



SPROUT!

From Farmer to Franklin

IN THIS ISSUE: CC's Jersey Crème Yogurt • Cooking with kids • Sojos natural pet food



FEBRUARY + MARCH 2007

Seward Co-op
GROCERY & DELI



From the GM



Sean Doyle,
General Manager

The ultimate test of man’s conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard.

—Gaylord Nelson

In mid-December, Seward Co-op helped the Seward East Lake Library Committee (SELC) reach its fundraising goal. This was an effort by many in the area who see libraries as critical to our community’s social fabric. Together, our donations triggered a significant match from the Friends of the Minneapolis Public Library. The return on this communitywide effort will be a library collection that is as refreshing as the new building that will open later this spring.

Seward Co-op helped SELC reach its goal even though we are trying to raise \$1.2 million for our own expansion hopes. We chose to do this because a relatively small investment helped to generate a substantial return. The hard work of SELC demonstrates how, by working together, we are able to accomplish much more than we ever could as individuals. That, in many ways, is the fundamental premise of cooperation as a business model.

This investment is like our work with the Midwest Food Connection (MFC). MFC is a joint venture with four other local co-ops to bring classroom instruction to elementary schools across the Twin Cities. Individually, none of our co-ops could do this, but together, we have developed a remarkable program that introduces many children to the fun of cooking flavored with the delight of fresh and local produce.

Sixteen years ago when I started working at the co-op, the idea that we would be able to fund a school outreach program or to even make a modest donation to our library was only a dream. A decade ago, the first step towards realizing this dream occurred when 56 members invested \$350,000 in the expansion of the co-op. By lending modest amounts of money to the co-op, they leveraged enough capital to enable all that has followed.

As you may know, we are seeking investments to build an exciting addition to the former Riverside Market building, in order to double the co-op’s operations. We are asking each of you as members to consider investing in the future of Seward Co-op and the communities we serve. Investments start as small as \$500. We hope that 240 individuals will step forward with average investments of \$5,000 to reach our capital goal. As our earlier investors can attest, a reasonable rate of return will be paid on these investments.

Our dream of a more local, sustainable and environmentally focused economy will be reflected in the design of our co-op. This includes green roofs, permeable parking and recycling parts of the existing building. It includes beautiful gardens and space for cooperative and community education. In addition to being on the cutting edge of green design, we will build an incredible grocery store that will take the concept of “Farmer to Franklin” to a whole new level. We will become a destination location and a source of our community’s pride. This is a great opportunity to make a truly socially responsible investment. This venture will foster greater growth in our community. Your investment will help mold the future shape of our community. Please contact the store to learn how you can make an investment in Seward Co-op.

Seward Co-op Staff Picks

This issue, we highlight some of our favorite snacks that get us through the winter months!

Amy’s Nacho Cheese & Bean Snacks

These snacks are truly a delight to devour. Delicious pinto beans are joined with jalapenos and two kinds of cheese inside soft whole wheat tortilla pillows to form unique and especially scrumptious munchies. Amy herself devised this devilishly delectable snack, and when you try it, you’ll agree that she has a natural knack for natural food. Found in the frozen snacks section, these snacks are easy, fast and not to be missed. — Paul



Whole Grain Milling Corn Chips + Deli Salsa

My favorite snacks include organic Whole Grain Milling Corn Chips and our own fresh, deli-made, salsa. The chips come in yellow or blue varieties and use Hi Lysine corn meal grown by Doug and Lin Hilgendorf, in Welcome, Minn. Hi Lysine corn is more digestible and higher in amino acids than regular corn meal. In addition to the health benefits, they’re delicious! Our deli-made salsa tastes the freshest of any you can find. It comes in mild and hot. We sometimes like to mix them together to get in-between flavor intensity. This is a great snack for any occasion! — Claudia

Brunkow Aged Raw Milk Cheddar

This cheddar from Darlington, Wis., is my current favorite cheese to enjoy on a water cracker. As a raw-milk cheese, it contains both beneficial enzymes and flavor subtleties that would be killed by the heating of pasteurization. Like all Brunkow cheeses, it is made from milk that has not been treated with rBGH, or other artificial growth hormones. Artificial growth hormones raise all sorts of health issues for both cows and humans; they also cause stress to cows and alter the taste of the milk, which leads to bad-tasting cheese. The taste of Brunkow Aged Raw Milk Cheddar does hinge on a one-dimensional sharpness like many cheddars. It is full of flavor and, at \$6.49 per pound, might be the cheddar-lover’s value of year. — Scott

French Vanilla + Cherry Vanilla Granola

I really like French Vanilla and Cherry Vanilla granola in the Bulk Department. I eat the cherry when I’m avoiding dairy. I like to mix them both with different kinds of cereal so it won’t be too sweet. It’s been my favorite snack for over a year. — Rahel



Seward Co-op stocks 17 varieties of bulk granola. Rahel’s favorites are the French Vanilla and the Cherry Vanilla.

LOCAL PROFILE!



CC’s Jersey Farm
Spring Valley, Wisconsin

Simply Crème, Simply Delicious

Heidi Olstad, Meat and Dairy Buyer

With enormous brown eyes and gently curving beige bellies, the cows at CC’s Jersey Farm are hanging out on a beach of sand on a fawnish-gray December day surrounded by the rolling hills of Spring Valley, Wis.

Thirty-eight cows loll in their stalls and provide the rich milk Leroy Clark pumps into a tank connected to the little yogurt-making facility adjacent to the barn. They have names posted above each stall, which begin with the first letter of their matrilineage along with the data pertinent to their health and well-being. But Leroy doesn’t need these references to be able to cite their names or their relationships. He remembers Yasmine, Yahoo and Yowza’s mother well and speaks fondly of their births and quirks.

Summer finds these cows grazing on the richest grasses his 60 acres have to offer, but on this pleasant wintry day, they munch contentedly in orderly rows where they can easily touch and nuzzle a sister and sit or stand at their leisure. Leroy is confident and proud of the benefits of sand as bedding—it is comfortable for his jerseys’ hooves and the clean and inert material is hygienically sound.

The milking proceeds from four cows at a time into a tank that ultimately is deposited into a stainless steal vat in which the temperature is raised to a perfect fermentation level. The cultures are added and the mass becomes yogurt and is piped into smaller batch vats. We watched as fruit was stirred into these vats by hand.

There is another deceptively small, stainless steel contraption beside which an industrious neighbor woman stands and feeds individual cups into a rotating station wherein the cup is filled, capped with foil, the foil lid adhered



and the cup dated. The size of the cup is dictated by the dispenser, which can only accommodate the 6 and 16 ounce sizes.

I’d always wondered about the graphic artwork gracing these little pots of creamy, natural goodness, and it turns out that Leroy is the proud owner of the original “friendly face” painted by a Wisconsin artist on the front of the cup. His wife Michelle Wieghart surprised him with the portrait as a gift. She teaches at the University of Wisconsin—River Falls, and is the nutritionalist behind the label.

I am endlessly impressed by the independent thinking and gracious attitude of the farmers I meet, and these folks were no exception. They run an impeccably clean facility right on their farm, not 50 feet from their house, in a perfectly self-contained situation wherein they can put the bounty of the cows they know so well (three generations of Jersey farmers back Leroy up) into a thoughtfully healthful yogurt that, with all the butterfat intact, has less sugar and thereby fewer calories than many commercially available yogurts. In the wee months of 2007, we’ll bring their low-fat varieties into Seward Co-op to replace the popular local Cedar Summit yogurts (which have been discontinued by the makers).

The drive home took about an hour, traversing the same path as the tubs of Simply Crème yogurt from the friendly warmth of the buttery colored barn right back to our co-op.

Oh, and did I mention that cherry is my favorite? But they’re all simply delicious.

Above top: Leroy Clark with his Jersey cows. Below: The Jersey milk used to produce Simply Crème gives the yogurt its’ creamy texture. The cows are pasture fed during the spring and summer months imparting a unique cream color to the yogurt, which is handcrafted on their farm in Spring Valley, Wis.

BREAD PUDDING WITH CC’S JERSEY YOGURT CRÈME

3 cups of your choice of bread, cut into chunks	¼ cup raisins
2 cups of milk	¼ cup walnuts
1½ teaspoons of Sucanat*, or more to taste	1 tablespoon flaxseed
1 teaspoon vanilla extract	1½ teaspoons canola oil
1 teaspoon cinnamon	Pinch of salt
¼ cup apple sauce	2 egg whites
	A big dollop of your favorite flavor of CC’s Jersey Crème Yogurt

DIRECTIONS In a large bowl, soak the bread with milk, 1 teaspoon of Sucanat, vanilla extract and cinnamon. Allow bread to soak for about an hour or until it is soft. Then, add the applesauce, raisins, walnuts, flaxseeds, one teaspoon of canola oil and salt. Mix everything with a spoon or your hands. Preheat oven to 350° F.

In a separate bowl, beat the egg whites until forming firm white peaks. Gently fold the beaten whites into the bread mixture. Spread the remaining canola oil in a 9-inch square, glass baking dish and fill it evenly with the bread mixture. Sprinkle the top with the remaining Sucanat. Bake for 25–30 minutes.

Garnish with CC’s Jersey Crème Yogurt 6 servings

*Sucanat is dehydrated, freshly squeezed sugar cane juice. You can find it in our baking section.

Kids in the Kitchen

By Haruko Ruggiero, Midwest Food Connection

In the hustle and bustle of the week, our conversations with children are often reduced to questions asked in the car, at dinner or just before bed. We love the answers, and ensuing discussions, but sometimes there is not enough time and the responses may not quite be as thoughtful as both children and adults would like.

When children and their families have an afternoon set aside for a longer cooking activity, they are not just cooking together to satisfy their appetite, but to invest a full cycle of time. Cooking provides an opportunity for kids, parents and/or grandparents to go further than the clipped discussions in cars. Requesting an account of a child's best friend or favorite class in school is a tried-and-true way of interacting with a child and what is important. Cooking is one of the ways we draw children into a rich, shared experience with family.

Cooking together sets up the opportunity to demonstrate and communicate skills and knowledge that have been in the family for generations or to create new ones. Working in the kitchen provides countless chances to tie in academic topics and interests. Math-, science- and language arts-related conversations are easily developed while in the kitchen. Furthermore, when following a recipe, children hone their ability to carefully follow directions toward a real result, an important vehicle for linking discipline and a successful outcome. Naturally, any time well spent with children can present many moments for learning; it is guaranteed that there will be plenty of time, when cooking together, for just plain old fun with the kids in the kitchen.

Kids in Seward Co-op's sponsored Midwest Food Connection (MFC) program participate in cooking-/food-related activities that build skills well beyond the kitchen. Here are some sample activities and questions MFC educator Haruko Ruggiero uses when making pizza with kids:

- How many half cups are there in a cup and a half?
- At what temperature does water boil? Freeze?
- Which one is the tablespoon? The teaspoon?
- If you made this recipe seven times, how many crusts would you have in the end?
- From what language does the word "sauté" come? (French)
- How is the verb "to chop" said in a second language the child may be studying in school?
- What is the history of pizza? How can we find out?
- On what continent is Italy?
- Let's make up a song or rhyme about what we are doing.

Midwest Food Connection (MFC), is an elementary school program in agriculture and nutrition. MFC is a not-for-profit organization that receives funding from five natural food co-ops in the Metro area. This fall, on behalf of Seward Co-op, MFC has taught children at Bancroft, Dowling Urban Environmental School, Longfellow, Pratt, Southside Family School and Minnesota Transitions Charter School.

safety and preparation tips

1. After they are explained to children, discuss the "whys" of the necessary safety precautions. **2.** Be clear on roles. Explain that he/she will be doing some of the work and just watching you do some other parts (for now). **3.** When using a knife, ask younger children to carefully watch to see how the tool is used. Explain that their time will come to use it when they are older.

PIZZA SAUCE

Makes enough sauce for two pizzas

1 small onion, finely chopped	1 small can tomato paste
1 garlic clove, minced	1teaspoon basil
½ teaspoon sugar	1teaspoon oregano
½ teaspoon salt	black pepper
2 tablespoons olive oil	dash red pepper, optional
1 can tomato sauce	

Sauté the onion and garlic in the olive oil until tender. Add the rest of the ingredients and simmer for 15–20 minutes. Let the children choose their favorite toppings and assist in preparing them: meats, seafood, lightly sautéed vegetables. Traditional cheeses for pizza are grated mozzarella and Parmesan. Provolone and Romano are also good.



CO-OP MEMBERS!

Four-Legged Friends



Above and right: Doug Clow and his pets. Below: Doug and his wife Margy.

By Barb Gottfried

Ever since Seward Co-op was located down the street, in the Welna Hardware building, Doug Clow has been part of it. He enjoys seeing his friends and neighbors shopping and working at the co-op. As a co-op volunteer in the early years, he cleaned and painted the basement. And, he often volunteered for the tedious job of cleaning Brussels sprouts for the produce department. Margy, who later became Doug's partner/wife, also volunteered at the store.

Margy and Doug acquired a family of cats and dogs over the years. Moses, a big, orange cat with white spots, was found in an alley on a rainy day 11 years ago. He teases the family dogs, and occasionally surprises Doug

with a dead bat or mouse on the rug. Some years later, Nikki, an eager bichon mix, was discovered in a ditch in the Upper Peninsula of Michigan. He was added to the family after no one claimed him. Nikki loves romping in the cold and snow. Another bichon, feisty Morgan, was the newest addition. She started out in a different household where she was treated poorly. In her new surroundings, Morgan has learned from Nikki how to be fearless and carefree. Morgan's physical strength has grown, too, from the regular exercise she gets.

Both dogs are walked in the mornings and evenings. Doug and Margy took pleasure in this daily routine together for years until Margy's recent death. The animals have been great companions and a comfort to Doug in her absence.

In addition to continuing to walk the dogs twice a day, Doug takes them to the Longfellow tennis courts to play with other dogs. Doug believes that pet owners have a responsibility towards their pets along with enjoying the fun that these small creatures provide.

Doug regularly feeds them bagged dog food, and large amounts of Mr. Barky's vegetarian dog biscuits—both from the co-op. In addition, Nikki and Morgan also have favorite "people foods" they delight in: cherry tomatoes, carrots, sweet potatoes, and Brussels sprouts.



FLEA HATER'S DOG BISCUITS

Here's a simple recipe for making your own dog biscuits.

- 1 cup flour
- ¼ cup wheat germ
- ¼ cup brewer's yeast
- 1 teaspoon salt
- 1 tablespoon canola oil
- 1 clove chopped garlic
- ½ cup water of chicken stock, plus 3 tablespoons

Heat oven to 400°. Line a sheet pan with parchment paper. Mix flour, wheat germ, brewer's yeast and salt together in a medium bowl. In a separate mixing bowl, combine 1 tablespoon of the oil and the garlic. Alternately add chicken stock or water and flour mixture in three parts. Mix until well combined. Knead about 2 minutes by hand on a floured surface; dough will be sticky.

On a lightly floured surface, roll out dough to about ⅜-inch thick. Cut out fun shapes. Place on oiled baking sheet. Bake 10 minutes, rotate baking sheet, and baste with remaining 3 tablespoons water or stock. Bake 10 minutes longer. Turn off oven, leaving door closed. Leave pan in oven 1½ hours.



WHOLE WHEAT PIZZA CRUST

Makes approximately two 12-inch crusts

1 cup warm water

1 package active dry yeast

1 ½ cups all-purpose flour

1 cup whole-wheat flour

2 tablespoons olive oil

½ teaspoon salt

Cornmeal or flour for dusting the surface on which the dough is kneaded.

In a large bowl, combine water and yeast.* Allow the mixture to develop foam/bubbles (10 – 15 minutes. If the yeast does not bubble up at this stage, start over with fresh yeast.) Add the all-purpose flour and mix well. Add salt, oil and whole-wheat flour. Using hands or large wooden spoon, work all ingredients together until the dough holds its shape. Place the dough on a lightly floured surface and knead until it is smooth and elastic, approximately 5 minutes. Sprinkle all-purpose flour over the dough if it becomes sticky while kneading it. Transfer kneaded dough to a lightly oiled 2-quart (or larger) bowl. Cover with a damp kitchen towel, place in a warm area, and let rise for a minimum of 2 hours, until doubled in size.

When the dough has risen, place it on a lightly floured (cornmeal is a nice option) surface; divide it into two parts, and shape each part into a ball. By hand and/or with a rolling pin, shape and stretch the dough to be placed on a pizza stone or a heavy cookie sheet (preferably one without sides). Do not grease; the cornmeal will keep it from sticking. Once sauce and your favorite toppings are placed on the pizza, bake at 425° for 10 – 15 minutes.

*Follow the yeast package directions. In general, there are specific requirements for the water.

From the Board



David Hoffman-Dachelet, Board President

In the late 1990s, Seward Co-op came to its members with the bold request for \$350,000 in member investment to help finance a new store. Member investment in the co-op allowed us to open the doors of our current store in 1998, and the co-op has grown to provide employment to over 110 people. The hard work and vision of staff, members and the larger community have created a treasure within the Seward neighborhood—a successful, \$10 million business dedicated to meeting the needs of its members and improving the quality of our neighborhood; a business built and owned by its community members; and a business that continues to thrive.

Inheriting the successes of the co-op, the current board of directors faced the prospect of overseeing a business housed in a building already stretched to capacity. The board (and the members through a motion at the 2004 annual meeting) directed the general manager to negotiate with the owners of the Riverside Assembly of God church to acquire their building; however, they were not interested in selling.

The board discussed and evaluated many expansion options, trying to balance the unique risks and opportunities of each option as it looked to the future. While we agonized over those risks, we also dreamed about what our ideal store could provide. We were thrilled at the idea of an expanded produce section with even more locally grown produce, a larger deli kitchen, a meat counter and all the other possibilities of a larger store.

We also deeply believe that expanding our store would increase the benefits to our community, the local economy, local farmers and producers, and most importantly, our customers. Our commitment to “Farmer to Franklin” is grounded in our belief that making healthful food choices means recognizing how food is produced, distributed and marketed. Expanding Seward Co-op will help us better meet that commitment. Out of that discussion, in the summer of 2005, we resolved that the our ideal co-op would be located on Franklin Avenue, contain at least 13,000 square feet of retail space and that expanding into such a store could not put the co-op at undue financial risk.

At about the same time we were having this discussion, Riverside Market closed. The co-op needed to quickly decide if the site would be appropriate. General feasibility studies for the site were favorable. The neighborhood, through the Riverside Market Task Force, communicated the desires of community members. The process showed exciting compatibilities among the needs and desires of the wider community and those of the co-op. Partnering with the community developer, Seward Redesign, the existing concepts for the site were reconsidered, and new plans were developed for a single-use co-op building on the Riverside Market site.

So now we come to members with another bold request. We are asking members to invest \$1,200,000 in building a larger, stronger cooperative. We are convinced that an investment in Seward Co-op will pay dividends, not only for the individual who invests, but for our entire community for years to come.

If you are interested in making an investment in Seward Co-op, contact Tami Bauers, at 612- 436-2850 ext. 8, or tbauers@seward.coop. If you have questions for the board, contact us at board@seward.coop.



For more information, visit the Expansion Forum on our website. Just click on the link on our homepage at www.seward.coop.

Maca Root: Ancient Incan Herb Rediscovered by Modern Science

By Ed Smith, co-founder/owner of Herb Pharm

In the Central Andean mountains of Peru, at 12,000-plus feet, maca (*Lepidium meyenii*) is found growing where little else will. With this in mind, it somehow seems appropriate that this plant has long been recognized as a facilitator of reproduction in domestic animals and humans, promoting both sexual vitality and fertility. It is said to also improve general vitality, which is probably why some mistakenly call it “Peruvian ginseng” (although it is not related to true ginseng).

In addition to being used as a highly nutritive vegetable crop (higher growth rates have been observed amongst mice fed diets supplemented with cooked maca), the ethnomedical history of maca’s includes treatment of infertility, menopause, rheumatism, respiratory ailments and anemia.

Pharmacologists have provided knowledge of maca’s high iron content as a logical explanation for its use in treating anemia. However, the constituents responsible for the sexually related benefits of maca remain a mystery. Unique compounds, including those known as “macamides” have been identified, but no single constituent or group of constituents has been shown to be the therapeutically active fraction of this biochemically rich plant.

One interesting phytochemical discovery is that maca contains catechins, powerful antioxidant constituents that are also found in green tea (*Camellia sinensis*). Other maca compounds have also been shown to have both antioxidant and anticancer properties.



Top: Herb Pharm’s Ed Smith inspecting drying maca roots, that will eventually be extracted for Pharma Maca. Bottom: Maca farmers with Herb Pharm’s Ed Smith in the Andes Mountains of Peru, elevation 14,500 feet.

With the knowledge that free radicals can damage human sperm cells, maca’s antioxidant capacity may eventually prove to be an important factor in understanding the sexually related actions of the plant.

Human studies have yielded promising results and clearly support the use of maca for enhancing sexual function and desire. Semen volume, total sperm count and sperm motility have been shown to significantly increase with maca use. Maca research on women has shown that graafian follicles (which release the female ovum at ovulation) were seen to increase in size when maca was taken for two weeks.

In other human trials using maca, no changes have been shown in hormone levels of healthy participants; luteinizing hormone (LH), follicle-stimulating hormone, prolactin, 17 hydroxy-progesterone, estradiol and testosterone levels appear not to be influenced by taking maca.

One study that assessed maca’s ability to increase sexual desire showed self-reported improvement in healthy men after taking maca for eight to 12 weeks. Furthermore, antidepressant, antianxiety and stress reduction benefits were also seen.

While research on maca is only just beginning; it does appear to support maca’s traditional use for improving sexual appetite and performance, fertility, and general well-being.

Pharma Maca liquid herbal extract from Herb Pharm, Male Response by Source Naturals, and Sacred Valley Maca Powder are available in the Health and Body Care Department.



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SPROUT!

From Farmer to Franklin

IN THIS ISSUE: CC's Jersey Crème Yogurt • Cooking with kids • Sojos natural pet food



Sprout! From Farmer to Franklin

Seward Co-op and Deli's mission is to serve our neighborhood, our member-owners and our world by:

- Providing healthful food;
- Offering environmentally sound and socially responsible product choices;
- Adhering to the cooperative principles; and
- Promoting community ownership.

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Readers are advised the food, nutrition, and health information presented in these pages is for informational purposes only; consult your healthcare practitioner for medical advice.

Board Meetings

Members-owners are welcome to attend board meetings, usually held the last Tuesday of the month, 6:30 p.m. at Seward Co-op's conference room, 2002 South 23rd Ave. (behind 2nd Moon Cafe). Email the board at board@seward.coop to let them know you will be attending or to share your thoughts about the co-op.

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