



FRESH FEED

The Marquette Food Co-op Newsletter

September 2022



WHAT'S IN IT FOR YOU? FRANKLY, NOT MUCH. UNLESS...



Matt Gougeon
General Manager

By now you should have received your Notice of Allocation of Patronage Dividend via email or mailed letter. If not, look for it in the coming days. As stated in that notice, the board of directors has returned 28% of 2021 net income back to the owners. That 28% equates to \$100K dollars. Your individual dividend is based on your total purchases in the store during 2021 and the contribution of those purchases to the overall margin of the store revenue. This means that approximately 2,800 Co-op owners received a dividend. The largest dividend paid was under \$400 and the smallest dividend was \$5.00. As previously reported here, there is a minimum floor of a \$5.00 dividend. Below is a breakout of the distribution.

- **619 owners received a dividend of \$5 to \$10**
- **1,582 owners received a dividend of \$10 to \$50**
- **403 owners received a dividend of \$50 to \$100**
- **192 owners received a dividend of \$100 to \$380**

It's important to remember that a patronage dividend is a unique and key aspect of cooperation; sharing the profit of the company with the owners. It is evidence of the difference of the cooperative capital structure. When considering only the individual amount of each dividend, you don't get the whole picture of how a cooperative capital structure works. In fact, I'm often asked by someone inquiring about membership in the MFC, "What's in it for me?" My answer is, "Frankly, not much." This usually gets their attention. I follow up quickly: "Unless you think having this store here is valuable to you – and that we stock the largest selection of organic and local food and products anywhere in the U.P. Or, that you can take amazing cooking classes in our teaching kitchen. Thousands of other members have purchased equity, which means the community holds the assets of this company and those assets are used to secure better pricing on the food and products that we sell that would otherwise cost \$400K dollars more annually. Or that on occasion, you can invest more in the Co-op through the purchase of preferred shares and earn a 4% annual dividend. Plus, all members receive Owner Rewards which pays you 1% of all your purchases as a credit on your



house account. Or, that your equity and purchases support a \$3 million dollar payroll for your neighbors. Oh, and also, you can nominate yourself to be elected to the board of directors and have oversight over all of this and set policy for the progression of the cooperative. So, if you consider that an equity share purchase represents over \$4 million dollars in community investment spread across thousands of households, then maybe there's real value in being an owner of the MFC beyond a patronage dividend." It is a lot to convey in a moment and just as much to consider!

All that said, don't forget to use your dividend. You earned it and its waiting for you. But remember, if not used by November 30th of this year, it will return to the MFC. Enjoy the coming fall weather and we'll see you in the store.

Feel good. Shop the Co-op.

ROUND UP

AT THE REGISTER

WE RAISED

\$5,138

DURING THE MONTH OF JULY TO
HELP SUPPORT LOCAL FOOD BANKS

Thank You!



UPDATED HOURS

Starting September 7th

8AM – 4PM

Wednesday - Saturday

FARMER'S MARKET TOMATO TASTING

Saturday, September 10
9 AM – 1 PM

**Downtown Marquette
Farmer's Market**

Every year we eagerly await the arrival of local tomatoes. Beautiful, flavorful, and available in such wide variety—how do you choose which to buy? The Marquette Food Co-op is here to help with our Annual Tomato Tasting. Attendees will have the chance to sample tomatoes available that day from the farmers, learn the story behind variety names, and rate their favorites. Whether you're a tomato enthusiast, or just looking for a simple slicing tomato, join us for the fun. *Free to everyone.*



AFFORDABLE ORGANIC

We're familiar with the health and environmental benefits of buying organic food, and in recent years, we're seeing it become more readily available and regularly stocked at familiar grocery stores. However, one thing we're hoping to move past is the perceived cost barrier to purchasing organic over conventional.

While there can be a difference in pricing between organic and conventional products, that's not always the case – as you'll see in the table below. Many ingredients are just a few pennies difference, and others are less expensive at the Co-op. Additionally, because of your ability to purchase single fruits & vegetables (as opposed to packaged produce at other stores) and exact quantities in our bulk department, you're likely saving money and reducing food waste by taking home only what you need.

BEST LENTIL SOUP

Organic doesn't have to mean out-of-reach for consumers on a budget. If you're willing to put in a little leg work (like we did for you here), you're likely to discover that organic is not much more expensive and well worth knowing that you're eating a fresher, cleaner product.

We did a cost-comparison meal with ingredients from the Co-op and similar ingredients purchased at a national "Big Box" chain in town, and found the difference in price to be only about 13 cents per serving. The table included at the end of this feature compares the cost of ingredients in their exact measure needed for this recipe. We also included a column using purely conventional, non-organic ingredients. The price difference is more stark than the first two columns, as you'll see, but it's still not wildly different than the Co-op shopping trip, which yields entirely organic product from smaller, trusted sources and the added benefit of knowing your dollars are staying in our community.



BEST LENTIL SOUP

Recipe adapted from cookieandkate.com | Serves 6

- ¼ C extra virgin olive oil
- 1 medium yellow or white onion, chopped
- 2 carrots, peeled and chopped
- 4 garlic cloves, minced
- 2 t ground cumin
- 1 t curry powder
- ½ t dried thyme
- 1 large can (28 ounces) diced tomatoes, lightly drained

Warm the olive oil in a large Dutch oven or pot over medium heat. One-fourth cup olive oil may seem like a lot, but it adds a lovely richness and heartiness to this nutritious soup.

Once the oil is shimmering, add the chopped onion and carrot and cook, stirring often, until the onion has softened and is turning translucent, about 5 minutes.

Add the garlic, cumin, curry powder and thyme. Cook until fragrant while stirring constantly, about 30 seconds. Pour in the drained diced tomatoes and cook for a few more minutes, stirring often, in order to enhance their flavor.

Pour in the lentils, broth and the water. Add 1 teaspoon salt and a pinch of red pepper flakes. Season generously with freshly ground black pepper. Raise heat and bring the mixture to a boil, then partially cover the pot and reduce the heat to maintain a gentle simmer. Cook for 25 to 30 minutes, or until the lentils are tender but still hold their shape.

- 1 C brown or green lentils, picked over and rinsed
- 4 C vegetable broth
- 2 C water
- 1 t salt, more to taste
- Pinch of red pepper flakes
- Freshly ground black pepper, to taste
- 1 C chopped fresh collard greens or kale, tough ribs removed
- 1 - 2 T lemon juice (½ to 1 medium lemon), to taste

Transfer 2 cups of the soup to a blender. Securely fasten the lid, protect your hand from steam with a tea towel placed over the lid, and purée the soup until smooth. Pour the puréed soup back into the pot. (Or, use an immersion blender to blend a portion of the soup.)

Add the chopped greens and cook for 5 more minutes, or until the greens have softened to your liking. Remove the pot from the heat and stir in 1 tablespoon of lemon juice. Taste and season with more salt, pepper and/or lemon juice until the flavors really sing. For spicier soup, add another pinch or two of red pepper flakes.

Serve while hot. Leftovers will keep well for about 4 days in the refrigerator or can be frozen for several months.



BEST LENTIL SOUP COST BREAKDOWN

INGREDIENT	CO-OP ORGANIC PRICE	BIG BOX ORGANIC PRICE	NON-ORGANIC CONVENTIONAL PRICE
Extra Virgin Olive Oil	\$0.93	\$0.85	\$0.51
Onion	\$0.90	\$1.00	\$0.68
Carrots	\$0.56	\$0.44	\$0.44
Garlic	\$0.28	\$0.29	\$0.20
Cumin	\$0.37	\$0.64	\$0.36
Curry powder	\$0.18	\$0.21	\$0.17
Thyme	\$0.10	\$0.08	\$0.14
Canned tomatoes	\$2.39	\$2.99	\$0.99
Lentils	\$1.50	\$3.40	\$1.10
Vegetable broth	\$2.29	\$1.99	\$1.39
Kale	\$0.75	\$0.65	\$0.32
Lemon	\$1.01	\$1.10	\$0.65
TOTAL	\$1.88 / serving	\$2.27 / serving	\$1.16 / serving



SAMPLING

FRIDAY, SEPTEMBER 9TH
— 4^{PM} - 6^{PM} —



Co-op Classes are back!

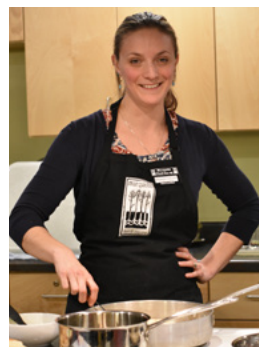
The Marquette Food Co-op is excited to announce that for the first time since March 2020, in-person classes are back with a mix of activities in our classroom and in the community. This includes public cooking classes on a variety of topics, presentations and food demos, and private classes with businesses, community groups, or friends coming together around food.

The one difference you'll notice is our ticketing platform. While we have historically used Eventbrite, we've come across a new platform that dovetails with our mission. Humanitix is a ticketing platform that donates 100% of their booking fee profit to charities to help provide access to education for disadvantaged children around the world.

Humanitix will offer the convenience of Eventbrite but with booking fees that will help make a positive difference in the world. They also charge non-profits less in booking fees than other ticketing agencies. You can learn more about Humanitix at humanitix.com/au.

We look forward to seeing you in the classroom again, and hearing whether you like our ticketing change.

If you are interested in being one of our guest instructors or would like to set up a private cooking class, please visit marquettefood.coop/classes/outreach for more information.



REGISTER ONLINE!

www.marquettefood.coop

NEW ITEMS

September 2022



Hippie Snacks Guacamole Avocado Crisps

Hippie Snacks Guacamole Avocado Crisps are baked with avocado, pumpkin seeds, and a touch of cayenne pepper. These plant-based crisps give you all the seity of guacamole flavor you crave with the crunch you deserve. At Hippie Snacks they're serious about delicious foods made with simple, whole food ingredients that you can feel good about. Crunchy. Nutrient dense. Non-GMO. Gluten Free. Now that's a real avocado snack!



Vacadillos Chile Lime

Each bite of Vacadillos' Chile Lime Carne Seca boldly blends smoky, hot, and cool flavors to keep you coming back for more. Carne Seca means dry meat in Spanish. It is a culinary tradition in Latin America and Northern Mexico. Vacadillos tender Carne Seca, air-dried beef, has 15g of protein per serving with 0g of carbs, and 0g sugar. No MSG. No Gluten. No Nitrates. No artificial ingredients or preservatives.



Q.S.S. Rare Vinho Verde

Q.S.S. Rare Vinho Verde is a fruity fresh young wine from the northwest coast of Portugal. The palate is easy, with a refreshing acidity. Fruity with nice minerality, fresh and light, with a smooth and slightly sweet aftertaste. Q.S.S. Rare was created to draw consumers' attention to the serious problem of endangered animals. With each purchase, consumers can enjoy a fantastic wine and help with the protection of endangered animals.



Barlean's Intestinal Repair

Barlean's Intestinal Repair is formulated to support intestinal health. It contains 16 GI tract health-supporting ingredients including: Zinc, L-Glutamine, N-Acetyl Glucosamine, Quercetin, MSM, and Sweet Wormwood. Made with a powerful blend of natural anti-fungal and anti-bacterial herbs and prebiotics. Enjoy mixed into water, juice, or smoothies. Non-GMO, sugar-free, gluten-free.

Founder's Brewing Beer Sampling
September 9

Local Tomato Tasting
September 10
Downtown Marquette Farmer's Market

U.P. Fall Beer Fest
September 10
Lower Harbor

Lake Superior Shore Run
September 9-10
Little Presque Isle Recreation Area

Marji Gesik
September 16-18
Ishpeming, Mi

World Peace Day
September 21

Oktoberfest
September 28- October 4



THE FRESH FEED

*This newsletter is digitally published
monthly for owners and friends of the
Marquette Food Co-op.*

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Tom Rulseh

Matt Gougeon GENERAL MANAGER

Everyone is welcome to attend Board Meetings, held the third Tuesday monthly at 6pm in the Co-op Classroom.
For more info: www.marquettefood.coop

Disclaimer

The views within this publication are as diverse as the 5,000+ households sharing ownership of our Co-op, and thus do not represent the store, its Board of Directors, or staff. The Co-op does not prescribe health treatments or products. We offer the extensive knowledge of our staff, and encourage you to prescribe for yourself—every individual's right.



502 W. Washington St.
Marquette, MI 49855

In-store Hours 8am - 9pm
Grocery Pickup 11am - 6pm

www.marquettefood.coop
Marquette, MI 49855

