

MARCH APRIL 2006



THE GOOD NEWS

About Good Food and Good Folks!



What's Happening?



By Sarah Christensen,

Interim General Manager

As a member of GreenTree you may have noticed that we have a lot of talented new people working in the store and that some of the other, perhaps more familiar faces, parted in 2005. I'd like to take this time to thank those people whose hard work and commitment to GreenTree have not only cultivated its growth, but will also continue to serve as guidance for current and future employees. I would also like to welcome the new staff and assure the membership and customers that we are committed to serving your needs and learning from the experience of

veterans as well as newcomers. Relative to this, in early December GreenTree hired a human resources consultant to help us develop a staffing structure appropriate for our needs and our size, a personnel policy, pay scale and a policy governance system for our board. Since then we've been busy adapting and enhancing the policies. One of the first things we put into place was the staffing structure. (See page 5 for diagram.)

One of the questions we hear from time to time at Greentree is, Why is a particular item less expensive at Kroger or Meijer? The answer is pretty simple: Kroger and Meijer receive volume discounts on their items because they purchase in large quantities. Conventional stores have also been known to make arrangements with each other regarding particular items. Kroger will have the lowest price on rice milk for example while Meijer agrees to have the lowest price on soy milk. So what sets us apart from these conventional stores, who have an organic aisle or even an organic section and whose prices are competitive? That answer is even simpler: the basic cooperative principles,

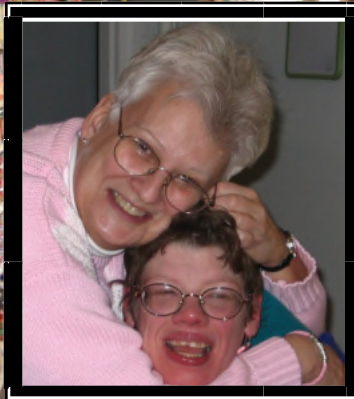
the fact that every owner is an equal and all profits, if there are any, go back into our community, instead of expanding the wallet of some executive at corporate headquarters. Also, unlike our conventional counterparts, GreenTree is committed to offering high-quality, organic and natural products not be cause of a sales trend, but because we believe that organic foods are better for our families, our communities and the environment. Our decisions are not based on a simple bottom line, i.e. profit. Instead, I like to think that we have a triple bottom line that includes environmental, social and financial sustainability.

I feel blessed on a daily basis to be a part of our cooperative community. GreenTree and the cooperative principles on which it was founded and continues to exist have truly changed my life. I believe that the more people learn about how cooperatives work and the more they begin to embrace their ownership, the stronger our cooperative will be. I look forward to growing with GreenTree and helping it nourish a healthy community.

Volunteer of the Month

Introducing:

Mary
&
Val



Mary & Val

have been dedicated volunteers for over 6 years. Their favorite way to help out is by bagging bulk items, especially the organic almonds!

Thank you for all the help that you have given us over the years. Your smiling faces help to make GreenTree an uplifting and fun place to work and shop!

Staff in the Spot Light

Before K. T. left GreenTree for an internship and herbalist training in California, she answered a few questions for The Good News.

Hey KT, what have you done at GreenTree?

I have been around GreenTree for the past few years. I started as a volunteer, worked as a steward and took over the produce buying after Matt left over this past summer. Currently, I am training Dean to take over the wonderful world of produce.

What is your favorite aspect of working at GreenTree?

The atmosphere and the community at GreenTree are unlike anywhere else. The people who work here and the customers who come in are all so beautiful. There is never a dull moment. The questions people ask, as well as everything the store holds, present a learning experience.

If you could change any two aspects of society in America, what would they be?

Consumerism in our country rules the American way of life. If people could understand the benefits of simplicity, I believe it would be more likely for happiness to prevail. Also, general goodwill to others is highly lacking, which may be a result of our cluttered lives.

Besides being a co-op worker and a CMU student, what do you do? What are your interests?

I love to play outside.

Let's hear about one or some global factors that you feel might be an issue?

Oh, man, where do I begin? There is so much in our world that needs some love, but a HUGE issue is pollution. I won't continue on that because I could write a book. However, I will say that the more conscious we are about our everyday actions, the more benefits future generations will see.

What do you feel your special purpose is here on the planet at this time?

We can all do something; it just depends on how

much we desire to act upon issues. So, I guess my special purpose is to spark that desire stuck within individuals that is just waiting to come out. Education is key.

If you could sit down and have coffee/conversation with one person (living or deceased), who would it be?

I would like to sit and have a cup of tea with the first creature on this earth. I would like to know the beauty and the turmoil that they saw and felt.

If you could take one food to a deserted island what would you take?

I need my rabbit food... my greens! They make me energized and happy and they are delicious too.

Where is the most beautiful place you've ever been and why?

Our world is full of beautiful places and they all have their benefits, but I think the most amazing place I have ever been are amidst the Sequoia's in Northern California. Some were at least eight hugs around!



K. T. relaxing in the office at the GreenTree

Conservation Tip
Use Canvas Bags or Reuse Plastic Grocery Bags - When not recycled, plastic grocery bags often find their way to the ocean and can tragically be mistaken for jellyfish, a leatherback sea turtle's favorite food.

From Endangered Species Chocolate. To learn more information visit www.chocolatebar.com or contact 1-800-293-0160

Earth-Lovin' Eats

Decadent Chocolate Cheezecake

by Angie Pohlman

Use silken tofu in any tofu recipe in which you want a very smooth texture; it is best in blended recipes.

1 Tofutti Better than Cream Cheese (8oz)

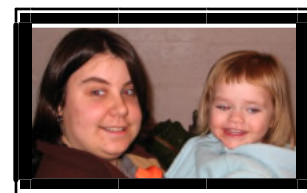
1 Mori-Nu Silken Firm Tofu (12.3oz)

1 bag of Chocolate Chips (10oz)

Blend tofu and cream cheese in a blender until smooth. Scrape down sides as necessary. Melt chocolate in a double boiler and add to tofu mixture. Blend until well incorporated.

For a chilled pie: Pour into your favorite prepared or baked pie crust and chill at least 8 hours until firm.

For a baked pie: Pour into unbaked (or partially-baked if necessary) crust and bake at 375 for about 35-45 minutes. Cool completely before serving. Makes 2 pies.



Angie with member/owner Elana Doren

Monthly Specials

BULK

Equal Exchange
Organic Midnight Sun Coffee
\$6.49/lb.

FROZEN

Amy's Kitchen
Lasagna 9-10.25 oz. selected varieties
\$2.89

Iani's
Chicken Nuggets 8oz
\$2.49

Organic So Delicious
Non Dairy Dessert, 1qt
\$3.29

Vani's
Waffles 8-9.5oz. Select Varieties
\$1.99

Cascadian Farm
Organic Fruit 10 oz. Select Varieties
\$2.79

BREAD

French Meadow
Organic Spelt Bread 24 oz
\$3.29

MARCH

DAIRY

Stonyfield Farm
Organic Whole Milk Yogurt 6 oz
Select Varieties \$1.69

Organic Valley
Raw Cheddar Cheese Mild or Sharp 8oz.
\$3.49

GROCERY

Kashi
TLC Crackers 9 oz. Select Varieties
\$1.79

Sanfaustino
Lightly Effervescent Water 33.8oz
2/ \$3

Amie's
Homegrown Pasta and Cheese 6-7
oz. Select Varieties \$1.29

Eden Organic
Organic Beans 15 oz. Select Varieties
\$.99

Lakewood Organic
Organic Juice 32 oz. Select Varieties
\$2.99

MORE GROCERY

Late July
Organic Crackers 6 oz. Select Varieties
\$1.69

Muir Glen
Organic Tomatoes 14.5 oz
selected varieties \$1.29

Traditional Medicinals
Organic Herbal Tea 16 ct.
Select Varieties \$2.69

Barbur's Bakery
Shredded Cereal 13-16 oz.
\$2.79

WELLNESS

Rainbow Light
Women's One Multivitamin 90 tabs
\$17.39

Bach
Rescue Remedy 20ml.
\$12.99

Simlisan
Eye Drops .33 oz. Select Varieties
\$8.49

BULK

Equal Exchange
Organic French Roast Coffee
\$6.49/lb.

FROZEN

Cascadian Farm
Organic Juice Concentrate
\$2.39

Cascadian Farm
Organic Vegetables 10oz
Select Varieties \$1.99

Quorn
Meat Free Nuggets
\$3.29 10.6 oz

BREAD

Rudi's Organic Bakery
Organic Bread Select Varieties
\$2.49

DAIRY

Nancy's
Organic Lowfat Cottage Cheese
\$2.69

APRIL

GROCERY

Santa Cruz
Organic Juice 32 oz. Select Varieties
\$1.99

Nature's Path
Organic Optimum Cereal
\$2.99

Pacific Foods
Organic Broth 32oz
Select Varieties \$2.29

Eden
Eden Soy Extra Organic Soy milk
\$1.79 32 oz

Yogi Tea
Organic Tea 16 ct.
\$2.29

Endangered Species
Chocolate Bar 3 oz
2/\$3

MORE GROCERY

Muir Glen
Organic Soup 19 oz
Select Varieties \$1.99

Mori Nu
Organic Firm Tofu 12.3 oz
\$1.19

Bionature
Organic Fruit Net wt 25.4 oz
Select Varieties \$1.99

WELLNESS

Dr. Bromer's
Organic Castile Soap 32 oz
\$8.49

Kiss My Face
Foaming Soap
\$4.89

Jason Naturals
Body Wash 30 oz
\$8.39

Special Orders are always due on Wednesdays before the last Saturday of each month

Upcoming Events

MARCH

20th

First Day of Spring

22th

7:00 pm Farmers Meeting

APRIL

2nd

12:00-4:00 pm Demo with Angie featuring Seitan, a meat alternative made from wheat gluten. Drop in for samples, recipes and discussion.

6th

Member Appreciation Day
Members get an extra 5% OFF non-sale items all day!

Live Music

7:30 pm Store Tour/ Orientation

13th

6:45 pm Board Meeting

@ Veterans Memorial Library in the Annex

If you have any events or special activities that you would like to share with other GreenTree Members please call 772-3221 or email Dean at advertising@greentreecoop.

Wish List

**Kids toys that will fit in play area (e.g. child size shopping cart, books)

**Plants for the front garden:

Purple Coneflower, Asters, Black Eyed Susan's, Coreopsis, Columbine, Gaillardia, Sundown Primrose, Shasta Daises...or new varieties that are visually pleasing

**Hardwood mulch for the front of the greenhouse

**Clean Yogurt cups, 6-16 oz. for greenhouse seedlings

-Please call ahead for these items we only need one of each..thanks

**Toaster oven

**Vacuum with attachments



ANNUAL MEMBERSHIP MEETING

BRING THE WHOLE FAMILY, A DISH TO PASS AND YOUR TABLE SETTING

SUNDAY, APRIL 23RD

THE FIRST UNITED METHODIST CHURCH

400 S. MAIN ST. MOUNT PLEASANT

Vote for new Board Members!

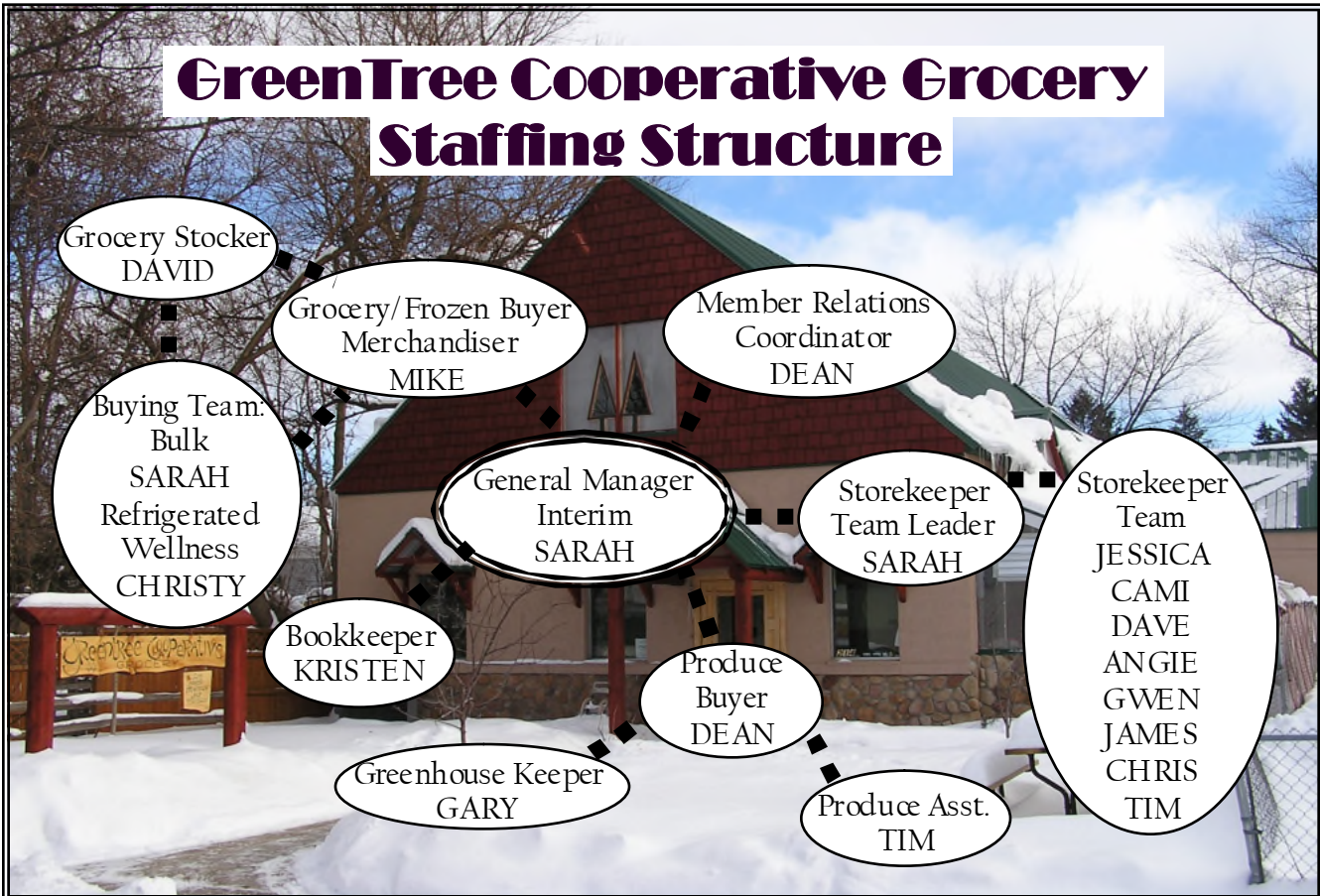
Meet fellow members!

We will giveaway a limited number of young white pine saplings!

Events are as follows:

- 2pm-3pm Potluck Social
- 3pm-4pm Membership Meeting
- 4pm-5pm Board Meeting

GreenTree Cooperative Grocery Staffing Structure



Staff Favorites

Sarah craves bulk foods oatmeal with maple syrup and cinnamon.

Mike will eat an entire package of Graham-Wiches in 24 hours.

KT keeps tea tree oil handy, for all it's great healing purposes.

Jess enjoys all varieties of Naked Juices.

Cami loves Udo's Choice Oil & Tofurky but not together.

Ang makes amazing dishes using Tofutti Better Than Cream Cheese. (check out recipe of p.3)

Kristen craves the tang and calcium of steamed collard greens.

Gwen has a lemon yogurt with ginger snap granola everyday.

Christy chugs Community Green Tea by Honest Tea because it's sweet and full of antioxidants.

Dave indulges himself with 210% protein, by eating Tofurky daily.

David slams Green Machine Naked Juice.

James is obsessed with ginger, especially Ginger Beer.

Chris is the king of tempeh and fried rice.

Tim thinks he is a rabbit; any salad mix is a GO.

Dean drinks Guayaki Red Leaf Rooibust to get a quick fix instead of drinking coffee.

Who Decides Organic Standards?

by Kristen Ulmanis

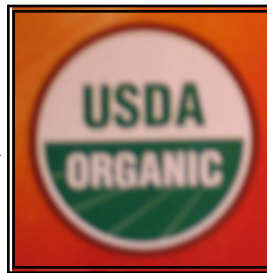
What are you hoping to get when you purchase a product that is labeled organic? If you're like me, you assume that the product was grown or raised without the use of pesticides and that it contains no harmful synthetic ingredients. As of last fall, that no longer may be true. At that time Congress passed its FY06 agriculture funding bill with a last-minute rider that made three significant changes to the Organic Foods Production Act.

First, synthetic food additives and processing aids that are sometimes used in organic products are no longer subject to the criteria established by the National Organic Standards Board (NOSB), a group traditionally regarded as the public watchdogs of the organic community. In a ten-year period, the NOSB approved only 38 synthetic substances because they were deemed harmless. Over 500 synthetic substances are currently on a waiting list to be approved for use in certified organic food. Some fear that food labeled "organic" will now include many of these substances, which would have been rejected under the old guidelines.

Second, a loophole now allows young dairy cows that have been raised on conventional farms to be imported into farms that are transitioning into certified organic ones. These calves could have been medicated with antibiotics or fed genetically engineered feed or slaughterhouse waste.

Third, under the changes, non-organic ingredients can be substituted for organic ingredients without any public notification. Previously, up to 5% of ingredients in certified organic products could be non-organic if the producer could successfully argue for the commercial unavailability of the organic counterparts before the NOSB. Now the Agriculture Secretary can issue an emergency decree for such inclusion without the public scrutiny and advice of the NOSB.

How did this happen? The last-minute amendment



that was attached to the agriculture funding bill was hammered out behind closed doors between a group of Republican senators on the conference committee and representatives of the Organic Trade Association (OTA). Critics charge that the consumers and smaller producers who made up much of the OTA's original membership have been forced out by higher dues. They contend that the OTA now represents the interests of large agribusiness corporations that want to dilute organic standards, which can't be maintained as easily at their larger processing facilities.

The OTA argues that this amendment will allow more people access to affordable, "organic" food as it helps all producers to overcome unnecessary barriers that do not impact health or sustainability. Critics, like the Organic Consumers Association, counter that these companies merely want their share of the booming organic food industry and that the benefits of producing and eating "organic" food will decrease as the standards are progressively compromised. That group has promised to sponsor the Organic Restoration Act when congressional leadership changes hands.

As the demand for organic products surges, the debate over the definition of "organic" is sure to remain heated. Where do you stand? Should "organic" mean that nothing synthetic is added? If you think harmless synthetic substances should be allowed in "organic" products, then how do we decide which ones and how much? What does "harmless" mean? What if we aren't really sure yet what is harmful in the long run and what isn't? Does how we define "organic" really affect the availability of healthy and sustainably grown food? The answers might not be as simple as we think, but the questions are always worth asking. *Sources include reprinted articles from the Organic Consumers Association website (www.oca.com). Check out the OTA's website (www.ota.com) for a broader perspective on the OTA's goals and achievements.*

Board Report

Calling all Members

By: Shelly Smith,
Co-Chair

As many of you know, our annual membership meeting and picnics coming up in April. This is the time when we all get together to share company, share great food in potluck style, and to hear the annual report from the board of directors. It's also the time to vote for new board members.

We will have three to four 3-year seats available due to term expirations and encourage you to run for a seat. If you are interested, please write a brief letter of intent, including something

about yourself and why you would like to volunteer on the GreenTree board, and put it in the board mailbox. Please do this by April 15, so we can hang the letters in the store and begin in-store voting a couple of weeks before the meeting. (We vote at the meeting as well.)

To help you with your endeavor, here is a little information about the board. We have nine members, some of whom are fairly new and some who have served for a number of years through consecutive terms. We meet the second Thursday of each month at 6:45pm. Meetings last 2

hours and are currently being held in the Veterans Memorial Library in the Annex.

This year we have seen some restructuring at GreenTree and will continue to see more improvements. The board's duties include supervision of the general manager as well as other organizational responsibilities. One of our goals this year is to transition into a system of policy governance. This will take some work but should improve the efficiency of the board and, therefore, benefit GreenTree as well. We hope you will consider joining the board during this exciting time!

General Manager Wanted

GreenTree Grocery is looking for a general manager and would like to open the job to membership before putting it out to the general public. We are looking for someone with excellent leadership and

consensus building skills, marketing skills and customer service experience. Skills in budget development and bookkeeping are also necessary. As we are a member-focused, cooperative natural grocery, experi-

ence in the natural foods industry and co-operative grocery management is a plus. Please submit resume and cover letter to:

Shelly Smith
c/o GreenTree Grocery
214N. Franklin St.
Mt. Pleasant, MI 48858

Department Shouts

Produce

Thanks to everyone who has been supporting our fine selection of organic produce! A second truck has been added to provide more consistent selection and to make up for the seasonal lack of local distribution. Hopefully this should benefit all you weekend shoppers. As spring approaches look for the local harvest signs that will start to appear soon. Also, it's cold and flu season as well as citrus season, so indulge in all the wonderful vitamin C you deserve.

Bulk

One of the best-kept secrets in the bulk section are the pastas, despite the fact that they are priced lower than the pre-packaged pasta. You can purchase as little or as much as you like. They are yummy! Check them out today or the next time you are making a pasta dish.

Dairy/cheese

The small vendors are ever-changing. We have added Traders Point Creamery, a family-owned Creamery from Zionsville, Indiana, which offers rich

whole milk, and sweet yogurt. Ask for a sample if you missed the display in the old deli cooler.

Refrigerated

Mochi, a wheat-free and gluten-free rice snack, has been moved out of the refrigerator and relocated to the freezer. Try some today for a healthy treat! We are always looking for suggestions for new products, especially if you have an intolerance for dairy products. Let us know how we can better serve your special dietary needs.



Shelly Smith-Co-Chair
GreenTree Board & Son
Sammy

Letter From the Printer

Dear GreenTree,

I want to apologize for the printing errors in your December 2005 Newsletter and Survey. As you know, when we printed the materials from the CD you gave us, it dropped the second line on some of the questions. Although we proofread the pages to assure they were correctly aligned before we made the copies, we did not notice that some of the lines had been dropped.

I want to thank you for bringing it to our attention and for letting us get the master CD to try and determine how this problem occurred. Unfortunately, we could not get our computer/printer to duplicate the problem. We are baffled as to how this happened, but it is certainly our error and, therefore, we will not be charging you for this mailer. In addition, we will be reimbursing you for the entire cost of postage, which amounted to \$158.91. We have also included in our production procedures more careful guidelines on proofreading anything that we print from a CD or disk-anything that we haven't formatted ourselves.

Please accept our sincere apologies for the problem this caused you. We value you as our customer and deeply regret what happened.

Sincerely,
Brent Gilbert, Sales Coordinator, MMI and Chris Zeigler, VP of Operations, MMI



The Good News

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Chocolate

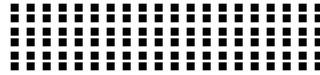
Good Food for Good Folks

Serving your local community for over 30 years

Store Hours of Operation

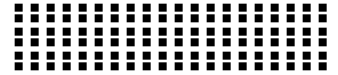
Mon- Sat 9am - 7pm

Sunday 12- 4pm



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the clearcut alternative

www.visionpaper.com



Kenaf is a 4,000 year old NEW crop with roots in ancient Africa. A member of the hibiscus family (*Hibiscus cannabinus* L), it is related to cotton and okra, and grows well in many parts of the U.S. It offers a way to make paper without cutting trees. Kenaf grows quickly, rising to heights of 12-14 feet in as little as 4 to 5 months. U.S. Department of Agriculture studies show that kenaf yields of 6 to 10 tons of dry fiber per acre per year are generally 3 to 5 times greater than the yield for Southern pine trees, which can take from 7 to 40 years to reach harvestable size.



GREENTREE COOPERATIVE GROCERY

Calling all Local Area

FARMERS AND HOME GARDENERS

for 2006 Season

If you have certified organic produce, or are practicing growing methods that do not use chemicals, pesticides, herbicides, fungicides, irradiation, rGBH or Genetically Modified Organisms (GMO), we might be interested in selling your produce.



Join us for
GreenTree's first farmer
meeting

March 22nd, 2006 @ 7:00pm

at the

GreenTree Cooperative Grocery

214 N. Franklin

Mount Pleasant, MI 48858

MARK YOUR
CALENDAR

If you are unable to attend or would like to receive more information about growing produce for the GreenTree, please call Dean at 989-772-3221 or email himat.produce@greentree.coop.