

ROOTSTOCK

the official newsletter of the BELFAST CO-OP

www.belfast.coop

owner connection



At our May 12 Member-owner Forum we asked participants to complete a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of The Co-op in terms of community presence and our physical place. Below is a summary of the compiled priorities that you identified during the workshop. Thank you to all of our dedicated owners for helping to shape the future of your co-op!

community presence

STRENGTHS

1. Downtown Location
2. Shared Community Space
3. Ownership
4. Inclusiveness
5. Community Support through donations

WEAKNESSES

1. Uninformed Attitudes
2. Negative Price Perception
3. Not Reaching as many people as we would like
4. Small Cafe Size
5. Crowded Feel of Store
6. No Working Membership

OPPORTUNITIES

1. Outreach
2. Tourism
3. Develop Non-Profit
4. Increasing Pride & Ownership
5. Making Cafe Larger & More Accessible
6. Increase Inclusiveness

THREATS

1. Competition
2. Gentrification
3. Communication Challenges
4. Regulations

physical space

STRENGTHS

1. Downtown Location
2. Funky is Good
3. Longevity
4. Community Space
5. Variety
6. Small Space

WEAKNESSES

1. Parking & Parking Control
2. Lighting
3. Aging Building
4. Outdated Structure
5. Entrance
6. Receiving Area

OPPORTUNITIES

1. Decrease Varieties
2. Satellite Stores
3. Create Comfort
4. Build on Parking Lot
5. Energy Sustainability
6. Downtown Location
7. Dynamic Organization

THREATS

1. Lack of Financial Resources
2. Growing too Fast
3. Building Deterioration
4. Overuse of Space
5. Lack of Space to Grow
6. Parking Control

IN THIS ISSUE

Owner Connection- P1
we Need You- P2
GM Corner - P3
Fruit and Veggie Grill Guide - P4
Early Member-Owner - P5

Party On, Garth - P6
Just Picked - P7
Your Voice Counts- P7
CO-OP Calendar - P8

CONTINUED ON P8

123 HIGH STREET BELFAST, ME 207.338.2532 7:30AM-8:00PM



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The 2016-2017 version of the Board of Directors has been meeting for a couple of months now and is settling in nicely to do the work of representing you, the membership, in guiding the Co-op. The last year has seen many changes but they are all to the good. Our new General Manager, Doug Johnson, and the board have a great working relationship. The alignment of our goals and aspirations for the Co-op's future is sound.

As always, we welcome members to attend meetings. (The third Thursday of the month at the Waterfall Arts Building, any changes to this are posted well in advance.) We set aside time at the beginning of every meeting to hear member comments. Although we have a custom not to respond to them at the meeting, they are certainly heard and dealt with as needed by the appropriate person. Members who have attended in the past often remain to sit by and listen as the board conducts its business. We encourage this to happen as it is important for members to hear the board at work and to feel that the board's conduct is transparent and accessible.

As we move forward, and start looking to long-range planning, we are in need of someone who has strong financial knowledge to fill a vacancy on the board. We would welcome anyone with such a background to begin attending the Finance Committee meetings and then, we hope, be willing to join the board as an interim appointee. You can be in touch with the Finance Committee at boardfinance@belfast.coop.

If you are, or know someone who is, a financial whiz please be in touch so that we can recruit you to help your Co-op continue on a strong financial footing into our most exciting future. And please feel welcome to drop by our meetings or to join any of the board committees that interest you



for the next

BOARD OF DIRECTORS *meeting*

July 28 & August 25

6:30PM AT WATERFALL ARTS, 256 HIGH ST., BELFAST, ME

GENERAL MANAGER

Doug Johnson

BOARD OF DIRECTORS

Ron Braybrook, president
 Alessandra Martinelli, vice president
 Zafra Whitcomb
 Andrew Watkins
 Lindsey Schortz
 Bindy Pendleton
 Betsy Garrold
 Patti LeClair
 Judith O'Donovan, staff rep.
 Justin Howard, staff rep.

BOARD COMMITTEES

Finance Committee

boardfinance@belfast.coop

Membership Committee

boardmembership@belfast.coop

Board Development Committee

boarddevelopment@belfast.coop

Elections and Nominations Committee

boardelections@belfast.coop

Annual Meeting Committee

Ad hoc

Public Interaction Committee

Ad hoc

Bylaws Committee

Ad hoc





GM CORNER

by Doug Johnson
Belfast Co-op General Manager

Every year for the past 60 years the NCBA CLUSA (National Cooperative Business Association-Cooperative League of the USA) has celebrated the cooperative model at the CCMA (Consumer Cooperative Management Association) conference. This conference brings together food co-op General Managers, directors, and workers to tackle challenges and celebrate successes in our business activities. This year the theme of the conference was “Disrupting the Future: Cooperative Food and the Next Generation”, and the presentations followed six distinct tracks: Inspirational Strategies for Outdistancing the Competition, Succession Planning and Leadership Development, New Approaches to Cooperation, Participatory Governance for Success, Financing the Co-op Future, and Social, Economic, and Racial Diversity.

I traveled to Amherst, MA with two members of the Board of Directors to take part in the conference this past May. It was a rare opportunity for Coastal Maine co-operators to participate in a conference close to home, so there was a large turnout from Belfast Co-op, Good Tern Co-op, Portland Food Co-op, and Rising Tide Community Market. As all of the current General Managers of the Coastal Maine co-ops have been in their positions for a relatively short time, this was the first time many of us had experienced CCMA.

In choosing where to budget my time, I jumped back and forth between tracks focused on competitive strategies, those focused on leadership development, and those focusing on leadership through governance. Highlights for me included a discussion on Cooperative Growth Models conducted by Matthew Epperson, representing the St. Mary’s University Cooperative Management Education program, and Dan Arnett and Jeff Bessmer from Central Co-op. Also of note was a session titled “To a Living Wage and Beyond: How to Get There and What to Expect Once You’ve Made It” conducted by Sarah Dahl from CDS Consulting Co-op, Tyler Burch from Central Co-op, and Tom Vrabel from Lexington Cooperative Market. A commonality among the two sessions was the encouragement to think outside of accepted norms to better serve our collective values and principles. The team at Central Co-op has redefined the role of successful co-ops, both in how they relate to their cooperative peers and their workers, and their model for growth will be studied by many GMs and boards in the coming years. Similarly the team at Lexington has devised a concrete strategy for offering a living wage to their workers that they have shared with cooperative managers and I am planning on working with my team to assess the feasibility of implementing their methods at Belfast.

I find that the greatest value that I take away from these opportunities is often the sense of shared experience that comes from interacting with your peers. No matter how isolated our work feels from time to time, nothing that we are encountering in Midcoast Maine is unique to our co-op. Co-ops of all shapes and sizes are grappling with questions of relevance in a changing market, wanting to do the absolute best by our workers while struggling with limited capital, and facing a future that is uncertain. Those of us that manage our co-ops, govern our co-ops, and support our co-ops through patronage can feel great pride in the revolutionary work that we have done over the decades since our inception. As I look to the next forty years for co-ops, I see strength and solidarity, founded in our common beliefs and working toward similar ends. When we coalesce to laugh, to learn, to share, and to support each other, co-ops are stronger together.



GLOBAL ENDS STATEMENT

**The Belfast Co-op exists so that our member-owners
and our community will have:**

A thriving, just, and sustainable local food economy

A source of healthy, affordable food

An efficiently managed, democratically governed cooperative retail store

A greater understanding of health, food systems, and economic & environmental sustainability

An invested, engaged, and empowered staff that thrive in a safe, respectful, inclusive, and equitable workplace.



by Tara Duggan

courtesy of strongertogether.coop

While most people associate outdoor grilling with burgers, hot dogs, and steaks, the grill imparts big flavors to fruits and veggies too. A wide array of produce paired with spice rubs, marinades and sauces galore will keep your patio table overflowing with delicious additions to your grilling repertoire.

Seasonal summer vegetables just happen to be perfect for grilling: zucchini, eggplant and bell peppers are naturally tender and become even sweeter on the grill. Slice these vegetables about 1/4-inch thick and toss them in an easy marinade for 30 minutes (or better yet, overnight) before grilling for a few minutes per side.

A simple combination of wine vinegar, olive oil, chopped garlic and herbs, and salt and pepper are all you need for a tasty marinade. This easy mix will turn grilled vegetables into Italian antipasti to serve with bread, olives, and cheese. Or change the blend to vegetable oil, sesame oil, soy sauce, rice vinegar, and chopped garlic and ginger for Asian-flavored vegetables that are delicious with rice. Store-bought dressings with a vinegar base make wonderful marinades as well.

Summertime peaches, apricots, nectarines, and figs are delicious grilled. Cut fruit in half and remove any pits, then coat lightly with oil. For a sweet-savory side dish to grilled pork, chicken, or lamb, sprinkle on a little salt, pepper, and balsamic vinegar, then grill for a few minutes per side. And for dessert, dust with brown sugar, then place the halves on a clean part of the grill for a few minutes per side before serving with ice cream or pound cake (or both).

Some grilling tips

- Use moderate heat (not high); if it's a charcoal grill, move the charcoal to one side and grill your fruits and veggies on the other side, over indirect heat.
- Be sure to oil your grill thoroughly—fruits and vegetables are high in natural sugars, which means they can easily burn and stick to the grill. Before you begin cooking, clean the grill well, preheat it, and then use several layers of paper towel dipped in vegetable oil to grease it.
- Cut vegetables into the largest possible pieces to prevent them from falling through the grill grate and avoid extra time spent flipping more pieces. For example, cut zucchini in slices along the length of the vegetable, rather than slicing into small rounds.
- Corn doesn't always cook through on the grill. Blanch it in boiling water for a few minutes, then grill for 5 to 10 minutes to finish cooking and add smoky flavor.



SNAP/EBT card participants who sign up for our program and purchase local foods will earn bonus local fruits and veggies! Learn more at:

maineharvestbucks.org/retail



a conversation with
early member-owner
Karen Saum
by Betsy Garrold
ThePopulistFarmer.wordpress.com

For this edition of our series on early Belfast Co-op members we are featuring an early and returning member, Karen Saum.

How, when, and why did you become involved with the Co-op?

I first got involved with the Belfast Co-op when it was a pre-order group. At that time I was living in Searsmont, way at the end of Moody Mountain Road, and myself and others organized a group to do pre-orders of the whole, nutritious foods we couldn't find at the supermarkets. Not that any of us were really interested in going into the supermarkets, anyhow. We would receive the pre-order delivery, get together to break it down, and we even delivered to folks who did not have transportation. It was the spirit of the times. I was really attracted to the back-to-the-land young people who were moving into the area. The cooperative spirit was very present in that group of people.

Do you have a favorite Co-op story you'd like to share?

Well, I didn't stay in Waldo County. I moved to Orland to work at the HOME Co-op as a VISTA* volunteer, and ended up staying there for 20 years. When VISTA discovered I was still there, I was told "you can't be a volunteer for er, one in the double digits. I was very pleased about that.

that long." So in 2007 I retired, came back to Belfast, and rejoined the Co-op. I was very disappointed that my member number was so high. I wanted one that better reflected the fact that I was an early member. Member relations heard about it and found me a lower numb

How has your involvement with the Co-op enriched your life?

In so many ways. I like that we support local agriculture and other local businesses. I like knowing that when I purchase local food the quality is good, and that it is not grown with slave labor in the southwest. I don't think the migrant workers are treated very well.

When the original flush of back-to-the-landers arrived, they settled in and enriched the culture, adding to it in so many ways. The Co-op has been a hub for this; the re-invigorating of the local social scene.

What are the biggest changes you have seen in the Co-op since it's early days?

Well, Belfast used to be a working class town with the sardine factory, a shoe factory, a poultry processing plant, and now it is a retirement community for middle class folks. The gentrification of the town has had an effect on the Co-op. I think this shift has taken the grit and flavor out of the town.

However, not everything has changed. Thirty or so years ago I helped produce a video series called "Working Women of Waldo County" (<https://archive.org/details/WorkingWomenOfWaldoCounty>) and one of the featured women in the video is the mother of the woman that comes in to help me with housework now. It really is a small community.

What direction would you like to see the Co-op take in the future?

I think the co-op is just fine the way it is. I like that we have access to so much local food. I consider myself low-income because I am retired, but I still feel that I can afford the food there. I like supporting the local producers. It gives me my exercise, too. I walk down every day. I think the Co-op is the most wonderful institution in Belfast, in Maine and perhaps even beyond that.

*VISTA (Volunteers In Service To America) is a branch of AmeriCorp founded in 1965 as a national service program to fight poverty in America.



PARTY ON, GARTH...

by Hannah Kreitzer
Belfast Co-op Worker-owner

Birthdays- love or hate them, most people set some store by marking each turn around the sun. Decades always make for good milestones, and this year our Co-op is set to hit a big one: we're 40! In human years, this (stereo)typically marks the onset of middle age, but just as many people embrace each year's adventure, we see this birthday as a milestone of renewed vitality. Sure, we have our cumulative share of grey hairs, but what a collectively wise mind we've got on all our shoulders. We also have a whole generation of member-owners who are growing up part of the Co-op family. Just think- by the time we turn 80 we'll have lifelong members! Now that's a revelation that befits a party.

And what a party it will be! On August 13, you are cordially invited to join us at Steamboat Landing for food, drink, music and cooperative revelry, from 12-4 p.m. We'll have a live band, a kids area for fun and games, and an array of Maine food trucks dishing out lots of local fare.

In honor of the occasion, we've concocted some birthday treats called Principle 8 and Principle 9 that we can't wait to share with you. Why the names? As Doug Johnson, our General Manager, explains: "The seven cooperative principles [are] the foundation upon which all co-ops are built...we think "wicked good ice cream" and "awesome local beer" are pretty fundamental..."

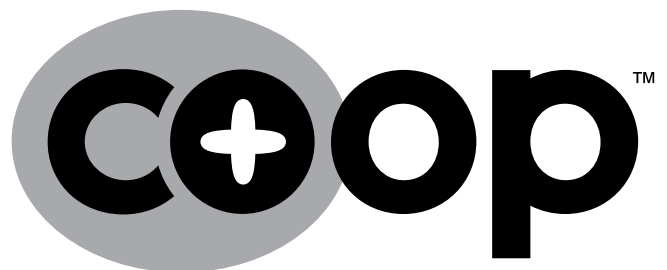
You said it, Doug. It wouldn't be summer without ice cream, after all, so we teamed up with Stone Fox Creamery of Monroe to make a very special blend. Principle 8 is a maple blueberry swirl salted chocolate (say that three times fast) made from local cream, organic blueberries, maple syrup from Kinney's Sugarhouse in Knox, Maine sea salt and Equal Exchange Coop chocolate. We'll be dishing out samples in our parking lot for an Ice Cream Social on July 24 from 2-4 p.m. and will have pints in our coolers after the 27th.

Seeing that we're over 21, some libations are also in order. Our very own Zafra Whitcomb, tech guru and serious beer dude, teamed up with Jared Maruhnic of Marshall Wharf to craft Principle 9, an "Awesome Local Red Wheat Ale." Local is an easy label to lob around, but we take it like we do our beer: very seriously. Principle 9 incorporates hops from Aroostook Hops of Westfield, malt from Blue Ox Malthouse of Lisbon Falls and Valley Malt of Hadley, MA, and the sweet touch of Swan's Honey in Albion. Zafra waxes poetic when he describes the brew: "the perfect summer ale" He also threw in what he terms "stats for beer geeks": Original Gravity 1.049 / 12° Plato; Final Gravity 1.012 / 3° Plato; ABV: 5% (estimated); Bitterness: 35-40 IBU (estimated); Color: 12 SRM (estimated).

We'll take his word for it on the stats, but at the launch party on June 22nd, the consensus was that Principle 9 is just plain delicious. Next time you want to raise a celebratory glass to 40 years of radicalizing the local economy, you can track down the cans in our beer coolers or on tap at Marshall Wharf and Three Tides.

If that's not enough to get you in the spirit, we have celebratory Kleen Kanteen water bottles and commemorative t-shirts available in our store as well. Yet as we all know, it's not the gift but the thought that counts on these occasions. Think of what we've all accomplished over the past four decades, and what that means for the future of alternative economies and strong communities in Maine. As Doug says, co-ops are "...a really radical way of doing business. We should all take pride in what we have been able to create in this community and look to where we can go in the next 40 years."

There are grand horizons to cast our cooperative sights upon, but first let's party! Happy birthday to all of us. See you at Steamboat Landing for the big hurrah.



stronger together

JUST PICKED



HI! MY NAME IS **Ashleigh** I WORK IN THE
Front End HERE AT THE CO-OP.
 I JUST PICKED **Local Beets** from
Harrow Down farm BECAUSE
 I love all of our local
 produce this time of year
 but my favorite is beets.
 It's a natural choice since
 I march to the "beet" of my
 own drum.

1.45M
in local sales
year to date



July – Friends of the Belfast Free Library
August – Maine Farmland Trust

YOUR VOICE counts

Your customer comments and Belfast Co-op Management responses

"Some things are extra special...like the Co-op and like the Free Press, which provides great writing on the arts, politics, the environment, and more. I really like where I used to pick up the paper by the door. Please consider putting it back"

We agree that the Free Press is a great publication! We have no plans to do away with it. It is currently in the Customer Service area where we are planning on continuing to have it available for shoppers.

-Carisa
 Marketing Manager

"The new flower bed boundry for outdoor seating is fabulous. Thank you!"

Thank you. We love it too!! Big thank you to Roots-n-Shoots Farm and Villageside Farm for their generous donations!

-Jeremy
 Store Operations Manager

"Please make evening pizza!! Anytime in the 5, 6, 7 PM realm. For the younger crowd in school all day and thos ethat regularly work 8-5!!!"

Evening pizza? Not a bad idea. We currently offer pizza at lunchtime as a quick option for folks who need lunch ASAP. Offering pizza all day requires space and staffing that we may not have for some time. Still it is a great idea and if in the future we see a demand we will do our best to provide pizza and other products later in the day.

-Poly
 Deli Manager

thank you for your cooperation!

CURRENT RECIPIENTS

cooperative principle 9: awesome local beer BELFAST CO-OP'S 40TH ANNIVERSARY BREW! \$14.99/4 pack!

Bringing together diverse local ingredients, mashing it all together, heating things up, and letting it ferment to produce an awesome end result? Sounds like cooperation to me! Sure, we made this one up, but it is still pretty fundamental to the way we do things. Enjoy!



WOW! THAT IS A
GREAT PRICE!



ORGANIC BANANAS 89¢

Over 300 value priced items
throughout the store to help you
meet your needs, every day!

LOOK FOR THE PURPLE TAGS!

Coop
basics
great food | great price

CO-OP CALENDAR

JULY

Common Cents: Friends of the Belfast Free Library

Artist of the month: Paula Dougherty

Tuesdays all month: Senior Discount Day All senior patrons receive 10% off of their purchases

July 24- Ice cream Social 2pm-4pm celebrate the release of our 40th Anniversary flavor Principle 8: Wicked good Ice Cream, look for the Stone Fox Ice cream truck in the Coop parking lot.

July 28- Board Meeting Thurs. 6pm social time, 6:30pm meeting, Waterfall Arts, 256 High St.

July 29- Love Local 10% off all Maine-made products all day. Featured vendor: Grandy Oats

AUGUST

Common Cents: Maine Farmland Trust

Artist of the month: Lewis Cisle

Tuesdays all month: Senior Discount Day All senior patrons receive 10% off of their purchases

August 13- Our 40th Anniversary Bash Live music, games, local food trucks 12pm-4pm Steamboat Landing

August 25- Board Meeting Thurs. 6pm social time, 6:30pm meeting, Waterfall Arts, 256 High St.

August 26- Love Local 10% off all Maine-made products all day. Featured vendor: TBD

For more event information, please visit our online calendar at: www.belfast.coop