



MFC Vendor Profile:

King Arthur Flour

Beat the winter chill and warm up the house with some fresh baked goods! King Arthur Flour's attention to detail and passion for baking shines through in the quality of their products. Read our vendor profile below to find out more about what sets King Arthur Flour apart and how their passion goes beyond baking.

MFC: King Arthur Flour was founded in Boston in 1790 – over 220 years ago! With such a long history, the business must have undergone many changes over the years. How much has changed? Is there anything about the flour business that has remained the same?

KAF: There are a lot of things that have probably changed over the years – and while it would be fun, we no longer deliver our flour by horse and carriage or have someone dressed up as a knight when out delivering. Starting in the mid-1990s is when we really started to expand from our New England roots and our flour can now be found in all 50 states. The one thing that's stayed constant is that King Arthur Flour has never bleached its flour. We started with selling the highest quality flour 226 years ago and continue to do so this day.

MFC: King Arthur Flour was sold to the employees in 1996 and was named the 2016 Employee-Owned Company of the Year. How has employee-ownership transformed the company for the better?

KAF: Even as King Arthur Flour grows, employee-ownership provides a culture that is unique in that we're very family-oriented and take care of one another. For five generations we were owned by the same family and that sense of a being a family business hasn't gone away. We believe in working hard, collaborating together, and knowing one another well – just like you would with family. Everyone knows and feels how their work contributes to the bottom line, which provides a sense of empowerment to strive for the best day-in and day-out.

MFC: What is the Bread Lab in Skagit Valley, Washington? And how did your Vermont-based company decide to expand to a location on the other side of the country?

KAF: We have a Baking School at our Norwich, Vermont location that has been putting on classes year round for home and professional bakers for nearly two decades. We've had a relationship with The Bread Lab at Washington State University since its inception and when they decided to expand we thought it would be a great opportunity to have a classroom on the West Coast. We'll be offering many of the same classes that we do in Vermont, but we'll also be collaborating with The Bread Lab to focus on speciality baking – such as making loaves of bread with local and/or fresh milled flour.

MFC: What are your most popular products?

KAF: [King Arthur's Unbleached All-Purpose Flour](#) is our most popular product. It's the workhorse of flour – its versatility allows it to be strong enough for bread, and gentle enough for tender, delicate scones and cakes. Online at www.kingarthurfour.com and through our Baker's Catalogue we have over 2,000 ingredients, tools, and other products for purchase to help you with all your baking needs. A very popular ingredient is our [Vietnamese Cinnamon](#). We import the cinnamon from Vietnam, but mill here in the USA. With its higher oil content, Vietnamese cinnamon disperses more fully throughout your baked goods. Another popular product is our [nonstick, precut, reusable parchment paper](#) for half-sheet pans. It protects your baking sheets and makes cleaning up a breeze.

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Hot Buttered Soft Pretzels

Recipe courtesy of King Arthur Flour

MFC: *What is Bake for Good?*

KAF: In 1996 we started a program where we visit schools to teach kids the skills they need to bake bread, but also promote being an active citizen in their community. In a 40-minute demo they learn science, math, and reading comprehension skills around baking bread from scratch. We provide them with all the ingredients they need to make two loaves of bread at home and then they bring back one loaf to share with a needy member of their own community. We've visited 45 states and taught over a half a million kids. Our Bake for Good Program has expanded to include our Bake Truck that travels around the country providing free baked goods and collecting donations for a local food shelf in the community visited; free classes for the community at our Baking Schools where items baked are donated; and our first Bake for Good Month happened this past October. Over 26,000 people, including 10,000 students in 4-7th grades, pledged online to bake for good. That translated to King Arthur Flour donating that many meals to Feeding America. You can see more by searching #bakeforgood on [Facebook](#) and [Instagram](#).

MFC: *Tell us something most people don't know about King Arthur Flour.*

KAF: We listen to our employee's suggestions for things no matter how small or large! Less than two years ago an employee-owner wrote in our suggestion box that we should do a national buy one-give one program. As a founding B Corp, giving back to our community and environment is at the forefront when making business decisions. Our leadership team loved the idea and our development team ran with it. In Summer 2016 we launched our Essential Goodness Baking Mix Line. The products don't contain any artificial flavors, colors, or preservatives, and truly taste homemade. But the best part is we took that suggestion from an employee-owner and for every mix bought, King Arthur Flour will donate a meal to Feeding America. We've guaranteed donating at least one million meals in the first year, but hope to surpass that amount!

Now it's time to get baking with two delicious recipes from King Arthur Flour!

Ingredients

DOUGH

2 1/2 cups King Arthur Unbleached All-Purpose Flour
1 teaspoon salt
1 teaspoon sugar
2 1/4 teaspoons instant yeast
7/8 to 1 cup warm water*

*Use the greater amount in the winter, the lesser amount in the summer, and somewhere in between in the spring and fall. Your goal is a soft dough.

TOPPING

1 cup boiling water
2 tablespoons baking soda
coarse, kosher or pretzel salt, optional
3 tablespoons unsalted butter, melted

Instructions

1. To make dough by hand, or with a mixer: Place all of the dough ingredients into a bowl, and beat until well-combined. Knead the dough, by hand or machine, for about 5 minutes, until it's soft, smooth, and quite slack. Flour the dough and place it in a bag, and allow it to rest for 30 minutes.
2. To make dough with a bread machine: Place all of the dough ingredients into the pan of your bread machine, program the machine for dough or manual, and press Start. Allow the dough to proceed through its kneading cycle (no need to let it rise), then cancel the machine, flour the dough, and give it a rest in a plastic bag, as instructed above.
3. To make dough with a food processor: Place the flour, salt, sugar and yeast in the work bowl of a food processor equipped with the steel blade. Process for 5 seconds. Add the water, and process for 7 to 10 seconds, until the dough starts to clear the sides of the bowl. Process a further 45 seconds. Place a handful of flour in a bowl, scoop the slack dough into the bowl, and shape the dough into a ball, coating it with the flour. Transfer the dough to a plastic bag, close the bag loosely, leaving room for the dough to expand, and let it rest at room temperature for 30 minutes.
4. While the dough is resting, prepare the topping: Combine the boiling water and baking soda, stirring until the soda is totally (or almost totally) dissolved. Set the mixture aside to cool to lukewarm (or cooler).
5. Preheat your oven to 475°F. Prepare a baking sheet by spraying it with vegetable oil spray, or lining it with parchment paper.
6. Transfer the dough to a lightly greased work surface, and divide it into eight equal pieces (about 70g, or 2 1/2 ounces, each).
7. Allow the pieces to rest, uncovered, for 5 minutes. Pour the baking soda/water into a 9" square pan.
8. Roll each piece of dough into a long, thin rope (about 28" to 30" long), and twist each rope into a pretzel. Working with 4 pretzels at a time, place them in the pan with the baking soda/water, spooning the water over their tops; leave them in the water for 2 minutes before placing them on the baking sheet. This baking soda "bath" will give the pretzels a nice, golden-brown color.
9. Transfer the pretzels to the prepared baking sheet. Sprinkle them lightly with coarse, kosher, or pretzel salt, if desired. Allow them to rest, uncovered, for 10 minutes.
10. Bake the pretzels for 8 to 9 minutes, or until they're golden brown.
11. Remove the pretzels from the oven, and brush them thoroughly with the melted butter. Keep brushing the butter on until you've used it all up; it may seem like a lot, but that's what gives these pretzels their ethereal taste. Eat the pretzels warm, or reheat them in an oven or microwave.
12. Yield: 8 large pretzels.



Lemon-Glazed Pound Cake

Recipe courtesy of King Arthur Flour



Ingredients

CAKE

- 3/4 cup plus 2 tablespoons (14 tablespoons) unsalted butter
- 3/8 cup cream cheese
- 1/2 teaspoon salt
- 1 1/2 cups sugar
- 1 3/4 cups King Arthur Unbleached All-Purpose Flour
- 1 teaspoon baking powder
- 2 teaspoons vanilla extract
- 1/2 teaspoon lemon oil OR 1/4 teaspoon Fiori di Sicilia flavor
- 5 large eggs

GLAZE

- 1/4 cup fresh lemon juice
- 1/2 cup Baker's Special Sugar or granulated sugar

Instructions

1. To make the cake: Preheat your oven to 350°F. Grease two 8 1/2" x 4 1/2" loaf pans or one tube or bundt-style pan.
2. In a medium-sized mixing bowl, beat together the butter and cream cheese until soft and fluffy. Add the salt, sugar, flour, and baking powder, and beat for 5 minutes; the batter will be stiff.
3. Add the vanilla and lemon oil, and 1 egg. Beat well. Continue to add the eggs, one at a time, beating well and scraping the sides and bottom of the bowl after each addition. When done, the batter will be very fluffy. Spoon the batter into the prepared pan(s).
4. Bake the cake for 55 to 60 minutes (for the tube or bundt-style pans) or 35 to 40 minutes (for the two loaf pans), or until a cake tester or toothpick inserted into the center comes out clean.
5. To make the glaze: Just before the cake is done, combine the lemon juice and sugar and heat over low heat (or in the microwave) until the sugar is dissolved; don't let the mixture boil.
6. Remove the cake from the oven; allow it to cool for 10 minutes in the pan. Turn it out onto a rack or serving platter.
7. Poke the top of the cake all over with a cake tester or toothpick, and gradually drizzle the glaze over it, pausing occasionally to let it sink in. Allow the cake to cool for several hours before slicing.

From the Board:

The First Two Principles

by: Patty Casebolt – Board Member

"What exactly is a co-op and why would I want to join?"

This was the question my friend recently asked me. She knows that I am on the board of the Medford Co-op and a huge fan of food co-ops in general. Although she occasionally shops there from time to time, she is not an owner herself. I paused and thought about my reply. I realized that for me, the answer was so much more than what I could explain during our quick five minute coffee break. My quick answer was "I love the way I feel when I walk into any food co-op. On some level, I just feel healthier in all areas of my mind, body and spirit. When I shop at the co-op, I know I have access to food that is locally sourced and organic whenever possible. I feel good about giving back to my community and that the co-op shares this vision."

Because there is long answer, I want to give her (and our co-op community) more background on the common principles shared by all food co-ops. I'm going to focus on the first two of the seven guiding cooperative principles.

The first principle is voluntary and open membership. Cooperatives are voluntary organizations which are open to all who want to use their services without gender, social, racial, political, or religious discrimination. This is one of the best reasons I love co-ops. I love the diversity of the people I see at the store, as well as the fact that you do not have to be a owner to shop there.

P1: voluntary and open membership

The second principle is democratic member control. Cooperatives are democratic organizations controlled by their members-owners – those who buy the goods or use the services of the cooperative and who actively participate in setting policies and making decisions. I remember asking a big box market in our community about having an organic option

From the Board continued:

for a product I wanted. I was told they do not make these decisions because they are owned by a national organization who controls everything. I really appreciate the difference at the co-op. I have a voice and can participate equally with the rest of the co-op owners.

*P2: democratic
member control*

After my coffee break, I continued to reflect on my friend's question. I considered other information that would be useful to share with her. One unique factor of all food cooperatives around the world is they generally operate according to the same core principles and values. These principles were adopted by the International Cooperative Alliance in 1995. They are based on guidelines written by the founders of the first modern cooperative formed in 1844 in Rochdale, England. There are seven core principles that are the foundation of food co-ops today.

Having time to reflect on a few of these principles has renewed my appreciation for having access to a local food co-op. I'm excited to be able to share a more comprehensive answer the next time someone asks me, "what exactly is a co-op and why would I want to join?"

Staff Spotlight:

Get to know the staff!

Roger Noyes

How long have you been cooperating (at Medford Food Co-op or another co-op)?

I was very involved in People's Food Co-op in Portland in the late seventies. I started at MFC in June of 2011, just prior to our opening in August.

What do you do at the co-op?

Officially, Grocery Manager. In our current iteration I am responsible for grocery, cooler, frozen, beer & wine, and meat. With some other smaller responsibilities thrown in.



What brought you to the co-op?

Steve, from produce, who I had previously worked with, came into my place of employment to recruit me. I resisted but resistance was futile. I must have had some relevant previous experience...

What do you like best about your job?

When everything just goes right. Helping someone find a product they have been looking for.

Tell us your co-op favorites:

Beans & Rice. Fresh roasted coffee, fresh produce, an amazing chocolate - Honey Mama's, or a blue cheese...

How has working at the co-op affected your life?

Not everyone has the opportunity, and I was not looking for it, to start again in the 5th decade. It is fulfilling to use the skills from many stores to help this beginning. And I became a commuter for the first time - I often take the bus these days.

Tell us something we don't know! (Tell us something about yourself others might not know):

I am a bicycle mechanic and have a complete shop in my garage. I studied lettering, often called calligraphy, I just don't do very much these days.

Important Dates

Growers & Crafters Markets Start Again in March

The weekday markets will begin in March, and the weekend markets will pick back up in May. The 2017 schedule is as follows (start dates in bold):

March 2nd Medford Thursday Market @ Hawthorne Park 8:30am-1:30pm

March 7th Ashland Tuesday Market @ Ashland Armory 8:30am - 1:30pm

May 6th Medford Saturday Market @ Hawthorne Park 8:30am - 1:30pm

May 6th Ashland Saturday Market @ Oak Street 8:30am - 1:00pm

Visit www.rvgrowersmarket.com for additional information.

Board of Directors Meetings

Meetings are held on the third Monday of each month at 225 West Main Street in Medford. Please check our online calendar for any location and/or time changes. If you are an owner planning to attend a meeting and would like a specific topic to be addressed, please email the General Manager: gm@medfordfood.coop.

What do you like to do outside of work?

Mountain bike, gravel bike, road bike, I like to go outside and ride. Newest hobby / obsession: ping pong. Why would anyone engage in such a reflexive sport at my age?

Where did you grow up/ where have you lived in your life?

There was grandma & grandpa's in Newberg. And the school years in the western suburbs of Portland. And the many places around Portland including next door to People's Food Co-op as a young adult. And the years spent in Burns. And here, since 1987, in the Rogue Valley. I keep thinking I will be grown up soon - I'm waiting...