name if requested. We reserve the right to edit for grammatical errors, clarity, and length. 300 words maximum.

Via email: suzette@franklincommunity.coop
Submissions on paper: Typed and double-spaced. The editor may reject letters and articles that are illegible, too long, or inappropriate. We also welcome original poetry, photographs and drawings.

Our Ends (What we are working toward):

Global: The co-op will be an innovator and collaborator in the process of creating a regenerative and sustainable local community, economy, and food sys-

tem.

- Our community will be educated about our food, food systems, health and ecology.
- The co-op will supply healthy, reasonably-priced foods--and other goods and services--that benefit the lives of the members, community, and all those who worked to bring these goods to us.
- The co-op will provide a central place for the members and community to congregate and strengthen the social fabric of our community.
- The co-op will foster a positive working environment for all staff while providing a living wage, and excellent treatment of all workers.
- Customers will have a positive experience with each visit.
- The co-op will be an outstanding example of the Co-operative Principles and Values.



Your Co-op and Community

How your co-op supports community through food, resources and relationship-building.

The Delicious Longevity of Co-op Yoga

by Shay Whitman Cooper, member

A member recently shared, "Co-op Yoga is a breath of fresh air in the middle of my workday. Absolutely awesome."

Being part of the rotating team of yoga teachers for Co-op Yoga is a delightful experience. I've been teaching yoga since 1989, having fallen in love with it when my husband and I visited Kripalu back in 1987. It was follow-your-bliss time, so I went for my teacher training. Yoga teaches me about connections with myself and others. I cherish this tool, this art form that helps to rewire the brain. I enjoy when first-time yoga students express surprise at how wonderful they feel. Yoga is good medicine.

"Yoga keeps me sane – more or less! The sense of community is nice, too," another participant relays.

Yoga means union of body, mind and spirit. It's a body energetic practice that takes us into present moment, a place we can be renewed, and a time to stretch, breathe and smile.

Here are more quotes from class members: "Co-op Yoga makes perfect sense: keeping us healthy in three dimensions: Food, Meditation plus Strength/stretch" "I like the rotating teachers! Always learning, easy for older bodies, warmth of community."

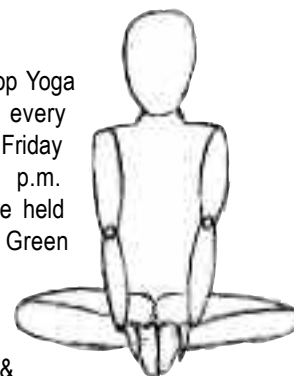
"A very special aspect of Co-op membership and cooperation. Co-op QiGong and Co-op Yoga make my week."

Try a class if you haven't had the opportunity. This is an invitation to gift yourself the time. I urge students to understand that yoga is about relaxation, strength building and a great way to reduce stress. Yoga is a source of renewal and gives us energy.

Join the Co-op Yoga community every Wednesday or Friday from 12-12:45 p.m.

The classes are held next door to Green Fields Market at the wonderful Green River Yoga & Movement studio (<http://greenriveryoga.com>).

More good news: for members the class is \$1. Co-op Yoga is also offered at the Shelburne Falls Yoga Studio on Fridays at noon with a rotation of co-op member instructors. <http://shelburnefallsyoga.com>

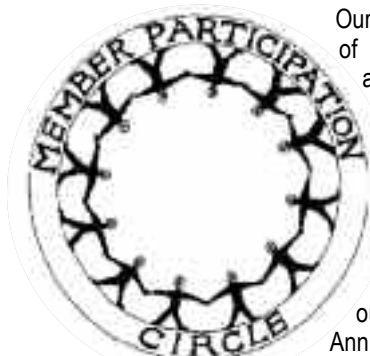


The Future of Main Street— *What is the shape of our local economy?*

What kind of local economy do we want to create? What does this mean for our co-op?

Local-scale economics is of growing interest to many. We've watched as economic power—the ability to make decisions that affect our lives—concentrates and drifts away from our hands. We've shifted in response to this, creating natural foods co-ops and stimulating the production of organic and less processed foods. Local agriculture is revitalized by our search for food grown without chemicals and closer to home. Yet Main Streets struggle as large corporations dominate more retail businesses.

Our co-op is part of Main Street, and is facing economic challenges. We may be making decisions related to this topic at our next Annual Meeting.



The Member Participation Circle (MPCircle) wants to contribute to efforts being made by the Board to help members understand and think about choices we'll be making in March of 2016.

MPCircle members believe that learning more about our local economy and about other small businesses can help us, as co-op members and owners, increase our capacity to sustain the well-being of the communities in which we live.

As a means to this end, the MPCircle is planning a series of events, the first being an Economic Forum. The program will start with a presentation by representatives of the Chamber of Commerce and the Community Development Corporation regarding the state of our local and regional economy. This will be followed by a panel discussion with five or six local businesses presenting their views on the future of Main Street, and will include a question and answer period.

The forum will be held in Greenfield on Wednesday, September 30th, from 6 to 7:45 p.m. *Please see in-store signage for location.*

New Position At The Co-op: Events Coordinator

by Sharin Alpert, member

"Our co-op is unique in the ways it reflects our community," Sarah Kanabay told me. "We're not just here to sell groceries, we're here to sell you the groceries you want at a price you can afford, to support the growers—people you know—and to pay a decent wage to the people who stock them." Sarah is Franklin Community Co-op's new Events Coordinator, and when we spoke she had been at her job for a little over a month. She said, "When marketing is done the right way, it's about creating positive connections between the organization and its community."

Sarah explained that she has a background in

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NOFA Conference Reflections

As a sponsor of the Northeast Organic Farming Association (NOFA), we were able to have a few members and staff attend the summer conference this summer at UMass Amherst. Here are some of their reflections.

Ashley & Evelyn, Broadfork Permaculture

As a small landscaping co-op, every opportunity to learn more about our field is of great benefit to us. The NOFA conference provides workshops on a variety of subjects that relate to our work. We attended workshops on late-season growing, enhancing soil health, water management, and carbon sequestration. We were also able to brush up on our knowledge of fruit tree pruning and raising meat rabbits by hearing other people's experiences and insights.

The NOFA conference also provides a great setting for networking and making connections within our field. We talked with other landscapers about our successes and failures, and discussed new ideas.

We are grateful to the Franklin County Co-op for their generous assistance in supporting the growth of our young co-operative. Thank you FCC!

Mycelia will Heal You: Reflections from the NOFA Summer Conference

by Emily Lubrs

The weekend of Aug 15-16, I had the pleasure of being surrounded by hundreds of farmers, gardeners, homesteaders, holistic health practitioners, activists, and researchers from throughout the region at the Northeast Organic Farming Association (NOFA) conference. The most challenging aspect of the weekend was how to choose which workshops to attend. I decided to devote my Saturday to the theme of fungi, attending the Fungi as Medicine presentation by Alison Birks, nutritionist, herbalist and instructor at the Institute for Sustainable Nutrition in West Granby, CT. Then I went on a

tour of Fungi Ally located just a couple of miles from campus led by co-owner Willie Crosby.

The fungi kingdom has a close evolutionary relationship to humans. Medicinal mushrooms have been used for centuries as supplements and remedies in Traditional Chinese Medicine and are currently sold in mainstream pharmacies and used in hospitals alongside cancer treatment in countries outside the U.S. Mushrooms are such great healers because they are a powerhouse of beta glucans, immune-boosting, anti-inflammatory, liver-protectant, gut flora stimulant molecules. Chaga and Reishi's benefits are best obtained as a tincture or supplement, while others can simply be eaten. (Birks recommends supplements made by companies that cook the fruiting mushroom to make extracts, as opposed to mycelia extracts.)

When cooked, they offer a wealth of nutri-

native to lab-made pharmaceuticals.

In addition to their direct healing power as food medicine, fungi play a major ecological role in making our planet livable. To put in perspective, "without [saprophytic fungi] we would be buried alive in this huge debris field," Crosby pointed out. I hope this may inspire you to engage more with the incredible fungal kingdom, whether it means starting your own batch, incorporating them into your garden or diet, or going on an expert-led forage.



Willie Crosby of Fungi Ally, shows participants how to inoculate logs with mushroom spawn.

ents, many of which are difficult to obtain from plant-based diets, particularly D and B vitamins. Shiitake has been shown to help with breast cancer treatment and as an adjuvant for vaccines. Oyster mushroom helps lower cholesterol and blood sugar and is high in protein. Even the common white-button mushroom can help prevent bladder infection and reduce the risk of breast and ovarian cancer, and serves as a good protein source. With relatively no contraindications for interacting with other medicines, they serve as a safe and beneficial alter-

Resources:

Health and nutrition: Alison Birks, MS, AHG, CNS, alisonbirks.com. Institute for Sustainable Nutrition - tiosn.com

Grow your own: Fungi Ally - fungially.com

Forage: Pioneer Valley Mycological Association, Berkshire Mycological Society, Connecticut Valley Mycological Society, Mushroomforager.com.

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two-day focus on cooperative principles and practices. Key themes included: the increasing incursion of mainstream stores into the natural/organic food market; the importance of emphasizing that community-owned cooperatives are a fundamentally different business model, with far-reaching economic implications; and the need to engage younger folks to become owners, including expanding options for electronic communication. I also attended sessions regarding strengthening Board culture and recruitment, fulfilling the Board's fiduciary responsibilities, and "Transparency: Treating Members as Owners." (Next year's CCMA conference will be held in Western Mass., with FCC as a co-host!)

More recently, we finally held our Board orientation, which evolved into a full-day retreat. We conducted a review of our co-op's long history, which offered helpful context and perspective on the arc of our organization. There was a comprehensive overview of our system of Policy Governance, and discussion of ways to improve the Board's effective implementation of that system. Another long segment covered the Board's legal and financial responsibilities. Lastly, we brainstormed various methods for more effectively engaging and accurately understanding YOU – the owners of this cooperative. (Many thanks to Vice President Lynn Benander for organizing and facilitating this event.)

The Board created two more committees, the

Policy and Bylaw Revision Committee and the Board Development Committee, along with a new policy requiring that each Board member participate on at least one Board committee (policy G2.7 on your scorecard). The focused efforts of these new committees will greatly improve the efficiency and effectiveness of the Board's work. As stated in both committee charters, "member-owners are welcome to attend and participate;" please consult the calendar on the co-op website for meeting times.

Speaking of committees, the Membership Engagement Committee has been working to extrapolate themes from owner feedback given during the "Membership" and "Invigorating our

The board created two more committees, the Policy and Bylaw Revision Committee and the Board Development Committee.

stores in the community" roundtables at the Annual Meeting, and then translate these themes into proposals/action items. These are being presented to the whole Board at the late August Board meeting.

Another diligent committee is the owner-organized Non-GMO Committee. They made an initial presentation of some policy proposals at the June Board meeting. At the July meeting, the Board guided the newly-forming Policy and Bylaw Revision Committee, as its first order of business, to collaborate with the Non-GMO Committee to review these proposals in more depth for potential policy recommendations to

the full Board.

In response to another owner initiative, the Board voted to join the Pipeline Awareness Network for the Northeast, Inc. (PLAN-NE), a non-profit corporation opposing the Kinder Morgan gas pipeline project.

The Board continues to keep a watchful eye on the organization's financial status. The dedicated work of the Finance Committee has been part of this vigilance (see Treasurer Jeanne Douillard's report elsewhere in this issue). General Manager John William's next quarterly report on "Financial Conditions and Activities" (policy L5) is being monitored by the Board at the late August Board meeting. We also eagerly await updates expected in September regarding the implementation of changes at McCusker's and the implications for achieving sustained profitability.

Within policy L5, the Board also made an adjustment to sub-policy L5.7, so that in addition to the pre-existing requirement of Board approval for buying or selling real estate, such approval would in future also apply to the acquiring or disposing of business entities (such as McCusker's – we don't own the building) or the rental of new retail space.

If you have questions or feedback about this report, feel free to pull me aside at the stores, leave a note at Green Fields Market, or e-mail me at: bod@franklincommunity.coop

-George Touloumtzis, FCC Board President

Nature Notes

- There are a few easy-to-spot differences between butterflies and moths. Most butterflies rest with their wings folded up; moths spread their wings horizontally or sloping down like a roof. The antennae of butterflies are mostly thin and smooth with a swelling or bulb at the end; most moth antennae are feathery and almost never swell at the tip. The caterpillars of most moths spin cocoons and the caterpillars of most butterflies pass their pupation as cocoonless chrysalis. Notice the frequent use



of the word "most!" (There are a few exceptions to all these descriptions.)

- Little clumps of dirt were being thrown up from the forest floor and as I got closer, a chipmunk appeared and stood on her hind legs. The animal and I both froze and watched each other for about five minutes. The chipmunk's front paws were folded together over her belly, her heart was beating rapidly and her eyes appeared to be focused on my eyes. I began talking to the little creature in

a soothing voice, as you would to a fearful child. The chipmunk never moved or broke eye contact, but I could clearly see that the heartbeat slowed and the paws relaxed a bit. As I departed, she went back to furiously digging the hole, which would lead to a tunnel containing chambers for sleeping, birthing and food storage, eventually ending in another hole. This back door is often hidden under brush and serves as an escape exit if the chippy is being pursued, or its home is flooding or clogged with debris, or perhaps someone is poking a stick into the other hole.

-Kathleen O'Rourke, naturalist/herbalist

Co-op Classifieds

Two-BR apt. in Athol. Off-st. pkg., porch, washer/dryer, walk to farmers' mkt and stores. \$700/mo. incl heat & hot water. (978) 544-5494.

Artspace Gallery presents Ray Gengenbach's fantastic artwork: Sept 8 - Oct 16. Gallery hours: M-F, 12 - 2:30 pm and 4 - 6 pm. Show Reception: Friday, Sept. 18, 5 - 7 p.m. Info: 772-6811, 15 Mill St, Greenfield.

Full Moon Girls - Homeschool & Saturday programs. Nature-mentoring: cultivate girls' leadership, resilience and connection. Wild edibles, friction fires, songs, storytelling, trusting friendships! Visit: 9/18, 9/26, 10/2. Fridays - Conway, Saturdays - Montague. Scholarships available. FullMoonGirlsInfo@gmail.com, (413) 367-6191.

Orton-Gillingham tutor Certified to address all reading difficulties, especially dyslexia, using a highly systematic, multisensory, phonetic approach. Simultaneously builds reading, writing and spelling skills, including phonological awareness and reading fluency. 25+ years of teaching experience. Catherine Coutu M.Ed. rcrcathy@comcast.net (413) 522-6685.

Turners Falls—September 24: Attend Energy Savings for Seniors; learn about home energy benefits for persons age 60+. Save money on fuel; obtain rebates for energy efficient appliances; 1:1 assistance available! Gretchen Smith: (413) 773-5555 or info@fchcc.org. Read more: www.fchcc.org.

Basic Mediation Training offered by The Mediation & Training Collaborative, a program of Community Action, in Greenfield on October 16, 17, 23 & 24, 2015 (October 30 optional), 8:30 am to 5:30 pm. Learn simple steps for dealing with fights or disagreements; gain skills and confidence in handling challenging situations; help others work with their conflicts through formal mediation or in other settings. mediationandtraining.org or contact TMTC: (413) 475-1505 or mediation@communityaction.us.

For Sale: Frigidaire Freezer. Upright (12.5cf). Excellent condition. Lightly used, \$125. Powercraft Jointer/Planer. Three-blade cutting head (6.5" wide). Motor: 1.25hp. Mounted on steel table/stand. Excellent condition, \$125. 10" Craftman Radial Arm Saw. Mounted on steel table/cabinet. Good condition, \$110. Many additional blades--some new: \$2-5. Can deliver items locally. (413) 625-6529 or (413) 834-1651.

Effective, gentle technique for rapid muscular pain relief: Neural Reset Therapy. Described in July/Aug New Beet. Patty Smythe, LMT, (413) 774-0517, 50 Chapman St, #5, Grnfld. It's really worth a try.

Apartment wanted. Responsible older woman and quiet dog seek affordable apartment in Wendell/Warwick area. I'm a gardener, horse woman, have a healthy life-style and good references! dsuller@comcast.net.

more classifieds page 7 & 8

TREASURER continued from page 1

financial condition of the cooperative and the Board itself," according to our bylaws.

One of my responsibilities is to communicate to member/owners the financial state of FCC so that we can make decisions to assure the long-term viability of our beloved co-op. As you are probably aware from annual reports by previous treasurers, the FCC has been operating at a loss for the last few years, meaning that co-op expenses have exceeded sales. The accumulated losses for the prior two fiscal years and this year total \$791,536. The losses have been covered by savings the co-op had built up over the last 20 years. I am sure you will agree with me that this is not a sustainable strategy to keep the co-op viable.

Why is the co-op now struggling to make ends meet? Many elements have contributed, including [the unexpected losses due to] our co-op's recent leadership turnover. Another factor is the changing "natural foods" retail environment: the increase in competition over the years (where larger, conventional grocery stores are selling more and more "health foods" for lower prices than the co-op, in some cases), the presence of Trader Joe's and Whole Foods in our area, and the increase in the number of co-ops in our region.

Management and the Board of Directors are working diligently to develop strategies to bring the co-op into profitability. I will keep you, the member/owners, informed as strategies develop, and in future articles will explore in greater detail the role of member discounts as well as make suggestions as to what you can do as member/owners to help our co-op survive and thrive.

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both natural foods and marketing. As events coordinator, she'll be "responsible for creating events both inside and outside the stores so we can engage the whole community, as well as members." Most of our events raise awareness of co-op programs like Food For All discount, the Cave to Co-op cheese program, and supporting local growers and producers.

Here's an example: Once a week, when Just Roots CSA members pick up their farm shares in the alley outside Green Fields Market, Sarah joins them with samples of a simple four- or five-ingredient recipe. Each recipe includes produce featured in that week's CSA distribution, along with ingredients available at the co-op. Signs draw in both customers and passersby, and Sarah is available to chat, share cooking tips, and answer questions.

Sarah says that in September, we'll start holding events at our new storefront/office space at 170 Main Street, just a few doors from Green Fields Market. A typical event might be a class on cooking with bulk goods (often intimidating for the newbie). "I'd like to see the space used for author talks, workshops, and skill shares, too. And I'd love to see it used as a community resource and education center."

Sarah told me she also organizes events designed to strengthen the fabric of our community. She described Color Your Plate, an activity held during First Friday Downtown event. Participants used food scraps to create "works of food art." Each were photographed and the photos will be assembled patchwork quilt-style to form a poster for the co-op.

Some cool activities are in the works for the new area at McCusker's Market, too, like the Pothole Pop-Up Shop in the front dining area. A collaboration with the Shelburne Falls Area Business Association will feature local artists and crafters during the season.

Sarah's experience is varied, including writing, marketing, communications, culinary school, and catering. "It's great to be working for an organization whose mission I believe in, where I can integrate all these different things. I knew I wanted to stay in the food industry and in this area," she explained. "I'm really passionate about the local food economy – a lot of my friends are farmers."

Sarah summed up, "I see my role as collaborative. I have my own ideas, but I also look for input. I love out-of-the-box thinking, that we have such an engaged membership, and the way food brings people together and the stories people have about food. I'm really looking forward to collaborating with more people!" Smiling, she added, "And I love that in this job I had 15 pounds of kohlrabi sitting in my fridge for an art project!"

Member-Owner Participation is a vital part of a successful co-op accomplished in a variety of ways. People help their co-op to achieve its goals every time they buy its goods or use its services. As part of using the co-op and helping it to thrive, they can also give feedback about how their co-op can improve.

People can serve their co-ops on multiple levels. Certainly, a co-op needs leaders: a board of directors, management, and staff who are willing to serve the community. But people can also serve the co-op by being an advocate, by supporting the direction and movement of the co-op, or simply by telling its story to the wider world.

Here are some suggestions on how you can help our co-op thrive.

Fall Member Coupon

To Help Grow My Co-op I Will: (check at least one please!)

- Talk to a friend, neighbor, co-worker (who isn't already a member) about why you're a member-owner, invite them to join.
- Attend a Store Tour (see page 2)
- Fill out a feedback form.
- Consider becoming a Co-op Board Member or recommend a co-member.
- Pay off equity balance
- Sign up for e-mail alerts.
- Attend a Co-op Event this fall website calendar: www.franklincommunity.coop
- Consider using our Co-op Catering Menu for my next family, organization or work event.

Present this coupon at the beginning of your sale for 10% off your shopping trip.

**One coupon per member number.
Must be filled out to be valid.**

**May not be combined with senior discount.
May be combined with other member discounts.**

MUST have name and address imprinted on reverse side.

If you didn't receive a newsletter in the mail--it's because we need updated information!

**Use by
October 31, 2015**

Co-op Classifieds

Feeling stressed about ticks? The Tick Bite Rapid Response Kit from the Institute for Wilderness and Emergency Medicine will help. Two Greenfield moms and co-op members (a Wilderness EMT and a microbiologist) came together to create a proactive way to reduce tick-borne illness in their families and yours: the Tick Bite Rapid Response Kit. For more info: www.instituteforwildmed.com/store

Want to milk a goat? Come milk and care for our two friendly goats when we go away (we'll train) In exchange for milk, cheese, eggs, produce as well as possible stay in our lovely home in Ashfield. ecosima@yahoo.com (413) 625-6092

Writing, Art and Yoga for your healing and creativity. www.pamroberts.net (413) 625-2402.

Gardening help wanted. \$15/hour. Mostly weed-whacking and digging. Please call (413) 422-2755 and leave a message with call-back number.

Affordable, scenic, co-working spaces available. Bridge Of Flowers Business Center, Shelburne Falls! Cubicles, workstations, desks & hotspots, business class WiFi, networked multifunction printer & copier, fax, conference room, kitchen, shower and security. All utilities & maintenance included! Join 20+ business people. (413) 834-3477 bridgeofflowersbusinesscenter.com

Seeking Healthy Home. I hope to find a place that is free-standing (I am sensitive to emf's from routers) & clean, has baseboard or electric heat & wood floors, was built between 1980-2010, & was not recently renovated. jaffy@pobox.com; (781) 752-9599.

Apartment for rent: First floor-2 Bdr, owner-occupied on the canal, "Patch" section, Turners Falls. Quiet neighborhood, yard, excellent neighbors, garden space, off-street parking, porches, animal friendly. Must be vegetarian, non-negotiable! Snow removal, lawn care provided by responsive owner. \$650 plus utilities. 863-2227.

Amandla chorus: two openings available for new members, starting this September. www.amandlachorus.org

Looking to buy or sell a house in Franklin or Hampshire County? I'm a realtor and co-op member and would be happy to help you! Laura Sandvik, (413) 376-4812; laura@fitzgerald-realestate.com

Spirit of the Written Word writing group in Shelburne Falls, Mondays 10:30 am to 1 pm; 10 weeks starting October 5. New and experienced writers welcome! Early bird discount rate by Sept 10. Contact Pam Roberts (413) 625-2402 or pamro@aol.com

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Co-op Classified Ads

FREE for cancer survivors Gentle Yoga, Weds noon to 1:30 starts Sept 2, ongoing. Spirit of the Written Word writing group, Thurs, 6- 8 pm, starts Oct 1, 10 weeks. Greenfield locations. Pam Roberts (413) 625-2402 or pamro@ol.com

Ez Tai Chi for Health: Tai Chi for Energy! Thursdays 8:30 - 9:30 a.m. at Hart Yoga Studio, Shelburne Falls. Fun, short program designed by Dr. Paul Lam features gentle, slow Sun style movements in combination with the fast, energetic spirals of Chen style. Taught by Certified Instructor Deborah Yaffee. 12 weeks, Sept 17- Dec 10. FCC members \$84 (plus \$25 for DVD); nonmembers: \$120 (plus \$25 for DVD). Space is limited. Please register by Sept. 10. Debbie, (413) 625-2800 or eztaichiforhealth@gmail.com

Youth Theater Program in Shelburne Falls: Opportunity for ages 7 - 12 to develop performance skills while rehearsing new musicals "Olde Coleraine" for Piti Theatre's SYRUP: One Sweet Performing Arts Festival on 3/19/16 and endangered species show for Riverfest 6/4/16. Rehearsals begin 1/7/16. Limited to 15. Info: www.ptco.org/syrup, info@ptco.org

Seeking Bee Week Tour Director: Entrepreneurial individual with program management experience to implement Piti Theatre's Bee Week USA initiative. Details at www.beeweek.org

Advocate for Safe Technology: Your electric meter is slated to be switched out for a "smart" meter, irradiating your home, endangering your

health and revealing personal habits to marketers via "smart" appliances. Want to learn what you can do about it? Join local electrosmog list-serve by emailing jonmirin@gmail.com

House for sale on Valley Community Land Trust property (\$72,800). The leasehold includes a house, a shop, and a 2.2 acre lot. Info: vclt.org/254SLR

Massage Office for rent. 158 Main Street, Greenfield. Approx. 9' x 17', very sunny, with beautiful shared waiting room. \$335 per month (may increase if utilities increase). Contact Danielle Frodyma: (413) 624-3411.

Massage Office to share with another Massage Therapist. 158 Main Street, Greenfield. Approx. 9' x 17', very sunny, with beautiful shared waiting room. \$170 per month (may increase if utilities increase). Contact Brent Pitcher: (413) 773-3193.

The Booksmynth in Shelburne Falls offers book design services for self-publishing authors. Contact Maureen Moore for free consultation. (413) 625-6728 or thebooksmynthpress@gmail.com

Wanted: Affordable handyman/woman, with strong back, knowledge of hand and electric tools, imagination and dependability. Experience in construction and/or electrical work helpful. Can climb ladders, not allergic to cats. Diana (413) 774-5687.

Valley Time Trade Orientations - Sunday, September 20, 2:30-4 p.m. and Saturday, October

10, 2:30-4 p.m. in the co-op's upstairs meeting room, 144 Main Street, Greenfield. Free. No registration required. Bring a laptop or tablet if you have one. www.valleytimetrade.org or (413) 648-3093 for more information.

Beautiful Barn for Rent in Buckland Three large box stalls, fenced outdoor riding ring, large grassy pastures, h/c running water and many extras. You buy feed and shavings - I do the work. Must have insurance. \$325/stall. (413) 625-9835. Must see!

Want a better behaved dog? At Your Service Dog Training offers in-home, positive, effective training for pets and service dogs. Sharon Wachsler, KPA-CTP, certified professional dog trainer. Obedience, manners, task training. Co-op members: 10% discount on consult. atyour servicedogtraining.com, swachsler@gmail.com, (978) 544-8674.

Rooms For Rent: Sunny 3-rm duplex in Rowe with private bath, shared kitchen, washer/dryer. Help with wood stove, animals, and winter shoveling. \$450/mo includes heat. Deb: (413) 339-4374.

Apartment for rent: Clean first floor-2 Bdr, owner-occupied on the canal, "Patch" section, Turners Falls. Quiet neighborhood, excellent neighbors, garden space, off-street parking, porches, animal friendly. Must be vegetarian, non-negotiable! Snow removal, lawn care provided by responsive owner. \$650 plus utilities. 863-2227.

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Co-operatives are based on the values of self-help, self-responsibility, democracy, equality and the ethical values of honesty, openness, social responsibility and caring for others. Cooperative Principles are guidelines by which cooperatives put their values into practice.

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation Among Cooperatives
7. Concern for Community

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