

Selene Whole Foods Co-op

Newsletter



Oct/Nov 2009

Supporting a Local, Sustainable Economy

From the Storefront

By Carol Sciarra, GM/CEO

Scrip is back!!

Help the Co-op replenish our bank account after the summer slump!

Scrip coupons are a way for you to make an investment in your Cooperative. By purchasing a sheet of six coupons you will be helping Selene to restock its shelves, giving you the best selection possible as we move into the fall season and saving you money!

Scrip coupons are sold in sheets of six coupons that are redeemed monthly in \$12.00 increments. The cost of each sheet is \$60.00. Scrip can be used to purchase any store item as well as for special orders. See your cashier for more details or to purchase a set of scrip coupons. **That's a savings of 20%!!** There's no where else today you can get that kind of return on your money. **Thank you for supporting Selene Whole Foods Cooperative!**

Another First for Media, PA

By Lori Imbesi

Media, PA, August 17, 2009 - **Media is the first town in Pennsylvania to be granted "official initiative" status.** The formal approval was awarded by **Transition US**, a non-profit organization that provides inspiration, support, training, and networking for Transition Initiatives across the United States. Transition US works in partnership with Transition Network, a UK-based group that supports the International Transition Movement.



The local steering group for Transition Town Media completed an arduous application and declaration of intent. Transition US guidelines determined that the community of Greater Media and the local steering group were in an

excellent position to proceed and be successful. **The Transition Movement is vibrant and grassroots, seeking to build community resilience to challenges of depleting oil supplies, climate change and economic instability.** It is one of the most promising ways of engaging people in strengthening their communities to cope with the effects of such challenges, resulting in life that is more abundant, fulfilling, equitable and socially connected.

Learn about Transition Town Media and our upcoming events at <http://www.transitionmedia.memberlodge.com/> or email TransitionMedia@yahoo.com.

New Membership Coordinator

Please welcome our new membership coordinator, **John Cocchi**. John will work with the membership in several capacities. He will coordinate the membership database, keeping member information up to date as well as tracking membership renewals and expirations. Please email John at membershipcoordination@verizon.net with any change of address, phone numbers, or email. In the near future John will begin working with Carol to identify and organize working member job opportunities as well as a system for tracking working member hours and eligibility.

Award for & Video About Selene!



Selene Co-op received the Fair Trade Champion Local Award for 2009! The decision was based on Selene's fervent commitment to buying fair and local and supporting others doing the same! The award was given by Media's Fair Trade Committee. Well done!!! See [here](#) what Fair Trade is.

Also, be sure to check out this video about Selene Co-op from YouTube!! [See here](#). It's also on our website.

Member Dues Going Up for 2010 (but wait, call in the next 10 minutes...!)

By John Cocchi

Like everyone, Selene is feeling the pinch of the economic slowdown. No one likes to pay more for goods & services;

Selene Whole Foods Co-op

305 West State Street, Media, Pennsylvania, 19063

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

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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

we understand that. Even though our budget is forcing us to raise membership dues, we want to offer anyone who joins or renews before the end of the year, the 2009 price of \$40 for an individual membership! To stretch your dollar even further, we also are offering multi-year discounts on all three membership levels (individual, household, & senior)! And (call in the next 10 minutes!) if that isn't enough of an incentive, we're offering Selene gift cards to members who join for a two- or three-year term! And, one more benefit, we'll give current members a \$10 Selene gift certificate for every new member they refer!

Shortly you'll be getting a letter with the details of these savings & benefits for renewing your membership early.

By the way, since Carol Sciarra has come on as General Manager, *our membership has swelled from 110 to 250!* Let's keep that number going up and up!!!

What Do You Think?

By John Cocchi

That's what we want to know, and to find out we've put together a survey that will help us better understand what it is you want and in doing so provide us with the means to design the co-op in a way that will best serve what the majority of Selene shoppers want. So watch your inbox for an invitation to the Selene survey. The survey will be open for a two week period. The email invitation will provide all the specifics. We appreciate your time and look forward to hearing from you!

Featured Selene Members of the Month

By Melinda Parsons

Tom, Jeanne, and Justin Ohm are supportive members of Selene Co-op! We thought it would be nice to feature a member (or members) each month so we can all get a better sense of who we are as an extraordinarily varied community! The Ohms run *Ohm Family Chiropractic*,

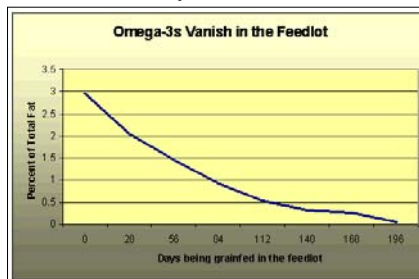


with offices in Media & Philly. See their website [here](http://www.ohmchiropractic.com). Selene members get great discounts, too (see card, above)!

The Extraordinary Benefits of Pastured Meat, Poultry, and Dairy!

By Melinda Parsons

If you eat meat, poultry, or dairy, you might as well make the healthiest possible choice: pastured/grassfed animals. The benefits of pasturing animals are multiple. **For the animal, it's a healthier, more natural life**, with lots of exercise that leaves them less stressed/less disease-prone (hence avoiding antibiotics or other meds that stay in their systems and get into the water supply and our bodies). Eating naturally, they avoid commercial food additives & toxins. Grain/soybean diets are unnatural for livestock.



Pastured animals are also healthier for humans.

Generally they're leaner and lower in calories, produce more

vitamins, have a better balance of omega-3 & -6, & higher levels of CLAs (conjugated linoleic acids). Commercial feedlots erase these benefits ([chart source](#)).

Further, *pasturing animals helps the environment* by fertilizing soil naturally & reducing grain production for animal feed. As well, it keeps small farmers in business. For more info, see [here](#), [here](#), and [here](#) (w/ many links!).

The Girl Who Silenced the World for Five Minutes

If you can spare 6 ½ minutes to watch this video, please do. You'll be amazed. I was definitely left speechless. http://media.causes.com/510213?p_id=33134772.

News Around the Shop



☞ **Turkeys!!!** Selene Co-op is offering fresh organic, pastured turkeys @ \$4.20/pound. Turkeys must be preordered no later than Friday Nov 20; stop in the Co-op and place your order with the cashier or call us at 610-566-1137. Due to limited refrigerator space, they must be picked up on Tues, November 24th, after 2pm (we're open until 7pm).

☞ *Selene now serves fresh-brewed, organic, fair-trade coffee every day.* Come on in and perk up!

☞ We're now carrying delicious, fresh *Le Bus bagels* in a variety of flavors—currently we have multigrain, plain, and onion-pumpnickel—but the selection varies. So stop in! Just checking out their website can make you REALLY hungry! ([See here](#).)