



Volume 15, Issue 2

March/April 2015

**LOCAL SEED IS THE HEART OF LOCAL FOOD** By Petra Page-Mann

*Fruition Seeds offers organic, regionally adapted seed to Rochester*

Bustling farmer's markets, abundant CSAs and visionary grocers are bringing the very best of local food to the tables of Rochester. Ironically, most of the local food we enjoy is grown from seed often grown thousands of miles distant. Now Fruition Seeds grows certified organic, regionally adapted seeds specifically selected to thrive in western New York.

For the past 12,000 years we have been saving seed as a species. In the last century, seed has become a commodity that could be bought, sold, patented, and mass-produced. Three multinational companies control more than 60% of our global seed supply; most of that seed is grown in arid regions of the world that suit conventional, industrial seed production. Seeds, inherently adaptable and self-replicating, have become a one-size-fits-all commodity that often cannot be saved. As our food systems transition from global-industrial to local-artisan, having robust regionally adapted seeds will be the foundation of our resilience.

Buckminster Fuller observed, "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

Fruition Seeds is revitalizing local food by providing a new model for regional seed production. With over 30 years' agricultural experience, Fruition Seeds was founded in 2012 by Petra Page-Mann and Matthew Goldfarb in Petra's hometown of

Naples. Their vegetable, flower and herb varieties are certified organic and offer better flavor, more productivity and more disease resistance than the most of the seeds currently available to gardeners and farmers.

Fruition Seeds grows much of their own seed on one of their three certified organic farms in Naples. Local organic farmers also play a pivotal role in "Custom Collaboration," a new model of seed production developed by Fruition Seeds which customizes seed to the farmer's soils, equipment and market. The farmer plants and cultivates the crop; Fruition Seeds selects, harvests, cleans and germination tests the seeds from the farmers' fields. Selection is an important part of the process: Out of 10,000 watermelon radish roots,

Fruition Seeds will save the 400 best. The farmers receive a portion of seeds customized to their fields, while the remainder is available to all through Fruition Seeds' catalog.

We all eat: we all play a role in the food system whether or not we will ever sow a seed. This is why Fruition Seeds collaborates with a diverse array of farmers, chefs, schools, universities, commercial kitchens as well as food banks. For example, Fruition Seeds grew 7,000 pounds of organic winter

squash and partnered with Foodlink in Rochester, who processed and distributed the food while Fruition Seeds saved the seeds.

Fruition Seeds offers organic, regionally adapted seeds of 200+ vegetables, flowers and herbs as well as transplants, seed potatoes, sweet potato slips and garlic. You'll find a selection of Fruition Seeds' packets at Abundance Cooperative Market through the summer. You can find their entire offering online at [www.fruitionseeds.com](http://www.fruitionseeds.com) as well as on their farm in Naples (7920 Hickory Bottom Road) every Saturday in April, May and early June.



*Before recycling this printed newsletter, why not re-use it by passing it on to a friend or co-worker? Thanks.*



the rutabaga rap

# About Us

The Genesee Co-op Natural Foodstore, Inc. (GCNF) doing business as **Abundance Cooperative Market** is Rochester's first and only cooperatively-owned retail grocer. Our store evolved from the old Genesee Co-op Food store on Monroe Avenue. Since 2001, the new Co-op store offers a variety of **choices** for all consumers—

both herbivores (vegetarians and vegans) and carnivores alike!

In a world of increasingly artificial, engineered, unhealthy and processed foods, natural food co-ops nationwide are providing access to safe, healthful and nutritious food to those looking . *Abundance is Rochester's only natural foods cooperative.*

When choosing products to sell, priority is given to organic foods and products local, organic, independent, minimally processed & packaged, non-genetically modified, socially responsible, fair trade, non-animal tested, and other selection criteria.

We support a sustainable food system, both locally and globally. Our **"Ends" Policies** support these shared values.



Currently our Co-op has over 2,000 shareholders, and is still growing strong! But you don't have to be a member to shop here. Anyone may shop at Abundance and benefit from our everyday low prices on **"Basics"** as well as our bi-weekly **Co+Op sale specials** (Please pick up a current sales flyer and quarterly coupon books for extra savings in the store).

Purchasing a co-op share (cost \$100) is optional, and affords extra benefits and discounts. *See our Shareholder Application for more details.*

Abundance is a member of the National Cooperative Grocer's Association (NCGA) with 130+ other food co-ops nationwide. *Co+op = Stronger Together!*

Thank you for choosing Abundance—your locally-grown community-owned Co-op! For more information about us, please visit our website at [www.abundance.coop](http://www.abundance.coop). Revised March 2011

## Staff Directory

### General Manager:

Jim DeLuca Ext. 111

### Administrative:

Stuart Bartram, Financial Manager, Ext.110

Leah Goldstein, POS Ext 113

Richard Rowley, Financial Assistant

Richard Sauvain, IT Coordinator

### Front End Co-Management Team:

Front Office Ext. 101

Jenn Rekos Madeline Brown

### CS Supervisors:

Payton Marovich

Kendra Greene

### Customer Service/Cashiers:

Customer Service Desk Ext. 102

Richard Rowley David Daunce

Hen DeMarsh Nada Eldehni

### Center Store Department

Kathy Peters, Merchandising Manager, Ext. 107

Nazareno Runfola, Senior Buyer, Grocery Ext. 106

Diane Banks, Buyer, Bulk, Refrigerated & Frozen Foods, Ext. 108

Nicole Rapone, Buyer, Supplements, Health, Beauty & General Merchandise, Ext. 105

Jenn Rekos, Wellness Assistant

Emily Sniezyk, Kevin Quail, Daniel Brightman, Grocery Assistants

### Produce, Deli Departments:

Caitlin Holcombe, Produce Manager, X112; Brendan Larsen, Deli Mgr, X104

Assistants:

Sharon Hamer Mickey Behan

Julianna Barrette Leah Feldman

Marketing: Chris Whitebell

*Contact information provided for co-op related communications only. Thank you.*

## 2014-15 Board of Directors

### Daryl Odhner

dodhner@gmail.cpm

406-5241

### Beth Garver Beha

bgarver@rochester.rr.com

672-5096

### Jack Hurley

jrhurley33@aol.com

544-0178

### Scott Wagner

Scott.wagner.ny@gmail.com

880-7643

### Katie Malarkey

Katie.malarkey@gmail.com

671-6378

### Maria Coles

MarialColes@yahoo.net

355-1442 cell

### Carl Hoffman

HoffmanCarl@hotmail.com

473-2949

### Max Gianniny

mgianniny@gmail.com

615-1238

### Jon Greenbaum

gtree61@riseup.net

303-2110 cell

*The Rutabaga Rap*, our bi-monthly newsletter, is published for the benefit of all our customers. Our current circulation is approx. 800 copies per issue. It is also viewable on our website at [www.abundance.coop](http://www.abundance.coop). Advertising and articles are welcome, space permitting. Items will be edited for length, content and style. Acceptance of an item does not imply endorsement. Our complete editorial policy, current ad rates, publication schedule, and deadlines are available on our website. We are still accepting advertising orders for 2015. **SEE RATES AND FORM ON WEBSITE**

**DEADLINE for the next issue (May-June is APRIL 20th, 2015.** Email [Margie Campaigne, Editor Margie@Abundance.coop](mailto:Margie@Abundance.coop).

Questions? [jim@abundance.coop](mailto:jim@abundance.coop). Publisher: Abundance Cooperative Market. **Contributors** to this issue are: Jim DeLuca, Elizabeth Henderson, Ken Rich, Peter House, Jay Stratton, Jack Spula, Caitlin Holcombe, Jon Greenbaum, Petra Page-Mann Duplication by: Presstek.







To get in the mood for this column I decided I needed some *oomph*, so I YouTubed Jefferson Airplane and watched/listened to a medley of “We Should Be Together”, “Volunteers” and “Somebody to Love”. I did this because I remembered how revved up I got when I saw them “back in the day.” That concert finished with “Volunteers” and Marty Balin, the male lead singer, stepped up to the very front edge of the stage and exhorted us to start a revolution; I was filled with joy.

“We Should Be Together” could be the cooperative anthem. Our shareholders have found in themselves a connection to the idea of owning something as a group that can make life better for all of us, including folks who are not owners. The current effort to raise enough money to be able to move to the bigger, better located store on South Avenue certainly requires us to act together. While everyone does not have to agree to everything, it is critical that all of us focus more on what we do agree on than what we disagree on in order to be successful as cooperators and as a business.

“Volunteers” can be interpreted to hold up a better ideal, an America that values more than the capitalistic “bottom line”. The cooperative model is about community and sustainability as well as profit. We have the seven coopera-

tive principles that promote a society where values of inclusion are promoted and practiced.

“Somebody to Love” is a song that speaks to the core of what my management style is all about. For more than 20 years, I have believed that the shopping experience is the perfect place to practice connecting with people. Most of us are wandering around in life looking for a place to be connected, to feel at home. Now more than ever, people are isolated in their own world. Social media is quickly



becoming the norm for how people interact. New research shows that 46% of meals are eaten alone. Even when families eat together, many times each family member is doing her own thing with a tablet or smart phone. Without really being open to others and allowing the magic of our brain’s mirror neurons to fire, human beings cannot really be human. This ability to love someone enough to be seen could be the “Crown of Creation” (another Jefferson

Airplane tune). I often speak with staff about the possibility of breaking down alienation and creating a better world with each interaction. The best thing about it is that each interaction makes the staff person more whole too.

Remember that Abundance Cooperative Market was born in the same era of hope for change when Jefferson Airplane wrote these songs. Let’s keep that energy alive today! GO CO-OP!

## The Benefits of Abundance Co-op Ownership:

- 10% discounts on all non-sale purchases on monthly **Shareholder Days**. Choose a day each month, at your convenience.
- **Enjoy our new “Shareholder Deals”, sale items exclusively for shareholders.**
- **15% discounts on special orders** anytime.
- Eligible to **participate** in Owner-Volunteer program with store **discounts**.
- 20% **discount** on newsletter advertising for your local business & free classified ads.
- Your **vote** at annual elections and input at shareholder meetings.
- **Eligibility** to serve on the Board of Directors and participate on committees. Potential to receive **patronage dividends or rebates**.

Become an owner today and start enjoying these benefits! Anyone may purchase a share for \$100. Application forms are available at Customer Service Desk, and on our website at [www.abundance.coop](http://www.abundance.coop)



# SEEDS AND WHY WE MUST STOP THE FREE TRADE AGREEMENTS

By Elizabeth Henderson

When skies stay gray day after day and snow covers the ground, local farmers cheer themselves up by drooling over the colorful pictures of vegetables and flowers in seed catalogues. Good quality seeds are essential to growing good crops. Over millennia, anonymous farmers carefully selected and bred the crops that we eat; farmers and gardeners planted their own saved seeds. During the past hundred years or so, a whole specialized industry has sprung up to sell seeds to farms and gardens. Nevertheless, around the world farmers and peasants believe that saving and sharing seed is a fundamental right. In this era of corporate dominance, patent laws and international “free” trade agreements threaten that right.

For the first 50 years, the US patent system protected inventions, but did not allow the patenting of living organisms. That changed in 1980, with the *Diamond v. Chakrabarty* decision that awarded the first patent on life for a genetically engineered bacterium. As research on genetic engineering expanded, applications for plant patents flooded in. In 1994, FDA approved the first GMO crop, the Flavr Savr tomato, for commercial sale, followed by GMO canola, Bt corn and cotton, and herbicide resistant corn and soybeans. The World Trade Organization’s Trade-Related Aspects of Intellectual Property Rights (TRIPS) Treaty projected this patent system around the world giving corporations the power to take over what had been a commons. From Wiki-Leaks it is clear that the trade agreements currently in ultra-secret negotiations, the EU – US Transatlantic Trade and Investment Partnership and the 12 nation Trans-Pacific Partnership Agreement, will reaffirm the patenting of seeds and even cells and genes. Only seed companies will have the right to sell seed.

The ten biggest seed companies control ¾ of the world market worth upwards of \$28 billion. Monsanto has bought up dozens of smaller seed companies. Concentration in agricultural chemicals is even higher; the top ten companies have cornered 90% of global markets. And five of those ten are also among the top seed companies.

These corporations make their biggest profits by selling technology packages. Monsanto sells the Roundup (main ingredient – glyphosate) that its corn and soybean seeds are genetically modified to withstand. The “Roundup Ready” trait added \$6.50 to the price of a bag of soybean seed in 2000 and \$17.50 in 2009.

In thinking about seeds, it is important to understand a few terms. People tend to confuse heirloom with open pollinated, and hybrid with GMOs. Not all open-pollinated seeds are heirlooms. An heirloom is a variety that is at least 50 years old and has remained a favorite because of excellent flavor or other traits. Though open pollinated seeds have some variation, when you plant them you will get a crop that resembles the parent plants. Hybrids are genetic crosses between two different varieties. If you use hybrids, you have to buy new seeds every season because the offspring will not grow true to the parent but revert to the characteristics of the two different varieties that crossed to form the hybrid. While they may cost more, growers often prefer hybrids because that crossing results in good qualities like evenly shaped heads of broccoli or high vitamin A carrots or disease resistance. GMOs are hybrids, but created through breeding methods that can only occur in a laboratory. If you want to avoid GMO seeds, there are still lots of alternatives. We are fortunate in the Rochester area to have several small seed companies that sell regionally adapted organic and non-GMO seeds. These companies have taken the non-GMO pledge, a promise not to carry genetically modified seed or seed that has been contaminated. Fruition Seeds in Naples, NY, is the closest. They do plant breeding for new varieties, grow some of the seeds they sell and contract with area farmers who grow seeds for them. Abundance sells their packets. Here are some other good seed companies: Fedco ([fedcoseeds.com](http://fedcoseeds.com)), Turtle Tree ([turtletreeseed.org](http://turtletreeseed.org)), High Mowing ([highmowingseeds.com](http://highmowingseeds.com)), Johnny’s ([johnnyseeds.com](http://johnnyseeds.com)), Fruition Seeds ([fruitionseeds.com](http://fruitionseeds.com)). And, of course, you can grow and save your own seeds! Actions you can take: let your representative in DC know that you oppose giving Obama the “Fast Track,” now called “Trade Promotion Authority,” that will cut off discussion of the “Free” Trade Agreements. A slogan from the families of the 43 Mexican students: They tried to bury us. They didn’t know we were seeds.”





**NEWS from PRODUCE, DELI, and CHEESE**  
**By Caitlin Holcombe, Produce Manager**

We still have quite some time before we'll see the return of fresh local greens, though local root vegetables are still in good supply. We have been sourcing beets, carrots, turnips, radish, green cabbage, celery root, parsnips and shallots from Stick-n-Stone, Kent Family Growers, and Remembrance Farms.

Right now most of our produce is being grown and shipped from Florida, California and Mexico. From Mexico we have crisp and crunchy sugar snap peas (great for dipping and eating raw) and snow peas (wonderful in stir fries), red bell peppers, cucumbers, zucchini, strawberries and asparagus.



Chard, collards, kale and lettuce varieties are coming from Florida and California and the size of these bunches and heads have been on the smaller side recently, though quality has been good. Collards have been especially nice and full-sized; they'd be great sautéed with garlic and served with cornbread!

Citrus is still available in good supply, but navel oranges are nearing the end of the season. We should expect to have Valencia oranges by mid-March. We have lots of great varieties in now that are only available for a short time. Cara Cara navels are lower in acidity, with red flesh and great flavor. Minneola tangelos are a hybrid cross of tangerine and grapefruit, and are recognizable by their bell shape and knobby stem end. Royal mandarins are a cross between a tangerine and an orange, and have a bold dark orange skin that is easy to peel for a delicious snack.



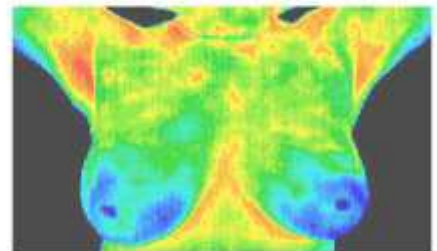
# Welcome

## NEW Shareholders!!

Abby W	Jennifer F	Malik T
Ashley M	John R	Maxine M
Christine H	Karen B	Mike N
Colleen G	Katherine S	Nancy G
Diego M	Laura V	Sherry S
Emily S	Laura W	Stephanie T
Harry P	Leigh R-W	Vanessa A



### DYNAMIC THERMAL IMAGING



100% Safe, FDA- Approved  
 No Compression, No Radiation  
 Painless, Non-Invasive  
 Breast and/or Full Body Screening  
 Female Certified Thermographers  
 550 Latona Rd. Rochester, NY 14626  
 585-734-6083  
 Servicing Upstate NY & Northern PA

[www.NYDTI.com](http://www.NYDTI.com)



## Board Talk: Policy Governance by Peter House

When I first joined the board of Abundance in 2009, I was approached minutes after my election at the annual meeting by a concerned shareholder. He asked me to make him a promise: he wanted me to give him my word that I would personally monitor ALL of the products which Abundance sells, and make sure that every product in the store was 100% GMO Free. This would obviously be an impossible promise for even a full-time employee of the store to keep. But to ask this of a board member is not only impossible, but inappropriate, as it's completely out-of-line with our governance structure – Policy Governance.

Policy Governance has proved to be an extremely effective governance structure for Co-Ops all over the country. In the most simple terms, Policy Governance allows Abundance board members to focus on the “big picture” while allowing our professional staff to focus on day-to-day operations. The board sets goals and policies, and our General Manager and his staff meet those goals. This model allows latitude for the staff to interpret the goals and policies, and to use their professional judgment when it comes to specific methods and means. Through a carefully designed process, the board regularly monitors how closely, and how successfully the General Manager is meeting our goals (called ENDS), while remaining true to the policies which have been established.

To many people, this is a new and unfamiliar way for a board to function, and customers and shareholders, like my GMO-conscious friend, are often unaware of the fact that our board even uses this structure. Understandably, they also don't know how Policy Governance works, or why we use it to operate Abundance.

As a teacher and a preacher, I have come to see that analogies are often a good way to explain “hows and whys” so I'd like to analogize with an example that is accessible to all citizens: The Local School Board.

Citizens elect members to their local school boards with the expectation that they will set goals and policies for the district and hire qualified professionals to meet those goals, while adhering to board policy. But the community does not expect that school board members will involve themselves in the day-to-day operation of the schools. School boards may set a goal that all students will be functionally literate, but it would be inappropriate for them to choose a specific reading curriculum. They might establish a policy that all employees will have health insurance, but the task of choosing which insurance company will provide the coverage, or how high the deductible will be, is the job of the human resource director, and the district's CFO.

Why? Because selecting reading curricula requires the expertise of qualified educators, and choosing a health care plan calls for the competence of trained human

resource and finance personnel. Elected citizen school board members, no matter how intelligent and passionate they may be, are not themselves credentialed school professionals, nor do they typically have the time needed to manage these projects. They have their own careers as dentists, business owners, and stay-at-home parents.

Their job is not to oversee operations. Their job is to set broad goals, establish moderately elastic policies, ensure that they employ qualified professionals, create an environment which empowers these professionals to use their best judgment, and within these boundaries, to represent the citizens of the district.

Like citizen school boards, the board of Abundance is comprised of teachers, lawyers, community organizers, and software engineers. They are intelligent and passionate, but they are not themselves retail grocery professionals. Their job is to set goals, establish policies, and ensure that the store has a qualified professional at the helm. Policy Governance is an excellent governance model to ensure that the store meets its goals, while leaving the hands-on running of the store to qualified, trained personnel.

So the next time you're tempted to ask an Abundance board member why the store no longer carries your favorite soy-milk, how high the profit margin is on vegan tofu wraps, or what's really in this week's mystery butter, think of your local school board. Would you expect (or want) them to know why Ms. Butterfield no longer has her English class read *The Scarlet Letter*, how much of a curve is used when grading the Algebra II mid-term, or what specific criteria are used to determine which student wins first prize at the elementary school science fair? And, while I'm sure our board members are as concerned as anyone about GMOs, you won't find them in our aisles reading all of the labels as long as Policy Governance is in place.

**Monthly Board Meetings.** The Board generally meets on the 2nd Wednesday of every month from 7 pm until 9 pm. Meetings are open to all owners and staff to attend, however, anyone wishing to bring items before the Board or wishing to speak at a meeting should call or email Daryl Odhner, 716.228.6583, [dodhner@gmail.com](mailto:dodhner@gmail.com), one week prior to the meeting to be placed on the agenda.

If you are looking to get more involved with the co-op, consider joining the Abundance Board of Directors Owner Linkage committee. Contact Katie Malarkey, [Katie.Malarkey@gmail.com](mailto:Katie.Malarkey@gmail.com), or 671-6378



# Ken's Kookery - Root 'Em, Horse-Radish!

By Ken Rich

The horseradish is neither radish, nor horse. It is shaped more like a Neolithic hunting implement than something to eat. It can make a strong man huff and puff!

Thyme is an evergreen herb that contains a shockingly high amount of iron, can take over your lawn, and you might be able to harvest it fresh right from under the snow.

The two together say: *We're Beating This Winter!* The flavor says *Spring Is Near!* You-all reading this in April, tell us how that turned out...

My friend Anne near Albany got a Spiralizer for Christmas. Playing around with it, she developed a late winter root salad that evoked the coming spring.



## Ingredients:

- \* Kohlrabi
- \* Turnip
- \* Parsnip
- \* Daikon
- \* Horseradish root
- \* Kale
- \* Cider vinegar
- \* Salt
- \* Thyme, fresh

Spiralize or grate the root vegetables, being wary of the power of horseradish. Mince the kale. Steam the mess lightly until the kale turns bright green. Add fresh thyme

leaves and salt. Allow to age and meld flavors for 1 or 2 nights in the fridge. Makes an excellent pre-spring tonic. That's the recipe I received, quantity-less and improvisational.

I procured the horseradish root and vinegar by using Gold's Prepared Horseradish from the tofu cooler at Abundance. I grated/spiralized half a turnip, half a parsnip, half a kohlrabi, some celeriac and watermelon radish, minced a pile of kale, steamed it 10-15 minutes, then added a tablespoon of prepared horseradish and a loose teaspoon of thyme leaves, and the next day it tasted just like Anne's root salad. It's been the perk-it-up in my lunch, every day this week.

For a more general-purpose, early Spring rootless salad dressing:

## Salad Dressing Ingredients:

- \* ¼ cup prepared horseradish
- \* ¼ cup salad oil
- \* 1 tablespoon minced shallot
- \* ½ tablespoon lemon/lime squeezings
- \* 1 teaspoon finely minced parsley
- \* 1 teaspoon fresh thyme leaves
- \* salt and pepper to taste

Mix and age as above. It was piquant on a salad of mixed greens, snow peas, finely sliced turnip, cucumber, and chunks of avocado. Ride 'em, Horse-Radish!

Ken Rich is a long-time Abundance Co-op shareholder. With a passion for "kooking," he concocts special dishes to share with *Rutabaga Rap* readers using stuffs from Abundance.



**John (Jack) R. Hurley, Esq.**

Real estate. Wills. Probate.

*Responsive. Experienced. Affordable.*

tel. 585 . 544 . 0178 fax 585 . 467 . 0911

Jhurleylaw@aol.com

Are you trying to create a more sustainable life?

*A life of true and lasting abundance?*



**Call me today to learn how  
I can help you**

Consulting/ design - [www.barefootpermaculture.com](http://www.barefootpermaculture.com)

Classes/workshops - [www.rochesterpermaculturercenter.org](http://www.rochesterpermaculturercenter.org)

Inner Permaculture - [www.empatheticpresence.com](http://www.empatheticpresence.com)

Public food forest creation - [www.lotsoffood.org](http://www.lotsoffood.org)

Patty Love, MALS, PDC 585.506.6505





## GOING AGAINST THE FLOW

By Jack Bradigan Spula

Last time I wrote about the “subnivium,” the biome that thrives where the snowpack meets the ground. But little did I know we’d have such a deep and persistent snowpack as we have now in Rochester. I was thinking more of conditions in the north woods and Appalachian foothills, but for winter enthusiasts like me – and all kinds of critters, from snowshoe hares to snowshoe-shod humans – the low temperatures and occasional blizzards have been gifts of the goddess.

Soon the drifts and piles will follow the snows of yesteryear, of course. Spring 2015, because of the ample precipitation and its “storage” as snow and ice, promises to bring health to other vital hydrologic ecosystems, from the tiniest freshet and vernal pool to roaring river and churning lake.

In some locales they call it “Mud Time,” but no matter the name, it’s a stage that makes or breaks the “temperate zone” growing season, with effects on the types and amounts of crops harvested, the wholesale prices farmers get and retail ones we pay, and – just as important – the health of riparian environments, forests (trees and soils), meadows, and wetlands.

The trouble is, our springtime drainage has been damaged by two centuries of human impact on the land. Much of the trouble comes from poor conditions in the delicate riparian zone, the last defense before water, whether in the form of melt (i.e. storage being released) or rain, leaves our farm fields, parking lots, streets, sidewalks, roadside ditches, and so forth, and enters our rivers, streams, wetlands, lakes and ultimately the oceans.

If the riparian ecosystem is in good shape, it acts as a sponge and filtration system, handling much of the load of toxic nitrates, combustion products, petroleum residues and spills, pesticides, herbicides, lawn-care chemicals, and other civilized garbage that pours off the landscape. If this ecosystem is dysfunctional, though, the poisons that human cleverness has created without benefit of human wisdom go straight into our drinking water, recreational areas and of course our own bodies.

Riparian ecosystems can be large or small, but they are vastly more extensive than we usually think. Take the Genesee River watershed, which covers around 2,500 square miles. Think of the uncountable miles of watercourses within this area, down to mere trickles through the backwoods.

The Great Lakes Commission notes that the land uses within this watershed include agriculture (52 %), forests (40 %), urban (just four %), water and wetlands (two %), and rangeland and transportation infra-

structure (one % each). These figures might lead you to think that, farming aside, human impacts are relatively small.

It’s surprising, though, to learn that our roadways, bridges, etc., take up as much space as land used for grazing – clearly a case of out-of-whack priorities. In any case, both categories of human activity harm water resources, in large part because they involve removal of vegetation from the riparian zone. Conversely, addressing the problems involves replanting as many riparian zones as possible.

An Ohio State University Extension fact sheet summarizes the pro’s and con’s: Vegetation removal exposes soil to raindrops, facilitates sheet flow erosion [and increases] the ability to move sediment. In contrast, vegetation increases stream bank strength to resist erosion. Stream channels along heavily vegetated areas are deeper and narrower than along poorly vegetated areas. Sediment runoff is higher for heavily grazed watersheds than lightly grazed watersheds. This brings us back to the Genesee. Observe the river swollen with muddy currents once the melt-off accelerates. Some of the turbidity is natural, owing to the geology of the river valley downstream from the Mount Morris-to-Avon area – a stretch characterized by deep exposed clay, and the like, plus “channel migration” (meanders).

But some of the muddiness could be avoided, with obvious long-term benefits for local food production, clean water and general quality of life. It all depends on how we choose to address “non-point source pollution” throughout the watershed. And to do that, we need to look closely at the practically innumerable points along every trickle and tributary as well as the river itself.

The choice to protect our streams by restoring and maintaining healthy riparian habitats helps aquatic habits tremendously, as well. The OSU Extension points out that natural stream banks and vegetation-bordered drainage ditches don’t just filter the water; they slow it down, preserve the shape and structure of the watercourse, moderate the temperature of the water in streams large and small, and allow aquatic life (especially in embryonic and larval stages) to flourish by keeping the water clarified.

So if you’re a farmer or landowner or urbanite/suburbanite with a stream or ditch in your bailiwick, celebrate spring by seeing to the health of your watercourse. You can do a lot by restoring native plants, from ground cover to shrubs to large trees, and by avoiding the striping of stream banks and nearby slopes or succumbing to the manicured-lawn mystique.

Your bit of this green earth may be small, but everything you can do will make a difference.





## MONARCH BUTTERFLY EXTINCTION by J.T. Stratton

Monarch butterfly populations have been in precipitous decline over the course of my lifetime, something on the order of 90% extinction so far. Each summer I eagerly await the return of the butterflies from their overwintering grounds in a Mexican pine forest. In 1993 the "hibernating" butterflies covered 44.5 acres of this forest but by 2015 that had declined to 2.79 acres. This past summer I did not see a single monarch until I hit one with my car in early September. That didn't make me feel good. I did see perhaps a half dozen other monarchs later on, but how can such a common sight have become so rare?

The monarchs are in decline due to a number of parallel factors. The young caterpillars can only be fed by plants of the milkweed family and, just like the butterfly, our native milkweeds are also in decline.

One reason for this is better surveying techniques. Modern agribusiness cultivates to within inches of the property lines. In the past family farmers didn't know or care exactly where the line was. They maintained a hedgerow between properties that generally followed the line but also could serve as right-of-way roads both for farmers as well as ample habitat for milkweed and other wildflowers.

Herbicide use has increased exponentially over the past few years due to the prevalence of "perfectly safe" (?) genetically-modified human food crops. The milkweed that used to co-exist happily with the corn, for example, is now killed by the herbicides used in non-organic agriculture. Monsanto has not bothered to develop "round-up ready" milkweeds.

Meanwhile those milkweeds that have escaped the herbicide applications may be rendered poisonous to the monarch caterpillars anyway if genetically-modified corn pollen has happened to blow onto the leaves. The caterpillars don't stand a chance. Would you rather die of starvation or of poisoned food?

The Center for Biological Diversity has recently filed suit petitioning the Environmental Protection Agency to list the monarch butterfly under the Endangered Species Act. Monsanto, Shell and TransCanada are predictably against this listing.

The Natural Resources Defense Council (NRDC) has also filed suit against the EPA seeking to block usage of new herbicides like "Enlist Duo." This is a mixture of glyphosate ("round-up") and 2,4-D, an even more dangerous chemical that was an ingredient in "Agent Orange," the defoliant used during the Viet Nam War. So many super-weeds have developed by over-use of glyphosate that now there's a need to use a double whammy. So what if both chemicals show up in food, water and breast milk? No humans have died yet. How dare a nasty little butterfly presume to threaten corporate profits?

I did let milkweed run rampant in my country herb garden this year with the monarchs in mind. Unfortunately I noticed no one taking advantage of this safe food source. Don't try this in the city or you may be cited in violation of the City Code for tall weeds. Some NIMBY or NIMFY may de-

nounce you to the Code Enforcement Officers, but more usually you are denounced by a realtor who has a house for sale in your neighborhood, I suspect. Plain milkweed is considered a "weed."

The nursery floral trade can supply more attractive milkweed species that pass as a "flower." Don't be fooled into thinking you are doing the monarchs a favor. These species flower more profusely than the natives and can trick the butterflies into *not* leaving for migration on time, so the babies freeze to death before reaching Mexico.

My dear friend Salamone lives on one acre of the Lake Erie plain under Forsyth Hill. Poor health keeps him at home virtually all the time, but this medical condition has trained him to notice things that better-abled people like myself never get to see: when the monarchs start to head back south. Forsyth Hill is a well-known migratory pathway for the birds. How did the butterflies also find out about it?

"Round about the third week of September," says Salamone, "the Canadian monarchs are crossing Lake Erie on their way to Mexico. It's 30 miles, so they get here real tired out and cluster to rest on my cottonwood tree. Oh, the other trees too, but they seem to like the cottonwood best. If I stand still and stick my arms out, they'll even start to land on me!"

This year there were dozens, but not hundreds.

There was a day when conservationists looked at the Mexicans rather smugly as if to blame their greed for timber for the monarch's decline.

Today it's clear that there is enough blame to go around. Mexico has preserved the pine forest but the decline continues. Herbicides, genetically-modified plants, non-organic farmers, American shopping habits and even invasive species are threatening the monarchs.

Black swallowwort is a milkweed family relative that has spread from Europe. It's one of our most invasive species. This plant is knee-high with plain leaves and slender green seedpods (1 - 2") that shed seeds covered with fluffy "parachutes." It spreads on the wind. You can find it in Rochester atop Pinnacle Hill or hiding along most any fence line in our neighborhoods. The monarchs recognize it as a milkweed relative and will lay eggs on it but half the caterpillars die on this diet and the survivors emerge from their cocoons deformed.

Ganondagän in Victor, NY was the historical capital of the Seneca Nation until its destruction at the hands of the French in 1687. A longhouse has been reconstructed here on grounds where the Peace Mother walked over a thousand years ago. This meadow, site of the annual Native American Music and Dance Festival, is unfortunately totally infested with swallowwort. The Senecas and the D.E.C. are organizing details to battle this invasive plant. Contact Ganondagän if you'd like to help.

The Bartram's Hairstreak Butterfly is found only in the pine-rockland ecosystem in Florida. Its last major habitat is currently being threatened by construction of yet another Walmart, but this is another story. Or is it the same old story? You decide.



facebook

Name:  
Abundance  
Cooperative  
Market



Currently 3,936 Friends!

Connect with us on Facebook!

[www.facebook.com/  
AbundanceCoopMarket](http://www.facebook.com/AbundanceCoopMarket)

# Seven Cooperative Principles

Cooperatives around the world generally operate according to the same core principles and values, adopted by the International Cooperative Alliance, a global membership association of co-ops and co-op support organizations. In 1995 the ICA established the following seven Principles that define co-ops as part of the Statement on the Cooperative Identity:

## 1. Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

## 2. Democratic Member Control

Cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting their policies and making decisions.

## 3. Member Economic Participation

Members contribute equally to, and democratically control, the capital of their cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested.

## 4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If they enter to agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their cooperative autonomy.

## 5. Education, Training and Information

Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their co-operatives. They inform the public - particularly young people and opinion leaders - about the nature and benefits of co-operation.

## 6. Cooperation among Cooperatives (A.K.A. P6 : Coop products)

Cooperatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures.

## 7. Concern for Community

While focusing on member needs, cooperatives work for the sustainable development of their communities through policies approved by their members.

Source: [www.coopmonth.coop/primer/principles.html](http://www.coopmonth.coop/primer/principles.html)

**SPRING SALE**  
March 6-15th  
Clearance items 40-70% off.  
Winter knits 30% off.  
Select clothing & Furniture 20% off.



**GARDEN SALE**  
April 17-19th  
All Garden Products:  
planters, windchimes  
& birdhouses 20-60% off.  
20% off all Regular Items.



**ONE WORLD GOODS**  
*Accent your Life. Empower Another's.*  
HOURS: M-Th 10-6, F-Sat 10-9, Sun 12-5  
Pittsford Plaza • 387-0070  
[www.owgoods.org](http://www.owgoods.org)



# EBNS SPRING RUMMAGE SALE

APRIL 24TH & 25TH  
9 AM – 1 PM

4 EAST HENRIETTA ROAD  
ROCHESTER, NY 14620. COMMUNITY OF THE SAVIOR CHURCH

**WHAT WILL YOU FIND?** A VARIETY OF GENTLY USED ITEMS FROM 20+ FAMILIES! ITEMS INCLUDE: CLOTHING & SHOES FOR THE WHOLE FAMILY, BABY ITEMS, TOYS & STUFFED ANIMALS, DECORATIONS, FURNITURE, BOOKS, HOUSE-WARES AND WHOLE LOTTA KNICK-KNACKS.



FOR MORE INFO, VISIT [WWW.EBNS.ORG](http://WWW.EBNS.ORG) OR GIVE US A CALL AT 585.461.4250

## NOTICE TO UN-CLASSIFIED ADVERTISERS:

If you wish your ad to continue from issue to issue, you need to let us know, or submit new or revised copy by the deadline of the 20th of the month before publication. Otherwise, your ad may be deleted. Email Margie@abundance.coop.

Un-classifieds

Un-classifieds

Un-classifieds

Iyengar-based yoga  
In a friendly neighborhood studio.

## PINNACLE YOGA



Check the web site for schedule and information.

Carl Hoffinan, instructor  
99 Crosman Terrace in the Upper Monroe neighborhood  
(585) 473-2949 [carl@pinnacle-yoga.com](mailto:carl@pinnacle-yoga.com)

[www.pinnacle-yoga.com](http://www.pinnacle-yoga.com)  
(don't forget the hyphen)

Find us on Facebook



Want to grow your own food? Need some help getting started? Learn easy growing methods. Find hidden growing spaces. Maximize production. Call today for mentoring, classes, free Meetups, & private consultations about Permaculture, Edible forest gardening, Home-steading, Ecological gardening, Edible landscaping, and more. Patty Love, MALS, PDC. [patty@barefootpermaculture.com](mailto:patty@barefootpermaculture.com), 585.506.6505, [www.barefootpermaculture.com](http://www.barefootpermaculture.com)

Rent a Community! For \$460 per month, Ant Hill Co-op has opportunities for residential membership available. With a room, common kitchen, community, gardens, and the promise of a better future, Ant Hill might just be the place for you. Contact [housing@ant-hill.org](mailto:housing@ant-hill.org).

Peacework Organic CS  
Community is at our roots.  
[www.peaceworkcsa.org](http://www.peaceworkcsa.org)  
[peaceworkcsa@gmail.com](mailto:peaceworkcsa@gmail.com)  
585-442-1364



Sign up now for your summer share



### Emily Sniezyk Painting

Interior and Exterior  
Insured  
Free Estimates

585-738-0525  
[esniezyk@yahoo.com](mailto:esniezyk@yahoo.com)

Lift your spirits this winter! Buy an Essential Oil Diffuser Therapy necklace. Handmade, eco-friendly, local, Co-Op member and young entrepreneur-owned. Oil included, many to choose. [www.aromatherapydiffuserwear.com](http://www.aromatherapydiffuserwear.com)  
Contact Beth and Tabs at [bgarver@rochester.rr.com](mailto:bgarver@rochester.rr.com)

Please support the Green Bill for Property Tax Exemption for Improvements to Real Property in Residential New Home Construction and Reconstruction with 3rd Party Green Certification. Call Doris to learn more.



**Doris A. Yasey**  
**REALTOR, GREEN**  
Licensed Real Estate Salesperson  
Cell: 585-773-5235  
<http://www.DorisYasey RealtyUSA.com>

*Real Estate, Organically.*  
Whether you're considering selling, building or buying a home, or know someone who is, just give me a call. I enjoy helping my clients achieve their goals.  
The seeds of real estate grow in every season!

Residential, Vacation Homes, Commercial, Investment Property, Education

RealtyUSA Franchise • 17 Major Offices • P.O. Box 1000

Shareholders get your FREE un-classified ad here, UP TO 50 WORDS, space permitting, 10 point type. Send request with text to Margie@abundance.coop. Please provide your full contact information for verification. Next deadline: APRIL 20 for MAY/JUNE





## **The 20-for-25 Owner Drive** **Help the co-op grow**

Starting March 1, Abundance will launch the 20-for-25 Owner Drive. Our goal is to find 300 new co-op owners.

To do this, we're putting a little extra shine on becoming a co-op owner by offering a complimentary \$25 gift card with every new share purchased. With every \$20 donated to the 20-for-25 Owner Drive, Abundance will give a \$25 gift card to a new shareholder when they sign up.

New shareholders will not only get to take part in a democratic form of business—which is no small potatoes—but they'll get a nice little incentive to start shopping right away. The 20-for-25 Owner Drive campaign will be an important tool for spreading the word about the many benefits co-op ownership can bring to the Rochester community.

### **Why the 20-for-25 Owner Drive?**

The Board of Directors and Co-op Ambassadors have launched the 20-for-25 Owner Drive to build energy and excitement about becoming an owner of Rochester's only community-owned grocery store. Working together, we're confident we can reach our goal of 300 new owners over the next three months.

### **Every little bit counts.**

If you are unable to make a larger contribution to the co-op as part of the general fundraising drive ahead of our move, then please consider this just-as-important opportunity to support your co-op.

**To make your \$20 pledge to the 20-for-25 Owner Drive, please contact Jim DeLuca at [jim@abundance.coop](mailto:jim@abundance.coop).**

**EDITOR'S NOTE:** All opinions offered in the Rutabaga Rap are those of the authors, not necessarily those of Abundance Coop. Any health information or advice should be checked with your physician or other medical professional.

## **CALENDAR**

MARCH 2015

APRIL 2015

March 8 DST starts  
March 11 Coop Board  
March 14 St. Pat parade  
March 17 St. Pat's Day  
March 29 Palm Sunday



April 3 Good Friday  
April 4 Passover starts  
April 5 Easter Sunday  
April 8 Coop Board  
April 21 James Hansen speaks at MCC Theater  
April 22 EARTH DAY

**Coop Ambassador Training-Gathering**  
**DATE TBA — watch for announcement**  
**6:30-7:30pm**

**School Without Walls**

**480 Broadway, Rochester, NY 14607**

**Join us as we continue our Abundance Coop Ambassador project! We'll be spreading the word about the cooperative alternative and Abundance Coop Market. At the gathering we'll develop our ability to communicate our cooperative message and brainstorm and plan activities, events and projects to get the word out about Abundance. There's already a lot of interest in bringing back the Abundance Shopping Cart Drill Team and Tofu Bucket Brigade for local parades. We're talking about tabling at events, highlighting the coop in social media, bringing our friends and co-workers to the store. Let's see what else we can think of! Next event: St Pat's PARADE!**

- \* **Co+Op Deals** (formerly Co-op Advantage) are for everyone. New flyer and sale items every 2 weeks! NEW this year: Store specials under our *Abundance Sails* flyer!
- \* **Our Shopping Bag Policies:** Avoid 5¢ & 10¢ bag surcharges by bringing your own bag. Get 5¢ back, and you save *twice!* Also, please do **NOT** place merchandise in your personal bag(s) until paid for at the cash register. This will help avoid any confusion and speed up the check out. Thanks!

**62 Marshall Street**  
**Rochester, NY 14607**

(585) 454-2667 (-COOP)  
[www.Abundance.coop](http://www.Abundance.coop)



Store Hours:  
Monday - Friday 8am - 8pm  
Saturday 9am - 7pm  
Sunday 10am - 7pm