

THE FRESH FEED



The Marquette Food Co-op Newsletter

June 2023



TECHNOLOGY AT THE MFC



Matt Gougeon
General Manager

Some History

I'm not what one might refer to as an expert on technology. Not by a long shot. I'm also not what one might call an early adopter of technology and am skeptical of much of it. However, I admit to the fact that I use and rely on technology throughout most of every day.

Here at the Co-op, my lack of expertise and skepticism is balanced by several folks who are experts and innovators. These people do more than understand technology, they are able to articulate the use of and benefits brought by the adoption of technology. Through them, I am better able to understand the value of it, and better understand the change society in general undergoes through advances in technology.

Through tech adoption, the MFC continues to stay on trend and in fact, outpace other grocery stores in the application of tech solutions to the sticky problems inherent in purchasing and selling of tens of thousands of mostly perishable products. I've been around this place long enough to have been present in 2005 when we purchased our first point of sale system (POS). The POS is used to track all products from when it enters and leaves the store through the checkout lanes and goes home with you. The POS plays a significant role in tracking our inventory, ordering products, collecting

sales data, keeping a transaction history, supplying financial information, and much, much more. Through it, we can determine how much of any singular product we may have, where it is in the store, and how long we have had it. We've also adopted technology through the UP Food Exchange's Online Marketplace that organizes purchases of local food products for the Co-op as well as other buyers and sellers across the U.P. During the pandemic, and currently, our web store, Co-op Grocery Pick-Up has been a lifesaver for many folks.

Presently

All this may not be news to you, but I am highlighting it to make a point about technology's ubiquitous presence and its utter value to our business. Sometimes it's easy to simply pigeonhole technology as a "convenience du jour" or as a job stealer of people. But in my time here, I can unequivocally say that this is not the case. For certain, technology has been used to consolidate the work of multiple people into the work of a single person. But tech has not been used to replace anyone.

I see technology augmenting the work of staff at the store. It elevates their work. There is not a single employee of the store that does not use some technology in their day at work. However, when the technology interface happens between the customer and our POS system at the store, it can feel awkward

TECHNOLOGY AT THE MFC



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or abrupt. I specifically refer to our new(ish) self-checkout register near our cashiers. This is one piece of technology that is self-serve and therefore feels that it might not be just running in the background like it is through the rest of the store. I have fielded a few comments from customers to this effect. But the self-checkout is there to reduce wait times in line during busy times and help folks who have only a few items to move along quickly. It augments the work of cashiers and is a convenience to customers. While the self-checkout is new to the Co-op, it is certainly not a new technology. This is one instance where we are late to the game! No cashiers were harmed because of its installation. Try it. You might like it. Our cashiers are ready to help you if you need it.

Looking Forward

There has been much written in the media of late about artificial intelligence (AI), particularly chatbots and the like. It is likely we have all experienced interaction with AI at some point (maybe today!) whether we've realized it or not. It seems AI is a "thing" that is going to stick. We are already considering how it might impact us. A lot of news media have highlighted the fears inherent in unregulated AI. While there is so much to understand about the capacity of AI, I think it's important to not simply think of AI as a duplicitous replacement for people. That is not how it will apply in our store setting. But it has great potential as a tool

within our current systems to help us derive better information from our POS, more precise reporting of financial data, and better communication throughout the organization. This is coming from me. A slow adopter and sceptic of technology. So, relying on the help of others, I'm trying to understand the useful application of AI in our cooperative grocery setting. There is a lot to learn...

In the end, technology has only improved our cooperative and we continue to learn. It hasn't been scary or avoided. We simply sift through our options and give them careful consideration. For one last understatement... Sometimes our options are limited and sometimes our options feel limitless.

Feel good. Shop the Co-op.

DEI MESSAGE FROM OUR BOARD



Tom Rulseh
Board Member

The Marquette Food Co-op, as a member-owned, organic, and natural foods grocery store, is for everyone. We actively embrace the principles of diversity, equity and inclusion for our customers, suppliers, employees, and the entire community that we serve. But why? And what exactly does that mean?

Human nature. Every one of us has our own unique way of looking at the world and its varied inhabitants. Baked into those views is a thing called unconscious bias. We favor some things and tend to avoid others. And while there is nothing inherently bad in having preferences sometimes the manifestation of those preferences can be harmful. And that is why we all must be aware of how our behavior might adversely affect others and work to adjust what we say and do in a manner that welcomes diversity, ensures equity and is inclusive.

One measure that the Co-op has taken toward this end is to dedicate a team of Board members to provide guidance to the Co-op Management regarding diversity, equity, and inclusion. And what, you might ask, do those terms mean?

Diversity generally refers to a mix of personal qualities including race and ethnicity, gender and gender identity, sexual orientation, socioeconomic status, language, culture, national origin, religious commitments, age, physical or cognitive ability, and political perspective.

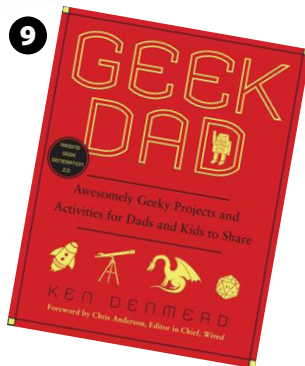
Equity can best be understood as barrier-free access to the products, services, and opportunities at the Co-op so they are available to everyone without qualification.

Inclusion is a respectful welcoming of all individuals and groups regardless of our possible perceptions of difference.

As stated in our Global Ends, 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. Paying attention to DEI is just one facet of our effort to do so.

Of course, in the continuing spirit of being member-driven, we welcome your thoughts on this topic. Contact trulseh@marquettefood.coop for more information, or with any questions or comments you may have.

FATHER'S DAY GIFT GUIDE



- 1** Super Tape Notebook
Denik
\$10.99
- 2** MFC Summer Hat
LoyalTees
\$19.99
- 3** Wild Wander Stickers, Assorted
Wild Wander
\$3.99
- 4** 10oz Lowball Stellar
Klean Kanteen
\$15.99
- 5** Obsidian French Press Carafe
BruTrek
\$69.99
- 6** Rosso - Italian Red Blend, 750ml
Gran Appasso
\$14.99
- 7** Starry Night Ethiopian Yirgacheffe
Campfire Coffee Co.
\$15.99
- 8** Keep Nature Wild Tee
Keep Nature Wild
\$27.99
- 9** Geek Dad: Awesomely Geeky
Microcosm Publishing
\$18.00
- 10** Bucolic Brett
Barrel & Beam
\$2.99 each
- 11** Campers' S'mores Truffle Bar
Seattle Chocolates
\$4.79
- 12** Hops Glass, 15oz
Down to Earth
\$7.49
- 13** Tree-Spotter's Companion
Microcosm Publishing
\$24.95

PLANNING A SUMMER PICNIC

From *grocery.coop*

There's no better way to celebrate the beginning of summer than by planning a leisurely outdoor picnic. Here's how to keep your picnic out of bug-bite and spoiled-food territory to enjoy warm breezes, delicious food, and fun.

Prep everything ahead of time

This may seem like a no-brainer, but putting in the time to chop your veggies, assemble your kebabs, or slice your baguette before leaving the house will keep the fuss—and mess—to a minimum once you get outside.

Stay bug-free

Bring small citronella candles to place along your picnic table. If you're picnicking on a blanket (where fire isn't the friendliest option), pack a bottle of chemical-free mosquito repellent from the body care section of your co-op.

Avoid foods that spoil easily

That means mayo, cream-based dips, and fresh cheeses are best left at home—unless you're planning to transport them a short distance on ice and eat them immediately. Any leftovers should be thrown away (so plan your portions carefully!).

Practice food safety

Take care to make sure all raw meats are wrapped separately, and transport them on ice. Use separate cutting boards and utensils for handling raw meat (bring an extra plastic bag to keep them in), and wash your hands as often as possible. Hand sanitizer is a must.

Cook meat with care

If you're grilling outdoors, keep raw meats below cooked meats on the grill at all times, and make sure they're cooked thoroughly before eating (a meat thermometer can confirm doneness). Hamburgers should be cooked to 160 degrees, poultry to 170 degrees, and beef, veal, and lamb cuts to 145 degrees.

Keep it earth-friendly

Bring reusable napkins (you'll not only avoid fly-away paper napkins, but cloth napkins can also be used to wrap food and bottles for transport). If you are using disposable products, look for recycled and biodegradable options at the co-op. And make sure your picnic spot's as pretty as a picture for its next al fresco diners!



MANGO AVOCADO PASTA SALAD

serves 4 | adapted from *grocery.coop*

- ¼ C olive oil
- ¼ C fresh lime juice
- 2 T honey
- ½ t salt
- 1 large mango, peeled, pitted and chopped
- 1 large avocado, cubed
- ¼ C sliced red onion
- 8 oz whole wheat spiral pasta
- ½ C fresh basil, slivered
- ½ C roasted cashews, coarsely chopped

Put on a pot of water for cooking the pasta, and add a large pinch of salt.

In a large bowl, combine the olive oil, lime juice, honey and salt. Whisk to mix. Add the mango, avocado and red onions. Cook the pasta according to package directions, about 10 minutes, then rinse and drain. Add the pasta to the bowl; toss to coat and mix well. Mix in the basil and top with cashews.

Serving Suggestion

This tropical pasta salad is a great side dish for grilled chicken or tofu seasoned with a jerk spice rub.

RIOJANA'S EXTRA VIRGIN OLIVE OIL IS COOPERATIVELY GROWN



Riojana produces fair trade, organic extra virgin olive oil from selected olives grown in the Antinaco Valleys - Los Colorados in La Rioja province. This is one of the most important olive producing regions in South America.

Riojana received their fair-trade certification for their olive oil in 2015, which not only made them the first fair trade certified olive oil producer in Argentina but also the first in Latin America. Their olive oil is entirely first cold pressed.

Made with a blend of Arauco and Manzanilla organic olive varieties, Riojana's extra virgin olive oil has an aroma of green and ripe olives, with notes of dried fruits and a combination of spicy and sweet flavors.

Since 2006, La Riojana has provided over 15 million Argentine pesos in support to their members, workers, and families in their local communities. One of the most important projects was to establish a fresh running water facility, including a 160m deep well, for their members and workers living in the village of Tilimuqui who had to endure desperate summers, with temperatures as high as 40°C, without a regular water supply. They also built a secondary school for the children of their workers and members.



FROM NOW UNTIL 6/20/23, BUY ONE RIOJANA EXTRA VIRGIN OLIVE OIL AND GET ONE FREE.

CELEBRATE PRIDE

BY SUPPORTING LGBTQIA+ BRANDS AND PRODUCTS



Brooklyn Brewery Stonewall Inn IPA

Brooklyn Brewery's Stonewall Inn IPA is brewed with Citra Hops, giving it notes of lemon peel and grapefruit zest. It pairs well with many foods including tacos, burgers, sharp cheddar, and tropical fruit. This refreshing IPA is the official beer of the Stonewall Inn Gives Back Initiative (SIGBI). SIGBI is a non-profit charitable organization inspired by the struggles and ideals of the LGBTQ+ rights movement born from The Stonewall Inn Uprising of 1969. In addition, to help make the world a more loving place, Brooklyn Brewery directly contributes to SIGBI's work on an annual basis.



Cowgirl Creamery Wagon Wheel Cheese

Cowgirl Creamery's Wagon Wheel semi-firm washed rind cheese is made from organic cow's milk from Strass Family Creamery in California. It is a delicious, versatile, snackable cheese at room temperature that has a flavor profile from slight tartness to intense notes of brown butter and cream. Wagon Wheel is in its glory when melted into a grilled cheese sandwich or on cheese pizza, mac & cheese, burgers, raclette, and fondue. It pairs well with Saison beers, rich Chardonnay and Rhone blend wines, pasta, potatoes, and tangy pickles. Founded by an LGBTQ+ married couple, Cowgirl Creamery was opened in 1997 in Marin County, California.



Diaspora Co. Spices

At Diaspora Co. one half of the company was founded to empower South Asian farmers, and the other half to build something beautiful with BIPOC community who want to build a better industry. They are a queer woman of color owned & led business; their team is 90% women and non-binary folks and 60% people of color. Diaspora Co. values a commitment to creating space for all identities to feel comfortable engaging with their brand and within the company culture itself. They began as a single spice company and now they offer over 30 single origin spices from 150 small farms from across South Asia.



Coolhaus Ice Cream

When Natasha and Freya founded Coolhaus in 2009, they did not feel represented by any of the dessert brands on shelves – not as Millennials, not as women, and not as LGBTQ+ women. They decided to be the brand that they wanted to buy. They're proud to have turned their grassroots origins into the top women-led ice cream company in the nation with dairy and dairy-free options! They remain true to the authentic origins of the brand: represent positive change, push the envelope for the future, and create high-quality ice cream and plant-based novelties for all to enjoy.



THE MARQUETTE FOOD CO-OP OWNER COUPON PROGRAM

Every month, the Marquette Food Co-op will be offering owners digital coupons for popular items in the store. These coupons are automatically added to your account – no need to bring in a coupon or try to scan something from your phone. All you need to do is ask to use your coupon when purchasing your groceries in-store or online.

JUNE OWNER COUPON

Valid until June 30, 2023

20% OFF

any item

*The discount will be applied to the highest priced item in your basket.
Simply indicate you would like the discount applied when checking out.*

Not available for Ace Sushi or special orders. One item per month.

EATING SEASONALLY

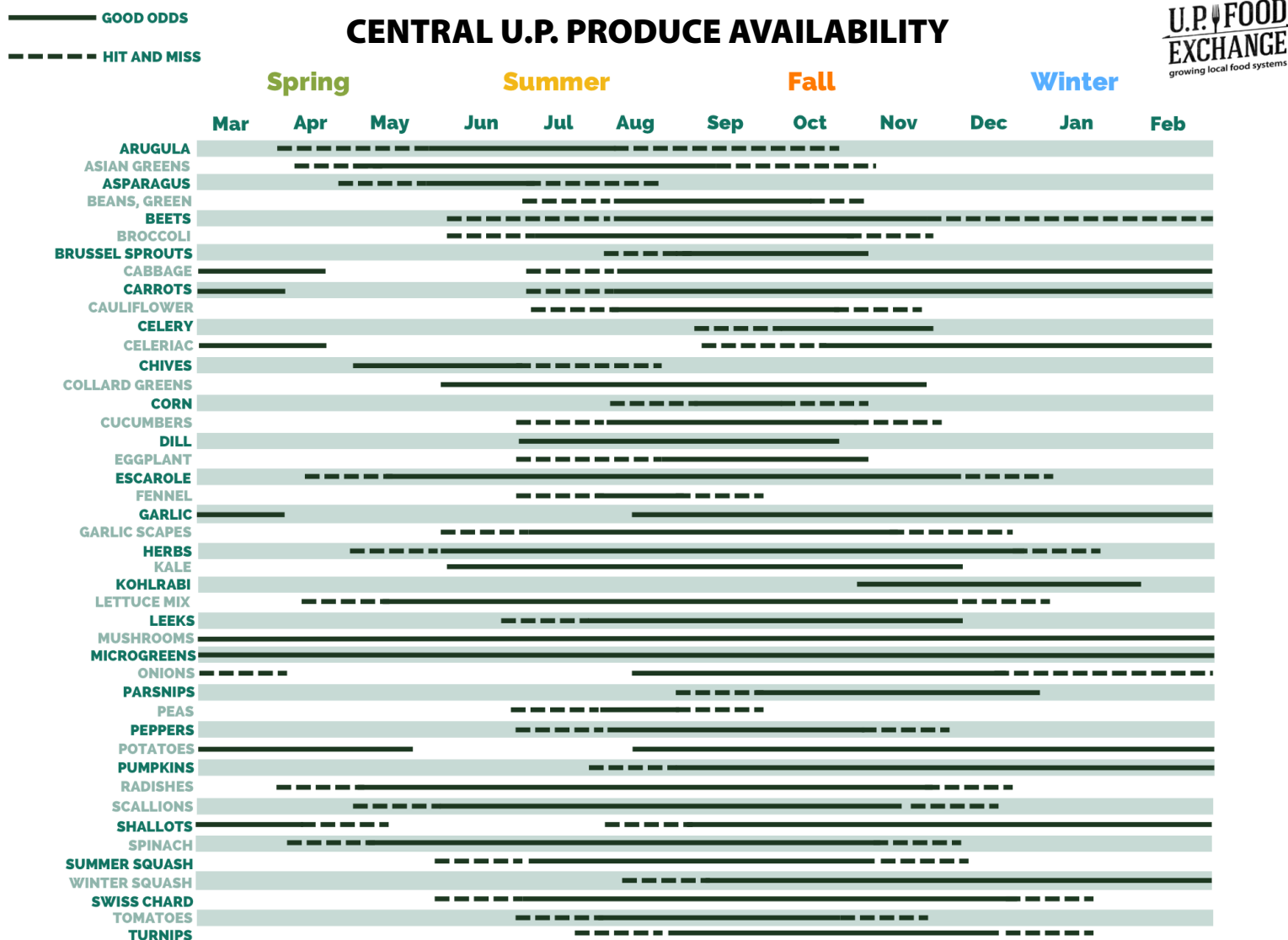
The February tomato is a ghost of the warm, sweet, infinitely fresher tomato of late summer. It's bred to withstand long travels and careless handling, to resist bruising and molding, splitting and squashing. It was made to look supple, smooth, and to taste unobtrusively bland, to appeal to the masses.

Unfortunately, this convenience causes you to miss out on more than just taste. Food traveling great distance loses much of its nutritional value. Odds are you'll never see the farm it came from or meet its grower. The money you spent on the February tomato leaves your community, rather than supporting it. Why send money to California or Mexico when you can give it to local farmers and get better value for your money?

This summer, don't spend your money on the tomato from some distant location. Come down to your local farmers market and see the beauty in what is available locally rather than what isn't.

U.P. Farmers only have so much control over the growing season—the rest is up to you, to adjust your tastes to what is in season when it is in season. No, you won't find corn or tomatoes in May. This is the U.P. However, you'll find an abundance of fresh greens, onions, rhubarb, peas, and other treats. Tomatoes and corn come later, and the wait makes them that much tastier.

Most of us have come to expect a vast array of produce in grocery stores, but give little thought to which of those items is actually in season and where it was produced. For the most part, we're not in touch with where our food comes from, how it was grown, or who grew it. The nice thing about shopping your local farmers market is that you will find answers to these questions. It means thinking differently about the way you eat. So buy fresh produce while we have it, and go home with the most nutritious, affordable, community-mindful, and delicious food around.



NEW ITEMS

June 2023



Cashew Lime Crisp

Date Better

Excite your taste buds with Date Better's Cashew Lime Crisp Medjool dates. Stuffed with the creamiest cashew butter and speckled with crispy toasted quinoa for extra protein, these dates are then enrobed in organic, fair trade 85% dark chocolate that is free from any soy or emulsifiers. Medjools are the pinnacle of dates because of their rich caramel texture, plus they are full of fiber, potassium, B-family vitamins, magnesium and calcium—just to name a few.



Rocky Road to Hana

Mauna Loa

Grounded in a creamy dairy-free macadamia nut milk base, every pint of Mauna Loa's Rocky Road to Hana is packed with delicious plant-based power. Made with rich chocolate, vegan marshmallows, and a crunch of macadamia nuts. Crafted with sustainably sourced chocolate, Non-GMO ingredients, and certified vegan.



Bourbon Apple Chicken Sausage

Gilbert's Craft Sausages

A subtly sweet apple flavor with a soft, oaky nod to our nation's favorite spirit. Gilbert's Bourbon Apple Chicken Sausage is much-loved on and off the bun, and with a little syrup even makes a great breakfast sausage! These individually wrapped, fully cooked, all natural chicken sausages have no artificial ingredients and no added nitrates. Enjoy them fresh off the grill!



Garden Heat Vinegar

Acid League

Raw and unfiltered, prebiotic, functional, and full of complex flavor, Acid League's Garden Heat Vinegar is an entirely new take on vinegar. Carrot, celery, and jalapeño juices bring deep, earthy flavors, and fresh, green notes at once. It's not quite hot sauce, but it definitely has spice—and a ton more flavor. Living Vinegar is literally alive, with living vinegar mother in every bottle.

Iron Range Roll
June 1-4

Pride Festival
Lower Harbor Park
June 10

Music on Third
June 15 • 6-8pm

Father's Day
June 18

Juneteenth
June 19

Marquette Art Week
June 19-24

MFC Board Meeting
Welcome new Board members!

Co-op Classroom
June 20 • 6-8pm

Marquette Trails Festival
June 23-25



THE FRESH FEED

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

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Tom Rulseh
Emily Bateman

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

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 W. Washington St.
Marquette, MI 49855

In-store Hours **8am - 9pm**
Grocery Pickup **11am - 6pm**

www.marquettefood.coop
Marquette, MI 49855

