

CO-OP TIONS



Jan./Feb./March, 2019

SEVANANDA
NATURAL FOODS MARKET

Vol. XX Issue 1



Live Your Best Healthy Life in 2019

HAPPY NEW YEAR

FIRST WORD

General Manager
Cooperative Director



Hello Sevananda Member-Owners! Happy New Year!

It's been a whirlwind of a year! I can't believe it's over... Lots of accomplishments, and of course, challenges. There was growth and transformation and a lot of

CHANGES! Thanks for taking yet another ride with us! We hope that you have noticed the many changes that we've initiated and that you are enjoying them. Comment cards are placed throughout the store. Please be sure to fill them out and give to us so that we know what's on your mind and what improvements are most important to you.

We're very excited about the latest change, our new Produce Department Makeover Part 1. On the horizon is Part 2 which will serve to improve presentation and merchandising throughout the department. We're also making changes and improvements in our Deli Department and these developments will continue throughout the year. We closed our kitchen for a couple of days in December and we'll be doing that again to continue the work and make much needed upgrades to our kitchen, equipment, and working environment. It's very exciting!! Our Wellness and Grocery Departments had resets last year. We will continue to work on other cosmetic and convenience improvements for our member-owners and customers who frequent those departments. Special thanks to department staff who supported, as well as appreciation to key players who made special efforts toward the success of all transitions – Store Manager Ano Dennis, Grocery Manager Brian Jackson, NCG Center Store Retail Specialist Tom Snyder, NCG Produce Specialist Joshua Crone, Wellness Manager Kim Purefoy, Produce Manager Keene Shipmon, and produce clerk/store support Andy Harrison, store support clerk Matt Baron, and produce clerk Akil Amen and Randall Roberts, Deli Assistant.

Sevananda Natural Foods Market is creating new partnerships for stronger impact within our community and our youth. We embarked upon a few new partnerships this year that were a lot of work, but were also a lot of fun! Our non-profit Sevananda Community Health Foundation will be supporting more community partnerships and projects this year, in support of children, wellness, art, and co-op education. Be the Change will become a factor of the foundation and will offer non-profit partners an opportunity to round up dollars at the register, tabling in the store, promotion on our website and email campaigns, a bulletin board display near the registers and more!

THE INSIDE SCOOP

At community outreach events, Sevananda usually offers food samples and information. In 2018, for the first time, we actually sold food. Community Relations/Education Liaison, Ifini Sheppard and Chef Neetskeeyah Yungai were the key players who made this happen. November 2018, in partnership with Truly Living Well and the Georgia Farmers Market Association, we hosted a food equity model farmer's market (Just Food). Sevananda member-owners, customers, and other community members, purchased shares to support food justice. This was done through a food equity sliding scale – a purchasing model that Just Food offers. Shares were \$6, \$12 or \$25 (two families). Those who wanted to support someone who couldn't afford the \$25 could add \$15 to their \$25 share for a \$40 share which would support three families!

Sevananda and the Montessori School, in Little Five Points on Euclid Avenue, joined forces to co-host several events in 2018. These events promoted health, nutrition, art, gardening and community building. Sevananda staff member, Sacred Ashemu assisted and supported us with community partnerships, development and events. She also worked with Montessori to support several test projects for our Super Sevvies Children's Club and the Montessori Garden.

Sevananda and Nation Builders are collaborating to support schools with education on food safety, basics of starting a business or a cooperative, cooperative entrepreneurship, and food distribution with retail food cooperatives. The Dunbar Elementary School is working with the One Love Learning Foundation to grow food and sell it to a local retail establishment. Elementary students learn how to grow and nurture an organic garden, middle and high school students learn about creating a traditional business, as well as producer cooperatives. They learn about marketing that cooperative, engaging in the distribution process, and selling food to a retail establishment. Eric Simpson of West Georgia Farmer's Cooperative, Judith Winfrey of PeachDish along with NCG's produce specialist Josh Gordon, and Sevananda Wellness Manager, Kim Purefoy, joined us along the way.

Sevananda is also working with the newly formed

Little Five Points Alliance to foster cooperative practices in Little Five Points between business owners, property owners, and residents of Inman Park, Candler Park and surrounding communities. They launched their kickoff event December 6th and will continue working to harness and share resources to preserve, protect, promote, and develop Little Five Points business district. This alliance will provide a host of programming and activities to keep the community healthy, happy, inclusive, engaged and informed, as well as playing key roles in the direction of its future.

Sevananda and Conscious Living Media Group hosted Healthy Happy Hour with an array of vegan appetizers, kombucha, and more fun and fellowship for their upcoming show launch, ChatNChew: Plant-based Living! Episodes are filmed monthly at Sevananda for iJourneyTV. Stay tuned for viewer prizes and surprises.

During 2018, Sevananda Community Health Foundation's Food School hosted a variety of classes with different guest chefs like Vegan Life Style Coach, Sonali Sadequee. Two cooking classes were held this past holiday season. Vegan holiday meal prep with Chef Gueli and how to prepare creole vegan dishes with Chef Adele. They were both smashing successes! Our HerbNZen Club closed out with a Sound Healing session with April Taylor and the beat goes on...

Stay tuned – there's so much more to come! For any information about these partnership initiatives and how to become involved, email cldgm@sevananda.coop or call 404.681.2831 ext. 117. We very much appreciate your continued support of your local community co-op! Wishing each of you continued vibrance and vitality this coming year. Be Well!

In Joyful Service,
Ahzjah



2019

SEVANANDA'S 2018 OUTREACH & EDUCATION FOR SEVANANDA

By Ifni Sheppard

Outreach is driven by the fact that Sevananda is a co-op with an emphasis on education and serving the Community. This is an important component of our brand and co-op principles #5 – Education, Training and Information and #7 – A Concern for Community. Sevananda's Outreach & Education has maintained the highest principled standards and can soar even higher in the upcoming years. Today there are opportunities and challenges that warrant a second look at a more effective blueprint. With the addition of social media and advanced technology, progress in Outreach demands a transformation to an even greater level that can assist Sevananda in remaining an iconic frontrunner for alternative health. It's that service that Sevananda's Outreach is... Cultivating strategic partnerships through community outreach activities. This includes developing sponsorship/business arrangements and relationships with businesses, individual practitioners, schools and other organizations that share our mission.

Outreach and Education are Sevananda's information conduits whose purpose is to share insightful knowledge to many people via activities in Outreach. The key is to be authentic and conscientiousness within the global Community with our diligent efforts. This will in turn bring new customers into the store, and, keep our loyal customers engaged. Working with other departments at Sevananda, Outreach and Education, warrants a clear vision of what can be very advantageous for Sevananda's mission, purpose and branding. In 2019, Sevananda will concentrate more on in-house activities, classes and programs that will draw people into the store. Our in-house events such as the Wellness Department's Sevabration, SEV Food School (vegan cooking classes), Super Sevvies Children's Club are some examples of what that will look like.

Outreach would like to send a special shout out of "Give Thanks" to our Sevananda Volunteers. These are the dedicated member-owners who volunteer to come out to events and assist. They help set up and break down and most importantly they educate the community on what Sevananda is all about. Giving tips for a healthy lifestyle, this element of Outreach is driven by Principle #7. If you are interested in assisting Sevananda as a volunteer, please contact Marketing/Member Services Manager, Sharlise Lowe.



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Message from the Board of Directors

We are so appreciative of the opportunity to be in service on behalf of the member owners and are inspired by the growth and progression that is happening under the management of Ahzjah Simons, GM/Coop Director. Our sincere gratitude and thanksgiving to all of our managers, staff, vendors and customers for their individual and collective efforts, service and contributions that make Sevananda the vortex of community wellness that it is.

President



Wanique Shabazz

2018 has come and gone leaving us enhanced from our collective works, meetings, trainings and the anticipation of all the more there is to accomplish with this new year. We are growing in our understanding of how to govern by policy and look forward to more trainings and workshops in Governance, Visioning and all aspects of Cooperative leadership so that we are ever more effective in creating and communicating the vision that our member owners have for the direction, growth and expansion of our Cooperative.

The challenge that each Board has had that is on-going is how to stimulate, facilitate and create more connectedness and participation with and from our member-owners. Member-services is in process of tweaking and refining our member owner data base so we have a more accurate count of those current and active. We realize also the dynamics of the Little 5 Points/Inman Park area is shifting with the building of so many condo's and high-rises that make coming to Sevananda a bit challenging depending on the time of day.

We appreciate the feedback that we received from member owners who took the survey as to what changes, enhancements, improvements, and additions they would like to see. Some of that feedback spoke to changes with the Hot Bar expansion, parking, merchandise and products, more variety and locally grown produce, improved customer service, cheaper prices, more discounts/coupons, classes and demos, volunteer programs, but the greatest interest is in more Sevanandas in other areas. Our expansion in any direction is going to require more capital, collaboration, counsel, vision and focus from all of us. Expect and anticipate more events, surveys and outreach from us to our member owners on behalf of all of our stakeholders to secure our commonhealth and commonwealth.

We also have Board elections coming forward in the Spring as three Board member seats will become available. We anticipate the upcoming elections to be less challenging than previous ones due to the amending of By-Law 4.6 Quorum; For any vote of the members, a quorum necessary for decision making shall be 3% of the member/owners with no restriction on maximum number of votes counted." We are also investigating and considering implementing electronic voting to encourage more participation and simplify the election process.

Sevananda is a thriving business but it is still a Cooperative that requires that we must continue to apply ourselves to cultivating more active participation with and from member owners who are able to assist in securing our vision and direction. We invite your thoughts, opinions, visions, comments that you can drop in the suggestion box at Customer Service Desk. We look forward to a progressive and prosperous 2019!!

Yours in Service,

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

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

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

- 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**



Bringing the Unique Flavors of Creoles to the Vegan World!



My name is Chef Adele Ledet and the name of my business is Creole Vegan. I have been on a constant quest to healthy eating. It all began in 1996 when I watched a 20/20 special on how contaminated ground meat was mixed with the new meat, packaged, labeled and sold! Being in a Catholic household I made a vow to fast for the Lenten season and decided to fast from meat. I continued with the meat fast for nearly 3 years while studying at Clark Atlanta University until one homesick holiday I visited my hometown, New Orleans. My mother, always savvy in the kitchen, made New Orleans Home-style Holiday food, Stuffed Peppers, Oyster Dressing, Gumbo and the new trend at the time Tur-Duck-En. Tempted by the aroma of the food and the sickening idea of eating yet another ramen noodle bowl, I decided to put an end to my meat fast.



In 2003, I noticed different changes in my health including stomach pain, eczema and sinus issues that led me to take a closer look at my eating habits. Self-education, plenty of research in Holistic Nutrition and conspiracies with FDA confirmed that I needed to eat plant based. I began to eliminate dairy and meat from my consumption as well as limiting my gluten intake. Those foods never served a purpose to my health. The most challenging elimination was seafood, but it has been 9 years of a successful Vegan lifestyle and I feel great!

The decision is ours everyday to be responsible and invest in our health and longevity. We live in a new world, one with limitless food choices available in your local health food stores and even the mass markets have options for Vegans, Vegetarians and Gluten Intolerances.

Creole Vegan started in 2016, from my journey in becoming a successful Vegan, I wanted to show others that they could be satisfied through eating flavorful Vegan food, guilt-free. I learned how to prepare those same nostalgic Creole dishes that my mother made but with healthier Vegan and Gluten free options including Gumbo, Etouffee, Crawfish Pies, Muffaletta, Po-Boys, Beignets and Pralines. I provide Catering to all Events, Meal Planning and hosting several Cooking Demonstrations and Food Vending in and around the Atlanta Metro Area.

I believe that most people make bad eating choices during the holiday so I host an Annual Holiday Cooking Class and an Annual Masquerade Dinner. People come out dressed up and masked, eat a Feast of Creole Vegan Food and Laissez Les Bons Temps Rouler (Let the Good Times Roll)!

The Masquerade Dinner is scheduled April 27, 2019, 7pm-10pm. Please check my website: www.creoleveganquest.com and Facebook and Instagram @creoleveganquest for updates on the location of the Masquerade Dinner. You can also explore our Catering Menu and Meal Plans on our website. Also note that I am a member of Sevananda's Food School and recently hosted a very successful Holiday Creole Vegan Cooking Class! Be on the lookout for more classes in 2019!!



By Michelle Tabor
Kitchen Training Manager

2019 will bring great opportunities for Sevananda's kitchen & staff. At the end of 2018, Sevananda's kitchen will be going through dramatic changes in order to improve. In the next few months the kitchen will be going through a very intense remodel, which we

are really excited about. With all the fresh new talent coming on board, everyone offers a unique specialty to our kitchen. We put the special ordering on hold for a short time until we can make it better for you, our guest. Some plans for the New Year include SEV sandwiches coming back to the cold case, offering a "Raw Food Day" on the salad bar and a new & improved catering menu. Stay tuned for great things to come...

Sev Kitchen Updates

Come in and Try our
Salad Bar & Hot Bar
for Breakfast,
Lunch or Dinner !!

Breakfast M-F 8:00am - 11:00 am
Sat. & Sun. 8:00 am - 12:00 pm

Lunch M-F 11:00am - 8:00pm
Sat. & Sun. 12:0pm - 8:00pm



What's Going On At Sev

"Sevananda always puts its best foot forward. It even shows in its employees. In addition to the wonderful food service, more events would promote business development. In a still struggling economy, people choose Co-ops over mainstream stores to learn from, network, and commune with likeminded individuals. Holistic equals community. Let's share the smiles with more events."

-Lorrell Smith

"The level of service, kind consideration of everyone I came in contact with was superb in each department."

-Alan Burrell

"Keep up the great work with. Re inventing and refreshing the Co-op. Be blessed"

-Sherries Hauser-Simmons

"Just wanted to thank everyone here for all you do to keep the Co-op going and I was impressed at the member meeting with all that you are doing to bring about a better world. It is good to hear about all that. Thank you for sharing"

-Mary Howard

"Everything is love. Cu

Projects include a farmers market, csa program, school garden to retail programs, Cooperative entrepreneurship programs, nutrition/cooking classes, art initiatives, and more.

Sevananda Comment Box



Look for one of these comment boxes around the store and let us know how you feel about us, what we can do to improve ourselves, or if you just want to say hi!

Purchase Sevananda Natural Foods Market private label natural spring alkaline water and a portion of proceeds will be donated to Sevananda Community Health Foundation, a non profit dedicated to youth empowerment, co-op, holistic health, and food safety education, co-op non profit, local business retail readiness and incubation, food equity and food justice initiatives, farmer retail training, organizational capacity building and artistry.

Projects include a farmers market, csa program, school garden to retail programs, Cooperative entrepreneurship programs, nutrition/cooking classes, art initiatives, and more.

Cha water is back!

We have established a new relationship with Abundant Life Water, the founders of Cha Water, and a new budding distributor, the Herb Garden/Renewed Energy who will ensure we have Cha Water available for our customers.

Previous sizes, prices, and great quality are offered. Thank you for your patience and cooperation as we continue to work to improve product selection, supply, and quality for Sevananda customers.



Sevs 2018 Family Memories



By Dave Olson

Those familiar with the cooperative movement in the U.S. know that purchasing co-ops are a growing and critical factor in the success of small and independent businesses in all sectors of the economy. By bringing the purchasing power of many small companies together, these co-ops make it possible for thousands of retailers and service providers to compete against large chains. And operating as cooperatives gives these independents direct control in negotiating favorable terms and conditions vital to their ongoing success.

In many ways, National Co+op Grocers (NCG) is just like those purchasing co-ops. In bringing together a combined business volume of more than \$2 billion, NCG is able to negotiate better prices, contract terms, and specialized services for its member co-ops. But in two major ways, NCG is not a typical purchasing co-op:

- NCG's members are cooperatives. They operate according to the same principles and values embraced by all cooperatives. As a purchasing co-op, NCG supports the success of its member cooperatives economically, but it also supports them in fulfilling their larger mission and purpose as cooperatives.
- NCG's services extend far beyond enhancing purchasing power. The type of developmental and operational support that NCG provides to its members is unique among U.S. purchasing co-ops.

Supporting co-op success

NCG has a core team of staff devoted to providing targeted development support to its co-ops. Our Co-op Development Team is made up of 24 staff members; their job is to directly support financial and operational success at NCG co-ops. The team's goal is to be a trusted and effective partner in support of the continual improvement of the customer experience and the pursuit of retail excellence.

The team supports co-op success in three main ways:

1. Monitoring and checking in on each co-op's operations and needs. This work includes store visits, regular calls, retreats and training sessions, as well as formal and informal coaching support. The work is focused primarily at the corridor (regional) level. Along with others, corridor development directors and corridor advisors keep an eye out for opportunities to support each co-op's growth and development.

Most recently, NCG co-ops received an "NCG Participation Report." This was a summary of the direct and indirect benefits the co-op gained from its participation in NCG. The report also offered an overview of each co-op's five-year trends in key financial metrics.

2. Providing referrals and helping co-ops tap outside resources. This work includes referrals to consultants (such as CDS Consulting Co-op) and industry resources (such as the Food Marketing Institute and Sustainable Food Trade Association). It also includes referrals to peers: co-ops that have experience or expertise in a specific area. Peer-to-peer connections are an important part of the NCG experience—both in our commitment to the principle of "cooperation among co-ops" and the belief that a commitment to one another's success is inherent in food co-op culture and is a key element of co-op identity.

One specific resource that NCG helps coordinate is the peer audit. A peer audit is a deep and detailed review of a co-op's operations in selected areas by a team of NCG staff and peer co-op managers chosen for their expertise and experience. Audits are conducted at no cost to the co-op. The process



NCG retail specialist Tom Snyder and two co-op employees pause at 4am after completing a wellness reset at Sevananda Natural Foods Market in Atlanta, Georgia.

involves identifying priority target areas, collecting and reviewing background data and materials in those areas, coordinating the team's onsite visit (scheduling, travel, lodging and onsite time, which generally includes interviews with key staff), and compiling a detailed report with recommended actions to complete within three, six, and twelve months. A key factor in a peer audit's ability to really bring high-value improvements is follow-up by the audit team and onsite managers.

3. Direct retail support services by Co-op Development Team staff. NCG corridor staff includes those with deep expertise in key areas of retail operations. Co-ops can tap these staff for assessments (for example: Why is this department's performance lagging in relation to peers? How can we improve our fresh food offerings?) as well as for specific projects such as a department reset or pricing strategy review, or for general troubleshooting. Staff provide these services for grocery, wellness, and fresh departments (produce, meat/seafood and prepared foods). These retail support services are often the quickest way for a co-op to bring about changes, especially if the co-op already has a clearly identified goal.

Finally, the Co-op Development Team has four employees positioned to provide administrative support and guidance. The business services managers are specialists in finance, marketing, business technology and human resources. They are available to provide assessments, review strategies, assist with big projects, and even advise on hiring. They also create tools, resources and document preferred practices for co-ops, and develop programs to help administrative managers reduce costs or improve systems and quality of work.

In all ways, NCG staff is committed to the short- and long-term success of our member and associate co-ops. Our success depends at an integral level on the success of each participating co-op. NCG offers services in a partnership with retail co-ops and looks for new ways to bring that spirit and approach into our work each and every day.



Words From The Editor Co-options Marketing/Member Services Manager

We bring in the new year of 2019 with confidence, being optimistic and refreshed. This year, like years past, will have obstacles as well as opportunities. Each challenge will bring us together and each accomplishment will make us stronger.

Closing out 2018, I want to give a special thank you to the Marketing/Member-Owner Services Assistant, Ms. Cheranna Dottin, for the great job she emanated throughout the year.

I am very proud of the variety of events that occurred during 2018. For example our first Healthy Food Happy Hour event in August was a Blast! Going into 2019, we are hoping to make this event an ongoing connection between Sevananda and the community.

Marketing/Member-Owner Services had a great ride in 2018 and we are continuing that ride for 2019. Have you noticed the Advertising Digital Board in our Café area? This has become a great tool to advertise new products, events, and store announcements to member-owner/customers.

We are continuing our efforts to be more pet and child friendly. We have started the process with our Super Sevvies Children's Club. This club was spearheaded by SEV staffer, Sacred Ashemu, with the Marketing Dept. backing up the process. Our plan is to take this club to another level so be on the lookout for updated information. The Marketing Dept. is also working with our Grocery Manager, Mr. Brian Jackson and our Wellness Manager, Ms. Kim Purefoy to bring forth

more products for our pets. For example, our Wellness Dept. has a pet line of homeopathic products for pets, and in grocery the variety of foods for pets is also expanding. Oh yea! We are soon going to have a pet clothing line so that you can purchase apparel for your pets with Sevananda's logo.



Coming Soon Hoodies For Your Pet

As I continue to progressively manage Sevananda's Marketing/Owner-Member Services Department, the plan is to continue to rise. The Department is concerned with:

- Educating our customers on why they should become owner/members and the benefits;
- Focus more on our Volunteer program;
- Ongoing Social Media, i.e., Facebook, Twitter, Instagram, Linked-In;
- Promoting consumer awareness of food and health issues through educational classes via our "Journey of Wellness" and "Food School" programs;

- Expanding our partnerships with local artists through our "Artist Alliance" program;
- Networking with other organizations that have the same beliefs as Sevananda; and
- A continuous partnership with community activists through our "Be the Change" program.



Sharlise Lowe
Editor-Marketing/
Member Service Manager

This Co-op is special and loved by many. We have a great staff and are constantly told that shopping at Sevananda is like shopping at home because of the feeling that is felt once they enter the store. 2019 is going to be a Great Year! We can and will achieve anything that we put our minds to as we work together to lift our Co-op to ever greater heights.

My kindest wishes go to our staff, member/owners and customers who have devoted so much to Sevananda throughout the years.

Happy New Year!

Sharlise Lowe
Editor/Marketing/Member Services Manager

Happy New Year

PART I: Reflexology Introduction/Historical Prospective by Christine ArinzeSamuel – Certified Reflexologist (since 1998)

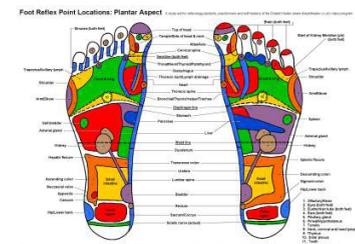
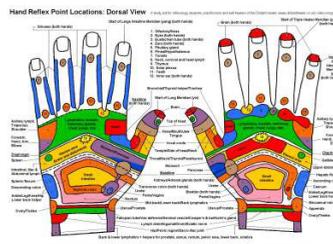
The question is often asked: What is reflexology? Is it like pressure point? Well the long and short of an answer for these two question is: Reflexology is a science that deals with the principle that there are reflex areas in the ears, hands and feet that tend to correspond to all of the body's organs, glands and body parts. Unlike pressure point therapy that requires direct work on the body part that is generating pain, when executing reflexology, the only areas that are manipulated are the ears, hands or the feet in order to relieve discomforts and/or pain in the body and that organ, gland or body part is relieved of the discomfort, or pain.



Eunice Ingham up until her 80th year was a crusader for reflexology along with her nephew and niece Dwight C. Byers Eusebia Messenger. December, 1974 at the age of 85, Ms Ingham made her transition from the physical plane of life. Eunice Ingham is credited with the National and International spreading of the healing art of Reflexology. Dwight C. Byers, nephew of Eunice Ingham is still , (2018) conducting Reflexology Seminars and Workshops worldwide.

(Upcoming PART 2: Reflexology: Benefits/Do's & Don't)

Reflexology, documented as early as the 6th dynasty at or about 2,330 B.C, is said to have first been used in Egypt by Egyptians. Reflexology today is a result of a pioneer by the name of Dr. William H. Fitzgerald who doing his lifetime discovered "zone therapy." Dr. Fitzgerald's staff therapist, Dr. Joe Shelby and Eunice Ingham continued his work. The cornerstone of modern reflexology national and international stems from the "zone therapy."



Words of Wellness

(POWER YOUR BRAIN)



By Kim Purefoy
Wellness Manager

It's the season again when many of us reflect, reassess and recharge our plans to improve our lives, with particular focus on our health. At the same time, what about a fundamental requirement that's needed to do any of this – having our faculties intact? With

all of the things on our mind, all of the plates that we keep spinning, the non-stop electronic chatter, and the impact of Father-Mother Time itself. . . What about the health of our Brain? If we can remember to think about it, a well-functioning brain is key to being able to be able to create and complete all of our other plans. So, effective methods and forms of brain support is a popular hot topic amongst our customers here at Sevananda, and in the field of natural health in general.

We know that the brain is considered the most complex, amazing object in the universe, and is still not completely understood. And even though it may not look so impressive to the eye, the brain can think at a speed of 268 mph, and has virtually unlimited potential. And even though we now have computers that can calculate faster than the brain, still it was the human brain that created those computers. So with all of that capacity, how do we protect and care for our brain's health? At least enough to remember where we put our car keys and for the loftier objective of staying focused to accomplish all of our new goals and plans? Fortunately, there are a number of natural health remedies that can offer brain support.

It is said that we are born with a limited supply of brain cells. According to research, the white matter of our brains continues to grow (in the temporal and frontal lobes) on into middle age. And it is those parts of the brain that differentiates us from animals and are largely responsible for our emotional development and wisdom. Therefore, similar to how we build muscle, it is also possible to "bulk up" the brain by continuing to stimulate and challenge it throughout adulthood. Accordingly, the opposite is also true, as adverse lifestyle choices (i.e., poor nutrition, junk food, dehydration, stress, and tobacco) also impact the brain's development.

Healthy lifestyle choices that are critical for our brain health include taking Omega-3 fats (flaxseed, fish oil, krill oil), Exercising (which can cause nerve cells to multiply, strengthening brain connections, and protecting cells from damage), Sleeping Well (which restores mental energy, while a lack of sleep causes the brain to stop producing new cells), Eating Healthy

(including proteins as the main fuel source for the brain, plus vitamins and minerals, and limiting sugar), Getting Sun (as the brain contains Vitamin D receptors, and Vitamin D also helps the brain detoxification process), Protecting the Brain from Cell Phones (as cell phones are said to increase the risk of brain tumors by 240 percent), Challenging the Brain (with mind-training exercises like crossword puzzles and board games, Turning off the TV (which can affect brain chemistry and impair linguistic and social development), Avoiding foods that contain artificial sweeteners and additives (i.e., MSG and aspartame), and Meditating (one study finding that it can "de-age" your brain up to 25 years). Also when it comes to Brain Foods, consider Coconut Oil (considered the "King" of good fats needed to fuel the brain), Walnuts, Broccoli, Beets, and also Matcha (green tea) and Yerba Mate Tea

Other forms of brain support include the powerful brain healers offered from Ayurvedic spices: Turmeric and Bacopa, both used for thousands of years to improve brain function. Turmeric is anti-inflammatory which has brain-specific benefits, including improving mood and memory and may be beneficial in Alzheimer's. Bacopa has been shown to increase blood flow to the brain and enhance cognitive function. Also, Ashwagandha is an adaptogenic Ayurvedic herb that can improve

memory and help with brain function. Rhodiola is another potent adaptogen that researchers have found to boost mental performance, memory and concentration, while also improving stress-related issues. And many have heard of the brain benefits of Ginkgo, particularly for its brain circulatory support, especially considering that the brain houses 400 miles of blood vessels, all dependent on good circulation to function well.

Meanwhile, Medicinal Mushrooms have proven to have impressive brain health benefits as well. They include Reishi (mood balancing, memory enhancing), Cordyceps (energy building, preventing premature brain aging), Lion's Mane (called "the smart mushroom", as studies found that it "improves memory, attention, concentration and intelligence". Some call it "the fastest acting brain supplement around").

As we take the time and effort and invest in being our best selves, remember the health of your brain as well, and incorporate as many of these tips as you can. Protect, challenge and nourish your brain. . . It will continue to help you to imagine and do amazing things.



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*



Leadership in today's society under a global initiative that is depopulation and genocide requires leadership in the light of Truth. Our educational, religious, political and cultural systems and institutions that shape our culture and society have not given

us proper orientation as to what the real purpose in Being on the planet actually is; who and what the human being is, what are our duties, responsibilities, obligations capacities and potentialities; and how to truly succeed in self-realization. They have failed to realize their responsibility, duty and obligation to nurture, nourish and cultivate the light of the people. The desire to enhance the lives of people requires the commitment to absolute love, light, wisdom and truth.

The politics and poli-tricks support the ethnic cleansing that was initiated before and with Adolf Hitler and is in full effect as is evidenced by the pandemic of sickness, illness and disease that runs rampant. People are feeling entitled to undermine themselves, though we have been and are still

being warred against and are not responding appropriately. Our first line of defense should be to do nothing to undermine ourselves (cells). Our society has been hoodwinked and bamboozled to think that man's way is mandate and God's way is optional. The right to be wrong, the free will to choose that which is detrimental to one's cells, glands, organs and children is touted as freedom. Lawlessness is so well enjoyed that people do not want to be reminded of the reality of absolute law.

The key to power and the infinity of possibilities in re-creating ourselves and our world has to start with cellular liberation. Optimum cellular functioning is the most effective way to facilitate the upliftment and empowerment of ourselves and communities in the reversal of any and all disease thereby re-aligning with the Creator's Will and the Laws that govern us.

To effect progressive change and growth for and within the people, requires support in liberating our cells thereby optimizing and ensuring the greater effectiveness in bringing forth that which

is light and wisdom to remedy the ill-conditions that are the consequences of distortion, dysfunction and disorientation as to what the purpose in Being is; which isn't success in capitalism, business or politics.

True success is walking in the light of one's own authenticity, health, wealth, creativity, peace, poise, power, potency, faith and conscious immortality! Our right action in our now moment is in the exaltation of a full life's urge and cultivating the intensity of intention towards the restoration, re-orientation and re-alignment with the Laws of Existence, the Intelligence of Existence, the Wheel (Will) of Existence on behalf of and to the glory of the lineages we represent, those who have come before, those who are with us, those who have come through us and those who have yet to come!!

In the light and love of the Absolute!!

Adama

Calling it In



*By Carolyn R. Morris,
HR Manager & Trainer*

The start of the Gregorian New Year offers a fresh start, an opportunity to 'call it in'. In many cultures, and even in some organizations the dawning of a new year carries a theme. I really like the Chinese New Year for 2019 which is "The Year of the Pig!" So I'm going with this theme for my personal advancement;

for my work at Sevananda Cooperative, and for 'calling it in'. That's right! The year of the pig is said to be a great year to make money, and a good year to invest. The year is going to be full of joy, a year of friendship and love; an auspicious year because the pig attracts success in all spheres of life.

In terms of my personal advancement, I can finally call in the preparation to take the SHRM-CP Certification for HR Professionals. What does this mean for the Coop? It means that by staying on my growing edge, I can continue to support the growth and alignment of Sevananda. This will be done via the cooperative's organizational strategy with a high-performance workforce that will in turn continue to support Sevananda's future growth. How does this translate to owners and

shoppers? Well, they can look to have more of what they already come to Sevananda for; great service by our dynamic and loving team members. My beloved teacher, Mama Nayo Watkins, used to always encourage me that whatever you seek to achieve for others, make certain that it serves you too!

In fact, collectively, Sevananda has a rich and endless reservoir of talent through the employees, owners and shoppers. As I see it, the year of the pig is going to afford us all the opportunity to really lean into the unlimited potential of each moment and manifest with one another – joy, friendships, and love. We are also going to be able to tap into more prosperity. This is exciting because having more resources is going to give Sevananda a myriad of ways to please not only the owners and shoppers, but allow us to begin increasing wages for the dedicated members of our team. All of this prosperity will mean we can count on many more enriching life experiences. The growth that occurs as a result of these experiences will further align us to Sevananda's true essence – Sev (Service) and bliss/joy (Ananda). I am looking forward to 2019 – The Year of the Pig, and to all of us courageously calling in our hopes, desires and living our wildest dreams through the common thread that connects us – Sevananda Natural Foods Cooperative! More than a store, it's a community gathering place for the truly conscious!

"Respond to every call that excites your spirit. Ignore those that make you fearful and sad, that degrade you back toward disease and death."

— Rumi, *The Essential Rumi, New Expanded Edition*

"CONSCIOUS GROCERY SHOPPING ON A BUDGET"

By Ifni Sheppard

As the Community Relations/Education Liaison for Sevananda Natural comment I heard was, "It's too expensive to eat healthy." Or "I can't who teach people how to prepare healthy meals, they agree that that you know better, you can do better!" So why not start off the New Year

One of the most important things we do is shop. We shop for clothes, most importantly we shop for FOOD! Food is life's substance. The fuel purpose of food is to nourish the cells. Without this nourishment, the With proper nourishment the body functions at an ultimate rate. This WELL!!

Now, how do we go about getting the best nourishment for our body getting the best food requires diligent shopping. And usually budgets was not easy. I learned how to spread my money very thin. In layers at shopping was the fact that I was a CONSCIOUS SHOPPER!! I didn't just wings for \$1.99 does not work for me. A can of processed soup for 25¢ – DELICIOUS plant-based food! And without adding the cost of meats,



Foods Market, I often went to health fairs and events. The leading afford to feed my family on organic food!" Talking with conscious chefs is a major concern for their students. Well, there's an old saying, "If with a new set of ways to make life better for you and your family?"

we shop for toiletries, we shop for electronics, a house, a car and that runs your body. It is the essence of what makes you ~ YOU! The consequences are dis-ease, a low quality of life and ultimately death. affects mental and spiritual aspects as well. LIFE is GOOD!! ALL is

temple? We must shop for the best food we can possible find. And are tight. I know mine was. Raising three children as a single parent different locations. And, then, the really challenging part of my food buy any and every thing because it was cheap. Two dozen chicken does not get me excited. No... I like good, nutritious and most of all being a vegetarian and then a vegan really saved me a lot of money.

I would make meal plans and shop with lists and very health and the health of my family was worth it. This foods that cost more than their natural counterparts. on organic, high quality food was worth it because pay now for good food than to pay the outrageous diet will bring. "FOOD is the REAL weapon of MASS best for you!!

Start the New Year off right by learning how to shop from 11am until 1pm Ifni Sheppard will be holding A BUDGET". This workshop will save you thousands tips, meal plans and recipes. Then Sistar Ifni will to shopping on a budget at the iconic Co-Op. Cost: Sistar Ifni's book, "CONSCIOUS GROCERY SHOPPING PHARMACY!!" Info: 678-837-8286 * Limited Seating stepshep2@gmail.com



carefully read the labels. It took more time, but my also saved me a lot of money as I vetoed processed Then I figured that to spend a few dollars more as they say, "Pay now or pay later!" I would rather doctor and hospital bills for the dis-ease that a poor DESTRUCTION!!" Do the research and find out what's

healthy on a budget. Saturday, January 19, 2019 a workshop, "CONSCIOUS GROCERY SHOPPING ON of dollars! It will be interactive giving dozens of lead a Sevananda store tour and show the secrets \$12 advance/\$15 at the door. This price includes ON A BUDGET * PAY THE FARMERS OR PAY THE ~ RSVP & advance payment suggested!! PayPal:

Eating For The Season



By: Cheranna Dottin Marketing/Member Service Asst.

Heloooooo Winter, the weather cools down alerting us that the New Year is vastly approaching. As the weather changes, so does the fresh produce that is easily available! For the fall season, the popular fruits that are in season are: apples, pears, figs, pomegranates, grapes, dates, plums, apricots, cranberries and plums. The most popular vegetables in season are: kale, cabbage, winter squash, bell peppers, Brussel sprouts, broccoli, sweet potato, date, celery, mushrooms, cabbage, and cauliflower. The most popular herbs in season are: basil, bay leaf, parsley, rosemary, sage, thyme and tarragon.

This "in season" produce tends to taste better because they are fresh, saves your wallet because they cost less at the grocery store and have a higher nutritional value supporting the body's natural nutritional needs. Not being imported, they avoid oversea contamination and are more environmentally friendly. It is important that we are supporting our local farmers who choose to farm sustainably. So next time you're at Sevananda in the Produce Department and you're getting ready to grab fruits, veggies or herbs ask yourself, "Is this produce in season?"



Entering The New Year With a New Look In Produce !

Since the mid-seventies, Sevanada Natural Foods Co-op has been the vanguard of Atlanta's organic healthy eating. This provided Atlanta and surrounding metro areas with a trusted source of organic and non-GMO goods to support a healthy lifestyle.

What once was considered a fringe market – organics (along with non-GMO) over the past few decades have now become a staple of all major grocery store chains. In order to remain relevant in the organic and health conscious culture of Atlanta and in support of our ongoing commitment to that culture – Sevananda's produce department has received a much-needed facelift, modernizing our produce department allowing us to effectively cement Sevananda at the forefront of the Atlanta organic foods scene.

Reinventing the image of Sevananda's produce department was a shared vision of most of us for some time now – however it was fast tracked into existence by our GM Ahzjah Netjer Simons with the support of National Co-op Grocers (NCG). NCG's Produce Retail Specialist, Joshua Crone, visited Sevananda earlier in 2018, made observations and came up with a plan which was divided into two phases:

Phase 1. Tear out the existing shelving of the produce display cooler, remove the mirrors that ran along the backside of the coolers shelving, pressure wash the cooler and then install a custom setup from Carlson AirFlo.

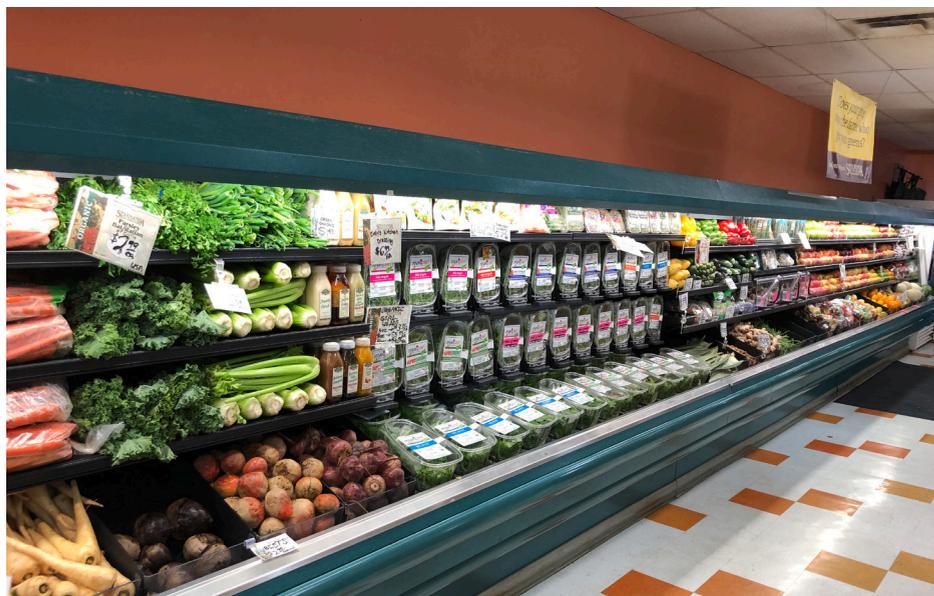
Phase 2. Replace the dry tables with up to date matching tables for our dry and unrefrigerated produce. This will be far less laborious than the coolers but will complete the upgraded look that the produce department has already received.

The first phase of remodeling occurred on a Monday night (November 26th) and went deep into the



Keene Shipmon
Produce Manager

following Tuesday morning under the guidance of NCG's Joshua Crone. A team of dedicated 'Sevanauts' (Andrew "Andy" Harrison, Chef Akil Amen, Chef Randall Roberts, Storm, me, Sevananda's Operations Director – Ano Wesu, and a cameo appearance by Terry from the grocery department) under the guidance of Josh made short work of the coolers' outdated shelving and around 3am Tuesday morning we were putting produce on new shelves. The following days were used to tweak the stock into displays – in fact we're still fine tuning. The impact of this upgrade was felt immediately and the response from our customers and staff has been stellar. This is only the beginning for our produce department, the leader of healthy living, shining brightly – one of several wonderful facets of the jewel that is Sevananda Natural Foods Market.



2019

BE THE CHANGE

2019



Celebrating Community Change Makers! By Ifini Sheppard



**“Be the Change you want to see in the world”
by using your spare change (or more) to make
a difference next time you shop at
Sevananda Natural Foods Market!**

The selected 2018 nonprofit organizations will each be featured in a particular month of the year. These organizations will receive:

- * A feature article with photos in Sevananda's Co-Options magazine.
- * Extensive exposure to the member/owner and shopper base of Sevananda through weekly tabling.
- * Donations from Sevananda shoppers during their designated month.

Originally launched in 1997 as the “Community Change” program, it's now entering the 22nd year and has supported over 300 different community-transforming nonprofit organizations. Since the name change, Sevananda Natural Foods Market has raised a lot of money, as well as community support for the Be The Change Program. As Sevananda's previous Member Services and Outreach Manager, Jane Walsh noted in the November 1996 Co-Options article introducing the

original “Community Change” donation program, “If only 10% of shoppers each day contributed 50¢, we could raise over \$1,300 per month [for each organization]. Think what we could do if 20% of each day's shoppers give \$1!”

Donate at Sevananda's Cash Registers

Keep Jane's thoughts in mind—about donating just \$1—as you pass through the cash register, and let our cashiers know if you would like to make a donation to the partner of the month. You can tell them to round up your cash register total to the next dollar or donate anywhere from \$1 to \$5 to \$10 to \$20 or more! Some members actually use the nonprofit partner as their monthly charity and give substantial amounts to the round up!

Keep an eye out for the “partner of the month” as they will be tabling weekly in the store during their month. We also recognize the nonprofit partner during their designated month, as each partner is featured on the bulletin board in front of the cash registers and on signs at the registers.

So whether you donate a dollar or even more, please engage with our Be The Change partner when they are tabling, and pass along information about these nonprofits to your friends. You can do your part to Be The Change you wish to see in the world!

Sevananda Natural Foods Market is proud to announce our Be The Change partners for 2019! This program gives assistance to locally based 501c3 non-profit organizations. It was a hard choice as we received applications from a variety of powerful nonprofit organizations based in the metro Atlanta area. However, dedicated Sevananda Marketing Team members read each one and carefully voted on the ones felt to be the best fit for Sevananda's 2019 vision of what the Atlanta community needs. This year we have organizations that promote the environment, health & wellness, arts & culture, community festivals, women & girls' empowerment, and more. This variety of causes is what makes this program a vibrant entity at Sevananda.

The Be The Change Program is our contribution to a healthier Atlanta. Each time you go through the register at Sevananda, you have the opportunity to contribute to a local nonprofit by either donating a specific dollar amount or rounding your purchase up to the nearest dollar. By donating, you are contributing to a better Atlanta. Often we hear that people are overwhelmed by the negative things going on in the world. This is a chance to do something about it!

Be The Change helps support Sevananda's vision to promote the “common health of the community.” The program was renamed “Be The Change” in 2008, and is so-named after the quote from Mahatma Gandhi: “We must be the change we wish to see in the world.”

This group of locally-based, nonprofit organizations will each be featured in a particular month of the year. These organizations will receive:

2019 BE THE CHANGE PARTNERS

February
 PROJECT GREEN, INC

September
GA COOPERATIVE
DEVELOPMENT CENTER



April
 LIVE HEALTHY & THRIVE YOUTH
FOUNDATION

July
 PEBBLE TOSSERS, INC.

November
WOMEN HEALING WOMEN, INC.



June
 COOL GIRLS, INC.

August
COLLARD GREENS
CULTURAL FESTIVAL



December
OMENALA GRIOT
CULTURAL MUSEUM



FEBRUARY PARTNER

“Project Green”



Project Green believes that all children should have the ability to attend summer camps... to learn to spread their wings by experiencing that little bit of independence that comes from being away from parents for just a little while. Summer camps allow children to strengthen their social skills, and learn about things like nutrition by growing then cooking their own food. Exposure to music and animals can ignite a love for nature.



Project Green was founded by two like-minded women in their respect and love of the outdoors, Patrycja Siewert Towns and Kim Kreiss. Both women are committed to making it possible for children to have the chance to experience summer camp with its wide open green space and where a possibility of a lifelong friendship with nature can be born.



Project Green’s mission is to develop and launch an annual “Back to Basics” Summer Camp program for underserved children and teenagers and kids in foster care by partnering with existing summer camps then sponsoring the kids to the camps. Back to Basics summer camps program will help teach kids and young people how to be self-sustainable, eco-friendly, how to interact with one another with emphasis focusing on building self-esteem and awareness of the environment by incorporating challenging and fun activities.



Additionally, Project Green will invest in and “Green Space Initiative” by protecting green space, initially within the Southeastern United States with plans for expansion into other regions and will develop organic gardens, playgrounds and kid parks on these properties. As cities expand and green space becomes parking lots, it is only a matter of time before those who do have access to green space find themselves trapped in the middle of the concrete jungle as well. Once Project Green raises sufficient funds and is continuously working with summer camps, the foundation will



then move forward with its plans to purchase green spaces within cities in the U.S. The “Green Space” land be protected from future development plus Project Green would turn this green space into a safe space for children to play, interact, and learn. Children from all over will have access to outdoor space, within their city where they can learn how to grow an organic garden and where food comes from plus play, learn and expand their knowledge while having fun in a safe and green environment.

We at Project Green find it most desirable to be able to be financially independent. We are working hard to not be dependent on grants and other forms of funding that come with many strings attached. Our goal is to raise the initial funds necessary to launch the annual benefit music concerts to generate the needed funds to advance our mission and support our cause. This plan, however, comes with a fairly large upfront cost. Concerts require space, marketing, talent costs, insurances, and the all-important security, just to name a few costs. For this reason, Project Green has started sponsoring kids to summer camps but we need more funds to further our mission. If you believe that kids deserve access to clean, green space and summer camp, it would be awesome if you could help us get on solid financial ground so we can spend less time worrying about money and more time focusing on a greener tomorrow.

Help Us Help The Kids!



Organization Name: Project Green, Inc

Mission: To develop & launch an annual “Back to Basics” Summer Camp program for underserved children and teens, and children in foster care by partnering with existing summer camps then sponsoring the children to the camps.

Contact: Patrycja Towns, Director

Address: 950 Herrington Rd., Suite C-173

Website: www.projectgreenusa.org

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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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- * 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
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 at www.sevananda.coop

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