



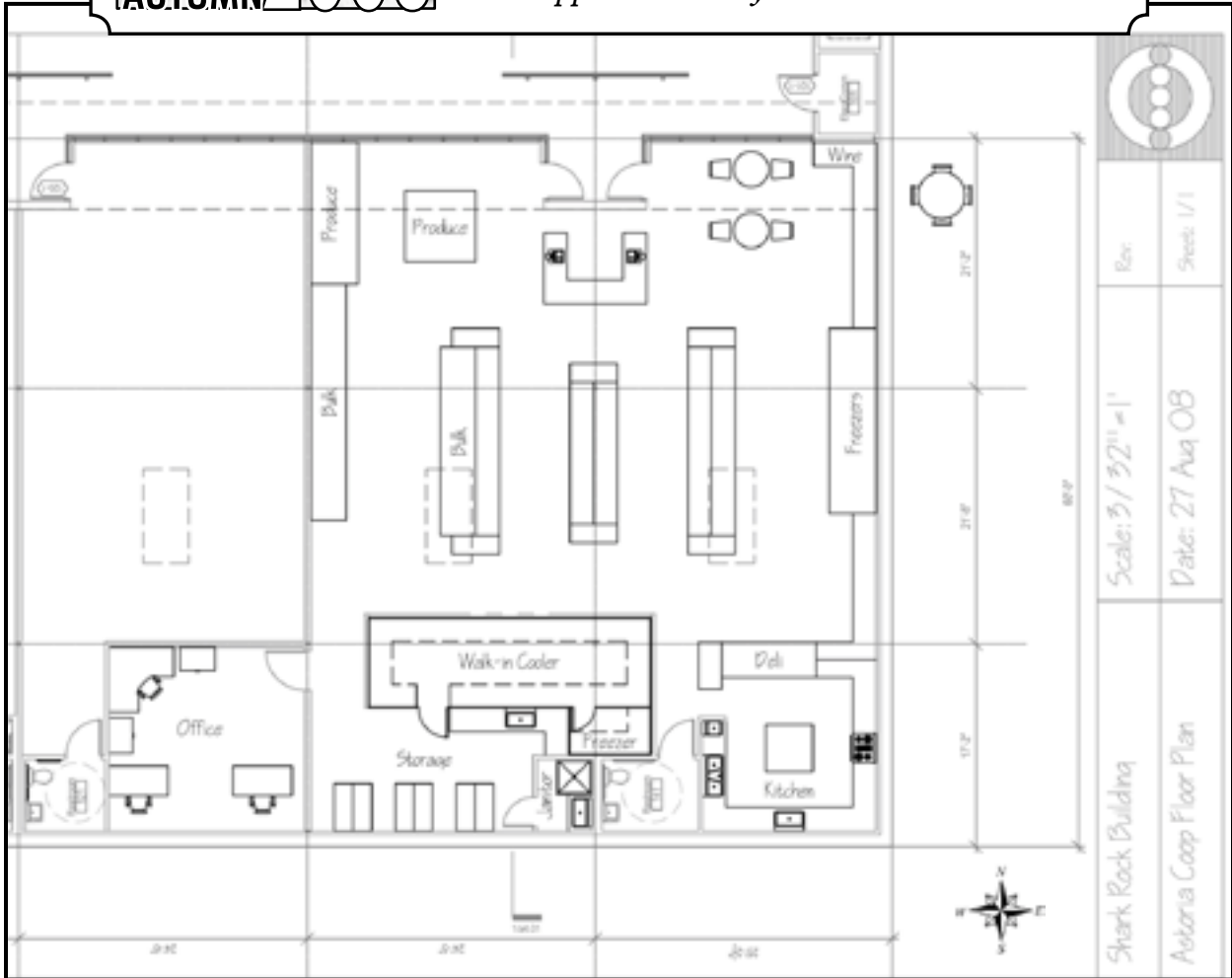
AUTUMN 2008

ASTORIA

cooperative

• A COMMUNITY STORE •

The mission of the Astoria Co-op is to serve the lower Columbia River community by providing fairly priced, wholesome foods and other goods in an ecologically sustainable, socially responsible, and economically appropriate manner. All shoppers are always welcome.



THE NEW ASTORIA CO-OP. *The Lovell-McCall Building at Fourteenth & Exchange offers twice the floor space and eight parking spaces.*

Graphic by Lucien Swerdloff

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The View from the Loft

Organic Movement

Tracy Erfling, Board President

To move or not to move? That has seemingly been the question that has surrounded the decisions of the board for the last six years. To bring you up to speed on our efforts, here is a brief and simplified history.

It all began with the flood from the tenants upstairs in 2003, which provoked quick action to purchase a building for a potential move. Although it was a decent real estate decision, due to financial and organizational deficiencies at the time, it was not a realistic possibility. Therefore, the building was sold.

We then changed our legal status to a true cooperative and had the support of you, our members, to create an expanded Co-op experience. We hired our first general manager with the intent for her to work towards an expansion. Then Friends-Astoria Community Store, LLC came along to generously offer us another building for purchase. The board and general manager made many strides toward putting our business in order, not only to purchase a building, but also to manage the job of a build-out and

expansion. Despite our efforts, it was still not a feasible opportunity. Again the building was sold.

Now we find ourselves with a much more realistic opportunity. The board's wise decisions (aided by our first and current general managers) are close to allowing us to move into the space the Friends-Astoria Community Store, LLC initially made available to us. We have found partners in our endeavor (Caruana & Faherty) who have given the building the needed capital to make our move possible. This time around, we have a whole new set of circumstances. The space is newly remodeled and ready to meet our needs. We have a terrific new general manager at the helm of the project who is motivated, educated, and supported, not only by the board and you the members, but by the cooperative movement in general. We have, once again, a cohesive membership who the board truly believes will support this move. It has all come together in an organic, cooperative way. Because of that, we are forecasting success.

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Hours of Operation

Mon-Sat 9-7pm
Sunday 11-5pm

Board of Directors

President: Tracy Erfling
Vice President: Tom Duncan
Staff Liaison: Natalie Paulson
Mary Blake
Peggy Bondurant
Leon Jackson
Ute Swedloff

Management & Staff

Matthew Stanley, *General Manager*
Heather Douglas
Dale Flowers
Judith Griffis
Linda Leone
Mick Mitchell
Natalie Paulson
Gina Pecht
David Plechl
Vincent Reynolds
Marcia Richardson
Arielle Vestal

Newsletter Committee

Design: Vincent Reynolds
Bobbi Brice
Tracy Erfling
Matthew Stanley

The Seven Cooperative Principles

1. Voluntary and open membership
2. Democratic governance
3. Economic participation by owners
4. Autonomy and independence
5. Education and training
6. Cooperation among cooperatives
7. Concern for the community

Want to Help the Co-op?

To help with quarterly inventories, stocking, herbs and cleaning, call 503.325.0027.

Making the Move

Matthew Stanley & Leon Jackson

BUILDING SPECIFICS

- Rented space: 3,000 sq. ft.
- Retail floor space almost doubles: 2100 sq ft
- 8 "Co-op Only" parking spaces
- Smooth entry and exit

Our cooperative has surely seen its share of change. Over several decades, the community has witnessed the store's development from a small buying club to an incorporated cooperative that democratically serves an entire region of members. Once again it is time for the Co-op to embrace change.

THE LOGISTICS

The lease on the Co-op's store front (Norblad Building) expires December 31, 2008. This summer the Co-op Board and General Manager started lease renewal negotiations with the landlord and discovered the building had been sold. The new owners, Brian Faherty and Paul Caruana, also own the Shark Rock Center at the southwest corner of 14th & Exchange Street and are two of the three owners of the Commodore Hotel. These properties are currently being reconstructed and renovated.

Current rent on the Duane Street store is below market, and the new owners want a significant increase. Not only is the rent going up, but the Duane Street store suffers from deferred maintenance. The Co-op faces costs for repainting the store interior and properly ventilating the basement. Poor ventilation causes compressors to work inefficiently and is shortening equipment life. In addition, the new owners need to fix the recurring problem of water leakage from plumbing on the second floor. This work could result in business interruption and

possible lost revenues for the Co-op.

To get a sense of the rental market for storefront property, we looked at the availability of other properties. The focus was on rent rates, increasing store size, more efficient use of space, and obtaining customer parking. It quickly became apparent that the Shark Rock Center space at 14th & Exchange Street was the best fit for the Co-op's needs. The Co-op will be renting half of the Shark Rock building, approximately 3,000 square feet. Negotiations with Faherty and Caruana on leasing the Shark Rock property are now going on.

In order to fund relocation costs, a number of Co-op members have committed to lend funds, at below market rates, to the Co-op. In addition, cash from previous equity drives and proceeds from the sale of the Co-op's interest in Friends-Astoria Community Store, LLC will be used to fund the move and purchase equipment and fixtures.

THE BIG PICTURE

Relocation to the Shark Rock building will certainly be an immediate and dramatic improvement for our Co-op. It will be the result of much hard work and years of community supported development. Our relocation will also reflect a continuation of the momentum that we have created over the last six months.

As we consider the immediate and exciting future, we must also understand

why relocation serves as a strategy for long term store development. I'd like to think of it as a holistic long-term development plan that we are undertaking. Our new and expanded offering will aim to increase membership and create an overall wider shopper audience. The space, and improvements like parking, make possible these opportunities for the Co-op and thus offer our store a future characterized by sustained long-term growth.

As Natalie Paulson mentions, the improvement also results in a healthier work environment for our staff. It will definitely be a work place we can be proud to come to everyday. Furthermore, as sustained growth occurs, employees can work toward earning livable wages. In terms of a holistic outlook, fulfilled staff create an environment that naturally produces excellent customer service based on positive attitudes. The move creates a full-circle effect, one that ultimately aligns with the cooperative mission of a sustainable community business based on healthy food.

Our relocation also coincides with the development of our corner of downtown Astoria, the businesses that make up the 14th and Duane Street area. Further development is planned that will only serve to enhance the synergy among the businesses in our area. We are looking forward to being in this leadership position during this exciting time for our store. This is a step forward for the entire Astoria community.

New Location Meets Customers' Needs

Ute Swerdloff, Board Member

Being a part of the board, I can attest that we have focused on realizing the ideas and concerns that were raised during both the healing and annual meetings this year. In addition to the regular board meetings, we held an additional retreat that dealt exclusively with the strategic plan goals. However, the news that the building the Co-op currently occupies had changed hands shifted our attention in a new direction. The fact that the current location will lose one of its more attractive features, namely cheap rent, has propelled the board and management to actively explore the course of finding a bigger space which had been charted by the membership several years ago. The board and management are united and excited to move the store to a new location and expand the Co-op to provide local, organic foods and other goods to an expanding membership. (Negotiations are underway for a move to the Lovell Building in Astoria.)

Customer service, one of the most pressing concerns identified by the membership earlier this year, has already shown great improvement—friendly, helpful employees; clean, well-stocked produce cooler; and better shelving to name a few. Members will be able to enjoy even further improvements once the store has been moved. The new store will be housed in a spacious, clean 3000 sq ft space with polished concrete floors, exposed wood beams, and metal duct work to give it a feel of industrial-meets-cozy-historic look, all infused with plenty of daylight coming from big windows (facing north) and sky lights. Obviously, a bigger store means more shelf space. With that comes greater product selection. A second cash register will expedite checkout time. There will also be space to serve soup along with our great sandwiches which can be enjoyed in friendly seating areas available both inside and outdoors. A children's area is planned to be located close to where people sit down to eat or just meet. The store can be accessed through an easily operated door. Lastly, there is ample parking right outside the store so we can all roll full carts out to our cars.

The Move Timeline

Tracy Erfling, Mary Blake and Matthew Stanley

Here is a rough sketch, both past and future, of what our move timeline may look like. This is our best guest scenario. As we all know, this type of project is hard to predict.

As a member based organization, your volunteer time will be invaluable in helping us stay on track. There will be opportunities to assist us throughout the moving process, so watch for sign up sheets. Please contact the board or our general manager if you have skills you think would help in our transition.

June 2008

- Notified of building sale
- Informed rent for current space will nearly double
- Contact made with new potential owners

July 2008

- Explored location options:
 1. Remain in current space
 2. Occidental Building (Marine Drive)
 3. Hauer Building (Marine Drive)
 4. Shark Rock Center (14th & Exchange Street)
- Determined that financial forecast supports decision making:

1. Ran several cash flow scenarios

2. Made estimations on moving and equipment costs
3. Consulted co-ops regarding a relocation decision

August 2008

- Financing secured
- Finalizing negotiations with Shark Rock owners
- Beginning design process

September 2008

- Work with designer/space planner to develop comprehensive building plan
- Build-out to design plan begins
- Continue acquisition of equipment (including refrigeration) and shelving for entire store
- Plumb for refrigeration units, build check-out stands

October 2008

- Build-out completion
- Increase inventory purchasing
- Install equipment
- Complete inspection process

November 2008

- Move to new location
- Begin new rent rate

Now is the Time, Shark Rock is the Place

Mary Blake, Board Member

The Co-op's journey has truly followed that of our mighty Columbia River's organic, living systems process. Our story reflects the five major factors of a healthy system that practices systemic thinking. We have and understand our purpose. We know we are all interdependent. Through the exploration of complex, interrelated ideas and concepts, we emerge in a most powerful, self-organizing way. Through self adjustment and shared expectations, we not only flow together but grow into something bigger and fuller, larger than the sum of all of us, a true synthesis of higher thinking and doing.

We share thirty-two plus years of intentional like-mindedness. Now, over six hundred members and hundreds of other shoppers come together over good, healthy food. We are passionate about our Co-op. Our growth is a testament to our shared vision. Shoppers, members, management, and board members represent our world and our connectedness. Like our mighty river's living system, we, too, have experienced some rough water, bends, meandering, eddies, log jams and dams. However, the exciting spirit of belief in our healthy system keeps our braided community flowing to a confluent synthesis.

The vision for the Lovell Building held by the Friends-Astoria Community Store, LLC is about to be realized. Rather than owned by the Co-op, the space will be leased. New friends helped with a capital loan program. Opportunities for others to help with "wish list" items like murals, rooftop gardens and even shopping carts that roll freely for our shoppers to fill will all be offered up. Our cash flow has been projected and with the most conservative

conditions, we believe the time is right to move to our next phase—a facility that will be at the heart and soul of our service to offer local, fresh, good food and build community assets.

This move is historic. The building we are interested in is known as the Lovell Building. It sits on a site made famous by the "Shark Rock," an artifact located near the building between 13th Street and 14th Street.



The Lovell-McCall Building, site of the new Co-op

A Brief History of the "Shark Rock"

In 1846, the Oregon Territory was occupied by both the United States and Great Britain. In June of that year, the commodore of the Pacific Fleet sent the US Navy survey schooner *USS Shark* to determine which governing power the settlers supported and to assess the prosperity of the territory. Ordered to depart the area in early September, the *Shark* attempted to enter the Pacific Ocean at the mouth of the Columbia River. Though a course had been carefully planned, strong currents and stormy winds stranded the ship on sand. While the vessel was a total loss, the entire crew survived and spent the winter in Astoria. Believed to have been carved by a member of the *Shark* crew, the inscription on a rock located near their encampment read:

"The *Shark* was lost Sept. 16, 1846."
(A second inscription was later added, recording the shipwreck of the *Industry* in 1865.)

At the time the *USS Shark* crew wintered in Astoria, a shallow bay extended inland as far as the old YMCA building. With the construction of a seawall some years later, the bay filled with sand and buried the "Shark Rock." Prompted by the Daughters of the American Revolution, the Astoria Kiwanis conducted an extensive excavation and located the rock in 1924. In the spring of 1926, the rock was split, removing the top portion with the inscriptions. In July, the tip of the rock was mounted for display on a concrete base in Niagara Avenue Park between 7th Street and 8th Street. In 1965, the "Shark Rock" was moved to the Columbia River Maritime Museum where it is still on display. The base of the rock remains buried between 13th Street and 14th Street near the Lovell Building.

It is upon this foundation along the Columbia River that the Co-op will continue to celebrate, in new and always improving ways, the value of an organic living system. When we buy our food at the Co-op we demonstrate bedrock principles and soon we will be doing so on Shark Rock ground. If in any way you feel that you may have something to contribute to our relocation please don't hesitate to contact Matthew. Please stay tuned for store postings regarding volunteer projects. We have lots we'll need help with, including a basement that needs emptying and recycling, an annex that needs clearing, and lots of stuff to move come the big day! The Astoria Co-op moves onward to Shark Rock!

A Staff Perspective

by Natalie Paulson, Staff Board Member

From a staff perspective, a move will bring many exciting changes. A bright, new building will offer a pleasant ambiance in which to conduct our daily activities. Our new store will offer a clean area for stocking product, free of chipping paint, bubbling linoleum, irritating fluorescent lights, and horrible smells.

The current back-stock area commonly fills with cigarette smoke from the hostel upstairs making for a very unpleasant working space. Laundry water has showered staff and back-stock product on numerous occasions; this has led to decreased efficiency due to staff having to catch the water, and clean up after the flood, reorder products, and a strange smell now inhabits the annex—similar to that of toe jam. Imagine going to work in an office smelling of toe jam—when you are not a podiatrist.

A new store creates the prospect of having a second register. This will increase the speed at which staff can check out customers, and will alleviate some of the stress of being the only cashier when there is a line of 10 people. It is frustrating for customers having to wait in line for extended periods of time, and unfortunately, cashiers are often the receivers of frustrated customer venting. A second register will increase Co-op shopping and working satisfaction.

Our new space offers room for more freezer products. Three freezer doors will be added at the new store, which will increase the amount of yummy frozen goods the Co-op can carry. This will allow Mick the flexibility to bring in more frozen foods customers have requested. He currently has a very limited space to work with, which makes it difficult for him to add products.

The new store will offer a large back-

stock produce, and chill cooler. This will allow for easier stocking of products and produce. The produce cooler is currently very small and currently holds approximately 18 apple boxes snugly at one time. I try to keep small amounts of a large variety of fruits and vegetables on hand and all that food must be stored in the cooler... somewhere. If we run out of dandelion greens on the sales floor and they happen to be on the bottom of the cooler, all the boxes leading to the dandelion greens have to be taken out of the cooler before stocking the greens. After that staff must re-pack the entire cooler. Though I try to put items we commonly run out of, in the front of the cooler, it is always a guessing game and you can bet some unlucky staff will be cooler diving before the store closes. A new cooler will provide shelves where produce boxes and chill products can be stacked neatly and will be easily accessible to staff. A new cooler will increase efficiency of stocking chill and dairy items. In the current space, staff must take out all product before stocking the cooler to ensure product is rotated properly. New coolers will allow staff to stock the chill cooler from the back, which will decrease stocking time significantly. These coolers are impossibility in our current space.

A new kitchen will be another sweet addition to our store. Currently, Judith uses a single hot plate and a food processor to prepare all of the delicious grab-n-go deli items you see in the cooler. The counter tops are at heights that make tasks such as chopping veggies and cutting cheeses very difficult for Judith and Linda. A professionally designed kitchen will make these tasks easier and more efficient for staff.

Labeling “Local” —The Goal

by Tom Hartland, Volunteer

Some have said the term “local” can only apply to products produced within a hundred mile radius.

Others point out the term is only meaningful when comparing carbon footprints which can oddly make apples from New Zealand comparable to those from parts of Washington state.

We’d like to offer our labeling of “local” not by its strict definition, but rather as a goal for continuous improvement.

What’s the real benefit, for example, of a 100 mile radius if the best strawberries are coming from just a little further away? Similarly, it’s worth asking whether we must insist on organic when we want to support a local producer who’s not yet certified?

So the Co-op would like to offer these goals for our labeling of *Local*:

- Fresh tasty products we can trust are safe and responsibly produced;
- Closer is better but all of Washington and Oregon can fit for now;
- Organic is preferred, but trusted and responsible sources can fit for now;
- Less costly is ideal, but more costly can be OK for now;
- An ever-expanding variety and availability may comprise the goal, but limited variety and inconsistent availability can help us on our goal for now.

Organizing our Community Food System in Clatsop County

A Community Gathering to discuss how we work together for a healthy food system. For all community partners.

Grace Episcopal Church
3-5 pm Wednesday, Sept. 17

—facilitated by OSU Extension Service &
Clatsop Community Action—

17 New Products, Including Five More from the Northwest

by Matthew Stanley, General Manager

Health Force Nutritionals

Health Force is a new supplement brand at the Co-op. They are all whole food based, non-toxic, high quality supplements made with attention to purity and potency while at the same time maintaining affordability. You don't need a lot to feel the benefits. All ingredients are either organic or wild-crafted. Ask Matt or Marcia to point them out. Choose from the following products:

Truly Natural Vitamin C

A whole food vitamin C that doesn't create acidity in the body.

Fruits of the Earth

An organic whole food super-fruit juice powder (acai, goji berry, blueberry, etc.) dried at low temperatures to preserve heat sensitive elements. This is an antioxidant super punch that also contains an expansive array of pro-biotics.

Vitamineral Green

An extremely potent and comprehensive array of nature's most nutritive and cleansing superfoods. This is not just another green food supplement, it is quite possibly the best one out there. Contains a wide array of pro-biotics, too.

Vitamineral Earth

A grounding super-food that cleanses with different characteristics than greens. Contains grounding herbs, omega-3 EFAs, actual food nutrients, and a massive array of pro-biotics.

Digestion Enhancement Enzymes

A unique, comprehensive, and potent array of enzymes for improved digestion, assimilation, and utilization of all types of foods and nutrients. These 100% plant derived enzymes are effective in a wide pH range.

Antioxidant Extreme

The most potent and comprehensive array of free radical scavenging botanicals ever assembled. All whole food extracts, no isolated or synthetic vitamins, minerals, or compounds. Highest ORAC (oxygen radical absorbance capacity) per dollar product.

Liver Rescue III

A powerful antioxidant herbal supplement that nutritionally supports liver function, cleansing, and regeneration. Therapeutically effective potency.

Ginkgo Biloba III+

an antioxidant supplement that nutritionally supports oxygenation, circulation and brain function.



Columbia Gorge fresh-pressed juices!

Thai Time Curry Pastes

These curry pastes are made in Portland by a Thai couple. They're local and authentic! Try four kinds in curry and soups: Red curry, Massamun curry, Yellow curry, and Panang curry pastes.

Willamette Valley Cheese Co.

A new line of local cheeses! These cheeses are made from milk produced by sustainably raised pasture fed cow's milk. They are rich and delicious, straight from the farm in the Willamette Valley.

Amy E's Vegan Biscotti

Try our new organic vegan biscotti with your morning coffee or tea. They are made in a small operation in Moscow, Idaho. Three vegan varieties include vanilla bean, chocolate hazelnut, or almond.

Falafel Chips

All organic falafel chips. Made with garbanzo beans and authentic spices (no natural flavors) these chips are great with our deli hummus!

Turtle Island Super Burgers

Did you know all Turtle Island products are made in Hood River? These veggie burgers are made with organic tempeh, a more digestible form of soy bean.

Follow Your Heart Vegan Cheeses

Non-GMO ingredients make up these wonderful vegan cheese alternatives that melt just like the real thing. Try mozzarella on a vegan pizza!

Earth Source Organics Raw Chocolate

The health benefits to eating chocolate are becoming well known. Truly raw chocolate from cacao beans that are cold processed preserve all the nutrients and enzymes that make it a real health food. These raw chocolate bars are also packed with super-food fruit centers like goji berries. Sweetened with agave and raw dates, they're a guilt free health-promoting chocolate indulgence.

Columbia Gorge Juice

Local fresh-pressed organic juice is here, straight from the gorge! Check the top shelf of the beverage cooler for fresh carrot juice, orange juice, organic green drink, fruit smoothies, and agave sweetened lemonades!



1389 Duane St. Astoria OR 97103

Astoria Co-op Calendar of Events

- Sat., 9/13** *Owner Recognition Day* / Share Owners get 5% off
- Wed. 9/24** *Board of Directors Meeting & Product Sampling* / Sampling at 4:00 p.m., Meeting at 6:00 p.m.
- Thurs., 9/25** *Owner Recognition Day*
- Sat., 10/11** *Owner Recognition Day* / Share Owners get 5% off
- Wed. 10/22** *Board of Directors Meeting & Product Sampling* / Sampling at 4:00 p.m., Meeting at 6:00 p.m.
- Thurs., 10/23** *Owner Recognition Day*
- Sat., 11/8** *Owner Recognition Day* / Share Owners get 5% off
- Wed. 11/12** *Board of Directors Meeting & Product Sampling* / Sampling at 4:00 p.m., Meeting at 6:00 p.m.
- Fri., 11/28** *Owner Recognition Day*
- Wed. 12/10** *Board of Directors Meeting & Product Sampling* / Sampling at 4:00 p.m., Meeting at 6:00 p.m.
- Sat., 12/13** *Owner Recognition Day* / Share Owners get 5% off
- Fri., 12/26** *Owner Recognition Day* / *Board of Directors Meeting & Product Sampling* / Sampling at 4:00 p.m., Meeting at 6:00 p.m.

Hear Ye! Here Ye!

Food Tasting

Don't miss our food tasting events on the night of the board meeting starting at 4:00 pm. We will be sampling new products and dishes prepared from ingredients available at the Co-op. The board of directors invites you to stick around and attend board meetings starting at 6:00 pm.

Owner Recognition Days

Owner Recognition Days are every second Saturday and every fourth Thursday of the Month. Members enjoy an additional percentage off all store purchases these days!

-September 13

-September 25

-October 11

-October 23

-November 8

-November 28, (Friday)

-December 13

-December 26, (Friday)