

the new leaf

newsletter of the Syracuse REAL FOOD Cooperative

May 2017

Your Local Grocery Store

Open To The Public



General Manager's Comments

By Jeremy DeChario, General Manager

Ownership

It has been a little more than a year since the Co-op discontinued the member discount program and there have been many successes as a result: Co-op BASICS pricing, new grocery shelving (December);

new dry produce shelving (April) and new wet produce shelving and case (soon!). A few members asked about how we arrived at the patronage distribution totals so I thought that I could take this article and share a basic financial training the Co-op does with staff to show where the money goes after you check out your purchases.

In the FYE (fiscal year ending) 2016 the Co-op sold just over \$1.6m of groceries. For our use here that will represent 100%. To represent this number, we're using 100 pennies.

The Co-op's greatest expense is the Cost of Goods Sold (COGS). The food we sell gets about 62.5% of the total sales – which leaves about 37.5% gross profit, a cooperative industry standard, to pay all the rest of our bills.

Next greatest, in terms of total expense, comes Personnel, which includes wages, benefits and taxes. That represents about 23% of gross sales. Leaving 14%.

Next up Operations: telephones, internet and power bills; repairs and maintenance; credit card

fees. These expenses are just over 5%.

Then come Marketing and Administrative expenses representing 3% and 2%, respectively. Marketing includes 9 months of the discount and our contributions to community groups. While Administrative contains postage, office supplies, our annual audit.

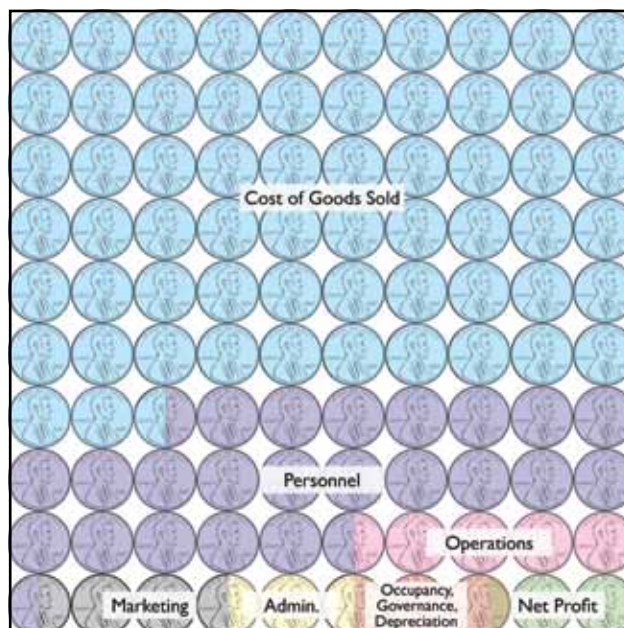
The final expense categories: Occupancy (property taxes, insurance, permits), Governance (annual meetings, facilitation, insurance) and Depreciation (non-cash expense) represent about 2.5% combined.

Other income and expenses net the Co-op a negligible gain of .34%.

Before taxes and patronage, the Co-op had a net profit of 2.3%

After provisions for income tax (but before patronage), the Co-op's net income was 1.93% of our \$1.6m annual sales, or \$31,495.

Of that total, we allocated \$10,000 of patronage to be refunded to our members, with 20% being paid out in cash (the IRS minimum), while the other 80% was retained to grow the Co-op's equity. For members receiving a patronage rebate, the total of the distribution represents about 1% of your annual purchases, about what we'd expect net profitability to be in any year (greater than the Co-op has made in its history).





Jeremy DeChario
General Manager

Scott Pierson
Assistant Manager

Reina Apraez
Produce Lead

Don DeVeau
*Marketing and Member
Services Coordinator*

Gabriel Smith
Grocery Lead

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Board of Directors Commentary Democracy Inaction or In Action?

By John Craddock, President

Regardless of how you feel about the last national election, one thing is without question: it has motivated people to get involved in politics, and that's a great thing. Democracy only works when everyone engages their franchise and takes the time to make sure their voice gets heard. One of the lessons that we can all learn, though, is that the time to act, the time to engage, is before things go in a direction you don't like; one has to shake one's head at people who are protesting, but didn't vote. Our Co-op is a democratic, member-owned business,

and every member can and should have an active presence in the governance of our collectively-owned company. The board wants to hear from you, whether you're happy or unhappy. If you like the direction we are going, this is a great time to get involved, so you can make sure we continue to move in a positive direction. One of our two annual meetings is coming up quickly, and we encourage you to participate. Come speak with the board, visit the store, and see what we're up to. We want you to be a part of the process, and to make your voice heard so that we have a multitude of voices to listen to before making decisions that affect us all.



Welcome Our New Members!



Lauren Archer

Breathe Yoga &
Juice Bar

Andrew Alan Brown

Kevin Connelly

Charles Croizet

Paul Darnell

Jon Davis

Caitlin Eger

Thomas Evans

Stephen Farnham

Dan Fassett

Meridith Faus

Marci Garboushian

Amanda Harrington

Elizabeth Harrison

Edward Horan

Naniece Ismail

Izabela Jaremko

Michael Jurbala

Bob Kleinberg

Frances Lawlor

Claudia Miller

Kabhilan Mohan

Krista Newell

Suzanne Oliver

Hille Paakkunainen

Austin G. Paulnack

Taffey J. Popka

Rebecca Rebhuhn-Glanz

Ralf Rigo

Mandi Rollinson

Michael Roy

Dara Salley

David Sonneborn

Lisa Sonneborn

Beth Southwick

Ron Southwick

Elias Romero Tupper

Ethan Tyo

Christian von Tippelskirch

Karina von Tippelskirch

Adam Weekley

Johnna Wiley

Laura Wilk





Photo by Jason Greene

We Are, Who We Are

By Don DeVeau, Editor

Our GM, Jeremy DeChario, asked me to write about our Co-op member essentials. While researching the subject matter I came across the article below that appears to cover all the bases on the subject. It talks about who we aren't; so in essence, it explains who we

essentially are. Confused? Read on.....



Common Myths About Food Co-ops

By: Co+op, stronger together

For food lovers on the hunt for fresh local produce and healthy, sustainable products, the local food co-op may be a hidden gem. Why hidden, you ask? Many people, including co-op shoppers, are not entirely sure how co-ops work—or how to get involved. Luckily, the most common misconceptions can be cleared up in a snap. Read on to get the real answers to frequently asked questions about food co-ops. You may be surprised by what you find!

Myth #1

I have to be a member to shop at the food co-op.

Fact

Everyone is welcome to shop at nearly all co-ops. Just do your shopping like you would anywhere else. Once you've discovered the benefits of co-op shopping, you might want to find out more about the benefits of membership, too.

Myth #2

I have to be a hippie/liberal/vegetarian/etc. to shop at the co-op.

Fact

Same answer: everyone's welcome. Liberal or conservative, hippie or yuppie, veggie lover or bacon lover—anyone can shop co-op (that means you!).

Myth #3

Being a co-op member means I have to join the board (or work part-time at the co-op, or do something else I'm not really sure I want to do).

Fact

All you really have to do is enjoy shopping at the co-op! Sure, you can run for the board or participate in co-op events if you like, but your level of participation is always entirely up to you.

Myth #4

I have to pay an annual fee to be a member of the co-op.

Fact

To become a member of most co-ops, you invest a small amount of money in the form of shares. Most co-ops allow you to buy them all at once or over time (but most member benefits start at once). Your shares make you a co-owner of the co-op along with the other members. If for any reason you decide to leave the co-op, there is a process to get your investment refunded.

Myth #5

There's no reason to become a member.

Fact

While co-ops welcome everyone, there are definite benefits to becoming a member.

For instance, members can vote in co-op issues, so they get a say in how the co-op works and where it spends its money. And speaking of money, when the co-op turns a profit, members may be eligible for a patronage refund in proportion to their purchases. There's also a host of other member benefits that are specific to each co-op (just talk to the staff to find out more).

So even if you only shop at the co-op once a month, the benefits are likely to exceed your investment, and you'll get to play a part in a vibrant community resource.





Recipe of the Quarter

*Selected By Scott Pierson, Assistant General Manager,
From Co+op Stronger Together*

Green Enchilada Pie

By: St. Peter Food Co-op

Layered like lasagna, this enchilada casserole is easy and delicious. Great with a side of rice and a dollop of guacamole.

Ingredients

- 1 (14.5-ounce) can cream of mushroom soup
- 1 (4-ounce) can diced green chilies
- 5 ounces fresh spinach
- 1/2 tablespoon ground cumin
- 1/4 bunch cilantro, roughly chopped
- 6 ounces sour cream
- Salt and pepper to taste
- 1/2 bunch scallions, diced
- 1/2 pound cheddar cheese, shredded
- 12 (6-inch) corn tortillas



Preparation

1. Preheat oven to 350°F.
2. In a food processor or with a stick blender, puree the soup, green chilies, spinach, cumin, cilantro, sour cream, salt, and pepper until smooth.
3. Assemble the enchilada pie in an oiled 12-inch cast iron skillet or oven-proof casserole dish as follows:
Layer one cup of the soup mixture on the bottom of the pan.
Place 3 corn tortillas on top of the mixture and sprinkle with 1/4 of the shredded cheese and 1/3 of the scallions.
Repeat the process with two more layers of soup mixture, tortillas, cheese, and scallions.
For the top layer, place the last 3 tortillas, the last of the soup mixture, and top with the remaining cheese.
4. Bake in the oven for 25-30 minutes. The sauce will be bubbly and the cheese golden brown. Let rest for 10 minutes before slicing.

Serving Suggestion

Serve with Mexican or Spanish rice, guacamole and tortilla chips or jicama coleslaw.

Recipe Information

Total Time: 55 minutes, 15 min. Active • Servings: 6-8

Nutritional Information

Calories: 281, Fat: 17 g, Cholesterol: 40 mg, Sodium: 478 mg,
Carbohydrate: 23 g, Dietary Fiber: 3 g, Protein: 11 g





Kezia Skye

Employee of the Quarter

Kezia Skye, Cashier

If you are looking for our Employee of the Quarter, Kezia Skye, when she doesn't have a chicken on her shoulder, you can find her during her shifts as a cashier at the Syracuse Real Food Co-op. Kezia is a welcoming presence at the Co-op when you come in the front door to do your shopping. The reason is, that she likes the nice cozy environment the store

has and more so, enjoys serving the members and shoppers who come to the Co-op to get their groceries.

Being a native of North Syracuse and a graduate of CNS High School, Kezia is a genuine local product. In her free time, Kezia plays the electric guitar around town and has been doing so for 10 years. Rumor has it that she is very good at her avocation. Right now, she is looking to put together a band to help her play the heavy metal music that she so enjoys. Kezia has adopted the Vegan lifestyle and says she "lives life as it comes". The next time you're in the Co-op and Kezia is cashiering, congratulate her on being Employee of the Quarter.



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Plant Sale

**SATURDAY MAY 13th
AT THE CO-OP ALL DAY**

- 1 Day Sale
- Organic Herb Plants - \$3.99 (reg. \$4.99)
- Organic Tomato Plants - \$3.99 (reg. \$4.99)
- 7 Year Gold Premium Composted Horse Manure - Member Sale - \$6.99 (reg. \$7.99)
- OCRRA Compost - Member Sale \$4.99 (reg. \$5.99)
- Organic Potting Soil - Member Sale \$3.99 (reg. \$4.99)



Quarterly Photos



Syracuse University Health and Wellness Expo
Tabling



Harley's Co-op Share Sign



Co-op Staff & Board Gather At Evergreen Restaurant



Reina Apraez Looks Over New
Produce Tables



New Tables Bananas Section



New Tables Strawberries To Try



New Produce Table Section



New Tables Guac Ingredients Section



New Tables With Onions



Quarterly Photos



Guard Dog Protects Spring Compost



Patagonia Backpack Winner



Stephanie Loves Evol Burritos



Josh Crone From NCG & Reina Work New Tables



Chris From Two Roads Brewing Conducts Tasting



Scott All Bundled Up For Snow Shoveling



Co-op Share Season Begins



Bristol - Myers Squibb Earth Day Tabling

*Kids Love
the Co-op
& Their
Dog
Manney*





Melanie Dunham

When asked to write a testimonial for the Co-op, I got a bit sentimental thinking of how I have enjoyed the Co-op since I moved to Syracuse 10 years ago. I think the thing I love best about the Co-op is that it is small and it feels so comfortable, yet it packs in so many of the products that I need for a quick shopping trip or my big stock-up-type shopping trip. The Co-op is a place that I trust to be mindful of the food they put on their shelves and I always feel that I am getting high quality.

Co-op Member Mailbox

Testimonial by Melanie Dunham

The Co-op's neighborhood location and staff also make it special. I have gotten to know so many past and present staff members at the Co-op and a big part of the Co-op experience is having them know you by name (and know your kids by name). Speaking of kids, the Co-op could not be any more laid back and kind to kids, and I choose to shop at the Co-op over a big box store because it is a comfortable place to be with my kids. My kids look forward to the sample tray and no one ever scowls at them when they go for seconds.

Customer service can't be beat. Most recently I was thrilled when Harley called me to tell me that my favorite LARA bars were on sale, she knew they were my favorite and it is a type that is only stocked by the Co-op. I scooped up several cases at my member discount price! The staff is knowledgeable about the products and when customers have concerns about food trends or specific ingredients they can answer thoughtfully and intelligently, even when it may be a very personnel concern.

My friends and relatives from out of town also love the Co-op. My best friend from Oakland, CA visits yearly and a trip to the Co-op is a must every time she is here because having a small neighborhood store that has everything you need is a novelty. My sister-in-law from Baltimore can't live without many of the locally sourced items the Co-op stocks. The Co-op is an integral part of the neighborhood I cherish yet people from all over know how wonderful the Co-op is. I feel so lucky that I can shop there regularly!



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Co-op Supplier Spotlight Syracuse Soapworks

A co-op would not be a co-op if it didn't have local natural ingredient soap products to offer. We at the Syracuse Real Food Co-op are extremely fortunate to have that type of supplier right here in Syracuse, NY in the form of the Syracuse Soapworks located at 226 Hawley Avenue, Syracuse, NY. This location was not always the case, as Rick and Jeremy Reina started the Soapworks business in the basement of their home located in the Westcott section of Syracuse in 2003. This sounds familiar, as 45 years ago in 1972, the Syracuse Real Food Co-op also had its beginnings, not in a basement but in a garage, in the Westcott neighborhood.

The Syracuse Soapworks business started as a wholesale only business. In 2004, they expanded their horizons by selling their products at farmer's markets and craft shows in addition to their growing wholesale business. Exploring the Co-op's archives, we discovered that the first wholesale purchase from Syracuse Soapworks was made on December 13, 2004 for \$14.37. Thirteen years later, the business to business partnership is still going on.

In 2004 the Syracuse Soapworks received a large order from a company for dog soap and had to move the business location to a larger space; a garage in Baldwinsville. Moving ahead to 2007, production had increased to the point where they needed more space and subsequently moved to 1153 W. Fayette St. which

had enough additional space to enable the company to open a retail store. With the retail business showing signs of becoming an additional profit source, in 2014, they decided to move to their current location in

the Historic Hawley-Green Neighborhood in Syracuse to be in an area where they would be closer to the retail market.

After analyzing the retail possibilities that the new location would afford, they decided in 2015 to add the works of over 30 local artists and artisans from the area. This move would enhance the retail shopping experience of their customers and thus the attraction of their own products. Syracuse Soapworks provides you with the purest, environmentally and animal friendly, bath and body products, using centuries old soap making traditions, premium vegetable oils and pure essential oils. There are no harsh petro-chemical detergents or irritating synthetic fragrances which reduces or eliminates the need for lotions and moisturizers. Their products are not tested on animals and they have Vegan friendly options.

While tabling at different venues over the last 5 years we always have at least one Syracuse Soapworks product in our product showcase section. Many people will either say "Oh, Syracuse Soapworks" or "That looks good" and pick up the Lavender Handcrafted Soap Bar on display and just take a big sniff of it and say "Mmmm, smells good!". The Co-op is proud to carry Syracuse Soapworks products and have them as our supplier. Check out their product in the HBC section of the Co-op the next time you are in and give them your own sniff test.



Works From Over 30 Local Artists & Artisans For Sale



Rick & Jeremy Reina



Handcrafted Lavender Soap



*Syracuse Soapworks
226 Hawley Ave. Syracuse, NY*



NOTICE OF *Spring Member Meeting*

Saturday, May 20th • 12 Noon – 3 PM



**SPECIAL
BRANDING
DISCUSSION**
1 pm – 2 pm

- A Time for Gathering • Chat with Board Members & Staff
- Refreshments • Founder's Day Sale in Progress • Learn the Latest News
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