

CO-OP TIONS



SEVANANDA
NATURAL FOODS MARKET

NEW YOU ISSUE 2016

Vol. XVII Issue 1

**Sail into the
"NEW YEAR"
with
GOOD HEALTH**

2016

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NEW YEAR, NEW LIFE!



Sevananda Natural Foods Market

467 Moreland Avenue NE
Atlanta, GA 30307
404-681-2831
fax 404 577-3940
www.sevananda.coop
email: info@sevananda.coop

Store Hours

Monday-Sunday
8am - 10pm

Co-Options Staff

Sharlise Lowe (Editor/Layout/Graphics)
Ifini Sheppard (Proofing/Editing)
Cheranna Dottin (Proofing/Team)

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Sevananda Board of Directors

Quandra Stroud (President)
Debra Bonaparte (Vice President)
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Ntianu Alghanee
Jed Davis
Sharon Mack
Rajnikant Mehta
Tim O'Donnell



As Editor of the Co-options and Marketing/Member Services Manager for Sevananda, I say Farewell to 2015 with Victory, and Greetings to 2016 with Pride. With expectation of having a better future, we welcome the coming of 2016. I give my most sincere thanks to our Sevananda Staff, Marketing Dept. customers, and member/owners who have been looking after, supporting and helping Sevananda for such a long time.

Looking back at 2015, it was both very challenging and inspiring. However, we made it through continuously rising. Under good leadership of the Co-op our staff members were able to firmly focus on the work in progress, strengthening a talent pool and building the mainline of our staff and membership cultivation.

Forecasting the coming New Year, as it pertains to Marketing/Member Services and Outreach, we feel we will shoulder more responsibilities. We are planning to step up our Marketing Dept. in an innovative way to gauge what our customers want to see and hear. We are slowly restructuring our presentations to appeal to our customers and staff. We are building a platform that will be easier for us to continue to provide good service. We understand that it is important to continue to have personal relationships with our member/owners to earn credibility.

Last year I gave you a preview of our Marketing Scope, and I am proud to say that we were able to succeed in most of what we presented. We said that we were going to educate our customers on why they should become members/owners, and we were able to sign up over 300 members in 2015. We are continuously ongoing in Social Media as we said we would, and we are continuously out in the community with outreach as well. We have teamed with other departments of Sevananda in promoting consumer awareness of food and health issues such as educational classes via our "Wellness Department". We are also continuing our community partnerships through our "Be the Change" program, and we are still making connections with our member/owners through our quarterly fun member mixers.

2015 was a very good year for Sevananda, we encountered obstacles and overcame them. We will also have some obstacles in 2016, however we won't give up and we won't give in. Once again thank you all for believing in Sevananda, continuing contributions to help us make this Co-op a success!!

Happy New Year!

Sharlise Lowe

Editor/Marketing/ Member Services Manager



FOR MEMBERS ONLY ...

Member Advantage. Our Member Advantage program has items throughout the store on sale monthly for Owner-Members only. Look for the sales flyers at Customer Services and green tags on the shelf to find your sales!

NEW HIRES HELP US MEET THE END GOAL

By Carolyn Morris, HR Manager



Part of Sevananda's effort to deliver dynamic service, is in the hiring of talented people. For us the means to the end of great service is our commitment to our co-op's "Ends Statement" and "The Message". New hires are empowered with a compass that is the Ends Statement. They are further motivated by The Message.

In order to succeed we use the compass of the Ends Statement to stay the course. The statement reads as follows: "Sevananda exists such that the commonhealth is sustained. Commonhealth is a community characterized by:

- A culture of service
- Knowledgeable members
- A network of local, viable services
- An environment that is sustainable and nourishing
- Local, regional, global connectedness
- Relationships which are fair, inclusive, interactive and empowering
- An economy that is thriving and self-reliant, mutually beneficial for all involved



Furthermore, we encourage the team to keep focused on The Message in order to cultivate appreciation for the work of the co-op. The Message is the fuel that drives the team. The Message is 1) Excellent customer service; 2) Superior store conditions; 3) Value to our customers; 4) We care about our community and the environment; and 5) We provide our team members with the skills to deliver the message. We are determined to continue building a dream team that drives us in serving the needs of the community, owners and shoppers. Also, one that helps us achieve The Ends. Join us in welcoming the new team members on what is an enlightening journey!

NEW HIRES

Dovie Garrett



Accounts Payable

Bryana Desroches



Kitchen

Natsumi Ericson



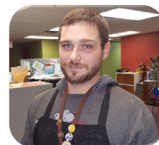
Kitchen

Victor Alexander



Front End

Steven Miner



Kitchen

Carolyn Graham



Kitchen

Chris Smarr



Produce

Rebecca Sharp



Wellness

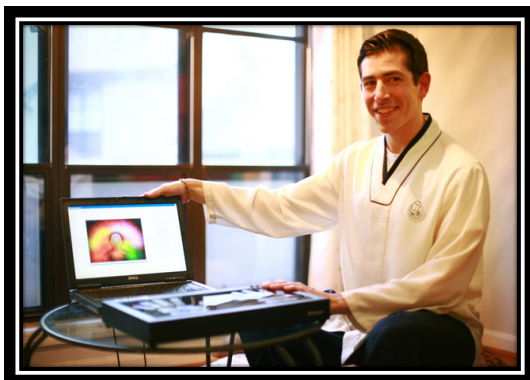
Precious Frazier



Wellness

New Body & Brain Yoga Center offers Unique Brain-Centered Approach to Healing

By Jordan Diamond

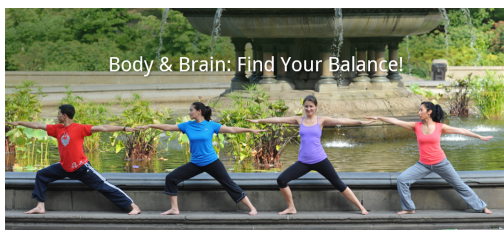


There's a new healing center in town! In November, Body & Brain Yoga and Tai Chi opened their first location in Downtown Decatur (now one of six locations operating in the Atlanta-area.) Although there are many yoga centers in the area, Body & Brain takes on a different style altogether. Their classes in yoga, Tai Chi, meditation, as well as their mind-body workshops combine both traditional Korean healing philosophy and East Asian energy principles. What makes Body & Brain truly unique is its brain-centered approach to wellness and its commitment to helping practitioners create energetic, balanced, and healthy lives for themselves and their communities.

The center is managed by Jordan Diamond, a Los Angeles native with 8-years of experience as an energy practitioner and healer. Jordan will be offering free aura readings and chakra healing advice for Sevananda customers during our health fair on January 17th from 12pm - 4pm. The readings will take about 5 minutes each and will provide insight into different aspects of your life, specifically about how to align your chakra system to access more of your potential.

Be sure to attend our upcoming health fair to receive your free aura reading, and more.

The new Body & Brain Yoga and Tai Chi center is located at 308 W. Ponce De Leon Ave. F2, Decatur, GA 30030. They can be reached at (404) 254-2564 or decatur@bodynbrain.com.



THE NEW WEIGHT LOSS TOOL FOR THE NEW YEAR: YOUR DIARY



By Ms Toi, Beauty Watch

Happy 2016! The new year means putting an intense focus on self-improvement. For many, this includes losing the excess weight gained from the indulgence of the holiday season. There are a plethora of strategies and programs designed to help you reach your healthy weight. Choosing which program is best for you can be overwhelming. However, information from a recent weight loss study advises that the simplicity of keeping a journal can play a major role in successfully achieving your healthy weight.

According to a study from the Fred Hutchinson Cancer Research Center, people who consistently keep a food journal lose about six pounds more than those who do not keep a food journal. Dr. Anne McTiernan, director of the Hutchinson Prevention Center explained that, "for individuals who are trying to lose weight, the number one piece of advice based on these study results would be to keep a food journal to help meet daily calorie goals. It is difficult to make changes to your diet when you are not paying close attention to

what you are eating."

Participants in the study were given a notebook to record everything they ate each day. If pen and paper is too old-fashioned for your busy lifestyle consider downloading an app for food journaling on your smartphone. If losing unhealthy weight is one of your new year resolutions, put yourself on a path to success by choosing a weight loss program that provides online tools such as a food diary to help make food journaling simple and easy.

Visit MsToi.com for more healthy beauty tips and tricks. Much success to each of you in all of your endeavors in 2016!

Tips For Effective Food Journaling

- Be honest. Record everything you eat.
- Be accurate. Measure your portions and read labels.
- Be complete. Include details such as how food was prepared. Also include toppings and condiments.
- Be consistent. Always carry your food diary with you or use a diet-tracking application on your smartphone.



Twilight Reveille

By Jennifer Proctor

"In the beginning was the word..." So begins Genesis. The sleeping prophet, Edgar Cayce, predicted that sound would be the medicine of the future. Rudolph Steiner, a German philosopher, suggested that "pure tones will be used for healing". Nostradamus prophesied that we would be healing cancer through pure tones. The Hopi tribe foretold of the coming of the Rainbow People, the keepers of the crystal bowls. As we enter 2016, the time has come. The future is now!

Sound healing is an ancient practice. The Greek and Egyptian civilizations both utilized sound as a healing modality. In the Vedic tradition of India, Aum or Om, is the primordial sound, one of energy and vitality, the humming of the universe. Sound has been, and is still used today, in the Native American community. Since the 1700s, there has been a re-

surgence of the study of sound, now known as Cymatics. Ernst Chladni was a musician and physicist who is remembered as the "father of acoustics" and demonstrated vibration with sand on metal plates. In the 1950s and 1960s, Dr. Hans Jenny coined the term "cymatics", from the Greek word for "wave". In 2002, Alexander Lauterwasser published astounding photographic images of the vibration of sound in water. Dr. Masaru Emoto, featured in "What the Bleep Do We Know!?", also worked with sound's expression in water. Dr. Peter Guy Manners is another notable figure in the field of Cymatics, documenting the healing effects of sound on the human body.

Sound healing is a way to promote relaxation and wellness through vibration. Your immunity is boosted in a relaxed state. The sounds can be generated digitally,

with instruments, and even with the human voice. Our own voice is one of our most powerful medicines.

Sound healing works through vibration, resonance, entrainment, and intent. We, and everything in our universe, including inanimate objects, vibrate at some level of frequency. If there is a state of wellness, the vibration will be harmonious. In the state of illness, there is disharmony or disease. A less powerful, or diseased, vibration will lock into the more powerful vibration of wellness. Through creating harmonious vibrations, the sound healer entrains the client's vibration to one of health and well-being. Remember that we are 70% water and that vibrations travel four times faster through water. With authentic intention, the sound healer can bring about amazing results.

Atlanta, Georgia is an epicenter of sound healing and Cymatics. The International Sound Therapy Association (ISTA) is headquartered here and many of its members are working in the field throughout the metro area. One local group, twilight reveille, a sacred sound orchestra, has been curating sound baths since 2013. Participants relax to the soothing sounds created by quartz crystal singing bowls, Tibetan singing

bowls, gongs, shamanic drums, Native American flute, and didgeridoo. The future is now!

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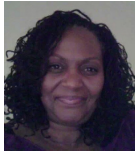
Sound baths happen weekly on Wednesday evenings at 7:30pm at Self Discovery Center, 1315 S. Ponce de Leon Avenue, Atlanta 30306, Phone: (404) 444-7300. The admission is \$10. There is a \$5 yoga class offered prior to the meditation, at 6pm. Dress comfortably and prepare to experience the (sound) wave(s) of the future.



SEVANANDA COOPERATIVE BOARD NEWS



Quanda Stroud



Board President

Debra Bonaparte



Board Vice-President

Chi Ma'at



Board Secretary

Ntianu Alghanee



Board Member

Jed Davis



Board Member

Sharon Mack



Board Member

Tim O'Donnell



Board Member

Rajnikant Mehta



Board Member

**SEVANANDA IS NOT PERFECT YET, BUT IT'S A
PRETTY TERRIFIC PLACE TO SHOP!**

Sevananda Natural Foods Co-operative operates as an autonomous for profit business owned solely by its member/owners. The member/owners are an association of persons united in determination to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled business enterprise. Each member/owner has purchased one common share of the cooperative for a one-time investment of \$120. In addition to owner discounts, member gatherings, special sales, paid dividends and discounted events. Being an owner also means having a vote in all major decisions of Sevananda as a cooperative business enterprise.

The most important of these decisions made by owners is electing the board of directors. Sevananda board of directors represents the fiduciary interests of all its co-op member/owners. A fiduciary duty is a trust between the board and the represented member/owners. The board sets and monitors the policies that govern the organization that owns the store and works with the general manager to ensure that these policies are executed in a way that supports the ends. Every year Sevananda must recruit new qualified board members to help us carry out this duty. If you are interested in using your time and talent to further the success of your local community cooperative watch for upcoming information on the 2016 board of directors' elections.

After 41 years of business, change can be a difficult but necessary undertaking. Sevananda is changing and evolving to move forward as a successful cooperative business in the 21st century. In 1974 when Sevananda started as a natural food organization supporting holistic health, there were almost no natural food competitors in the Atlanta market. However, in recent years, companies looked at the success of Sevananda and saw Atlanta as a financially viable market for commercial grocers entering the natural food arena. Today even with lots of competition Sevananda remains the leader in the holistic health and natural food industry in Atlanta. Sevananda offers fair and competitive pricing, the largest bulk herbs and spices selection in the southeast, a large array of locally produced goods and locally grown organic fruits and vegetables, a helpful, approachable and knowledgeable staff and ownership. Sevananda is not perfect yet, but it is a pretty terrific place to shop, gather, learn and belong.



LET'S GET TO WORK!

JOIN A BOARD COMMITTEE

POLICY

FINANCE/FUNDRAISING

OWNER ENGAGEMENT

NOMINATION/ELECTIONS

BOARD TRAINING

PRODUCT POLICY

Committee applications will be available at customer service and online on Sevananda board page under co-op. Online applications may be submitted to onboard@sevananda.coop.

Sevananda's Annual Board of Directors elections is coming in the spring and we are looking for the following professional skills and talent to join the board.

- Accounting/Finance
- Attorney
- Board Development and Leadership
- Education/Training
- Fundraising/ Capital Campaigns
- Community Development
- Grocery Management
- Marketing/Advertising
- Organizational Development
- Policy Governance
- Public/Constituent Relations
- Marketing/Advertising
- Retail Management
- Real Estate



LET'S HAVE SOME FUN!

MEET N GREET'S

WALK N TALK

DIALOGUE & LISTENING

BRAINSTORMING/VISIONING

THE FUTURE

Every Second Saturday of each Month

For more information Email us at onboard@sevananda.coop or call 404-681-2831 and leave a message for us.

Thank you for supporting your local community co-op!
In Service,
Sevananda Board of Directors

TASSILI'S RAW REALITY AT SEVANANDA

We are here! We finally made it! It's a dream come true ~ our wraps from Tassili's Raw Reality Cafe are now available to you Atlanta right here at Sevananda! After eight years of business, Tassili's Raw Reality Cafe has grown so much that we are able to provide "the best kale salad in Atlanta" to a larger customer base. We now offer a variety of wraps in a case right in front of the cashiers!

And the folks at Sevananda are not just any old random consumer. These knowledgeable consumers care about what they put in their bodies. And true to form, my goal at Sevananda is to continue to be a sustainable bridge that helps people journey from where they are, to a state of optimal health, by providing the best quality fresh locally grown organic non-GMO raw, vegan, vegetarian and transitional foods available. We prepare everything by hand, with love as our main ingredient. You can taste it!

Our philosophy is that we are providing healthy food deliciously, nutritiously, and now expeditiously! In the past, healthy food had a bad reputation for being bland and tasteless. However, when you taste our "Original Spicy Kale Wrap" or our "South of the Border Wrap", or any of our delicious wraps, you will know that we have dispelled that myth! Your mouth will be dancing with layers of flavor tantalizing your taste buds. And the icing on the cake is that it's so healthy and good for you that you can enjoy it with a guilt-free conscience!

Beginning Tassili's Raw Reality Cafe in 2008, I started up with only \$250, and was subleasing space inside one of our other local vegetarian restaurants. Over

time my business grew to also include catering and vending. By the time I got my own restaurant site, I was three years in the game and still learning the rules! LOL!! SMH!! I now look back knowing that none of this would be possible without our loyal customers who chose to invest in their health and in a deliciously, timely idea. Our customers are our shareholders. They can see and feel where their investment is going and where it is growing. This is the root of our success, the fact that it is really a community based business that cares about their well-being.

And that's why this new level of partnering with Sevananda makes so much sense. As a community leader, Sevananda played an important and large role as a supplier of the food ingredients for our business. Sevananda's helpful staff and administration provided support and business examples that helped us with our growth. And I'm grateful to mention that they still do. I would be remiss if I didn't also mention my staff, my loyal loving and skilled team who consists of family, friends and community members. We are here because of your patience, commitment, hard work and your belief in the Nguzo Saba, the Seven Principles of Kwanzaa. The Seven Principles are: Umoja/Unity; Kujichagulia/Self-Determination; Ujima/Collective Work & Responsibility; Ujamaa/Cooperative Economics; Nia/Purpose; Kuumba/Creativity and Imani/Faith. Applying all of these principles year round has helped us to be what we are and that's Atlanta's Raw Vegan Cafe! Thank you Atlanta for helping us to make this reality ~ Tassili's Raw Reality!

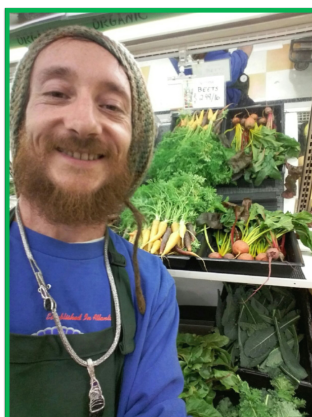
By Tassili Ma'at



Tassili's Wraps Now at Sevananda!

THE WAYS WE PRODUCE

By Jedd Davis/Produce Manager



Produce, Produce, Produce. Sweet wonderful produce. It's been about 3 years since I started working in the Produce department here at Sevananda and not a day goes by that I don't learn something new about these fruits, veggies and the Global Produce Industry. This reminds me that I am a rookie, an amateur at best, leaving room for growth, higher hopes and greater intensions.

In the future our community can look forward to more local

farmers and products such as Mayflor Farms, Flying Horse Farms, Sparta Mushroom Company and more! Straight from the field to our sales floor.

We are also looking forward to working with multiple suppliers. With multiple suppliers we can source from a wider selection of organic, locally produced products and out of season imports such as avocados

and bananas. This also gives us a chance to negotiate better prices.

Lastly, our community can expect more bulk products. Buying produce in bulk and packaging on site by staff members allows us to supply our customers with fresher organic produce for less. Products such as mushrooms, green beans, baby spinach, cut fruit and veggie plates are now available.

Our ears are always open! We would love your feedback and hope to make ALL of your produce dreams come true!!!



BEHIND THE KITCHEN WITH CHEF ADRIAN

Sevananda's Kitchen Manager

By Cheranna Dottin/Adrian Parker

Q: What do you love the most about working at Sevananda?

A: Customers have expressed that our food is healing. Being able to create food with healing ingredients such as Cayenne, Turmeric, Ginger, and Garlic is a wonderful feeling and definitely what I love the most!

Q: What is your favorite food memory in 2015 at Sevananda?

A: The end of the year holiday meals was my favorite time of year. Every year we offer Vegan/Vegetarian holiday meal deals for consumers to purchase. We do this so that people can spend less time in the kitchen and more time with their loved ones. My department was filled with holiday cheer and worked very hard together to feed over 100 customers.

Q: What is your favorite equipment or gadget in Sevananda's kitchen?

A: I'd say the Convection Oven that we use for roasting and baking are one of my favorites but the pots and pans take the cake. They tell a story. There are marks on them that sparks memories. They are beat up and clean!

Q: Where did you learn to prepare Vegan/Vegetarian cuisine?

A: Right here at Sevananda. There was a Chef by the name of Asata that taught me almost everything I know about preparing vegan/vegetarian food. I came to Sevananda knowing how to cook but I started as a dishwasher. Chef Asata thought me how to use natural ingredients to make the foods I now specialize in.

Q: What do you like the most about your job?

A: Being around my staff, they are such positive people. No one person knows everything so we are constantly learning from one another every day.

Q: What is your management style?

A: I'm a pretty laid back manager. I give tasks and allow them to complete them. If I see that I need to step in then I do so but I'm more an observant manager.

Q: Is there a Vegan/Vegetarian Chef you admire the most?

A: Chef Asata. I've studied her style of cooking for five years. I love her technique and the way she brings everything together. When it came to food preparation she never once gave me a task without explaining why she wanted me to do it a certain way. Her style of teaching made me eager to learn.

Q: What are some of your favorite foods to prepare here at Sevananda?

A: Our Ethiopian Menu is my favorite style of food to prepare because the flavors in the food are VERY unique. I love a challenge so dishes with complicated recipes such as Mexican Zucchini Pie or Enchilada Pie are my favorite to make as well.

Q: When are you happiest at work?

A: When my staff members are happy, I'm happy. I'm only as strong as the weakest person on my team.

Q: What can the community expect from Chef Adrian in the year 2016?

A: You all can look forward to "Raw Food Wednesdays", we are working towards having more options for the raw community. We also want to start having cooking classes to educate the community on how to prepare different dishes. Be on the lookout for Sevananda's cook book towards the end of 2016 and a menu at our Deli with made to order options!



Vegan & Vegetarian

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

Breakfast M-F 8:30am - 11:30am
Sat. & Sun. 8:00am - 2:00pm
Lunch M-F 11:30am - 9:00pm
Sat. & Sun. 2:00pm - 9:00pm

New Food Items added to the Menu



WHAT IS AROMATHERAPY?

By Charlynn Avery



Aromatherapy is an increasingly popular topic these days – people want to know what it is and how to use those precious little oils to enhance their lives. When it comes to essential oil use, it just takes some basic knowledge and a bit of creativity. Once you get started, you will find it is quite easy to blend your own products.

Simply speaking, aromatherapy is the use of essential oils for health. Although we put a lot of emphasis on the word “aroma”, the true action of the essential oils go beyond our sense of smell. We can certainly inhale aromas for relaxation or energy, but we can also create our own skin care solutions, clean our homes and soothe sore

muscles. We are limited only by our imaginations.

Essential oils are highly concentrated, volatile plant extracts. We obtain essential oils through a few different extraction methods and the part of the plant we get the essential oil from can be different depending on the oil. Rose oil, for example, comes from the petals of the rose while citrus oils come from the rind.

Essential oils must be treated with care. On average, they are 75 - 100 times more powerful than dried herbs. General recommendations for essential oil use stress the importance of dilution – adding the essential oil to a carrier substance that makes it less powerful. The key is arming yourself with a good, reliable resource to reference. Follow a recipe or blend that was created with appropriate dilution amounts for the specific reason(s) you want to use your oil or oils.

How can I put essential oils to good use?

Essential oils can benefit the whole person – mind, body and spirit. They are found in many products for skin care, muscle care, home cleaning, cosmetics, air fresheners and so many more. If you have some essential oils on hand you can use them not only for your general well-being, but in the well-being of your environment.

One of the easiest ways to incorporate essential oils into your life while maximizing their many benefits is in home care. As spring approaches, we are often ready to reconnect with nature after the winter cold begins to subside. For those of us who are very concerned with keeping a green home that’s as free of toxins as possible,

cleaning with natural products is a must. Essential oils are an effective addition to a variety of cleaning products. Certain oils can help surfaces sparkle and shine, while others are good protectors and defenders. And they have the added advantage of keeping our airspace fresh. It is easy to make your own cleaning products with essential oils. With a little trial and error, you can make a natural and powerful solution for a fraction of the cost of a ready-made product. Here are a couple of simple recipes to try at home.

Purifying Grapefruit Tub & Tile Scrub

Ingredients

- 2 tablespoons baking soda
- 2 tablespoons sea salt (table grind)
- 15 drops grapefruit essential oil
- 3 drops peppermint essential oil
- 3 drops tea tree essential oil

Directions

Mix dry ingredients and sprinkle mix with essential oils. Sprinkle on tub & tile surfaces and gently scrub then rinse.

Simple Freshening Lemon and Vinegar Window Cleaner

Ingredients

- 4 tablespoons vinegar
- 12 drops lemon essential oil

Directions

Mix vinegar and essential oil in a 22- to 32-ounce spray bottle. Fill with water and use as a window cleaner. Tip: Shake bottle before spraying. Find more great recipes, tips and education about essential oils at www.auracacia.com. Aura Cacia is a part of Frontier Natural Products Co-Op located in Norway, Iowa. Frontier and Aura Cacia have a strong commitment to ethical, sustainable sourcing of products and developing mutually beneficial relationships with our growers and suppliers. We continue to do everything we can to make sure everything we buy is produced with respect for the environment, the growers and their communities.



WHAT DO YOU EAT?

By Joseph Soul Akoben III

"Really? Sooo... what do you eat?" This is the most common response when we tell our family and friends that we are vegetarian/vegan. Then, often followed by "Why?" This is the yellow taped caution zone. The answer could either turn them completely off, or start them on the path to a healthier lifestyle. We want the best for our loved ones, but we must be careful how we share information.

My parents and I were born and grew up in rural Kentucky. Farming families and really good cooks, I didn't think much about proper diet, it's how everyone ate. Unless there was a food allergy, people did not have any dietary restrictions. In the south, there are traditional foods and methods of cooking that are normal. We eat the pig from the rooter to the tooter, a lot of meats are fried, tons of butter and seasoning on vegetables, and tons of sugar in our drinks. The common theme is they are prepared with love, best intentions, and are delicious. When people came for dinner, they always raved about how good the food was. They wouldn't ask questions about what went into the preparation. I wondered if they went home and tried to duplicate the meal. I felt privileged to have great dinners from loving parents.

During high school I noticed a difference. People were diagnosed with high blood pressure, high cholesterol, and diabetes. I paid attention to the large bags of prescription drugs that my mother and grandmother carried in their purse. They had dosages with instructions to take before, during, or after meals. The next few years, I studied and watched people. Paying attention to not only what they ate and how it related to their lifestyle, but how they fed their children, what they fed their pets, how they cared for their plants, and even what fuel they put in their vehicles. Typically, we do better by those things than with ourselves. Would you give a newborn child or a puppy soda to drink? Would you put kool-aid in your flower pot or your car? You would not... This anchored for me the philosophy of "Eating to live" and not "Living to eat".

Living organisms on the planet eat to live according to their biology. A lion may consume large quantities of meat, but they have short digestive tracks and razor sharp teeth for ripping flesh. We do not have either. It is estimated that it takes the average human 3 days to fully digest beef and it spends 4 hours in our stomachs. That is a sign that we were not meant to digest it. Then along with the vast amount of chemicals, hormones, and foul treatment that animals we consume are subjected to, it hardly makes them edible. Livestock flatulence accounts for a large portion of the methane gas being released in the atmosphere causing cli-

mate change. Cows produce between 250-500 liters of methane every day. That is truly a lot of gas!

Do we have to bombard our families and friends with this information? It is way too much to process. However, when shopping with them, let's take them to farmer's markets and local health food stores for better quality produce and meat. Make it fun, but informative. Help them pick out the grass fed beef and organic fruit and veggies. Share a link or a magazine article with them and they will probably continue searching for similar articles. Let them know of your dietary restrictions BEFORE they invite you for dinner, and if they ask for help trying to figure out how to cook for you, assist them. When they come for meals, make sure your protein substitutes such as quinoa, tempeh, and tofu are the highlight that look and taste great. If they don't you are back to square one. This should all be accompanied with daily exercise and will make great workout partners.

If dinners and workouts with them are a success, you will see subtle changes. They will unload groceries with familiar names on the bags, have 5 digit produce in their refrigerators, and clearer drinks. The invites will be more frequent, and behold, less and less meat will be on the table. How do I know this? I've witness changes within my own family and friends. Pork chops turned to salmon. White rice turned to brown rice. Kool-aid turned to water. Collards seasoned with pork turned to collards with a little vegan "butter" and light seasoning. Even though some are still used, I don't see as much meds. Love for self and others truly conquers all.

Sooo... what do I eat? The healthiest choices possible with treats every now and then. Why? Because I love you just as much as I love myself.



VEGAN RECIPE

- 1 piece vegan naan (Indian flatbread)
- 2 tbsp. tomato sauce
- 1/4 cup shredded vegan mozzarella
- 1/4 cup chopped mushrooms
- 3 thin tomato slices
- 2 vegan meatballs, thawed (if frozen) and cut into small pieces
- 1 tsp. vegan Parmesan
- 1/2 tsp. dried basil
- 1/2 tsp. dried oregano

- Preheat the oven to 350°F.
- Place the naan on a baking sheet. Spread the sauce evenly over the top, then sprinkle with half the vegan mozzarella shreds.
- Add the mushrooms, tomato slices, and vegan meatball pieces, then top with the rest of the vegan mozzarella shreds. Lightly dust with the vegan Parmesan, basil, and oregano. (You can also swap out these toppings for your favorites!)
- Bake for 25 minutes.



CO-OP'S ARE ON TRACK TO COME BACK

By Anthony Murray



The way in which the public perceives co-operatives has changed throughout the past five years. Research conducted by Co-operatives UK shows how the reputation of co-operatives has fallen with the crisis emerging at the Co-operative Group in 2014. However, the sector is now starting to regain its credibility and people's opinion of co-ops is now almost back to pre-2014 levels.

Co-operatives UK tracks the reputation of the sector on a regular basis. The model used looks at the key associations that the public has with the co-operative model. In a special session at the Practitioners Forum, which was organised by Co-operatives UK in Manchester in November, secretary general of Co-operatives UK, Ed Mayo, presented the results of the surveys.

Over the last year all indicators but one have moved in a positive direction. Co-operatives are still perceived as ethical, but the percentage has decreased from 51% to 46%. The democratic nature is now the leading characteristic that people understand about co-ops.

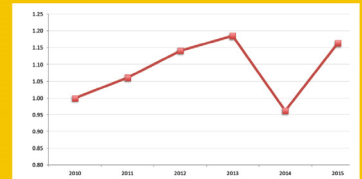
In 2014 6.1% of those surveyed viewed co-ops as unprofessional and 10.6% saw them as inefficient. The percentages have now dropped to 2.6% and, respectively, 6.6%. However, only 12.5% of people perceive co-operatives as profitable, compared to 22% five years ago. While co-ops were not seen as innovative, this has started to change, increasing from 12% in 2010 to 16.6% in 2015. This trend is particularly noticeable among young people, who perceive co-operatives as innovative, associating them with new co-ops in renewable energy or worker co-ops, explained Mr. Mayo.

A main challenge remains the public's lack of awareness of the movement. When asked "How many different co-operative businesses can you name?"; half of those respondents that were able to name any co-operatives could name only one co-operative. Ed Mayo explained that while there was some broad awareness of co-operatives, the sector needed to deepen that awareness by building on the positive aspects. "Start from what people know and understand. Local came up so strongly so we ran the Co-operatives Fortnight on the theme Local, loved and trusted," he said.

Chairing the session, Peter Couchman of the Plunkett Foundation said that co-operatives had a communication opportunity but that framing mattered as well. He added that co-operatives were leaders in terms of engagement, but that this was not as strong as other indicators in driving behavior.

The analysis is based on national omnibus polling from George Street Research and YouGov commissioned by Co-operatives UK between 2010 and 2015.

Co-operative reputation index, 2010 - 2015



Co-op rebrand lifts food sales



Co-op Bank customers to form union after crowdfunder success

'CO-OP' NEWS AROUND THE WORLD

Co-ops Light Haitian Communities | By Michael W. Kahn | ECT Staff Writer



If you ever wondered what it was like when the lights first came on in rural America, you should have seen what happened in southwest Haiti when "let there be light" became a doable request in two towns. Dozens of volunteer co-op linemen have trekked from several states to get Cooperative Electrique de l'Arrondissement des Côteaux, or CEAC, up and running since NRECA International helped establish it in 2013.

"We are busy connecting homes to the system in Côteaux and Roche-a-Bateau," said Dana Brosig, NRECA International project manager. A third community will be ready before year's end.

At ceremonies Sept. 10 and 18, residents cheered as streetlights glowed for the first time. "There was a definite excitement in the air and people feel a connection to this project as we have nearly 800 members of the cooperative throughout the three towns," Brosig said. CEAC has the potential to serve 1,600 member-consumers.

The co-op is using a prepaid metering system, allowing members to pay in small increments throughout the month. But unlike its American counterparts, it's not an option for members.

"Haitians are not used to paying bills at the end of the month and in this area, are not used to having or paying for electricity. We didn't want to connect them and have them run up a large bill that they couldn't pay," Brosig said.

In 2016, NRECA International will embark on phase two of the project, which Brosig described as "growing and mentoring the cooperative." They'll be looking for different types of volunteers: member service reps, accountants and community outreach experts, among others, who can work with CEAC staff.

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Wellness Seva-bration

SEVANANDA NATURAL FOODS MARKET

PRESENTS

Wellness Seva-bration

SUNDAY

January 17, 2016
12 noon - 4pm



"Jumpstart your New Year with a Day of Health Education, Empowerment and Celebration"

"Health and Beauty Experts, Vegan Chef Samples, and Presentations covering Detox, Weight Loss, Hair Growth, Circulation, Libido...and much more..."

\$10.00 * Womb Love-Detox Day!* \$10.00

Sunday - January 31, 2016

4 pm - 6 pm



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BE THE CHANGE 2016



“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!



by Ifni Sheppard

Sevananda Natural Foods Market is proud to announce our Be The Change partners for 2016! 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 2016 vision of what the Atlanta community needs. This year we have organizations that promote domestic non-violence, health and empowerment, visual and performing arts 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 12 locally-based, 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 19th year and has supported almost 200 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 gave \$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 member/owners 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, and 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!

2015 BE THE CHANGE PARTNERS & WEBSITES

JANUARY - Tommy’s Holiday Fund
www.tommysholidayfund.org

FEBRUARY - Stay Fit Through The Arts, Inc.
www.stayfitthruthearts.com

MARCH - C4Atlanta
www.c4atlanta.org

APRIL - Juneteenth Atlanta
www.juneteenthatl.com

MAY - Afrikan Djeli Cultural Institute, Inc.
www.djeliculturalarts.com

JUNE - 7 Stages Theatre
www.7stages.org

JULY - Habesha, Inc.
www.habeshainc.org

AUGUST - Ballethnic Dance Company, Inc.
www.ballethnic.org

SEPTEMBER - Sole Jumpers Inc.
www.solejumpers.com

OCTOBER - Men Stopping Violence
www.menstoppingviolence.org

NOVEMBER - Synchronicity Theatre
www.synchrotheatre.org

DECEMBER - Atlanta Harm Reduction Coalition, Inc.
www.atlantaharmreduction.org



JANUARY PARTNER:

Tommy's Holiday Fund



Tommy's Holiday Fund (THF) is a 501(c)(3) nonprofit organization whose mission is to assist families and their companion animals with emergency and specialty care in metro-Atlanta. Our primary goal is to offer families in financial crises an alternative to euthanasia when their pet has a treatable, yet life-threatening condition. In an effort to provide optimal care for both families and pets, we will work with the family's primary vet, or one of our partnering clinics to offset or cover care costs for the pet. The level of assistance is commensurate upon availability. Additional assistance for families dealing with, or escaping, domestic violence will be offered help in the form of food, and supplies, and financial assistance for veterinary care and required medication.

Tommy's Holiday Fund helps families provide prompt attention to their pet's healthcare concerns, lessening the spread of illness and disease. Above all, THF will provide information to animal caretakers regarding preventative care, medical resources, and financial options, ensuring these families are able to establish their own resources and avoid future medical and financial crises through proper planning and care.

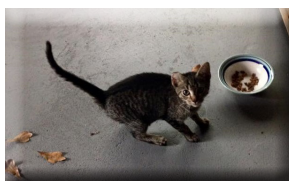


Who is Tommy and why does he need a holiday? I met Tommy the day he was born to a rescued, one-eyed, corgi-chow mixed mother and a rescued jack Russell father (both of which should have been



spayed and neutered...). He looked like a little brown teddy bear and I was in love. Unfortunately, we were not ready for a dog yet. We already had a cat, but the issue was what we didn't have... money! We had just gotten married, were living in a tiny, cheap rental house, and we thought in no way ready to take care of another animal. We quickly learned that was not true and began a twelve and a half year journey that would change all of our lives for the better.

My mother was a very loving and passionate woman who struggled financially most of her life. More important to our story, she was also very impulsive, sometimes annoyingly so. Jump to December of 2002, this little teddy bear was right at nine weeks old and was now old enough for a new life. One night, Julie and I were sitting around watching the rock opera, The Who's - "Tommy" when we heard a knock on the door, followed by a slamming screen door. When I opened the door, I saw my mother's car speeding away down the road and at my feet, a small, soft-sided pet carrier with little paw prints all over it. We brought the carrier in, opened the front, and waited for whatever was inside to come out. Out stumbles the little puppy I had fallen in love with two months earlier. At first glance, Julie was in love too. He was shy, wasn't really acknowledging us even though we were calling and whistling at him, and he was still stumbling around on the floor. If you don't know The Who's - "Tommy", it is a story about a deaf, dumb, and blind kid named Tommy, who "plays a mean pinball". There is a song in the movie called, "See Me Feel Me (listening to you)". This song just so happened to be playing in the movie around this time, and since this little puppy seemed to not be able to hear us, see us, and was stumbling around kind of dumb, we started singing this song to him. Immediately we knew his name had to be Tommy. For the rest of his life, we would sing this song, the song "Christmas", and the song "Tommy's Holiday Camp", which was the inspiration for why Tommy's cause came to be known as Tommy's Holiday Fund.



Tommy had many health issues throughout his life. The costs of treating and caring for him was sometimes very expensive. Early on in our time together Tommy developed liver stones and required surgery. This surgery was just too expensive for a couple starting their lives together. Fortunately for us, my mother and father-in-law are amazing, and stepped up to pay for this surgery. A surgery that if Tommy had not had, would have taken him away from us ten year earlier. Later in life Tommy would need surgery two more times to remove cancerous tumors. All of this combined made us realize how fortunate we were to have an amazing family, but also how traumatic life would have been had we not had the means to pay for the last two surgeries.

Within months of the last surgery, Tommy had developed a new tumor, far too large and close to his spine to operate. In March of 2015 Tommy lost his battle with cancer. The pain had started and we had to make the heart wrenching, yet compassionate decision to end his suffering.

The idea for Tommy's Holiday Fund (THF) came out of this journey and our desire to help families that are not as fortunate as we had been. Financial hardships often come about quickly and unexpectedly. Families can be left to make the decision to euthanize or allow a pet to suffer due to an inability to afford emergency and preventative care. Families should not have to suffer with a treatable health issue, and euthanasia should only be a method of compassion to end the suffering of a terminal illness.

Please help us, help the animals and their families that deserve compassion and love like the rest of us.



Organization Name: Tommy's Holiday Fund

Mission: To assist metro-Atlanta families in financial crisis w/ emergency & specialty care for their companion animals.

Contact: Wes Allen, Executive Director Founder

Address: P.O. Box 2587 Powder Springs 30127

Website: www.tommysholidayfund.org



FEBRUARY PARTNER:



Stay Fit Through The Arts, Inc. is a non-profit organization that was organized exclusively for charitable, religious, literary and educational purposes. Working to promote healthy living through arts, nutrition education, and exercise through dance and community development, they generate interest and concern for the problems of low income families, job training, and economic opportunities. Stay Fit Through The Arts, Inc. mission is to help families, children and individuals develop and sustain a healthy quality of life through proper nutrition, exercise and the arts. The organization is currently providing creative ways to raise money through grants, fundraising events, soliciting corporations and individuals, and the United Way. Stay Fit Through The Arts, Inc. provides exercise and dance classes to encourage individuals to stay healthy.

Primary located in Dekalb County, however this non-profit contributes within all of the Atlanta Metropolitan area. Stay Fit Through The Arts, Inc. has been in existence for one year and is looking to be in existence for many more years to come. The company is directed and managed by Brian Jones. Stay Fit Through The Arts, Inc. holds weekly classes that have a comfortable rate low enough for income challenged families to participate in. The weekly classes that are offered decreases obesity rate while participants are improving their health through exercise and dance. The programs also give the students a relief from everyday stress, exhaustion, and depression. Stay Fit Through The Arts, Inc. provided educators to come to Atlanta and speak on improving eating habits, dieting, dance, and educated the community to stay fit while learning some cool fitness, Hip Hop, Jazz, and African dance moves. The programs channeled its participants' energies towards developing skills that will make them healthier, confident, competent and productive members of society.

Stay Fit Through The Arts, Inc. has services for low income families, children and youth, and the elderly. Primarily operating on donations, grants and in-kind contributions, the organization educates through dance and fitness. They also have an ambition to produce well-equipped families and individuals able to develop and maintain healthy habits thereby reducing illnesses and diseases associated with poor nutrition. Stay Fit Through The Arts main goal is to teach participants how to value and care for themselves through healthy habits and to engage in programs that are offered. Stay Fit Through The Arts, Inc. advances nutritional education, training and social welfare by providing activities that include, but shall not be limited to, direct service support, advocacy, resource development, collaboration, and training that includes but not limited to nutrition education and exercise through dance classes. The establishment of Stay Fit Through The Arts, Inc. was developed due to an acute awareness of the impact that poor nutrition and little to no exercise has on families, children and individuals and the need to do something about it.



Organization Name: Stay Fit Through The Arts, Inc.
Mission: To help families, children and individuals develop and sustain a healthy quality of life through proper nutrition, exercise and arts.
Contact: Brian Jones, Director/CEO
Address: 3240 Blackfoot Court ~Atlanta 30317
Website: www.stayfitthruthearts.com



MARCH PARTNER: C4 Atlanta

AC4 Atlanta connects arts entrepreneurs to the people, skills and tools they need to build a successful artistic career in metro Atlanta. Our vision is for Atlanta artists to earn a living making art. C4 Atlanta incorporated as a nonprofit in July 2010. Before forming what was to become C4 Atlanta, the team spent hundreds of hours conducting an environmental scan of local and national arts services. Through this market analysis, the C4 Atlanta team determined that there existed a need within the community for business development services specifically designed with the artist in mind.

This is the time to help. C4 Atlanta serves artists and members of arts organizations. Past participants come from a variety of backgrounds and demographics. Most are working artists who are underemployed. With 30% (and quickly rising) of the U.S. workforce now self-employed, artists and arts administrators need access to entrepreneurship training tailored specifically to address the challenges of our sector. What better time to help arts organizations and artists hone 21st Century skills and help create jobs? The typical job in the 21st Century will not look like the typical job in the 20th Century. In the service economy, creative skills will be among the most valued.

To fulfill our mission, we offer a wide variety of arts entrepreneurship classes, workshops, and opportunities to Metro Atlanta artists and creative professionals. Last year, over 400 artists took educational classes at C4 Atlanta. In addition, we offer quality co-working space within the FUSE Art Center facility at a competitive market rate, as well as membership

opportunities in other arts service organizations. To date, we have raised over \$140,000 for artistic projects in Georgia through our fiscal sponsorship program supporting projects that incorporate a greater good for the community.

For many artists the perfect combination of circumstances, connections, knowledge, financial stability or other support and resources comes too late for action or production to occur. C4 Atlanta seeks to empower arts workers with the resources they need to elevate and realize their professional and personal goals. Why? Because individuals have the power to transform communities. Each of our stakeholders – the staff, artist members, class participants, directors, volunteers and others – can be a change agent in the arts community in Metro Atlanta with a network of support.

The C4 Atlanta staff and volunteers stay connected locally and nationally with trends and issues in the arts, community planning and business development. Our staff has been recognized by peer organizations, businesses and educational



institutions for their service to the community. C4 staff members have served on conference panels for Georgia Arts Network, GeorgiaForward, Gather Atlanta, Art is King, Association of Performing Arts Service Organizations, in addition to leading learning sessions at the National Arts Marketing Project Conference and the Society of North American Goldsmiths conferences. All staff and board members stay involved with local arts groups as volunteers, performers, exhibiting work, and as patrons.



Organization Name: Atlanta Contact Point

Mission: To improve the economic health of the community by empowering artists with the tools to have greater business & financial stability.

Contact: Audrey Gamez, Education Manager

Address: P.O. Box 170319 Atlanta 30317

Website: www.c4atlanta.org

VEGETARIAN FOOD FAIR MEAT OUT

SUNDAY
MARCH 20, 2016
2:00 PM - 7:00 PM

OPENING ACTIVITY
AfriSalsa
by Anana Harris Parris

INVESTMENT:
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