

FRESH PRESS IS A PUBLICATION OF  
ORYANA COMMUNITY CO-OP

# Fresh Press

Fall 2021

**Holiday Recipes**

HOLIDAY GIFT GUIDE

**Turkeys & Thanksgiving To-Go**

Why is **co-op equity** important?

A Farmer-Led Future for Tea

**ZOOM Cooking Classes**







## FRESH PRESS

**A quarterly publication of  
Oryana Community Cooperative**

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## OUR STORES

**ORYANA TENTH ST.**

260 E. 10th St.  
Traverse City MI, 49684  
Phone 231.947.0191  
Winter Store Hours  
8 am - 8 pm Mon - Sat  
9 am - 7 pm Sun

**ORYANA WEST**

3587 Marketplace Circle  
Traverse City, MI 49684  
Phone 231.486.2491  
Winter Store Hours  
8 am - 8 pm daily

Michigan Bridge Card Accepted  
Bay Bucks Local Currency Accepted  
Double Up Foodbucks Location

The purpose of Oryana Community Cooperative is to provide high quality food produced in ecologically sound ways at fair value to owners and the community. Oryana owners and staff are committed to enhancing their community through the practice of cooperative economics and education about the relationship of food to health.

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### STORE HOLIDAY HOURS

**THANKSGIVING**

Closed

**CHRISTMAS EVE**

West open til 3 pm

10th open til 3 pm

**CHRISTMAS**

Closed

**NEW YEAR'S EVE**

West open til 6 pm

10th open til 6 pm

*Happy  
Holidays!*

**Locally-made fresh holiday  
wreaths for sale  
starting late November**





# General Manager's Report

By Steve Nance

## Equity - Owning Your Grocery Store



In this issue of the Fresh Press, past Oryana Board member and frequent newsletter contributor Sharon Flesher provides a great overview of why cooperatives are different. As Sharon writes, cooperatives are an investment by owners into a business that provides for their wants and needs and gives back to the community.

Equity, your share in your co-op, comes not only from the investment we all make yearly in our ownership, but also from the retained earnings that occur when we are “good operators” and make a profit. Oryana does strive to make a profit as it is essential to keep the cooperative financially sound and give back to our staff, the community, and our owners (in discounts and patronage).

A reasonable amount of profit is typically retained by the cooperative each year to be added to the owners' equity. This not only becomes part of the total amount of owner equity on our balance sheet, (what the co-op owns,) but also can be utilized to maintain, improve, or even grow Oryana.

As a successful co-op, Oryana is fortunate to be able to have continued positive impact and use some of our shared equity to improve the co-op. For example:

- Oryana acquired Lucky's Market in 2020 and added a 30,000 square foot second store, the new Oryana West.
- We remodeled an unused portion of the second floor of the 10th Street store to create the Boardman Room for trainings, staff meetings, and board meetings, and included an ADA elevator.
- 10th Street also had three new offices added to accommodate our growth.
- A cover was added to the south entrance at 10th to help keep snow and cold at bay.
- We refreshed the wall paint at West in our brand colors.
- We added a new enclosed entrance at West.
- The West Juice Bar was remodeled to create the Oryana Coffee Bar.

- All new bread shelving was purchased for West to feature local providers.
- We added new store air filtration systems at both stores.
- West received all new shopping carts.
- Our teams received new equipment to replace outdated machines and appliances.

And we're not finished. Some exciting co-op improvements yet to come:

- Solar project at West
- A revamped community room and teaching kitchen at West
- New fixtures for the produce department at West
- And new signage at West to give it the Oryana feel

Finally, I want to take a moment to thank you for your patience, as Oryana, like so many other local and national businesses, continues to experience staffing shortages.

As we all know, staffing in Traverse City can be a challenge in a normal summer, but this season has been the worst in memory. For many reasons, workers have left the playing field or are staying on the sidelines for now. (Reasons like health, retail fatigue, taking a new career path, lack of childcare).

Despite our sustainable wage (85% of staff recently received an increase beyond their usual annual increase), dental, health, vision care, a 401k with Oryana share, 25% staff discount, paid time off, and more, Oryana has been well below our desired staff count. This has been especially hard on our culinary departments, and we have had to close the West Coffee Bar and reduce operations in the West Deli and 10th Street Café.

We apologize for any inconvenience or if our shelves were not quite as well stocked or check out was a bit delayed during your visit. Our team has been phenomenal despite the challenges and have shown up ready to go above and beyond every day. Thanks, as always, for supporting your co-op!





## Board Report

By Chuck Mueller, Oryana Board Secretary

**D**id you know that October is Co-op Month? This is a great opportunity to share some of the unique attributes of cooperative businesses like Oryana.

A co-op is defined as “an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly and democratically-owned enterprise.” It is a community of diverse people organized around a shared passion.

The African word “Ubuntu” means “I am because we are” and is a wonderful descriptor of the inner workings of a cooperative. It reminds us that we are connected to each other and it is our responsibility to act in ways that benefit the community. Ubuntu is the essence of a cooperative.

Oryana is not just another grocery store! Our reason for being is more than just selling food. A co-op has important values interwoven into its business model. Purpose, people, and planet before profit helps us keep our priorities in focus to better serve our owners and community. Any profit is invested back into the business, staff, suppliers, farmers, owners, and community.

Here are some important principles we embrace at Oryana because we are a Co-op.

- **Everyone is welcome** - Oryana serves and supports our owners and community to improve their health and welfare.
- **Democratic control** - Each Oryana owner may vote in elections
- **Cooperation with others** is active in every aspect of doing business.

One in three people in the United States is a member/owner of a Co-op. There are more than 40,000 co-ops in the United States. Some range in size from businesses in the Fortune 500 such as REI, Welch's, Ocean Spray, Sunkist, CHS and Land O'Lakes. The largest housing co-op in the world is Co-op City located in the Bronx, New York City, with over 55,000 residents and it sits on 320 acres. Co-ops provide a variety of services such as food, education, health care, banking, and financial services, home products, housing, and utilities. Regardless of the size and function, all cooperatives exist to benefit their member/owners and their communities and not to generate profit for distant shareholders.

Did you know that there are other co-ops in Northern Michigan? Credit Unions such as TBA and MSU, Traverse City Co-op Pre-School, Cherry Central Farmer Owned Co-op, MI Farm Co-op, Shoreline Fruit, Commongrounds Real Estate Co-op, TEACH, a homeschooling Co-op, Grain Train Natural Foods, and Cherryland Rural Electric.

Fun fact: Sean Connery's (James Bond) first job at age 13 was a barrow worker at St. Cuthbert's Cooperative Dairy in Edinburgh, Scotland.

Oryana is proud to serve this community! We appreciate the shoppers, owners, farmers, suppliers, and community who have partnered with Oryana. Oryana owners, staff, and board are committed to improving the health and welfare of the people in this area through cooperative economics, local sourcing, environmentally and socially responsible practices, and education. Celebrate Co-op Month by visiting a co-op!



# Customer Comments

We welcome your feedback, suggestions, and questions! Email us at [info@oryana.coop](mailto:info@oryana.coop) or fill out a comment form in the Customer Service

**I saw the suggestion in the Summer Fresh Press about additional Oryana locations. I would absolutely love to see one in Suttons Bay! It's a great community with many new shops and an increasing emphasis on natural living. I think having organic, healthful options for food would be a much needed and welcome addition. Thank you for your consideration**

Thanks so much for your thoughts on an Oryana in Suttons Bay. We agree that Suttons Bay and its many full-time and seasonal residents have a bent on healthy diet and life style. Our marketing data does confirm this.

But what we have found in surveys is that the many owners of Oryana in Leelanau County tend to come into Traverse City anyway for shopping and work so the co-op is part of their "TC Run." Hanson's is also a much loved local store.

So at this time Suttons Bay is not a bright blip on the radar, but is certainly a great idea. In the next few years I believe we will see the co-op able to explore our small towns such as Elk Rapids, Frankfort, etc. as locations of potential satellite stores. So stay tuned!

Thanks again and we very much appreciate owner and community input!  
~Steve Nance, General Manager

**Please remove the invasive ailanthus plant that is growing around the store on 10th St.**

After you brought this to our attention, we researched the ailanthus, also known as Tree of Heaven, and learned that it is

an exotic invasive originally from China. It is fast growing and out-competes native plants, and was establishing itself all around the co-op. With help from work crews from our community compost partner SEEDS, we removed as much of the ailanthus as we could. Some of it is growing on neighboring property that we don't own so it will likely be an ongoing issue, which we will now do our best to stay on top of.

~Luise, Outreach & Marketing Specialist

**Please consider selling the cool Oryana retro T-shirt that I have seen staff wearing.**

This t-shirt was created just for staff as a holiday gift but we have received so many requests to sell it that we are thinking of having them made again for our 50th celebration which is coming up soon. Stay tuned!

~Luise, Outreach & Marketing Specialist

**Why do you sell scones with a coating of sugary icing? This seems inconsistent with your mission and overall focus toward healthy products and wellness.**

We offer various breakfast options that are low sugar such as bagels, breakfast burritos, and fruit/yogurt parfaits. Scones are definitely a sweeter option, with or without a glaze. The glaze we put on some of the scones just adds a nice extra flavor dimension. Scones, whether glazed or not, are just a nice treat if you are in the mood for something sweet.

~Danielle, Prepared Foods Manager

**Would you consider having compostable bags by the bulk items so if you forget or don't have containers, you can use a more sustainable option than plastic?**

Thanks for asking this question. We do have paper bags near the bulk area and we have glass mason jars for sale as well. We did have compostable bags in the produce section but unfortunately they were not the best option as customers who used them reported that the bags started to decompose quickly. You have to transfer the food to another container or plastic bag before storing. They were also difficult to open because the ends stuck together. Compostable bag technology needs to improve before we will bring them in again. Meanwhile, we suggest keeping reusable mesh or cloth bags, silicone bags, and various containers handy to avoid using the plastic bags and containers. We are always exploring options for reducing plastic waste and appreciate your suggestions.

~Luise, Outreach & Marketing Specialist

**Please add the plexiglass back for the cashiers.**

We do not plan on bringing the plexiglass barriers back as they were found to be ineffective. They do not offer a substantial safety advantage. Masked customers and cashiers had to shout at each other to be heard and this actually increased aerosol production.

~Luise, Outreach & Marketing Specialist



## products we love



### Urban Pie Pizza

Made with clean, simple ingredients for pizza lovers. Features a crispy, thin crust; it's better than the average frozen pizza!



### PG Tips Black Tea

A popular British blend of Assam, Ceylon, and Kenyan teas. Enclosed in pyramid bags. England's #1 tea.



### Cocojune Cultured Coconut Yogurt

Delicious plant-based yogurt chock full of beneficial probiotics. Made with organic ingredients. The company is certified plastic neutral.



### Bailey's Farms Kombucha

Made in Traverse City with local Light of Day Organics tea and sweetened with honey from the farm's own hives.



### Pig Out Vegan 'Pork Rinds'

These crunchy baked snacks are high protein and full of flavor. Made with rice & pea protein; flavors include Hella Hot, Texas BBQ, Original, and Nacho Cheese.

# NEW Products!

Devin

### Rebbl Gold Label Ultimate Elixir Vanilla Macadamia Nut

This magical drink is so tasty; I can't get enough! The mouthfeel is creamy, yet still refreshing. Plus, it's packed with adaptogens, healthy fats, and more.

Carola

### Gerolsteiner Mineral Water

This was a staple at my house growing up in Germany and I was excited to see a familiar product in our co-op. I love the taste and the natural carbonation.

Luise

### Rising Moon Organic Classic Potato Gnocchi

I like this (frozen) gnocchi because it tastes very potato-ey, not like a flour-forward typical gnocchi. It also happens to be gluten-free and is really good with marinara sauce.

Debbie

### Annie's Pizza

I like this pizza because it's healthier than take-out pizza. The spinach pizza is my favorite.

Mary

### 10th St. Cafe Chicken Salad

It's made with local chicken and has grapes in it. This salad is really good. It's a great blend of ingredients and I eat it straight out of the container.

Eva

### Star Anise Food

### Vietnamese Brown Rice Noodles

I like these noodles because they have seaweed in them. I like them in stir-fries with vegetables.

Brent

### Stuffed Grape Leaves (10th St.)

These dolmas are delicious and remind me of my travels in Turkey and Greece. They are just a nice tasty treat.





We chatted with Eldon, Oryana's Category Manager, to find out what he has been up to in the co-op's largest department, packaged grocery.

### **What is a category manager?**

I'm responsible for bringing in new products, product pricing, and promotions for the grocery and wellness departments. This position was created when we bought another store because we needed centralized oversight so that both stores are in alignment with their product mix and pricing.

### **What does a category manager do?**

One of the biggest things I do is reset categories. This means we look at an entire section, like cereals or oils, for example, and weed out the underperformers, bring in new items that are on trend, and just refresh the whole set. Every product has to earn its place on the shelf. We also evaluate based on customer feedback, all while being mindful of Oryana's mission to provide for customers' special dietary needs. Some products fill a special niche and customers know they can come to Oryana to find what they need. We do appreciate people filling out product request forms. We look at all the requests.

### **How do you decide what to bring in from customer requests?**

We determine if we are getting multiple requests for the same item. We guess whether or not it will sell well and look at if it will fill a special need. We can't guarantee we will bring something in. Shelf space is always an issue. We can't bring in every flavor of every product, but customers can always place a special order and get what they want by the case.

### **What else does your job entail?**

Me and my team are responsible for updating the costs of all products, and then updating the retail pricing in order to remain financially viable. We faced a lot of challenges last year with Covid because there were a lot of supply issues. There were frequent out-of-stocks. Vendors were discontinuing products to focus more on core products. It's been a challenge for us to find replacements. We also saw a number of price increases due to supply issues. The cost of packaging went up; for example, glass was difficult to source. Naturally Nutty couldn't get any glass jars for months. Champion Hill Honey couldn't find any glass jars and had to temporarily switch to plastic. The price of steel has gone up so canned products cost more. But in spite of these cost increases, we have not changed our profit margins.

### **What have you been focusing on at Oryana West?**

Our main focus has definitely been on West. We have been working on bringing in as many of the 10th St. products as we can. It's such a big space so we are bringing in lots of different products. We hope that loyal 10th St. shoppers will explore the aisles at West. We have worked to get the categories more in line with the 10th St. store placement, so shoppers know where they can expect to find whatever they are looking for. We have cleaned up the grocery products, removing those that contain high fructose corn syrup and artificial colors and flavors. We have brought in many more local products. We redesigned the bulk section and got rid of the conventional candy and brought in nearly everything we have at the 10th St. store, except for nuts and seeds. But in phase 2 of the bulk reset we will install a refrigerated bulk area for nuts and seeds.

### **What resets have you recently completed and what resets are coming up?**

We finished resets (in both stores) of yogurts, cereal, frozen pizzas, tea, water, and oils/vinegars. Resets coming up soon will be frozen entrees, soups, refrigerated plant-based milks, crackers, and candy.





# A Thanksgiving To Remember

**Plan your Thanksgiving feast with Oryana! Do you need a few wheat-free or vegan items to accomodate guests? We have many dishes to help you satisfy a wide range of dietary preferences. We use many organic & local ingredients.**

## TRADITIONAL DINNER PLATES

*Available at 10th St.*

*Featuring pasture-raised turkey from Duerksen Turkey Farm and other mostly organic ingredients. Just heat, eat, and enjoy! Order plates by Friday, Nov. 19 for pick up on Tuesday, Nov. 23 or Wednesday, Nov. 24.*

*Each plate includes:*

Roast Turkey w/ Gravy  
Sweet Potato Casserole  
Classic Mashed Potatoes  
Sage Stuffing  
Green Beans Almondine  
Cranberry Orange Relish  
Dinner Roll

## WHEAT-FREE DINNER PLATE

Same as traditional, but with herb stuffing, gravy, and dinner roll made with wheat-free ingredients

## VEGAN DINNER PLATE

Same as traditional but made with all vegan-friendly ingredients (Tofu Turkey)

## From the 10th St. Bakery

*Delectable, seasonal, handmade goods featuring mostly organic ingredients.*

Pumpkin Pie (Dairy, Vegan, or Wheat-free)  
Assorted Fruit Pie  
Pecan Pie (Dairy, Wheat-free)  
Pumpkin Cake Rolls  
Cupcakes  
White and Wheat Rolls

## Cafe Thanksgiving To Go From West Cafe

*Turkey & sides by the pound:*

Roast Turkey Breast w/ Pan Gravy  
Smoked Turkey Breast  
Traditional Stuffing  
Scalloped Potatoes  
Mashed Potatoes  
Green Bean Almondine  
Roasted Brussels Sprouts  
Cranberry Sauce  
Sweet Potato Casserole  
Brussels Sprout Slaw  
Cider Glazed Root Veggies





# HOLIDAY MEATS

*All turkeys & hams available at both stores*

## **Duerksen Turkey**

Local, pasture-raised in Mancelona, Michigan, hormone & antibiotic-free, multiple sizes. No preorders.

## **Organic Prairie Turkey**

Free-ranged turkeys raised with 100% organic feed, hormone & antibiotic-free, up to 14lb in size.

## **Ferndale Market Turkey**

Raised in Wisconsin, free-range, antibiotic-free.

## **Garrett Valley Ham**

Humanely raised, vegetarian-fed. Spiral-sliced, glazed, semi-boneless half hams.

## **Beeler's Hams**

Humanely raised, non-GMO, in whole, half, & quarter hams.





# Rugelach (*RUG*-a-lah)

*You can't  
eat just  
one!*

Rugelach is a delicious small pastry of Jewish descent. In Yiddish, rugelach means “little twists.” They’re made with a tender cream cheese dough and accented with various fillings that are customizable. You can make rugelach with traditional cinnamon-scented fruit, nut, and chocolate fillings, or get creative and flavor them with hazelnut spread, figs, cranberries, orange, coconut, etc. However you flavor them, rugelach are sure to become a holiday favorite.



# Rugelach Dough

2 sticks butter, room temperature  
8 oz. cream cheese, room temperature  
1/2 cup cane sugar  
1 teaspoon vanilla  
1/4 teaspoon salt  
2 cups unbleached all-purpose flour

## *Eggwash:*

1 egg  
1 teaspoon cold water

For sprinkling: 2 tablespoons turbinado sugar

1. Line 2 cookie sheets with parchment paper or silicone mats.
2. Beat the butter and cream cheese in a standing mixer using the paddle attachment until combined. Add the sugar, vanilla, and salt, and beat until fluffy. Add flour and mix on low speed, scraping down bowl once. Gather the dough into a ball and knead slightly until smooth.
3. Divide the dough into 4 equal pieces, shape each piece into a ball, then flatten each ball slightly into thick disks. Wrap discs in plastic wrap and refrigerate for 1 hour or longer. For the eggwash, whisk the egg and water together in a small bowl and set aside.
4. On a lightly floured work surface, roll a dough disk into an 9-inch circle. If it's very firm, let it sit for 10 minutes before rolling. Cover with filling all the way to the edge.
5. Use a sharp knife or a pizza wheel to cut the circle into 8 equal wedges. Starting at the wide (outside) edge of each wedge, roll it toward its point. Place the rolled wedges, tip down, on the prepared baking sheets. Repeat this process with the remaining dough. Brush eggwash over each rugelach and sprinkle with the turbinado sugar. Refrigerate for about 15-20 minutes.
6. Heat the oven to 350°F. Bake cookies for about 20 minutes or until they are puffed and golden. They can cool right on the pan. Makes 36 cookies.

# Rugelach Fillings

## **Fruit Cinnamon**

2/3 cup apricot, cherry, or raspberry jam  
2 tablespoons cane sugar  
1/2 teaspoon ground cinnamon

Mix cinnamon and sugar in a small bowl. Spread rounds with jam and then sprinkle with cinnamon sugar.

## **Honey Walnut**

1 cup walnuts  
2 tablespoons butter, melted  
2 tablespoons honey  
2 tablespoons cane sugar

Grind walnuts in a food processor until crumbly but not mealy. Mix with sugar. Combine melted butter and honey in a small bowl. Spread honey-butter mixture over rounds and sprinkle with walnuts.

## **Chocolate**

1/3 cup cane sugar  
1/2 teaspoon cinnamon  
1/2 cup mini chocolate chips  
3 tablespoons butter, melted

Combine the sugar and cinnamon. Brush butter over the dough, sprinkle with the cinnamon-sugar mixture, then sprinkle with chocolate chips. Press the chocolate lightly down into the dough.

## **Fruit & Nut**

1/2 cup brown sugar  
1 cup walnuts, chopped  
1/2 cup dried cranberries, raisins, or currants  
1 tablespoon cinnamon  
1/4 cup butter, melted

Process the sugar, walnuts, dried fruit, and cinnamon in a food processor or blender until finely chopped and well combined. Brush rounds with melted butter and sprinkle with filling.





# *cozy vegan side dishes for* **Thanksgiving**



By Ali Lopez

Thanksgiving has always been one of my favorite food holidays. And the stars of the show for me are the side dishes. So taking some traditional holiday foods and making them vegan-friendly was a fun and delicious task. Give these a try at your dinner table for the holidays or at any meal, and you just might find a new favorite.

*Ali Lopez is a wellness chef, certified health coach, and a graduate of the Institute for Integrative Nutrition.  
Email: [ali@ali-lopez.com](mailto:ali@ali-lopez.com)*

*Note from  
the editor:  
Farewell Ali!*

Ali has been writing and teaching for Oryana for 6 years but she has now moved on to her next professional cooking adventure. We want to thank Ali for all the great recipes and cooking classes! (She will still be an occasional contributor.) Here's wishing her all the best!



# Green Bean Casserole

Serves 6

*No canned soup and canned fried onions for this one. This takes a little more effort but the results are worth it!*

1 lb green beans, rinsed, trimmed, cut in half  
2 tablespoons olive oil  
1 small onion, minced  
2 cloves garlic, minced  
1 cup finely chopped mushrooms  
2 tablespoons all-purpose flour (or gluten-free)  
3/4 cup vegetable broth  
1 cup unsweetened almond milk  
1 tablespoon nutritional yeast, or more to taste

## For fried shallots:

1/3 cup canola or grapeseed oil  
3 large shallots, peeled and sliced into 1/4-inch thick rings  
(You should have about 2 cups sliced. You can also use small onions if you can't find shallots)  
Salt and pepper, as needed

## To make fried shallots:

Place the shallot rings in a bowl and toss with 2 tablespoons flour and a big pinch of salt. Place the canola oil in a wide pan and heat over medium high heat. When the oil is hot (not smoking), add about 1/4 of the shallots in a single layer and cook 2-3 minutes until lightly golden brown. Place on a paper towel-lined plate. Repeat until all the shallots are cooked. Sprinkle with a bit more salt.

1. Preheat oven to 400°F. Bring a large pot of water to boil and salt the water well; this will help season the green beans. Cook the beans for 10 minutes. Drain and set aside.
2. In a large skillet over medium heat, add olive oil, minced onions, and garlic. Season with salt and pepper and stir. Cook for 2-3 minutes, then add the mushrooms and season with a bit more salt and pepper. Cook for 3-4 minutes more or until lightly browned.
3. Sprinkle in flour and whisk to stir and coat the veggies. Cook for 1 minute, then slowly add in veggie stock, whisking to incorporate.
4. Add almond milk and whisk to stir again. Season with a touch more salt, pepper, and nutritional yeast and bring to a simmer, then reduce heat to low to thicken. Cook for 5-7 minutes more, or until thick and bubbly. Taste and adjust seasonings as needed. Stir in green beans, then transfer the mixture to a casserole dish and top with fried shallots.
5. Bake for 15-20 minutes until bubbly and lightly browned on top.

# Sweet Potato Casserole

Serves 6

*It's no secret that I love sweet potatoes all year long and in so many ways. This yummy casserole is so satisfying and just sweet enough. No marshmallows needed.*

## Filling:

3 lbs sweet potatoes (about 4 medium)  
4 tablespoons vegan butter, melted (or coconut oil)  
1/2 cup milk of choice  
1/4 cup maple syrup  
1/2 teaspoon fine salt

## Topping:

3 tablespoons vegan butter, softened (or coconut oil)  
1/4 cup brown sugar  
1/2 cup pecans, chopped  
1/2 cup rolled oats  
1 teaspoon ground cinnamon  
Pinch of fine salt

1. Preheat oven to 425°F. Line a large, rimmed baking sheet with parchment paper. Grease a 2 qt baking dish with butter or cooking spray.
2. To prepare the filling: Prick each sweet potato with a fork so steam can escape. Place sweet potatoes on the baking sheet and bake until soft, 45 minutes to 1 hour, depending on their size. Set them aside to cool for a few minutes. Reduce oven temperature to 350°F.
3. Once the potatoes are cool enough to handle, slice each one in half. Scoop the insides into a mixing bowl. Add the melted butter, milk, maple syrup, and salt to the bowl. Use a potato masher or hand mixer and mix until they are smooth and creamy. Spoon the mixture into the prepared pan and spread it in an even layer.
4. To prepare the topping: In a medium bowl, combine the softened butter, sugar, pecans, cinnamon, and salt. Stir until the mixture is evenly incorporated. Sprinkle the topping evenly over the sweet potato filling.
5. Bake for 30 minutes, until the pecans are golden and the filling is sizzling around the edges.

# Understanding Co-op Equity



*By Sharon Flesher*

What does it mean to “join” Oryana? Is becoming an Oryana owner similar to buying stock in a corporation? Not at all. Nor is it like joining a loyalty rewards program that some retailers call a “membership.” And it’s definitely not like joining a warehouse club with an entry fee that allows you to shop. Everyone is welcome to shop at Oryana, regardless of whether they choose to become an owner.

Oryana is a co-operative, a business structure designed to provide goods and services, rather than profits, to its owners. But don’t confuse it with a non-profit organization. Co-ops like Oryana can make profits, but unlike a privately held company or a corporation, profits are distributed to co-op owners in proportion to their use of the goods and services. Simply put, the more you choose Oryana for your groceries, the more your ownership returns to you.

In a privately-held company, like a “mom-and-pop” store, a private owner makes all the investment, takes all the risk, and reaps all the profit. A publicly-traded corporation returns profits to its shareholders in proportion to investment; for example, if you bought enough shares of Kroger to own 25% of the corporation, you could receive 25% of its profits.

Co-ops are different. Each co-op owner has invested in the success

of the business, but no more or less than any other owner. If there are 100 owners, each owns 1%. Governance is democratic, with a board of directors elected by the owners, who each have one vote. The board determines how profits are distributed to the owners.

For most of the co-op’s history, this has come in the form of owner discounts. In recent years, the co-op has been successful enough that the board has been able to share profits through owner rebate checks, called ‘patronage,’ which are calculated proportionate to each owner’s annual purchases. (That’s why you should always provide your owner card at check-out).

When you join or renew as an Oryana owner, you contribute \$15 annually for equity. In the early days when the co-op had a few dozen owners, this investment was crucial to cover basic costs, such as rent. Now, with nearly 10,000 owners, the equity is used for capital improvements and expansion.

The acquisition of the former Lucky’s, which is now Oryana West, was accomplished with no net reduction in owner equity, said general manager, Steve Nance. Oryana purchased the store in bankruptcy court for \$860,000 and was forgiven a previous loan for about the same amount. Oryana West is valued by the

county for tax purposes at \$5 million.

“It is a huge co-op win,” said Nance. “The co-ops have been beaten up by these corporate entities for so long and here comes a little local co-op that actually buys up the competition, and that is a higher use of the owners’ equity.”

The acquisition also doubled Oryana’s yearly sales totals, from \$16 million to \$32 million.

So what exactly do you “own” at Oryana? You have invested in a business that thrives when its owners and its community thrive. And you have equity, which can be refunded to you if you leave and will reward you with discounts and distributions as long as you’re an owner. You also have an equal voice in governing Oryana, if you participate by voting each April in the board elections. You are also welcome and encouraged to provide input to the board members, all of whom represent you. Board contact information is available in each newsletter, at the store, and on the website. Board meetings are held monthly and are open to all.

Being an owner of Oryana is a great investment in your health, your community, and your wallet.

“Oryana’s success proves that the co-operative model can turn small investments from many individuals into a business that returns substantial value to its owners and community,”



# gifts for you...



## Matr Boomie

Beautiful scarves & purses, custom designed & steeped in Indian culture. Handmade by artisans in India using natural and upcycled materials.



## Pacha Soap Co.

Scrumptious bodycare products crafted in the US using no synthetic fragrances, parabens, or sulfates. Every purchase supports ethical sourcing, clean water initiatives, and small business opportunities worldwide.

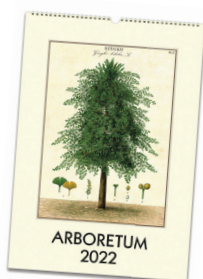
## Paddywax Candles

From the Cypress & Fir collection, unique candles crafted with artisan vessels and unique illustrations. Made with soy wax and vessels can be repurposed.



## Andes Gifts

Hats, gloves, scarves, & ornaments handmade by women artisans in indigenous communities in Peru & Bolivia using alpaca yarn. Every item is unique.



## Cavallini Papers & Co.

Vintage-style calendars, tea towels, aprons, & puzzles. High quality gifts drawing inspiration from the Cavallini archives.

## Tree-Free Greetings

Bamboo boxed card sets. Tree-Free cards help save 3000 mature trees per year. Cards with a simple, vibrant style and use of sustainable materials including kenaf, hemp, wheat straw, and sugarcane waste.



## Oryana Gift Cards

Always a tasteful gift for the person who has everything. Purchase in any amount and they never expire. Buy and use at both stores.



Sign up for an online cooking class with Oryana! Join our instructors in their home kitchens for tips and techniques as they demonstrate flavorful dishes that you can recreate in your own kitchen. Sessions are held on Zoom. Recipes will be provided ahead of time. We'll even share a recorded version of the class for you to reference any time. Only \$10!

## Fall Cooking Classes (online)

### Cooking with Cast Iron

Thursday, October 21, 6 - 7pm  
Instructor: John Wojnarsky

Cast iron pans are easy to maintain, quite versatile in the kitchen, and can last for many years. But if you're not confident in how to season and care for cast iron, Chef John will dispel any concerns. He will show you how to properly season a pan, how to clean your pan, and what you should do to keep it in top form. Chef John will demonstrate two easy cast iron recipes, Catalina Chicken Fajitas with Halloumi Cheese and Fresh Cilantro, and a Michigan Apple Clafouti.

### Cut & Prepare a Whole Chicken Like a Pro

Tuesday, October 26, 6 - 7pm  
Instructor: Andrea Deibler

Do you usually buy precut chicken because cutting up a whole bird looks intimidating? Let Andrea show you how straightforward it is to cut up a chicken; when you have the whole bird all cut up and ready to go, you can then transform it into delicious dinners. Andrea will demonstrate how to make a few great dishes including Garlic Roasted Chicken Thighs, Chicken Parmesan, and a nourishing homemade stock using the chicken bones. You don't want to let those good bones go to waste!

### Farm Chef Thanksgiving Sides

Tuesday, November 9, 6 - 7pm  
Instructor: Larry McSweeney-Steffes

Join Chef Larry of Danu Hof Farm in Mancelona as he uses fresh, local ingredients from the farm to make a few unforgettable side dishes for Thanksgiving. Danu Hof raises heritage breed pigs as well as a variety of produce, which Larry will utilize in his recipes. Learn how to make a creamy Roasted Butternut Squash Risotto, Roasted Brussels Sprouts with Bacon and Local Honey, and a to-die-for Apple, Sage, & Farm-Raised Sausage Dressing. Your Thanksgiving table will overflow with delicious side dishes that feature local ingredients.

These classes are offered live via the Zoom app. You will receive an email with recipes and class details a few days in advance. After class, we will share a recorded version.

- Register at [eventbrite.com](https://www.eventbrite.com). You must have an email address to sign up for Zoom classes.
- Cost: \$10





# Left Foot Charley

Left Foot Charley Wine & Hard Cider was the first urban winery in the region and one of the first businesses to establish itself at the Village at Grand Traverse Commons. It is located across from the piazza behind Building 50. This unique setting perfectly complements the business model where small vineyards across the region, ranging in size from one to 15 acres, commit to supplying LFC with grapes, from Pinot blanc to Riesling, Traminette, Pinot gris, and many more.

These vineyards (and orchards) do not have their own production facilities and previously, their fruits may have ended up in various blends. But now, courtesy of LFC, these grapes and apples transform into wines and ciders that reflect the distinctive flavor and aroma profiles found in northwest lower Michigan, particularly Old Mission Peninsula.

The whole enterprise got started in 2004 when owner/winemaker Bryan Ulbrich helped rejuvenate a struggling, neglected Riesling vineyard. He and his wife Jennifer transformed the grapes

from that declining vineyard into their first 200 cases of Riesling, giving rise to LFC. We caught up with Bryan to ask him a few questions:

***Are there one or two wines that are most popular?***

Our Blaufrankisch (both rose and red) seem to have caught a lot of attention recently.

***How do you deal with the grape harvest with so many grapes all at once?***

It takes a lot of coordination between farms, staff, and equipment. It's a complicated dance but always seems to flow together.

***How much wine do you produce in a typical year?***

We produce about 40,000 gallons of wine and cider.

***What percentage of the business is wine vs. cider?***

Cider makes up a little more volume because it's sold in kegs often. But they are about 50/50.

***How did the pandemic affect the winery's business?***

It helped us develop better service models for helping people explore our wine and cider. We stopped bar service and created a table service model. This way you are guided through the experience with one winery representative and not piled up at the bar tasting wine shots.

***Any plans for the future?***

Keep on keeping on for now. We are investing more into sparkling wine and continuing to seek out new sites for Blaufrankisch and Gamay.

***What is the most satisfying thing about being a wine maker?***

The seasonality of the winemaking cycle.

***What is a challenging feature of being a wine maker?***

Getting people to remember that wine tells a story of where it was grown. It's not a commodity of rankings. There is a bias towards the establishment and it's our job to show the world how diverse and exciting wines are when grown in a different climate.

Visit Left Foot Charley at the Commons or visit their website: [leftfootcharley.com](http://leftfootcharley.com)





# A Farmer-led Future for Tea

**EQUAL  
EXCHANGE**  
FAIRLY TRADED

Equal Exchange delegation visiting  
Potong tea workers in Darjeeling, India

*By Equal Exchange*

## The Roots of the Tea Trade

Did you know that tea is the second most popular drink in the world, second only to water?

Here's another question: do you know that, even today, it is likely that the tea products lining your grocery store's shelves, even those sold as Fair Trade, were sourced from plantations established under colonialism?

Tea cultivation and consumption originated in China. Global trade for much of the 1700s and 1800s was defined by foreign companies trying to gain a foothold in the profitable tea market.

The top four tea producing countries today are China, India, Kenya, and Sri Lanka respectively—and it's no coincidence that after China, the top tea producing nations are all former British colonies.

After the British East India Company lost a long-standing trade monopoly with China, British colonists introduced tea production elsewhere, beginning in India in the mid-1800s. Kolkata was established as the imperial capital at the heart of the tea trade. This period is referred to as company rule because the region was quite literally ruled by the foreign company.

As with so many plantation systems throughout history, cheap labor was essential to the scheme. British planters recruited labor from the most vulnerable populations through indentured contracts. Families were central to the recruitment strategy as they were less likely to leave the plantation; after all, it was where they both worked and lived. Employing entire families in such remote circumstances created an oversupply of labor giving owners an incredible amount of power over workers.

## Tea Farming Today

Despite more modern reforms, the colonial plantation system created a vast monoculture tea infrastructure so deeply rooted that it remains largely unchanged.

About 70 years ago, shortly after independence, the Indian government enacted the Plantation Labor Act (PLA), providing a host of protections to plantation workers which continues to have varying degrees of impact on the ground. While the PLA has been a very important advancement for tea workers, the majority of whom are women, there is still no opportunity for workers to have real power or control over the land or their livelihoods.



Tea workers remain deeply dependent on the plantations for all of their basic human needs. When tea prices fall below the cost of production, it is far too common an occurrence that plantations will be abandoned by the owners, leaving the workers and their families in dire circumstances.

Cara Ross, a Sales Director at Equal Exchange, recalls hearing from tea farmers who experienced this at the Potong Tea Garden in Darjeeling, a prominent tea growing region in India. “Overnight, workers lost not only income, but housing, food, healthcare and education,” Ross says. “The Potong Tea Garden’s history stands out to me as a clear example of the injustices of the colonial plantation model, which at its core is built upon the indentured servitude and dependency of workers.”

## Building an Alternative: Power to the Farmers

Equal Exchange is working to forge a different path for small farmers everywhere. As an alternative trade organization (ATO) we partner with small farmer organizations around the world to change existing power structures and build economic solidarity between farmers and consumers.

We’ve traded tea with democratically organized small farmer organizations for decades. While our tea program is still relatively small, we have leveraged our limited volume to support and strengthen a number of small farmer organizations in India and Sri Lanka in an effort to help them gain crucial market access and develop their democratic organizations.

Most of Equal Exchange’s tea partners are small farmers: they own just a few hectares of land and cultivate a mix of tea and other commercial crops like spices for export, as well as crops for their own kitchen. Through their democratic organizations, farmers can pool their resources and their harvests to trade at a viable scale.

All of this is made possible by two mission-driven organizations: Tea Promoters of India (TPI) and Biofoods in Sri Lanka. TPI and Biofoods assist the farmers with processing and export logistics as well as organizational development, because they believe the future of tea must be led by farmers.

Our partners at the Potong Tea Garden represent yet another alternative. After the previous owners of the plantation abandoned the business when prices dropped too low, the workers from the garden organized together. Potong’s 343 members now collectively run the tea garden. Potong’s members are revitalizing the land, introducing native plants, and regenerating the soil and local ecosystem while running the garden democratically.

With so much tea still cultivated on plantations, Potong shows us that another path is possible: one that puts power in the hands of farmers through democratic control. This model could have profound implications for the wider industry in the years to come.

## Going Beyond Trade

On the market side, Equal Exchange has proven that alternative supply chains in tea are difficult—but they can work. With your support, Equal Exchange has been able to support

our tea partners with incrementally growing purchases, representing a slowly but steadily increasing presence of small farmer tea in grocery stores.

In addition to buying more tea from our current partners, this year we are pleased to introduce a new partner, the Karbi Anglong Small Farmers in Assam, India. The Assam region was the epicenter of the colonial tea trade and it is still fraught with labor injustices; many plantation workers still live and work in terrible conditions. We are proud to work with TPI in support of a fledgling effort to build a new small farmer tea project in the plantation-dominated region.

While Equal Exchange’s purchases of tea are important to our partners, our relationships with them go far beyond commercial trade. Over the years, Equal Exchange has contributed funding to help Potong Tea Garden in their tea bush replanting efforts, replacing many of the bushes originally planted in the 1800s. And in 2017, Equal Exchange, together with our supporters, raised funds to help Potong through a challenging time. That year, Potong lost about 70% of their annual harvest during a 104-day shutdown stemming from political unrest in the region. Equal Exchange’s support helped farmers make ends meet despite the lost income.

## Planting Seeds for a Better Future

Through good times and bad times, our futures as consumers are intertwined with the futures of small farmers. We are proud to celebrate 35 years of changing trade and more than 20 years of solidarity with tea farmers in India and Sri Lanka.

To build true alternative trade in tea, we need to do two things, and we need your help to do them. First, we need to continue to build a marketplace for small tea farmers. Secondly, we need to build awareness about the problems in the industry.

As an alternative trader, Equal Exchange is deeply committed to both of these efforts: we’re continuing to expand our tea program, and creating spaces for consumers to learn about where tea comes from and the people who grow it.

You can help by shopping for small-farmer grown Equal Exchange tea at your local co-op. And if you’ve learned anything from this article, share it with your friends, family, and neighbors—and encourage them to ask for Equal Exchange tea where they shop!

Thank you for your support as we continue to build a market for small farmers and work for positive change in the tea industry, together.



# RUN FOR THE BOARD!

If you are passionate about our mission, consider running for the Oryana Board of Directors! Oryana is seeking energetic co-op owners who are committed to a robust local food economy. The Board is comprised of 9 Oryana members and 3 positions will be up for election at the General Ownership Meeting in April 2022.

- Terms are 3 years and positions are open to all members in good standing as of 30 days prior to the election
- Monthly commitment is about 8 to 20 hours per month
- Board members attend one meeting per month as well as one or more committees
- Oryana follows a policy governance model, so board members represent the membership and not their own personal agenda
- The board is supported with resources for training, as well as a stipend

Nominations will run in the 2022 spring edition of the newsletter and elections will be held at the General Ownership meeting. The deadline for inclusion in the newsletter is **January 31, 2022**, but prospective board members can run for a seat at any time leading up to the General Ownership Meeting.

For complete details and instructions on how to apply for the board, please go to [oryana.coop/board-of-directors](http://oryana.coop/board-of-directors)

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## December is OWNER APPRECIATION MONTH!

*You pick the day to save*

# 10%!

