

RUN FOR THE BOARD

BOARD ELECTIONS  2017

It's an exciting time to be on the Weavers Way Board of Directors.

- We're opening a third store.
- We're enjoying record sales and profits.
- We're facing more competition than ever.

Would you like to provide leadership to help expand the cooperative economic model, promote Co-op values and provide healthy food options?

HERE'S THE TO-DO LIST:

- ✓ Attend a Board meeting: Tuesday, Jan. 10, or Tuesday, Feb. 7, at 7 p.m. at Summit Church, 6757 Greene St.
- ✓ Attend one informational session with members of the Board Leadership Committee.
 - Monday, Jan. 9, 7 p.m., at 8419 Germantown Ave., 2nd floor (across from the Chestnut Hill store)
 - Thursday, Jan. 19, 7 p.m., at 131 E. Butler Ave., Ambler
 - Wednesday, Jan. 25, 7 p.m., in the Community Room, 555 Carpenter Lane (adjacent to the Mt. Airy store)
- ✓ Fill out the application and provide a written statement and a photo by Feb. 28.

Voting starts in April and runs until the Spring General Membership Meeting in May.

Go to www.weaversway.coop/board-elections-2017 for all the details.

Questions? Email Sylvia Gentry of the Weavers Way Leadership Committee at sylviabgentry@gmail.com.



The Shuttle

January 2017 Vol. 45 No. 1

Community-Owned, Open to Everyone

PATRONAGE REBATE

Shop, Donate or Invest.

Get Yours Starting Jan. 16

Board OKs Rebate For Third Year in a Row

by Emmalee MacDonald, Treasurer, Weavers Way Board

IN A YEAR WHEN WEAVERS WAY FACED INCREASED COMPETITION, it is a pleasure to announce that the Co-op generated record sales and a net profit in fiscal year 2016. As a result, the Co-op will give back to members a portion of that profit. At our Dec. 6, 2016, meeting, the Board of Directors approved the declaration of a patronage rebate for a third consecutive year.

The rebate will be available starting Jan. 16.; the redemption period ends on May 20. You'll an email with more details, and cashiers will also be able to provide information.

The total amount of the rebate is \$281,911; of this, \$56,382 will be returned to members. The remainder will be maintained in the Co-op's Reserve Equity fund.

Why such an odd amount? The rebate is one of the many things that makes a co-op different from a typical corporation. One of the main drivers of the rebate is that the IRS permits corporations structured as cooperatives to pay patronage rebates based on sales to member-owners. Weavers Way's Board reviews audited financial results each year and determines the maximum rebate that can be paid. This rebate reduces Weavers Way's federal taxable income by allowing us to eliminate the amount attributable to member-owner sales. The IRS requires that a minimum of 20 percent of the declared rebate must be paid in cash; the remainder can be retained as reserve equity. Based on member sales in fiscal 2016 (July 1, 2015, to June 30, 2016), \$281,911 is the maximum the Co-op could declare as a rebate.

Virtually all co-op boards around the country choose to retain

(Continued on Page 6)



Cashier Stephanie Johnson tracked the member-loan total in the Mt. Airy store..

Member Loans for Ambler Top \$1.5M

by Kathleen Casey and Laura Morris Siena, Co-chairs, Member Loan Campaign

WITH MORE THAN 300 WEAVERS WAY members participating, the Together We Grow campaign has taken in more than \$1.5 million in member loans, beating both the original goal of \$800,000 and the revised target of \$1 million — providing a remarkable testament to the dedication and generosity of our cooperative community.

We benefited both from “early adopters” who made pledges during the summer and early fall before the campaign was officially launched in October 2016, and from a wave of momentum right before the campaign ended Dec. 9, with nearly \$400,000 received in the last two days.

“This was a complete win-win,” said Weavers Way General Manager Jon Roesser. “Not only would we prefer to pay interest to our own

(Continued on Page 7)



Weavers Way Cooperative Association
559 Carpenter Lane, Philadelphia, PA 19119
www.weaversway.coop
CHANGE SERVICE REQUESTED

IF THE WEATHER OUTSIDE IS FRIGHTFUL

And you're wondering if the Co-op is open ... Call us!

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Editor's Note

by Mary Sweeten, Editor,
Weavers Way Shuttle



I REALLY DID TRY TO COME UP WITH something for this Editor's Note.

But Kirsten has the New Year's resolution column and the thing I was planning to write about — Instacart is coming to the Co-op, look out! — got pushed back. And I'm not touching the inauguration with a 10-foot pole.

So this month is kind of a meandering omnibus of things I think are interesting. Sorry.

The Shuttle is online. Really. Visit www.weaversway.coop/shuttle. Click on the very cool image of this month's edition. We now have nine — nine! — issues posted. The beauty part is if you see something you like (or don't like), you can forward the link to someone else. Plus spiders can crawl the site, harvesting data, and if that creeps you out, well, it does boost Weavers Way's profile on the Web. (Which might also creep you out.)

Jerry Brown. Worrying about climate-change deniers at the levers of the U.S. government isn't *exactly* the inauguration, so I'm passing along what California's governor told the American Geophysical Union at its December meeting in San Francisco: If Trump shuts down satellite collection of climate data, "California will launch its own damn satellites." He got a standing O. See Brown's speech here: www.facebook.com/AmericanGeophysicalUnion/videos/10153868688001601

The soda tax. Common Pleas Judge Glazer did throw out the American Beverage Association's lawsuit to keep Philadelphia's Sweetened (no relation) Beverage Tax from going into effect on Jan. 1. The Philadelphians Against Grocery Tax Coalition was disappointed. "Philadelphia families will be shocked in January when prices jump on more than one thousand common beverages, including teas, soft drinks, juice drinks and no-calorie and low-calorie options," their release said.

Sorry, soda-tax deniers. After the last few months, an increase in the price of a two-liter Orange Fanta no longer has the ability to shock me.

msweeten@weaversway.coop

The Shuttle is published by Weavers Way Cooperative Association.

Statement of Policy

The purpose of the Shuttle is to provide information about co-ops, healthy food and other matters of interest to Weavers Way members as consumers and citizens.

Weavers Way members are welcome to submit articles (approximately 500 words) and letters to the editor (200 words) on subjects of interest to the Co-op community. Editorial copy is due the 10th of the month before publication, e.g. Dec. 10 for January.

No anonymous material will be published, and all submissions must include an email or phone number for verification. The Shuttle retains the right to edit or refuse any article or letter to the editor. Submit to editor@weaversway.coop.

Articles and letters express the views of the writers and not those of the Co-op or its Board, unless identified as such.

Advertising

Advertising for each issue is due the 1st of the preceding month, e.g. Dec. 1 for January. Ad rates are available at our stores, online at www.weaversway.coop/shuttle, via email at advertising@weaversway.coop or by calling 215-843-2350, ext. 314. Advertised products or services may not be construed as endorsed by Weavers Way Co-op.

The Shuttle is printed on 100% recycled paper.



What's in Store at Weavers Way



Five Things is a service of Weavers Way.

Because there's nothing that can't be improved by something you bought at the Co-op!

For Your Binge-Watching Session

Need to catch up on "The Walking Dead"? Curious about "How to Get Away with Murder"? Now's the time to hunker down. Don't forget to lay in some couch-friendly provisions from the Co-op.

- 

1 Spreadables — Michele's Tofu Tahini from Helen's Pure Foods of Cheltenham and Key Ingredient Market spreads from Northampton County, along with whatever's new and oozing from the Prepared Foods department.
- 

2 You'll need crackers — Back to Nature, Field Day, Blue Diamond Nut Thins. Gluten-free crunch from Mary's Gone Crackers and Brown Rice Snaps. Local flavor from Rip Rack Baking in Snyder County (Chestnut Hill only).
- 

3 Charcuterie — A full slate of packaged protein, starting with Applegate, La Quercia, Olli and Trois Petit Couchons. Please, use a toothpick.
- 

4 Really awesome ice cream — Chilly Philly, Zsa's, Weckerly's, Three Twins from San Rafael, CA (Mt. Airy only). Better get two. It was hard enough to agree on what to watch.
- 

5 Field Day sparkling water — You must be thirsty by now. A \$1.99 a six-pack, it's a refreshing bargain.



Now get off the sofa and walk the dog!
(And make sure you have Blue Buffalo Sizzlers, Orijen freeze-dried yummys, Snicky Snaks or something else puppylicious from Across the Way.)

Jean Says

DON'T BE STINGY, BABY



Neatness doesn't count when you're buying by the bag. Be sure to fill them all the way to the top for the best deal!

\$3.99 a bag
for any combination of onions, potatoes and sweet potatoes (non-organic).

Every day in the Weavers Way Produce Department.



What's in Store at Weavers Way

Check It Out!

by Karen Plourde, Weavers Way Communications Staff

Goings On in Grocery

Local juices for the new year. And a kit for making ice cream without a machine.



The lure of fresh-made juice squeezed out by others is strong. So huzzah that Manayunk's **Juice Merchant** is now delivering bottles of its creations to Mt. Airy. There are four flavors available, all made from organic ingredients.



Hill shoppers can make restocking the freezer with ice cream into an activity with **Curious Creamery** ice cream mix. Based in Long Beach, CA, the Curious folks have made it their mission to reduce the carbon



footprint associated with ice-cream making. Also, providing only the "mix" part leaves plenty of room for YOU to experiment with fresh ingredients. BYO electric mixer and blender. Instructions are inside the package, or you can watch the video on the website: www.thecuriouscreamery.com.

Bulk & Beyond

A new cereal made from hemp greens. And buckwheat kasha now has a bin.

The Incredible Bulk has always carried nutritious stuff along with treats. Recently added to their slate of healthy is **Organic Hemp Greens Superfood Cereal**. It's loaded with hemp protein, spirulina, chlorella, spinach, alfalfa and dandelion. Mostly, it's green.



Fans of **buckwheat kasha** will delight in the addition of the organic toasted version upstairs. This Eastern European staple can be augmented any number of ways and eaten as a cereal or as a side.



Meat & Fish Market

Marinated meats in the cases from Niman Ranch. And local grass-fed beef is back in the Hill.



Pre-marinated meats are a boon to snappy dinner prep, and the Co-op now features a brand that takes special care with the animals they raise. **Niman Ranch**, headquartered in Alameda, CA, is a network of family farmers and ranchers who are committed

to sustainability and raising their animals humanely. And their mustard-marinated pork loin and rosemary-marinated pork chop are delicious, and on sale for \$11.99 a pound through Jan. 17.

Meanwhile, from the Poconos, **Stryker Farm** grass-fed beef (Saylorsburg, Monroe County) is back in Chestnut Hill after an absence of several months. (Stryker's all-natural beef and grass-fed ground beef have been



available in Mt. Airy since earlier this year.) New Chestnut Hill Meat Manager Valerie Baker plans to bring back several cuts as well as the ground beef.

Picks in Produce

Sprinkle liberally — microgreens are on sale! And organic grapefruit can keep you in the pink.

A salad with fresh ingredients is good eating anytime, but especially appreciated right now — even more so when the fixins' are local. Buckingham, Bucks County's **Blue Moon Acres** has been doing fresh and local since 1992, and through Jan. 17, the organic microgreens sampler is on sale for \$3.99. Try them on a sandwich or to garnish a soup or finish off your latest culinary creation.



On the fruit front, citrus is the thing in winter, and **organic grapefruit** is marked down to \$1.49 each through the middle of the month. Hey, how about a winter salad with grapefruit, microgreens, and... you take it from there!



kplourde@weaversway.coop

... AND FILL UP YOUR APPLE BAG, TOO!

APPLES



WEDNESDAYS & THURSDAYS

While the Current Crop Lasts!

weavers way

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P6 May Day Blend | P6 San Fernando Medium

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GM'S CORNER

The 'Sharing Economy' Is Nothing New

by Jon Roesser, General Manager, Weavers Way Co-op

WHEN I STARTED WORKING FOR THE CO-OP eight years ago, I had to get used to a few things. Having previously toiled for nearly 15 years in the corporate sector, I was used to a fancy office space, quiet weekends and having to get my shirts pressed.

At the Co-op, my dress shoes are sneakers, senior managers share work space in what were once kids' bedrooms and "weekends" are when most of the fun stuff happens.

But of all the things that were different, nothing was more so than this:

A few months into the job, my former boss, Glenn Bergman, asked me, "So, what have you done to help other co-ops?"

Well, until that point, absolutely nothing. But it turns out "helping other co-ops" was, and is, a fundamental part of my job.

Cooperatively owned businesses operate within the framework of the seven International Cooperative Principles, which serve to distinguish us from our competitors. The sixth principle, cooperation among cooperatives ("P6," as we call it), obligates us to work in consort with other co-ops.

As a result, we devote time, resources and money to businesses independent of our own. This, to the corporate mind, is an alien concept.

Currently, we are fulfilling our obligations under P6 in a truly meaningful way: Our Mt. Airy grocery manager, Kathryn Worley, is serving as the interim general manager at Creekside Co-op in Elkins Park.

Creekside is our closest co-op neighbor, about 5 miles from our Mt. Airy store. Slightly bigger than our

Chestnut Hill store, with a unique mix of conventional and natural products, it's worth a field trip.

I do most of my shopping at Weavers Way — working here makes that pretty easy — but Creekside's my go-to for items we don't carry. So if I can't buy my V8 juice, Nutella and Heinz ketchup at Weavers Way, at least I can buy them at a co-op.

Creekside anchors an almost impossibly quaint village clustered around the Elkins Park train station. Were it not for the SEPTA trains racing by all day long, visitors could be excused for thinking they were in Lincolnshire or suburban London.

Since Creekside opened a few years ago, the village has prospered, and new restaurants and shops have been launched. Creekside has filled the void left by the closing in 2002 of the family-owned Ashbourne Market, much like our Chestnut Hill store filled the void left by the closing of the family-owned Caruso's.

In short, Creekside is fulfilling its role not just as a grocery store, but as community hub. The people of Elkins Park are justifiably proud.

But it hasn't been all smooth sailing for Creekside, and one thing they've struggled with has been a turnover in leadership. So when Creekside's most recent general manager announced his departure — just before Thanksgiving — there was serious concern about a lack of leadership during the crucial holiday season.

Folks at Creekside called us and we were able to respond with Kathryn, who's been a Weavers Way stalwart for more than three years.

Kathryn is being leased to Creekside, and this assignment serves a dual purpose: Creekside gets the leadership support it needs while they search for a new GM, and one of our all-star employees gets a professional development opportunity to prepare her for the next stage of her career.

“

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

”

Principle 6 (Cooperation Among Cooperatives)

Cooperation among cooperatives! I hope Glenn is proud.

P6, of course, works both ways: As we have helped other co-ops, so have other co-ops helped us.

Over the years I've asked for, and received, support from co-ops all over the country. Sometimes it's a quick phone call to get a question answered. Sometimes it's resulted in other co-ops offering us their personnel, their sales data or their professional expertise. None of this support has ever cost Weavers Way a nickel.

For example, if you like Senior Tuesdays and your EasyPay house account, know that these are two ideas Weavers Way borrowed from Creekside, who helped us get them set up.

P6 is one more way the cooperative economy is fairer, kinder and more equitable. Let our for-profit competitors slice each other apart. I'd rather cooperate.

See you around the Co-op.

jroesser@weaversway.coop

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PATRONAGE REBATE

Look for an email with info on how to collect your cash, spend it, invest it in equity or donate it to Food Moxie starting Jan. 16.

Rebate

(Continued from Page 1)

the allowable 80 percent in equity. How does this benefit us as members? It's our operating capital. Each household is contributing this portion of their rebate and, collectively, that money is being used to run our cooperative enterprise.

Here are some examples of initiatives that have been undertaken by our management team using our equity funds.

- As many of you likely noticed, PECO outages disrupted the Chestnut Hill store last year on a number of occasions. To ensure that this does

not continue, we've invested in a gas-powered emergency generator that will kick on immediately in the event of a power failure, keeping the lights on and the refrigerators and freezers humming. A second backup unit will be installed in Mt. Airy.

- Another instance of our retained equity at work is the creation of additional, more inviting community spaces. The Garage at 542 Carpenter Lane, down the street from the Mt. Airy store, housed our successful holiday pop-up store, and it is also the main base for our workshop program and many other events, including movie nights and member forums. It offers a venue for

partnering with neighboring businesses and organizations. Similarly, the Chestnut Hill Backyard renovation improved the existing space, providing a more welcoming environment for events and for members to gather.

- In addition to those infrastructure enhancements, we've funded new positions — assistant produce managers at both Mt. Airy and Chestnut Hill and additional farm staff, for example — high-quality jobs that improve efficiency and enhance customer service.

These are a few of the ways our collective equity is being put to use. My hope is that you are able to identify with

one or all of these actions as something that is important and that resonates with you. Each fulfills one or more of Weavers Way's Ends and the overall mission of the Co-op.

Sound good to you? We hope so!

Rebates will be available starting Monday, Jan. 16, 2017. As in past years, you will be able to use your rebate to shop or take it in cash. You can also add it to your own equity account, put it in your EasyPay account or donate it to Food Moxie at the cash register or online.

Look for an email with more details and a link to make your selection.

emmalee.macdonald@gmail.com

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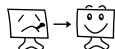
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Missing Something?

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You can update your preferred email yourself by logging into the online member center at

member.weaversway.coop.

Or just check in directly with Membership Manager Kirsten Bernal at member@weaversway.coop

or 215-843-2350, ext. 119, and get yourself right with the Co-op!

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Together We Grow

(Continued from Page 1)

members over other lenders, but the success of the member loan campaign also has demonstrated our credibility to the other lenders and added significant flexibility to the overall funding of this \$4.3 million expansion.”

The Ambler store is scheduled to open in late spring 2017, with construction expected to start in the new year in the former Bottom Dollar grocery store. Expanding to a third location will allow Weavers Way to have a greater impact on local food systems and the local economy — creating 45 jobs and increasing business for local suppliers — while helping even more members deepen involvement in their community.

Many people put a lot of effort into the campaign, from participating in phone banks and delivering loan documents to members to filling in a new tomato on the loan tracker poster! That included volunteers from both Weavers Way and the Ambler Food Co-op, as well as Weavers Way staff, the Member Loan Committee — Bernadette Dougherty, Lisa Hogan, Stu Katz, Emmalee MacDonald, Mira Rabin and Eileen and Mark Wenckus — and AFC’s finance chair, Mike Crusi.

This success also represents the joint work of two cooperative organizations — Weavers Way and Ambler Food Coop. Weavers Way members came forth in great numbers to make loans, and nearly 20 percent of Ambler members participated, joining Weavers Way in order to be able to do so. (State laws governing cooperatives restricted the loan offering to members only.)

As co-chairs, we feel honored to have

been able to hear from so many members who spoke of their excitement, their dedication to the co-ops, and their strong desire to build the cooperative economy and local community. In this way, the success of this campaign is not only in dollars raised, but also in the intangible but important effects of Co-op members participating and making our Co-op stronger.

Here is a sample of comments from member-lenders:

“We believe that Ambler residents can have direct input in the planning and progress of our local grocery store. Together, we can work to provide healthy food items for our neighbors and families,” said AFC member David Morgan, explaining why he and his wife, Susan, participated in the loan program.

“Making a loan to Weavers Way was a simple way to invest in an organization that is part of my daily life and that makes a difference,” said Weavers Way member Joann Hyle. “We cannot control a lot of what is happening around us, but we can support local organizations like Weavers Way that embody the values that we hold dear.”

Said Barbara Bloomfield, another Weavers Way member: “I believe in community-owned businesses that are run for the benefit of their workers and their community and are not fixated on making a profit for executives and shareholders. That’s why I love Weavers Way.”

We’ll be sure to keep you informed about the progress of your new store!

kcasey@weaversway.coop
lauramsiena@gmail.com

We Beat Our Goal!

More than \$1.5 million in loans made by over 300 members



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Why I Give *Jean Hunt*

As I shop for the plentiful food available to me at the Co-op, I often think about people here at home and all around the world who face children each day with no promise of enough to eat. The community at the Co-op, the lovely produce so beautifully laid out, the flowers, the soups — it all tempts me, and for all of it, I am deeply grateful.

I know from past experience as a visiting nurse and working in health-care systems how many Philadelphians have very little food for their tables. I also know how many families depend on soda and cheap filler food as an inexpensive

way to fill bellies. I worked for 10 years in the Philadelphia Department of Parks and Recreation, and often thought about what a resource all the vacant land in Philadelphia could be. I never dreamed that a strong movement to farm that land would emerge and that it would be democratic, broadly based

and in neighborhoods throughout the city, or that it would weave a web of glorious vegetables, orchards, farmers' markets, classes and, most importantly, programs for young people.

By contributing to Food Moxie through the High Five! Donate Your Discount program, I feel I am a part of a growing movement in Philadelphia to put real food on people's tables and to help young people understand more about how to grow food, cook it and discover the joy of seeing things grow.

If people can understand the connection between the land and the food we eat, it can only help to grow environmental consciousness, as well as good eating for more people. It seems to me that being a member of Weavers Way is about more than finding a nice place to shop — it's a commitment to the broader community in which we live and to a set of values. I like doing Co-op duty each year, working with staff, seeing friends come in to shop. Contributing to Food Moxie is a part of this commitment and understanding. It is so easy to contribute my 5 percent Working Member discount. This support is a very simple way to do something important each time I shop for food.

I am deeply committed to this work. I am so happy the Co-op has undertaken it, and it is a pleasure to support it with a portion of each dollar I spend for my family's food.

High 5

FOOD MOXIE Donate Your Working Member Discount

Term Limits... For Better or Worse

by Jill Fink, Executive Director, Food Moxie



Food Moxie photos

INTELLECTUALLY SPEAKING, I'M IN FAVOR OF term limits. Fresh perspectives, new energy and the opportunity to expand to new circles of contacts and influence are among the benefits of new leadership. On a national scale, this month marks the end of one presidential administration and the start of another; in our own community, it marks a transition in board leadership for Food Moxie.

Mira Rabin has served on the Food Moxie board for six years, four and a half as board chair. Since I joined the organization in 2013, I have had the privilege of witnessing firsthand the ways that Mira's leadership, passion and commitment to Food Moxie have catapulted our nonprofit from startup to maturity. I've grown both personally and professionally by working with her and honed my own approach to leadership as I've watched her govern.

When asked to reflect on her board service, Mira said, "Cycling off the Food Moxie board is a bitter-sweet event for me. I am excited to take on new challenges, but I will miss being a part of our committed and collegial board. Luckily, our newly elected board members and officers bring great experience and passion, so we are stronger than ever as an organization. I plan to remain involved as a donor and a volunteer, and I will always be proud of how we've grown."

Also completing her board service is **Margaret Guthrie**. Margaret has been an exemplary volunteer, spending time every week at Stenton Family Manor, where she has cultivated more than an herb garden. The impact of the time she spends with the children in Garden Club can't be understated, sharing her knowledge, but more importantly, being a reliable and encouraging presence for young people whose lives are riddled with uncertainty.

As sorry as I am to see Mira and Margaret go, I'm very excited by the incoming leadership of Food Moxie. Current board members **Vania Freire**, **Tim Clair** and **Laura Morris Siena** have been elected Chair, Vice Chair and Secretary, respectively. **Jeffrey**

Margaret Guthrie, above, mentors young people in the garden, including these students at Hope Farm at MLK High School; Mira Rabin, below right with Jill Fink, presides over a Food Moxie event.



Fuller, who has served as Treasurer for the last two years, has been re-elected to continue in the position.

Vania was one of Food Moxie's early volunteers, predating my own tenure. With a masters in public health, a leadership role in the local philanthropic community and a commitment to social justice and ending hunger, we're lucky to have Vania on our board. Vania feels the same way about us: "I can't think of anything more satisfying than to work with like-minded people while accomplishing something good in the city we live in and love."

In addition to congratulating our incoming executives, I'd like to also introduce and welcome **Natalie Catin-St. Louis**, **Anne Munch Jensen**, **Sharat Somashekara** and **Meredith Wishart**, all of whom joined the board in September. Our new board members bring expertise in education (including special needs), agriculture, advocacy and administration. For more about their impressive backgrounds and what they bring to Food Moxie, visit our website at www.foodmoxie.org.

jill@foodmoxie.org

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Thanks to Ms. Mac for Doing It All

by Jackie Schrauger, Food Moxie Program Director

AS FOOD MOXIE HEADS INTO ITS 10th year, we find ourselves taking stock of those who have helped us get to where we are today. Jessica McAtamney serves as a true linchpin. An environmental science teacher at Saul High School, Jess is preparing to move on after close to 15 years at Saul, and in the coming months she'll be stepping away from the classroom.

A tireless champion for both her students and the Henry Got Crops CSA farm partnership of Saul, Weavers Way and Food Moxie, Jess has made this partnership work for Saul students, for the urban farming community and for Northwest Philadelphia.

Jess isn't just an advocate for our local community; she's a model citizen at a national level, too. In 2012, the White House awarded her the "Champion of Change" prize for her work on the Henry Got Crops CSA partnership and for establishing a school recycling initiative.

Says fellow Saul teacher Greg Smith: "I am grateful to have had the opportunity to observe, learn from and adopt teaching methodology and traits from Jessica. She is a mentor and the kind of teacher worth imitating. I'm a better teacher from just being in her presence."

"Jess is a truly amazing and accomplished woman," says Tara Campbell, Food Moxie's Youth Education Coordinator. "She has two master's degrees, was a Peace Corps volunteer, is an incredible teacher and an integral part of Henry Got Crops. She turned a small hoop house into a thriving CSA that is now an important part of the school and the Weavers Way community. I am continually impressed with her energy and dedication to her students and the school. She is never



Jess McAtamney, right, with Saul students at an off-campus service project.

doing less than three things at once, yet always has time to help a student or support a co-worker. Jess is a role model and an inspiration to me, her students and everybody she encounters."

Jess has also made quite an impression on Nina Berryman, Weavers Way's Farm Manager. "The word 'no' isn't in Jess's vocabulary," Nina says. "She makes things happen. She rises to every occasion. She always goes above and beyond. She will move the earth for her students, and her inspiration is contagious. She raises the bar when it comes to supporting education and she insists that all around her do the same. I would say that Jess is one of those people who makes the world a better place, except there is truly no one like her."

Then there are the ringing endorsements from students:

- "Ms. Mac is the most dedicated, caring and hard-working teacher I've ever had. She really sticks her neck out for students and does so much for the school to better our education." — **Chelsea Reiman**

- "Ms. Mac takes her time to get to know her students personally. . . . She understands that students go through hard times in their lives. She tries to help them feel comfortable in class and helps them to find ways to express their emotions." — **Paul Mendoza**

- "Ms. Mac caters to every learning style and does not leave any student behind in her lessons. Her door is always open and she is always there to give extra help." — **Amanda Fritsch**

- "Ms. Mac is extremely engaging when it comes to the very fun activities we do indoors and outside. She is fun and energetic when we work outside at the CSA. I am happy to have her as my teacher." — **Cordell Young**

We consider ourselves deeply fortunate to have had Jess on our team, and we know that the School District of Philadelphia and the urban agriculture community are infinitely better for her tireless energy, advocacy and enthusiasm. Thank you, Jess, and best of luck!

jackie@foodmoxie.org



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Art Garage Leads Students in 'Pride' Mural

by Ruth Joray, for the Shuttle

NEIGHBORHOOD RESOURCES AND creative scheduling have produced a bright year of opportunities for the Mt. Airy Art Garage, despite the unnerving experience of having to establish a new permanent home.

The Community of Pride Mural Project is a glowing example of our commitment to community and ability to persevere in our mission.

We are asking children at Henry Houston and Eleanor C. Emlen public schools, "What Makes You Proud?" Our goal is to deepen a sense of community spirit and pride, using art as a means of communication among the children. This project is about enriching children's lives, offering inclusive opportunities and sharing the positive rewards of making art together.

We are working to build a culture of good will that cuts across political or cultural differences and even embraces them.

MAAG has established satellite offices on site at the two schools, so all work is being done indoors. The children have already begun their own drawings and are being guided in making personally expressive imagery that will be incorporated into large collaborative mural images. The project has been running Fall/



Linda Slodki photo

Houston School student does prep work for a mural contribution.

Winter 2016-17. We expect the community paint days, where everyone can participate, to begin this month. Those murals will then be permanently mounted at the schools for everyone to appreciate. At the conclusion of the projects, there will be an unveiling ceremony in each school, honoring the collaboration between the children and adults whose work is represented in the murals.

Your support will help make this project even more successful. We'd love to have you join us during community paint days. Your financial support also means the world to these kids, to us, to our neighbors and to the community.

Be a part of making art happen. Join the Community of Pride Mural Project. For more info, call 215-242-5074, email info@mtairyartgarage.org, or visit www.mtairyartgarage.org.

Join Unitarians' MLK Day of Service

JOIN US ON MONDAY, JAN. 16, 2017, AT THE UNITARIAN SOCIETY OF GERMANTOWN (USG), as we celebrate Martin Luther King Jr.'s legacy by working together to serve our communities in Northwest Philadelphia.

The Martin Luther King Day of Service is a wonderful opportunity to affirm your support for the values of justice and compassion that ran through the life and legacy of Dr. King. Every year for over two decades, more than 500 volunteers have come to the Unitarian Society of Germantown, on Lincoln Drive at Wayne Avenue, to participate in service projects both on-site at the church and offsite at locations nearby.

You can see this year's projects and also pre-register at www.mlkphillyuus.org. (Pre-registration closes at noon on Saturday, Jan. 14.)

On Jan. 16, on-site registration and check-in begins at 8 a.m.; coffee, bagels and other light refreshments will be provided. A brief non-denominational worship service beginning at 9 a.m., led Rev. Kent Matthies, will focus on Dr. King's life and accomplishments. Volunteers leave for their projects at 9:30. Projects last for varying amounts of time. Most will be completed before 12:30 p.m..

Transportation will be provided if needed. If you can provide transportation for yourself and others, we would appreciate it and we will ask you about this on the pre-registration form.

Questions? Contact Judi Morrow at judileemorrow@gmail.com or 215-885-6195.



MLK Day of Service at the Unitarian Society of Germantown is an all-ages event.

Joanne Davis photo

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Three Ways Volunteers Can Help in 2017

by Erin Mooney, for the Shuttle

DID YOU MAKE YOUR NEW YEAR'S resolutions? Perhaps you vowed to spend more time outside, or made a personal commitment to give more time to community organizations that support the things you love.

One of our resolutions at Friends of the Wissahickon is to bring new volunteers into the Wissahickon Valley. Through new relationships with community members, we can tackle new projects while still managing our core responsibilities as caregivers of the park.

Each year, FOW volunteers give more than 12,000 hours to help protect, preserve and enhance the Wissahickon. There are so many ways to support us — we place high value on the work volunteers do for the park and we offer many ways to make that volunteer experience a rewarding one.

We have three ways volunteers can help. In each of these areas, committed volunteers will complete core classes, learning about park history, watershed health and the Friends as an organiza-



Troop 221 from Chestnut Hill gave the loppers a workout last season. Pictured, from left: Lamir Robertson, Brandon Cornner, Graeme Brown and Jason Motley.



tion and its current projects. They also receive first aid/CPR/AED training.

Once classes are completed, volunteers will have the option to pursue additional classes focused on their particular interests and expectations:

- Love working with chainsaws and other tools? Perhaps you should be a **Crew Leader**. These volunteers become skilled in leading volunteer work groups in the park — building trails, restoring habitat, repairing and maintaining structures, removing trash and graffiti and sharing their knowledge and expertise with others. They work directly with staff to help plan and

lead volunteer workdays throughout the park. Crew leaders can choose to focus on trail work, habitat restoration, structures or trash and graffiti removal.

- Love to talk to other people? By becoming a member of the **Outreach Corps**, you will have the opportunity to represent FOW in the park and in surrounding communities. Many visitors to Wissahickon Valley Park aren't familiar with FOW — these volunteers help spread the word about FOW and the work we do.
- Have you always wanted to be a park ranger? Start as an **FOW Trail Ambassador**. Trail Ambassadors are park docents who help visitors with anything from directions to safety



Volunteer on Martin Luther King Day of Service

**MONDAY, JAN. 16
9 A.M.-NOON**

Help remove invasive plants at Thomas Mansion, 6245 Wissahickon Ave. FOW will provide the tools — bring work gloves if you have them. Register by emailing FOW Volunteer Coordinator Christina Anthony at anthony@fow.org.

needs to park history, flora, fauna and geology.

There are some cool perks for FOW volunteers — hats, uniforms, classes about history and plants and animals in the park, discounts at Valley Green snack bar and Cedars House café, and special events like workshops, outings and lectures.

Being a volunteer is rewarding and fun. We look forward to hearing from you! Contact FOW Volunteer Coordinator Christina Anthony at anthony@fow.org for more information.

Erin Mooney is a publicist for Friends of the Wissahickon. Reach her at erinrosemooney@gmail.com.

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Take In a Winter Talk at Morris Arboretum

DISCOVER THE CONNECTIONS BETWEEN PEOPLE AND OUR NATURAL WORLD WITH these two winter lectures at Morris Arboretum, 100 E. Northwestern Ave., in Chestnut Hill.

- **Sunday, Jan. 22, 2 p.m., Dr. Andrew Binns, University of Pennsylvania biology professor, "GMOs: The Science, the Hope and the Real World."** Dr. Binns will provide a brief summary of the science behind GMO production and conventional breeding; discuss the conceivable positives and negatives from these two approaches based on the science behind them; and examine how political/economic discourse affects utilization of these technologies.
- **Wednesday, Feb. 1, 2 p.m., Dr. Ari Novy, executive director, U.S. Botanic Garden, Washington, D.C., "The Critical Role of Plants in the Urban Landscape."** Learn what Dr. Ari Novy and the staff at the U.S. Botanic Garden have done to teach the public about the aesthetic, cultural, economic, therapeutic and ecological importance of plants to the well-being of humankind.

Both lectures are at Morris Arboretum's Widener Visitor Center. A reception with refreshments will follow each talk. Advance registration (\$15 for Arboretum members, \$20 for non-members) is required. Visit morrisarboretum.org or call 215-247-5777, ext. 125, to register and for more info.

New Director at Greensgrow

GREENSGROW FARMS, THE AWARD-WINNING SOCIAL ENTERPRISE AND URBAN farm in Philadelphia's Kensington section, has named Ryan Kuck as its new executive director. He succeeds Mary Seton Corboy, the visionary who founded Greensgrow in 1997 at a former steel galvanizing plant and ran it until her untimely death last August.

"We knew it would be very hard to replace Mary," said Stuart Anmuth, chair of Greensgrow's board of directors. "Her wisdom, wit and grit built one of the most creative nonprofit, entrepreneurial green projects in the nation. But we think we've come very close. We looked across the country, and we looked locally, and true to our roots, we knew we had grown the best local talent right on the farm. We are proud that Ryan, who was trained for 10 years by Mary, will take our 'idea farm' into its third decade."

Kuck is a native of Oak Ridge, TN, who came to Philadelphia in 1999 and lives in the Belmont neighborhood of West Philadelphia. He joined Greensgrow in 2006.

Based in its original location on E. Cumberland Street, Greensgrow is a national leader in sustainable urban agriculture. In addition to the urban farm, farm market, nursery and CSA, Greensgrow operates a community kitchen for small food businesses and consults on urban agriculture, social entrepreneurship and brownfield reclamation. For more information, visit greengrow.org.

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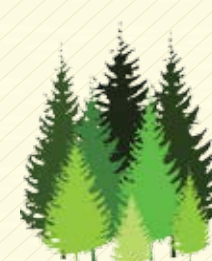
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eco tip Recycle Gently Worn Clothing, Help Syrian Refugees

by Marsha Low, Weavers Way Environment Committee



There are many charitable organizations that collect used clothing, but Narenj Tree is unique. Based in Norristown, PA, and founded in November 2014 to assist refugees, Narenj Tree Foundation currently focuses on helping Syrian refugees in Syria, Lebanon, Turkey and Jordan. Do you have clothing you no longer need or wear? Narenj Tree is looking for clothing for men, women and children; shoes, sneakers and boots; and blankets and linens. You can also donate nonperishable food items, such as powdered milk, rice and dry beans. Donations are accepted every Saturday between 10 a.m. and noon at their donation center, 101 Schuylkill Ave., Unit 2, Norristown. You can also drop off donations anytime at Al Aqsa Islamic Academy, 1501 Germantown Ave. (corner of Jefferson), in North Philadelphia. (Place them in the bin in the parking lot.) For more info, and a full list of acceptable items, visit narenjtree.org.



Philadelphian, Spare That Tree!

Trees placed at the curb go into the landfill. Take your old Tannenbaum to TreeCycling 2017 instead! We'll be collecting them on Sunday, Jan. 8, from 9:30 a.m. to 12:30 p.m., at the Sunset Avenue entrance of Norwood-Fontbonne Academy. The money raised (\$10 per tree) goes toward GRinCH's Green Warrior Student program and the Environment Committee's Community Grant fund.



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The Passionate Gardener

How I Survived My First Garden — and How It Survived Me

by Ron Kushner, for the Shuttle

WHEN I WAS DISCHARGED FROM the Marine Corps, I moved into a duplex apartment with my wife and two young daughters. The rear of the property was set against a wooded area of Fairmount Park. Years before, the plot housed a boarding stable and the soil was rich from years of spread-composted manure.

The city was building a new park and playground on this property behind our house. After clearing the land, the contractor parked his bulldozer on the property. One spring evening, I jump-started the bulldozer and along with my neighbor, Ted, carved out a space about 20 feet by 20 feet for our joint garden in the adjoining woods, well away from the new park. It remained our garden for the next three seasons.

Ted knew a lot about gardening. We were the same age, but he had spent many years working with his father in their family garden. We planted everything in traditional rows with paths between each row. We spent most of the early summer with hoes, cultivating weeds, as I had not yet learned about mulch. I was thrilled to be a part of this “adventure” but I quickly realized how little I knew about the actual work involved in tending a 400-square-foot vegetable garden. I’ve since come to realize that 100 square feet is about the limit that one person can manage within the parameters of a normal working life.

We started everything from seed, and



When your first squash or cucumber patch threatens to take over, who you gonna call? (Thanks to Ginkgo Organic Gardens, www.ginkgoorganicgardens.org, a community pantry garden in Chicago.)



in the early days, the rows were marked with wooden “tongue-depressor” labels. As germination occurred, I began to learn how all of the new leaves had their own “look.” I studied the shapes, texture and subtle color differences of each type of plant. We weeded and watered and Ted taught me about each plant’s performance, fruiting and needs in general.

As the summer progressed, the garden became a jungle. Vegetables were all over, as if strewn on a battlefield; the paths became unrecognizable and weeds hid the harvest. Raised beds were unheard of in those days and our garden plot be-

came impossible to navigate or to care for in any orderly manner. Ted and I were both working two jobs and I had started night school at Drexel. By late summer, squash, watermelons and cantaloupes could be found almost anywhere, their vines having wound their way through the tomatoes, beans and weeds. Harvesting was like an Easter egg hunt. I have no recollection of specific varieties but the vegetables were like prizes — and exquisite.

Fifty years later, every season brings anticipation and love of fresh-grown fruit, vegetables and herbs throughout the spring, summer and fall, and every year

I remember that first garden. Half a century of gardening has taught me to create more order in my garden, but never to the degree I envision. One person, no matter how talented, could never have a garden that would match the *potager du roi* of Versailles or Chateau de Villandry. My goal every year is to have my garden resemble any photograph in Louisa Jones’ “The Art of French Vegetable Gardening.” Maybe this year!

I wish you all a very happy, healthy and productive New Year. Thanks for your many comments and support.

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WEAVERS WAY ENDS

Weavers Way Cooperative Association exists to provide commercial and community services for the greater good of its members and community, to champion the cooperative model and to strengthen the local economy.

AS A RESULT OF ALL WE DO:

- END 1** There will be a thriving and sustainable local economy providing meaningful jobs, goods and services to our members and the community.
- END 2** Our community will have access to high quality, reasonably priced food, with an emphasis on local, minimally processed and ethically produced goods.
- END 3** There will be active collaborative relationships with a wide variety of organizations in the community to achieve common goals.
- END 4** Members and shoppers will be informed about cooperative principles and values; relevant environmental, food and consumer issues; and the Co-op's long-term vision.
- END 5** Members and shoppers will actively participate in the life of the Co-op and community.
- END 6** The local environment will be protected and restored.
- END 7** Weavers Way will have a welcoming culture that values diversity, inclusiveness, and respect.

Worried About Inflammation? You Ought to Be — So Get Moving!

by Wendy Romig, Weavers Way Health & Wellness Committee

PHYSICAL ACTIVITY AND MOVEMENT ARE CRITICAL for health and well-being, not just for adults but also for children and seniors. But despite the seemingly endless amounts of research and evidence showing the benefits of movement, a large percentage of the U.S. population still falls short of the recommended level of exercise in a week. Many factors, including desk jobs, busy lives and limiting health conditions contribute to the problem. And now that winter is in full swing, pushing many indoors, finding ways to keep the body moving during those dark, cold days is crucial.

Chronic inflammation has become an epidemic of the developed world, the result of multiple factors, including diet and lifestyle. According to a 2015 article in *Behavioural Neurology Journal* (www.hindawi.com/journals/bn/), our hunter-gatherer ancestors experienced significantly lower levels of inflammation, particularly in terms of the duration of its presence in the body. Where earlier humans may have experienced up to 40 days of acute inflammation per incident, present-day pathologies may linger for months and even years, leading to the onset of chronic illnesses like obesity, diabetes and heart disease.

Research has been conducted to measure the levels of certain inflammation markers with long durations of inactivity in newly diagnosed diabetics. Results showed that sedentary lifestyles caused an elevation in the marker IL-6, but increases in activity lowered another inflammatory marker, c-reactive protein. In fact, this research, published in *Nutrition, Metabolism and Cardiovascular Disease* (www.nmcd-journal.com) in 2014 found that each hour of added movement in a day decreased c-reactive protein by 24 percent over a six-month period.

The important correlation between exercise and inflammation levels in humans has led some researchers to suggest that our muscles are the “forgotten organ” of the immune system. Physical activity and engagement of the body’s musculature activates anti-inflammatory immune function. And more specifically, exercise before eating can lower inflammation brought on by intake of certain foods, like fats, meats and simple carbs.

The question remains, how can individuals bring more movement and activity into their daily lives? A



2013 article in the *International Journal of Behavioral Nutrition and Physical Activity* (ijbnpa.biomedcentral.com) suggests that even 30 minutes of concentrated daily activity may not be sufficient to counteract the effect of sitting for the rest of the day.

If you’re not one to spend hours at the gym every week, there is hope. Simply standing up, walking around your house or office for

a few minutes every hour can significantly reduce the levels of inflammation in your body. While this does not replace dedicated cardiovascular and weight-bearing exercise, your body will likely soon feel the positive effects of more movement in your day.

Views expressed in this article are those of the author, not necessarily the Health & Wellness Committee, and are not a substitute to talking to your doctor.

Wendy Romig, MS, CNS, LDN is a licensed clinical nutritionist / herbalist and owner of Sage Integrative Health Center in Mt. Airy. She sees clients with a range of conditions and uses functional nutrition and herbal remedies to help them achieve their health goals.

‘Shop’ for Good at GJC Jan. 29

THE ANNUAL WOMEN’S CLOTHING Exchange at Germantown Jewish Centre, this year on Sunday, Jan. 29, is an annual community and charitable event that’s also a lot of fun. That makes it a win-win-win!

Every year, the community is asked to donate women’s clothing and accessories that are in good condition, but which they no longer use. (Donations will be accepted from Sunday, Jan. 22, to Friday, Jan. 27, at GJC, 400 W. Ellet St.)

A large group of volunteers then sorts them all and arrays them into a giant bazaar. When the doors open at 11 a.m., women from all over pay \$20 to “shop” and take home whatever they like.

It’s a festive atmosphere, with mu-

sic, friends and a place for trying things on. It also raises thousands of dollars for important social justice work.

This year, proceeds will be divided between HIAS, an organization that supports refugees; POWER, a Philadelphia-based interfaith group that works for social and economic justice; and the GJC Women’s Club.

Anything that’s left over is donated to Whosoever Gospel Mission in Germantown for their thrift stores. Whosoever works with people who have been homeless and struggled with addictions with help to get clean and sober and with vocational training.

It really IS a win-win-win!

‘Melancholy Play’ at Old Academy

IN ITS FIRST PRODUCTION OF 2017, Old Academy Players presents Sarah Ruhl’s “Melancholy Play,” opening Friday, Jan. 13 and running weekends through Sunday, Jan. 29.

“Melancholy Play” PLAY centers on Tilly’s — you guessed it — melancholy. Although it is objectionable to her employer, it is oddly attractive to those around her. But what happens when she suddenly wakes up happy? The poetic writing of the award-winning playwright is the counterpoint in this offbeat, poignant comedy about both the beauty and the sadness of life.

Ruhl’s “The Clean House” was a

2005 Pulitzer Prize finalist, and her “The Room Next Door, or, the vibrator play” was a 2010 Pulitzer Prize finalist and a nominee for a Tony Award.

Show times are Fridays and Saturdays at 8 p.m. and Sundays at 2 p.m. Tickets are \$15, with discounts for groups. Parking for all performances is free. For information and reservations, visit www.oldacademyplayers.org or call 215-843-1109.

The nonprofit Old Academy Players, a member of the Greater Philadelphia Cultural Alliance, is located at 3544 Indian Queen Lane in East Falls



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Suggestions

by Norman Weiss, Weavers Way Purchasing Manager

GREETINGS AND THANKS FOR WRITING. As usual, suggestions and responses may have been edited for brevity, clarity and/or comedy. In addition, no idea, concept, issue, remark, phrase, description of event, word or word string should be taken seriously. This also applies to the previous sentence.

In October, I wrote about Beyond Meat's mission of creating "mass-market solutions that perfectly replace animal protein with plant protein." The word "mass" is interesting. Some Weavers Way staffers and I visited the new Whole Foods in Fairmount, which PhillyVoice termed "massive." In November, we had a "mass" of people vote in a presidential election (when the mass of Electoral College votes outweighed the mass of popular votes). "Masses" of people attended football games as part of Thanksgiving tradition. In physics, as with people, mass has to do with population, although matter with more mass has more atoms, not more people.



Back to "mass market." Mass marketing is the opposite of niche marketing. Mass marketing targets the entire population, so maybe it's more inclusive and democratic than niche marketing. Mass marketing also depends on mass media, which depends on modern communication technology like radio, TV, cable, internet and cellular networks. Since most modern communication technology also depends on electricity, and most electricity generation is still dependent on limited, finite energy sources like fossil fuels (and thus of questionable sustainability), I wonder what sustainable mass marketing would look like. Print media posted on telephone poles? Mail carriers deliver-

ing handwritten, typewritten and printed media like the old days of Life magazine? The town crier? Word of mouth?

I'm leaning toward town crier, as a town crier program would create jobs that couldn't be moved overseas. or even out of earshot. Since the job requires literacy, good diction, a developed vocabulary and awareness of current events, it should easily match up with the goals of our public schools. Hmm, good jobs, an informed populace, an educated workforce, community-based, using sustainable technology (vocal cords powered by calories from the local food system). Sounds pretty healthy. Why did we give this up? We didn't recognize the value and let it slip away to mass-market communications. Good thing we always have our trusty cashiers to fulfill the town-crier role at Weavers Way.

Speaking of cashiers, Amazon is experimenting with no-checkout technology. "Amazon Go" uses lots of sensors, cameras, microphones and computing power to know exactly where shoppers are in the store, and if they used their hands to remove items from the shelf (or put items back on the shelf). It tracks bodies by sound and images, and hands by skin tone (which apparently is pretty

unique). Of course, the process is associated with a phone app. (I think phones might as well be part of our bodies these days. At your next wellness checkup, the doc will also assess your phone's battery strength, display clarity, processing power, useful apps and password strength.)

Meanwhile, Amazon will know where you are and what you're buying — for many people, this won't be a change — and if I know the food industry, what will happen is Amazon will sell its ability to be so close to you to food manufacturers who will develop gimmicks to get you to choose their product over a competitor's as they see what product you're reaching for. Then someone will come out with an app allowing you to turn the tables and have the competing manufacturers bid for your potential purchase.

In any event, I don't think we should be so quick to lose the traditional cashier-checkout system. Sure, it can be slow and mistakes are made and sometimes cashiers try to sell you stuff ("Have you tried our Sriracha jellyfish slime soup?") but I've also found that interacting with cashiers can be fun. For a few minutes, they are your captive audience. You can

(Continued on Next Page)

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- Meals are an important part of any home. Having upgraded cabinetry in the kitchen or something as basic as a hanging rack for pots can change the look and feel of a kitchen.
- Families spend much time eating together. Creating a new dining area such as a breakfast nook is a wonderful renovation project. If looking to add space to the home, this could be done through a bumped-out room in the house with large bay windows. This will surely add character to the home.

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(Continued from Preceding Page)

say anything you want, and they are pretty much required to listen and be politely responsive. If you ever flirted with the idea of doing standup comedy but were fearful of how an audience might react — your material, your timing, your chance of getting stage fright — cashiers are a great way to practice and find out. Really, Amazon Go does not stand a chance.

suggestions and responses:

s: “Please get Organic Girl spring mix in large containers. I like it better than Olivia’s, which lately goes bad faster and is sometimes very bitter.”

r: (Jean MA) We always order the 11 oz. Organic Girl spring mix, but excessive rain in California has damaged the baby salad crops. This may also explain why the Olivia’s goes bad quickly. Some growers are trying to harvest and dry their baby salads; many are not harvesting at all. As always, we will buy back any product. Thanks for shopping our Produce Department!

s: “The peanut butter grinders should have a sensor to stop if containers are going to overflow. I know this is impossible, just thought I’d share.”

“ I wonder what sustainable mass marketing would look like. Print media posted on telephone poles? Mail carriers delivering handwritten, typewritten and printed media like the old days and Life magazine? The town crier? Word of mouth? ”

r: Not impossible, but difficult and expensive. We would need sensors linked to a shut-off valve. Maybe a project for Amazon Go. FYI, humans have sensors too, two of which are vision and touch. There is another human sense, not usually mentioned as part of the five basic senses, which is timing. By combining your sense of sight and sense of timing, it should be possible for you to tell when the container is about to overflow, and touch the off button right before it overflows. It might take a little practice. You could try it on a cashier. On further thought, don’t.

s: “I can vouch for Organic Valley Egg-nog, tastes great!”

r: Thanks for your feedback. Organic Valley is interesting; it’s a brand of a very large producers’ co-op (CROPP Cooperative), made up of about 1,800 family farms. CROPP produces about 40 percent of all the organic milk sold in the United States. They’ve gotten some criticism recently about becoming so large — increased administrative expenses, lower milk prices to member farmers, supplementing the milk supply with factory-farmed organic milk, the type of criticism that often comes when a mission-based organization grows so large that some people think the mission has been compromised to achieve scale. (Sound fa-

miliar?) By the way, an interesting thing about eggnog is that it was once a luxury item, since ingredients like eggs, milk and alcohol were available only to people of means. Guess we’re all rich in that sense.

s: “The paper bags used for bulk are very flimsy and break really easily at the register and in people’s shopping bags. Is there a sturdier option available?”

r: This is a new one. Anyone else having this problem? Meanwhile, there are other options, including double-bagging, using a plastic bag or bringing your own, which is the best choice.

s: “Why is bulk kombucha sold by the pound and not by volume?”

r: In general, it’s easier to sell bulk liquids by weight as it’s easy to determine the amount of a product via a scale. With shoppers bringing their own bottles and filling them to different levels, and with bottles being of various sizes and shapes (sometimes of unknown volume), it makes much more sense to sell liquids by weight than have cashiers try to figure out volume.

s: “Q Tonic is delicious, love it!”

r: Thanks, Q Tonic is good alternative to the more conventional brands of quinine water, which typically contain high-fructose corn syrup and sodium benzoate. Quinine is claimed to help with overall energy and blood flow.

s: “With all this fuss about Ambler, will there be any unique, local Ambler products?”

r: Yes. As types of water have increased — coconut water, maple water, alkaline water, oxygenated water, banana water, just to name a few we encounter in the grocery segment — we have come up with a water Ambler is well endowed to produce: asbestos water. Asbestos, a naturally occurring mineral once processed in Ambler, combined with the naturally occurring ground water running in pipes under Ambler, combine to make a local, mineralized water that offers the many health benefits of hydrating with suspended asbestos particles. With enough asbestos in your system, you can take advantage of its fireproofing properties, which can keep you safe from conflagrations like national politics. Look for it on our shelves as soon as we get EPA approval to mine asbestos Superfund sites, which will be much easier under the new administration.

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MEMBERSHIP
CORNER

Resolve to Show It, Not Say It

by Kirsten Bernal, Weavers Way
Membership Manager

IT IS HARD TO BELIEVE THAT ANOTHER YEAR IS AHEAD OF us. Now is the time to take stock of the year that has passed and set goals for the year to come. As we ring in 2017, your Membership Department has a request to make. But first, a little background:

Travel with me, if you will, back to the days before Weavers Way was two stores, going on three, before there was a Next Door and an Across the Way, to the days when the Mt. Airy counters were not so shiny and the first register, opposite the dairy case, did not exist. Many of us remember rounding that corner, to rifle thumb a drawer in search of our ledger card. It was only six years ago that we still had hand-written member cards — stacks and stacks of hand-written member cards that shoppers pulled before they made their way to a cashier, and that a cooperater refilled at the end of each day.

Opening a second store meant that our system of paper cards had to change. Enter the shiny new plastic member cards that we distributed before Chestnut Hill opened. What a great idea! A set of cards that members could carry with them, one for their wallet and a fob for their key ring, making it a breeze for cashiers to scan and identify a member's number — no more hours spent writing hundreds of numbers in red marker for me and no more fumbling through drawers for you. I spent a few days in the store swapping out ledger cards for swanky new plastic ones. We all laughed at ourselves, catching up to a trend that had already long been in use. Sometimes, that's how we roll!

Here is what I have learned, however: Co-op members would rather not fuss with a plastic card. (Ironically, it seems we didn't mind slowing down checkout to flip through the drawers, but pulling out a key card is too much trouble.) Instead, most opt to just tell the cashier their member number.

This casual approach is not without its down sides. First, there is the possibility of human error; a cashier can hear or enter the wrong number and members sometimes mangle their numbers themselves. As a result, you may not receive your discounts or get patronage credit for your purchase. And worse still, your equity may be credited to the wrong household. When errors are discovered, we correct them, of course, but it takes precious time. Meanwhile, other errors may go uncorrected.

Then there is a larger concern related to protecting members' identities as well as their EasyPay house accounts. Verbally conveying a member number necessitates that the cashier confirm the member's identity, usually by stating the Primary Cooperator's name. This is the best way to ensure that we are using the correct member number. Some members have told me they are uneasy about having both their member number and name spoken out loud at the checkout, especially if they have EasyPay funds.

Management has gone back and forth about how to handle these issues while keeping the checkout process efficient, friendly, equitable and trustworthy. There are few solutions that tick every box.

So here is where you can make a difference, dear member: Make a New Year's resolution to bring your member card or fob when you shop, and present it at the register. We will scan it, ensuring accurate identification with no need to call out your number or your name. Your identity, and your funds, are secure.

I resolve to put my Weavers Way member card to good use in 2017. How about you?

Can't find your member card? Need a new one? Contact me for a replacement: Email member@weaversway.coop or call 215-843-2350, ext. 119.

kirsten@weaversway.coop

WEAVERS WAY WORKSHOPS



Workshops Will Resume in February

Have an idea and a few hours to share with fellow Co-op members? Contact Bettina at outreach@weaversway.coop or 215-843-2350, ext. 118. Pictured here, some of our great December workshops: Above, Margaret Guthrie leads quilters; below left, Weavers Way deli manager Matt Budenstein ponders a cheese question on a cold night; right, beekeeper Stephanie Elson Bruneau explains the parts of a beehive.



Can-Do Food Drive Collected Cash, Too

by Eric Borgstrom, Weavers Way Mt. Airy
Grocery Staff

PARTNERING WITH PHILABUNDANCE AND FOOD Moxie, Weavers Way collected approximately 1,700 pounds of food in a Thanksgiving week drive that also netted \$2,744 in cash contributions.

Food collected in the drive Nov. 18-27 was distributed locally to Church of the Annunciation (on Lincoln Drive) and the Germantown Avenue Crisis Ministry. Over 200 monetary donations went to Philabundance to help its robust regional food-distribution efforts.

Critical to the collection efforts were the dozens of Co-op members who weathered the cold temperatures during the busy Thanksgiving shopping days. Philabundance Executive Director Glenn Bergman even donned the can costume during his volunteer shift!

Food Moxie volunteers, coordinated by Rachel Reynolds, led the way with several volunteers each day. Special thanks also to the Weavers Way staff who volunteered their time during an extremely busy work week — Kentu Malik, Greg Davis, Stephanie Johnson, Jeannine Kienzle, Frank Joseph, Neal Fordham, Bill Quern, Purchasing Manager Norman Weiss and Mt. Airy store manager Rick Spalek all took shifts. In addition, the Church of St. Martin-in-the-Fields in Chestnut Hill deployed junior high and senior high youth, who collected approximately 400 pounds of food in one day.



The author wears the can outside the Mt. Airy store; Co-op handyman Jeff Schmidt is impressed.

As an inaugural food drive, we were very happy with the support of members, staff, Food Moxie and the community in this effort to combat hunger. Going forward, we hope to incorporate perishable food items — such as meat and fish, dairy and produce — and to target the 2017 summer season, when school-provided lunches are not available to Philadelphia children. Please attend a Food Justice Committee meeting (held on the first Wednesday of the month in the Community Room, 555 Carpenter Lane, adjacent to the Mt. Airy store) if you are interested in helping to fight hunger and improve food access for our neighbors.

eborgstrom@hotmail.com

A Note from Chestnut Hill's New Produce Manager

JOSH MAGNITZKY

Hey Weavers Way members,

I'm Josh, the new Chestnut Hill Produce Manager. You may have seen me working for the Co-op for the past three years at both the Mt. Airy and Chestnut Hill stores, primarily in the Produce departments but also helping out on the floor and cashiering. I have worked in retail around 15 years, developing an understanding of product variety, quality, demand and supply from many small and localized suppliers.



Living a vegetarian lifestyle, I am really excited to have a vast array of seasonal fruits and vegetables available throughout the year. We will bring a lot of new amazing crops from some of our top-notch local businesses and farms, including our own farm. As a Germantown resident and block captain, I hope to showcase my passion for helping invest in our local economy and community — but that doesn't mean we are going to cut out many of the international staples that bring you into our store. Expect to see a lot of involvement from the entire Produce team in the form of recommending items they use as well as recipes they personally back.

I invite you to come in and voice your questions and suggestions for the Produce Department. I look forward to seeing you in the Co-op!

Veg out,
Josh Magnitzky

Chestnut Hill Welcomes New Meat Manager

VALERIE BAKER

Valerie is a graduate of Central Bucks High School South and attended classes for Baking and Pastry at the Art Institute of Philadelphia. She spent the first seven years of her professional career at The Fresh Market in Horsham, PA, as a meat manager, becoming a certified meat cutter and receiving her ServSafe certification. It was there that Valerie shifted her passion from pastry to culinary arts in general. Recently, she has devoted her time to learning more about urban farming and farm-to-table practices. This new mentality influenced her decision to join the Weavers Way team, which will allow her to further her passion for educating herself and others on how to keep the community happy, healthy and thriving.



Valerie is originally from Providence, RI, but has lived in the Philadelphia area for 15 years. She comes from a large family (the youngest of six siblings). She is also recently married and a new resident of Manayunk. She is a devoted animal lover. She spends the majority of

her spare time caring for their multiple cats, all of which are either rescues or strays. She also has aspirations to travel and cook her way across the world. Using the knowledge gained from her travels, she would like to have her own food truck and provide a unique eating experience using flavors from her travels.

In the meantime, Valerie aspires to continue to bring healthful and sustainable meat and seafood to Weavers Way. She looks forward to meeting new members, producers and suppliers to help further the Co-op's ideals of providing the best local ingredients while protecting the environment and all its creatures.

What's What & Who's Who at Weavers Way

Weavers Way Board

The Weavers Way Board of Directors represents member-owners' interests in the operation of the stores and the broader vision of the Co-op.

The Board meets at 7 p.m. on the first Tuesday of the month. **Because of the holiday, the January 2017 meeting will be held the second Tuesday, Jan. 10, at Summit Church, 6757 Greene St. February's meeting is scheduled for Tuesday, Feb. 7.**

For more information about board governance and policies, visit www.weaversway.coop/board.

Board members' email addresses are at www.weaversway.coop/board-directors, or contact the Board administrator at boardadmin@weaversway.coop or 215-843-2350, ext. 118.

2015-2016 Weavers Way Board

President: Chris Hill
Vice President: Joshua Bloom
Treasurer: Emmalee MacDonald
Secretary: Lisa Hogan
At-Large: Megan Seitz Clinton, Larry Daniels, Joyce Miller, Joan Patton, Linda Shein, Laura Morris Siena, David Woo.

The Shuttle

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OPEN EVERY DAY

www.weaversway.coop

Mt. Airy main number: 215-843-2350

contact@weaversway.coop

Chestnut Hill main number: 215-866-9150

Mt. Airy

8 a.m.-8 p.m.
559 Carpenter Lane

Chestnut Hill

Monday-Saturday
7 a.m.-9 p.m.
Sunday, 8 a.m.-9 p.m.
8424 Germantown Ave.

Across the Way

8 a.m.-8 p.m.
610 Carpenter Lane
215-843-2350, ext. 276

Next Door

9 a.m.-8 p.m.
8426 Germantown Ave.
215-866-9150, ext. 221/222

HOW TO REACH US

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Next Door Manager
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Grocery
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(CH) James Mitchell, ext. 217
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(MA) Bonnie Shuman, ext. 218
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(CH) Matt Budenstein, ext. 209
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Meat, Poultry & Seafood
(MA) Dale Kinley, ext. 104
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(CH) Valerie Baker, ext. 205
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Produce
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mackenzie@weaversway.coop

(CH) Josh Magnitzky, ext. 211
jmagnitzky@weaversway.coop

Floral Buyer
Ginger Arthur, ext. 317
floral@weaversway.coop

Weavers Way Welcome Meetings

We encourage new members to attend one orientation meeting. Learn all about our cooperative market, the benefits of buying in, the resources that become available to you and how co-ops contribute to local communities around the world. Meet staff and other member-owners and share in some refreshments and conversation. Bring your questions, your curiosity or your experience with other co-ops. Working members will receive two hours of credit for attending. We look forward to meeting you!

Attend a Weavers Way Welcome Meeting, Get Two Hours Work Credit!

Meetings start at 6:30 p.m.
RSVP to:

outreach@weaversway.coop or
215-843-2350, ext. 118.

NEXT MEETING:
Wednesday, Jan. 18
The Garage, 542 Carpenter Lane
(across from the Mt. Airy store)

weavers way coop



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