

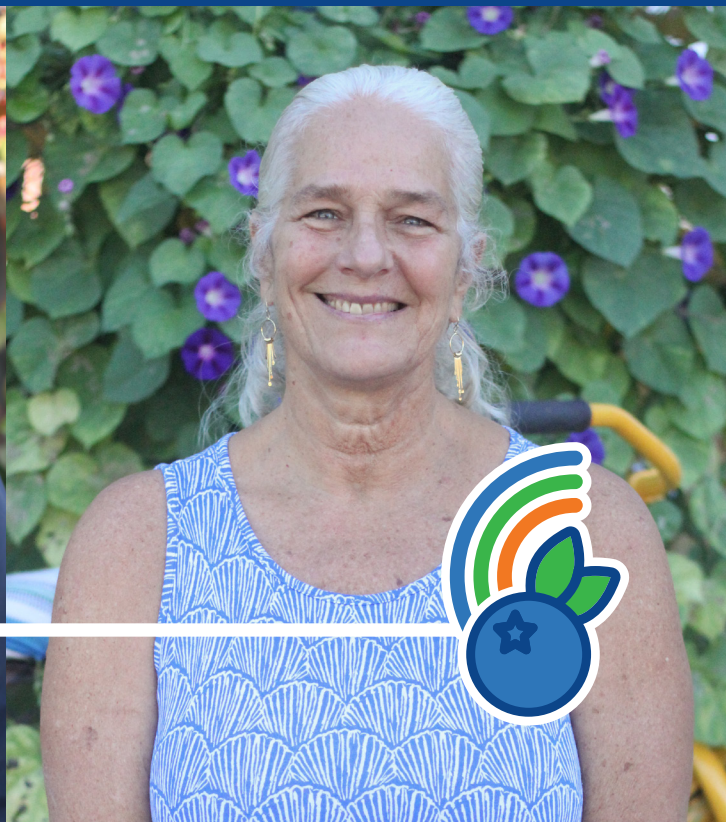
THE FRESH FEED

THE MARQUETTE FOOD CO-OP NEWSLETTER

OCTOBER 2025



OCTOBER IS CO-OP MONTH!



NO RACE TO THE BOTTOM HERE



Matt Gougeon
General Manager

A quick targeted search of food and agriculture news articles brings some eye-opening results on topics like tariffs, immigrant farm labor crackdowns, the H2-A visa program, farm bankruptcies, corporate purchase of farmland, and federal farm bailouts.

- The impact of tariffs on food and packaging in grocery stores has begun to be felt in small ways with larger impact on its way, come year-end.
- Tariff impact on farms has ruined American commodity markets and is causing farm failures.
- Corporate purchase of farms and farmland is on the rise.
- Federal deportation efforts have kept many immigrant farm workers from this year's harvest season or taken workers away causing a significant labor shortage.
- Protections within the H2-A visa program, the program that allows migrant farm workers into the country, has eroded or stripped worker protections related to housing, transportation, and a worker's right to retain their identification documents.
- The farm lobby urges the federal government to approve massive bailout funding to counter all the destructive policies enacted in the last eight months.

There is nothing good happening on all these fronts and combined with reduced federal funding for food access programs, one wonders how all of this "comes out in the wash." How much will the impact hurt, and which populations will suffer the most? I think we know the answer to these questions. But how will citizens and the private and nonprofit sectors come to some response? Can we replace what is already lost and absorb the impact yet to come? For how long can we do it? I don't have much in the way of specific answers. But I do have insight into how response to imposed destructive policy might be organized. Cooperatively.

We operate a superior business model to straight incorporation. Ownership equity is shared equally. The benefits of participation are distributed equitably. Decision making is decentralized through owner oversight and sound policy making. Our member/owner

capital structure is inclusive and creates a sense of belonging where the financial investment care and protection of all is baked into the model such that no single individual has more influence than another or benefits more. Here's where I might say that we are "bottom up" organization instead of top down. But that's not quite correct. We are a level organization, planning and taking actions that benefit ourselves and the larger community.

Proof of this better model is evident in the fact that we continue to grow in numbers of owners, revenue, productivity, profit (that is shared with you), and scope of influence. This year, we have more people joining the Co-op roll, purchasing more food, purchasing at a higher average basket, and at better value than ever before. Co-op programming is at regular "sold out" attendance. We partner with many other organizations doing good in our community. Co-op shoppers donate increasingly more to local food banks. We just had our largest ever return of patronage dividend to owners at just under \$200 thousand dollars.

And it's just not here, this is happening nationally with grocery co-ops. In fact, co-op grocery revenue far outpaces conventional grocery growth just like it did back in 2010 during the last hard economic period that was thrust upon us because of destructive policy. That growth came after the fact because the crash happened abruptly. My point is, when things get hard, people naturally turn toward community-based organizations that outwardly and inwardly are designed to benefit us wholly and not just tempt us with the race to the bottom of the ever-increasing corporate bottom line. Our growth this time around has come early. I think people see the writing on the wall and turn toward cooperation for the strength and common sense it models. During hard times these are attractive attributes.

Several times a year, I am asked by someone on the fence about ownership in the Co-op, asking, "what's in it for me?" My answer is always the same. What's in it for you? Not much. But there is so much in it for all of us.

Feel good. Shop the Co-op.

LOCAL SPOTLIGHT

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



WILDERNESS HERBS VICTORIA JUNGWIRTH

Much like the herbal salves, tinctures, and other natural remedies sold under her Wilderness Herbs label, Victoria Jungwirth is, in a sense, wild-crafted.

"I feel grounded, most myself when out in the woods," she said.

For Victoria, the wilderness is a wellspring – soil underfoot, the sun shining overhead, and the universal sound of birdsong, flowing water, and leaves in the breeze provide endless inspiration. There are lessons to be learned from the flowers and information to be gathered from the inner bark or trees.

She's been operating her Northwoods botanicals business for more than 30 years now, but her connection to nature and love of plants began as a child. She was raised in the picturesque English countryside, in Suffolk – an area she described as an undeveloped backwater. Victoria's mother was a horticulturist, giving her a homegrown knowledge of botany and a green thumb in her early years.

"She knew her plants, so I grew up knowing them, too," she said. "We also hiked a lot as a family and were always outside."

As a young adult in the 1970s, there were a lot of alternative movements taking shape, she said, which influenced her views on politics, sustainability, and the environment. She traveled to the US on a 6-month visa as part of the WWOOF (World Wide Opportunities on Organic Farms) program, during which she met her now husband. To her own surprise, she made the decision to stay – an unexpected, unplanned move in the name of love.

Newly married, the couple began to search for a "wild place" to make a home together, which brought them to the Upper Peninsula. They purchased

LOCAL SPOTLIGHT

an affordable plot of land in Champion Township, 40 acres of wild woods in the Michigamme Highlands, the biggest roadless area in Michigan.

"We were looking for wilderness," she said. "We wanted lots of room to roam."

They built a log cabin by hand, nestled in a small clearing by the river. A mile beyond the snowplow line with no running water, Victoria describes it as idyllic.

It was the early '80s when she became a mother and soon after discovered the scarcity of natural products for babies. "I was shocked at how you couldn't really find anything," she said. "So, I thought, I'll just make it myself."

Soon, her friends wanted her salves and she was giving them away. With time and lots of care, it evolved into a home business that perfectly fit her lifestyle. She could gather the plants she needed from her property - which she knew for sure was pure and unpolluted - while also homeschooling her children.

"Being in a remote, isolated situation really develops your ability to be self-sufficient," Victoria said. "I've always leaned in that direction. I wanted self-sufficiency and to be able to take care of my own things, because of the environmental impacts and for political reasons."

Eventually, she started fulfilling orders by mail and selling as a local vendor through the Marquette Food Co-op, where she also worked for nearly 30 years in various roles.

Victoria has spent decades honing her skills with plant medicine. She learned from a Native American herbalist in lower Michigan and spent decades reading field guides, researching traditional healing methods, and experimenting with recipes. Her husband is also a skilled herbalist.

"I have a huge library of books at home and one of my favorite things to do is sit on the couch with a book," she said. "But mostly, it's trial and error and listening to my customers."

Wilderness Herbs now offers nearly 50 products, including wound-healing salves, anti-inflammatory tinctures, and sleep aids. Every bottle is filled with plants harvested at their peak - leaves and flowers in summer, roots in fall, bark before the frost - and crafted with care in small batches.

Once she has her supplies, which are mostly wild and gathered by hand, she processes them quickly in various ways. Herbal tinctures are made by infusing plants with organic alcohol from White's Party Store for a minimum of 4-6 weeks and salves are processed similarly, using organic oil from the Co-op. She uses brown glass bottles to avoid product degradation and improve shelf life.

While Victoria said its very "unstressful work," it's not without challenges.

"I've been doing it for so long, I know instinctively what needs to be done," she said. "But the timing of it all can be tricky. I sometimes go out (into the woods) for something specific and it's not there or not ready or I can't find it. Plants move around! They're not always in the same place each year."

A spell of bad weather, which we're not strangers to in the UP, can also make things difficult. "There are a lot of variables beyond our control," she said, adding that's part of the charm. Nature is giving but is always reminding us to slow down and be patient.

"I believe in plants," she said. "A lot of modern, allopathic medicines are derived from plants and still are." Apirin, for example, was originally derived from willow bark.

"I've never doubted that the healing properties were there," she said. "I think we've just forgotten."

The continuum of knowledge with herbal healing has been broken, said Victoria, which is something she hopes to restore through the availability of products.

"We've lost a lot of that knowledge, but I think that we all carry a genetic memory of how things used to be done," she said. "This is a way to reconnect and heal. Anyone can do it, really, it's simple."

She feels an ancestral connection with people who lived this way years ago, and a desire to bring this to the next generation.

"I just want this to be available to people," she said, adding that she feels fortunate to have the opportunity to share her passion.

"Being out in the woods, working with plants, bringing relief to others - it feels incredibly lucky, and I'm grateful every day."

ENJOY 10% OF WILDERNESS HERBS PRODUCTS IN OCTOBER

*You can find Wilderness Herbs products throughout the Co-op's Wellness Section.
You can learn more about specific products at wildernessherbs.com*

OCTOBER IS CO-OP MONTH!

During this national celebration of the cooperative model, we highlight what makes Co-ops special – the owners! When you become an owner of the Co-op, you invest in access to local, natural, organic, and fair-trade foods in downtown Marquette. You're supporting food education and cooking classes, more sustainable business practices, and the growth of the local system. Thank you for your support!

- Owners receive 10% off a shopping trip of their choice*
- Refer a friend and receive a \$10 gift card
- Pay your equity in full today and receive a \$10 gift card
- New owners can save \$50 with new owner coupons
- Weekly raffles including tickets to Hiawatha Music Co-op's annual festival, a 6-month subscription to Partridge Creek Compost's home pickup, products from the store, and more!
- Sampling of local products every Friday

LEARN MORE AT MARQUETTEFOOD.COOP/CO-OP-MONTH

*excludes items already on sale, alcohol and ACE Sushi.



Matt Leahy
since 2002



Jim & Loraine Koski
since 2012

BECOME AN OWNER IN OCTOBER!



Chad & Tara McKinney
since 2007



Patience McCarthy
since 1987

FOLLOW US ON FACEBOOK AND INSTAGRAM TO SEE WHY THEY CHOSE TO BECOME MFC OWNERS

BENEFITS OF CO-OP OWNERSHIP

- Owner Rewards - earn points on every purchase, redeemable on anything in the store
- 10% off a shopping trip or your choice 3 times a year - Jan, April & Oct
- Save 20% on most special orders
- Free or reduced admission to Co-op sponsored events
- Potential yearly patronage dividend
- Opportunity to vote and run for the Co-op Board of Directors
- We'll make it a Baker's Dozen – purchase 12 loaves of Marquette Baking Co. bread, receive the 13th loaf for free.

What owners have to say

"We love the Co-op. It provides us with locally grown organic produce and other health-promoting products that we can't get from other stores. The ambience is warm and friendly, with happy knowledgeable folks who help us find what we're looking for."

"The employees are full of joy, the food is beautiful, and there are so many great resources for the community, too, to help people live a happy and healthy life."

"Every time I come to town, I stop at the Co-op. It's a big part of my life, it's part of my history."



BECOME PART OF THE CO-OP COMMUNITY

Co-ops are owned and governed by the people who shop the store. When you become an owner, you support a thriving community-owned business that is committed to supporting health, sustainability, diversity, education, and the local economy.

There's a plan for everyone - It's easy & affordable!

1.

One-time payment of \$150.

Pay your equity in full and receive a \$5 Marquette Food Co-op gift card, valid at both locations.

2.

The 5/2 Plan.

Pay \$5 down to receive full ownership benefits. Then, each time you shop, \$2 is added to your bill until you have paid the full \$150 investment.

Your investment belongs to you. If you decide you no longer wish to be a Co-op owner and your account is in good standing you will receive a full refund.

For more information, ask a friendly member of our Customer Service Team or visit:
marquettefood.coop/ownership

CO-OP MONTH BINGO!

Join in the fun of National Co-op Month this October by playing a game of bingo, tailored for adults and kids! Complete activities, explore the store, and discover all the little things that make our cooperative special. Mark off squares throughout

the month while celebrating community, cooperation, and good food! Get a "BINGO" and turn in your card at the Customer Service Desk by October 31 for a chance to win a \$50 MFC gift card.

**GRAB YOUR
CARD AT
THE CSD TO
START!**

CO-OP MONTH
Bingo

Support a local farm	Bring a friend to the Co-op	Wear
Enjoy a hot bar lunch	Contribute to the MFC food pantry	
Visit a farmers' market		

CO-OP KIDS
Bingo

Say hi to a MFC staff member	Get a sticker from a cashier	Count how many pumpkins are in the produce section	Try a new fruit or vegetable
Find the rainbow - identify one food in each color	 FREE SPACE	Pick out your favorite item in the Bulk section	Bake a sweet treat at home
Spot an animal on a food package	Read a book about food	Color a Co-op Kids coloring sheet (available in café)	Have lunch at the Co-op
Go on a picnic	Help make your favorite dinner	Count how many vegetables you eat in a day	Do something kind for another person

DROP OFF YOUR COMPLETED BINGO CARD AT THE CUSTOMER SERVICE DESK BY OCTOBER 31 TO BE ENTERED TO WIN A \$50 GIFT CARD.

NAME: _____

PHONE/EMAIL: _____

CO-OP MONTH

Raffles

This year, in honor of Co-op Month, we are offering weekly raffles in October that relate to our Ends Statements. The Ends are guiding principles set by our Board that our organization strives to achieve.

MFC 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 by:

- Prioritizing local and organic food systems
- Promoting cooperative growth opportunities
- Supporting an equitable shopping experience
- Focusing on sustainable environmental outcomes

OCTOBER 1-7 - SUSTAINABILITY

Six-month subscription for weekly curbside compost pickup from Partridge Creek Compost

OCTOBER 8-14 - EQUITABLE SHOPPING

Basket of products from the store - \$100 value

OCTOBER 15-21 - COOPERATIVE GROWTH

Two tickets to the 2026 Hiawatha Music Festival

OCTOBER 22-28 - LOCAL & ORGANIC FOOD

Guided wild food foraging walk with Blue Moon Outdoors for up to 4 people

ROASTED BUTTERNUT SQUASH & APPLE SOUP



Recipe from *Marquette Food Co-op*
Serves 6

- **1 medium butternut squash (about 2-3 lbs), halved lengthwise and seeds scooped**
- **2 T olive oil, divided**
- **2 carrots, peeled and chopped**
- **1 medium onion, chopped**
- **2 medium apples, peeled, cored, and chopped**
- **1 t salt, divided**
- **3 cloves garlic, peeled**
- **½ t black pepper**
- **½ t ground cinnamon**
- **1 t curry powder**
- **4 C broth or water**
- **1 C apple cider (or extra broth if you want less sweetness)**
- **½ C coconut milk or heavy cream (optional, for creaminess)**
- **optional toppings: toasted squash seeds, croutons, swirl of cream**

Preheat oven to 400°F.

Place butternut squash halves cut side up (or down for slightly deeper caramelization) on a parchment-lined baking sheet.

Brush or drizzle with 1 tablespoon olive oil, season lightly with salt and pepper. Roast for 40-50 minutes, until flesh is fork-tender and golden around the edges.

While squash is roasting, start the rest of the soup. Place a large soup pot or Dutch oven over medium heat. Drizzle in remaining tablespoon of olive oil. Add carrots and a pinch of salt. Sauté for about 3-4 minutes and then add the onion and another pinch of salt. Stir and cook for about 2-3 minutes and then add the apple. Stir well. Cook for about 4 minutes and then add the garlic and spices. Cook for another 3-4 minutes.

Add broth and cider, mix well. If squash is cooked, now you can scoop the flesh away from the skin or use a sharp pairing knife to peel the skin from the flesh. Cut squash into chunks and add to soup mixture. Bring everything up to a simmer. Test a carrot and apple for doneness, they should be very soft.

Once all veggies are soft you need to blend or puree the soup. You can do this in a blender in batches. Let soup cool a little and working 1-2 cups at a time, add to the blender. Be extremely careful when doing this. Pulse blend, using a towel to hold the lid down; lift lid every few seconds to allow steam to escape or you risk a hot soup explosion! Blend until puree and pour back into the soup pot. Alternatively, you can use an immersion blender and blend until pureed. Taste for salt and enjoy!



APPLE CIDER DONUTS

Recipe from *Butternut Bakery*
Makes 12 donuts

APPLE CIDER

- 1 ¼ C apple cider, reduced to 1/3 C
- 1 cinnamon stick

DONUTS

- 2 C (262g) all purpose flour or gluten free flour*
- ¼ t kosher salt
- 1 t baking powder
- 1 t baking soda
- 1 t ground cinnamon
- ½ t ground ginger
- ¼ t ground nutmeg
- ½ C (105g) light brown sugar, packed
- ¼ C (50g) granulated sugar
- 1 large egg
- 1 t vanilla extract
- ¼ C (55g) melted coconut oil, or vegetable oil
- ¼ C (60ml) almond milk, or regular milk
- 3 T unsweetened apple sauce

CINNAMON SUGAR COATING

- 6 T unsalted butter, melted (use vegan butter for dairy free)
- 1 C (200g) granulated sugar
- 2 t ground cinnamon

APPLE CIDER

Pour the apple cider into a saucepan with the cinnamon stick. Place over medium heat and bring to a simmer.

Simmer until it reduces down to 1/3 cup. Pour into a measuring glass to ensure you have exactly 1/3 cup. If you're just a hair short, top it off with a bit more fresh apple cider. Set aside.

APPLE CIDER DONUTS

Preheat the oven to 350F and bring out your donut pans, enough to make 12 donuts.

In a medium bowl, whisk together the flour, salt, baking powder, baking soda, and spices. Set aside.

In a large bowl, whisk together the brown sugar, sugar, egg, vanilla, melted oil, and warm cider. The cider can be warm to the touch, but not hot.

Then whisk in the almond milk and apple sauce.

Pour in the dry ingredients and whisk to combine.

Pour the batter into a piping bag, or a large zip lock bag, and snip off the tip or corner.

Lightly spray the donut pans with nonstick spray and pipe the batter into each cavity, filling each about 3/4 full and using up all of the batter.

Bake for 10 minutes, or until a toothpick comes out clean with a few moist crumbs.

Allow the donuts to cool for about 10 minutes, then carefully remove them from the pan and place on to a cooling rack.

For the coating, melt the butter in the microwave and combine the sugar and cinnamon in a separate dish.

Coat the donuts by dunking in the butter, allowing any excess to drip off, and then toss in the cinnamon sugar.

Now they're ready to enjoy!

GLUTEN FREE

I have tested this with gluten free flour as well and they turned out great! But I recommend weighing the flour rather than measure by cups, as it's very easy to use too much when measuring. The flour I use is Bob's Red Mill 1-to-1 Gluten Free Baking Flour.

Call for
Candidates

FOR THE MFC | **BOARD OF
DIRECTORS**

INTERESTED IN CONTRIBUTING TO YOUR CO-OP?

You can help by sharing in the governance of our organization.

You can apply or encourage someone you know who could be an asset to apply.
Watch for information on a Board Meet & Greet to learn more about the work of the
board, our elections, and the Co-op.

Applications open
OCTOBER 15 - JANUARY 15

Learn more and apply at www.marquettefood.coop/board/join

Have questions now that the website didn't answer?
Send your question to board@marquettefood.org or call 906-273-2287

Scan the QR code to learn more today



ASK OUR DIETITIAN

ACCESSIBLE, TRUSTWORTHY, ONE-ON-ONE
NUTRITION GUIDANCE WHILE YOU SHOP
WITH AMANDA LATVALA, RD



THIRD TUESDAY OF EACH MONTH
3:30-5:30PM • AT THE MFC
FREE & OPEN TO ALL

**MFC EDUCATION COORDINATOR AND REGISTERED DIETITIAN
AMANDA LATVALA WILL BE AVAILABLE IN THE STORE TO:**

- Answer quick nutrition questions
- Help customers read and understand food labels
- Guide customers to products that meet their dietary needs or preferences
- Provide tips on meal planning, portion sizes, and healthy substitutions
- Distribute handouts, recipes, and nutrition information

CALENDAR OF EVENTS

OCTOBER 2025

Cooking Class
Decolonizing Diet Project:
Memories from a Transformative Research Project
 5:30 - 8:30pm - October 7 & 14
 Co-op Classroom
 Register at marquettefood.coop/events

Marquette Food Co-op
Board of Directors Meeting
 6 - 8pm - October 15
 Co-op Classroom

Local Vendor In-Store Sampling

Dead River Coffee Roasters
 11am - 1pm - October 3

Superior Culture Kombucha
 11 am - 1pm - October 10

White Cedar Mead
 3:30 - 5:30pm - October 10

Young Mountain Tea
 11am - 1pm - October 17

Barrel + Beam
 3:30 - 5:30pm - October 17

Yoopers Sisters Jam + Marquette Baking Co. bread
 11am - 1pm - October 24

Foolazul
 11am - 1pm - October 31

THE FRESH FEED

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

Design & Layout

Travis Gerhart
tgerhart@marquettefood.coop

Content & Editing

Kelsie Dewar
kdewar@marquettefood.coop

Board of Directors

Tom Rulseh PRESIDENT
 Ashley McGrath VICE PRESIDENT
 Olivia Kingery SECRETARY
 Michael Dewar TREASURER
 Maria Danz
 Antonio Adan
 Greg Hoffmann
 Stephanie Weaver
 Alex Berger
 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**