

Selene Whole Foods Co-op

Newsletter



Oct/Nov 2009

Supporting a Local, Sustainable Economy

From the Storefront

By Carol Sciarra, General Manager



We ended 2009 with 350 members of Selene Whole Foods Cooperative! Thank you all for your commitment to organic, local and Fair Trade in the Cooperative spirit. It has been one interesting year for me as your General Manager. We worked hard to brighten the store front's appearance and cleanliness. Thank you for your patience as we moved things around quite a bit and hopefully made your shopping experience more pleasant.

Although there have been successes, most importantly our cash flow, although improved over last year, has not improved enough to enable this Cooperative to carry the goods you want or expect, or to meet our overhead costs.. We continually run about \$1000.00 per week under what we need to break even. *I did a rough calculation that you all should be aware of ~ if all 350 of our current members just spent \$20.00 per week (wow! That would be \$7000.00 weekly) we would be in the black. Just think of it, by the end of 2010 we would have an excess of \$90,000!* All the fun, nutritious, Fair Trade, local, organic things that you would want we could have in stock... always! We could get our organic café going and we could pay our bills. Hey, we might even be able to begin to start saving to purchase a building. We would be at the place of envisioning and acting upon just exactly what we want to be.

Thank you to the ones who shop here weekly and to those who spend a significant amount each week. I implore all our members to consider taking a \$20.00 per week Selene Co-op shopping pledge so that this Cooperative can stay in business and grow to become all you want it to be.

Anyway, blessings to you all this holiday season and may the New Year be abundant, healthy and prosperous.

All the best,
Your GM, Carol Sciarra

Our Holiday Hours!

Please make a note of the following changes in our hours during the winter holidays:

Dec 24: 10am- 5pm

Dec 25: closed

Dec 26: closed

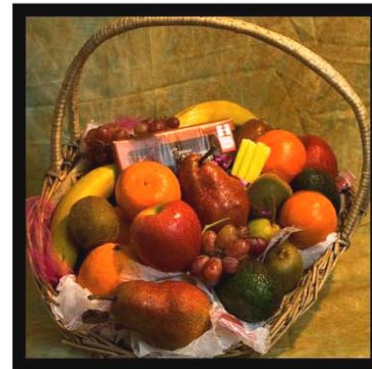
Dec 31: 10am -5pm

Jan 1: closed

Jan 2: 12-5

Looking for Gift Ideas This Holiday Season?!!

Why not consider a fruit basket full of delicious organic fruit individually prepared for you? Selene is offering



custom-made fruit baskets this holiday season arranged by Gloria Elia. Fruit baskets make a wonderful gift and are full of healthy organically grown fruit such as juicy mouth watering oranges, plump grapes, exotic kiwis, and other fruit as

available. To top it off, there are other goodies in the basket such as lollipops, dark chocolate, and lemon sticks. Pictured here is a large basket arranged by Gloria. Finished baskets will be covered with colorful cellophane and ribbon. Don't delay! Call or stop down to order your basket today. *Fruit baskets come in three sizes and are priced between \$30 and \$65. Order by Tuesday and pick up on Friday afternoon. Final orders are being taken on Tuesday, December 22nd for pick up on Thursday December 24th before 4:00 pm.*

The holiday season is upon us!! Come on in to Selene Whole Foods for your favorite organic, local and Fair

Selene Whole Foods Co-op

305 West State Street, Media, Pennsylvania, 19063

610-566-1137; General Manager/CEO: Carol Sciarra;

Newsletter: Melinda B. Parsons (m.boydp@gmail.com)

Hours: Monday-Saturday, 10:00 a.m.-7:00 p.m.; Sundays, 12:00 p.m.-5:00 p.m.

<http://selenecoop.org>; email: selenecoop@verizon.net



Trade groceries. And while you are at it, *check out some of the new products we have especially for the season.* We are selling “Peace On Your Way” a collection of peace and holiday tunes performed by *Media, PA, musicians* ([see here](#)). All proceeds

from the sales of this CD benefit the PA Breast Cancer Coalition. Also available is the CD entitled “Reach” by



local artist, Michelle Christine Garza ([see here](#)). We are building up the inventory of local products and *just arrived from Strasburg, Pa are beautiful jars of sweet peppers and pickle relish from Oak View Acres.* Think of adding these to a gift basket of local Pennsylvania

products. As for the sweet things of the holiday season, *organic candy canes* are now in stock!



Notes from the Board

"The success of the co-op depends on cooperation from all the members. By doing only part of your Christmas shopping at the co-op you will make a difference in December's store income. *Selene offers the highest member and working-member discounts of any co-op in the Delaware Valley*—why not take advantage of this for your holiday shopping?! As well, check out the bins in the rear of the store that hold our nuts, seeds, and grains, and please note the new locations for some bulk items. We just received a commendation from the health department. Enjoy great, fresh-brewed coffee & Le Bus bagels! And *take time to browse through our lovely new holiday cards, all reasonably priced.*"

News of Note

Are you interested in food politics, food safety, or what's in your food? Then you can listen to *Food Chain*, the “What's Eating What Radio” station, a subsidiary of *Metro*



Farm, the Community Magazine of Metropolitan Agriculture. You can check radio listings or you can listen to it on your computer, or you can download shows as podcasts. For the station's homepage with other links, [click here](#).

Sadly, *Gourmet Magazine* has gone out of print (just last month), but their excellent “*Politics of the Plate*” author, Barry Estabrook, now has his own timely and informative blog: <http://politicsoftheplate.com/>. (I thank my friend Bix for this reference. Her blog, *Fanatic Cook*, is another great source of nutritional information; [see here](#)).

Seasonal Recipe Sites

There are so many wonderful websites for seasonal recipes. I'll list a few of my favorites here: 1) for omnivores, British chef/food activist Jamie Oliver's recipe site, [here](#); 2) vegans/vegetarians, see [here](#) and [here](#); 3) Hanukkah recipes, see [here](#); 4) Christmas, [here](#).

News Around the Shop



☞ *Holiday Turkeys!!!* Selene Co-op is offering “Lancaster Farm Fresh” (brand) organic, frozen turkeys available by pre-order only. Stop in the Co-op and place your order with the cashier or call us at 610-566-1137. Please note that the last date to order is 16th Dec, for pick-up on 22nd Dec.

☞ *Vegan Tofurky Roast*—we're carrying the full roast tofurky, which is formed like a roulade with stuffing in the center—delish!

☞ If you want to make your own spicy vegan stuffing, try a rice, nut, and *Tofurkey Italian sausage* mix. And here's *the world's most fabulous veg/vegan gravy recipe, from Rose Elliot*: **Ingredients:** 3 tbsp olive oil or butter; 3 tbsp whole wheat flour; 1 pint water or stock; 3 tbsp Tamari or Shoyu soy sauce; salt & fresh-ground pepper to taste. **To make:** heat oil in pan & add flour. Stir on moderate heat till flour turns nut-brown. Stand well back & pour in liquid & stir till slightly thickened. Simmer 10 min, then add Tamari & season to taste. Even meat-eaters love it!

☞ Other vegan options for main dish or stuffing include our *locally made tofu* and our *lemon-pepper marinated tofu*.

☞ As well, we have *Ray's Seitan* (“wheat meat”), *EnerG Egg Replacer*, and *agar-agar*, a vegan gelling agent to replace animal-derived gelatine.

☞ Check out our new gluten-free section!—we've got Bob's Red Mill gluten-free pancake mix, his gluten-free brownie mix, and his whole-grain pizza dough mix!

☞ **PLEASE NOTE: WE WILL HAVE NO RAW MILK DELIVERIES BETWEEN 22ND DECEMBER AND 5TH JANUARY!!!**