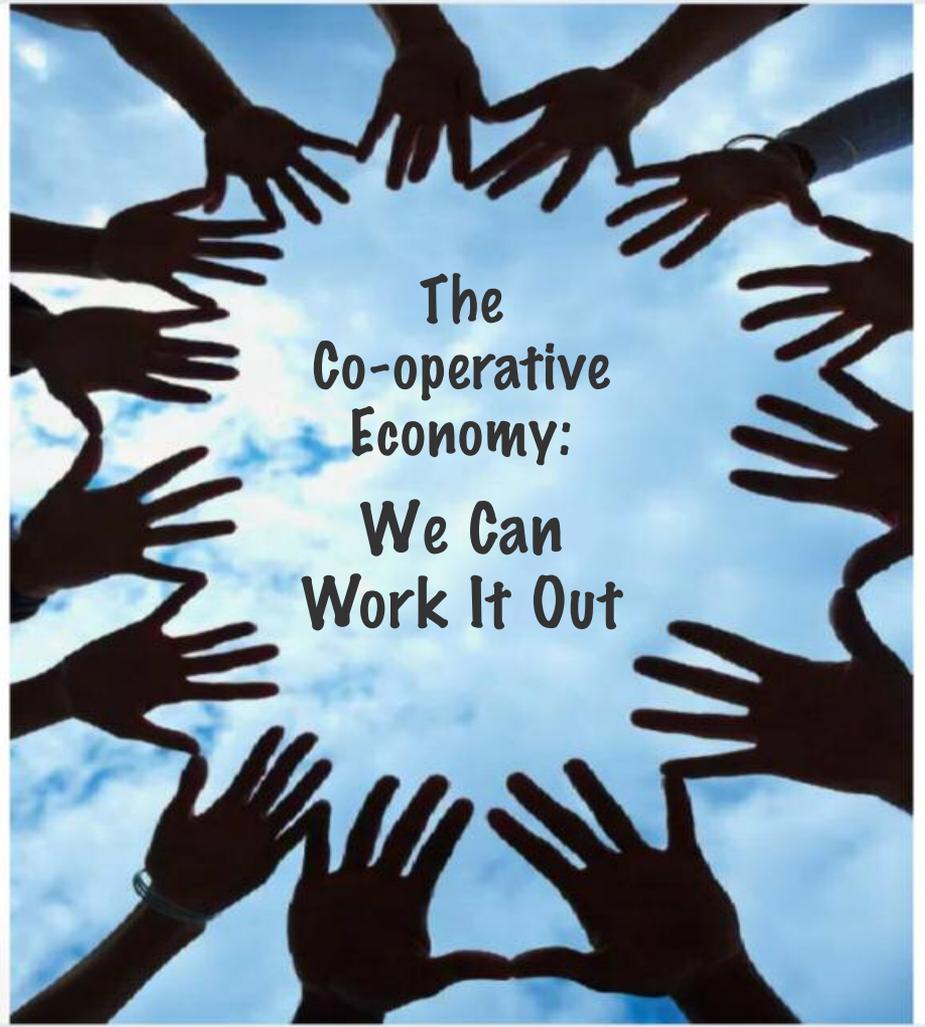


The Plainfield Co-op Newsletter

Fall 2018



The
Co-operative
Economy:
We Can
Work It Out

Hours: 7 days a week 9AM–8PM

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Email: info@plainfieldcoop.com

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Deb Barnwell
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Kathleen Hayes
Karen Starr
Kayla Pelloni, *Bakery & Bulk Buyer*
Laura Conklin, *Beer & wine, Supplements, Gifts & Households buyer*
Leah Tedesco
Margie Yoder
Megan Conley
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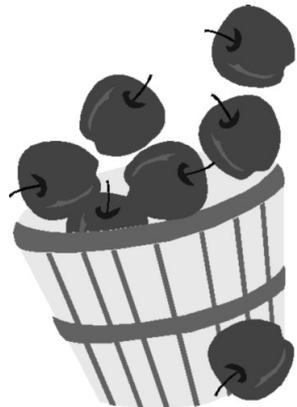
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About This Newsletter



“Economics” has many faces—human faces. It's about how we help each other out, how we work together in our Co-op and in our community.

It's about how Littlewood Farm keeps thriving. It's about volunteering. It's about using local, healthful foods in simple and cheap recipes. It's about planning together for our future. Yes, it's also about numbers.

Read on to be informed and inspired. Decide how you want to be part of our local economy where “small is beautiful” and you make a difference.

We welcome your contributions to this newsletter—art work, photos, letters, articles, relevant poems, questions, sug-

gestions. Submissions are due to the editor by November 15 for the winter issue.

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Eliza Cleary ♦

PLAINFIELD COMMUNITY CENTER



Space available for your:

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Workshops

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\$9/hr. for Co-op Members, \$15/hr. for Non-Members

Events: \$35 for Members, \$50 for Non-Members

Scheduling Book at Co-op Register

More Information?

Contact Rosemond London at the Co-op



Using the Community Center benefits The Plainfield Co-op

President's Report

by Jean Hamilton,

Recently I cruised through the Co-op, and just as I was checking out my daughter dashed into the play area. Feeling the urgency of getting home to cook dinner, I started that old song and dance... "Sweetie, *please* it's time to go." Then my friend Jaime said "I'm going to be here for a bit, does it help if I bring her home then?" Booyah – mamas team up for the win!

Wow! How rich it feels to live in community. As I skipped out of the Co-op, I encountered another community scene: neighbors circling up to coordinate Plainfield's Old Home Days (Sept 8th—don't miss it). It was primary voting day, volunteer lists were tacked to the side of the town offices, and our neighbors were signing up to make it all happen: the variety show, duck race, bouncy house, and all the other shenanigans that ensure that Plainfield is not plain.

October is National Co-op Month, a celebration of the more than 40,000 cooperatives in the U.S. These cooperatives generate \$500 billion in annual revenue, representing about 3% of the total U.S. GDP. But what does that mean? Are co-ops really so special?

The first thing to know about co-ops is that they are based in **shared ownership**. Our Co-op is a retail co-operative in which ownership is structured around the shoppers (rather than the workers or the producers). As a member-owner we get to shape the Co-op to ensure that our needs are being served. The products we want access to. The values we support. Our money staying here in our community.

Shared ownership relies on **democracy in action**, with control exercised by a board of directors elected from the members; the board hires and directs management and is ultimately responsible to the members. This governance structure means that our Co-op is stronger than any one owner and addresses the needs of many more people than a small group of investors/shareholders.

Sometimes words like governance and democracy trigger a tune out. A feeling of being too busy to get involved in a mess of politics that has no discernible impact. Our Co-op gives us an opportunity to witness the robust impacts of showing up. Let me make it real for you:



Photo credit: Jean Hamilton

continued on next page

- The Building Committee, a group of working members led by volunteer Mike Brosky, has recently taken on a number of critical building projects including building out new office space for our staff and improving the produce washing station. As owners, we are grateful to these volunteers for their generous contributions of time, head scratching, and skill—and the money they save us! It is awesome to watch this committee tackle long lasting improvements with a rotating team—some folks have jumped in for a couple hours of site prep and painting, while others have been on the building committee for decades, holding the master plan together.
- Recently, representatives from the Board and Staff, led by working member Gail Falk, spent 20+ hours revising our “Policy Register” and training on “Policy Governance.” The goal was to strengthen the framework that guides the Board’s work, and we did that. But the time together also strengthened our relationships, building trust and camaraderie that has far-reaching implications beyond our policies.
- The Community Center is showing signs of love! Truly a bottom up, grassroots effort, I can’t say who is in charge. The impact for our community is that there is now a robust book exchange, ‘zine library, free box, and community meeting space that is actively being developed by a small group of loosely organized people. And we as the community benefit, many times over!

All these benefits are valuable in their own right, but they also cultivate real **wealth in our community**. When you

shop at the Plainfield Co-op, over 55% of every dollar is directly spent within our community. That means \$0.55+ of every \$1.00 you spend at the Co-op is directly contributing to the livelihoods of your neighbors, to our producers like Chris Thompson, Robin Taylor, Allan LePage, the Hochshild Family, Seth Gardener, and so many more; to our 18 full and part time employees; and to other businesses that keep our community vibrant—our bookkeeper, the local print shop, the linen service, etc. These neighbors in turn contribute directly to you—they pay property tax, they hire your services, they plan Old Home Days.

Contrast this direct spending with the estimated local economic impact of shopping in national chains (\$0.14) and online purchases (less than \$0.01) for every dollar you spend. It may look cheaper, but is the ongoing suck of wealth out of our community worth it?

Supporting the Plainfield Co-op by shopping, owning and volunteering is a radical grassroots response to the market imperfections of increasing concentration of wealth, wealth that is being extracted from small rural communities like ours. Thank you to all of you for showing up, contributing what you can, and sharing in the wealth that is the Plainfield Co-op. ~

Our gratitude to Jeannine DeWald who has continued to support the Co-op through the last few months. She has now officially moved on to other ventures, but we couldn’t have done it without, Jeannine!

Welcome to Stella Brown, a new member of our floor staff, and welcome back to Drew Sy who is back on the sub list. We’re excited to have you on the team! ♦

Treasurer's Report

by Jean Hamilton

Treasurer's Update: Our gratitude to Alicia White who recently stepped down as Board Treasurer. Giordano Checchi has recently stepped into this role. Jean Hamilton is submitting this report as those transitions take place.

Our second quarter of 2018 included a number of expensive transitions that have resulted in a net loss of -\$11,400, leaving our YTD position on June 30th at -\$12,700. The Board anticipated that we would experience a loss as a result of significant investments in staff development as we transitioned to the new management structure and new compensation structure (*see Spring 2018 Newsletter for more details*). Kevin, our new manager, started June 1, and the new pay rates went into effect in early May. We anticipate that we will begin to see positive financial results from these investments over the next few months.

In fact, the July financial reports are indicating that we broke even on the month, primarily as a result in a nearly 5% increase in revenue over last year. Kevin and our buyers are working

strategically to better meet shoppers' needs by streamlining the layout of products, bringing more and new items in, and highlighting sales promotions. It's great to see all of their work paying off!

Thanks to all of you for supporting the Co-op by being members and shopping the store. The vitality of this store relies on you!

- Your annual membership dues bring equity to the store that helps support capital improvements.
- Making the Plainfield Co-op a regular stop for your groceries, snacks, and gifts is essential to the health of the store.
- You can help reduce credit card expenses (which cost the store \$18,000 in 2017) by paying with cash or check. Also, consider pre-buying a gift card. Lots of us have been buying ourselves gift cards, which are stored in the store computer, meaning you don't need your wallet when you check out, and check is out is SO much faster. ♦

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Alan Taplow — 802-454-4675 — ataplow@gmail.com
<http://preserve-your-memories.info>

On Being a Working Member

by Jacqueline Soule

Born and raised in Plainfield, Jacqueline currently summers in this area and winters in Tucson, AZ. She joined the Plainfield Co-op in the 1980s and has been a working member for over a decade.

There are many different reasons you can become a working member at the Co-op, but here my top ten reasons:

- 1) Thrift is good. Working members get seven percent off purchases. It's not tons of money, but who doesn't like to save money? Think of it as somewhere near a dollar back for every ten dollars you spend at the Coop.
- 2) While working, your hands can be busy but your mind is free to roam and ponder all manner of things, like *"Is a pint really a pound the world around?"* The milk delivery guy just said that as he huffed in with a stack of full milk crates.
- 3) Imagination play time! You might get to spray the produce. Making thunderstorm sounds in your mind as you do so is fun.
- 4) Organization training. If organizing your garage seems too large a task, bulk repack is perfect training. You can organize a giant bag of chocolate covered pretzels into 30 smaller, tidy bags.
- 5) For bulk repack, you get to wear spiffy blue latex gloves while handling food. Quoting River Tam* as you wear them is optional.
- 6) On a hot day, stocking the drinks cooler is a refreshing way to chill out.
- 7) On a cool day, you can enjoy some of the best coffee in Plainfield while you work. There is a world of fascinating mugs to use in the back kitchen.
- 8) Your work doesn't need to be inside the walls of the Co-op! There are a number of routine tasks that can be done for your work hours, like taking the plastic bags to a site for recycling.
- 9) Stocking shelves is a delightful way to discover the vast array of products that fill our small but densely and richly packed shelf space: Agave nectar, almonds, anchovies, artichoke hearts, and on through the alphabet.
- 10) But best of all—the nicest people shop and work at the Co-op and you get to see them! ♦

* Character in *Firefly*

Seeking Board Member!

The Plainfield Co-op Board has a vacancy and would love to welcome you onto the board. The Board of Directors has general responsibility for governing the business and affairs of the Plainfield Co-op to achieve the Ends. Want to learn more? Contact Jean Hamilton at jean.myung.hamilton@gmail.com.

Plainfield Co-op Strategic Planning – Expansion Feasibility

by Jean Hamilton

This past spring, we took a step towards better understanding the financial risks and feasibility of expanding the store. This project was born from the 2016 Strategic Plan (available at <http://plainfieldcoop.com/documents/StrategicPlan.pdf>) that articulated a need for substantial infrastructural improvements including an expansion of the store building. The Expansion Finance Committee realized that we would need a market feasibility study to help us understand the impact on store revenue to make the best decision about whether or not we can afford to make these improvements.

In March, we contracted Debbie Suassuna of G2G Research Group, based on her extensive experience with and positive client references from conducting market projections with food co-ops around the country (including > 5 studies here in Vermont). Her research includes in-store customer behavior data about basket size and trade area (what geographic area customers travel from to the Co-op), competitive analysis, and market potential based on projections informed by Debbie's database of natu-

ral food co-op market indicators. The study compared the sales potential for an expansion of our existing store (from 1200 sq ft to 1860 sq ft) with that of a new 3000 sq ft store. We asked Debbie to develop projections for a hypothetical new construction located on Route 2 as a comparison point and to help us explore long term sustainability options for our store.

I have included some of the study's key findings below. Please keep in mind that this study provides one set of data to better inform a complex decision. Grounded in this analysis and projections, we are better positioned to explore other factors such as construction costs, permitting and land access issues, competitive factors, and community priorities.

Key Findings:

- Plainfield Co-op serves a large-sized trade area in terms of geography, but that trade area contains a small population basis.
- The demographic composition of the trade area is average with respect to most of the key demographic variables that positively influence co-ops sales performance levels (e.g. education levels, persons employed in creative, scientific, education, and health related fields, and per capita income levels).



continued on next page

- The competitive environment faced by the Co-op is relatively strong, particularly because of Hunger Mountain Co-op. This competitive environment may make it difficult for Plainfield Co-op to become more than a ‘convenience-oriented’ food co-op.
- The existing store’s limited parking capacity and lack of visibility from a major roadway will continue to impede its ability to capture most of its sales potential.
- Both an expanded store and new construction should target the market demand for fresh/prepared foods by offering more grab & go foods, self-serve coffee bar, and possibly a deli/café.

The Study also includes projected revenue numbers for these stores, which are helpful data points to consider in a comprehensive budgeting process but are not relevant in their raw form. As we start to develop the next phase of analysis, the Board invites members to an informational meeting and listening session about the Strategic Plan on October 1st. We will present the findings of this Market Study and open up a discussion with you to hear your thoughts on how to move forward with securing the best store infrastructure possible.

The Market Study is available on our website at:
<http://plainfieldcoop.com/documents/2018%20marketing%20study.pdf> ◆

Simple and Cheap Recipes by Debra Stoleroff

The newsletter committee very specifically requested simple and cheap recipes for this issue. What could be better than delicious tasting food with ingredients from your garden or hand picked wild berries?

Simple and cheap recipe#1:

Curtido: Traditional Cabbage Salad from El Salvador

I learned this delicious recipe from Yoni Torres who, with her wonderful family, stayed with us in the late 80s on their way from El Salvador to Montreal. It is a coleslaw type salad that usually accompanies papusas (a tortilla stuffed with meat, a cheese mixture or a combination of the two).

Ingredients

1/2 head green cabbage shredded	Salt and pepper
1 carrot, shredded	Juice of 1/2 lime
1/4 tsp finely chopped habanero pepper	1/2 cup white vinegar
1/2 red onion, thinly sliced	1/4 cup warm water

Directions

Combine all the ingredients in a medium bowl and mix well.
 Let marinate in the refrigerator for a few hours before eating.

Manager's Report

by Kevin Levesque, General Manager

These past couple of months have been an exciting time of change and reflection at the Plainfield Co-op. We recently had two promotions occur - Rosemond London was promoted to Administrative Manager, while Stephanie Panagopoulos has been promoted to Lead Receiver. Rosemond will be having a direct focus on the day to day operations, allowing myself a more big picture view of the Co-op. Stephanie will be taking the lead on receiving most deliveries, and keeping our backroom clean and organized, which will give buyers more time to analyze their departments. These two new positions have rounded out our management team, and will provide a new job-role efficiency for buyers that

was not available to them before. In essence, our communication and receiving system will begin to be streamlined and also be much more thorough.

If you have visited the store over the last month or so, then I am sure you have noticed some merchandising changes, and maybe some new products too! We have been working very hard to bring in some new, hyperlocal vendors to help expand our product catalog to you. Additionally, we also have been focusing on having a simpler look, with less clutter in the store. We hope it has made a positive impact on your shopping experience. ♦

Simple and cheap recipe #2:

Contest-winning Fresh Blueberry Pie

From Jeff Swift via tasteofhome.com

I can never leave the Swift-Phillips house without a recipe from both Sarah and Jeff. Here is Jeff's contribution to simple and cheap. He made me eat the last slice to prove it was worth the 15 minutes it takes to make the pie (that's if you buy a pre-made pie crust from the Co-op freezer).

Ingredients

3/4 cup sugar	5 cups fresh blueberries, divided
3 tablespoons cornstarch	1 tablespoon butter
1/8 teaspoon salt	1 tablespoon lemon juice
1/4 cup cold water	1 refrigerated pie crust (9 inches), baked

Directions

In a saucepan over medium heat, combine sugar, cornstarch, salt and water until smooth. Add 3 cups blueberries. Bring to a boil; cook and stir for 2 minutes or until thickened and bubbly.

Remove from the heat. Add butter, lemon juice and remaining berries; stir until butter is melted. Cool. Pour into pastry shell. Refrigerate until serving.





Simple and cheap recipe #3

Tomato Cabbage Soup

My grandmother who survived the late 19th century Jewish pogroms of Russia regularly made tomato cabbage soup for us. When I was in college (after she had died) I tried to imitate her recipe. Here is what I came up with. Simple and cheap, it is a comfort dish for me.

Ingredients

2 28 oz. cans diced tomatoes, or equivalent in stewed fresh tomatoes	1 small-medium red or white cabbage (cut to the size you feel appropriate— not shredded or chopped)
1–2 large onions	Tbsp lemon juice (add more to taste)
Salt & lots of black pepper to taste	Honey to taste

Directions

Sautee the onion(s) in olive oil. Add tomatoes, salt and pepper. Add cabbage—bring to boil. Let boil for a minute or two, then bring to simmer. Simmer for about 10 minutes. Add lemon juice. Add honey to taste. Add more salt & pepper if needed

Variations

- Add garlic, sauteed with the onions.
- Add tabasco

Blackbird Organics at Littlewood Farm

by Gail Falk

Ripening cherry tomatoes hang like Christmas ornaments along hundreds of vines delicately trellised on wire in the big greenhouse. Plump garlic bulbs are drying in a bin in the barn. Long rows of kale, chard, cabbage and pepper plants create an artist's palette of shades of green. The corn in the lower field is tassel-ing and nearly ready to pick. It's high summer at Littlewood Farm. Joey Klein and Betsy Ziegler are out and about with a friendly word for visitors, as usual, but this year Littlewood Farm has new farmers—Elise Magnant and Kagen Dewey.

Elise grew up in Essex and started farming six years ago as a seasonal worker at Foote Brook, an organic farm in Johnson. Skiing brought Kagen to Vermont; he grew up in Rome, NY, and moved here to become a ski instructor at Stowe. When the winter ended, he got a job at Foote Brooke—and met Elise.

About this time last year, Kagen and Elise heard through a mutual friend that Joey and Betsy were looking for someone to take over their farm operations. Kagen and Elise were ready to try running a farm of their own by applying all they had been learning through their sea-

sons at Foote Brook (Elise also worked for a year at Jericho Settlers farm) to running a farm of their own. Over the winter, in a series of meetings, the two of them worked out a legal agreement with Joey and Betsy to farm the greenhouses and most of the fields for the next three years. Legally, they call the new business Blackbird Organics. Joey and Betsy still own a corporation called Littlewood Farm, LLC. The farm itself is still Littlewood Farm, so you can still call it Littlewood Farm.

Walking through the fields and greenhouses, it is immediately clear that Elise and Kagen are skilled and hard-working farmers. The greenhouses and fields are neat and well-tended. The plants are verdant, glowing with health and producing beautiful crops. They handle the plants like old friends.

The health of their crops stems from the deep knowledge they have acquired over the years about soil fertility, crop selection, and organic techniques for combatting garden diseases and pests. They credit many farm mentors—Tony and Joie Lehouillier and Heather Bushey at

continued on next page



Photo credit: Littlewood Farm website

Foote Brook, Bill Half at Harvest Hill, and Joey Klein. And they credit the soil itself, the thick, sandy riverbed which is especially good for root crops

Early in the summer they installed irrigation drip pipes and a gas-powered pump to bring water from the river to the fields. This has stood them in good stead through this summer's long dry spells, which they call "the challenge of the year."

It's a tricky thing to take over the operation of a beloved farm. This year Kagen and Elise have made few changes and have tried to honor Littlewood's historic role in Plainfield's farmscape. They held the traditional Littlewood spring Plant



Photo credit: Gail Falk

Sale. They are anchor vendors at the Friday Plainfield Farmers Market. They supply produce to the Goddard kitchen and Westview Meadows and sell wholesale to Hunger Mountain, Plainfield Hardware, and the Plainfield Co-op. They are not planting more than they can tend by themselves, without paid employees. This fall they'd like to increase their direct-to-consumer sales and help people stock up for winter with bulk sales of storage vegetables.

The couple expresses great appreciation for the Plainfield Co-op. They love its



Photo credit: Gail Falk

personal, friendly ambience and "great vibes." They describe Anji, the produce manager, as "great to work with," and benefited from her help in setting the right price for their vegetables. "We try to give the (Plainfield) Co-op priority," says Kagen, because it will take small batches and also "What's better than being able to sell your produce in your own community at a store just one mile away?"

What's in the future? Elise and Kagen are hesitant to look too far forward. Mostly, they are throwing all their energy into this first season. At the end of their three-year contract, both they and the Klein/Zieglers will have to decide whether the arrangement is working. They realize, says Kagen, that "the job comes with a full lifestyle package." They admire the way Betsy and Joey have, over the years, built "an incredible balance of family, farm, and community." Can they do the same? "It looks doable," Kagen says tentatively, "but one step at a time. "

Meanwhile, there is a table full of fall crop lettuce plugs to go into the ground, and all those bright red cherry tomatoes to be picked. ♦

Israel Products Boycott

with introductory letter from Jean Hamilton,

In June, a group of people approached the Plainfield Co-op Board requesting that we participate in a boycott of products from Israel. In March 2016, the Board adopted a formal policy articulating the process through which the Co-op endorses initiatives, organizations, and/or movements (note the Co-op does not endorse individual candidates for office). The process begins when a member or staff person makes a written request to the board at which point the board will assess if the issue is in accordance with the Co-ops Ends and Policies and the Cooperative Principles and if it would be supported by the majority of members.

The proposal at hand is highly complex. The Board has invited the organizers of this boycott to present their request directly to you, the membership, in hopes that you will share your thoughts on whether this action supports the Co-op's Ends and Policies. You can address your thoughts to the Board by email to jean.myung.hamilton@gmail.com or by post: PO Box 266 Plainfield, VT 05667. We will also post a discussion on a meeting agenda this fall.

Please note that identifying products from Israel is in itself a complicated process. While our buyers do an extraordinary job of prioritizing vendors that meet our values (local, organic, healthy), we do carry products from a global supply chain that can be difficult to trace.

Thank you for your consideration.

Jean Hamilton

Plainfield Co-op: Don't Sell Products from Israel

A Plea for Solidarity with Palestine

The signatories below, members of the Hunger Mountain Co-op and supported by Vermonters for Justice in Palestine (www.vtjp.org), have initiated a dialogue with HMC and will do the same soon with the Plainfield Co-op. We are calling on our fellow co-op members at the Plainfield store to support the boycott, divestment and sanctions (BDS) movement against Israel.

With your support, we hope to persuade the Plainfield Co-op not to sell products from Israel until that country ends its brutal military occupation and unlawful settlement regime in occupied Palestine.

Palestinian civil society launched the BDS movement in 2005, inspired by the anti-apartheid movement in South Africa. BDS urges nonviolent pressure on Israel until it complies with international law by meeting three demands:

1. Ending its military occupation and colonization of all Arab lands and dismantling its Separation Wall;
2. Recognizing the fundamental rights of Arab-Palestinian citizens of Israel to full equality;
3. Respecting, protecting and promoting the rights of Palestinian refugees to return to their homes

continued on next page

and properties as stipulated in UN Resolution 194, which the General Assembly approved in 1949.

For more than five decades, Israel has occupied the West Bank (including East Jerusalem), Gaza and the Syrian Golan Heights. It systematically confiscates Arab land to build Jewish-only settlements, controls and diverts Arab water, deploys military and police forces against Palestinian communities, condones and encourages settler violence, demolishes homes, razes farmlands and orchards, and incarcerates thousands. Gaza has been repeatedly devastated by massive Israeli attacks and crippled by an economic blockade.

The brevity of this article does not permit a full accounting of BDS's accomplishments to date in challenging and blunting the effects of the occupation, but they are impressive. You can read about them at this website: <https://bdsmovement.net/impact>.

The Plainfield Co-op, like its sister entity in Montpelier, is not just a grocery store. The aims of BDS are consistent with the co-op's mission to "Sustain the environment through its operations and the products it offers," "Build connections that are essential for a vibrant community," and "Foster awareness about the quality and source of our food."

Nonviolently resisting a military occupation that exploits Palestine's land and steals its water (as well as polluting both with effluent from Israeli settlements) would be a global extension of the Plainfield Co-op's commitment to protect the environment.

To stand with the oppressed in Palestine expands the boundaries of our community and builds human connections that make it possible for our oppressed brothers and sisters there to endure their tribulations and, ultimately, to be free of them.

To refuse to purchase products from Israel until it comports with international law would foster awareness of the source of the food the Plainfield Co-op offers and its political and ecological consequences.

We hope the Plainfield Co-op will soon add its name to the growing list of BDS stories of solidarity with Palestine.

We welcome your thoughts and participation in this process.

Sincerely,
Jules Rabin
Helen Rabin
Kathy Shapiro
Roman Kokodyniak
Mark Hage
Debra Stoleroff



The Co-op Spirit – Still Thriving Where It Began

by Sarah Albert

On a recent trip through Yorkshire, the birthplace of the co-op movement, I stumbled across several inspiring examples of collaboration and self-sufficiency in rural villages. I discovered that co-operative pubs are a growing trend in the UK, along with other forms of community enterprise and empowerment.

In the small village of Hawes (population 1,350—close to Plainfield’s) it all began 25 years ago when their cheese factory was threatened with closure; several former employees and local business people decided to buy it, saving 200 jobs. The factory is also a popular draw for tourists, bringing thousands of visitors through their town every year.

The town was already under increasing pressure, having lost its railway station a few decades earlier and faced with dwindling school population as families moved to areas with better services. The Upper Dales Community Partnership (UDCP) was formed over 20 years ago to fill in some of the gaps in local services.

It’s a tribute to their steadfastness, combined with the strong community spirit of residents, that they’ve managed to rescue not only their post office, library and police services—all housed now in a new community center that serves as the focal point of the village’s social exchange—but that they’ve also set up their own bus service, staffed by paid employees and an army of volunteer drivers. The day I rode the Little White Bus, my driver was a retiree who volunteered two days a week to help retain an essential service for townspeople and visitors.

On top of this, when the sole local gas station was going to be sold to developers recently the UDCP stepped in to take it over—the first community-run gas station in the UK—to save locals from needing to drive 36 miles round trip (think Waterbury or St. J) just to buy gas, burning a considerable amount on the way.

This is an impressive show of volunteerism and tenacity, but the residents of Hawes are not alone: dozens of communities in the UK have stepped up to take over their village store and keep it open. Selling staples and often harboring the local post office and cafe, these shops are the hub of the community, a place to meet, exchange news, and counter the isolation of rural life. For car owners, it means many miles they don’t need to drive to buy daily necessities.

The 2007 law banning smoking in public places precipitated the closing of hundreds of village pubs, another vital aspect of village life. Subsequently, a number of villages rallied to purchase and run their local pub. Both the shops and the pubs provide a place for residents—particularly the elderly, disabled, or those lacking a vehicle—to gather with neighbors; they glue the community together.

Currently there are 350 community-run village stores in the UK, with more being added each year. The number of co-operatively operated pubs is growing as well, currently at 70. These local initiatives provide economic, social and environmental benefits to their villages, coming together to save what’s important to them. ♦

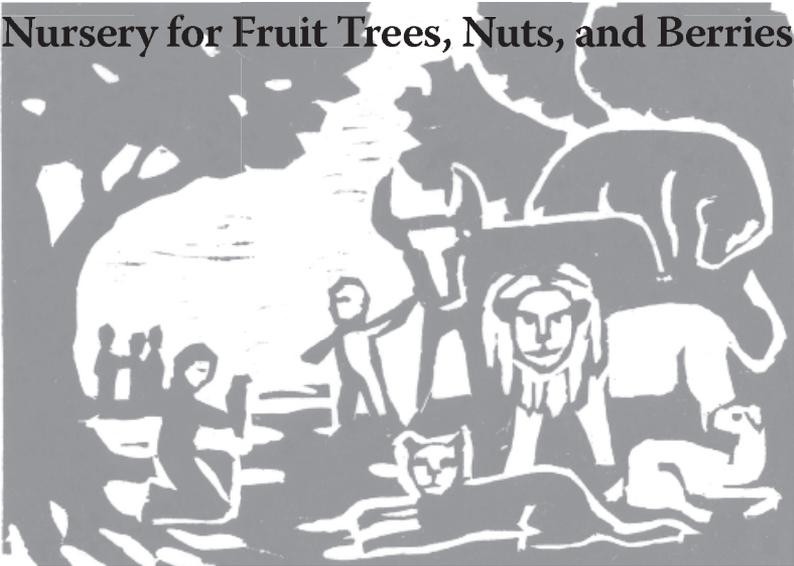
Economics as if People Mattered

“Economists, for all their purported objectivity, are the most narrowly ethnocentric of people. Since they are universally urban intellectuals who understand little of rural ways, they easily come to regard the land, and all that lives and grows upon it, as nothing more than another factor of production. Hence, it seems to them no loss but indeed a gain, to turn all the world's farming into high-yield agri-industry, to depopulate the rural areas, and to crowd the cities to the point of chronic breakdown and crisis. Since they inherit their conception of work from the darkest days of early industrialization, they find it impossible to believe that labor might ever be a freely-chosen, nonexploitative, and creative value in its own right. Hence, it seems to them self-evident that work must be eliminated in favor of machines or cybernated systems. Worst of all, since their world view is a cultural by-product of industrialism, they automatically endorse the ecological stupidity of industrial man and his love affair with the terrible simplicities of quantification. They thus overlook or distort the incommensurable qualities of life, especially Schumacher's holy trinity of ‘health, beauty, and permanence’.”

—from Throdore Roszak's Introduction to *Small Is Beautiful* by E. F. Schumacher

EAST HILL TREE FARM

Nursery for Fruit Trees, Nuts, and Berries



3499 East Hill Rd. Plainfield, VT
Check: www.easthilltreefarm.com

Simple and cheap recipe#4:

Smashed Potatoes

Smashed potatoes? Really? That's what I thought when a friend ordered them at a local restaurant. They were delicious—fluffy on the inside and crisp on the outside. Best of all—simple and cheap.□

Ingredients

24 oz. your favorite type baby potatoes	1 tablespoon fresh thyme leaves
2 tablespoons olive oil	Kosher salt and freshly ground black pepper, to taste
3 cloves garlic, pressed	

Directions

1. Preheat oven to 450°F. Lightly oil baking sheet or coat with nonstick spray.
2. In large pot boiling water, cook potatoes until tender, 15-20 min; drain well.
3. Place potatoes onto oiled baking sheet. Using potato masher or fork, carefully smash potatoes until flattened but still in one piece. Top with olive oil, garlic and thyme.*
4. Place into oven, bake for 18-20 min. or until golden brown and crisp.
5. Serve immediately

*Variations: Top with olive oil, dried basil, thyme & rosemary or garlic, butter & parmesan or make up your own topping

Simple and cheap recipe#5:

Zucchini Relish

From Sarah Phillips via *Pickle Recipes by the Cooperative Extension of Delaware Co., NY*. Check out the artwork on the cover:

Still have zucchinis growing in your garden? Wondering what to do with all of them? Sarah Phillips gifted me some of her zucchini relish last fall. It was so delicious I topped all of my turkey burgers with it instead of pickle relish.

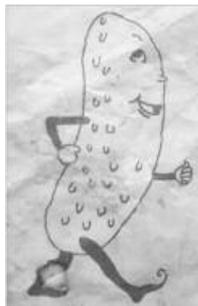
10 cups grated zucchini
4 cups grated onion
5 tablespoon salt

Mix and let sit overnight. In the morning drain and rinse with cold water to get rid of the salt. Sarah suggests you drain and rinse again.

Put the grated zucchi- onion mixture into a big pot with:

2 cups of cider (or white) vinegar	
3-4 cups sugar	1 tsp cornstarch
1 tsp nutmeg	1 tsp black pepper
1 tsp turmeric	2 tsp celery salt
1 tsp dry mustard powder	2 red peppers (chopped)

Mix all the ingredients. Put on stove and bring up to a boil. Simmer for 20-30 minutes. Put in clean, hot jars, cover with lids and process.



Suggestion Box

Q: Please order:

Rice N Shine (cereal in a bag)

Chicken hot dogs

Sweet Pot Noodle – spaghetti size

Anchovies

Back to Nature Cheese-its

A: We have ordered them, and all these items continue to be in stock. Thanks so much for your suggestions!

Q: I can't find sun-dried tomatoes.

A: They are on a clip by the ketchup.

Q: I'm looking for whole cumin seeds (important ingredient in Indian and other recipes)

A: In the bulk herb section.

Q: Can you carry the Ginger Brew beer?

A: We will keep bringing it in when available.

Q: Please get espresso coconut water back.

A This item is no longer available through our distributors.

Q: Could the people who bring the wonderful raw treats (on the checkout counter) please write the ingredients much, much larger?

A: The ingredient list is provided by the vendor. We will reach out to see if they can offer something different.





Plainfield Cooperative
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trees. To get this news-
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