



# The Swarthmore Co-op NEWSLETTER

FEBRUARY 2010

Serving the Community Since 1937

## FAIR TRADE IN FEBRUARY!



The concept of Fair Trade is sweeping the nation and that is the Co-op's focus for the month of February.....Fair Trade in February! As a cooperative business, The Swarthmore Co-op adheres to the universal cooperative principle of equity as well as the ethical value of social responsibility and fairness. The Fair Trade movement around the world gives us a very tangible way to share our values with our members and customers. Hopefully this month's newsletter will give you a bit more information about Fair Trade and how

you can get involved as a consumer. You will be amazed at how many Fair Trade products are available right here at YOUR Co-op!

### FAIR TRADE: What does it mean?

"Fair Trade" is one of many buzz words flying around retail stores and food markets. To be honest, I really had no concept of what this phrase meant. Who does it involve? How widespread is this movement, and what is it really about? In order to make sure I answered these questions accurately, I visited the Fair Trade Federation website ([www.fairtradefederation.org](http://www.fairtradefederation.org)).



**What is Fair trade?** Fair trade is a system of exchange that seeks to create greater equity and partnership in international trading system by:

- Creating Opportunities for Economically and Socially Marginalized Producers
- Developing Transparent and Accountable Relationships (*cont'd page 2*)

### **Rick's Visit to the Farm!**

See Page 5

### **FAIR TRADE FOR VALENTINE'S DAY**

Fair Trade chocolate means that farming families earn a fair wage for their products; labor conditions are safe and standardized; and environmentally sustainable farming methods are used. Your purchase is a powerful voting tool to build a better food system and a stronger and healthier planet!

Support small farmer co-ops, empower farmers and consumers, and make healthy choices for your health and our environment:

BUY FAIR TRADE!!! • *Meghan McCracken, Co-op Team Member*

*\*Equal Exchange Organic & Fairly Traded Chocolate available at the Co-op*

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## *Fair Trade: What does it mean? cont'd*

- Building Capacity
- Promoting Fair Trade
- Paying Promptly and Fairly
- Supporting Safe and Empowering Working Conditions
- Ensuring the Rights of Children
- Cultivating Environmental Stewardship
- Respecting Cultural Identity

By approaching development as a whole process (rather than just a fair price), fair trade organizations cultivate partnerships with their suppliers and contribute to the development of communities. Fair trade is not about charity; it uses a fairer system of exchange to empower producers and to create sustainable, positive change.

***Does fair trade make a difference?*** In producer communities, schools are built, wells constructed, children attend school, and other signs clearly indicate that the income generated by fair trade sales positively resonate in a community. In intangible ways, one can note the impact of fair trade, as well. Cultural techniques are revived; women become valued members of their societies; alternative production methods preserve biodiversity; small and medium sized enterprises in the developing world increase their capacity. Through this and other evidence we know that lives have been positively changed, because of fair trade.

For more information on Fair Trade, please visit the Fair Trade Federation website. And if you have some favorite fair trade products you would like to see at the Co-op, email, call or stop by the store. Remember, Fair Trade is only a great idea unless we, as consumers, get behind this great movement and make it a reality that more and more tradesmen and women can experience as an everyday reality.

• *Amelia Furman, Co-op Marketing Director.*



## **A NEW FACE IN THE CHEESE DEPT.**

Just wanted to say hello and introduce myself as the newest member for the Swarthmore Co-op team. My name is Amanda and I'll be helping you out with all your gourmet cheese selections. I previously worked at a cheese shop in center city Philadelphia, where I learned an extensive amount about imported and domestic cheese as well as cured meats and olives. Much of my knowledge can also be attributed to my family, as my father and grandfather both owned cheese shops in northern New Jersey. So come stop by to say hello and feel free to ask any questions, I'm very excited to meet all of you!

A couple things to look forward to from the cheese case this month: First Friday: Fondue night! Featuring: a fabulously nutty two-year cave aged Gruyere; Comte: a milder, French version of Swiss Gruyere; Raclette: a Fresh washed-rind cheese that's pungent, beefy, and rich; and for dessert, a chocolate fondue.

Valentine's Specials: Store made Stuffed Bries, both savory and sweet. Triple Crème Bries that pair perfectly with strawberries and champagne. Fourme D'Ambert hearts, a delicious combination of savory and sweet. Coeur d'Berry, a mild and tangy heart-shaped French goat cheese. • *Amanda, Co-op Cheese Merchandiser and Buyer*

## FAIR TRADE PRODUCTS AT THE CO-OP

Finding Fair Trade products is easier than you think. We have a wide variety of products that carry the Fair Trade Federation Certification sticker. Below you will find a few of our F.T. products and lines.



**One Village Coffee--** Local Specialty Roaster, One Village, is not just about great tasting coffee, they are also all about running a coffee business that treats its producers fairly. These guys are always coming up with new ways to give back to their growers and farmers. Steve Hackman, owner and master roaster, is usually traveling around the world looking for opportunities to give back. Next month, look for a special article on his Nigeria project.

At the Co-op, you can find OV in bulk as well as 1 lb. bags available for purchase. And if you haven't tried it yet, you can discover OV for a mere 75 cents! We brew OV daily. And don't forget that we also put one OV blend on sale each month. **This month's blend is Sumatra. \$9.99 lb.** Now that's coffee you can feel good about buying!

**Equal Exchange--**"Small Farms. Big Change" This radical company has been making remarkable progress in the Fair Trade movement for the past 20 years. You could say that EE is the forerunner in the race to change the working conditions for farmers and producers throughout third world countries. Did you know that they also have their own Co-op? Great minds do think alike! OUR Co-op carries Equal Exchange Coffees in bulk and in 1 lb. packages, as well as their chocolate, teas, and snacks.

**Singing Dog Vanilla and Red Ape Cinnamon--** The company behind these great spices and extracts is Kestrel Growth Brand, Inc. Kestrel partners with small family farms that believe in quality products and organic growing methods, but lack the resources to market their goods. Kestrel is giving these hard working families the opportunity to be sustainable and profitable as never before. The Co-op carries Singing Dog whole vanilla beans, coffee, and extract as well as Red Ape ground and whole cinnamon. *Cont'd page 4*



## **Classic Chocolate Fondue**

1 11.5 oz. package milk chocolate pieces  
(Try some Fair Trade Milk Chocolate!)  
1/4 cup milk  
1 tablespoon chunky peanut butter

Combine the chocolate and milk in the fondue pot and heat it there. Then stir in the peanut butter and more milk if needed for consistency. Continue to stir with fondue pot on low heat.

*Suggested dippers:* strawberries, pound cake, banana slices, marshmallows, bite-size pretzels.



*Recipe from The Melting Pot*

## FEBRUARY SPECIALS

**Perfect for Valentine's Day:**

**Classic Cake Company 3" and 7" inch cakes for your sweetie:** Raspberry Charlotte - Chocolate Ecstasy - Red Velvet - Chocolate Mousse Dome - and Cookies!

**3" cakes \$4.50 ea.; 7" cakes \$25.00**

*Order by Thursday, Feb. 11th*

**V-Day Dinners for Two --\$50**

*Includes:* Mixed Green Salad for Two • Choice of entree - Beef, Chicken, or Salmon Wellington • Choice of 2 sides: Asparagus, Swiss Chard, Sugar Snap Peas, Whipped Celeriac, Risotto • Dessert: choices from Ruth's Sweet Pleasures or Classic Cake 3" selection • Single Rose

**Eclat Chocolates--**One of a kind chocolates from Master Chocolatier, Chris Curtin.

**4-piece box set \$9.75 ea.**

**12-pc. Box Set, \$21.75 ea.**

**Equal Exchange Coffee--  
Love Buzz Blend: \$1.00 off  
per lb.**

**One Village Coffee: Sumatra  
Blend: \$9.99 lb.**

**Valentine's Gift Baskets!**  
Customized baskets of the Co-ops best V-day treats. A wide range of prices and sizes.

**Join our email list  
for weekly specials!  
[www.swarthmore.coop](http://www.swarthmore.coop)**

*Fair Trade Products cont'd*

**Hope for Women--**Hope For Women brings premium quality, Fair Trade products created by women artisans to the mainstream marketplace. HFW offers products exclusively made by women so they can take control of their lives and their futures. HFW founder, Evan Goldsmith simply opened up the market for talented female artisans from South America, India, and beyond. He connected their natural gifts with the resources they needed in order to sustain themselves and their families on their craft. The Co-op is proud to carry HFW handmade greeting cards as well as their new line of Tagua Bead and Chip Bracelets.



**Andes Gifts--**"Changing women's lives one garment at a time." This is the motto of a great, fair trade company that has partnered with hundreds of knitting co-operatives in the highlands of South America, adapting the traditional Andean knitting techniques for designing and producing beautiful, one-of-a-kind knit accessories for adults and children.

The women who knit the products designed by Andes Gifts are paid a fair, living wage that allows them to provide for their families in an otherwise very depressed, impoverished area. Andes Gifts is making a huge difference in the lives of rural Bolivian and Peruvian families, and we are proud to partner with them in their efforts.

Currently, the Co-op is carrying several varieties of child and adult size knit hats and gloves, scarves, purses, and animal finger puppets.

There are so many other Fair Trade products we could talk about that are right here at the Co-op!

**Maggies Organic Clothing - Alter Eco Sugar - Dagoba Organic Chocolate - Green and Black Chocolate (Maya Gold) - Fair Trade Bananas - Choice Organic Teas**

We also carry many brands that are not certified FT, but are helping to change the lives of small producers in their own way by privately partnering with family operations. Ineeka Tea is one of those companies. All it takes is a little time reviewing the packages for the Fair Trade logo or reading the labels for how companies are creatively reaching out. As consumers, we have the power to keep the Fair Trade business moving forward! Let's cooperate together and make a difference!

• *Amelia Furman, Co-op Marketing Director.*

**The Fountain Cry**

*Away with soaring eyes  
an endless sea erupts  
and, to the dreaming night,  
is cast the vastness of Passion.*

*Welling, breathing, swelling,  
rising are the sun-dripped stars in  
the moon-drop light.*

*Bursting pain, and heat, and Truth  
the outpour bathes the deepest  
night, the greatest light.*

*Love, the everlasting fountain of  
the sky,*

*Becomes a Dwelling;*

*Through the Willingness perfected  
of the sacred consummation.*

*Of the joyous, longing, deepest cry.*

• *Poem by Co-op Team Member, Phillip Perrone*



## **RICK'S TRIP TO THE FARM**

It was on a Thursday and I was at work when I got a phone call from a farmer, Joe Stratzon, asking me if I would be willing to go to a meeting in Lancaster on Friday night to help plan what crops to grow and sell. I jumped at the chance to visit one of our local producers. I drove to Lancaster after work on Friday (The road the farm was on was called "Windy Way," and to top it off, remember that this was an Amish farm, so no street lights!). Luckily, I was able to follow Joe to the farm house. From the minute I entered the house, I felt right at home with these wonderful people.

Joe told me who everyone was. Levi and Mary came in with all of their children. By the way, the children are only taught German until they go to school. The children were just as happy as can be. They entertained themselves quietly. Always happy and smiling.

The meeting was held in the house. The room was lit only by propane lamps. Once we started the meeting, in came the food! Homemade pretzels and mustard, cupcakes, homemade cheeses, crackers and sticky buns. Wow, everything was so delicious! The meeting lasted about three hours during which I was asked many questions and did my best to contribute helpful suggestions as well. I was told that the first crops we would get would be early May: Strawberries, Rhubarb, Field Greens, and Asparagus...I can't wait!

This meeting was a very exciting moment in my life. I was able to get a sneak peak at how the Amish community operates as a family unit all involved in the same business. This experience has made me look at my own life and I now am going to be more observant of the little things in life.

A funny side note: When I was leaving, Levi told me that if I get lost, I can call Joe's cell phone. I admitted that I didn't have a cell phone. Levi's response shocked me...he said, "How do you get along without a cell phone?" Haha. • Rick Abt, Co-op Produce Dept. Manager



## **UPCOMING EVENTS**

**Fondue Friday:** Come and celebrate the tradition of fondue. Sample bubbly cheese fondue, decadent chocolate fondue, and savory steak fondue **6-8pm on Friday, Feb. 12th.**

**Film Presentation of Fresh: Feb. 25<sup>th</sup> 7-9pm at Borough Hall, Council room.** Film showing and discussion facilitated by Board Member, Helen Nadel.

### ***Contributing to the Co-op Newsletter***

Do you love to write?  
How about take pictures?  
Maybe you just LOVE the Co-op!

We are asking our Co-op members and shoppers to submit their writings and pictures for upcoming newsletters.

If you would like to do that or need more information, please call the store or email us.

## **COOKING TOGETHER ON V-DAY**

Want to get out of the box a bit for this Valentine's Day? What about cooking together?

My husband picked up "*Dinner Dates: A Cookbook for Couples Cooking Together*" By Martha Cotton while we were still dating, and we have tried several of the recipes. The premise of the book is to make a date out of the whole experience of meal preparation. We found this to be so refreshing for our dinner date experience.

The norm for us is to go out to a restaurant, study the menu, order, sit and stare at each other til the food arrives, inhale it in fifteen minutes, and then leave. What kind of date is that? We barely even get three sentences put together between the bites of food, the eavesdropping on other conversations closeby, and waiter or waitress coming to ask us what we need next. Ugh.

The great thing about this small book is that the recipes are "doable" for any level of cooking experience. I'm not the best chef and my dear husband's specialty is frozen pizza (get the picture?), but the way Martha divides up the preparation between two "chefs" and gives detailed instruction as you cook, you can whip up a fantastic and elegant dinner without breaking a sweat!

The best part? Well, eating it is great, but the best part is all the interacting you get to do with your fellow "chef". My husband and I have had the best time preparing these dinners for two together. It builds team work and cooperation.

One of our favorite recipes in the book is "*Catch of the Day*" and I thought it would be apropos to also post the "*Ultimate Valentine's Day Dinner*" recipe as well. You can find these on our website in the Shared Recipe's library.

• *Amelia Furman, Co-op Marketing Director*



(As you can see, we LOVE cooperating together over food, whether it is cooking, serving, or eating!)

## **CHOCOLATE-COVERED STRAWBERRIES**

### **Ingredients:**

- 6 ounces bittersweet (not unsweetened) or semisweet chocolate, chopped
- 12 large strawberries

### **Directions:**

Line small baking sheet with waxed paper. Stir chocolate in top of double boiler set over simmering water until smooth. Remove chocolate from over water. Dip strawberries halfway into melted chocolate. Gently shake off excess chocolate; place on prepared sheet. Chill until chocolate is set, about 30 minutes and up to 6 hours.

*Modifications:* Roll in finely chopped nuts after dipping the strawberries in melted choc. Substitute 6 oz of white choc. Or dark choc for the semisweet choc. Add in other flavoring such as caramel or peanut butter.

• *Provided by Bon Appetit April 2002*



**HAPPY**  
**VALENTINE'S DAY**  
***From the Co-op!***