

C-OPTIONS

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SEVANANDA
Natural Foods Market

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20/20 The Perfect Vision



THE INSIDE SCOOP: 2020

Hindsight is certainly 2020 and with the dawn of 2020 upon us, we have yet another decade of triumph behind us to celebrate experiences from which to gain insight, challenges to evaluate, and wisdom to yield. Whether it's personal relationships, vendor relations, staff relations, member-owner relations or others, there is something to learn from each and experiences to gain insight. We have the opportunity to graduate mentally, emotionally, relationally and evolve! We have an opportunity to harness everything we've learned to date and use it to propel us forward

This idea of having a lens opens up multiple opportunities for new perspective, one that allows for new experiences or one that limits those opportunities and the evolutionary change and innovation that can occur as a result. Through my lens, 2020 is about alignment, elevating, expansion, and beginning to live the visions we set. Achieving alignment within our co-op, our Board, our Management Team, our staff, and our community, requires us to take some time to determine where we are headed as an organization supported by our stakeholders and our general community. One objective is finding the answers to exploring the questions why are we here, how the world benefits because we are here and why it is important that we define that. That is essentially our Board Ends or vision statement.



Ahzjah Simons
General Manager
Cooperative Director

Our Ends Statement clearly defines the vision of the world as we see it. Our Member-owners and Board refine that vision a little more through linkage and engagement, and the operation creates the "how we will do it" path forward to fulfilling those ends defined by our Member-owners. Without the proper Member-owner input, we essentially make it up. We do it based off of the on-going input we receive from Member-owners and shoppers throughout the year. Some we put in to action and some we have to defer. We're happy to hold the vision button.

However the co-op model works best when the vision is shared with our Member-Owners. That's the cooperative model at its best. It's something we strive to master every day. After 45 years of service we've had a lot of practice, and now we're ready to master it!

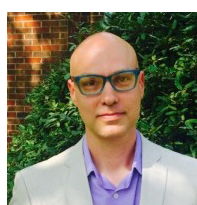
2020 is also a year of partnerships. Partnerships in any form. Alliances of two or more people or organizations creating a mutually beneficial agreement to achieve some goal. It's already happening, but now we'll be a little more deliberate and strategic about it. Cooperation and collaboration is at the forefront of our plan to extend our reach into the community and expand our presence, positive impact and influence, innovating a new way forward. You'll hear more about that as things solidify.

Expanding local cooperative economies, providing more food access to those traditionally denied access to fresh healthy food, educating and raising awareness which serves as catalysts to stimulate lasting change, supporting lifestyle transitions for optimal health and wellness are all within our reach. Discovering how we will reimagine how we bring our fresh produce, prepared foods and wide variety of bulk medicinal herbs, classes, farmers markets, and the co-op model to more people who are ready to try something new to improve health their well-being. Discovering how we offer new convenience for shoppers and member-owners, and how we continue to offer unique and valued products and services is an exciting mission we're happy to accomplish.

Please welcome our new HR Manager, Bobby Hays our new Wellness Manager Tyneisha Bowens and our Store Support Manager Octavia Oliver to the Sevananda Management team. We're excited to have them aboard to re-imagine our new era co-op in 2020. Thanks for joining us along the way.



Tyneisha Bowens
Wellness Manager



Bobby Hays
HR Manager



Octavia Oliver
Store Support Manager

We'd also like to take a moment to recognize Interim Wellness Leads Sylvia Yorke and Shyria Coleman, (in addition to Supervisors, Jessica Park, Octavia Oliver and Dimitrius Lefever) for their leadership and support in the Wellness department. They did an outstanding job in collaboration with the wellness team members to keep things afloat during a very challenging time of sudden change. We are grateful for their efforts, commitment and courageous leadership. Please lift them up, appreciate them and show them Sev Love when you have the opportunity.

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CO-OP, CO-OP, WHEREEVER YOU ARE! THE PERFECT VISION OF '2020'

WANIQUE SHABAZZ BOARD PRESIDENT



an uneasiness that is personified in the unevenness of this guage of "time".

As the elected governing board, we have explored many aspects of our policy governance that we have the responsibility to enact and enforce. The immense richness of engagement the 9-board members in cooperation with our General Manager and administrative support staff demonstrate is most encouraging.

Looking at the year "2020" we have an opportunity to look at the past year with a perfect vision for our future as a co-op in the now thriving health-food industry.

In "hindsight" of all we've encountered, we have triumphed through our perceptions of competitive industries that are embarking on providing the level of service that we have as one of the long-standing vegetarian/vegan alternatives.

It may be easy to say that the mainstream stores are infringing on our potential to gain high profits because of the competitive edge that they have in providing voluminous inventory for their patrons. However, in that fatalist perception, we would find ourselves focusing on what we don't want rather than what we truly want.

In my first years of service as a Sevananda board member in the latter 1900s into the 2000s, we were hard-pressed with the concern of how we were going to influence the other mainstream commercial chain stores to introduce and carry more healthy products to their "loyal patrons."

We hoped that they would follow our lead and merely provide some semblance of healthy items and lo and behold by the buyer's demand they conceded and added a "Health Food Section" in their multiple aisles of other "food" items that are purported to offer nutritional properties to offset the chronic diseases that plague our society all together.

The irony of their move to gain some of the profits from the "health food craze" is that they found themselves admittedly in contradiction of saying that they have a "Health Food Section" thereby in-

dicting the balance of their multiple food products inventories that didn't & couldn't advocate the same. It is within the insights of the board to envision our future within the framework of our "Ends"

Sevananda Natural Foods Market is a cooperative that exists to cultivate community through:

- Wholistic health and wellness;
- Innovative sustainable and humane systems; Informed, invested, and engaged stakeholders;
- Collaborative relationships that are equitable and empowering;
- Economic expansion;
- Local and global networks.

The means in which we do so is rooted in our capacity to envision a future that co-ops are openly and directly involved in shaping. Within those "Ends" there is no need for fear or threat of competition that is comparable to what we are forthrightly committing ourselves to as a co-operative model.

Through the cooperative tenets which shape our focus on the values and principles that provide our current and potential customer base with clear and concise education and enlightenment on what a "co-op" is, and why it is so diametrically opposed to policy systems that oppose "food justice" and equitable access to the main stream market place where free-will choices and fair-trade practices are made from viable and reliable provisions of information around the origins and sources of the most important part of our daily socioeconomic lives.

Food politics strikes at the core of this and we have to have a clear delineation of "advocates" for bio-tech and GMO industrial production of "food" where they red line low income and disenfranchise areas as "food deserts" verses those who are agricultural farmers both urban and rural who have an intimate relationship to Mother Earth and the integrity of her soil and can correlate that with the natural solar-lunar elements (albeit compromised as it is through industrial pollutants and existing global warming effects) that support organic pesticide free growth.

These innovative "urban farmers" make the Earth space useful and nurture the dilapidated and neglected (often "slum-lord" abandoned) areas for harvesting abundant produce yield in season.

Our 20/20 vision will allow us to have a *sankofa approach to governance which allows us to look backward and retrieve what is viable and sustainable while moving forward with focused precision as the trends of naturally healthy and nutritionally sound food access become more the "norm" of society.

The society in which we live is most vulnerable now with all the information portals pushing out with benign consistency an overload of disinformation and misinformation that is designed to control and curtail proactive activism and progressive action that puts the populace at advantage in warding off the proliferation of disease

that fuels the fiscal budget of a medical industry that by its own inherent profit oriented intention can not perceivably provide "health-care" that will sustain the mammoth machine a capitalist system of profit over people encourages. Co-ops provide patrons an opportunity to be empowered in self-awareness and encouraged them to OWN the important incidences of their daily lives experiences with an emphasis on an active membership to ensure firsthand oversight of what can affect their current and succeeding health status for generations to come.

Our board is embarking upon many aspects of governance knowledge by attending interactive policy-governance workshops and conferences while engaging expert facilitators who will guide us in the direction that allows for effective tangible and practical enactments of our overall responsibility.

As initiated in 2019 we will be partnering with local and national organizations that are rooted in co-operative principles with an emphasis on cooperative education and edification. Creating allies and recruiting comrades to join forces in providing the knowledge required to scenically and radically ease more of co-op principles into the mainstream. Stay tuned and also get engaged by helping us to make the necessary inroads to stabilizing our Co-op and enabling off-shoots of our 45 years of successful "blissful service" to spread individually as sprouted seeds and germinate collectively around the globe.

Sevananda Natural Food Co-op has withstood the test of time primarily through the investments of our membership base and our loyal stakeholders who cherish our uniquely bold attempt to have an exclusive yet inclusive world of cooperative engagement-it is an act of "social studies" that makes us a favorite around the world.

This year '2020' promises to catapult us as a leading force for progressive co-operative change in all areas of life's activity-with our board's due-diligence and our store management's frugal vigilance we are confidently ensured a solvent and profitable future above and beyond our necessary fiscal & monetary stability.

***Sankofa** is an African word from the Akan tribe in Ghana. The literal translation of the word and the symbol is "it is not taboo to fetch what is at risk of being left behind."



SEVANANDA LINKAGE

ADAMA CHAIR OF THE OWNER LINKAGE COMMITTEE

We give much thanks and appreciation for all those who made our October 20th, 2019 Annual Member Meeting a success, with a special thanks for the member-owners who were in attendance.

The vibration of 2020 will be facilitative of much more cooperation and collaborative efforts in the world for those who care to lay foundations and structures for building a more inclusive, consciously interconnected world.

In light of all that we face as individuals, families, communities and the world at large, we are from the efforts of a few who wanted to provide whole foods to shoppers and members. Now those families and companies that have oriented themselves in providing not only produce, grains, herbs spices and other health and wellness products are selling and distributing to many outlets including even WalMart, as well as other large chain stores.

In the midst of ever increasing conscientiousness about food security, organics, biodynamics, GMO's, alternative vegan, vegetarian and other dietary lifestyles, there is still a plethora of sickness, illness, disease and intensification of mortality amongst chil-

dren, youth and young men and women. The "Health and Wellness Industry" has become billion dollar business, therefore, we must be mindful that profit is still core motivation as to why companies are stepping forward, changing their products or at least their labels to reflect a more wholesome intention even if it isn't in truth wholesome.. Sevananda is committed to economic, environmental and social responsibility with these Ends at our core.

Wholistic health and Wellness
Innovative, sustainable and humane systems,
Informed, invested and engaged stakeholders
Collaborative relationships that are equitable and empowering;
Economic expansion
Local and global networks

Cooperation, collectivity and collaboration towards mutual benefit and wholeness will become the common theme for many initiatives in this dispensation. We may have reached a point in our progression that requires us to make some distinctions between membership and ownership, particularly as relates to the conversation about expansion, growth, moving, purchasing land etc.

We will be reaching forward to our member-owners to stimulate more engagement and participation giving insight and clarity as what ideals, vision and concerns you have as to the continued progression of our cooperative. If you shop but are not a member-owner but have concern as to how we progress and would like to share in some of the conversation then become a member with \$20 investment, then speak with customer service or go to www.sevananda.coop for more information.

We eagerly anticipate all the good, the joy, the progression and the greater connectedness and interconnectedness one with the other on behalf of all! Your comments and suggestions for your ideas or operations please leave at customer service. Feel free to contact me directly with your ideas and thoughts about our way forward. I may be reached at 678-760-9299 or adama@sevananda.coop.

In the Light and Love of Service!
Adama



Sevananda Board of Directors

President



Wanique Shabazz

IVice Pres



Tracy Dornelly

Secretary



Jerilyn Bell

Treasurer



Jessica McMorris

Board Member



Adama Alaji

Board Member



Mason West

Board Member



Pearletta Graves

Board Member



Jasmine Simon

Board Member



Melissa Fortune



1. VOLUNTARY AND OPEN MEMBERSHIP
2. DEMOCRATIC MEMBER CONTROL
3. MEMBERS' ECONOMIC PARTICIPATION
4. AUTONOMY AND INDEPENDENCE



5. EDUCATION, TRAINING AND INFORMATION
6. COOPERATION AMONG COOPERATIVES
7. CONCERN FOR COMMUNITY



Inductees named for the 2020 Cooperative Hall of Fame

Ben Burkett, Michael Mercer, Carmen Huertas-Noble and Everett M Dobrinski are the latest names to be honoured

The four inductees to the US Cooperative Hall of Fame for 2020 have been announced, with recognition for the worker co-op sector, black farmer co-operation, agri-co-op finance and credit unions.

The Hall of Fame, which recognises the work of outstanding co-op leaders, is run by the Co-operative Development Foundation (CDF), a charity partner of US apex body the National Cooperative Business Association (NCBA).

This year's inductees will be honoured in an event on 6 May at the National Press Club in Washington DC. They are:

Ben Burkett, a farmer, co-operative organiser, and advocate for southern black farmers. A fourth-generation farmer in Petal, Mississippi, Mr Burkett organised neighbouring families as the Indian Springs Farmers Association to leverage better access to markets. CDF says this was necessary against a backdrop of "long ingrained discrimination [which] denied black farmers open markets for their crops, access to federal and state programmes and even retention of their land". In 1978 he joined the staff of the Emergency Land Fund (ELF), a non-profit whose mission was to save and expand black farms and help black farmers with heirs' property issues. When the ELF merged with the Federation of Southern Cooperatives in 1985, his role expanded to include spreading the word about the co-op business model and he began teaching diversified crop development for conservation and marketing purposes. Under the Clinton administration, he was appointed to the Farm Service Agency Committee for Mississippi and was largely responsible for the inclusion of technical assistance funds that enabled more minority farmers to qualify for USDA farm assistance. He was later appointed to the State Marketing Board where he served two terms and continues to be involved.

CDF added: "Ben's political appointments and his service in various food advocacy organisations including the National Family Farm Coalition, La Via Campesina's Food Sovereignty Commission, the Rural Coalition and the Community Food Security Coalition helped to raise the profile of the Federation and of agricultural and handicraft co-ops throughout the South. His expertise has taken him to Africa, South America and Southeast Asia where he shared his knowledge of small-scale agriculture and the power of co-operatives."

Michael Mercer, CEO of the League of Southeastern Credit Unions & Affiliates, a newly formed merger of

the Alabama, Florida, and Georgia credit union leagues serving 342 credit unions with over 10 million members.

With more than 30 years under his belt in the credit union movement, he has chaired the Credit Union National Association (CUNA), the American Association of Credit Union Leagues, and the National Cooperative Bank.

He has worked as an advocate for the movement at home and abroad, working with legislators in the US to deliver credit union law and travelling to Poland after the end of the Cold War to help set up the Poland-Georgia Credit Union Partnership Program.

CDF said: "A statesman and visionary leader in the credit union and cooperative movement, Mike Mercer spent his career 'connecting the dots' between credit unions, co-operatives, cultures and institutions all with the goal of improving the financial lives of working people."

Carmen Huertas-Noble, a law professor and leading advocate for worker co-ops.

"A visionary leader in the worker co-operative movement, Carmen Huertas-Noble has spent her professional career laying the tracks for a sustainable worker co-operative sector in New York City and beyond," said CDF.

Having served as a senior staff attorney in the Community Development Project of the Urban Justice Center, Ms Huertas-Noble gave advice on legal co-op forms and governance structures. She partnered with the Restaurant Opportunities Center (ROC-NY) in creating COLORS, a worker-owned restaurant in Manhattan and with Green Worker Cooperatives to develop ReBuilders Source, a co-operative that collected and sold recycled construction materials and equipment.

As the founding director of the Community & Economic Development Clinic at CUNY Law School, she has educated and trained more than 200 students in co-op law, helping to fill a gap in professional expertise needed by the sector. She also co-developed a national worker co-operative curriculum for community colleges, to prepare the next generation of worker-owners.

Ms Huertas-Noble has given support to organisations that create and support worker-owned co-ops such as the Coalition to Transform Interfaith and the New York City Network of Worker Cooperatives. As cofounder of 1worker 1vote, which facilitates the creation of a network of worker co-ops and union co-op, she has educated union leaders, government officials, academics, worker co-op incubators and worker co-operators on this model.

An original member of the Worker Cooperative Business Development Initiative (WCBDI), she helped the group secure \$12m in funding from the New York City government to develop a city-wide ecosystem to grow and support the worker co-op movement. Her work has played a key role in the passage of numerous local and state legislation in New York.

Everett M Dobrinski, a leading figure in the agri-co-op sector. A third-generation grain and oilseed farmer from North Dakota, he recognised at an early age the value of co-ops in helping his family farm compete in a global market.

"His personal commitment and leadership within the cooperative sector are a testament to his belief that co-operatives empower farmers," said CDF.

In 1990, he became chair of the Verendrye Electric Co-operative, helping the organisation gain vital customers and also provide extra amenities, such as daycare, to remote rural parts of the community.

An advocate of co-operative education in the boardroom, schools and universities and the statehouse, helping North Dakota State University to develop a co-op curriculum for schools and colleges. Among state legislators, he has advocated on issues of co-op taxation, retail wheeling and territorial integrity.

Elected to the CoBank board in 1999, Mr Dobrinski served as chair from 2008 to 2018, and helped the organisation, and the Farm Credit System, weather the 2008 financial crisis, allowing agri-co-ops to maintain access to credit. "If it weren't for leaders like Everett, the Farm Credit System could have looked very differently today," added CDF.

The induction event will also see keynote presentations on measuring co-operative impact, from Brett Theodos of the Urban Institute, and telling stories of co-op impact, from Margaret Lund of Coopera Co.

And there will be a panel discussion featuring last year's inductees – Jerry McGeorge, from Organic Valley; Mike Keyser, from BARC Electric Cooperative in Virginia; Paul Bradley, from ROC USA in New Hampshire, and Carla Decker, from DC Credit Union, in Washington, DC.

dietary lifestyles, there is still a plethora of sickness, illness, disease and intensification of mortality amongst

By Miles Hadfield
20 November 2019





From The Heart and Desk of Adama



The calendar year has changed to 2020. Now is the time to prepare for Spring, the true New Year when renewal, rebirth and revitalization abound. Now is the time to begin our

Spring Cleansing of our body temples, so that we too, can spring forth with Mother Earth and Mother Nature renewed, rejuvenated, regenerated, revitalized, revived and resurrected!

Wherever you may be in your commitment to your cells, self and that which beats your heart and breathes you, for every day you have lived, unless there were extenuating circumstances, you brushed your teeth and bathed the outside of your body every day. How many days is that? Subtract 2 from your age then multiply by 365 to get an idea of how many days that is. For example, if you are 50 years old, multiply $48 \times 365 = 17,520$ days of life that you more than likely brushed your teeth and bathed the outside of your body. How many of those days did you concentrate on cleansing the inside of your body which is where you actually live? How many of those days did you

Minister on Behalf of the Cosmic Communities for Conscious Cosmic Citizenship
Heraldess of the Eternal and the "Voice" of Resurrection
Mother Earth's Blessing Wholistic Life Center 1830 Cheshire Bridge Rd. N.E. Atlanta, GA 30324
Inspirational Life Style Change & Wholistic Wellness Consultant
Facilitator of the Step into More Power and Sistahood & Brothahood Empowerment Circles
Producer & Host of the Meeting of the Inner Circle 89.3FM www.wrfg.org Thursdays Midnight-6am

consume meat, dairy, eggs, flour products, processed foods, grains, beans, sugar products, tobacco, alcoholic and/or carbonated beverages, coffee, pharmaceuticals or other drugs?

The Spirits that we each are, in our bodies, is like a vapor that is charged upon our blood. The body is 80% water like the earth, and is perfectly and divinely designed by the Intelligence of Existence. Most of what we have learned to consume as food, desserts and medicine, is in actuality, oppressive to our cellular functioning.

I surmise, that there is in full effect a global initiative of depopulation and genocide. The evidence is the plethora of sickness, illness and disease that is impacting and affecting every family and community locally and globally. That which we have come to love and worship as food, is actually the tool of oppression. The weapons of mass destruction are the alcohol, tobacco, sugar (the true gateway drug), and the pharmaceuticals.

Years and decades of indulgence in beef, pork, poultry,

dairy, eggs, flour products, sea-creatures, processed foods, breakfast cereals, grains is foundation for all the disease we see all around us. It is our time to regain and reclaim the right to our health, wealth and divinity of existence, particularly as mothers and fathers; the progenitors and perpetuators of our lineages.

Cleansing the inside of our bodies where we actually live has to be a daily intention, (particularly in consciously caring to reverse disease), that starts with breathing deeply, drinking warm clay and sea salt water to alkalize the system open the bowels, enemas, stretching, exercise, yoga, then breaking the fast with fresh juicy fruit, fruit juice and then later in the day fresh vegetable juices, green drinks, greens, salads, soups, steamed, sautéed or stir fry veggies. You will lose excess weight, (waste), reverse dis-ease, feel better, experience mental clarity and spring forth consistently into your greater divine self.

In the Light and Love of Liberation,
 Adama 678-760-9299

The Power of Forgiveness

The end of any year always welcomes an opportunity to release all that isn't serving us such as toxic relationships and situations so that we can move into a New Year open and available to receive new blessings and opportunities. As each of us progress through the various rituals of our holiday season many of us will spread ourselves thin in our efforts to intentionally spend time with family and friends alike. Many of us will stretch our financial capacity to reward ourselves and our loved ones with tokens of appreciation in the form of gifts and other expressions of love. We can even become a more beloved community during this season, allowing ourselves to become selfless enough to perform random acts of kindness strangers and causes that can often be unfamiliar to us. All to welcome in the potential of the New Year with the most vibrant and positive reflection of our individual and collected selves.

It is my belief that this tidal wave of good cheer, unconditional love and selflessness shows up the last two weeks of every year to show us the power we hold as a community of beings on this planet capable of living up to our greatest potential. Each of us can act with such a presence of grace during this season as we attempt to honor the tenants of our individual inner moral compass. It's "like" we become a better version of ourselves for a short period of time before

all the glitter and lights come down from inside our homes and various community venues. I offer that each of us utilize this season to push past the superficial and traditional rituals we find so familiar and comfortable. We have an opportunity during this season of kindness and self-assessment to manifest truly powerful resolutions for ourselves, our families, co-workers and even strangers, through the power of forgiveness. Forgiveness is defined as the action or process of forgiving or being forgiven.

Oprah Winfrey offers that forgiveness means "giving up hope that the past hope that the past could be any different." When I allow myself to ingest the idea of forgiveness in my own life, I can see how my attachment to the outcomes I have experienced through my own choices or even worse the abuses and trauma imposed on my person by my family, friends and my coworkers have kept me blocked and stagnating in overwhelming sadness and anger. I realized it was a necessity that I intentionally forgive everyone that has ever wronged me so that I could free myself from the chains that were inhibiting my momentum into my best life.

During the 31 days of December I have been engaging in a daily act of forgiveness. I have forgiven myself, my parents, the fathers of my children, my children, past loves (long gone), my friends, my coworkers and all the

predators I've encountered in life since my childhood. The process has been cathartic, and I can even see the physical outcomes of the internal healing journey and external communications to those I've held in a low vibration for so long. I encourage everyone reading this to create your own forgiveness practice as we come to the close the 2019 so that you too can move into the New Year with no strings attached. This effort in forgiveness has allowed me to move beyond the rhetoric of "New Year's resolutions" to truly harness my power to manifest all that I need to be whole and well every moment, of every day, every year moving forward. If you already harness the power of forgiveness, I ask that you live as an example to others on how to become an agent of healing through the act of forgiving. If you struggle with letting go and need to forgive yourself or anyone, I encourage you to give yourself the permission to release the attachment and open your heart and life to all that is possible once you harness the power of forgiveness. Take care of yourselves, heal and prosper.

By Shyria Coleman
 Wellness Supervisor



NO EMPTY RESOLUTIONS IN 2020: *ACHIEVE YOUR GOALS*



Bobby Hayes
HR Manager

It is a tradition that we've followed for 4000 years. The New Year's resolution. What started as sincere promises to return borrowed farm equipment, has turned into well-meaning but hollow posts for a social media feed. We set lofty resolutions for ourselves, and during those first couple of weeks of the new year, anything seems possible. But life has a way of imposing itself on our well laid plans. So instead of making big resolutions, try setting several realistic goals. They don't have to be elaborate, or even Instagram worthy. Any short term goal that brings you joy will do.

How does one eat an elephant?

Achievable short term projects provide motivation and acceleration. Any goal you reach can inspire you to reach for more. Having many small achievable goals is more important than stating some crowning intent.

"I will clean the basement by the end of February" - Sounds reasonable, right? Two months is plenty of time and you have a clearly stated mission with an end date in mind. The problem is that a "clean basement" is nebulous and "end of February" may be wishful thinking that doesn't take into account your work and life schedule. Instead, identify small tasks that can be completed quickly and provide immediate gratification.

- I will set aside two hours this week and breakdown cardboard boxes and stack recyclables to remove from the basement.
- I will take the old kitchen table that takes up so much space to goodwill.
- I will sort through one shelf, saving the things that bring joy, organizing things that are needed, and disposing of things that are no longer needed.

Your resolution has been turned into task-based goals. Each are achievable. Each build upon the other. Each allow for interruptions. Each provides a sense of progress and spins that flywheel of motivation. Maybe the basement hasn't been cleaned by the end of February, but you've made actual progress and may be inspired to identify the next small achievable goal. Every big resolution can be broken into discrete units. And though I don't recommend eating elephants, if you had to, you would do it one bite at a time.

Toiling in Obscurity

Resolutions are great for public declarations and Instagram posts, and some people thrive with the added pressure of expectation. But announcing what you plan to achieve may cause undue stress and guilt if you don't accomplish your stated goal. I know that sounds like a foreign concept where every minor event is shared on social media, but you can often find a deeper personal joy by simply doing for your own sake. Without the added distraction of likes and hearts and tags, you have time for reflection on the process. The path to success is full of mistakes and failures, which we are reluctant to share. Those failures are critical to learning, and quiet contemplation allows us time to understand and appreciate our growth.

True growth

By setting and achieving incremental goals that are meaningful to your personal growth, you propel yourself past those resolutions that may have only lasted the first few weeks of the year. One goal will lead to another, quietly and without fanfare. But when 2020 comes to a close, you will have a year's worth to celebrate!

See Whats New at Sevananda?

Violife

100% Vegan



**Just Like
Feta Block**
\$4.99



**Just Like
Cheddar Shreds**
\$4.69

**Just Like
Cheddar Slices**
\$4.60



**Just Like
Smoked
Provolone Slices**
\$5.99



**Living
Intentions
Activated
Superfood
Popcorn
(Salsa Verde)**

\$4.69



**Moringa
Hot Choc.**

\$18.99 - Box
\$1.39 - Singles

**Ziptuck
Reusable
Sandwich
Bags**



\$8.39



**Vegan Robs
Cragon Puffs**
\$3.39



**Qure
Water**
\$2.39

**Sunshine
Lemonade** **\$5.59-\$9.99**



**Raspberry
CBD Kombucha
Refills**
\$6.99 -
\$11.99



The Beginning

Health Started It All

Our story begins in Arctic Norway, where Nordic Naturals' founder and CEO Joar Opheim grew up. When Joar came to California to complete his MBA, he noticed that the pure omega-rich cod liver oil that Norwegians rely on to stay healthy was nowhere to be found. Low-concentration fish oil with an awful taste was all the market had to offer, but Joar knew he could make a difference. With each trip home, he would fill an extra suitcase with bottles of his favorite fish oil to share with friends in the U.S. This deep desire to share the power of pure, fresh omega-3 nutrients inspired Joar to found Nordic Naturals back in 1995, and still drives the company today.



Flourish. Naturally.

NORDIC  NATURALS®

\$5 OFF

0768990-014045



Nordic Flora Probiotic Products.
In-store use only

Mfr. Coupon/Expires: 3/31/20 Consumer: This coupon is to be used only on the purchase of NORDIC NATURALS specified products. Not valid on travel size or 20 ct bottles. One coupon per customer. Not law or if altered, reproduced, transferred, sold, or auctioned. Retailer Value: 1/100¢. Reimbursement: Face value of this coupon plus 8¢, which signifies your compliance with NORDIC NATURALS' coupon redemption policy, which is available upon request. Coupon reimbursement not to be deducted from NORDIC NATURALS invoices. Coupon must be submitted for reimbursement within 90 days of expiration date. Do not send properly redeemed coupons to: NORDIC NATURALS, c/o MPS, P.O. BOX 407, MPS, DEPT 698, CINNAMINSON, NJ 08077

2020 Sevananda Family



Aminah
"2020 will be a year of focusing on optimal health and efficient performance."



Andy
"Try new avenues of health and exercise more"



Dovie
"Adding more water to my everyday diet"



Richie
"Getting back to exercising at least 5 days a week as well as changing my diet by adding a few more healthy options daily."



Rudra
"Making time to exercise"



Sharlise
To focus on my weight and continue to take care of me!



Bleu
"Incorporating more raw foods into my diet."



Dana
"Creating a better balance in my schedule between work and self-development."



Ashley
"Eliminating white flour and white sugar from my diet."



Timothy
"I plan to stop smoking"



Gaiyon
"Focus on tapping into the mental and spiritual side of Wellness. Meditate, mindfulness, mindful breathing and yoga."

Healthy Resolutions 2020



Bobby
"I'd like to get more sleep and drink more water."



Shanice
"Becoming more of an advocate for mental health."



Victor
"Get physically fit and increase financial health."



Ano
"Cut the Gut"



Wayne
"Add more sea moss to my diet."



Electra
Completely heal my body naturally through herbs, water and a strict alkaline diet."



Susan
"Drink 1 and a half gallons of water daily with wheatgrass."



Dimitri
"Explore Yoga."



Randall
"Work on my posture, build muscle in my hamstrings and eat more fruit."



Barry
"Healthier food choices."



Bootie
"To live"

A WORLD OF COOPERATIVES

There's an indelible connection between food co-ops in the U.S. and the small-scale farmers around the world who have banded together to improve lives in their communities. I was reminded of this when I attended the NCBA–CLUSA Third International Sustainable Coffee Conference in El Salvador on behalf of Fairtrade America this August.

In many of the places where Fairtrade works, farmer-owned cooperatives are pillars of the community. These co-ops do more than support their members and provide market opportunities; they build a strong social fabric and improve community services, similar to the function of food co-ops across the U.S. Coffee, cocoa, bananas, wine, and much more from Fairtrade cooperatives line your shelves and link your shoppers directly to Fairtrade farmers' cooperatives.

We believe that strong and effective cooperatives are critical for community development. Well-run organizations can deliver more services, negotiate better prices, earn more profit, and attract more capital support. This is especially important when volatile markets put farmers in jeopardy. As I write this, the current market price of coffee is below \$1.00 per pound (for reference, the Fairtrade minimum price is \$1.40).

Fairtrade International recently released its annual monitoring and impact report chronicling the who, what, where, and why of Fairtrade farmers and workers. (Find the 2018 edition of Fairtrade International's report in a large pdf at fairtrade.net or at the Fairtrade America website, fairtradeamerica.org.)

International Fairtrade profile

Of the 1.66 million producers in the Fairtrade system, 1.48 million of them are small-scale farmers organized into cooperatives or associations. Coffee is by far the largest category, with more than 800,000 farmers across 537 cooperatives. Cocoa is growing quickly, with nearly 230,000 farmers.

There are certified producer organizations in more than 70 countries, including 18 of the 31 countries classified as low-income by the World Bank. The size of these cooperatives varies greatly, with the smallest having just two members and the largest counting more than 90,000 (the average cooperative membership is 263).

By selling their goods as Fairtrade, farmers were able to earn an additional \$145.6 million above the price paid for the raw products. This premium is voted on in their general assemblies and invested according to farmers' priorities.

Reinvesting in cooperatives and communities

While most Fairtrade stories focus on education or healthcare investments, the truth is that the majority is invested in direct services to farmer members, including the provision of training, tools, inputs, credit and finance, and farmer bonuses. Another 18 percent goes into facilities and infrastructure. These investments are integral to increasing capacity, ensuring better quality, and adding value to their crop—all of which, in turn, can support better returns for the members and the community.

El Guabo, a cooperative of banana farmers in Ecuador, may be familiar to many readers as a supplier to Equal Exchange's OKE label. While the co-op invests strongly in health, education and other social programs, the largest portion of the Fairtrade premium they earn goes toward helping members improve their productivity and infrastructure.

Premium investments are just one part of the story. Fairtrade also works to encourage long-term partnerships, like the relationship between ABOCFA, a cocoa cooperative in Ghana, and chocolate-maker Tony's Chocolonely. Given the



low prices paid for cocoa and the difficult work involved in producing it, many young people are seeking better options. The loss of youth threatens the future of the organization, Ghana's only Fairtrade organic cooperative. Over 60 percent of their members are over the age of 45.

ABOCFA has partnered with Tony's to engage young farmers and

improve the opportunities available in cocoa. The growing demand for Fairtrade organic cocoa—and the better prices associated with it—can help many of them see a future among their cacao trees. ABOCFA worked with Tony's to develop an award plan for young farmers (age 18–35). Farmers received a month-long training in best practices and farm visits. Afterward a committee evaluated the results and selected ten finalists, who received awards ranging from farm inputs to mobile phones to home appliances.

Cooperative partnerships

This kind of partnership is key. Fairtrade can only ever be one part of changing the future for the communities we serve. While these organizations have a high capacity to deliver on development objectives and have had a positive experience with Fairtrade, some are weak in negotiating and building sales, lobbying, and developing relations with other organizations.

A forthcoming six-country study looks at the strengths and weaknesses of Fairtrade organizations and how we can help them improve. This kind of research is a call to not just the Fairtrade system, but to other cooperatives as well. After all, one of the seven core cooperative principles is cooperation among cooperatives.



Where could your cooperative support farmer cooperatives more, whether through sales or pre-financing or capacity building? Perhaps you could partner with a brand you carry to support programs in communities where they source their raw products.

This all brings me back to El Salvador, where NCBA–CLUSA has partnered with a local NGO to teach agricultural best practices. The program has helped farmers drop their production costs from \$5,000 per 1.7 acres to \$1,200. These changes mean families can now direct more resources to better nutrition, education, and improving living standards. NCBA–CLUSA is much more than a business association; the staff go to great lengths to support farmer and worker cooperatives around the world, many of them Fairtrade certified.



For many communities, Fairtrade can be transformative, but it works best when we band together to support each other.

By Hans Theyer



BY CLINICAL NUTRITIONIST
GABRIELLE ST CLAIR

Vegan Beet & Carrot Fritters



Ingredients

Fritters:

- 1 1/2 tbsp oil, divided
- 2 garlic cloves, crushed
- 1/4 cup yellow onion, finely chopped
- 3 large carrots, boiled, grated
- 2 large beets - boiled, grated
- 2 tbs Follow Your Heart egg powder, lightly beaten
- 1/2 cup almond milk
- 3 tbs flour (I used garbanzo bean flour)
- 1/2 tsp baking powder
- 3/4 cup Panko
- Salt and black pepper
- 2 tbsp dill, chopped (optional)
- 1 tbsp parsley, chopped (optional)

Sauce:

- 1 cup vegan yogurt
- 2 garlic cloves, crushed
- 1 tablespoon extra-virgin olive oil
- 2 tbsp chopped dill leaves (I just garnished mine for aesthetics, but mixing it in will boost flavor)

Instructions

1. Heat 1/2 tablespoon of oil in a large nonstick skillet and gently sauté the onion until it is soft but not browned. Add the garlic and cook for another two minutes. Set aside in large bowl.
2. Coarsely shred the boiled carrots and beets with a grater. Throw in the bowl. You can skip boiling the carrots if you don't mind texture, however I prefer a soft texture!
3. Combine the almond milk with the egg powder and add to the bowl with the remaining ingredients and combine well. Make the sauce by mixing all the ingredients together.
4. Heat 1 tablespoon of oil in a skillet. Cook fritter over medium heat until a crust forms on one side, then carefully turn each over and cook on the other side again until a crust forms. After the crust forms, reduce the heat and cook for four to five minutes on each side, or until the vegetables are cooked through.
5. Serve the fritters with the yogurt sauce, sprinkled with more dill.

Notes

If you find that they are breaking apart, simply add in more vegan egg/almond milk combo





By CE Pugh,
CEO of National
Co+op Grocers



NCG Responds to Forbes Article

An Amazon/Whole Foods Co-op Likely Isn't in Your Future, But That's Not Stopping You

Larry Light raised a not-so-novel idea when he suggested Amazon/Whole Foods could one day develop local food co-ops in his Dec. 10 column, which asked, "Is a Whole Foods Co-op in Your Future?"

An Amazon/Whole Foods Co-op is unlikely for a variety of reasons. First and foremost, because corporations are beholden to their shareholders and their primary purpose is to maximize profits.

On the other hand, food co-ops are grocery stores that are locally owned by the people who shop there. So instead of focusing on Wall Street investors, they can focus on what their community wants—nourishing everyone according to their budget and cooking style. When people shop at their local food co-op, more of the money they spend goes back to the local community, supporting a robust local economy. Profits in investor-owned corporations serve to enrich their shareholders.

As with some membership organizations, the owners of co-ops may receive financial rewards like discounts and coupons. However, at co-ops, owners get more. They may share in the profits through patronage dividends, they have a voice in the direction of the co-op by voting for their local board of directors and they can even run for a seat on the board. I don't think this option is going to be open to Prime members anytime soon.

I couldn't agree more with Mr. Light that most people experience some tension between their desire for individuality and authentic community—it is the precise reason people work together to open food co-ops and the reason we are successful in many markets to this day. As democratic organizations based on values of self-help, self-responsibility, equality, equity and solidarity, the cooperative business model offers everyone a voice, a choice and a community.

The good news is that there are already hundreds of food co-ops operating in communities across the United States. National Co+op Grocers (NCG) represents 148 co-ops operating 200+ retail locations. Each of these co-ops is and always will be independently owned and operated. Most have been serving their communities for decades, offering plenty of fresh, delicious local and organic food in a warm and welcoming environment with knowledgeable and friendly staff.

Chances are there's already a food co-op near you, and their doors are wide open. So, while an Amazon/Whole Foods Co-op may not be in your future, a true community-owned food co-op could very well be in your present.



20|20 BE THE CHANGE 20|20



Sharlise Lowe

Marketing/Member Service Manager

Sevananda, Making a Change to "BE THE CHANGE" in 2020



I'm sure you have gone many places when shopping and the clerk at the register asks you if you would like to round up to the next dollar? Well some of these places ask you that however they don't tell you where that money may go. You might have an app on your phone that when you round up it goes to you, however what if it doesn't?

Sevananda is proud to say that our round up program "Be The Change" has been at Sevananda since 2008. The original name for the round up program which started in 1977 was "The Community Change". What we do is ask you to round up your change to the next dollar and it goes to supporting our locally-based non-profit organizations who are chosen to represent their non-profit on a monthly basis. This is one of the ways we are able to give back to the community and this platform helps us to do that.

October is usually the month we take Applications. We evaluate the applications and select a diverse group of non-profits, who are in alignment with what Sevananda represents and stands for. Once they are chosen, they are given a month to showcase their nonprofit. We have a bulletin board which is in the front of the store that they can decorate to give our customers more knowledge of what they do. They are able to come in the store and table weekly to have that one on one connection with our shoppers who are interested in learning more about their mission. Sevananda showcases the Non-Profit in our quarterly magazine the Co-options to give as many people as possible the opportunity to read more about their work contributions to our community program.

Since the program has been under the name "Be The Change" our member/owners and shoppers have rounded up to over approximately \$120,000 to support other Non-Profit Organizations. This does not count the amount that was collected when the program was called "The Community Change". . . . An average of about \$500 to \$1,000 is raised monthly. "If 10% of our shoppers each day contributed 50 cents we could raise over \$1,300 per month for each non-profit. So with this little bit said, we would like to challenge our shoppers more this year to round up or

eye out and your ears open !!

This year we will be choosing 6 non-profits for our 2020 monthly program. The remainder six months when you round up or purchase Sevananda's naturally alkaline spring water, a portion of the proceeds will help to support Sevananda's Community Health Foundation, a non-profit dedicated to artistic expression, cooperative development, ecofriendly & plant based living, holistic health and wellness education, food safety and food justice for all! This foundation will allow us to be able to be in the community more, donate more, and help more programs financially.

Over
\$120,000.00
Raised

One of the first things we are planning to do this year as a Co-op to support our community through the "Be The Change" program is to donate to one or two of our local schools to purchase fruits and vegetables for the students for healthy eating. We want to donate also to other entities that believe in plant based living by being a part of their journey. Sevananda is turning the corner more this year than ever before.

Last year we shared our proceeds to help provide holiday meals for the homeless. We helped one of our own who lost everything in a fire. We were able to donate to events last year and this year we are hoping to do even more.

Stay tuned to our Social Media, Website, and instore Signage with good things happening with Sevananda's "Be The Change" program 2020 "The Perfect Vision".

2020 BE THE CHANGE PARTNERS



Little 5 Points Alliance



Marchen Sagen Academy



Nuclear Watch South Inc.



Concrete Jungle



Hammond Museum

Aware
Wildlife
Center



Georgia
Cooperative
Development
Center

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Lunch or Dinner !!

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