

Selene Whole Foods Co-op

Newsletter



May 2009

Supporting a Local, Sustainable Economy

From the Storefront

By Carol Sciarra, GM/CEO

We'd like to remind CSA'ers and home gardeners that we're here for needs you can't provide for yourself through spring, summer, and fall. We can fill gaps in your fresh organic produce—ours is very local and completely organic from Lancaster Farm Fresh cooperative, comprised mainly of old-order Amish farmers. Crop failure with your red peppers or cukes? Pop on in and pick some up! Tomatoes stopped fruiting in hot weather? We have them.

We also supply delicious foods that can't be grown here: citrus of various sorts, bananas and other tropical fruits and veggies. As well, we carry local honey (which is supposed to be good for alleviating seasonal allergies attributable to local flora).

We're the only store in Media with the wide range of bulk items you've come to depend on. We also sell organic grocery items, many vegan/vegetarian specialties, grass-fed meat, poultry and eggs, ready-to-eat lunches, safe household cleaning items, personal care products (including tanning creams), and nutritional supplements.

PLEASE NOTE: WE ARE CLOSED ON MEMORIAL DAY, MONDAY 25TH MAY!!!!



But we're stocked with holiday picnic needs, so plan on shopping for them on Saturday, 23rd May. We'll also be selling lemon sticks on the 23rd, to kick off summer (remember the half lemon with the

candy stick in it, when you were a kid?) Yum!!

Although we're not open yet on Sundays, we're planning for that as soon as we can work out scheduling issues.

Notable Notes (!)



New Hours—We're now open *Monday thru Saturday, 10-7*. We also are planning to start opening on Sundays soon—stay tuned! (Please note that we're close on Memorial Day, Monday, 25th May, and on Labor Day.)

Extra Fresh Produce—GM Carol Sciarra has begun placing produce orders for Tuesday as well as Friday, so we'll have very fresh veggies throughout the week! Yay!

From the Board

Carol Sciarra reports that sales are steadily climbing, but not yet back up to Spring 2008 levels.

Meg MacCurtin and Julie Frieswyk alerted Selene's Board to the availability of *grant monies from the USDA*.

Marcie Bonilla headed a plan to send in a proposal from the Co-op. Between 24th and 27th April, Marcie, Sophie Quinn-Judge, Carol Sciarra, Tu Packard, and Maura Curran tracked down info, & Marcie coordinated material. On the morning of the 27th April deadline, Sophie delivered the final proposal to Carol, who edited, proofed, and inserted material. *That*

Monday, an hour before the post office closed, Carol mailed the finished package—wow, way to go, women!

Store volunteers emptied and cleaned bulk bins to make space for the *future store café*. The bins were picked up by Terry Johnson and will be donated to the Chester Co-op. Carol Sciarra is perusing earlier floor plans by Mimi Johnson and has replaced the bins with elegant shelving.

The Dollar Band (Dave Minnich, Jim Hobson, and Keith Grewell) played at Selene on 2nd Saturday, 9th May, hosted by Selene's Kate Bundrick. The band started on a 2007 2nd Saturday and features mandolin, guitar, fiddle, bass, and voice. Great! For more, see their blog [here!](#)



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.; closed Sundays

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

The Times, They Are A'Changin'

Selene's Exciting Developments & How YOU Can Help

By Victoria Pearson

Carol Sciarra, our GM, has been a great leader in her time at the coop. When you come in the store, you'll see some changes, both on and off the floor, like new displays, increased product, more local produce, and a new working-member system. Our Board is working hard too, looking at what's needed to bring our coop to a new level—to welcome new members, increase our product choices, and help the coop become the vital whole-foods hub of Media.

One part of this work concerns our pricing structure: the Board is evaluating how we price items and is considering changes. But an important part of this research is hearing from YOU. What do YOU think about the current pricing structure? Share your thoughts with the Board by emailing selenecoopboard@gmail.com or leaving a note in the coop. We hope to get your feedback by June 15th. Thanks!

Member Focus—Maureen Spadaro

By Maureen Spadaro

She goes by “Maureena.” Maureena is a long-time member of the Co-op (29 years!). For the past 12 years, Maureena has studied links between music and healing. She's a



graduate of San Diego's International Harp Therapy Program, where harpists gather from around the world to share stories of using the harp for healing. Maureena works with small groups or individuals, focusing on the handicapped, assisted-living homes, nursing homes, senior centers, women's retreats, lawyers' retreats, and a range of other public and private settings—she loves sharing the benefits of therapeutic harp with children too, who often communicate their profound thoughts &

experiences! Another facet is “sound healing” in daily living. Maureena founded *Harp of Mercy*, therapeutic harp services in Pennsylvania and Delaware.

Food Politics

Gourmet magazine's monthly column, “*Politics of the Plate*,” by Barry Estabrook, is a great way to keep up with



happenings (for better or worse) in the agricultural and food worlds. Happily, this month Barry reports on the increasing demand among consumers for humanely raised and humanely slaughtered food animals.

Monterey Bay Aquarium's recent “*Cooking for Solutions*” conference, for instance, focused on making

food choices to protect water, health, and ocean wildlife (see [here](#)). Terrestrial animals also are receiving more attention and protection from groups like “*American Humane*,” which specializes in providing humane-treatment certification for “major animal-protein species.” (See [here](#).) New laws like *California's Prop 2* (regulating conditions in which poultry, veal calves, and sows are raised) help the cause, as does the exemplary research of large-animal vet and author *Dr. Temple Grandin*. Grandin specializes in humane treatment and slaughter of animals (such regulations are very strict, and if done properly, the process renders the animal instantly unconscious and unaware of any pain or fear). For lots more info, see [here](#). For Estabrook's article, with more links, see [here](#).

Joel Salatin, “Lunatic Farmer”!

Joel Salatin [left in photo w/ his son Daniel & porky

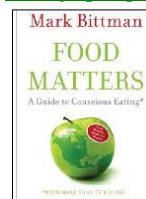


friends] farms the old-fashioned way in middle Virginia. This makes him, he claims, a “proud lunatic” in a larger industrial-

agricultural world. He pastures his cows, puts chickens to forage fields where cows have just eaten (and deposited manure), and lets pigs eat in the woods or a pasture house, where they create compost that's deposited back on the fields, completing the circle. This is the way most folks farmed a hundred years ago, but today, not so much. Salatin has authored 6 books on farming (as well as DVDs; see [here](#)) but was made famous in Michael Pollan's 2006 book, *The Omnivore's Dilemma*. Now Participant Media, which financed Al Gore's *An Inconvenient Truth*, is making a *documentary featuring Salatin and other traditionalists contrasted to large-scale industrial farms and CAFOs* (confinement & feeding operations). Called *Food, Inc.*, the film will be released 12th June. See [here](#) for Salatin and Polyface Farms, & [here](#) for an interview.

Books on our Nightstands

I would love to hear from Selene members about books that move them to think or act about the food choices they make! You can email me, Melinda (newsletter editor) at m.boydp@gmail.com. Currently I'm reading Mark



Bittman's new book, *Food Matters*, which outlines not a diet but a *reorientation of the way you eat*. And the benefits are wide-ranging. In his words, “*If I told you that the same lifestyle choice could help you lose weight, reduce your risk of many long-term or chronic diseases, save you real money, and help stop global warming, I imagine you'd be intrigued.*” Basically, it involves eating considerably less meat and a lot more veggies. (See [here](#).)