

# *the Localist*

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CHICO NATURAL FOODS COOPERATIVE / QUARTERLY PUBLICATION

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**LOCAL SPOTLIGHT — SEASONAL PRODUCE — FARMELOT**



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— 2017 —  
ISSUE 1

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## THANKS TO OUR OWNER DRIVE SUPPORTERS

Orland	Nor-Cal Nitro	Farms
Farmstead	Skylake Ranch	Maisie Jane's
Creamery	Mary's Gone	Kiss of Culture
Tender Loving	Crackers	Mama Satva
Coffee	Angel	Ghee
Mountain Fruit	Chocolates	Sweet Grass
Company	Pacific Culture	Organics
Beber Almond	California Olive	Cultured
Milk	Ranch	Kitchen
Llano Seco	Sierra Nevada	
Pacific Crest	Cheese	
Salsa	Chico Chai	
Pedrozo Dairy	Lundberg	

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CHICO NATURAL  
FOODS COOPERATIVE**

# WELCOME!



Liza Tedesco  
GM

You hold in your hands the Co-op's new Localist newsletter. We've been hard at work preparing articles to help connect you, the owners of Chico's only community-owned grocery store, with the products of your community. Inside, you'll find a wealth of information about eating, shopping, and living locally at the Co-op. You can find out what local produce to expect on our shelves this spring and learn a bit about one of our local farmers, Farmalot. Read up on how to survive the valley's aggressive allergy season (without resorting to pharmaceuticals) and explore what it takes to be a member of the Co-op's board. Most of all, we want you to feel connected to our area's diverse and abundant food culture.

The North Valley region is blessed with a vibrant agricultural history. The farms found within our Co-op walls are keeping traditions alive, as well as creating new ones, by growing food in our community. From grass-fed beef to farm-fresh eggs, juicy citrus to heirloom tomatoes, you'll find a wide variety of products on the Co-op's shelves. Some farms are just starting out, and some families have been farming in our valley for decades. Some cultivate hundreds of acres and some tend a small garden. These wonderful farms offer us unparalleled access to freshness and variety.

Our work at Chico Natural Foods Cooperative is to cultivate and support relationships between farmers, artisanal producers and the community through outreach, education, and advocacy. You, our owners and shoppers, are building healthy communities by purchasing local food from your community grocery store.

We are fortunate to have so many incredible opportunities to connect with the land, our food, and the people who grow and produce it. We hope to help you uncover new sources for locally grown food, visit the places where your food is grown, and discover more ways to incorporate locally grown foods into your daily life.

By choosing local food from these local farms and producers you'll be preserving jobs, farmland, landscapes and a deep heritage. Support them and support a strong future for agriculture and producers in the North Valley.







# ALLERGIES

**S**pring in Chico has so much to offer: babbling brooks, crystal-clear creeks, and flowers in bloom: from small wildflowers in the lawn to big, beautiful bulbs in gardens. Winter's wet gloom melts away under the wonderful California sun, and we can exchange sweaters and scarves for t-shirts and shorts.

Of course, the abundance of life bursting from every corner of Butte County can have an unpleasant side effect: allergies! The dizzying diversity of flora in Chico means that if you are allergic to something, it's probably growing (and flowering and spreading pollen) within a mile of your home. Before you go to the pharmacy to load up on short-term steroids and intense pharmaceuticals, research the natural remedies available at your Co-op.

## The Natural Antihistamines:

Many of the unpleasant symptoms of airborne allergies are caused by the body's release of histamines. Most over-the-counter pharmaceutical allergy treatments work by preventing histamines from bonding to histamine receptors in the body. When bonding happens, so do the allergy symptoms. Natural antihistamines, like quercetin and nettles work a little differently. There is some evidence to indicate that quercetin actually prevents the body from releasing histamines in the first place, stopping the allergic symptoms before they start. Stinging nettles, despite their unpleasant effect when encountered on hikes, are also a common oral treatment for allergies. Research is unclear as to whether the salutary effect of nettles on allergic symptoms caused by their anti-inflammatory effect, or if they also prevent the production of histamines in a manner similar to quercetin.

### NATURAL ANTIHISTAMINES



**Megafood**

Quercetin Strength



**Bluebonnet**

Super Quercetin



**Wild Harvest**

Nettle



**Wild Harvest**

Nettle Quercetin

**Contains** the allergy fighting ingredients: quercetin, nettle leaf extract, eyebright leaf extract (another popular natural allergy remedy!), and Vitamin C.

**Contains** the allergy fighting ingredients: quercetin and bromelain (an anti-inflammatory which also helps increase your body's absorption of quercetin).



## Mechanical Treatments:

We're not talking about bizarre contraptions here: far from it! Sometimes the most effective way of fighting allergies is keeping those allergens out of your body in the first place. During peak allergy season wash your hands and face regularly, and take a quick shower or bath before bed. If your allergies are really bad, and you're feeling adventurous, try a nasal rinse with a neti pot. It may sound strange, but there's nothing quite like the feeling of going from stopped up with allergies to freshly rinsed. The Co-op also carries a colloidal silver nasal spray for freshening up while you're on the go.



**Colloidal Silver**  
Nasal Spray



**Neti Pot**

The huge diversity of allergens in Chico, as well as the incredible complexity of each individual's immune system, means that there is no "silver bullet" remedy for everyone's allergies. You should consult with your medical professional, do independent research, and experiment carefully before you commit fully to any particular allergy regimen. Your Co-op is a great place to start exploring the world of natural allergy treatments--come on in and check with one of our Wellness specialists before allergy season kicks into high gear!

CHICO NATURAL FOODS COOPERATIVE  
PRESENTS



**EAT LOCAL**  
**MONTH MARCH**

**ALL MONTH**  
**WE CELEBRATE**  
**LOCAL PRODUCTS**

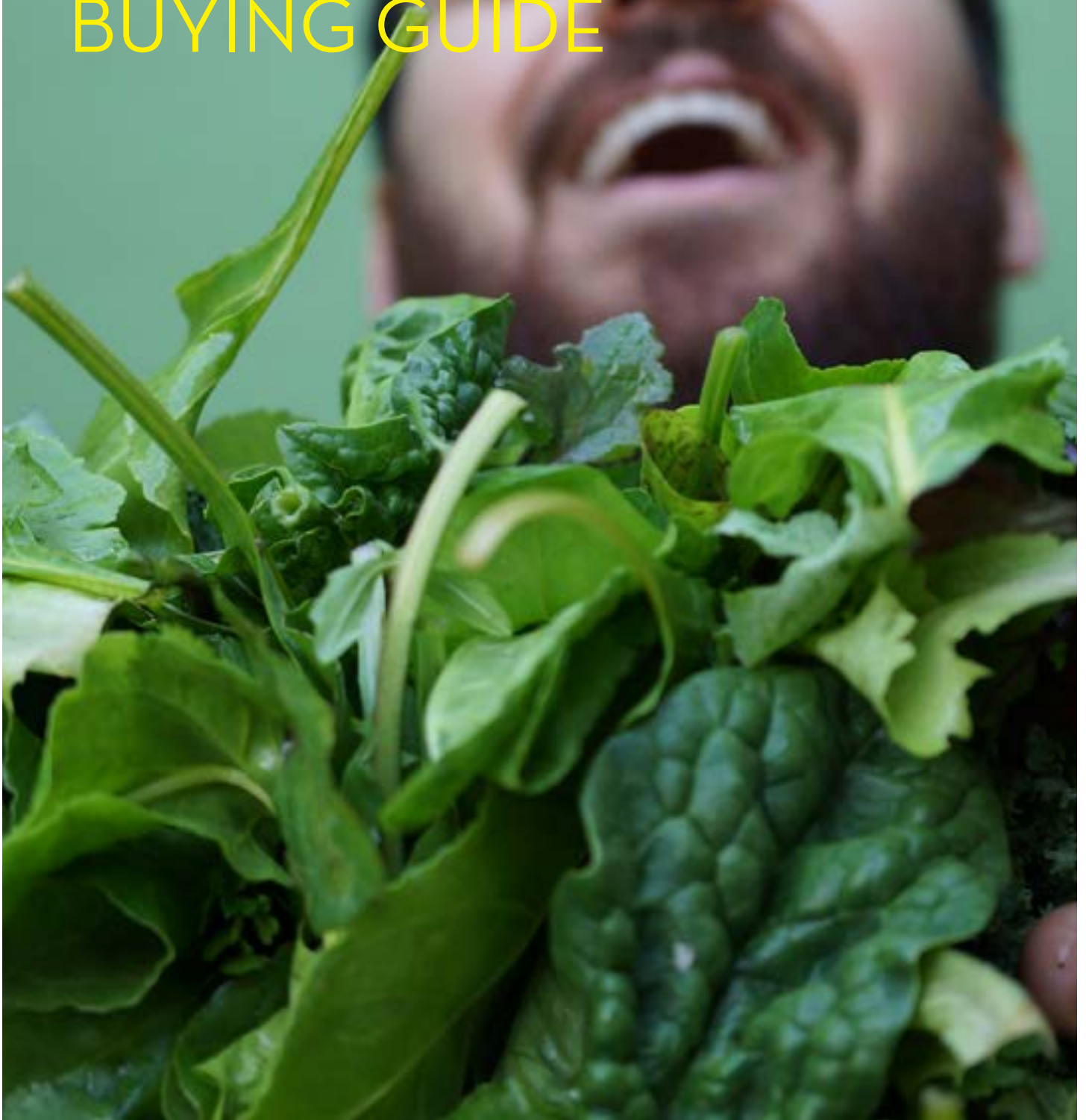
**LOOK**  
**FOR THESE**  
**LOCAL TAGS**





# PRODUCE

## YOUR SEASONAL BUYING GUIDE







## MARCH

The spring harvest season kicks into gear in March. Your salads and stir-fries are going to get immeasurably better as our local greens start showing up.

**Comanche Creek** will be delivering us a spicy braising green mix, peppery arugula, a variety of crispy, cruciferous cabbages, plus more leafy greens (kales, lettuces, mustard and collard greens, salad mixes) then you could juice in a year's worth of cleanses. **Pyramid Farms** will be providing us green cabbage and, of course, their irresistible Nantes carrots. **Farmelot** will also be satisfying your salad needs with at least six different kinds of lettuce starting in March [see the article on the next page to learn more about Farmelot].

Hearty vegetables and power-packed peas will be showing up in March as well. Comanche Creek should be delivering a king's bounty of broccoli crowns (also look for crowns grown by

In spring the Co-op's produce case, much like the North Valley's farms and fields, fills up with an abundance of local vegetables and fruit. Keep an eye out this spring for the following beautiful and delicious products from our amazing local farmers:

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Farmelot), a pair of pea breeds, plus red and white spring onions. Flavor filled radishes will also be arriving from Comanche Creek. March and April will be our last chance to enjoy unbeatable local winter fruits. **Hand in Garden** will still be providing Melogold and Ruby grapefruits as well as navel and blood oranges. The incomparable **Ariza Farms** will have kiwifruit through the end of the spring.

Keep an eye out for local hothouse tomatoes showing up in March from **Mountain View Growers**.

We're planning on providing you with the finest and freshest wild-harvested mushrooms

in town. The Co-op will also have all manner of plant starts for your home garden, delivered regularly by **GRUB Grown Nursery**.

## APRIL AND MAY

The flood of new local items slows down in April and May. Don't fret—we'll still have most of those incredible local veggies that started showing up in March.

April will see us getting a variety of beautiful decorative flowers from three local growers: **M.J. Liaw, Pyramid Farms, and Turkey Tail Farm**. Fresh, mellow green garlic will start popping up on our shelves in April from **Canopy Farms**, who will also be providing us with green onions and fresh dill in May. We'll have more herbs showing up from GRUB Grown

Nursery and Pyramid Farms in the month of May. May will also be the time that you can start dusting off those summer salad recipes. We'll be getting slicer, Persian, lemon, and painted cucumbers from three different local growers. Zucchini, summer squash, and heirloom tomatoes will also be arriving at the Co-op in May, fresh from Pyramid Farms and Comanche Creek.

May is also the time to stop mourning the end of citrus season and start getting excited for summer fruit. **Good Faith Farms** will be delivering apricots, a variety of farmers will be harvesting cherries (weather permitting), and, at long last, local strawberries will be arriving from **Fang Farms**!

Keep in mind that these are only our expectations: weird weather and unexpected disruptions can delay deliveries or even prevent certain items from arriving at the Co-op at all. On the other hand, this list is not exhaustive—our Produce department is always on the lookout for new, excellent, sustainable local farms to buy from. One thing you can always count on: your Chico Natural Foods Cooperative is always going to be your best bet for finding the best local produce in the North Valley.



# LOCAL SPOTLIGHTS

## Pacific Crest Salsa

Salsa is something special. Nearly every restaurant or household has their own preferred salsa recipe. Consumers who lack the time to make their own have, in recent years, been offered an ever-expanding array of pre-made salsas to enjoy: from chunky to smooth, sweet to spicy, and green to red. There are more salsas in the world than any one person could hope to sample. No salsa on the market, though, is quite like Pacific Crest Salsa. Like all good salsas, Pacific Crest starts with tomatoes. In 2008, the artisan behind the salsa, Stephen, was



dissatisfied with the quality of tomatoes he could find at the store, so he started growing his own. As anyone who has added tomatoes to their garden knows, you can't grow just a few at a time. Stephen decided to turn his surplus Romas into salsa. Before long, friends, co-workers, and anyone else lucky enough to try Stephen's mix were requesting it for themselves. Soon after, Pacific Crest was born. The first thing you'll notice about Pacific Crest salsa is its freshness. Only fresh, raw tomatoes, peppers, onions, cilantro, and limes are chosen for the mix. The top-quality ingredients produce unparalleled flavor, making Pacific Crest a standout in every category of salsa. The smooth, bright sensation of the Medium Salsa makes it a crowd-pleaser for any occasion, the Hot Salsa adds just enough heat to set tongues tingling, while the habanero-filled Fire Salsa will challenge and delight even the most enthusiastic hot-head. For something different, try the one-of-a-kind Pineapple Salsa. Regardless of your choice, you'll be happy you tried Chico's own Pacific Crest salsa.

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## Tender Loving Coffee

There is nothing quite like Tender Loving Coffee. A Klean Kanteen full of TLC feels just like Chico, whether you're listening to November rains through an open window or jolting up for an August swim. Tender Loving Coffee tastes right. TLC is roasted here in Chico in a one-of-a-kind, hand-built mobile coffee roaster. You may have seen Anna and Eric, the proprietors, set up out in front of the Co-op before! If you're a local connoisseur of coffee, then you've probably already delighted in the taste of Tender Loving before—Anna and Eric are also the owner-operators of The Naked Lounge, and they provide CNFC with our own custom "Co-op Blend" that we sell hot in the store. If you want to bring some Tender Loving Coffee into your own home, pick up one of five blends available on the shelf at the Co-op.





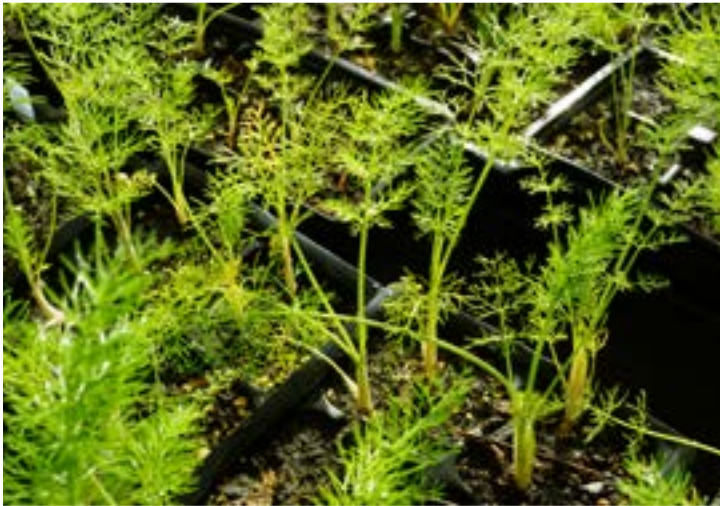


# FARMELOT



# FARMELOT

The land in and around Vina is still the home of dedicated, soulful farmers who practice agriculture not just as a vocation, but as a science, an art, and a meaningful way of life. The monks of New Clairvaux grow their sacred grapes in Vina; not too far from that ancient Abbey is a similarly special place: Farmelot.



Farmelot (and its sister farm at Riparia) is a 14 year-old labor of love, spearheaded by two extraordinary individuals: James Brock and Dr. Bruce Balgooyen. James has been growing food since he was a child in Appalachia, but it wasn't until 2003 that he decided to leave his career in politics and education and dedicate himself to farming. He moved from Oregon down to Chico, and has been growing Farmelot ever since.

## **“We gotta preach local”**

Farmelot's proprietors combine cutting-edge sophistication and traditional techniques to great effect. Farmelot is home to an extensive plant breeding and propagation process (Dr. Balgooyen, after all, has his Ph.D. in Seed Cultivation). Sustainability is of paramount importance; their propagation greenhouse is self-built

**T**he beauty and fertility of Vina, California has been admired for as long as agriculture has existed in the area. In the 1800s it was the home of Leland Stanford's “Great Vina Ranch”, which was the world's largest vineyard and winery in its time.

of recycled and repurposed materials. The goal is not just to minimize the negative impacts of agriculture on the earth, but to replenish the land they are stewarding.

Farmelot's employment of manual (as opposed to automated) techniques of

cultivation is a result of their dedication to efficiency and the environment. James extols the benefits of manual labor: it results in higher quality, more carefully tended produce and increases the output per acre. In addition to old-fashioned elbow grease, James carefully

**“Farming teaches you patience. I'll be out here watering at night, under the full moon, and it's just beautiful”**

rotates the crops and deploys grazing chickens to keep unwanted pests at bay. The end result of all this effort and planning is a nearly year-round supply of impeccably tasty and sustainably grown produce.

The proprietors of Farmelot see sustainable farming as more than just a way to distinguish themselves in a competitive marketplace. They understand versatile local farms are an essential part of any prosperous,





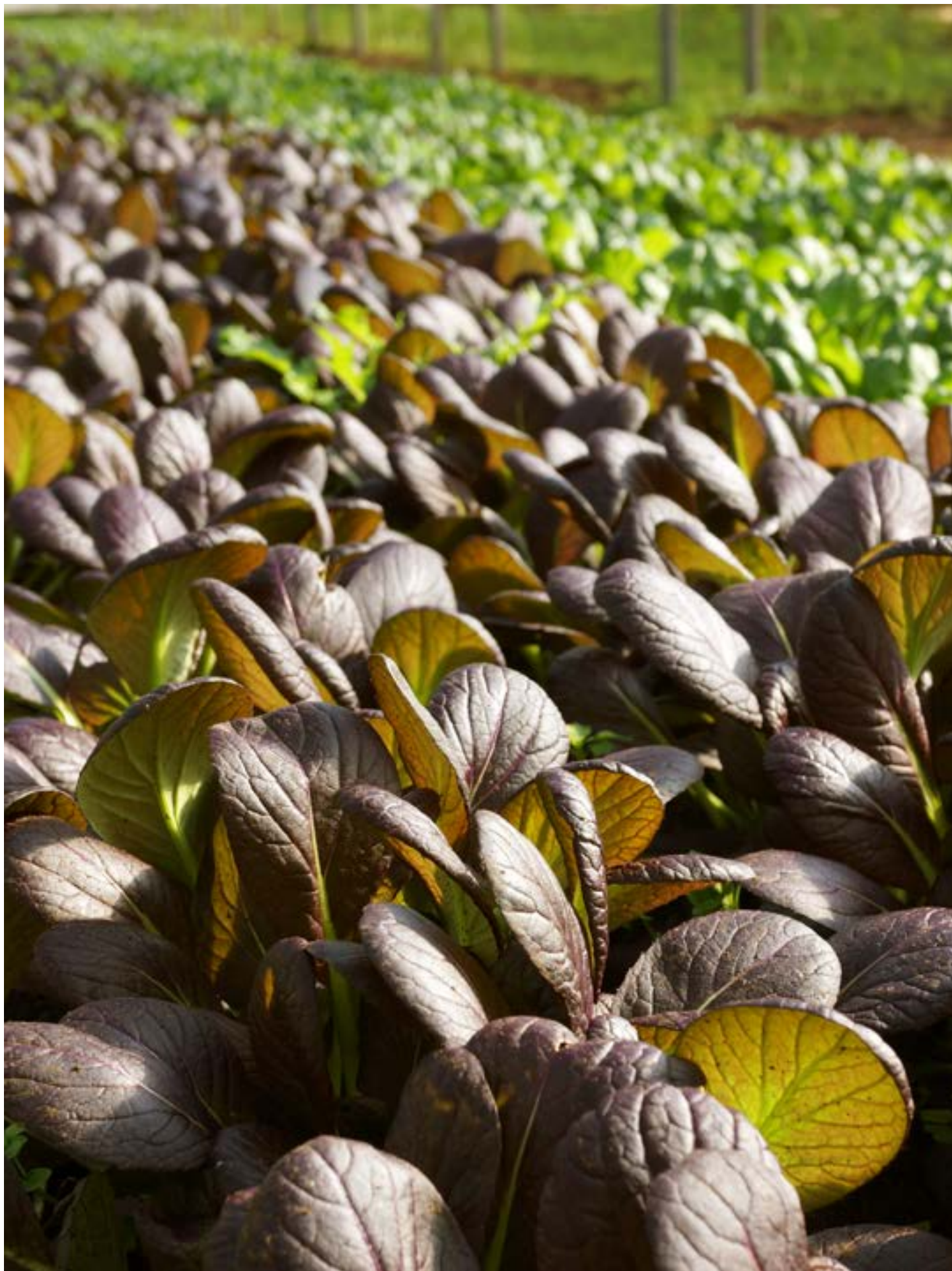


## **“Where people lead, leaders will follow.”**

resilient economy. Farmelot is a model for how a business can nourish our community, preserve the land, and add to, not extract from, the area's wealth. The key to increased prosperity in the North State is to recognize the immense value and positive externalities that come from building on the resources available to us regionally. James firmly believes that “We’ve got to preach local”. The proof is in the produce. When you get the chance to experience food grown at Farmelot, you see that farming is not just a job, a science, or a tradition--it's

an art. The intricate interplay of smell, taste, texture and appearance are the product of unsullied nature and unparalleled nurture. You can be proud that you are not simply indulging; you are part of a vital and energetic food chain stretching from skilled local farmers through the bountiful community grocer and, finally, to your plate.







# ROUNDUP

## DONATIONS PROGRAM

## Round Up and the Bag Tokens

The Co-op made a big change to our donation program in February. We retired our Bag Token program and introduced a brand new Round Up at the Register process. Our shoppers now had a chance to round their purchases up to the nearest dollar and donate the difference to a local charity—in February it was the Torres Community Shelter. Despite being a well-established program in other cooperatives around the country, we weren't sure how Round Up would go over here in Chico. Our staff guessed that the monthly donations would range anywhere from \$400 - \$800.

**Our shoppers donated over  
\$4,400 in one month!**

We are floored. We knew that Co-op shoppers were a generous bunch, but this is fantastic. Round Up is just one more example of how the collective actions of dedicated, ambitious individuals can add up to make a significant impact. We can't wait to see what happens in March, when our partner organization is Growing Healthy Children.



# JOIN THE BOARD!



**Peter Ratner**  
**Board Member**

**D**o you believe in thinking globally but acting locally? Care about the food you eat and the way it's produced? Do you want to interact with people in a truly democratic fashion? Joining the Co-op Board of Directors is a great way to put these values into practice. The Board of Directors are elected directly by the owners of the Co-op, and as such we are a component (along with our owners), of a functioning democracy. The Co-op's structure of board governance is designed so that the Board is responsible for the direction the store is taking, but is not involved in day to day operations of the store. We (along with input from owners) create the vision that guides the Co-op, and our wonderfully talented staff does the rest.

The Board of Directors of Chico Natural Foods Cooperative will have two seats up for election next October, and we are starting to create a pool of potential candidates.

We are looking for people with experience or interest in any of the following: CNFC, co-ops, business, non-profit work, accounting, fundraising, board work, strategic planning, vision statements, locally produced food, writing, public speaking, and grassroots democracy. Self-motivated individuals and those with a particular passion for food and community are encouraged to apply.

You need to have been an owner of Chico Natural Foods Cooperative for a minimum of 6 months prior to the election in October, so if you're reading this and aren't an owner, you should invest before April.

Directors receive training and ongoing support from the CDS Consulting Co-op, an organization which offers education for co-ops nationwide. If you are curious about the training that the BOD receives, Directors will be in the store throughout the month of March to answer questions.

Directors receive a 15% discount on purchases at the Co-op, and plenty of satisfaction in contributing to an ongoing vital part of our community.

If you are interested, pick up an application in the store.





# SPRING EVENTS

As the weather warms, Chico's community calendar begins to heat up. Look for the Co-op at these wonderful events!

**April  
6<sup>TH</sup>**

## Thursday Night Market

The Co-op will be bringing Chico's original kombucha cart out the Thursday Night Market all season long! Come on out for great coupons, tasty drinks, and an incredible cross section of Chico residents!



**April  
9<sup>TH</sup>**

## The Local Table

The Co-op Kitchen will once again be partnering with the Valene L. Smith Museum of Anthropology to host The Local Table. We'll be celebrating local Hmong culture with food, drink and music, with all proceeds going to benefit the Museum. Buy your tickets ahead of time, this event just may sell out!



**April  
15<sup>TH</sup>**

## Growing Healthy Children Walk / Run

Growing Healthy Children has, for more than a decade, been hosting Chico's only no-cost family-friendly walk/run and health fair. The Co-op will be joining many other local health and nutrition organizations to provide tasty snacks and fun activities for all the families that get active at the event! Growing Healthy Children is also the Co-op's Round Up at the register partner organization for the month of March! Learn more about GHC at their **website**: <http://growinghealthychildrenchico.com/> or in the Co-op in March.









*the*  
**Localist**

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