**Abundance & Cornell Cooperative Extension Co-Sponsor Locavore Challenge during September**

The Abundance Co-op Market is working together with CCE to support Monroe County Farmers Markets and help raise public awareness of the benefits of eating locally produced food. This year’s “Eat Local” Challenge will take place during the entire month of September.

Monroe County residents are encouraged to eat only locally produced food from participating local sources for 30 days from September 1st through 30th, 2009. **Pick up your Farmers Market Passport at any participating farmers market, or Abundance, and use it to track your eligible food purchases. When your card is full of stamps, drop it by Abundance to receive a free gift, and automatically be entered to win a $100 gift card.**

While at Abundance, pick up a copy of our newly published brochure, *Why Buy Local: A Consumer Guide to Buying Local*. The brochure explains how your food purchases affect your personal health, the vitality of our local economy, the environment and food safety, and contains a listing of both Rochester and of New York State products sold at Abundance.

The folks at the Cornell Cooperative Extension, working with Vicki & Chris Hartman and other community leaders began planning the challenge in the Spring.

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**Becoming Aware of Codex Alimentarius**

By Amy Degus

Few Americans seem to know about it yet, but Codex Alimentarius (latin for “Food Code”) goes into effect December 31, 2009. The Codex Alimentarius Commission (CAC), was established in 1963 by the Food & Agricultural Organization (FAO) of the United Nations and the World Health Organization (WHO) at the request of the United Nations to "establish international food standards and ensure fair trade". Since then, CAC has drawn up over 4,000 guidelines for food including: production, labeling, additives, pesticide use, hygiene, risk assessment. It also covers vitamins and nutritional supplements. There is a continuing controversy over Codex, with a perception that it will become a mandatory low standard for food and supplements. Some critics even call Codex "nutricide", claiming it will make natural foods & supplements unavailable, and has potential to reduce world population. (See www.healthfreedomUSA.org). While we do not have enough information to confirm or reject such interpretive projections, it seems bothersome that the CAC will establish *maximum* standards for supplements, in addition to minimum. Despite few, if any, reports of vitamins being *too* potent, apparently CAC wants "to stop consumers overdosing on vitamin and mineral food supplements". Some worry that vitamins will be reclassified as drugs in the U.S.

Supporters of Codex say that it is a voluntary reference standard, and that there is no obligation on CAC member-countries to adopt the standards domestically. Although not actual laws, producers may to adopt the standards if they want to stay economically competitive in the international food trade industry. With 181 countries worldwide.

Continued on page 3

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**Action Alert:** As we go to press, the House of Representatives may be voting on H.R. 2749, the Food Safety Enhancement Act of 2009. The bill is attempts to address the worst problems in U.S. agriculture, but also threatens to undermine the good things - small farmers producing for local markets. Please contact your representative today. (**See page 6 for contact information**). We also encourage you to send in the suggested form letter we have available in the store regarding the Codex Alimentarius standards.

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**Abundance Co-op Market 8th Annual Shareholders Meeting & Election will be Sunday, September 27th** (Please see Page 5)

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“Speaking of health food, albeit now cliché, it should be a clue to the logical world that if we have to call a food ‘health’ food, there is probably a problem somewhere.”

About Us

The Genesee Co-op Natural Foodstore, Inc., doing business as Abundance Cooperative Market, is Rochester’s first and only cooperatively-owned retail grocer. With a history dating to 1968, our store grew out of the old Genesee Co-op Foodstore.

Abundance Market provides a friendly meeting place, healthful food, and safe household products at reasonable prices, for the whole community. We give priority to local, organic, sustainably, and socially responsible products. Our Product Purchasing Policy is part of what makes us a great, unique place to shop.

Go Co-op! 800 million people world-wide belong to cooperatives. A Co-op is us working together to bring good things to ourselves and our community.

Our store has over 1300 shareholders and is still growing. Non-shareholders can shop here, too. Shares may be purchased for $100. Application forms are at the front desk. Ask about flexible payment plans.

Abundance is a member of the National Cooperative Grocer’s Association (NCGA). This brings us Cooperative Advantage Program (CAP) sale prices, Co-op Advantage coupons, and the 100+ store buying power to bring good things to you affordably.

Abundance is your locally grown, community-owned co-op food store! For more information, visit www.abundance.coop and www.go.coop.

(Revised May, 2009)

GM Musings

Summer has been really cool so far. As a first year resident of Rochester, I have been quite impressed with the beauty of many yards and neighborhoods: I walk by lots of very nice gardens on my way to work.

Donna and I recently visited Ontario Beach and ate at the new Pier 45 restaurant. Very nice—on the water!

Inside the walls here at Abundance, business is operating nicely. While overall sales have been affected by the recession, our sales continue to be slightly higher than last year. Comparing our store to other coops around the country, our sales increase place us in the upper third, according to NCGA figures. This is due to all of you regular shoppers and owners who both appreciate our little market and understand how important it is to support it when times are tougher.

We just closed our fiscal year on June 30 and should have final accounting numbers soon. I do not expect any surprises and think that we will earn a nice net surplus this year as we did last year. The annual report will include all the pertinent data and should be ready in time for the 8th Annual Shareholders’ Meeting on Sunday, September 27. (See page 5 for announcement.)

Since buying local is a priority for us, I had the staff produce figures on numbers of vendors and amount of purchases for last year. Of our 220 vendors, we have 55 (25%) within 50 miles providing $133,056 (9%) worth of products. An additional 17 (8%) vendors are between 50 and 100 miles provide $102,846 (7%) worth of products. An additional 18 (8%) are further than 100 miles but within New York State, and provide us with $104,000 (7%) worth of products. 41% are located in New York, providing 24% of our total purchases.

I recently attended a food lecture at the Dryden Theater where Mark Bittman, New York Times columnist and cookbook author predicted that for New York and New England, it will never be feasible to grow more than 30% of our food. He suggested that our food system could be improved by growing most of the food supply for the East Coast in the southern states instead of the western states. This would also save fuel and improve the carbon footprint. So with that in mind, I am cogitating upon reasonable goals for Abundance regarding our commitment to local products.

We have just hired a new Customer Service/End Manager, Rachel Brissey, and I hope that you will bring your big smiles and sweet understanding to help her transition go smoothly.

Thanks for your support. Let me know what is on your mind.

Jim DeLuca, Abundance Co-op Market General Manager
14 Attend Raw Foods Event

The Raw Food demonstration and meal sponsored by Abundance on July 23rd had a larger turnout than we originally expected. The event was moved to the nearby School Without Walls to accommodate fourteen pre-registered participants.

Desert (strawberry and walnut cobber) was serve first—for proper food combining—because fruit digests faster. The six course Tex-Mex themed meal also included tomato salsa, nacho flax chips, sunflower taco mix, coleslaw with jicama root with red pepper, and a spicy marinated salad with collard greens. Lemon or lime juice is commonly used as a marinade to tenderize raw foods and ease digestion.

Participants learned that “Raw” can certainly be a lifestyle choice. Uncooked foods do contain more vitamins and minerals than cooked food, and reportedly have higher ORAC (Oxygen Radical Absorbance Capacity) values.

We expect the live foodist presenters, Jackie and Gideon Graff from Roswell, GA, to return to Abundance during their 2010 tour next year. We also hope to be offering more of these events in the future.

If you missed this event, want more information, recipes, etc. visit their website at www.sproutrawfood.org.

Behind the Scenes in Local & Organic Farming:

Local, Organic And Fair—A Whole LOAF

by Elizabeth Henderson

Going local for your food purchases provides many benefits at the same time.

* Your money circulates in your own community: family-scale farms are independent businesses that tend to support other local businesses. A multinational corporation is not siphoning your dollars off to line its coffers or pay its stockholders.

* If ever there were “green” jobs, employment in local sustainable agriculture meets the definition.

* Economically viable farms preserve open space and beautiful working landscapes.

* Eating locally grown food saves energy. According to David Pimentel, Professor of Insect Ecology at Cornell University, modern industrial agriculture expends 10 calories for each food-calorie produced. Many of those excess calories are burned up in transportation, packaging, marketing, and manufacturing synthetic nitrogen fertilizer.

* Buying from farmers whom you know is also a good way to ensure food safety. The source of your food is not lost in an endless regression of ever more distant middlemen and brokers. Farms that are certified organic wash their produce in drinking-quality water that is tested annually. The use of raw manure is carefully regulated: organic farmers must incorporate it in the soil 120 days before harvesting a crop that touches the soil.

Codex Alimentarius—continued from front page

...and the required audit trails for organic certification ensure that the farm can trace back any food people buy to the exact bed in which it grew.

You may pay a few pennies more per pound, but you will save in the long run through reduced payments for medical expenses. We firmly believe nutrient-dense foods produced in season by local farms provide health care, and that’s a wiser strategy than buying medical care.

It’s time to take the abstract term “local food system” and turn it into a living network. In our everyday activities on farms and gardens and the exchanges at farmers markets, stores, and restaurants, producers and customers take responsibility for our most basic needs. Together, we can share the whole loaf—food that is Local, Organic, And Fair!

Our World

Elizabeth Henderson, of Peacework Farm and the Genesee Valley Organic Community Supported Agriculture group serves on the Board of NOFA-NY. An Abundance shareholder and organic farmer for over 25 years, she is a leader in the organic farming movement. Her most recent book “Sharing the Harvest...” is available at Abundance.
Spotlight on Our Suppliers

Brenda Reeb has shopped in food co-ops since 1988, and is an Abundance shareholder. She lives in the Neighborhood of the Arts and works as a librarian and writer.

**Freshwise Farms** is a well-known supplier of greens and vegetables to Rochester farmer’s markets and restaurants. Located in Penfield, their greenhouses and fields supply a range of foods. During the summer months they grow the usual standards for our region – tomatoes, potatoes, onions, leeks, watermelon, beets, and more. In the winter, their five greenhouses produce greens, especially Asian cooking greens, and a few herbs using hydroponic farming methods. Asian greens such as joi choi, mizuna, and tat soi are grown along with a wide variety of salad mixes. Several Rochesterians attribute their ability to endure long upstate winters to Freshwise hydroponic greens. All crops – soil-based and hydroponic – are free of pesticides.

**Hydroponic** farming – that is, growing plants in water without soil – is possible because plants utilize nutrients through water. In a soil system, water washes through the soil and plants absorb the water. If the nutrients are supplied directly into water, soil is not necessary. Hydroponic farming methods are smaller in scale than soil crops, but the method offers more control to the farmer and extends the growing season. There is less risk getting the crop to market and the crop is in quite high demand during a long winter.

Freshwise is associated with Foodlink, a Rochester food bank that strives to end hunger, build self-sufficiency, and promote nutritional wellness. Freshwise Farms is the vehicle through which Foodlink fulfills their mission. Foodlink purchased its first hydroponic greenhouse in 2003 and has expanded the hydroponic operations considerably since then.

**Hydroponically grown lettuce rows at Fresh Wise Farms in Penfield.**

Ken’s Kookery

**Crock-O’-Dill**

Q: How did we survive before cans, freezers, fridges, and Spanish-speaking tomatoes?
A: We brined and fermented our veggies!

The clever cucumber pickle survives, even at the drive-up window. But all vegetables can be brine fermented.

Find jars with non-metallic lids. Or lay plastic over the top before screwing down a metal lid. Brine corrodes most metals.

Make brine: dissolve 1½ flat tablespoons of salt per quart of water. Pack jars with cucumber spears, dill, grape leaves, lightly steamed green beans. Fill jars with brine to submerge veggies. Lid jars loosely. Leave on the counter (on plates to catch drips) for 3-4 days (sample every day: the flavors evolve) or until they’ve mostly stopped bubbling. Remove scum or top off with brine. Tighten the lids and store in a cool place.

“Yum!” said the Crock-O’-Dill, with a toothy grin...

Ken Rich is a longtime Abundance Co-op shareholder. With a passion for “kooking,” he concocts special dishes to share with Rutabaga Rap readers using stuffs from the Co-op.

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8th Annual Shareholders Meeting, Election, Supper & More

Attention Shareholders! The date has been set for Abundance Co-op’s 9th annual meeting and election of Board members. Similar to last year, the meeting is combined with fun activities, as well as an Abundance-style potluck dinner. We hope to see everyone there!

Date: Sunday, September 27th
Place: The Tay House Lodge at Cobbs Hill Park, located at 85 Hillside Avenue (near School #1 and Monroe County Water Authority)
Time: 2:00 pm - 5:30 pm - Activities and presentations including crafts, nature projects, gardening, a bicycle demonstration and a guided hike in Washington Grove.
6:00 pm - POTLUCK Dinner with Annual Meeting to follow.
Kindly bring a dish to pass with an ingredients list, and a place setting.
Beverages will be provided by the Co-op.

Note: Postcard announcements are being mailed. Only owners of record on the close of business thirty (30) days prior to the mailing date shall be entitled to vote, per the by-laws.

Interested in serving on our Co-op’s Board of Directors?
*There are 3 out of 9 seats to be filled (or re-filled in the event of re-election) this election year. Board seat terms are for three years beginning in the Fall. Attend monthly meetings, serve on committees, opportunity to attend development workshops and work with a great bunch of people! Volunteer discount also available. Shareholders are encouraged to apply.
Please see announcement on page 7 for more details.

2008-09 Board of Directors:

*Melissa Marquez, President
461-2717 m4marquez@bncn.com

Daryl Oadner, Vice President
889-8015 doodner@frontiernet.net

Connie Collins, Secretary
546-4304 ailech@yahoo.com

*Marilyn Hawrylik, Treasurer
482-3743 mhawrylik@yahoo.com

Sue Morgan 244-7159
smjrgkmg@yahoo.com

Philippa Proudfoot 256-2353
pipproud@ AOL.com

Cailin Willey 820-7747
cwilley99@gmail.com

Richard Wolf 271-1629
richard.carl.wolf@gmail.com

Contact information is provided for co-op related communications only.

Thank you.

Regular Board Meetings.
The Board generally meets on the 2nd Wednesday of every month from 7 p.m. until 9 p.m.
The next scheduled regular meeting dates are:
August 12 & September 9.
Meetings are open to all owners and staff to attend, however, anyone wishing to bring items before the Board or wishing to speak at a meeting, should contact president@abundance.coop or via the Co-op at 62 Marshall Street, Rochester, NY 14607 one week prior to the meeting in order to be placed on the agenda.

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Reflecting on Food, Inc. by Daryl Odhner, Abundance Vice President

Food, Inc. is a well-done documentary film portrayal of the American food production system. Produced by award-winning filmmaker Robert Kenner, and featuring Michael Pollan (The Omnivore’s Dilemma), and Eric Schlosser (Fast Food Nation), the film was apparently six years in the making.

Kenner provides a fresh look at issues with which many of us in the Abundance community are familiar—increasing industrialization of food production; decreasing crop diversity; control by a relatively few powerful people; increasing peril of food-borne illness; relationship between the quality of modern food and the rise of diabetes and obesity; the increasing dominance of genetic engineering—its actual and potential adverse environmental/social impacts; the revolting treatment of modern farm animals; the trend toward lower wages and worsening conditions for food production workers; and most significant of all, the complicity of the great majority of American consumers, who through varying mixtures of ignorance and indifference, give up control to the powerful few, while seeking only the most taste for the lowest price.

Although it may seem like watching this would be negative, overall I thought it was inspiring and re-invigorating to see these issues raised so skillfully to a new level in our public discourse.

My main concern is that the showing of this film will be a case of preaching to the choir, while more ‘mainstream’ citizens that need to learn of these issues will not. My suggestion is to see Food, Inc. for reinforcement of realities of which we may already be aware, and perhaps to learn something new. Let’s urge our relatives and lethargic acquaintances to see it too.

Finally, call the local offices of your congressional representatives, and explain to their staffers that, as a voter, you feel strongly that your elected representatives should be familiar with the issues in Food, Inc. and vote to preserve integrity of our food supply.

Next Meetings: August 18, 6:30 pm - Fast Food Nation by Eric Schlosser; and September 15, 6:30pm - Animal, Vegetable, Miracle: A Year of Food Life by Barbara Kingsolver. Participants should come prepared after reading the pre-selected book(s), available at Abundance.

Abundance-Sierra Reading Group

July’s meeting of the our Reading Group was a great success, more than doubling in size after teaming up with the Rochester Sierra Club’s Book Discussion Group! Gathering around a cozy table in the Deli area, we discussed Frances Moore Lappé’s A New Diet for a Small Planet. With delight and passion, we explored the “thought traps” that hinder our society from progressing in sharing the wealth of food that is produced and wasted in our world, the dangers of genetically modified foods (GMOs), and a slew of other environmental and social contributors to the hunger problem in this world of abundance. We shared ideas on how to combat excess in our own lives, how to make a difference with the power of our purchases, and ways to network with like-minded folk in our community. With glowing enthusiasm, we stand, as Moore says “at the edge of hope,” ready to face bigger problems by starting with the basics in our own kitchens. Group meets at Abundance in the café area on the 3rd Tuesday of every month. All are welcome! For more info, contact Laurie or Barbara @abundance.coop or Tel. 454-2667.

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- Defining Ourselves: Gay Men’s Therapy Group
- Keeping It Off - Cognitive Behavioral Permanent Weight Loss Program

A Shareholder Owned Business

Photo by Rachel Odhner
September ‘09

September is “Locavore Month”.

Use your Farmers’ Market Passport to track your local food purchases!

Monday 9/7 Labor Day (Store closed)
Wednesday 9/9 Board Meeting 7 - 9 pm
Thursday 9/10 Shareholders’ Day - 10% off
Tuesday 9/15 Reading Group Meets 6:30pm
Saturday 9/19 Vermiculture Day
Sunday 9/27 Crafts, Hike, Gardening, more . . . 2-5:30pm
Potluck Dinner 6pm
and Annual Shareholders’ Meeting

Abundance Cooperative Market Board of Directors is recruiting shareholders to run for the open Director seats in our 2009 September election.

Director Participation and Duties:

• Attend monthly Board Meetings at the Store - second Wednesday of each month.
• Prepare for meetings by reviewing policy documents and other pertinent material.
• Attend occasional trainings - Orientation, Seminars and Yearly Retreat
• Attend Events - Annual Shareholder Meeting
• Director Term is three years
• Directors receive a store discount of 20%

If you are a shareholder interested in running for a seat on our Co-op’s Board of Directors, we encourage you to:

• Attend the Board meeting on August 12 at the Store, or
• Speak with a current Director - send an email to board@abundance.coop or call Daryl Odhner @ 889-8015.

New Directors will be elected at the Annual Shareholders Meeting on September 27.

Editor’s Correction: In our announcement(s) of Abundance’s expanded recycling area, we incorrectly mentioned shareholder Jerry Sullivan. The real person we’d like to thank for our recycling area is shareholder Fred Miller. Our apologies to Fred! Thanks to Fred, we accept plastic bags, cell phones, batteries and ink cartridges for recycling. We thank Jerry for all his landscaping efforts!
Shopping News

Our Fresh Juices
Shot? Fresh wheat grass and other juices made to order every Tuesday, Thursday & Saturday 11am ‘til 2pm. Place your lunch drink order with a cashier.

New in Refrigerated & Frozen
* Local Goats milk, cheese, and yogurt from Clover Meadow Creamery, a small family farm in Lyons, NY. Yogurts and low heat pasteurized milk are packaged in re-usable glass jars. Serve yogurt with fresh berries and granola for a yummy summer breakfast treat!
* Why go goat? Goat’s milk is reported to be richer than cows milk but more nourishing, easier to digest, and an has an alkaline reaction rather than acidic.
* We regret that Wake Robin Farm has stopped delivering its yogurt directly to Rochester. We are hoping to get customer feedback to help persuade them to figure out a distribution solution.
* Alden’s Organics Peanut Butter Chip ice cream in 48oz containers.

New in Grocery
* BACK TO SCHOOL SNACKS: Annie’s Homegrown Organic Snack Mix in 9oz boxes; and Organic Bunny Fruit Snacks in 4 flavors: Berry Patch, Sunny Citrus, Tropical Treat & Summer Strawberry. 4oz box 5 individual packets.
* First Blush Juices in 4 flavors: Cabernet, Chardonnay, Syrah & Merlot. 11.5oz glass bottles.

Bulk News
* New, easier to use, easier to clean shelving for our bulk foods is on it’s way and will be here soon!

Produce News
* Local produce reigns these days! Check out our product from the following local growers: Blue Bird Acres, Bowman and Hill, Freshwise Farms, Willow Grove Farm, Mud Creek Farm, Remembrance Farm, Pedersen Farm, Mt Morris Organics, Rose Valley Farm, Ferris Farms, Sun Mountain Farm, Andrew H. Sprague Farm and a host of others.
* Fresh Turmeric Root graces our refrigerated display, for a limited time only.
* We presently are carrying Hawaiian Ginger, for those wanting a change from the Peruvian variety.
* Early apples from Willow Grove Farm will be part of our offering, probably starting mid August. Karen Leuze was enthusiastic about the varieties her farm will be making available to us. Check them out!

New in Body Care
* Award-winning water-based nail polish from Suncoat, in 32 colors, includes 8 vegan colors. “The only long-lasting and quick-drying nail polish on the market”.
* Avalon Organics deodorant sprays 4oz. 100% natural formulation relies on organic essential oils—free of parabens, aluminum, propylene glycol and artificial colors, fragrances and preservatives—to wipe out odor-causing bacteria while providing additional restorative and calming benefit.
* Earth Mama Angel Baby natural salves, sprays, & washes for mom and baby.

Books
* The Development of Good Health is a culmination of guidelines to follow for better health written by Rochester native, licensed acupuncturist & massage therapist Scott Krause who shares over 15 years of holistic experience in the New York City area. Paperback, 165 pages.
* Also see announcement on page 6 for titles currently up for discussion with the Abundance-Sierra Reading Group.

Coupon Books: Healthy Clippings coupon books expire 8/31/09. Look for the new Co-op Advantage book in the Fall. May be combined with sale items.

62 Marshall Street
Rochester, NY 14607
(585) 454-COOP/2667
www.abundance.coop
info@abundance.coop

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