

Front Lines



Eat Colorfully  Live Vibrantly. | WINTER 2012

Hot Coffee & Warm Conversation

Getting to know the locals behind Nectar and Oblique Coffee Roasters
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Front Lines

Eat Colorfully. Live Vibrantly.

COVER PHOTO:

Roasting Coffee Beans by Rachel Tourville

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**FOOD FRONT'S
GENERAL MANAGER**
Holly Jarvis

The opinions expressed inside are the writers' own. They do not necessarily reflect Food Front's policies and practices.

Front Lines is a quarterly publication of Food Front Cooperative Grocery.

Winter in Wisconsin



Our general manager shares warm memories from her childhood
By Holly Jarvis, General Manager

In my family, the winter holidays always meant steamed up windows and delicious smells from non-stop cooking and baking. I grew up in Wisconsin in a family of nine, and to keep us well fed, my mother spent a lot of time in the kitchen. Looking back now I am amazed at how much time she spent baking and making candy.

Every year an assortment of pies (apple, cherry, pumpkin, mincemeat), brandy soaked fruitcakes, hand-dipped chocolate covered pecans, fudge, pecan logs, and cookies of many varieties were lovingly crafted in our kitchen. It may not have been gourmet food, but it was always delicious because it was homemade by mother, and I often got to help with the tastiest of the treats (licking my fingers after every chocolatey dip of the pecans). The one sweet treat my mother was never able to conquer was the divinity fudge—my mother's nemesis. She tried year after year to make the white lumps of aspiring fudge turn out correctly. I'll never forget the year we put sheet pans of the stuff outside on the porch in an attempt to get it to set. To this day I have no idea what successful divinity fudge tastes like!

All of the holiday and winter baking my mother did was in addition to our home-baked bread and hearty winter meals. In my



photo: mikosuf/flickr

small home town, the local grocery store bought most of their seasonal produce from local farmers. (Don't get me started on the taste of just-picked, local, mid-west sweet corn). But that meant that in the winter there weren't many fresh vegetables — mostly root crops, squash

and potatoes. I remember how every fall a fellow would drive down our street, with a trailer on the back of his truck filled with fifty pound sacks of russet potatoes. My mother would buy a bag every year to get

(Continued on pg. 6)



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Local Happenings

December 14 « Free Movie Viewings in Northwest!

Join us at the NW Portland Public Library (NW 23rd & Thurman) for a free screening of the movie Food Fight, a light-hearted documentary about the food revolution that will educate you and make you laugh! Wednesday, December 14th, 6:30-8pm. Free non-GMO popcorn too! Stay tuned: another food-related movie (TBA) screening will be held on February 8th, 6:30-8pm.

December 18 « Hillsdale 10% OFF DAY!

Food Front Hillsdale is happy to offer 10% off ALL purchases to ALL customers ALL day Sunday, December 18th. Stock up on ingredients for your holiday meals and celebrations! Pick up some local wine, limited edition seasonal beer, local produce, artisan bread, superb meat-cuts, housemade sides and more! *10% discount not valid in addition to wine case discounts. Hillsdale location only.

January 20-22 « Owner Discount Days

Enjoy your owner discounts, samples, coupons, and more! The next Owner Discount Days are Friday, Saturday, and Sunday, January 20th, 21st, & 22nd, all day, both stores. Owner discounts are applied at the register. The more you purchase, the more you save!

Here are the details:

- Spend \$1-49.99 and receive 5% of your total
- Spend \$50-99.99 and receive 7% of your total
- Spend \$100 or more and receive 10% of your total

January 21 & 22 «Citrus Tasting

Saturday and Sunday from 11am to 4pm at both stores. Citrus season peaks in winter and Food Front will have a variety of juicy fruit for all to taste. Learn the best citrus varieties for juicing, zesting, snacking and more. Come discover a new favorite and enjoy your owner discounts too!



Young Food Front shoppers enjoy some OrganicValley milk on our patio during the "Gen-O" young farmer tour.

Every Other Sunday « Hillsdale Farmers Market

Take advantage of the best local produce and edibles at your neighborhood farmers' market in Hillsdale, Winter schedule of every other Sunday begins in December lasting until May 6, 2012 when the weekly Sunday schedule resumes again! The market is located in the Wilson High School/ Reike Elementary parking. Visit Food Front before or after the Farmers' Market to sample local coffee and other delights. Procure the items you need to complete your Farmers' Market bounty!

First & Second Saturdays of each month « Neighborhood Cleanups!

- Hillsdale: Every First Saturday, 9-10am
- Northwest: Every Second Saturday, 9-10am

We gather at Food Front and pick up trash in the neighborhood. Afterwards, enjoy coffee and a sweet breakfast treat on us! For more information: email info@foodfront.coop or call either store and ask to speak with a Marketing & Outreach staff member.

3rd Thursdays in Hillsdale! 5pm to 8pm

« January 19 is Health & Beauty Night! Visit our wellness aisle for complimentary skin, makeup and health tips from local professionals
« February 16: Chocolate Night This 3rd Thurs is devoted to our love of chocolate. Taste a variety of local chocolates from some of our favorite chocolatiers, yum!



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Person-In-Charge

Food Front adds more support for our customers and staff

By Jessica Miller, Director of Marketing & Community Outreach

Our Food Front team just keeps getting better! I am thrilled to include exciting announcements about such wonderful people joining our team in our *Front Lines* quarterly newsletter. I write

“I’m honored to be a part of a sustainable, community-owned local business...”

- Jeffrey Hough

about new additions to our management staff so that our customers know who to go with concerns, issues and/or suggestions regarding the operations of our cooperative. Unfortunately there is not enough space to talk about all of the new additions or changes in roles throughout our organization; even though they are equally important and crucial to our success and ability to serve our owners and customers. In the past year, we have made positive strides in restructuring staff roles and duties; part of that was adding a new position at both the Hillsdale and Northwest stores titled “Person-In-Charge” or PIC. The PIC’s role involves serving as the acting person in charge of the overall operational functions of the store in the absence of the respective Store Managers. Additionally, it is the responsibility of the PIC to assist the Store Manager with tasks including, but not limited to, the following: Providing excellent customer service, supervising staff, upkeep of product merchandising, supervising staff, ensuring sufficient shelf stock of products and overseeing the overall flow, safety and efficiency of the grocery store. This is an important and multi-faceted role and thankfully Food Front hired two capable individuals to fill that role at each store. Jeff Hough was hired to work in the Hillsdale deli last spring after working

at New Seasons as a Service Manager. John Conlin, store manager of Hillsdale Food Front immediately thought of Jeff when the position of PIC was created this past summer, and the rest is history. Jeff remarked on his new role at Food Front: “I am honored to be a part of a sustainable, community-

“Contributing to a 40 year-old, and thriving, legacy of providing the freshest and most flavorful local foods to our neighborhood is invaluable.”

- Miguel Rosas-Baker



From left to right: Miguel Rosas-Baker, PIC at Food Front NW & Jeffrey Hough, PIC at Food Front Hillsdale

owned local business. I am dedicated to contributing to Hillsdale Food Front’s customers, staff and the local community.”

Food Front Northwest hired Miguel Rosas-Baker to fill the PIC role just a couple of months ago and he has already brought an impressive amount of positive energy, ideas and support to our store. Miguel says “Contributing to a 40 year-old, and thriving, legacy of providing the freshest and most flavorful local foods to our neighborhood is invaluable to me. I’m looking ahead to helping grow the co-op and enhancing its positive impact on our community.” The entire Food Front family consists of passionate, knowledgeable and friendly people ready to make a difference in our neighborhoods. How refreshing!

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PALOMA CLOTHING

Board of Directors Report: Policy Governance

By Linda Jauron-Mills, Board Member

Curious about how Food Front's board of directors sets standards and practices for managing the cooperative?

The board is currently using the Policy Governance Model, which was developed to focus efforts on setting standards and seeing that they are met, rather than modifying our standards in reaction to organizational challenges. We do this by writing guidelines that ensure we are supporting the intent of the co-op's mission statement.

These guidelines are divided into four categories: Governance, Limitations, Board/Manager Linkage, and Ends.

Governance policies describe how the board will operate, what responsibilities they have, and how they will meet those responsibilities. Limitations policies set the framework for operations within the store, including staff treatment, and financial management. Board/manager linkage guidelines describe how

the board interacts with the general manager. The Ends policies are the link between the more day-to-day operational policies and the ideals of the mission statement.

The Ends Policies outline why we are here and what makes us stand out from other grocery providers. These policies are designed to be the light in the distance toward which we are striving. In other words, the "Purpose" of Food Front.

E – Food Front Purpose: Food Front is central to thriving, healthy communities in the Portland metro area

Recently, the board has distilled the essence of why we are here into three statements, which describe the Global End. This is how we see ourselves achieving this purpose.

E1 – (a) Thriving, Sustainable Cooperative Business

E2 – (supporting and providing) Abundant Local, Sustainable Products and Services

E3 – (a) Leader Promoting a Vibrant Regional Food System

These statements are clear and measurable. They support our mission statement and give the board of directors a solid and understandable guideline for how to plan for the future. They also give the general manager and staff direction when making day to day decisions within the store. We can all work toward the same goals, whether at the strategic planning phase or deciding which product to use to clean the floors in the store.

So as an owner, shopper, and a member of our community, how do you feel about these ends policies? Do these values speak to you? Can they affect how you live or how the children in our community will live? Can they change the conversation of how we measure our community's well being or how we can improve the lives of those around us? Is the board heading in the right direction?

The board is always looking for input from the owners of the cooperative. Drop us a note, come to a meeting, join a committee, or just say "Hi" when we are tabling in the store. As a cooperative we have a greater voice together than any of us do alone. Tell us where you think the cooperative should be in 10 years. What challenges and opportunities do you think may define us in the future, and how do you believe the ends will guide us?

Contact the board of directors at board@foodfront.coop



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Financial Update

by Joe Bailey, Food Front's CFO ✨

Despite our best efforts to proof the FY2011 financial statements in the annual report presented in the Frontlines for fall 2011, an editing error occurred in the presentation of the figures. The figure for the amount "Reinvested" in the co-op for FY2011 should have had brackets around it, indicating a negative number. The accompanying written report did indicate a loss of \$120,233 for the year.

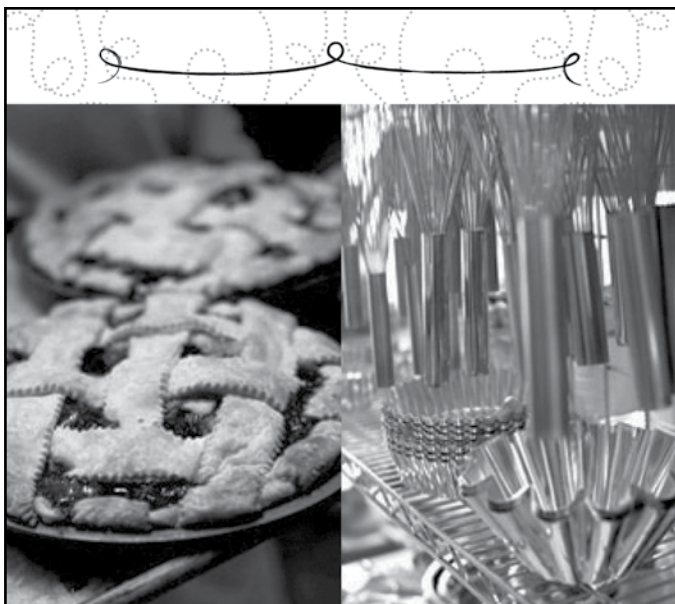
In our current fiscal year 2012, for the six months ended September 2011, our operations are showing a net loss of \$25,000, which is a lower loss than projected in our budget, of \$39,000. Based on the strength of our sales and level of operating expenses, we expect to be very close to break even by the end of our fiscal year, which is as was forecast.

Winter in Wisconsin

Continued from pg. 2 ✨

us through the winter. Our meals were pretty meat and potato focused during the winter. Many a beef stew or pork roast. Ah, pork roast with (homemade!) sauerkraut and gravy, another family favorite. I also developed quite a fondness for squash, rutabaga and Brussels sprouts; not the typical favorites of children! I didn't even need fancy preparation. Just steamed rutabaga mashed with a little butter, salt and pepper, or steamed Brussels sprouts served with cider vinegar. Any dish that was dominated by the direct full flavor of the vegetables was a favorite of mine. For someone who taught herself to cook from the Betty Crocker cookbook my mother was pretty adventurous and tried a lot of different things. Nothing fancy or what today we'd call gourmet, but delicious just the same and certainly satisfying for her seven children.

That was a different era and a climate from where I am now. There is so much fresh produce to choose from in the winter, and so much of it is locally grown. Yet, I still tend to cook a bit like my mother, nothing too fancy or exotic, just simple, basic dishes in which the flavor of the vegetables is forefront. I made steamed Brussels sprouts last week, and this week it's time to cook up some steamed rutabaga and some warm sauerkraut. I will steer away from the candy making; a little baking maybe, but not too much. I'm relieved I don't have nine mouths to feed and after all, it just wouldn't be the same without my mother's touch!



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Seasonal Recipes



Easy and delicious recipes for any celebration this season! Cut the 3 x 5 recipe cards out and add them to your recipe collection.

Holiday Citrus Salad with Avocado

Shopping List:

1 LIME
2 TANGERINES
2 NAVEL OR BLOOD ORANGES
2 RUBY GRAPEFRUITS
2 RIPE (BUT FIRM) HASS AVOCADOS
1 SHALLOT, FINELY DICED, OR, 2 SCALLIONS, THINLY SLICED
1 TBSP OLIVE OIL
1 TBSP CHOPPED MINT
1 BUNCH WATERCRESS
1/8 TEASPOON SALT & FRESHLY GROUND PEPPER

Preparation:

Grate the lime and one of the tangerines and put the zest in a bowl. Peel and section the fruit letting the pieces fall into the bowl. Reserve 1 tablespoon of the juice (and drink the rest). Slice the avocados into the citrus sections. Combine the shallot with the citrus zest, reserved juice, lemon juice, and 1/8 teaspoon salt. Pour the dressing over the fruit, add the mint and a little pepper, and toss gently. Garnish with the watercress.



From: *Vegetarian Cooking for Everyone* by Deborah Madison

Food Front
COOPERATIVE GROCERY

Prosecco & Sorbet Float

Shopping List:

1 PINT STRAWBERRY, RASPBERRY OR OTHER BERRY SORBET
1 750mL BOTTLE OF PINK PROSECCO
FRESH STRAWBERRIES OR RASPBERRIES FOR GARNISH (OPTIONAL)

Preparation:

Gather 8 champagne flutes and place a scoop of sorbet into the bottom of each flute. Slowly pour the pink prosecco over the sorbet, filling the glass (sorbet will float to the top). Garnish with a halved strawberry or a couple raspberries if you wish. Cheers!



Food Front
COOPERATIVE GROCERY

This citrus salad goes perfect as a side dish to almost any meal. Also fantastic as a topping for tacos or a unique guacamole to dip your favorite tortilla chip!

A sparkly, festive and absolutely tasty cocktail is perfect for dessert, a Valentine's treat or whenever you need a little bit of sweet, bubbly enjoyment. Replace the Prosecco with a sparkling juice or seltzer for a non-alcoholic version.

Have a recipe you want to share? We'd love to hear from you. Please email it to: info@foodfront.coop Watch for more seasonal recipes in the Spring issue of Front Lines. Bon Appetit!

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Hot Coffee & Warm Conversation



Getting to know the locals behind Nectar and Oblique Coffee Roasters

Photos and Story by Rachel Tourville

Recently I went on location to take some photos for use in an in-store campaign profiling local coffee roasters for Food Front Hillsdale. Out of the impressive selection of locally roasted coffees carried by Food Front, Nectar and Oblique coffee roasters were chosen to be featured in this round of local producer profiles. I feel fortunate to have had the opportunity to spend a heart-warming day taking their photos and hearing their stories.

My first visit was to Nectar Roasters; as I drove up to their address I was surprised to find it in a residential area. A home-based roaster, how awesome! I was greeted at the front door by Todd Weiler (who co-owns the company with his wife), and his baby girl, Juniper. Juniper had just woken up from her nap and Todd was busy suiting her up in a cozy pink outfit (complete with little animal ears on the hood). Todd led me through their adorable home out back to the roasting shed. After crossing the back patio and passing a chicken coop bustling with an array of colorful hens, we arrived at his wonderfully compact roasting shed. This is where Todd balances being a stay-at-home dad and co-owner of the busy coffee roasting company.

Todd described his passion for roasting coffee as beginning in Chicago and California, eventually landing him in Portland with his wife and two children. I was surprised to learn that his roaster dates back to the 1980's; its surface looks practically brand new, not to mention roasts a mighty fine bean! Todd also spoke briefly about the sustainable farms from all over the world they source their beans from, and he showed me their collection of large and colorful burlap bags printed with symbols and foreign languages.

Todd and Juniper posed for some great pictures with the roaster as the backdrop. I had fun watching baby Juniper quizzically inspecting the roaster; I wonder if one day she might become a roaster like her dad, or perhaps an engineer! As we chatted and took photos, Todd mentioned that he plans to open up a retail coffee shop some day when everything falls into place. I hope that happens, as I would love to stop in and see the Weiler family grow alongside their local business.

My next stop: Oblique Roasters and coffee shop in Southeast Portland. I had driven by their gorgeous sage green Victorian



Todd Weiler with daughter Juniper and the Nectar coffee roaster.

house on SE Stark many times with the desire to stop in for a cup and admire the lovely architecture. Thankfully, my photo mission finally got me in the door. The first thing you notice when you walk into the shop is their impressive German roasting machine (Nicknamed "Bart") on display right behind the front counter. Continued on page 9



I arrived just as the owners, Heather and John Chandler, were finishing a batch of beans, which filled the entire place with a toasty and delicious aroma.

John gave me a tour, and it was apparent right away that everything, from their light fixtures and down to their service counter, was created by true craftspeople. Heather and John have actually done all the renovations and remodeling on their own. This is especially impressive, seeing as when they purchased the house, it was in a sorry state. There was a tree growing from the basement and disrupting the foundation, and to top it off, a hoarder had lived there previously and left behind an unbelievable amount of “treasures,” most notably a German Nazi weapon!



John and Heather Chandler with their coffee roaster “Bart”.

Instead of just clearing away all of these obstacles, they incorporated them into the shop. John, a wood worker, used that

tree in the basement to create the multiple tables located in and outside the shop and the sign hanging over the front door. The “treasures” decorate the walls, and include vintage tins, framed prints, postcards and more.

Towards the end of the visit, Heather made me one of the best lattes I’ve had. Before I made a selection of beans to take home with me,

John walked me through the different notes and aromas of each variety by allowing me to smell containers of his freshly roasted beans. With his patient encouragement I was able to detect caramel, fruit and many other flavor notes. These visits haven’t made me a coffee snob by any means, but I walked away with a greater appreciation for the time and effort that goes into selecting roasting coffee beans. John is infectiously passionate about coffee and is eager to share his knowledge. Stop in sometime and let him give you a crash course!

I had no idea my photo expedition was going to be such a rich experience. It truly speaks to why Food Front places so much emphasis on supporting the local economy and connecting with the communities. I am thankful to have helped carry out Food Front’s mission to work with local suppliers like Nectar and Oblique roasters. I can guarantee that my future shopping trips at Food Front will include locally roasted beans from these local roasters from now on!

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Grow Your Own Fruit Trees in the Pacific Northwest

By Jim Gilbert, owner of One Green World Nursery

What's better than harvesting sweet and delicious fruit from your own tree, shrub or vine? Take advantage of our wonderful Pacific Northwest climate and fill your garage or shed with abundant crops of apples, pears, plums, kiwis, figs and more.

These plants enjoy dry, Mediterranean-like weather in the summer and fall and temperate winters. While we get our share of ice and frigid winds, our winter temperatures are actually quite mild, making Oregon a great place to grow a variety of fruit as compared to many other regions of the country.

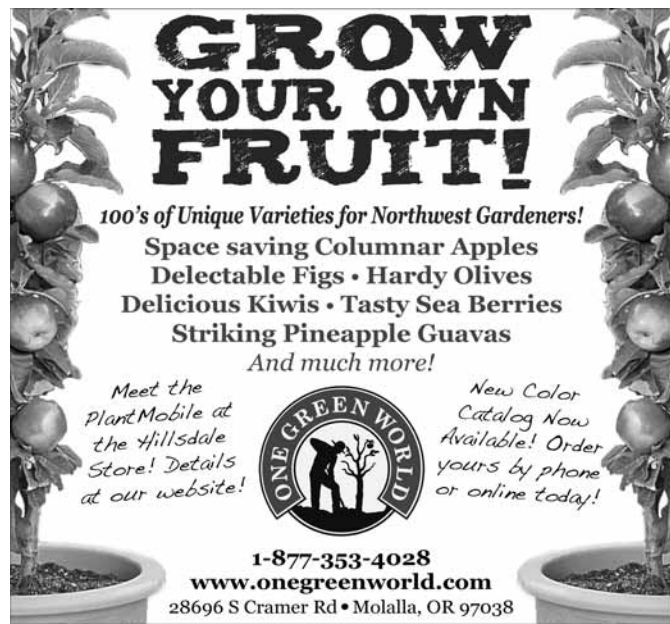
Whether you want to have a single plant on your patio or a home orchard, here are a few tips on what it takes to be successful in cultivating your own delectable and nutritious fruit:

1. Consider your location. If you are in deep shade, you have many more limitations than if you have a site with half day to full sun. Soil is also important, although the negative effects of a wet site can be mitigated by building mounds or raised beds.

2. Choose a variety that will grow well and ripen in our climate. Although the Pacific Northwest lends favorable mild winter temperatures for growing, our summers are not as warm or as long as in the Midwest and East Coast. Thus, late-ripening varieties may not produce fruit before the winter sets in. It's also important to look for disease-resistant varieties as our wet winters favor fungal and bacterial diseases.

3. Consider the ultimate size of the tree or vine you wish to plant — unless you live on several acres in the country and have tall ladders. For example, with apples there are many rootstocks available that restrict the height of the tree. These rootstocks are designated with numbers like M-7, M-9, and M-26. Depending on the rootstock, apple trees can grow from 6 ft. to 20 ft. in height. Pears, cherries, plums, and other fruit trees can also be grown on size-controlling rootstocks. Examples of naturally compact trees that do not need special rootstocks are Asian Persimmon, Jujube and Medlar.

Another important aspect to consider is when you should plant.



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Fall planting is best, as the soil is still relatively dry. Once the growing season is over after late September, plants can be put in the ground. The sooner in the fall they are planted, the sooner their roots will begin growing and preparing for vigorous, spring growth. They can be planted earlier but will require much more water while the weather is warm and dry. Plants can be planted throughout the winter as long as you don't mind being out in the wet and cold. Spring is also an acceptable planting time but as plants begin growing you will need to pay extra attention to watering your fruit crop.

Stay tuned for my next article where I'll discuss specific varieties of fruiting plants for our region

Jim Gilbert is the owner of One Green World nursery. You can receive their new color catalog by calling 1-877-353-4028 or on their website www.onegreenworld.com. One Green World will be bringing their PlantMobile to the Hillsdale store on Saturdays from Jan. to May. Check their website for details.

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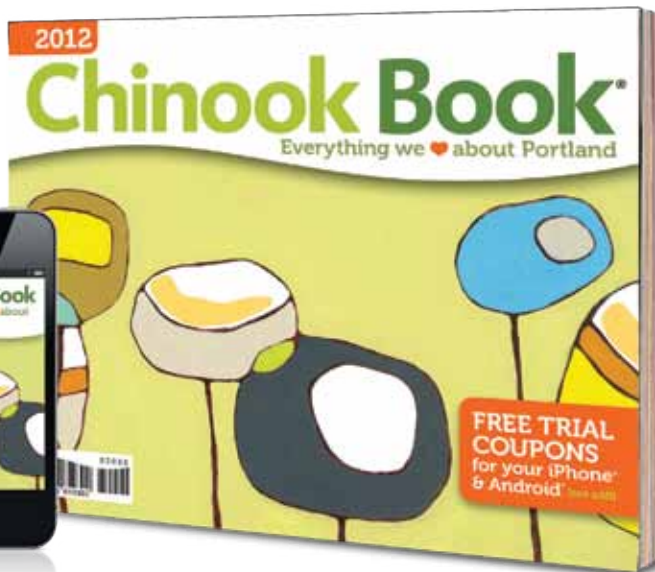
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fax: 503-227-5140

Food Front Event Calendar

BOARD MEETINGS

First Thursday of every month. 5:30pm-6pm, dinner and conversation. 6pm-7:45pm, board meeting.

Locations TBD. please email info@foodfront.coop or call 503.222.5658 Ext. 133 for more information.

A light dinner is provided by Food Front's Deli.

HILLSDALE 10% OFF DAYS

December 18th all shoppers get 10% off all purchases, all day! (Hillsdale location only)

CITRUS TASTING

January 21 & 22

Join us for a tasting of the season's best citrus. 11am- 4pm both stores. Learn which citrus are best for juicing, zesting and snacking!

OWNER DISCOUNT DAYS

January 20, 21, 22 owners get to enjoy extra discounts all three days! Free samples, demos from local purveyors and more for every customer.

MOVIE VIEWINGS AT NORTHWEST PORTLAND LIBRARY:

December 14th 6:30-8pm Food Fight!

February 8th 6:30-8pm Movie TBD