

MOON COOP newsletter
emailed March 17, 2010

MOON welcomes new members: We're 493 families strong and growing...
In this issue, you will find:

- Board update from the FOOD CO-OP START UP CONFERENCE
- Community events
- Consumer and growing concerns (pardon the pun)
- Recipes
- Join us on Facebook for topics of discussion and community support.
- As always, your comments and questions are encouraged.

From the Board -- Site Update

Since our last newsletter, Board member have met with a local developer and conducted phone inquiries into possible locations. Each potential site and each lease is idiosyncratic and requires some analysis. The board held a work session on site priorities and creative new directions in light of the options currently available. We evaluate sites based on several factors including location and physical qualities.

The cost of doing business at a site such as renovation costs and rents is analyzed in conjunction with a professional pro forma and profit loss documents based on the experience of other start up co-ops in small towns. MOON's Board refines the analysis with our own local cost research, which is on going. The board reexamines MOON's business model to assure it is the right fit for our market and our membership. The regional conference (see article below) was well-timed in this respect as we continue to press forward toward a store featuring local food and wholesome groceries.

Introducing your newest Board Member,
Amy Cogan Clay

"I graduated from Miami with a major in zoology and minor in botany, and taught environmental education in Colorado, Vermont, and the Great Smoky Mountains. I also worked as the Office Manager for Faith Lutheran Church for 10 years, enjoyed an all-too-brief two years co-owning Sustainable Style, a repurposed furniture store uptown, and now am an Educational Assistant in Special Ed. at Kramer.

I've very much enjoyed shopping in Co-ops in other towns while visiting. I believe that our Co-op is something that would benefit the community in so many different ways, from supporting local growers, to promoting sustainable growing practices, to giving people a healthy alternative for shopping.

I'd love to help in any way I can to make this possibility a reality for Oxford!"

Board participates in FOOD CO-OP START UP CONFERENCE

Approximately 15 food start-up co-ops came together for 2 days of educational presentations and round table discussions. Two simultaneous tracts were offered: Planning the Store and The First Year of Operation. Five MOON members attended and received a total of 50 hours of training. Both of these tracts had something to offer MOON so we made sure we had a representative in each session.

Impressions from those who attended:

++ Amy Clay

"The weekend could not have come at a better time for me. I sought a seat on the board coming from the perspective of truly wanting a co-op store to shop but not understanding all it takes for that to happen. Between the wonderfully knowledgeable presenters and the other Co-ops in various stages of development, I learned so much about the myriad of details it takes to make this vision a reality, and it made me see how thorough the MOON folks have been in setting it up.

Now when I talk to members and perspective members, I can share both the vision and the reality, both the excitement of where we are and we're going. I am so grateful for the opportunity to have been a part of the conference!

++ Beth Eacker

"I felt re-energized by the conference with an excitement that we can really make this happen. It was a confirmation of how far MOON has come and how much we really can do. I know we can create opportunities to reach even more people, to create community excitement about opening our store and start "changing the world"."

++ Bernadette Unger

"I was very happy more training was available on the member loan campaign because the Member Loans are the foundation of being able to move forward and MOON will need a new campaign. As we have reported in early newsletters. Paoli Indiana was on our schedule but sped ahead of us and opened. They were under-capitalized and in the first year sales were far below (about 1/2) of projected sales. Paoli has an exceptional General Manager and Paoli launched a special loan campaign and was able to generate enough money to stay open and start to turn the corner. They were very gracious about helping other co-ops learn from their experience.

MOON is often used as an example in sessions. Due to our unique difficulties in finding a site, we have learned the legal and financial aspects of sound decision-making. We have a good understanding of what banks will and will not finance. Although the outcome has not been a store location MOON is acknowledged by national leaders in the food co-op movement as proceeding wisely and prudently and with dedication. All start ups face some sort of frustration and it takes years to open a co-op store."

++ Rebekah Powers

"This conference was small and focused on start ups with plenty of opportunity to casually consult with experts as well as meet the successful operators of Bloomingfoods, a local food system in 3 key locations in Bloomington.

It was inspiring to meet people engaged in endeavors and to realize that relative to other cooperatives,

we have a great head start on both funding and membership.

I return home with a new vision of what is possible."

++ Gini Maddocks

"The conference served to give me confidence in our process. We were recognized by the national experts as an example of how to keep our eyes on the mission of opening a "successful" retail store while making informed decisions in the midst of economic crisis within a community of unique considerations.

Initially, I thought we should open anything we can as soon as we can. During the conference, however, I observed what happens to cooperatives which started out too small with not enough resources--they have lived to regret it and many cannot afford the costs of expanding to accommodate the required growth.

It mirrors what has happened to the world economy. This board continues to seek good information with which to make informed choices. Moon's heart grows with our numbers and level of commitment. I returned with more of that and want to invite you do do the same by helping us expand and grow so we're ready when the opportunity arrives.

I'm happy for the opportunity to bring back to you, the member owners, fresh perspective and renewed faith in the process. I feel it's getting closer all the time!"

YOUR CO-OP NEEDS YOUR PUSH

How can you help?

Talk it up! Be enthusiastic--tell people why their membership is important NOW

Volunteer (we have some ideas!)

Make a LOAN

Start planning you member loan NOW

We anticipate that with in 60-90 days of signing a preliminary lease we MUST have the member- loans and external loans to open the store and enter into a permanent lease.

For more information or to review a loan prospectus, contact: Bernadette Unger

Make it YOUR business to sign-up 1 Member!

MOON Board members are available to speak to your group.

Arrange for a speaker

Community Events

Organic Gardening at HOME Workshop

Learn how to grow some of your own food for good health and good taste at the next MOON Education/OEFFA Program, our 4th annual, "Let's Get Growing" workshop

Presented by Craig Harkrider of Stoney Hedgerow Farm
Date: Saturday, March 20, 2010 Time: 1:30 p.m. - 4:30 p.m.
Location: Oxford Lane Library (Beverages and snacks will be served)
Admission: FREE

Craig Harkrider will present the successful program he gave last year. He has been practicing organic gardening and farming for more that 20 years and is trained as an agronomist and educator. He has hosted on-farm workshops and served as the Organic Vegetable Gardening expert on WMUB's Free Advise program.

For more information: call 513-523-2360 or 513-523-5533
e-mail Nani Ball or Harv Roehling

Subjects covered in the workshop will include:

- § Choosing your gardening site
- § What to grow, when to start it, and how much to plant
- § Several methods of garden preparation
- § Building healthy soil
- § Weed control and pest control
- § Harvesting
- § Basic, quality tools
- § Recommended reading

Green Screen, a monthly environmental series

Date: Wednesday, April 14
Time: 7:00p.m.
Location: Oxford Community Arts Center (OCAC)
Admission: free and donations are greatly appreciated)

This month:

THEY KILLED SISTER DOROTHY

On February 12th, 2005, Sister Dorothy Stang, a Catholic nun from Dayton, Ohio, was shot six times and left to die on a muddy road in the Brazilian Amazon. Who was this woman? Why was she killed? And what will be done about it? The answers may hold the fate of the rainforest itself. They Killed Sister Dorothy is a ground-breaking documentary feature and a true courtroom drama that follows the trial of Dorothy's killers and examines her life's work in the rainforest of Brazil. (100 min.)

See future scheduled films

Green Tea Day, Health and Longevity Fair

Date: Wed, March 31
Time: 10-2:00

Place: Shriver Center

(Volunteer Opportunity! 2 hour shifts available Contact us)

Farmers Market Uptown

Date: December - April: 3rd Saturday of the Month

Time: 9:00-Noon

Place: Uptown Oxford

(Weekly markets resume in May)

oxfordfarmersmarket

Earth Day

Date: April 18

Place: Uptown Oxford

Food for Thought

Ethical Eating Goes Mainstream

While an interest in "ethically produced" food used to be a niche preoccupation of food co-op habitués, it has become a mass-market phenomenon.

Anti-Insect Netting instead of pesticides in the 1990s, an Israeli man came up with an advanced agricultural netting technique that protects plants from bugs while allowing them to receive sun, water, and air.

Make your own Lemon Juice Air Freshener Avoid the unlisted chemicals in commercial air fresheners by making your own delightful air freshener at home from known ingredients.

A recent study published in the International Journal of Biological Sciences has shown that 3 GM corn crops produced by Monsanto caused kidney and liver damage as well as some heart, adrenal, spleen and blood damage in rats.

3 Reasons NOT TO EAT Frozen Foods A recent study by Environmental Investigation Agency - an international campaigning organization - claims that greenhouse gases used in large freezers and fridges by supermarkets are as harmful to the environment as plastic bags.

Please note: we are happy to share info and perspectives which may or may not reflect the co-op as a whole. Like any community, we reflect diversity.

What do YOU have to share with your MOON community? (email us)

Recipe of the Month
10 Minute Veggie Soup
(courtesy of Artistry Farm)

Take winter root crops or squash etc. and wash thoroughly, trimming bad spots/blossom/root ends etc.

Cut the rest into big chunks (skin, seeds, guts and all) and puree in food processor while adding water to make soupy

In large pan, bring mixture to hard boil while adding:

big pinch salt
ground pepper
chunk of butter.

Turn off burner and stir to settle the boil while pouring in cold milk.
Eat immediately for maximum nutrition and delicate flavor.

LET'S PUBLISH A COOKBOOK! (submit your recipe)

Links

Moon Food Co-op Website

Oxford's Farmer's Market

Local Harvest

Green Batteries site

Indulgent Getaways

Organic Consumer Association

Send us your worthy sites & interesting articles.

Contact Information

Website: www.MoonCoop.com

Information: Bernadette Unger

Organizational manager: Rebekah Powers

Board of Directors and Committees

Bernadette Unger, Chair

Charles Ganelin, Vice President; Chair, Board Development Committee

Beth Eacker, Treasurer; Co-chair, Finance Committee

Mike Broida, Co-chair, Finance Committee

Scott Downing, Chair, Site Committee

Gini Maddocks, Chair, Education and Membership Committee

Your input is welcome--this is YOUR network!

Let's be the bridge between farmer and consumer.

Moon Loan Campaign

There has never been a more important investment in our community, our health and our families' future. This is our first line of funding and we need more people to step forward

and offer \$1000 or more. Contact: Rebekah Powers, Organizational Manager for more information or to review a loan prospectus.