

Our first
Annual Meeting

October 22, 2005, 6:30 to 8:30PM at the Holy Trinity Church lower level, 25 E. Walnut St. in Oxford.

The evening will begin with a social hour featuring homemade desserts, assorted beverages and local musical talent. The social hour will be followed by the business meeting at 7:30. The agenda for the meeting will include introduction of the Board of Directors, a progress report, discussion of the Proposed Bylaws and voting on the Proposed Bylaws.

The Proposed Bylaws are accessible at
<http://www.mooncoop.com/proposedbylaws.pdf>

Contact Debra Peter at 513-523-6129 if you need a hard copy.

While the votes are being counted, the evening will conclude with a short program presented by Pat Murphy of Community Solutions, a nonprofit organization out of Yellow Springs, OH dedicated to the development, growth and enhancement of small local communities. The presentation entitled "The End of Cheap Oil and the Transition to Sustainability" will document the decline of cheap, abundant oil and the transition to more sustainable communities with strong local food systems.

Hope to see you there!

Handicapped accessible and childcare available.

**MOON INTERIM
BOARD OF DIRECTORS**

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**MOON COOPERATIVE SERVICES, INC.
Mission Statement**

Our goal is to empower the members of our community to live a more sustainable lifestyle. We hope to accomplish this by:

1. *Providing a retail outlet for products that are produced in ecologically acceptable ways*
2. *Utilizing local and regional producers to strengthen the local economy and reduce transportation costs*
3. *Educating consumers and producers about sustainable principles and choices*
4. *Informing consumers about where their food comes from and how it is produced*
5. *Providing a place for the sharing of diverse foods and cultures*

Our world view incorporates all living things and the earth as members of our community. Issues such as the ethical treatment of animals, respect for ecological health, fostering social equality, celebrating diversity, and ultimately, ensuring a sustainable world for future generations, depends on the choices we make today. As a food cooperative, we hope to enable our community members to make locally sustainable choices in recognition of our larger global responsibilities.

Grassroots Newsletter
Editor Susan Flowers
3846 Shank Rd.
Hamilton, OH 45013



grassroots newsletter

NEWS FROM THE BOARD

Our Summer Supper in June was a tremendous success. Chef Ginni Thiell and volunteers prepared and served a fabulous feast to over 150 appreciative folks. Thanks to all the members and friends who volunteered time, energy, and resources to make this event happen.

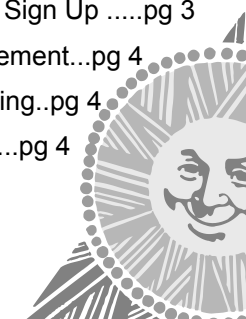
The shorter days of Fall and cooler temperatures find the MOON Board vigorously investigating and evaluating several new potential sites for our future natural foods store. We are looking forward to sharing our progress report with the membership at our First Annual Meeting on October 22 (see details page 4 in this newsletter). Please join us for a relaxing, entertaining, and informative evening.

The Board would like to welcome two new Board members: Bernadette Unger and Rick Momeyer. We are still in need of one more hardy soul to fill the position that will be vacated by Harv Roehling at the end of October. Time and energy are the main qualifications and at this time, we are particularly in need of accounting, business and legal talents. Even if you can't take a Board position, please consider volunteering your special skills to help the co-op---we'll have a sign-up sheet at the Annual Meeting.

MOON now has 132 member households with 156 member certificates purchased and 20 members have committed to \$47,000 in member loan subscription agreements. We are already planning the next membership drive and possibly a new member loan drive. As the holidays approach, consider gifting a membership to family and friends or making a donation to MOON. A cooperatively owned natural (real) foods store in Oxford that supports local farms and the local economy would be a community asset that benefits all of our citizens.

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We look forward to seeing everyone at the Annual meeting on October 22. The Proposed Bylaws are accessible at <http://www.mooncoop.com/proposedbylaws.pdf>. Each member household will register their voting delegate at the meeting to vote on the adoption of these Proposed Bylaws. If you would like a hard copy before the meeting or have any other questions, please contact any of the Board members listed in this newsletter.

The tentative time schedule for the Annual Meeting will be:
6:30 to 7:30 Voter registration and social hour
7:30 to 8:00 Business meeting and Bylaws vote
8:00 to 8:30 Community Solutions presentation followed by voting results

Hope to see you there!
MOON Board of Directors

All-American Love Affair with the Car... Gets Cleaner

By Patricia Platt

Have you seen a car with a "Powered by Biodiesel" bumper sticker around Oxford? It belongs to me, Patricia Platt, and my husband, Glenn Platt. Are you wondering what biodiesel is and why we use it? Read on.

What is it?

Biodiesel is a fuel derived from vegetable oils. In the U.S., biodiesel is typically made from soybeans mixed with methanol.

Why use it?

We bought a diesel car to get better gas mileage (about 50 mpg on the highway). We've started fueling it with biodiesel instead of petroleum-based diesel (petrodiesel) because:

1. Running biodiesel is better for our health. According to a U.S. Department of Energy study completed at the University of California at Davis, the use of pure biodiesel instead of petrodiesel drastically reduces cancer risks from exhaust emissions exposure.
2. Biodiesel is better for our soil and water supply – and for the health of future generations. A derivative of soybean oil, biodiesel biodegrades faster than table sugar. Moreover, soybeans are a 100% renewable resource, and they enrich the soil in which they are grown.
3. Global warming must be stopped. Running 100% biodiesel, our car generates 100% fewer sulfates (i.e., none) versus petrodiesel, and about 50% less carbon monoxide, particulate matter, and ozone. In 1998, a study performed by the U.S. Department of Energy and the U.S. Department of Agriculture found that for every one unit of fossil energy used in the entire biodiesel production cycle, 3.2 units of energy are gained, or a positive energy balance of 320 percent.
4. Petroleum supplies are running out, and they are not worth what they cost. Biodiesel is derived from a leading U.S. agricultural product. No one has ever invaded another country for soybeans.
5. Running biodiesel will help our car run longer. More lubricating and cleaner than petrodiesel, biodiesel is actually better for the engine. The Guinness Book of Records records that a German truck traveled more than 1.25 million km (780,000 miles) on biodiesel with its original engine. And no, we didn't have to modify our car to run biodiesel.
6. In the long run, running biodiesel will be more economical. See points 4 and 5. We paid \$2.20 per gallon for the biodiesel in our tank. At that time (May 2005), the local price of petrodiesel was \$2.40 per gallon. Now the local price of petrodiesel is around \$2.65 per gallon, and the price will undoubtedly continue to rise. Why pay skyrocketing fossil fuel prices when there's a better way?

How do you get it?

To run pure biodiesel, or B100, we had to buy a tank, which we store in our garage, and then have it filled by a tanker truck from a company in Milford. A number of gas stations around the tri-state sell biodiesel blended with petrodiesel at the pump. Or, you can buy a system for converting any kind of cooking oil (even used French fry oil) into biodiesel.

Winterization: uh oh, it's 5 below

There's currently no additive to prevent pure biodiesel from gelling in the winter. So, until some clever researcher invents one, we will fuel our car with B100 through the spring, summer, and autumn months (when the temperature is above freezing). During the sub-freezing months, we plan to run 20% biodiesel (B20) mixed with petrodiesel. Luckily, even a small amount of biodiesel means cleaner emissions and better engine lubrication.

We are well aware that biodiesel is not a perfect fuel option. However, while we wait for solar-powered cars to be developed, we think using biodiesel is a really good option. Look for our "Powered by Biodiesel" car around town, and ask us for more information. Or check out <http://www.biodiesel.org> or <http://journeytoforever.org/biodiesel.html>.

Market Study of Store's Sales Potential Is Promising

According to the conclusions based on the findings of the market study, the MOON Co-op Store is expected to achieve a modest natural food market share in the proposed trade area and will be well-positioned to capitalize on the continuing growth of the natural foods market. A facility of 3000 to 4000 square feet would have a first year sales potential of \$1.8 million. At market share maturity in 2008, the sales potential would likely be \$2.39 million.

For a complete copy of the study, please go to:

www.mooncoop.com/marketstudy05.pdf

or request a hard copy from any of the Board members.

MOON COOPERATIVE SERVICES, INC.

A Nonprofit Cooperative Association announces the public sale of membership certificates in the MOON Cooperative, Inc. Upon completion of our membership and financial goals - we plan to open a retail grocery store offering a full line of natural foods and products for simple living, with an emphasis on fresh local produce and farm products.

It's easy to become a MOON member—the purchase of one certificate at \$150 will get you the entire bundle of member benefits—we also offer an easy payment plan to spread out your investment (contact susan@mooncoop.com). But in order for our cooperative to truly become a reality, we will need our members to purchase as many additional certificates as they can to help fund the necessary start-up costs.

All member certificates are fully refundable at member request in accordance with our Bylaws. Think of it as an investment in your good health and the health of your community.

As a member/owner you'll enjoy the following benefits:

- *the opportunity to vote and run for the Board of Directors
- *the opportunity to invest your money in your community
- *the opportunity to become part of a community of like-minded souls
- *the opportunity to improve your store with comments, suggestions & recommendations
- *a monthly co-op newsletter with free ads for members

And, when our natural foods store opens you'll enjoy even more benefits:

- *the monthly member newsletter with sale items and a Wild Card! coupon good for a discount on your entire purchase one day a month when the store opens.
- *member-only sale items available all month
- *special order case discount
- *the possibility of a yearly patronage refund if the co-op makes money
- *discounts on classes and workshops sponsored by the co-op
- *the opportunity to buy fresh and local food every day all year round
- *outstanding customer service and selection with the earth in mind

For more information about the MOON Food Cooperative—visit our website at www.mooncoop.com

Please join us in developing a sustainable community food system.

To become a charter member of the MOON Cooperative Food Store, fill out the following information and mail this form with your check for the number of membership certificates that you would like to purchase to:

MOON Coop c/o Amy Pace
100 Beechpoint Dr.
Oxford, OH 45056

Name.....

Address.....

Phone.....

E-mail.....

Certificate price \$ 150

Times number purchased X.....

Total amount

Make your check payable to MOON Cooperative Services, Inc.

Your membership certificates and membership information will be mailed to you soon!