

Medford Food op

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fresh press

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Quarterly Newsletter

A Happy, Healthy New Year

by Halle Riddlebarger - Marketing
Manager

It is not surprising that we choose a transitional time – the changing of one calendar year to the next – as a time to set resolutions and embrace change in our individual lives. But experience tells us that goals and resolutions are easy to set and hard to achieve.

The most common reasons people give for failed resolutions include: setting unrealistic goals, not keeping track of progress, forgetting goals entirely, and making too many resolutions. To achieve our goals, we have to set ourselves up for success by utilizing strategy in our goal setting. Below are a few suggestions to help with setting healthy goals in the new year:

- Choose one resolution to stick with
- Set a goal that motivates you
- Set a **SMART** (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime bound) goal
- Put your goal in writing
- Seek support

Many people choose the new year to set a health-related resolution, and the co-op can be a source of support for many of those goals. If you resolve to eat more fresh produce and buy local when possible, the co-op is your year-round farmer's market, offering fresh, local produce whenever it is available. If you want to start cooking at home more often, the co-op is an excellent source for healthy recipes and meal ideas.

A Happy, Healthy New Year is continued on page 2.

From the Board:

It Was a Very Good Year

by Jim Sims - Board President

2015 proved to be a great year for our Co-op. We continued adding new member/owner families, now surpassing 2,800. We are growing at more than 10% year over year, exceeding goals. In the New Year we plan on opening our new Co-op kitchen and deli; organic food prepared and ready for you to take home, for your lunch break, or to eat right at the Co-op. You choose. It'll be delicious.

Meanwhile, we continue to pay back on schedule all of the \$600,000 in community member/owner loans we received to start the Co-op. Discussions among your Co-op's Board of Directors currently include probable store expansion within the next 4-5 years as well as expanding organic product selections for our customers. Your Board of Directors has been diligent in completing the policies and procedures which Anne Carter, our General Manager, and our staff use to manage, monitor, and report store progress. Efficiency helps keep prices lower.

The dedication of our Co-op staff amazes me. Most recently, just before Thanksgiving, the supply of fresh organic cranberries was running low with none available through our regular organic food suppliers. Steve, our Produce Manager, personally drove to Bandon and returned with an ample supply just in time for combining with your much anticipated holiday feasts. It's just one example of how staff tries so hard to make your experience with your Co-op meaningful.

You may have noticed that recently, we opened a quick "in-and-out" lane greatly reducing your wait time at the cash registers. Remember: we care about our health and your health. Trust in your Co-op and real personal service are values we cultivate.



Elections to our Board of Directors will come up again this Spring. If you might be interested contact Anne Carter. Our Nominating Committee wants to know if you have an interest. She can give you an overview of the process. Serving on the Co-op Board requires attending a one and a half hour meeting once each month and keeping in touch with the team as a community service. It's not too much to ask for what we get back.

A Happy, Healthy New Year continued from page 1:

If you are looking to improve the quality and reduce the quantity of meat in your diet, the co-op offers delicious organic meats and a variety of meat alternatives.

Our friendly, knowledgeable staff are here daily and happy to help you achieve your health goals in any way that we can. We invite you to ring in the new year with healthy goal setting and successful resolutions. To 2016!

2015 Community Coffee Donations

Every day we offer fresh brewed coffee to customers at the requested donation price of \$1.00 per cup. After covering the costs of the coffee supplies, which are kept at a minimum thanks to Griffin Creek Coffee providing the coffee at a discount, we donate the proceeds to local organizations dedicated to the health and sustainability of our community. We are proud to announce that in 2015, we were able to give a total of \$1,500 to seven organizations, including:

- [Rogue Farm Corps](#)
- [Rogue Valley YMCA Afterschool Programs](#)
- [Kids Unlimited](#)
- [The Maslow Project](#)
- [ACCESS Cooking Skills Education Program](#)
- [Phoenix High School Culinary Arts Program](#)
- [Umpqua Community College Relief Fund](#)

Important Dates

Grower's Markets Start Again in March

The weekday Grower's Markets will pick back up in March, and the weekend markets will begin again in May. The 2016 schedule is as follows (with the start dates listed in bold):

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

March 10th - Medford Thursday Market @ Hawthorne Park 8:30am-1:30pm

May 7th - Ashland Saturday Market @ Oak Street 8:30am-1:00pm

May 7th - Medford Saturday Market @ The Commons 8:30am-1:30pm

Board of Directors Meetings

Meetings are on the third Monday of each month at 225 W Main St in Medford. 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.

Staff Spotlight: Get to know the staff!

Miea Casey



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

Since the beginning of September 2015, so about four months.

What do you do at the Co-op?

I'm a cashier.

What brought you to the Co-op?

Well it was sort of a chain reaction. First I met this wonderful boy at a punk show in Ashland at Club 66. We started dating and as a result I started commuting to Ashland a lot to see him. I saw all of the organic and wholesome foods a lot of Ashlanders were eating and

my boyfriend would always show me new articles about the benefits of eating organic. Then one day I was taking the bus to Ashland and I saw the Medford Food Co-op. I decided to stop in and take a look around. (I mainly wanted the kombucha.) I saw all of the things I'd need to eat organic and lead a healthy and eco-friendly life! I also needed a job at the time so I asked if there were any positions. I was told they were hiring in August. I kept pestering poor Anne and she finally scheduled an interview and I got the job.

What do you like best about your job?

I spent a little over a year as a telemarketer. If you want to slowly lose faith in the human race take that job. The customers at the Medford Food Co-op are so nice, and I get to see all their smiling faces! I have yet to have a markedly bad experience here. I can't even say some of the things people said to me as a telemarketer.

Tell us your Co-op favorites:

I love the hot soups we sell and I think it's great that we carry Rogue Creamery cheese. I also love the Equal Exchange coffee, the Blue Lotus Masala Chai, and all the yummy snacks and sparkling waters.

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

I feel like I've become more aware of what I eat and how it affects my health and the environment. I've started eating healthier and doing yoga to help my mind and body and I just feel like an all around healthier person.

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

I'm currently attending RCC for a degree in psychology. I haven't decided which field to go into yet and I might change my major to sociology. If I stay with psychology I'm leaning toward experimental psychology or teaching psychology. If I go into sociology I think I might enjoy studying new religions or perhaps go for cultural anthropology instead.

What do you like to do outside of work?

I like reading Terry Pratchett and crocheting for the most part. On nice days, I like to go on walks while I listen to music.

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

I have lived in Medford, Oregon my whole life except for a brief stint in Talent when I was little. I've also never really been outside of Oregon other than three visits to California and one trip to Arizona.