

The Hungry Holler

Spring / Summer 2009

Co-op Department Manager Visits Small Coffee Farms In Mexico

The strength of Fair Trade, its value and its promise, lies in relationships. -KP



It was a wild ride from the airport in Tuxtla, to San Cristobal over a two-lane highway with a shoulder on either side. It seemed that any of these lanes were available to all of the drivers at any time—even this Jersey girl was

impressed. Our group of travelers had come together in Mexico City from various co-ops in the States. We became acquainted en route to Tuxtla Gutierrez, the capital of Chiapas, and continued overlapping conversations into the night. After breakfasting on eggs, beans and tortillas, we got to know each other better at our first of many meetings.

The trip was sponsored by Equal Exchange, a Fair Trade organization with its roots in the cooperative movement. It was created in 1986; three employees of a northeastern natural foods distributor, aware of economic justice issues in the food supply system (natural foods included), began considering the relationship of consumers here to producers abroad. After lengthy research, tracking the supply chain of products imported into the US, they became aware of several organizations that were working with groups of small farmers in the southern hemisphere. Connections were made and the work was begun. Their first shipment of coffee, from Nicaragua, cleared customs on May 1st, 1986. Equal Exchange is a worker-owned co-op, dedicated to the principals of Fair Trade. At its inception, its members voted to incorporate as a for-profit, to show that a business could succeed while paying fair prices. Today EE has expanded to include chocolate, tea, cocoa, and sugar, as well as

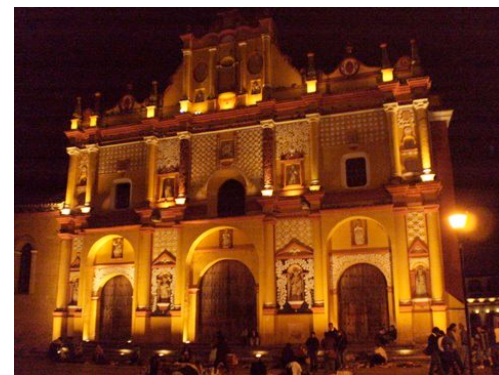
domestically produced pecans, cranberries, and almonds. This year they are launching a new project, Fair Trade bananas from small-farmer co-ops in Ecuador and Costa Rica. Equal Exchange is a founding member of the Domestic Fair Trade Working Group, extending the benefits of Fair Trade to small farmers and farmer co-ops in the US, who face similar challenges from the economic dominance of agro-industry giants like Monsanto, Archer Daniels Midland, and ConAgra.

In winning a spot on this tour (in a drawing sponsored by the National Cooperative Grocers' Association), I was given an opportunity that doesn't often come along—a chance to see another side of something that is hidden from us because of distance, and obscured by sophisticated marketing. That cup of coffee, without which I cannot face the day, has a story.

Coffee has been grown in Mexico since about 1800, beginning in what are now the states of Chiapas and Vera Cruz. The plantations expanded west and northward. Until the early 20th century, coffee production was largely under foreign control. Following the Mexican Revolution, agrarian reforms redistributed the land and by 1920 coffee became an important facet of the rural economy. Originally a plantation product, it was now being planted by indigenous farmers, ultimately resulting in a nation of small-farmer dominated production. Indeed, Mexico has the highest proportion of small coffee farms in all of Latin America. Typically, these farmers maintained traditional shade-grown coffee-growing methods.

From the 1960s through the 80s, coffee sales were controlled by the ICA (International Coffee Agreement) which was very effective in regulating the trade until its collapse in 1989, largely due to the US government's political agenda in Mexico and Central America. This exposed coffee

growers around the world to free-market forces. In Mexico, the consequences included a 70% drop in income for small producers, many of whom abandoned the land and migrated from coffee-growing areas. In December 2001, the "C" price (world coffee price) dropped to an all-time low of 41 cents per pound.



San Cristobal de las Casas is a beautiful old-world city in Chiapas. It was in San Cristobal that the Zapatistas launched their insurrection in 1994, in opposition to the signing of NAFTA, which banned subsidies to indigenous farm co-ops and forced changes in the Mexican constitution, allowing the privatization and sale of communally held lands, effectively signing a death sentence for millions of indigenous Mexicans in that nation's poorest state. In San Cristobal we met with Gustavo Castro at Otros Mundos, a grassroots organization involved in education, mental-health and domestic violence issues, as well as eco-technology. He gave us the low-down on the effects of Free Trade and neo-liberalism on Mexico, in a succinct,

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FROM THE EDITOR

A lot has happened at the Co-op since the last time The Hungry Holler was heard in the land. My favorite way of excusing this silence is to say that we have been too busy doing what we've been doing to write about what we've been doing. But since communicating with our members and customers is, in itself, an important part of our work, we will strive to return to our seasonal, 4 times a year rhythm of publication. The Holler you hold in your hands owes its existence to Kathy Piedl who took on the responsibility for making it happen and who, along with Lisa Burton-France, provided most of the content. Please join me in thanking them for their efforts.

In light of the financial difficulties of the times and the particular challenges we face as a retail food market, I am happy to report, as our Board treasurer stated at the Annual Members Meeting two weeks ago, that the Co-op is in very good health. I attribute this mainly to the fact that so many of our members and customers have a deep commitment to providing themselves and their families with the freshest, highest quality food available. In addition, an ever increasing number of people are aware of the greater significance of supporting organic and biodynamic agriculture for the role they can play in restoring and preserving the health of the earth (social-environmental values); and the importance of supporting local producers, distributors, and retailers (social-economic values). Our principles are tested when money is tight and it costs a little more to cast a vote for a more just and sustainable future. But, at the risk of sounding grandiose, I am convinced that letting price supersede value(s) is how we arrived at the ecological havoc caused by industrialized farming and animal raising; the injustices of a food production and distribution system that employs sweat-shop, slave, and child labor; and the devastation of local economies by the predatory practices of corporate, chain, big box retailers.

That being said, I also want to point out that we here at the Co-op consider it our own social-economic responsibility to provide the best values to price ratio we possibly can. In addition to the Co-op Advantage Program (CAP) which offers substantial savings through both sales and coupons, we have launched our own Main Street Bailout Specials where we negotiate special deals with our suppliers and pass the savings on. To further assist our members and customers with shopping on a budget, we are introducing a monthly Highlights of the Best Deals at the Co-op flyer to direct your attention to exceptional bargains and show how you can save even more by ordering by the case and becoming a member. In other words, we are creating as many opportunities as possible for our members and customers to save money while still expressing their support for a more just, local and sustainable food system and for a community owned business.

Thanks to everyone who makes the Hungry Hollow Co-op the special place it is: customers, members, staff, Board of Directors. And please feel free to speak to me (I'm often stuck upstairs in front of a computer or on the phone) any time you have a comment, criticism, idea or suggestion.

Peter Wiesner, General Manager

Have You ever Wondered What Biodynamic Farmers Do In The Winter?

Two of our inquisitive staff members venture into the wilds of Columbia County in search of an answer.

Back in January, I was at the NJ-NOFA conference and attended one of the presentations by Hugh Williams of Threshold Farm. The Hungry Hollow Co-op sells



Threshold apples and garlic, and you may have met his wife Hanna at our last Farmers Festival. Hugh is also one of the instructors at the Pfeiffer Center's Biodynamic Gardening Course. So I asked him, what do you do all winter? Come and see, he said, and invited Skip and me to the farm.

One Friday afternoon in late February, we took a trip up the Taconic Parkway to Philmont. Upstate, there was still snow on the ground—enough that we decided to trek down to his orchards on foot, rather than risk getting stuck on the snow-covered road that led into the farm. Unsure if we were even in the right place, we eventually came upon a kangaroo-crossing sign nailed to a tree. We were there.

It was easy enough to find Hugh, and he showed us around. In the orchards, the beautiful bare lines of the trees were in striking contrast to the dazzling white of the snow afield and the grey sky overhead. He showed us the barn he'd built (and was adding onto), and the pond they'd dug last year. We met his dogs, his woolly cows, and a couple of his helpers, Brendan Mead and Jonathon Ronsani. On the way out, he pointed out trees that had come down in an ice-storm earlier that winter. They were being removed to be used for lumber and fencing.



The three of us piled in my little truck and drove back to the village to continue the conversation over home-made pizza, in the warmth of Hugh and Hanna's kitchen. We learned that in addition to the year-round tending of the cows, chickens and ducks (and two children, Emma and

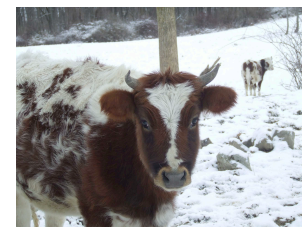


Christopher), the home and farm repairs, and the cleaning of the woods, there is a late-winter pruning of the 5 acres of orchard, which had just been completed (about 600 trees).

We heard a little about the biodynamic preparations that are made on the farm; Hugh showed us a valerian preparation, used for protection from frost. If there is a frost after the trees bloom, at 28 degrees, about 10% of the crop would be lost. At 25 degrees, a farmer could expect to lose 90% of the crop. The valerian preparation helps to hold warmth in the air and can mean the difference between a relatively small loss, or that of almost the entire crop.

We had taken up a large part of Hugh's day, so we were off after lunch, with a sack of biodynamic apples from cold storage, and some dried apples as well. The family was off to Germany for a few weeks' visit with Hanna's family.

When I spoke to Hugh recently, he said they were back, "moving mountains every day". If anyone is interested in joining Hugh and Hanna in some farm work, there is an opportunity available. From about May 20th to June 15th, they will be thinning the apple crop, which I am told is an easy albeit repetitive job. It is simply the removal of some of the apples, so the remaining ones can thrive. Well-behaved children accompanied



by adults are welcome. (Call the Co-op if you're interested in joining some of us that are going up, or call Hugh or Hanna directly at 518-672-5509). We look forward to working together, and especially, to this year's apples!

-KP



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straightforward manner. We were left to ponder what was to be done about the various crises the world is facing — financial, food, energy, environmental, social, political, and on and on. More than ever, it is our responsibility to consider the implications of our lifestyles and the daily choices we make. As Wendell Berry said, “The condition of the passive consumer [of food] is not a democratic condition.”

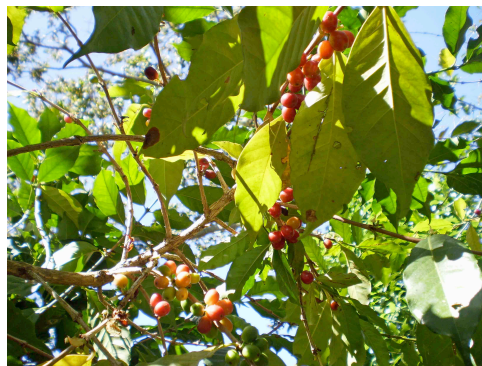
And so began my week in Mexico. Next stop, Jaltenango. This city has a different vibe from San Cristobal: busy, less sophisticated. A lot of coffee trade is based here, as is CESMACH (Campesinos Ecologicos de la Sierra Madre de Chiapas S.C.). CESMACH is a well-established cooperative begun in 1994. In addition to being a Fair Trade member involved in the production of sustainable coffee, the organization is also engaged in food security and diversification, protection of native plant species, and health issues and community development (partnering with Equal Exchange, Green Mountain Coffee, and Heifer International). While we were visiting the warehouse three healthcare workers from Grounds for Health were there also, meeting with community health promoters to build awareness of women’s health issues, specifically cervical cancer, which has a 30% higher incidence in southern Mexico than in the US. CESMACH began another project last year to offer high quality coffee domestically. Believe it or not, it was a rare and wonderful treat to find a good cup of coffee in Chiapas.

We were warmly received at the CESMACH warehouse. Our day there began with an explanation of the coffee intake process, followed by a meeting with representatives from the El Triunfo Biosphere. The Biosphere is a triumph of conservation; within its 295,000 acres are four climates and ten types of forest, the most precious of these being the cloud forest. The farming community we were to visit was within the biosphere buffer zone. Organic farming is allowed there in adherence to strict standards. The 14 communities in the buffer zone are allies in the protection of this fragile environment. After lunch, we continued meeting with CESMACH, learning its history and future goals. These meetings went late into the night, but our most gracious hosts rewarded us with a night of music and dancing (and Coronas).

From Jaltenango the road led up into the mountains, the Sierra Madre. Three hours later, our intrepid group was in the community of Las Pilas, home to 17 members of CESMACH. We all gathered in the schoolhouse where we were welcomed. I can’t express how moved I was when one farmer, Reyeau, told us how honored they were to have us there. Truly, I was the one honored to be there. Decisions were made as to who would stay where, and then we went for a walk. We hiked up to a nursery that co-op members had built. (Years of mountain biking helped me out on this little foray.) Here they would start seedlings of wild indigenous plants: pacaya, tree-tomato, and camador palm. These will be planted in the coffee plots to provide shade, maintain plant diversity, and prevent erosion. The palms are also to be harvested sustainably for Palm Sunday, and the fruits of the trees, obviously, can be eaten. On our return to the village, we had dinner and tucked in early. The women of Las Pilas rise by 4 am to begin making the day’s tortillas; no one stays up late, except dogs and roosters.

Bersabet, who put some of us up in her home, is the only female co-op member from Las Pilas. She has three young children, and it was interesting to see that even here, children sometimes give their moms a hard time at breakfast, wanting something other than what is served. I myself was very happy with what I was served, a delicious spicy potato stew, fried bananas, avocado, and sweet black coffee. And cookies.

After eating, we hiked out to Reyeau’s coffee plot. He was kind enough to allow us to pick some of his coffee. Careless picking can harm the next year’s crop. It was the final harvest of three, so everything had to be removed from the trees—not only ripe cherries, but green or rotten ones as well. To allow them to remain on the trees is to invite insects. The land that the trees are on is on an incline, and although these trees were not very tall, they were taller than I am. Picking coffee is not easy. I was embarrassed at how little was in my basket after nearly an hour. Altogether in this time, our group picked about one dollar’s worth of coffee. We sorted the cherries, removing the unripe ones. We wet-milled and de-pulped, all taking a turn at hand-cranking the machine that removes the flesh from the beans within. Again, it was not easy work. After depulping and washing, the beans are left to ferment for about a day, and washed again. The pulp is used for compost. We also saw a worm-



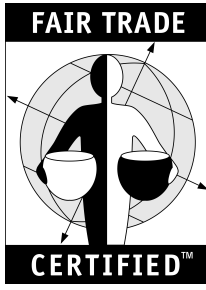
composting project in an old wet-milling tank. We were given a small taste of what must be a huge amount of work—physical, manual backbreaking labor. Not to mention the terracing, weeding, and pruning. For this, these lucky farmers are able to get close to \$2 per pound for their coffee. The less-fortunate garner far less.

Children and chickens ran in and out while we ate the lunch that was prepared by a group of the women. Afterwards they took us to see their special project—an enclosure they’d built which housed a flock of native Creole chickens which they were tending, for eggs and meat. Eventually it will be a source of additional income, and finally they will pass on the knowledge, and some chickens, to other groups. It is a well-deserved source of pride for these hard-working women.

Before we left Las Pilas, we had a community meeting. We all sat in the middle of the road that runs through the village (motor vehicles are very scarce, so we didn’t have to worry about the traffic). The sun shone brightly, and the bougainvillea was in bloom. We heard the story of Las Pilas, and how they joined the co-op; we exchanged words of thanks. Everyone who spoke, spoke from the heart. Only the day before, we were strangers looking at each other from across a room, and by the end of this short time, we had shared something intangible yet real. We were partners. We co-op reps from El Norte are not in a position to fulfill the farmers’ request that they be paid more for their crop. I doubt any of our group would disagree that they deserve more, having seen how hard the work. We are, however, in a position to help explain what’s wrong with “cheap” food. It comes with a huge cost, and relies heavily on the commodification of nature and humanity. The real cost of cheap food includes environmental degradation, illness, and destruction of social fiber.

Before leaving, we paid a final visit to Bersabet’s home, where she showed us the coffee beans drying on the patio. When asked how often it had to be turned she smiled and told us, “All the time,” and then scolded her youngest child for walking on the coffee, making me smile in turn. She remains in my heart. Our transportation had arrived, and we said our farewells. I left knowing that Fair Trade is only *more* fair. I left, surrounded by my fellow travelers, in the back of a pick-up truck on a dusty road.

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About an hour into our trip back down the mountain, night fell and we grew silent in the dark; there was much to consider.

Probably the only unfortunate thing about this trip (besides some travel-related illnesses) is that we were unable to contrast what we saw in Las Pilas with some other village not buoyed by Fair Trade. So from our visit, one might draw the conclusion that Fair Trade doesn't change much. One might say they witnessed poverty. However, in *Brewing Justice*, Daniel Jaffee has produced a comprehensive study of the impact of Fair Trade on



FAIR TRADE INVOLVES MUCH MORE THAN A FAIR PRICE! FAIR TRADE PRINCIPLES INCLUDE:

* **Fair price:** Democratically organized farmer groups receive a guaranteed minimum floor price and an additional premium for certified organic products. Farmer organizations are also eligible for pre-harvest credit.

* **Fair labor conditions:** Workers on Fair Trade farms enjoy freedom of association, safe working conditions, and living wages. Forced child labor is strictly prohibited.

* **Direct trade:** With Fair Trade, importers purchase from Fair Trade producer groups as directly as possible, eliminating unnecessary middlemen and empowering farmers to develop the business capacity necessary to compete in the global marketplace.

* **Democratic and transparent organizations:** Fair Trade farmers and farm workers decide democratically how to invest Fair Trade revenues.

* **Community development:** Fair Trade farmers and farm workers invest Fair Trade premiums in social and business development projects like scholarship programs, quality improvement trainings, and organic certification.



community life. He spent 2 years in Oaxaca, which neighbors Chiapas, doing independent work in the field. When I said that Fair Trade is only more fair, it is in acknowledgement of the fact that these farmers are not automatically lifted out of poverty. Yet the impact of Fair Trade on their lives is positive in many ways. Besides higher income levels, they are less indebted, have a cleaner environment, strong community ties, and pride in their work. Even if, at the end of the year, their income levels seem to have remained the same, they have brought more money into the community, so all benefit, not only the co-op members. More access to conventional markets is not necessarily the best route for producers to elevate themselves. As Jaffee says, "...placing faith in the market to remedy social injustice can be a dangerous game". The strength of Fair Trade, its value and its promise, lie in relationships. It is a partnership that recognizes the social factor. It may be said that Fair Trade is flawed. Giving certification to plantations is just the first that comes to mind. And the giving of special treatment to coffee giants like Starbucks hurts

companies that are 100% Fair Trade. Equal Exchange is not a company that dabbles in Fair Trade. It is a company driven by the principles of Fair Trade. And although there is room for improvement, Fair Trade does indeed make a difference. Our government and corporations have diluted the meaning of the word "organic", and consumers are required to educate themselves. Similarly, the Fair Trade label can become compromised, and consumers left confused. It is ever so important for us to know as much as possible about the food choices we make, and demand accountability and transparency of suppliers.

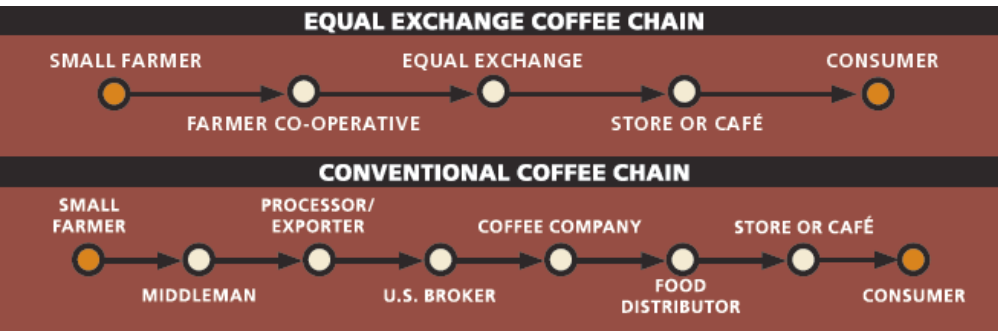
I can't end this story without a mention of the newly-built coffee mill that we visited after our

final meeting at CESMACH. Four coffee co-ops invested 25% each to build their own mill, giving them control over one more of the processes involved in getting coffee to market. Last year, their first in operation, they processed 50% of their organizations' yields. This year, they anticipate almost 100% (one co-op has a commitment with Starbucks, and is contracted to use a specific mill elsewhere for that portion of their crop.) Going forward,



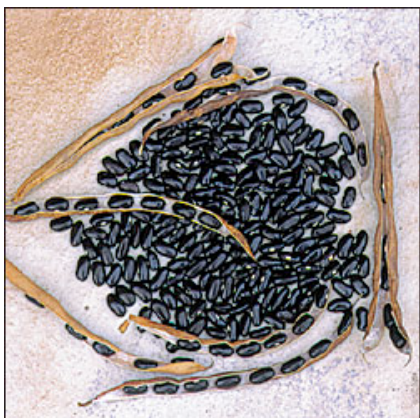
they will provide milling services to other organizations. CESMACH has much to be proud of! And as for myself, I can't speak highly enough of Equal Exchange, or the co-op model in general. Co-ops ROCK! Our lives are interwoven, and it is folly to ignore the ways we are connected. Perhaps today, we still have the luxury of ignorance. Or do we? What about our children? And what of the children of Mexico and the Third World? Which is better for future generations: strong community ties, a decent livelihood, clean water? Or being able to get a Coke in a remote mountaintop village?

-KATHEY PIEDL



GARDENING RESTORES THE RELATIONSHIP WITH OUR FOOD AND PLANET

In October of 1838, the Cherokee people began their forced departure from their home in the Southeastern United States through the Smokey Mountains. After a 1,000 mile march through the winter, those that survived finally arrived on March 26, 1839 in Oklahoma. Dr. John Wyche's ancestors were among those survivors and with them were some black beans. Together they had arrived in a foreign and inhospitable land. They had crossed the Trail of Tears, known to the Cherokee as The Trail Where They Cried, together. How absolutely precious those familiar and life sustaining black beans must have been to

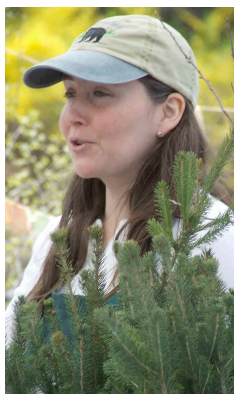


them. One can only imagine the yearning for some element of home that surely heightened the usual anticipation one has while waiting for food to grow. The Cherokee Trail of Tears Beans available today are direct descendents of those same beans that have been grown by Dr. Wyche's family for generations. These are generations of beans grown by generations of people. Their stories are intertwined. Similarly to the people of this planet, plants have a lineage and a history. Getting to know plants personally and taking part in nurturing them are some of the greatest joys backyard gardeners enjoy. Gardening restores the relationship with our food and planet. It reminds us of the true (and best) season to enjoy each food in. It allows us to enjoy the most delicious varieties of food, as opposed to the varieties best suited for shipping across the country. Gardening provides the opportunity to connect with the plants which grow in our climate as well as the people who teach us how to grow them. Gardens have been the setting for many generations to introduce, literally by name, the natural world to the next generation. We come to understand when, where, and under what conditions each plant grows. The world seems less external as we enter into rhythm with creation. Gardening allows us to develop an intimate knowledge of plants and natural cycles. This intimacy seems a natural

part of eating. From our first experience, ideally nursing, to the family dinner as we grow older, eating is an emotional activity. As are those moments of going out into a warm summer night with Dad and picking vegetables before dinner. Or going out on a quiet, sunny morning and personally visiting each little seedling or plant. We "count heads." We check if anything is ailing. We notice new growth. We nurture the plants and the plants nourish us.

As challenging circumstances often do, our current economic condition has created both uncomfortable and beneficial effects. One such effect has been an increase in vegetable gardening. For many years most home gardeners have spent their time growing flowers. A challenging economy seems to encourage more gardeners to consider growing vegetables. Besides stretching the food dollar, backyard gardening serves several functions. Many seek sustainable food distribution practices, a reduction of "food miles" and the associated negative environmental impact, and to regain a lost relationship with their food. Gardening can do this in surprisingly small spaces and with varying levels of commitment. It has been said that no matter how one expands the garden, it would always be nice to have just a little more space. Though this may be true, container gardening or simply replacing a handful of ornamentals may allow those with limited space or time to enjoy home grown food. There is a multitude of books and information on container gardening or edible ornamentals. For those who think they missed the chance, consider planting for a fall/winter harvest. There are plenty of plants that prefer cool weather.

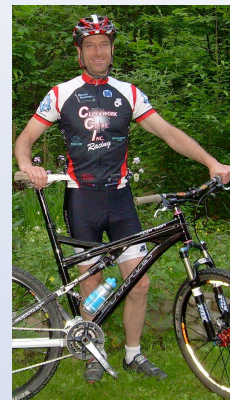
Although the list of benefits to our health, environment, and communities is long, it is the endless list of intangible qualities that seem the most fulfilling. Each time a new seedling comes up it seems a miracle has happened - and it has. Seed, rain, sun, air, soil, human effort and a list of natural forces have all come together in a sacred alliance and created. To be part of that creation blesses us in the form of the best tasting, most affordable, most sustainable food to be found - regardless of the economic condition.



-LISA BURTON-FRANCE

Hungry Hollow Co-op is sponsoring a mountain bike racing team,

Clockwork Construction Racing. Ben Williams is well-known to many of you; if you don't know Ben, you probably know his wife Paula or their children. I asked Ben to tell us a little bit about himself, why he started his own team, and how healthy food factors into his racing. In response to my question regarding what his first bike was, Ben told me it was a "yard-sale junker". Here's what else he had to say - KP:



I decided to start my own team for two reasons. One; to promote my business, and two; it seemed like it would be fun. A lot of my friends are cyclists and also in the Construction business. I thought it would be cool to bring the two things together. There are 16 racers on the team.

Organic foods definitely make a huge difference in how my body performs. Not only is organic food pesticide and hormone free, but it's also not artificially preserved for shelf life. In addition to that organic foods are generally less processed and more complex leading to better sustained energy. My lucky pre race meal is my wife's homemade rice porridge with cinnamon and raisins, and an almond butter and jelly sandwich.

The team is a combination of very fast, committed racers, and true recreational mountain bikers (weekend warriors). There is a definite team spirit, but I would say the team more emphasizes individuality. My vision of a good team is to have fun with racing and give it your all. The team isn't required to do trail maintenance but I do stress the importance of registering trail maintenance performed with the parks to provide income for the park system (money is allotted to the parks for trail maintenance hours logged).

The mountain bike crowd is the most joyful, enthusiastic, persistent and helpful group of people I know (and that is saying a lot). My vision of a good team is to have industry support and outside sponsors that are quality businesses and provide something special (we have both). But most important we all have fun and give everything on race day.

Mountain biking to me really is a lesson in life; when staring down a gnarly, rock strewn descent with disaster a possibility, do you focus on the line you want to take or the one that is sure to send you over the bars-

Go to www.h2hrace.com for complete info about Campmor's Hudson 2 Highlands MTB race series.

HIGHLIGHTS OF THE BEST DEALS AT THE CO-OP FOR THE MONTH OF JUNE

ITEM	REGULAR PRICE	SALE PRICE*	NON-MEMBER PRICE** WITH 10% CASE DISCOUNT***	PRICE WITH COUPON APPLIED	MEMBER PRICE WITH 20% CASE DISCOUNT***	MEMBER PRICE WITH COUPON APPLIED
Cafe Altura bulk Biodynamic Coffee	\$15.19 lb	\$9.59/Lb	\$8.63 lb	N/A	\$7.67 lb	N/A
Cascadian Farm Organic Vegetables 10 oz. (selected varieties)	\$3.29 - \$3.99 ea	\$1.99 ea	\$1.79 ea	\$0.79 ea	\$1.59 ea	\$0.59 ea
Bionaturae Organic Pasta 16 oz. (selected varieties)	\$3.49 ea	\$1.99 ea	\$1.79 ea	N/A	\$1.59 ea	N/A
GT's Organic Kombucha 16 oz. (selected varieties)	\$3.89 ea	\$2.79 ea	\$2.51 ea	N/A	\$2.23 ea	N/A
Seventh Generation Diapers 22-44 ct. (selected varieties)	\$12.99 pkg	\$11.99 pkg	\$10.79 pkg	N/A	\$9.59 pkg	N/A
Annie's Organic Pasta & Cheese 6 oz. (selected varieties)	\$2.49 ea	\$1.67	\$1.50 ea	N/A	\$1.34 ea	N/A
Organic Sunshine Burger 3 pack (selected varieties)	\$4.89 ea	\$3.49 ea	\$2.69 ea	\$1.69 ea	\$2.39 ea	\$1.39 ea
Santa Cruz Organic Lemonade 32 oz. (selected varieties)	\$3.49 ea	\$1.67 ea	\$1.50 ea	N/A	\$1.34 ea	N/A
Organic bulk Green Lentils	\$1.69 lb	\$1.39 lb	\$1.25 lb	N/A	\$1.11 lb	N/A
Organic bulk Quinoa	\$3.99 lb	\$2.99 lb	\$2.69 lb	N/A	\$2.39 lb	N/A
Organic bulk Thompson Raisins	\$3.29 lb	\$2.49 lb	\$2.24 lb	N/A	\$1.99 lb	N/A
Organic Red or Green Seedless Grapes	\$3.49 lb	\$2.99 lb	\$2.69 lb	N/A	\$2.39 lb	N/A
Organic Yellow Peaches	\$2.99 lb	\$2.29 lb	\$2.06 lb	N/A	\$1.83 lb	N/A
Organic Red Plums	\$2.99 lb	\$2.49 lb	\$2.24 lb	N/A	\$1.99 lb	N/A

*Sale prices are good while supplies of merchandise last - no rain checks can be given.

**This is also the working member price for off the shelf purchases.

***Discounts apply to case lots, or full bulk pack units, ordered in advance.

Coupons are valid until the expiration date printed on them and are available while supplies last.

Hungry Hollow Co-op cannot be held responsible for typographical errors.

What's News at the Co-op

Hungry Hollow will now be providing a list highlighting some of our best deals each month. See page 6 for this month's edition.

Wee Bee is an apiary owned and operated by a family with a history of five generations of beekeepers!



One of their two farms is located in Cowlesville, NY. Wee Bee

offers a raw honey which contains pollen, propolis and honeycomb. They strongly support organic bee keeping and opt to use essential oils instead of pesticides. Wee Bee honey is never heated, filtered or strained.

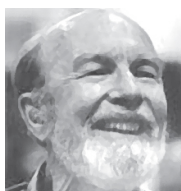
Gimme! Coffee is a new local coffee roaster based in Ithaca. In addition to the familiar organic, fair-trade, and shade-grown certifications, the Piccolo Mondo Blend has received recognition from the Smithsonian Migratory Bird Center as being bird-friendly. Gimme! Coffee also contributes to numerous communities in the form of donations and volunteer time. To learn more, check out their website at www.gimmecoffee.com.

There is a new lower price for organic roasted almond butter in the bulk department. It has dropped from \$12.59 per pound to \$10.99 per pound.

Healthy Seed is a new cosmetic line offering shampoo, conditioner, lotion and hand cream made with organic virgin hempseed oil. Healing seed products are made without parabens, artificial colors, artificial perfumes, animal ingredients or animal testing.

Organic dried strawberries are now available in the bulk department.

-LISA BURTON-FRANCE



Nobel Prize for Pete Seeger

www.nobelprize4pete.org

quaint or obsolete, but through Pete, a living, vibrant form of culture.

Pete is again the Pied Piper of an historic environmental movement. When I was a child in

Pete Seeger is an ambassador for Peace and Social Justice and has been over the course of his 88-year lifetime. Using his prowess as a musician he worked to engage other people, from all walks of life and across generations, in causes to build a better and more civilized world: His work shows up wherever you look in the history of labor solidarity, growth of mass effort to end the Vietnam war, ban of nuclear weapons, work for international diplomacy, support of the Civil Rights Movement, for cleaning up the Hudson River and for environmental responsibility in general. Pete knit the world together with songs from China, the Soviet Union, Israel, Cuba, South Africa and Republican Spain. We learned that Crispus Attucks, born a slave, was the first man to die at the opening of the Revolutionary War; that the Farmer-Labor party in the mid-west had a socialist philosophy that lasted well into the 20th century; we learned that anti-slavery movements were often inspired by songs such as "Follow the Drinkin' Gourd" that indicated a map of escape. He popularized many of the IWW songs that helped in CIO organizing, and spread the Civil Rights Movement through promoting the SNCC Freedom Singers and making songs such as "We Shall Overcome" known all over the world.

When subpoenaed by the House Un-American Activities Committee in August of 1955, at the height of the McCarthy period, Pete defended himself on the basis of the First Amendment, the right of an American citizen to free association, not the Fifth Amendment, protection against self incrimination. When he was boycotted from earning a living and practicing his craft on a national scale Pete appeared at union meetings, summer camps, Jr. High Schools, High Schools, and Colleges. His pay at times was as little as \$5, but his value was priceless!

Pete also had his mentors: among them Paul Robeson, who said: "The Artist must elect to fight for freedom or slavery..." It is time that a cultural worker receives the acknowledgement that, as Bertolt Brecht points out, "Art is not a mirror held up to reality, but a hammer with which to shape it." The cultural workers who know the power of the arts for social and political change, also know how difficult it is to gain recognition for cultural creation without either trivializing the art or somehow qualifying for designation of "high art" by an elite. Pete Seeger always held to the principals that people's music is not only "good art" but is representational art through music. That reality often refers to the conditions of exploitation and oppression that were apparent to formally uneducated folk. Thus "folk music" was not cute or

New York City the Hudson River was an open sewer; GE alone pumped a million pounds of PCB's into it. Pete developed the idea for the Sloop Clearwater, modeled after Hudson fishing vessels in the 19th century when the river supplied fresh fish for people from Albany to Manhattan; he suggested having song festivals along the river banks to bring attention to cleaning up the river. Of course the idea was derided by everybody except those who knew Pete; he said, "You can't expect people to fight for a cleaner river until they learn to love it." People learned to love the idea that there were things they could do to clean the river. They pitched in, they cleaned the river, now there is a floating pool where children can swim and the Shad and Sturgeon are edible again. In a segment of the otherwise brutal program Law and Order on CBS a character says, "The Hudson River's clean now, thanks to Pete Seeger!"

Culture, in essence, means to honor our forbears. In the words of the Eastern European writer Milan Kundera: "the struggle for people's power is the struggle for memory and against forgetting". Pete's talent, sense of decency, and inalterable belief in, as Anne Franke said, that, "at heart, people are basically good", were uniquely his, but he has never been alone in his work; the support of his wife Toshi and his family gave him the opportunity to be all he could be. We all stand on Pete Seeger's shoulders in a manner of speaking. We share Pete Seeger as a "father" of cultural, social, and political movements, as much as we share our parental DNA.

It is time that cultural work receives the recognition that the arts have great influence and global reach, that it is not only a medium of entertainment but of education, compassion and action. It is the desire of the committee that Pete Seeger be recognized as a beacon of integrity and principle in a time more defined by the absence of those qualities than by their honor.

-ELEANOR WALDEN



Pete Seeger with Skip Herman (Hungry Hollow Co-op's produce manager) at the 1998 Green Meadow Waldorf School Family Music Festival, a fundraising event which Skip created, and for 5 years produced and directed.

WHY ARE FOOD PRICES SO HIGH?

- Oil has periodically risen to record-breaking prices**, and most produce travels an average of 1,500 miles to get to a grocery store. (Just another reason to eat local!)
- Increased demand for corn** for ethanol production means that the price of corn has doubled in the last year. (Let's hear it for grass-fed cows!)
- Increased demand for meat and dairy** products from our quickly growing and developing world population means a greater demand for grain feed. (Eat your veggies!)
- Organic farmers do not receive federal tax subsidies**, so organic prices reflect the true cost of producing food, while preserving our resources, land, and environment for future generations.

TIPS FOR FOOD SHOPPING ON A BUDGET

Change your patterns at home

- Wash and prep veggies and fruits to encourage usage
- Use a fridge message board to note perishable items
- Cook staples in larger batches for "planned-overs"
- Eat together as a household to reduce use of convenience foods

Plan before you shop

- Donate undesired food items from your kitchen
- Take a cupboard inventory before planning meals and shopping
- Plan meals around perishables
- Keep a running grocery list (consider using a grocery list template with only necessary items listed-just check items off as you run out)
- Remember to pack your grocery bags, and bulk jars!

Shop wisely

- Look for sales on items already on your list
- Only use coupons if the item is already on your list
- Be flexible with recipes-adapt them for the season
- Focus on whole, unrefined and bulk foods
- Keep in mind the Dirty Dozen when choosing organic vs. conventional produce
- Join the co-op for additional sales and coupons

Reevaluate your methods

- Try any plan you make for two months before adjusting as needed
- Keep tracking your spending!

Other things to consider

- Ask the entire household to get on board with the budget
- Consider starting a garden to produce some of your own food
- Consider reducing the amount of money you spend eating out

THE DIRTY DOZEN

According to the Environmental Working Group, these conventional produce items have the highest concentration of pesticide residue.

Fruits

Apples
Cherries
Grapes, imported
Nectarines
Peaches
Pears
Raspberries
Strawberries

Vegetables

Bell peppers
Celery
Potatoes
Spinach

This list comes from EWG's rating of nearly 43,000 produce items tested for pesticides between 2000 and 2005. A full list is available at www.foodnews.org



Board of Directors: Sabrina Feldman — Chair, Richard Luna — Vice Chair, Stan Cohen — Treasurer, Steven Bavaria — Secretary, Elizabeth Campbell, Karen Frey, Valeriana Pasqua-Masbach.

Co-op Staff (Full-time): Peter Wiesner, General Manager; Rachel Bishop-Koklas, Finance Manager; Luz Parra, Grocery/Frozen Manager; Skip Herman, Produce Manager; Kathleen Sibrizzi, Kitchen Manager; Nieves Pinos, Dairy/Deli Manager; Kathey Piedl, Body Care Manager; Lisa Burton-France, Wellness Manager; Eri Sakurai-Phillips, Housewares/Bakery Manager; Mary Estrella, Bulk Manager; Jack Kleinbach, Claudia Maloney, Marcia Rulfs, Janet Maya, Nancy Dundatscheck, Enita Castillo, Narcisa Pinos, Charles Atterbury, Ellen Mead