



IOWA FOOD COOP

January/February 2011 Newsletter

FROM THE PRESIDENT...

Greetings Fellow IFC Members, I am writing today with pride and anticipation. Your cooperative has made some great strides over the relatively short course of its operation. Each month presents us with new opportunities to grow the cooperative and increase the ability of our producers to grow as well. These opportunities present themselves in various forms.

Whether it's an event that allows us to self-promote or the addition of a new volunteer that brings a new skill or perspective to the team, our ability to recognize and capitalize on these opportunities is vital to our success. My pride rests with all of you who do so much to make this work! It couldn't be done without you.

My anticipation comes from several exciting things the IFC is working on. The website redesign (please see page 4 for a preview!) and potential for a rebranding of the IFC brings

with it many positive benefits for members, least of which will be a chance to reach out again to those people who we haven't quite been able to nudge over the fence.

The IFC greatly prizes and protects any information we are given from members and ask that you help us make informed decisions by participating in the IFC member surveys. General Manager Gary Huber recently sent links to online surveys for both our producer and consumer members. If you haven't already responded, please do take a few minutes to complete the survey. It makes a world of difference and helps us make decisions about how best to apply resources toward expanding both our membership and our physical presence in the community.

Jason Jones
IFC President

JOIN US ON
FACEBOOK
& TWITTER!



Visit the IFC at the Green Living Health Expo

The IFC and several of our producer members will be exhibitors at the Green Living Health Expo, which will be at the Iowa State Fairground on Saturday and Sunday, February 26th and 27th. For more information visit <http://www.greenlivinghealthexpo.com/>.

Important Dates

February 2011

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March 2011

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April 2011

				1	2
3	4	5	6	7	8
9	10	11	12	13	14
15	16	17	18	19	20
21	22	23	24	25	26
27	28	29	30		

May 2011

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2011

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2011

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

Shopping Cart Opens
Shopping Cart Closes
Distribution Day
Alternate Pick-Up

Des Moines

@ Merle Hay Mall

4:00 - 7:00 p.m.

W.D.M.

@ Village of Ponderosa

5:00 - 7:00 p.m.

IFC Board Meetings

1st Sunday of the month
5:00 p.m.

At Merle Hay Mall Distribution Site

"The mission of the Iowa Food Cooperative is to facilitate farmer-consumer relationships and build our farms and communities through web-based marketing of Iowa products."

CONSUMER/PRODUCER MEMBERSHIPS

	Consumer	Producers	All
Up to 10/31	416	75	491
11/1 - 12/31	31	2	33
Totals	447	77	524

Contact Us

info@iowafood.org

This is the general email for the cooperative and good to use when you need general information about our services.

membership@iowafood.org

This is the email address to use when you have questions regarding your membership, activation, gift memberships, and other set-up questions.

volunteer@iowafood.org

This address should be used for responses to volunteer schedules, scheduling your volunteer activity and/or volunteer related questions.

boardmembers@iowafood.org

If you need to express your opinions to the board, we're here to listen.

problems@iowafood.org

Use this address when you have a problem with your order or you have a missing/damaged item.

news@iowafood.org

Producers and members - please submit any "news" you may have that's related to food production, agriculture, local arts & crafts, etc. to this address. Some submissions will be selected for the newsletters.

deb@iowafood.org

Use this address if you need to use the alternate pick-up date. Must be pre-approved by management.

P & L

IOWA FOOD COOPERATIVE

Fiscal YTD Profile & Loss Statement

	07/09 - 12/09	07/10 - 12/10
INCOME		
Member Purchases	\$41,434.50	\$78,680.11
Annual Fees	\$700.00	\$590.00
Producer Fees	\$3,974.58	\$7,976.80
Consumer Fees	\$4,165.38	\$7,871.49
Other Income	\$123.94	\$40.45
	\$50,398.40	\$95,158.85
EXPENSES		
Producer Sales	\$39,774.31	\$79,747.52
Other Expenses	\$5,840.83	\$20,453.91
	\$45,615.14	\$100,201.43
NET INCOME	\$4,783.26	-\$5,042.58*

*The net loss is due in part to the decision to start paying people to perform certain tasks.

Quotable Quotes

"Did you ever stop to taste a carrot? Not just eat it, but taste it? You can't taste the beauty and energy of the earth in a Twinkie."
- Astrid Alauda



IOWA FOOD COOP BOARD

From left to right:

Peter Woltz, Ben Saunders, David Couch, Kelly Tagtow, Stacy Hartmann, Carolyn Ross, Amy Miller, Jason Jones



Oriental Beef Broccoli Stir Fry

Prep. Time: 5 minutes Cooking Time: 10 minutes
4 servings

Beef and vegetables sauteed in a homemade chinese style sauce. Could be done using tofu, pork, chicken breast or shrimps. Marinade the meat in the sauce for 24 hours for best results!

- 1 1/2 cup broccoli, chopped
- 1 cup onion, sliced
- 1 cup julienned carrots
- 1 pound cubed beef
- 6 teaspoons tamari soy sauce
- 2 tablespoons fish sauce
- 2 tablespoons mirin sauce
- 2 tablespoons olive oil
- 3 garlic cloves, chopped
- 2 tablespoons cider or rice vinegar

1. Heat oil, over high heat, in a large skillet and cook the meat for 4 minutes. Reserve
2. Still over high heat, cook the garlic for 30 seconds in oil, then add the vegetables and cook for 3 minutes.
3. Add the rest of the ingredients and cook for 3 minutes.
4. *Optional: Serve over white rice.

Alternate Pick-Up

We have added an additional pick-up time ONLY for those who are unable to make it for the regular distribution time. Members MUST [contact the distribution manager](#) ahead of the regular distribution day to notify her they will be unable to pick up at the regular time.

This cannot be your regular pick up time unless there are special circumstances which management must agree to.

Additional time to pick up items at [Merle Hay Mall site](#):

Saturday following the standard distribution from 4:00 p.m. – 5:00 p.m. Any items not picked up then will be donated to the [Urbandale Food Pantry](#). Even items that would “keep” until next distribution will be donated. The cost of items left unclaimed will still be due from the member and will be added to their next invoice. You must pay by check or the exact amount in cash if picking up on Saturday since the credit card machine isn’t always available on the weekends.

WEBSITE REDESIGN

You talked and we listened. Thanks to volunteer members of the coop we will soon have a fresh new design of the Iowa Food Cooperative website now at iowafood.org.

The new design, provided by Diane Starkey, IFC Member & Art Director of BHG.com will be implemented this spring. The goal is to make the site more accessible and a valuable

resource to you, our members, you the owners.

In addition to a new design we will be moving the site to a new location and a new address! The new location will be more reliable. We understand how frustrating it is to finally find the time to shop, and the site is down.

The new site will also have a new address, iowafood.coop. The .coop extension is a relative newcomer to domain names. Coops must be vouched for and confirmed before they can have a .coop extension. This

will serve to generate credibility and greater awareness on the internet. Did you know that nearly 50% of our traffic comes from people searching for local foods? We expect this to increase. And we aim to be ready for the traffic!

See the next page for a little sneak peak of the new site!

For further information on the .coop extension: <http://en.wikipedia.org/wiki/.coop>

My Account

Not a Member?

Learn more about us and contact us today. We're here to help!

Join Your Family

Join Your Family
 Join the IOWA Food Cooperative today and get access to all the products and services we have to offer. Join today and get access to all the products and services we have to offer.

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Farm Tour: Name of Farm

Name of Farm | [View Profile](#) | [Add to Favorites](#)



Name of Farm is a family-owned and operated farm. We are committed to providing the highest quality products to our customers. We are currently accepting applications for our farm. Contact us today for more information.

2nd Distribution Site

Name of Farm | [View Profile](#) | [Add to Favorites](#)

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Harvest Monday at Name of Farm

Name of Farm | [View Profile](#) | [Add to Favorites](#)



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Name of Farm
 12345 Main Street
 555-555-5555
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