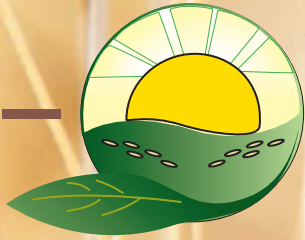


C-OPTIONS



Oct./Nov./Dec. 2018

SEVANANDA
NATURAL FOODS MARKET

Vol. XIX Issue 4



**Fall Into Good
Healthy Living**

FIRST WORD

General Manager
Cooperative Director

THE INSIDE SCOOP



The COOPERATIVE It's Co-op Month

Sevananda is on a mission to empower the community to improve its health and wellbeing. The co-op model is guided by a commitment to our values, principles, and ends. We are making an impact through information, education, and meaningful action. It's a high standard to attain, however, one that we strive to master every day. As for our store, competition is high, and the market and retail industry is changing fast, yet our operation is strong. Keeping up is part of the challenge, but for cooperatives – a hybrid of sorts – we have an opportunity to lean into what makes us unique. We can then attract and engage our stakeholders and nurture our niche of uniquely special customers/owners. Customer Service, informative education to complement our product base, and strategic action community projects are part of what will create a deeper connection with our owners, shoppers, and community. Some new projects are already under way and some are in the making – we would love for you to be a part of bringing them to life.

In the Beginning was the Ends:

As the fourth quarter is upon us and 2019 very close, we're gearing up for even more exciting change. In preparation for each year's work agenda, our Board of Directors facilitate a visioning retreat to plan and forward the vision of Sevananda's future. This year I was invited and had the opportunity to join the Board in the visioning process. It was most inspiring! In the 13 years I've been a part of the cooperative, I have never seen that done, and it's always exciting to be at the origin of projects. Also, seeing our Board of Directors engaged in their work and truly wanting to create something great for our co-op was inspiring! I believe they are truly here to make Sevananda better and recognize that what they do today, will truly impact Sevananda tomorrow. In working with them, it occurred to me that they are sincerely committed to making sure that things improve while they serve. And also, long after their successors arrive.

That was inspiring to me, both as GM and as a member-owner, to know that we've put our trust in a Board that "gets" what this organization is about, as well as their role in it. I've seen lots of ups and downs with previous Boards and heard many ways other co-op Boards lead and I believe we can be proud of ours. I certainly was that day as we had a chance to collectively examine the current Ends Statement which outlines the Board's work, and get clear about what it all means. Not just to the Board, but to the GM, the staff, and all stakeholders. I personally had a chance to connect deeper to the meaning behind

each word of the Ends. I never imagined that could be so exciting! Now it's my job to translate that to the operation and broader stakeholder community. Being inspired will certainly help me in doing that!

Our owner-meeting is the perfect time to engage around this dialogue and share the work. Stay tuned for more on how you can support the Board in bringing the Ends Statement to life, as well as monitor and evaluate how we do that on a continuous basis. The Co-op also needs your support in making the necessary changes to create collective alignment of our member-owners, community, and the deeper meaning of what they would like us to accomplish along the way. I look forward to exploring that with you!

THE STORE OPERATION:

Pardon our progress! Thanks for your patience and cooperation while we reset! Under reconstruction: work in progress! Lots of plans underway for our local community co-op! We're staying focused forward with a goal to do one thing. Improve! Improve our operation, improve our equipment and facility, improve the quality of employment at Sevananda, improve our local economy and community, improve our relationships, improve our financial condition, and improve ourselves!

It's a big job, but I believe we are equipped and ready to make it happen. The jury is still out on everyone's commitment, but I'm holding the vision until we have it from EVERYONE involved with our local cooperative at the staff level! After all that's a big part of my job right? Supporting the owner/Board vision, while incorporating the needs of the staff and operation. Ano Dennis, our Store Manager, (IT Manager, Store Support Manager, Operations Director) described it most perfectly: It's like organizing a room in your house. Before you can put everything in order, you have to take it all apart. There is a complete mess halfway through. And somewhere along the way, you begin to see clearly where to put things. At times you're not so sure of the outcome but if you stay the course, before you know it, things come together, and everything is in order. However, in the interim, as I always say, "What a ride!"

As you can tell by his multiple titles, part of the work is to get everyone wearing multiple hats to own ONE and be paid adequately and fairly for it. And for our staff to be healthy, joyful, and safe while they serve. Quite honestly, we are in the midst of the mess that I mentioned above. Our staff makes it look easy most of the time, but I know it isn't. They work very hard for minimal pay, they handle a lot, and try their best to do it with a smile. But what I admire most about them are the authentic variety of reasons why they do it. They need to make a living, yes, but it's also because they

care about Sevananda and what she stands for. They love working here even with the challenges. They like the feeling of home and friendliness from their co-workers. They love knowing that this institution is making a positive impact and that they play a unique role in that. They know that when all is said and done, Sevananda is a very special place and it's a special thing that we do here in Little Five Points, and it ripples out universally. Not all, but most, hold that at the forefront of why they are here and why they do what they do. Our staff deserves daily awards. They deserve better pay, they deserve to feel safe. Their time here should be joyful. Some have achieved this, but some have not. We're a work in progress and leadership is engaged to make sure we realize the progress we set out to achieve, including livable wage efforts which will commence next year. We will continue to hold the vision and stay the course. What we need from you is engagement! Those of you who are interested in a deeper connection beyond the shopping experience, we ask you to please consider what connects you to Sevananda and this community. Take action and participate in a project this upcoming fall or spring, join a Board committee, or volunteer for a day or a few hours. It WILL make a difference. We're on the way to creating a better co-op, one that is continuously greater than it was. We thank you for shopping the co-op and we hope as member-owners, you'll also join us in sustaining your local community co-op through more participation in some of our upcoming projects and initiatives.

Visit sev.coop, watch in-store promotions, and be sure to make sure we have your current phone number and email address so we can keep you updated through our e-newsletters and announcements, so you can save the date!
n Joyful Service,
Ahzjah

cdgm@sevananda.coop
Ext 404.681.2831 Ext.117

SEVOLUTION

OPERATIONS

Some of the Current Work In Progress

Store Upgrades/Investment-
New Front End register
Front End and Customer Service Training
Reset Grocery Department (June)
Reset Wellness Department (August)
Reset Produce Department (October)
Reset Deli/Bakery (2019)
Equipment/Facility upgrades
Kitchen Remodel
Special Ordering Catering revamp
Product Pick up and Delivery Options

Facility Upgrades/Investment-
Parking Asphalt
Fencing/Headache Bars
Loading Dock
Front Entrance
Backstock Area upgrades

Lower level Upgrades/Investment-
Warehouse
Spare Space Renovation
Admin Flooring
Education Room Flooring

Staff Investment-
Anonymous Staff Survey
Staff Life/Grief/Mediator Coach
Staff Communication Officers
Hiring/Promotions from within
TeamBuilding-
Livable Wage process begins (2019-2020)
Departmental Retail Operations Training
Customer Service Training
Leadership/Supervision Training
Accountability Training
Open Book Management Training
Diversity/Unconscious Bias/ Training
Sexual Harassment/Discrimination Training
Management Retreat (2019)
Staff Retreat (2019)

Some Projects in Progress: Owner Engagement

Sevananda Community Health Foundation (501)c3
Fresh Stop Market/CSA (SevEats Food Equity Project November 2018)
School Garden Project (Sev-Nationbuilders/One Love Foundation)
Little Five Allianc (Local neighborhoods collaborative)

The Food School
HerbNZen Wellness Club
Sevvies Children & Families Club
Senior Discounts and programs

Co-op Connect-
Breakfast with the Board
Board Walk and Talk
Co-op Connect Discussion Sessions
Conscious Living-Healthy Happy Hours
iJourneyTV/In house Ad/Ed message Boards



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Message from the Board of Directors

It all begins with the “Ends”: Are you on Board?

Sevananda has had many years of practice at mastering this cooperative model. After this year’s Board retreat, we might be on our way to doing just that. Mastering it!

It all begins with the “Ends”. As we can compare this approach to a wholistic lifestyle transition, we can take note of this crude but obvious similarity. In that a cleansing of the colon allows things of a toxic nature, that have been trapped in its walls, to be released from the body, it also allows for real nutrients to come in and create true health within the body. In the same way, the “Ends” Statements Policy, which governs the Board’s work, allows all that does not serve our organization or all that does not serve all within them, to be purged and released from our path.

The “Ends” Statement clarifies and fine tunes our focus; our common points of unity; and general goals which guide our work, the General Manager’s work, and the work of the staff, owners, and body of stakeholders that pump life into the theoretic model and the actual living, breathing organism that we call Sevananda Natural Foods Market, our local community Co-op. The “Ends” Statement essentially clears the debris out of the way and lays the foundation for only what is relevant and truly aligned with our mission, vision, values and governing cooperative principles.

If we do our job correctly and most efficiently, the “Ends” are clear enough for stakeholders to be inspired by and connect to, as well as general enough to allow for building upon them through creativity, innovation, democracy, and a variety of types of collective work to also occur with the support and participation of our co-op community and the general community. That’s where YOU come in. Our member-owners are an essential part of our co-op community, with the power to move mountains when the opportunity arrived.

The opportunity arrives & knocks daily and moment by moment for member-owners who wish to simply open the door. There are a variety of ways to do that. Coming out of our summer Board Vision retreat, we have created a very exciting and vigorous set of “Ends” with our very capable facilitator Thane Joyal, which we trust will make our work of engaging with fellow member/owners easier, clearer, achievable, and more fulfilling. It will also give our General Manager a clearer, more focused road map on which to base the mission and operational work. Her GM work is in the present, our Board work is in the future. In the middle there is YOU, assisting and supporting us in refining how we get there, through your vision for your business combined with our efforts to hear you and move it forward; as the Board braces for a fast approaching 2019 and plans for our intended growth, abundance, and a vibrant, thriving co-op economy.

We encourage you to attend our upcoming annual meeting Sunday October 21st, and come to hear what our new “Ends” are. What they mean and how they will move us forward and toward a vibrant and sustainable future. We will be engaging and linking with you to do just that. It all begins with the “Ends” - Are you on Board?

We’d love to hear from you. Email us at onboard@sevananda.coop and/or contact our Board Co-op Member Linkage Chair Adama Alaji adama@sevananda.coop

President



Wanique Shabazz

Vice - President



Chi-Ma’at

Treasurer



Jessica McMorris

Board Member



Tracy Dornelly

Board Member



Adama Alaji

Board Member



Pearletta Graves

Board Member



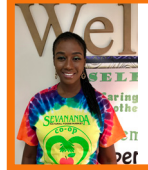
Mason West

Board Member



Jerilyn Bell

Board Member



Jasmine Simone

On behalf of the Board of Directors
Wanique KT Shabazz
Board President & Chair



Cooperative 7 Principles

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



SEVANANDA
NATURAL FOODS MARKET



Let's Celebrate! It's National Co-op Month

Sevananda Natural Foods Market is celebrating National Co-op Month this October, which recognizes the many ways cooperatives are committed to strengthening the local communities we serve.

Since 1974, our consumer-owned natural foods market has provided quality whole foods to shoppers and members in Atlanta and surrounding cities. Our Vegan/Vegetarian market is owned and operated by our members and provides a natural source of healthy Non-GMO, allergy friendly alternative and organic foods to the local community.

co-ops
grow
communities

What is a cooperative?

A co-op is a business that is owned and controlled by its members or customers.

Why are cooperatives different?

Seven cooperative principles set us apart from other businesses:

1. Open membership
2. Member control
3. Member economic participation
4. Autonomy and independence
5. Education, training and information
6. Cooperation among cooperatives



WE LOVE OUR COMMUNITY!



CHANGE IN MOTION: DIVERSITY WORK AT COMMUNITY FOOD CO-OP

by: Amanda Grelock

Published in Cooperative Grocer Sept. - Oct 2018

In the fall of 2017, the Community Food Co-op in Bellingham, Wash., decided it was time to move from talking about diversity and inclusion to taking actionable steps to change our co-op's culture. Community Food Co-op is a \$34 million business with approximately 260 employees spread over three locations. As a cornerstone of our larger community, we believe that by focusing on diversity and inclusion in our business operations, this work will ripple throughout our area and positively impact our employees and customers (including gender-nonconforming, white, and people of color), now and into the future.

Our journey so far has included cultural responsiveness trainings, reviewing new hiring practices, and creating board-level policies that support our end goal of being a co-op where truly everybody feels welcome.

Cultural responsiveness training
Staff training on cultural responsiveness and unconscious bias is essential to a diversity and inclusion program. These trainings help build awareness, skills, and knowledge that support an opportunity to explore an individual's personal and cultural blind spots. We believe the development of self-awareness and appreciation of diverse viewpoints are the foundation to changing how we interact with our customers

The goal is to lay the groundwork for delivering better customer service and communication, for both shoppers and fellow employees, through understanding how we may unconsciously impose our personal values and biases onto others.

Engagement is key to moving the dial on diversity and inclusion. The consultant who built our program, Dr. Breyan Haizlip, has been instrumental in developing our initiatives. Dr. Haizlip's pedagogy is rooted in empathy and cultural responsiveness through interpersonal development. This foundation created trainings that allow people to show up, be vulnerable, and acknowledge their own personal and cultural biases.

Our department managers, diversity and inclusion teams (consisting of staff at all levels), and senior management recently spent four months attending four multi-hour sessions on cultural responsiveness. By the end of 2018 we hope to have over half of our staff attend a three-hour customer training, with an emphasis on cultural responsiveness, and to include the entire staff in trainings by summer 2019.

Since we began hosting these trainings, our staff has experienced a deeper sense of empathy and community.

"Our diversity and inclusion work has created a stronger sense of community amongst my peers, because we've had to be more open and vulnerable in front of each other. We can celebrate, honor, and see each other's differences."

— Melissa Arbiter, meat department manager

"This program has been eye opening for me because I've had to come to terms with my privilege as a white male. Since doing the trainings I feel more empathetic

and now look at people with a new set of eyes, to try to truly see their story."

— David Sands, produce department manager

Hiring practices

One area in need of a system upgrade was our hiring practices. For years we've emphasized hiring for availability to ease scheduling. But what do we miss (and who do we leave behind) when we prioritize availability? By changing the values used in hiring practices and creating a hiring matrix that values cultural awareness, we hope to create a diverse workforce that truly serves our community.

"Diversity helps us see what we cannot see in ourselves. When we just look for availability, we're missing opportunities to get new skills and perspectives that will improve our department."

— Neko Wolf, deli department manager

We are striving to create a workforce that values different perspectives and backgrounds. To gauge future applicants during the interview process, we will take a deeper dive by asking questions such as:

- Please share an example that demonstrates your respect for people and their differences; how have you worked to understand the perspectives of others?
- What have you done to further your knowledge of diversity and inclusion?

Board-related change

Our internal work has been momentous this past year, and we still have leagues to go. To support the operational-level work, our board of directors, in partnership with management and Dr. Haizlip, is developing policies and metrics that reflect our values around diversity and inclusion that support the work being done. This board-level work is fundamental to ensuring that diversity and inclusion is a pillar of our business practices. Our longstanding general manager will be retiring in the fall, and the board is in the process of hiring his replacement. The board has posted to job boards beyond our normal networks for this position, and candidates are being screened for their diversity and inclusion comprehension. We believe the new general manager should be willing to align with and support the goals that we are establishing.

Change in motion

Food co-ops, at their essence, are more than natural food grocers—they are businesses that inspire others to do business differently. This edge requires us to examine the impact of our blind spots and make appropriate changes. As we continue with our diversity and inclusion efforts, I hope to see other co-ops take the actions needed to truly become vehicles for social change.

"Co-ops have historically had a commitment to social justice, yet failed to recognize our blind spot regarding the lack of diversity and equity in our operations," says Jim Ashby, general manager.

I believe that our future has the potential to be one in which our stores and community rooms are spaces where everybody is welcome and customer service is central. This cannot be done until we start developing awareness and understanding of the personal and operational biases that we have all inherited, developed, and maintained. Then we can take the steps to develop new responsive approaches around how we serve as employers, grocery stores, and models for the cooperative business structure. For more information concerning diversity and inclusion in food co-ops, see the case study published in CG191 (Sept. - Oct. 2017), titled "Everybody Welcome?"



December~A Month of Multicultural Holiday Celebrations

The world is rich and diverse, and this is reflected in the observances celebrated by various cultures. Knowledge of various holidays and celebrations can enhance workplace and school's diversity and inclusion efforts. Do your employees or students celebrate Christmas, Hanukkah, Kwanzaa, or Three Kings Day? Sometimes people observe more than one holiday. December offers great opportunities for learning about our multicultural world.

Millions of people all over the United States don't celebrate Christmas! They could be followers of non-Christian religions (Buddhists, Muslims, Hindus, or Jews) or individuals with no religious affiliation, possibly atheists or agnostics. Many stores tap into the cash value of Christmas with their plethora of Santas, ornaments, and Christmas fanfare, and one can easily overlook the depth of the diversity present in America during this holiday season. Many events, both spiritual, religious, and tradition-based, are celebrated in different ways.

Being inclusive used to mean "Happy Holidays" greeting cards office and school parties to celebrating inclusiveness and just changing labels and titles. inclusiveness is about using time with friends and family awareness of the traditions and a lot of different ways to build and create an inclusive holiday

1. Learn About Other Religious or Watch a TV special about Google search, or read books at Share this knowledge and use it conversation at parties and the 2. No Expectations

Realize that people celebrate a this time of year, and some people respectful of these differences by people's traditions and making be afraid to ask people what out what they do that is special to learn about different cultures traditions.

3. Mark Your Calendar and Your If your calendar does not list Hanukkah, Ramadan, and Diwali, them. Mark your address book When writing holiday cards, and include a short handwritten celebration.



sending politically correct and changing Christmas "holiday parties". Today, diversity is more than Celebrating diversity and the holiday celebration to build understanding and beliefs of others. There are awareness of diversity environment. Here are three: Holiday Celebrations other celebrations, do a bookstores or the library. as a chance to expand the dinner table.

variety of holidays during choose to celebrate none. Be taking an interest in other them feel welcome. Don't holidays they celebrate. Find and let it be an opportunity and religions and their

Address Book holidays like Kwanzaa, find out the dates and record with the special holidays. recognize their holiday, note acknowledging their

Employers and schools should be all-encompassing so that everyone feels included and respected. Are all voices welcomed and able to have an impact on decisions and plans? Divergent voices make a better, more productive, beneficial work and school environment. The annual holiday party should not be a Christmas party in disguise. Make the decorations and food general and not specific to any particular celebration. Input holiday greetings on the company and school's website for different holidays. Practice respect for these special dates and plan events around various holidays. Don't serve a holiday luncheon on the day when some may be fasting for Ramadan. Have vegetarian options whenever food is served. Display a multi-cultural calendar to help everyone stay aware of important cultural events.

Use flexibility in the treatment and needs of employees and students about their religious or holiday celebrations. Encourage them to share their celebrations through stories, decorations, and foods that they can bring. December has many multicultural "teachable moments" and the following multicultural events and celebrations are among those that will occur:

**Saint Nicholas Day (Christian) Kwanzaa (African American) Hanukkah (Jewish)
 Fiesta of Our Lady of Guadalupe (Mexican) St. Lucia Day (Swedish)
 Christmas Day (Christian) Three Kings Day/Epiphany (Christian)
 Boxing Day (Australian, Canadian, English, Irish)
 Yule (Pagan) Saturnalia (Pagan)**

Sevananda and Georgia Farmers Market Association are working together for better locally sourced food options and food equity.



“What a wonderful opportunity we have to pull together Georgia Farmers Market Association’s vision of food justice and equity, combined with Sevananda’s influence as a co-op to bring about an innovative approach to locally sourced and sustainable community-led farmers markets within their own communities.”

•Sagdrina Jalal, Executive Director of GFMA.

Georgia Farmers Market Association exists to promote healthy communities by connecting people to local food systems. GFMA works to strengthen connections between farmers markets and local producers in order to help them maintain sustainable businesses, engage their communities, and improve local food systems.

Currently, Georgia Farmers Market Association is partnering with Sevananda Natural Food Market. The partnership will implement a hybrid community supported agriculture (CSA)/farmers market model called Just Food which will serve the neighborhoods around their retail store! Just Food is based on an equity approach to food access where farmers are guaranteed payment and shoppers are able to pay according to their ability on a sliding scale. Partnering with Sevananda is going to help connect with the community and identify key stakeholders and existing leadership to further direct GFMA’s work. GFMA has a dual focus on both farmers and community needs that will help ensure a sustainable layer to the local food system. Over time, we will eventually increase the number of these market models in the greater Atlanta area and across Georgia.



This month, we surveyed Sevananda shoppers in an effort to better understand their preferences as it relates to fresh, locally sourced seasonal produce. The information collected regarding the surrounding community will inform our upcoming Just Food pop-up at Sevananda on November 3rd. Overall, there is a large interest in participation in market models like Just Food. Data was collected and projected approximately a 50/50 split between families who are low income or using SNAP benefits, and families who are able and willing to pay retail value or food justice value!

Truly Living Well Center for Natural Urban Agriculture will also serve as a primary partner. Committed to bringing good food, good health and well-being to Atlanta’s urban community. This rooted and resilient Agriculture leader has trained and developed so many of our cities farmers. Their guiding principles are to emulate nature in the production of food, to educate old and young to grow their own food, and to create a welcoming space where people can gather and find harmony with the earth. Several GFMA member farmers speak to the invaluable training and guidance received through TLW; we are thrilled to have them help us support the development of small farm businesses.



Circle November 3rd on your calendar for our Just Food pop-up at Sevananda and until then, be sure to visit Truly Living Well for the some the most well intentioned produced grown in our city!



Some partnerships just make sense. As we considered how to best build collaborations to support the Fresh Stop Market model, Sevananda was a no brainer. Fresh seasonal produce supplied by local growers (guaranteed sales) + owner led cooperative that values community engagement and owning one’s health? Yes please!!! Be on the lookout for opportunities for farmers to sell and for shareholders to buy at our upcoming Fall pop up!

Taking Orders Beginning November 1st, 2018

Vegan/Vegetarian November Menu



SEVANANDA
NATURAL FOODS MARKET



All Orders must be received by 12 noon Monday, November 19th. Any orders after this time will require an additional expedition fee... Items will also be on the shelf while supplies last.

Place your order today at the customer service desk or with a food service staff member.

Dinner for 2
\$34.99

1 Entrée
2 Sides
1/2 pint Cranberry Relish
1/2 pint Rosemary Gravy
4 Dinner Rolls
1/2 Dessert

Happy
Tofurkey
Day!

Dinner for 8
\$99.99

2 Entrees
6 sides
2 pint Rosemary Gravy
2 pint Cranberry Relish
12 Dinner Rolls
2 Desserts



Creamed Spinach

Ingredients

- 4 tablespoons unsalted butter, plus more for pan
- 1/2 red onion, chopped
- Kosher salt and freshly ground black pepper
- 2 cloves garlic, minced
- 2 teaspoons red chili flakes
- 1 3/4 cups heavy cream
- 1 cup shredded Parmesan
- 1 teaspoon ground nutmeg
- 1/2 cup sour cream
- 2 (10-ounce) packages frozen chopped spinach, thawed and squeezed dry
- 1/2 cup packaged fried onions (recommended: French's)

Preheat the oven to 375 degrees F. Butter an 8 by 8-inch baking dish. Melt the butter in a large skillet over medium-high heat. Add the onion and a pinch of salt. Saute for 3 minutes, then add the garlic and red chili flakes and saute for 2 more minutes. Add the heavy cream, Parmesan, and nutmeg. Heat until the cream is just beginning to bubble, stirring often. Turn the burner off and stir in sour cream and spinach. Adjust the seasoning with salt and pepper, to taste. Pour into the prepared baking dish and sprinkle the top evenly with fried onions. Bake until golden and bubbly, 15 to 20 minutes.



Sweet Potato Casserole

Ingredients

- 2 1/2 pounds sweet potatoes (about 3 large), scrubbed
- 2 large eggs, lightly beaten
- 3 tablespoons unsalted butter, melted, plus more for the preparing the pan
- 2 tablespoons packed dark brown sugar
- 1 teaspoon kosher salt
- 1/2 teaspoon ground cinnamon
- 1/2 teaspoon ground ginger
- Pinch freshly grated nutmeg
- Freshly ground black pepper
- 1/4 cup coarsely chopped pecans

Preheat the oven to 400 degrees F. Put the sweet potatoes on a baking sheet and pierce each one 2 or 3 times with a fork. Bake for 45 to 50 minutes or until tender. Set aside to cool.

Turn the oven down to 350 degrees F. Scoop the sweet potato out of their skins and into a medium bowl. Discard the skins. Mash the potatoes until smooth. Add the eggs, butter, brown sugar, salt, cinnamon, ginger, nutmeg, and the pepper to taste. Whisk the mixture until smooth.

Butter an 8-by-8-inch casserole. Pour the sweet potato mixture into the pan and sprinkle the top with the pecans. Bake until puffed, about 30 minutes. Serve immediately.

GET YOUR GREENS...ANY WAY YOU CAN



By Kim Purefoy
Wellness Manager

Grow them, blend them, toss them, drink them. Either way, just make sure that you get them in, often. Greens, previously thought of as a boring obligation have now grown up to be considered sexy... and the most nutritious food on the planet. Therefore, whether you are vegan or vegetarian, or possibly not, vegetables

should make up the majority of your diet. At least three or more servings a day is the goal- as it is hard to beat the nutritional content of raw organic vegetables, particularly green leafy vegetables. The vitamins, minerals and proteins contained in these vegetables are literally the fuel source of life... the electricity that keeps our power turned on in our temples.

Many of us have heard this, but more research is emerging to reveal that greens have an even greater effect on our health than we knew. Science has determined that critical immune cells are greatly affected by the foods we eat, specifically by green leafy vegetables.

“(These immune cells) protect the body from bad bacteria in the intestines... and are also believed to play an important role in controlling food allergies, inflammatory diseases and obesity, and may even prevent the development of bowel cancers.”

Of course, vegetables also contain a wide array of antioxidants and other compounds that fight disease and that are proven to lower the risks of everything from stroke, diabetes and Alzheimer’s to heart and eye diseases and certain types of cancers.

With all that said, the question becomes simply how to get in an adequate amount of greens on a daily basis. Fortunately, fall has just begun and we are in the best time of the year to grow our greens, or to purchase them locally, and certainly right here from your community Co-op, Sevananda. (We also carry sprouting seeds in Wellness too). But beyond eating greens daily in a meal, another efficient way to consume an adequate supply of greens is in supplement form, and Sevananda’s Wellness department contains a large selection of high quality green powders. The options include organic, fermented greens, and those that contain probiotics and even medicinal mushrooms. These green powder options are considered Superfoods

because they are so dense in nutrients and organic whole foods like kale, dandelion, cilantro and beets. Plus powerful blends of antioxidants are added to many of them to help neutralize damaging free radicals, and to help with extra energy.

Superfoods such as Moringa and Spirulina are also included in some of these green food powder blends. Additionally, they are available individually as loose powders in our Bulk Herb department and in supplement form in our Wellness Department as well. Moringa, one of our most popular superfoods, is said to come from the “miracle tree” and is so beneficial and rich in vitamins, minerals and amino acids that it is used to treat malnutrition and to purify water around the world. Moringa also helps to control blood sugar, blood pressure and to improve energy. And Moringa Oil, also carried in the Wellness Department, is not only nutrient dense, but is a powerful anti-aging oil for the skin as well.

So whatever option you may choose, be sure to stop by and pick up your fresh greens, your Superfood green powders and your quality supplements from Sevananda... to make sure that your power bases are covered and that you’re energized for the day.

Try Our New Product Califlower Crackers



OUR STORY

Our mission is to create balanced snacks for everyone to enjoy. From the Ground Up™ brings you familiar shapes and flavors of comfort products, but with a better-for-you twist.

When it comes from the ground, it's got to be good!



FROM THE AND DESK OF ADAMA

*Minister of Conscious Cosmic Citizenship, Heraldess of the Eternal, Voice of Resurrection,
Inspirational Wholistic Wellness Consultant, Producer & Host of the Meeting of the Inner Circle 89.3FM WRFG Atlanta www.wrfg.org Thursdays Midnight*



It is heart wrenching to see the growing number of homeless, hopeless and devitalized people suffering with more ills with more names than ever before, but even more so to see the number of obese and sick children. It should matter to each of us that there is a projection that children will be

dying before their parents. We as men, the progenitor of lineages, and women, the perpetuator of lineages, have duty and obligation as breathing beings to exalt life through the exaltation of a full life's urge. No one, (as quiet as it is kept) has the right to be the legislators, perpetrators and partakers of sickness, illness, disease and death as livelihood; and those who are surely destined to reap the harvest of those seeds sown in death.

Our blessing, in light of and in spite of the numbers of those who are at the crossroads of life, death and/or transitioning from the planet, is that we have access to everything we need to reverse any sickness or disease. The question is, however, who really cares to do what is required to truly heal? So many want a quick fix, which will never heal any condition. The expectation of those who seek medical professionals; to be prescribed something that makes us "feel"

better, forget the pain exists, lifts the mood, calms one down, perks one up, keeps it hard, makes it moist, stop the itch, relieves the twitch or whatever the complaint without ever realizing what the root of the issue is.

It is important to remember that the Intelligence of Existence that is beginningless, endless, infinite and eternal divinely designed us; we dwell by virtue of and in the reality of Its Presence and as these points of Its presence. We should not be dying at all; cleansing at the cellular level and realizing, internalizing and harmonizing one's thought, emotion and word with the Supreme Intelligence is foundational for healing; spiritually, emotionally as well as physically.

There are a few very simple things that if done daily over time will truly facilitate a greater freedom and liberation at the cellular level. 1.) Drink 32oz of warm distilled water with 2Tbl. of salt stirred in. This will assist in alkalizing the body through the mineralization and should open the bowel. 2.) Take a warm clay water enema using 3Tbl of clay blended in 1 gallon of warm water. 3.) Skin brush towards the heart with a dry or wet skin brush to move toxins through the lymphatic

system. 4.) Take hot detox baths in pure bentonite 2 cups slowly blended in small portions and poured into the bath...soak for twenty minutes. 5.) Affirm and declare for yourself the truth of your being; "I am this point of the presence of the Absolute and Supreme Being that is All there is as existence itself, It beats my heart and breathes me, I am whole spirit, body, heart, mind and soul! 6.) Drink 16ozs of room temperature spring, distilled or alkaline water or blood cleansing, nourishing herbal tea. 8.) When you have an appetite begin the day with fresh fruit, fruit salad, fruit soup and fruit juice, and/or smoothies. 9.) Once you eat something other than fruit, do not eat any more fruit 10.) Eliminate grains, carbohydrates and starches which turn to sugar in the system. 11.) Evening meal should consist of raw, steamed and/or stir fried veggies. 12.) Honor, love and forgive yourself and everyone else consistently rejoicing in the blessedness of Being.

*In the Light & Love of the
Gift of Life!*

Adama

LEARNING TOGETHER TO LEAD THE FUTURE



In order to continue to meet the needs of Sevananda owners and shoppers, we are committed to expanding the capacity of Sevananda employees. Through our efforts to grow the knowledge-base of our employees and extend opportunities to owners, we are living

out Co-op Principle #5: Education, Training and Information. This principle is where cooperatives provide education and training for Owners, and Employees so that we all can contribute effectively to the further development of Sevananda Co-op. As a Cooperative we realize the importance of developing the talent of our workforce, and also creating opportunities for the community to learn more about what it means to be a cooperative. Sharpening the knowledge, skills and abilities of everyone helps cultivate sustainability and the Co-op's competitive advantage.

This fall we are excited to offer Sevananda Owners and Employees an array of learning opportunities. As a cooperative business we are unique in many ways. In order to truly reflect this uniqueness and the core values of the cooperative business model, we are committed to learning together in

order to lead the future. This work begins with a solid foundation, which Sevananda has long established, with its firm 44-year history in the natural foods industry. Now we are focused on leveling up through education and training for both Co-op Employees and Owners. We invite you to visit the Sevananda Co-op website at www.sevananda.coop and complete the "Stay Connected!" form. You will receive email alerts of upcoming classes and workshops.

As for the employees of the Co-op, we are in training and learning about Customer Service, Open Book Management, How to Have Difficult Conversations, and a host of other classes. We believe that by developing the knowledge-base of all those connected to Sevananda we'll expand the wave of excitement for the unique model that our Co-op represents.

The Autumn Equinox announces the shift into the next phase of the seasonal cycle, and for all of us it also offers an opportunity to learn and grow stronger together!



Sevananda's Member / Owner Highlight Corner

By: Cheranna Dottin
Marketing/Member
Services Assistant



Monica Rucker



"I truly enjoy shopping at Sevananda and the peaceful atmosphere in the store. If I lived closer I would visit each and every day."

Frank Alvarez Jr.



"The library selection along with the Herbal and nutritional healing books in the Wellness Department that customers can sit and educate themselves with is a great and much needed resource."

Jameelah Kareem



"The staff at Sevananda keep me coming back. They are always friendly and inviting."

Latoine Lawrence



"Sevananda is truly unique, I get excited walking through the door."

Jay Pearson



"The hot bar is always a hit but I truly enjoy the many positive personalities I encounter whether it be staff, fellow Member Owners or shoppers at the Co-op."

Happy Anniversary



SEVANANDA NATURAL FOODS MARKET



Blissful Brunch

Save The Date !!
Sunday October 21, 2018
10:30am - 1:00pm

Clear your calendar. It's happening again! Our much anticipated Annual Member Owner meeting is right around the corner and we would love for all of our Owners to join us. On Sunday October 21st from 10:30am- 1:00pm our brunch will feature Sevananda's exclusive vegan/vegetarian brunch menu. Come get financial and operational updates about your Cooperative while mingling with our Board, Staff and fellow Member Owners. Sounds good? Don't forget to RSVP at sevmarketing@sevananda.coop because this is going to be an event to remember!



"Spirit"



By Sharlise Lowe (Editor)
Marketing/Members Services Manager

As Editor of Sevananda's Co-Options, I wanted to do something a little different this time and write about a product line, Newton Homeopathics, that we carry at Sevananda. Their products are not for our everyday customers, but for the customers we rarely see which are – your pets!!

I am an advocate for the Newton Homeopathics for Pets because I actually use them for my love pet, "Spirit". Even though I have not used ALL of the products, because I had no need to, the ones I have used are true to what they say. My little doggy means the world to me, and having him in good healthy spirits is very important. So, when you come into Sevananda for your personal needs and wants, don't forget about the ones who can't speak for themselves and may need a little help in areas of particular issues. Newton Homeopathics for Pets could be an answer to your pet's problems other than taking your best friend to the vet!!



NOVEMBER PARTNER

Giwayen Mata

GIWAYEN MATA is the award-winning, dynamic, soul-stirring, all-sistah, dance, percussion, and vocal ensemble that celebrates the richness of traditional Africa by exhibiting its exemplary art forms. The ensemble performs traditional, contemporary and original pieces that address issues pertaining to people of color, women, and the environment.

The name GIWAYEN MATA comes from a Hausa term, which literally translates as “Elephant Women”. Elephants live in matriarchal social structures, where the females are respected for their powerful yet gentle and nurturing nature. Leaders of women’s organizations in Nigeria, West Africa are referred to as “the GIWAYEN MATA”. This became the selected name for the ensemble and is interpreted as “Elephant Leaders of Women” because the founders chose to be trailblazers, playing the djembe drum – an unprecedented first on the stages of Atlanta. As artists of African descent, the ensemble felt a responsibility to be the leaders in the preservation of the cultures of Africa and the African Diaspora. Under the direction of Omelika Kuumba, ten vibrant women prepared for an inaugural performance.

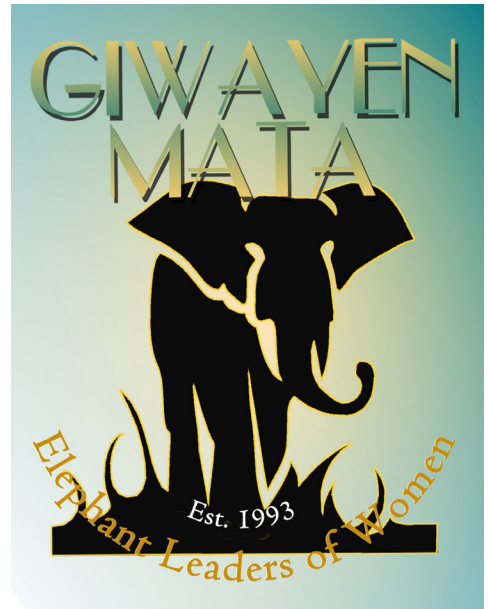
In 1993, GIWAYEN MATA emerged onto the tapestry of African song and dance performance ensembles, creating a unique niche of sistah percussionists playing djembe orchestra drums. Today GIWAYEN MATA celebrates twenty-five years of perseverance in a male dominated arena, bringing her soft creative strength to stages and ceremonies around the US.

Powerful describes this magnificent experience of seeing the elephant women of GIWAYEN MATA performing on instruments once held sacred only for initiated priests. Continuing the rich tradition of African drumming and dance, GIWAYEN MATA articulates traditional West African rhythms, serving cultural edutainment to young and old alike. To the delight of her audiences, Giwayen

Mata performs a repertoire filled with original and inspired works that include African, modern, and jazz dance, rich vocals, and syncopated prose.

Concerts represent one end of GIWAYEN MATA’s full spectrum. Dance classes further bring the public into GIWAYEN MATA’s colorful embrace. Held weekly, dance classes the GIWA way, pulsate with driving live drumming. Master dancers and community dance and drum instructors who share a wealth of knowledge and stylized execution from varied ethnic groups of the African Diaspora, contribute to GIWA’s special dance class dynamic. The classes are energetic, provide a great fitness workout, and provide notes on the cultural basis for the songs and dances.

GIWAYEN MATA’S first book *Speak Sistah Speak, Preserving a Legacy*, is an exciting publication that in 2013 captured the energy of Giwayen Mata’s twenty years of perseverance. A mélange of quotes & beautiful photography the foreword is written by the late Baba Dr. Chuck Davis. The book was published by Sarahn Henderson, a GIWAYEN MATA founding member and community midwife.



Organization Name: Giwayen Mata

Mission: Giwayen Mata’s mission is to celebrate our lives as women and uplift our communities and our planet, while perpetuating the cultures of Africa and the Afrikan Diaspora through the study, creation, teaching, and presentation of artistic media including dances, rhythms, songs, poetry, and prose around the world.

Contact: Gail “Zuri” Jordan, Co-Founder

Address: 416 Pegg Road SW, Atlanta 30315

Website: www.giwayenmata.org

DECEMBER PARTNER



FEEDING GA FAMILIES

Goals and Initiatives

1. Open Door Policy – Our goal is to make the process of receiving much needed help as simple as possible. We are a no questions asked facility. Anyone in need are welcome to receive assistance.
2. Healthy Eating Initiative – Encourages the inclusion of fresh fruits and vegetables in every day meal planning. This includes fresh produce purchases to give away at the pantry and meal planning ideas and recipes highlighted on FGF social media page(s).
3. Dietary Restrictions Inclusions – Based on food donations and purchases, we try to work with shoppers dietary restrictions/concerns as much as possible. Dietary Restrictions include food allergies and intolerances, vegetarian and vegan diets, and health related diets (diabetes, thyroid, high blood pressure, autoimmune diseases, etc).

FGF's food assistance service consists of:

- The Free Market – A weekly market style food assistance program for Georgia families, individuals, seniors, students and veterans. Clients ("shoppers") are welcome to shop our store shelves for food and other specialty items they may need for the week. The items and quantity of items available on our shelves varies by week, based on donations and food bank purchases.

FGF's meal assistance services include:

- Emergency Food Boxes – Pre-made food boxes made available to clients that can't attend the Free Market Pantry dates/times.
- Thanksgiving Box Meal Event – Annually, the Monday before Thanksgiving, we remain open to help provide food for our shoppers Thanksgiving Meals.

FGF's service programs include:

- Homeless Outreach – Food and care kits are packaged and distributed to the homeless in Georgia, Maryland, and Washington D.C..
- Student Outreach – Snack kits are packaged and provided to teachers and daycare owners to distribute to low-income area students in grades Pre-K to 12.
- Community Hot Meals – Team and volunteers prepare, cook, and distribute food plates at several community planned events at FGF's location throughout the year.
- Christmas Gift Give-a-way – An annual event that provides bikes/toys and shoes/clothing to children ages 0-18. Gifts are purchased year round by FGF board members. In addition, Toys for Tots has generously provided toys and books for 2017.

Feeding GA Families (FGF) is a 501(c)3 non-profit food pantry aimed at combating food insecurity in our communities. On average, our organization's efforts provides food for 500 or more families per month in Fairburn and partner locations throughout the state.

FGF is a resource that the food insecure can utilize during their time(s) of need. Our services are provided with no questions asked, as our purpose is to aid those those in need when they are in need without restrictions to residency, prior income, or family size. We try to make the process of receiving much needed help as simple as possible.

FGF hosts a weekly market style food assistance program for Georgia families, individuals, seniors, students and veterans with the assistance of local grocery stores, small businesses, local donors, food banks, and volunteers. Our clients ("Shoppers") are welcome to shop our store shelves for food and other specialty items they may need for the week. The items and quantity of items available on our shelves varies by week based on donations and food bank purchases. Our healthy eating initiative encourages the inclusion of fresh fruits and vegetables in every day meal planning. In addition, we try to work with shoppers dietary restrictions/concerns.

FGF's additional services include homeless outreach, low-income student outreach, community meals, a Thanksgiving Meal Event, and a Christmas Gift/Toy Giveaway. Volunteers package food and care kits to distribute to the homeless and area students. Our team also prepares, cooks and distributes food plates at several community planned events throughout the year. And, annually, a Thanksgiving Box Meal Event and Christmas Gift Giveaway that provides bikes or toys and shoes or clothing to children ages 0-18 are held at our location.



Organization Name: Feeding GA Families

Mission: To provide food assistance to anyone in need.

Contact: Alicia Rivera, Director

Address: 93 Howell Avenue, Fairburn 30213

Website: www.feedinggafamilies.org

Sevananda Natural Foods Market
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Opinions expressed in this newsletter are the writers' own and do not necessarily reflect the opinions of Sevananda Natural Foods Market. Permission to reprint any article must be obtained from the Editor.

Submissions from the general public are accepted, but there is no guarantee of publication.

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Why Advertise In Co-options

- * Promote Your Business or Service to our 4000 + Member Owners and over 100,000 Online Visitors
- * Target YOUR Audience: Sevananda Member-Owners and Shoppers
- * Help create a "Network of Local, Viable Services" for our Community
- * Support Sevananda's Outreach-Inreach efforts toward the Commonhealth of our Community

Call Sharlise Lowe at
 404-681-2831 Ext. 111 or
 sharlise@sevananda.coop
 Media Kit available
 at www.sevananda.coop

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All prices are quarterly

Number of Ads	1x	2x	3x	4x
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Back Cover	\$1500	\$1200	\$1000	\$850

full color

All prices are quarterly

Number of Ads	1x	2x	3x	4x
Full Page	\$850	\$825	\$775	\$700
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FALL EDITION

2018

Vegetarian Restaurant
WEEK

Monday, October 22 to
 Sunday, October 28

A week long celebration of vegan restaurants and dining specials.
 Eat out all week and win amazing prizes!

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