



JANUARY 2022

Good Thymes

DNF CO-OP'S MONTHLY NEWSLETTER





"Be True to Your School" was a particularly bad song by the Beach Boys in 1963. It's a child's song teaching behaviors that were deemed advantageous to have – loyalty being the main one.

Part of the chorus goes, "So be true to your school now, just like you would to your girl or guy". Loyalty to your partner is stated as a given. That's certainly nice to hear – but we all know that dishonesty and "cheating" in relationships is far from unheard of and is actually quite pervasive throughout history.

It's a good thought, certainly, but then they make the ridiculous connection that school loyalty and partner loyalty as the same thing. That's a leap for sure. The song is more about blind loyalty rather than loyalty itself.

Loyalty is seen as a virtue but blind loyalty – not so much. We see it in our politics of course – blind loyalty to one's party or position. It appears that blind loyalty is actually being repositioned as a virtue – or maybe it has always been set as a virtue and it's just me who doesn't see the appeal.

In most cases other than partner relationships, loyalty must be earned. I cannot expect a new Staff Member or a new Member/Owner of our Co-op to be instantly "loyal" to us. We must gain that.

In the retail trade, loyalty is the big buzzword. Unfortunately, it's generally centered on economic advantages rather than creating real loyalty. Promotions and sales are fun for sure and it's the game everyone plays. So buy 9 pizzas and the 10th one is free. Nothing wrong with that. Calling it "loyalty" though is a blasphemous use of the word.

As soon as someone offers 8 or 7 pizzas for a free one, the "loyalty" shifts. That is simply not what loyalty is.

Loyalty is a choice we make when we appreciate what a place stands for and that aligns with our values, sensibilities, and comfort.

For many, understandably, price is the main concern. My Mom was a coupon clipper and would shuttle between stores to get the best deal – no loyalty at all. Again, that's fine. Other than price, she saw no difference in the stores so store loyalty was a non-factor.

Co-ops are different. Or at least they should be. If a Co-op becomes simply another shopping choice by its Members, at a certain point, there is no real reason for it to be a Co-op – it's just a store.

Overall, we have VERY loyal Members and Shoppers. Even with our... "cozy".... store, folks will wait for parking spaces and endure the limitations of only 2 cashiers (we're trying to figure out how to squeeze a 3rd register in but it was hard enough to

squeeze in 2 so there are no concrete plans yet).

But we are not perfect by any means which for me, means we must always be looking to improve on many different levels. It's important that there is always yet another reason to be loyal to your Co-op!

Simply the act of joining our Co-op is empowering in and of itself. We are an alternative to the mega-corporations that dominate our food system and our lives. Sure – that seems like David and Goliath but we aren't fighting them. We are carving out our niche in their systems and, hopefully, expanding it over time. Despite political decisions, Corporations are NOT people! But by our very definition, Co-ops ARE!

The focus of a Co-op is always on the Member/owners and other users of the store. We are not "selling" to you, we are buying for you. There is a huge difference in how we approach various decisions because of this.

And local! We prioritize local/regional as long as it is a good product. We have the largest selection of local produce when in season and as much as we can find in the off-season.

We prioritize Organic, Non-GMO, and foods without added chemicals and such.

It's in our DNA to be as light on the planet as possible. We find products that support that effort – green companies. It's actually getting harder to find that as smaller companies are being eaten by the mega-corps. New companies are popping up all the time though.

While we are still trying to find the perfect balance between wages and hours, we can only do our best to make the Staff experience excellent despite lacking the resources of the huge corps. Our goal is to get the starting level pay to at least \$15. We are \$14 right now but the good news is that most of the Staff is well above \$15.

Our buyers like to explore products from other small businesses to find high-quality offerings that are difficult to find in other venues (e.g. our chocolate section is a huge hit).

We are also dedicated to having our lower-cost "Basics" line that offers quality products to everyone.

Even with all the faces that come and go from our Staff, we strive to keep the shopper experience as high as possible.

I think we're good right now. It's obvious why folks are loyal to our Co-op. I've heard many other individual reasons why people support this Co-op.

So, yeah, be true to your Co-op because of who we are (we are you, together). And continue to let us know your thoughts! We've learned a lot from our survey last year (we'll share it soon) and you can always email us or fill out a comment form at the front of the store!



Hello 2022!

15% OFF

OVER 300
ITEMS TO HELP
"BOOST" YOUR
NEW YEAR!

JANUARY 10 - 31

"BOOST"

VERB: HELP OR
ENCOURAGE (SOMETHING)
TO INCREASE OR IMPROVE.

SYNONYMS: IMPROVE, RAISE, UPLIFT, INCREASE

NOUN: A SOURCE OF HELP
OR ENCOURAGEMENT
LEADING TO INCREASE OR
IMPROVEMENT.

SYNONYMS: UPLIFT, LIFT, SPUR, ENCOURAGEMENT,
HELP, INSPIRATION, STIMULUS





Fundamental Needs works with underprivileged communities to alleviate the suffering caused by inadequate access to education, electricity, clean drinking water, a heat source, and a proper food source here in the United States.

ROUND-UP AT THE REGISTER RECIPIENT! | ASK A CASHIER TO LEARN MORE!

Background

Since being established officially as a 501c3 at the beginning of 2021, Fundamental Needs has delivered 1500 boxes of food to the Four Corners area; distributed hundreds of jackets to Rock Point; and delivered firewood to numerous elderly homes. We have installed three water systems in the **Rock Point/Sweetwater** area through our Oasis Project. Fundamental Needs has also installed a wood burning stove for one household. Lastly we have planted more than 40 apple trees and assisted the University of Arizona extension program in building two greenhouses in the Rock Point area to begin building food sovereignty in the region.

The Oasis Project

Challenge

In far too many parts of rural America, water, power, heating, sewage, and food deficiencies know no boundaries. More than 2 million Americans live without basic access to safe drinking water and sanitation. 35.2 million Americans live in food-insecure households. 9.0 million adults live in households with very low food security. 5.3 million children live in food-insecure households in which children, along with adults, were food insecure. There are roughly 125 households who rely on the local Chapter Houses for fresh, clean water.

Solution

We are looking to address this by installing off-grid water systems throughout the area across several tribal communities with the first being on the Navajo Reservation around the communities of Rock Point and Sweetwater Arizona. Our water systems include utility sinks, water tanks, solar-powered water pumps, water heaters, greywater gardens and water purification systems.

Additionally, we will be hiring from the Rock Point high school work program to build and install the systems. The curriculum being developed will include topics on construction, plumbing, agriculture, greywater, solar, electrical, and financial literacy. With the assistance of the school board we deemed these topics most relevant and crucial to sustaining a lasting change in the area in regards to food sovereignty and WASH access.

Start Date - July 2021

Contact info

Justice Ramos
325-829-0949

Justice@Fundamentalneeds.net
www.Fundamentalneeds.net

ROUND-UP TO THE NEAREST DOLLAR EVERY TIME YOU CHECKOUT TO HELP!

MEET HANNAH!



Hannah, Produce Manager, has been at the Co-op since August 2016. She graduated from Fort Lewis College with a Bachelor of Arts degree. Let's meet Hannah:

1. Where are you from?
 - a. Glenwood Springs, CO
2. How did you end up in Durango?
 - a. To finish school at Fort Lewis College.
3. When not working at DNF, how do you spend your time?
 - a. I like cooking, making art (I'm a printmaker), caring for house plants, and hanging out with my kitties.
4. What is your favorite place that you've traveled to?
 - a. Santa Fe, New Mexico - I really like the art community there.
5. What's your favorite type of music?
 - a. Alternative anything really.
6. What is your favorite hike around Durango?
 - a. Haviland Lake
7. What is one of your favorite things about working at the Co-op?
 - a. I like working with everyone here!
8. What are your three favorite products currently being sold at DNF?
 - a. (1) PRODUCE!, (2) Reishi Earl Grey Tea, (3) Mother In Law's Gochujang Fermented Chile Paste Concentrate (I use it on everything.)
9. How would you describe your diet - vegetarian, carnivore, etc.?
 - a. I pretty much eat anything that's good.
10. Share your favorite meal with us.
 - a. Cabbage rolls and perogis.



MESSAGE FROM THE BOARD

**WESTON MEDLOCK,
BOARD VP**

As 2021 quickly comes to a close, I am overwhelmed with thankfulness and appreciation for the vitality of our co-op that has now served our community for 47 years! That's not easy for most businesses to say, let alone a community-owned grocery cooperative. But that's just it... only because DNF's foundation is rooted in our community, our resilient farmers, and prioritizing people and planet over profits, is the reason we are 47 years strong. If you are reading this, you are the difference.

The DNF Board has had a dynamically productive year, and we are continuing to tackle both internal and external projects of our beloved co-op. Most recently, the board concluded its annual strategic planning "retreat", where we formally assessed our individual personalities and working styles, consulted with an industry professional on bylaw enhancements, and investigated opportunities for DNF expansion. The board and general manager have had several recent discussions about what expansion looks like for our co-op. While the path is not yet clear, and the co-op is not currently in a position to make any radical changes, we feel that now is the time to foster conversations around what DNF's future looks like. Therefore, we would like to encourage input from our member-owners on what DNF "expansion" looks like to you!

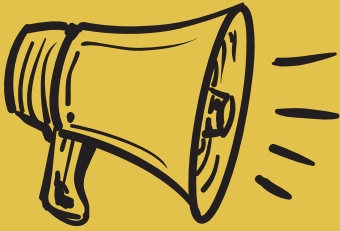
In addition, the board currently has its sleeves rolled up on articulating proposed revisions to our bylaws, in order to make them more clear, concise, and functional in the current times. We are planning to have the proposed bylaws revisions voted on by member-owners in the April elections. Also on the docket for 2022 is how DNF will adapt to the road construction on College and 8th. This will be a major "road diet" project that poses traffic-flow challenges for our co-op. The board is taking this matter very seriously and we have had several conversations with our city officials and local leaders. More news to come in the coming weeks. The loyalty of our member-owners during and after road construction will either jeopardize or galvanize our beautiful co-op, and we hope that your support remains strong when the jackhammers start buzzing.

As some of our co-op community knows, the son of one of our beloved board members, Don Lewis, was in a tragic skiing accident recently. On behalf of the board, I humbly encourage you to consider supporting one of our co-op's most loyal warriors by contributing to Don's [Go FundMe page](#) to alleviate costly medical bills.

Lastly, while DNF historically experiences lower sales numbers in the Winter months, we invite you to stock up on your holiday treats and ingredients. Your support during these times truly makes a significant difference in the health of our co-op. So, I want to propose a little challenge-the Monthly Winter Feast challenge. For the remaining Winter months, I challenge YOU to cook a warm Winter feast once a month using DNF ingredients and goodies. Let your feast be accompanied by dear friends and family to share laughs, memories, and love around your table. You won't regret it. I look forward to seeing you around the co-op.

Kindly, compassionately, and cooperatively,
Weston Medlock, DNF Co-op VP

DNF'S SOUNDING BOARD



**ALL DONATIONS ARE
GREATLY APPRECIATED!**

Visit Cyrus' GoFundMe & follow his journey.



will walk again. This gofundme page is in support of Cyrus's family, and the costs that they will endure through Cyrus's injury, recovery, and rehabilitation into a new way of life for them all. Please give whatever you can.

Cyrus Lewis, 16 years old, rock climber, and lover of life, a shining star; the son of Don Lewis and Kristin Harmon went skiing with some friends on Monday, Nov. 22nd 2021. He attempted a backflip, and broke his neck. He was flown to Denver's children's hospital on Flight For Life with his mother later that evening. The 5th cervical vertebra was broken. The neurosurgeon on Cyrus's case has prognosticated that he does not think Cyrus

You can visit to donate or read his story:

https://www.gofundme.com/f/cervical-spinal-surgery-for-cyrus-lewis?utm_campaign=p_cp+share-sheet&utm_medium=copy_link_all&utm_source=customer or click on the black button below.

DONATE HERE!



Cody Reinheimer
President



Weston Medlock
Vice President



Elizabeth Shephard
Board Member



Don Lewis
Treasurer



Sheryl McGourty
Board Member



Alyssa Rainbolt
Board Member

BOARD@DURANGONATURALFOODS.COOP

coop deals

JAN 5 - JAN 18, 2022

Calm winter evenings

Caffeine-free tea at the end of a long day is a great way to relieve stress and unwind. Celestial Seasonings has options for everyone, and they're on sale at the co-op – warm up with a cup tonight!



2/\$6

**Celestial Seasonings
Herbal Tea**
20 bags, selected varieties



4/\$5

**Siggis
Skyr Yogurt**
4.4-5.3 oz., selected
varieties



2/\$4

**Perfect Bar
Organic Protein
Bar**
2.2-2.5 oz., selected
varieties



2/\$6

**Rebbl
Organic Elixir**
12 fl. oz., selected
varieties



2/\$4

**Food Should
Taste Good
Tortilla Chips**
5.5 oz., selected varieties



2/\$5

**Angie's
Boomchickapop
Popcorn**
4.2-6 oz., selected
varieties



2/\$7

**Pacific Foods
Organic Broth**
32 fl. oz., selected
varieties



Stay warm and well in the new year.

Happy 2022 from the co-op!

VISIT OUR WEBSITE FOR MORE CO-OP DEALS!



**BOTH RECIPES ARE FROM
WWW.GROCERY.COOP**

VEGETARIAN PAELLA



INGREDIENTS

- 1 tablespoon olive oil
- 1 medium yellow onion, peeled and diced
- 1 large red bell pepper, seeded and diced
- 3 cloves fresh garlic, peeled and minced
- 1 medium zucchini, diced
- 2 cups canned diced tomatoes and juice
- 5-10 saffron strands
- 2 teaspoons smoked paprika
- 1/2 teaspoon crushed red pepper flakes
- 1 1/2 cups rice, medium or short grain
- 3 cups vegetable stock, room temperature
- 1/2 cup cooked artichoke hearts, drained and quartered
- 2 cups canned garbanzo beans, rinsed and drained
- 1/2 teaspoon salt
- 1/4 teaspoon ground black pepper

Preparation

1. In a large oven-proof stock pot or Dutch oven, heat the oil over medium-high heat. Add the onions and bell peppers and saute for 10 minutes or until softened. Add the garlic, zucchini, diced tomatoes with juice, saffron, paprika, and chili flakes, and saute for 5-10 minutes. Add the rice and stock; stir, and bring to a boil. Reduce heat to low and simmer for 10 minutes.
2. Preheat the broiler on the stove while the rice is cooking. Add the artichokes, garbanzo beans, salt, and pepper. Cover the pot and simmer for 10-15 more minutes.
3. When the liquid is mostly absorbed and the rice is tender, transfer to the broiler for 5-10 minutes until the edges of the rice begin to brown and get a bit crispy. Remove from broiler and serve.

CAULIFLOWER SOUP WITH CRISPY CHICKPEAS



INGREDIENTS

Soup

- 1 tablespoon avocado oil
- 1 large onion
- 4 cups cauliflower, chopped
- 1 tablespoon fresh ginger
- 1 teaspoon turmeric
- 1/2 teaspoon black pepper
- 1 teaspoon salt
- 4 cups water
- 3/4 cup raw cashews, soaked for at least four hours in cool water
- 2 cups fresh spinach

Chickpeas

- 1 15-ounce can chickpeas, drained, rinsed and patted dry
- 1 tablespoon extra virgin olive oil
- 1 teaspoon paprika
- 1/2 teaspoon ground cumin
- 1/2 teaspoon salt

Preparation

1. Preheat the oven to 400 F. Place the chickpeas on a sheet pan and drizzle with olive oil. Sprinkle with paprika, cumin and salt and toss to coat. Bake for 25 minutes, shaking the pan halfway through. When the chickpeas are browned, remove from the oven and stir to mix, then transfer to a bowl to cool.
2. Place a large pot over medium-high heat for a few seconds, then add the avocado oil. Add the onion and stir, and when they start to sizzle, reduce the heat to medium. Stir the onions often for about 10 minutes, until softened. Add the cauliflower, ginger, turmeric, black pepper, salt and stir, then add the water and raise the heat to high and bring to a boil. Cover the pot and reduce the heat to medium low; cook for 10 minutes. When the cauliflower is very tender, uncover and let cool.
3. Place the soaked cashews into a food processor or blender and use a slotted spoon to scoop the solids from the pot into the processor or blender, leaving the liquids in the pot. Puree the cauliflower mixture until smooth.
4. Stir the puree into the liquids in the pot and warm over medium heat. Stir in the spinach and cook just until wilted. Serve with crispy chickpeas.

Busy As A Beverage

Melissa Waddell, Living Non-GMO

What's a "Functional Beverage?"



Have you ever wondered what makes functional beverages "functional?" You'd think the fact that a beverage is 1) liquid, and 2) potable would be enough for it to functionally be considered a beverage.

Prepare to be amazed.

Functional beverages are a species unto themselves. The name is a food-industry term that refers to non-alcoholic drinks that contain one or more ingredients to help the drinker's body do something — for example, hydrate more efficiently, boost energy or support gut health. These attributes help the drinker achieve their specific goals. For example, recovering from exercise, feeling more awake, or bolstering their physical or emotional health in some way.

The rise of functional beverages coincides with the transition away from function-less beverages (which is a term we just made up). Drinks that were wet and tasty were also cheap and popular well into the 1980s — think sugary drinks like soda, or crystalised fruit punch and ice teas of the "just add water" variety. These kinds of products are certainly beverages, but they don't offer anything beyond their liquidity — and the "tasty" bit often meant high sugar and artificial flavors. In fact, many of these beverages proved over time to be significantly unhealthy if consumed in volumes (think high-sugar, high-caffeine soda pop). As shoppers became more health-conscious, they wanted better options. "Functional" thus has become a sort of synonym for "healthy." Or at least a drink that is targeted to some specific health-related value proposition.

Enter the functional beverage.

Functional beverages are part of the largest category of Non-GMO Project Verified products, and the demand for more and better choices is only growing. Today we'll look at the most popular attributes.

We're number one! Hydration and energy

Drinks that offer extra hydration or put a spring in your step have always been popular, and sports and energy drinks are the most popular of the functional beverages.

Coffee is probably the original functional beverage. We've been drinking it for centuries (though our ancestors might not recognize a Frappuccino as a descendent of the coffee family). While modern energy drinks still rely heavily on caffeine, brands and consumers continue to search for alternatives to the boost-and-crash cycle caffeine often brings with it. The latest energy drinks are made with L-theanine, creatine, guarana and ginseng, and brands are constantly tinkering with combinations and proportions to deliver the biggest boost to their customers.

Hydration is another high-appeal attribute, even if it seems weird at first glance. After all, don't most beverages offer hydration? Being liquids, isn't that pretty much their thing? It's true that many bevies will wet your whistle, but they aren't all equally good at it. For example, experts realized long ago that consuming electrolytes could help elite athletes recover from competition (enter Gatorade, perhaps the original "energy drink" created to boost athletic performance), or keep people battling illness from becoming dehydrated by their symptoms (enter Pedialyte).

Hydration is central to adequate body functioning and most of us don't drink enough water as it is. Once brands put those ideas side by side, hydration vaulted from a reliable niche attribute (for olympians and folks with stomach bugs) and joined the mainstream (for everybody who doesn't drink enough water). The beverage cooler has never been the same.



Runners up: Digestive health and immune support

Our growing awareness of personal health runs parallel to our interest in digestive health and immune support. People living with chronic conditions — and people hoping to avoid developing them — are all looking for proactive ways to improve their health. That search often leads

to the gut.

Research shows that a healthy digestive system is crucial to overall well-being. The gut is the poster-organ for holistic healthcare, the central depot for our bodily system's interconnectivity. It is no wonder that digestive health and immune support rank side by side in popularity — they are inextricably linked.

Immune boosters that focus elsewhere than the microbiome, such as products enhanced with vitamins and antioxidants, are also growing in popularity and that trend has only steepened since the start of the coronavirus pandemic. Unsurprisingly, people have reacted to the uncertainty of pandemic life by asserting all the control of which we are each capable, including making sure our immune systems are as robust as possible if and when we are exposed to the virus.

The next big thing: Brain, mood, and relaxation

Emotional and mental health are critical to our overall well-being — again, part of an existing trend that got a rocket-boost due to covid. We knew it was already trending before 2020, but it's gotten its close-up ever since! Between resurging interest and a suite of new ingredients, beverages to support relaxation, cognition and mood are predicted to be the next big thing.

One collection of ingredients is called “nootropics,” and it includes compounds that assist executive functions like memory, clarity, creativity and motivation. Whereas a jolt of caffeine might get the task done, nootropics will supposedly help you do it better and more sustainably.



And then there is CBD — the cannabinoid derivative that launched a thousand over-the-counter applications. The benefits of CBD are still being explored. So far, it appears in gummies, oils, tinctures, drinks, a range of topicals and even pet products. CBD is still illegal in some regions of the U.S., and the FDA has yet to make a final ruling that might clarify its status. At this time, the Non-GMO Project does not verify CBD products.

We are well past the era when what wasn't in our glasses (no sugar! fewer calories!) directed spending. Today, consumers want to know what's in there and, more importantly, what has it done for them lately. As the functional beverage sector expands, we can expect new ingredients as well as more sophisticated combinations of existing attributes.

And, of course, there is the taste! Functional beverages might have a job to do, but no one wants to pinch their noses and force liquid down, even if the benefits are compelling. Many of us only become dedicated drinkers if we like the taste. And this is where Non-GMO Project Verification becomes important. There is a growing sea of products that get their flavor from synthetic biology. In a word, they get their scents and flavors from genetically engineered microorganisms. Synthetic biology, or synbio, is an emerging field of genetic engineering, and the Non-GMO Project Standard prohibits its use in Verified products. To make sure your great-tasting functional beverage is free of synbio ingredients, look for the Butterfly.

Whatever function or health benefit you hope to get from your chalice, mug, or sippy cup, consider yourself lucky that there are so many all-natural, organic and non-GMO options. Which goes to show you: Not all innovation is unnatural, synthetic, or created in a lab. Nature herself offers a rich bounty of “functional” ingredients, which innovative better-for-you beverage companies are identifying and sourcing at a smart clip.



**If you would like to subscribe to Living Non-GMO's Newsletter,
visit <https://livingnongmo.org/>**

Farewell
2021!

