

# THE FRESH FEED

THE MARQUETTE FOOD CO-OP NEWSLETTER

APRIL 2025



# GO GO -A- LOGO!



**Matt Gougeon**  
General Manager

We've made an exciting and much needed change. We have a new Marquette Food Co-op logo! Hang on. Hear me out and see it on the next page!

I've been here at the Co-op for a long time. My earliest formal involvement beyond being a member and shopping at the old Baraga Street store came in 2005 when I was elected to the Board of Directors — 20 years ago! Since then, I have helped shepherd this organization through a lot of changes and growth. Back when I started on the Board, the Co-op was well under \$1 million of revenue and had 20 or so employees. Now, we'll top \$14 million in revenue and have had as many as 100 people employed for a period.

All through the years I have spent with our beloved Co-op, there have been many things relied upon as foundational to our community of members that had to be let go of to move the Co-op forward on a continued path of relevance and resilience. I acknowledge I have played a role, over the years, in difficult decision making that, at times, angered members. But I have always been confirmed in the view ahead to the strengthening of this Co-op and playing a long game of success as a business to benefit all members and grow the impact and influence of the Marquette Food Co-op outward.

To wit, during my first two years on the Board, I pushed hard to remove member discounts in favor of patronage dividends. I was instrumental in bringing Policy Governance to the Board as a governance system. I worked as part of the Board and volunteered my labor to complete our small expansion in 2006 (remember that one?). As general manager, I was the “fulcrum” for our 2012-2014 expansion and move here to Washington Street — a move that was resisted by more than a few people. I championed the sale of preferred shares, the use of significant debt, and attained \$600 thousand of State of Michigan grant funding to finance the new store. All these methods of fundraising were polarizing in their own way. **But in the end. Here we are, an unqualified success and still growing.**

The small 2006 expansion that moved us from half of the old Baraga Street building to occupancy of the entire building, was the time when we adopted our first ever official logo, the one you are familiar with. I remember it well. There was never a consistent, identifiable logo during all the prior decades dating from 1971. The operational team and early Outreach staff, at that time, recommended to the Board that a logo be adopted. They worked with the Art and Design Department at NMU and had design students participate in a contest to come up with a logo for us. About a dozen designs were submitted to the Board for review, a winner was chosen, and it became our logo.





While this logo has served the MFC since then, we understand now that the process of creating and adopting it lacked intention. We didn't know what we didn't know. The process did not include input from anyone involved with the MFC. It was completely an external perspective. On top of that, the chosen logo only included a vertical design, which has been annoying and problematic for any operational use. And there has always been the question of what exactly did the logo design represent? People holding hands? Plants and roots? Marching grain stalks? Plus, the font is not a font but an original hand drawn lettering that can't be replicated.

So, 20 years later... it's time for an updated logo, one designed intentionally to represent our cooperative, community, and local environment today. We did research into what resonates with our community through word association activities with the Board and administrative staff members. For those that attended the Annual Meeting last year, you may remember doing a word cloud activity about words you associated with the Co-op. This too was used to create a sense of identity for the Co-op.

**SEE IT ON THE NEXT PAGE!**

Following our research, observations, and many conversations, we developed a list of things we wanted the new logo to convey. **We wanted it to replicate visual aspects of the store through some of our branded colors. We wanted it to tie it back to and honor the vintage 1970s of our beginnings. We wanted to represent a native local food and the fact we are a cooperative.**

This design was created internally by our Graphic Designer Travis Gerhart, with an assist from Community Services Coordinator Pamela Valdez (a very talented Anishinaabe artist) on the blueberry design. We think it is a splendid logo, and the Board has enthusiastically approved it. It was created with intention — it's thoughtful, colorful, and tells an important story about our region, our purpose, and our connectedness. We did it collaboratively and it is highly functional in a variety of forms. I personally think it truly represents the spirit of our Co-op.

I know saying goodbye to our old logo may be a little hard to do. It served us well, if not a little awkwardly. But with the new logo we will be able to put a confident foot forward as we adapt and adjust the Marquette Food Co-op to remain resilient and relevant well into the future. Take a second look at it. I think you'll agree.

***Feel good. Shop the Co-op.***

***“We wanted it to replicate visual aspects of the store through some of our branded colors. We wanted it to tie it back to and honor the vintage 1970s of our beginnings. We wanted to represent a native local food and the fact we are a cooperative.”***





# LOCAL SPOTLIGHT

Learn more about the businesses that supply your favorite local products to the MFC



**Keweenaw**  
coffee works

## KEWEENAW COFFEE WORKS

VALERIE BACAIK, FOUNDER & CO-OWNER WITH NATE SHUTTLEWORTH, CO-OWNER

For many, coffee is an integral part of the morning ritual. Whether it's slowly savored in your favorite cozy chair, at your local coffee shop with friends, or from a thermos on the way to work, it's one of the few goods we all agree is necessary and non-negotiable. Valerie Bacaiak, founder and co-owner of Keweenaw Coffee Works, aims to celebrate that cup that connects us. "Even if it's just five minutes to pause, think about what's in your cup and what kind of energy you're going to bring into your day," she said.

Located in downtown Calumet, Keweenaw Coffee Works opened in 2013 by Valerie and her husband and co-founder Nate Shuttleworth. Originally from the Upper Peninsula, they met while working in the hospitality industry in Chicago, a shared experience that lent well to coffee roasting. A

move back home set into motion their plans for small business ownership and the coffee shop and roastery that's now a community staple. "Our branding has a lot of regional flare – we have a lot of pride in living where we live and we celebrate that with our products."

Keweenaw Coffee Works is proud to be one of a just a few woman-owned roasteries in Michigan, with around 20 employees and a growing retail space. In addition to the brick-and-mortar cafe, KCW has a solid regional base of wholesale retail clients and a flourishing online business, selling coffee subscriptions that are shipped across the US. KCW sources its beans from Café Imports, a certified B Corp headquartered in Minneapolis, MN, that uses a process called stratified buying. "Some importers will go into coffee farms and

cherry pick the good beans and leave the farmer with the lesser quality product to sell on their own," said Valerie. "Café Imports buys all the coffee each farm produces at varying prices based on quality, so they support the farmer as a whole. A smaller coffee roaster like us couldn't go in and buy a whole farm, but our importer is in a unique position to really support the livelihood of farmers on the ground. To us, that's important – thinking about the bigger picture of buying."

The Co-op carries 12 oz bags of Femme Fatale (supports a woman-owned cooperative) and So Suomi, as well as bulk Borealis and Yooper Blend beans.

**15% OFF ALL KEWEENAW COFFEE WORKS IN THE MONTH OF APRIL**

**IN-STORE SAMPLING APRIL 17 • 11AM - 1PM**

marquette food co-op

# ANNUAL REPORT

2024



**CLICK HERE  
FOR THE FULL REPORT**  
OR VISIT [MARQUETTEFOOD.COOP](https://MARQUETTEFOOD.COOP)





2025 Marquette Food Co-op

**ANNUAL  
MEETING**

— of Owners



**THANK YOU!**





# Bulk Sale

**APRIL 23 - 29**

**SHOP SUSTAINABLY FOR EARTH DAY AND SAVE**

**25%  
OFF**

*bulk department items*

**INCLUDES BULK FLOUR, OATS, RICE,  
POPCORN, NUTS, TEA, SPICES AND MORE.**

WHILE SUPPLIES LAST | SALE PRICES DO NOT APPLY TO COFFEE, PREPACKAGED ITEMS, OR SPECIAL ORDERS.  
10% OFF OWNER COUPON DOES NOT APPLY TO BULK SALE ITEMS.



# BLUEBERRY BAKED OATMEAL

Recipe from *Marquette Food Co-op*  
Serves 4-6

A delicious, easy baked oatmeal that will be loved by the whole family. This recipe is flexible, allowing for the substitution of ingredients to accommodate dietary restrictions.

- 2 C oats
- 1 C milk (or milk alternative)
- 2 C fresh blueberries
- 1 banana
- 1 egg (optional – can be omitted if vegan)
- ¼ C melted butter (or coconut oil)
- ¼ C nut butter (peanut or almond – can be omitted if using an egg)
- ¼ C honey (maple syrup can be used as alternative)
- ½ t salt
- 1 t baking powder
- 1 t cinnamon
- 1 t vanilla
- 2 T brown sugar
- Optional: yogurt for topping

Preheat oven to 350F.

Smash banana in large mixing bowl. Mix in milk, butter, nut butter, egg, and honey until well combined. Mix in baking powder, salt, cinnamon and vanilla. Fold in oats and one cup blueberries.

Spread mixture in 8x8 baking dish and sprinkle on a half cup of blueberries and brown sugar.

Bake for 50-60 minutes, until top is crisp and middle is full set (a toothpick should come out clean).

Let cool and serve with yogurt, a sprinkle of cinnamon, and more fresh blueberries.

# ANNUAL EARTH DAY CLEAN-UP

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**SATURDAY, APRIL 26TH • 11AM-2PM**

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**Please arrive promptly at 11am in the Co-op Classroom  
so routes can be divided between participants.**

**Everyone welcome, no registration required.**

**Event includes raffles & a children's scavenger hunt activity.**

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Every year the Board of Directors likes to give back to our community by participating in a garbage cleanup for Earth Day. This is the fourth year we will be coming together to pick up garbage that has accumulated over the winter months in the neighborhoods surrounding the store.

Meet us in the classroom (in the Co-op basement) to get geared up with gloves, bags, a snack, and warm beverages before venturing out.

Partridge Creek Compost, Recycle 906, and the Upper Peninsula Environmental Coalition (UPEC) will be in the store to share more about their work

Free trees available from Superior Watershed Partnership!

Questions?  
Contact Olivia at 517-614-8399





## EASTER

APRIL 13-20

# SCAVENGER HUNT

Join us for an Easter-themed scavenger hunt! Grab a sheet from the display at the Customer Service Desk (or print this page) and find the images throughout the store, writing down each letter as you go. Unscramble the letters to fill in the blanks with the correct phrase and turn it in to the CSD to get a sweet treat.

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# FOOD AS MEDICINE

## RECIPE DEMONSTRATIONS



The Marquette Food Co-op is excited to present a Food as Medicine monthly food demo series. Every third Tuesday of the month, you will find our Registered Dietitian Amanda Latvala cooking up something healthy and delicious in the store.

The recipes will highlight ways to boost overall nutrition. They will be easy to prepare, have affordable ingredients, and are adaptable for any food allergies or picky eaters.

Stop by and say hi to Amanda as she demos delicious, fresh recipes right on the store floor. Enjoy a sample and take the recipe with you!

**ALL FOOD DEMOS WILL BE 11AM-1PM**

**APRIL 15 - THE INS (AND OUTS!) OF FIBER**

**MAY 20 - POWERFUL PROTEIN FOR EVERY DIET**

**JUNE 17 - THE BENEFITS OF PHYTOCHEMICALS**

**JULY 15 - EATING FOR BETTER BLOOD SUGAR CONTROL**

**AUGUST 19 - HEART HEALTHY EATING**

# CALENDAR OF EVENTS

## APRIL 2025

### Co-op Kids Scavenger Hunt

April 13 – 20

*Details on page 11*

### Food as Medicine: The Ins (and Outs) of Fiber

*In-store Demo*

11 am – 1pm

*More details on page 12*

### MFC Board of Directors Meeting

6-7:30 pm | April 15

*Co-op Classroom*

### Local Spotlight: Keweenaw Coffee Works

*In-store Sampling*

11am – 1pm | April 17

*Read more about KCW on page 5*

### April 20 | Easter Day

Store open, 10 am – 5pm

Easter-themed Hot Bar, 11 am

### Wine Sale

April 16 – 22

*Buy Two Select Wines, Get 15% Off*

### MFC Cooking Class: South African Cuisine

5:30-8pm | April 22

### Earth Day Bulk Sale

April 23 – 25

*Details on page 8*

### Earth Day Clean Up

11am – 2pm | April 26

*Details on page 10*

### Buy One, Get One Wellness Sale

April 26 – 29

## THE FRESH FEED

*This newsletter is digitally published  
monthly for owners and friends of  
the Marquette Food Co-op.*

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Maria Danz

Ashley McGrath

Olivia Kingery

Matt Gougeon GENERAL MANAGER

Everyone is welcome to attend Board Meetings, held the third Tuesday monthly at 6pm in the Co-op Classroom. For more info: [www.marquettefood.coop](http://www.marquettefood.coop)

### Disclaimer

The views within this publication are as diverse as the 5,000+ households sharing ownership of our Co-op, and thus do not represent the store, its Board of Directors, or staff. The Co-op does not prescribe health treatments or products. We offer the extensive knowledge of our staff, and encourage you to prescribe for yourself—every individual's right.

The Marquette Food Co-op provides the region it serves with access to food, products, services, and education that foster a thriving, equitable, and resilient community by:

PRIORITIZING  
LOCAL AND  
ORGANIC FOOD  
SYSTEMS

PROMOTING  
COOPERATIVE  
GROWTH  
OPPORTUNITIES

SUPPORTING  
AN EQUITABLE  
SHOPPING  
EXPERIENCE

FOCUSING ON  
SUSTAINABLE  
ENVIRONMENTAL  
OUTCOMES



502 West Washington Street, Marquette, MI 49855

8am - 9pm

[marquettefood.coop](http://marquettefood.coop)

