



# the carrot

SPRING 2023



# EASTSIDE



**EASTSIDE**  
FOOD CO-OP

2551 Central Ave NE  
Minneapolis, MN 55418  
eastsidefood.coop  
612-788-0950  
Open daily 8 AM - 9 PM

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## CONTRIBUTORS

TUCKER GERRICK  
Marketing Manager

ZOE HUOT-LINK  
Marketing Design  
Coordinator

NATALIE DUSEK  
Community and Communications  
Coordinator



Find The Carrot online at  
[eastsidefood.coop/the-carrot-issues](http://eastsidefood.coop/the-carrot-issues)

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## EASTSIDE FOOD CO-OP STEERING TEAM

JOHN LACARIA  
General Manager

TUCKER GERRICK  
Marketing Manager

JULIE ENGLE  
Human Resources Manager

ANNE GAZZOLA  
Store Operations Manager

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**FOLLOW US!**  
@EASTSIDEFOODCOOP



## FOOD CO-OP

is your community owned grocery store in the heart of Northeast Minneapolis. We specialize in fresh, local, and organic foods sourced from farmers and producers who care about the health of people and our planet. Proudly serving all our neighbors since 2003, Eastside is

# Here for GOOD.



**The Carrot** is Eastside Food Co-op's quarterly publication. It's your guide to every season at the co-op! We invite you to discover new products, find inspiration from our recipes, get to know the people behind your food, and learn about good things happening at the co-op and in your community.

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## Happy Spring, Eastsiders!

I'm crossing my fingers as I type this in hopes that by the time of publication we'll be ankle deep in fresh, green grass and already complaining of mowing (like true Midwesterners). In this season of renewal we're feeling eager for the jolt of creative energy coming to NE in May from ART-A-WHIRL. Not to be left out of the artsy fun, we're bringing back ALL TOGETHER NOW!, our creativity-centric block party (see page 17 for details). Another thing we're looking forward to this Spring is upcoming mono-printing classes from long-time Eastside owner, Marjorie Schalles. Stay tuned at [eastsidefood.coop/](http://eastsidefood.coop/) classes-events for more info on those. As always, we hope you enjoy reading the issue as much as we did putting it together!

**Tucker Gerrick**  
Marketing Manager



# A Spring Update from the Board



## Hello Eastside!

I joined the Board of Directors as Treasurer in November, and it has been a period of learning and building relationships with my fellow board members. This is my first foray into board service and beginning this role during winter has been difficult—holidays and weather command our attention and sometimes require hibernation, so it's been a slow burn getting to know the rest of the Board and understanding my role as Treasurer. However, with spring emerging, I can see that the winter has been a gift in disguise, allowing me to observe the work of our amazing co-op management and staff, the culture of the board

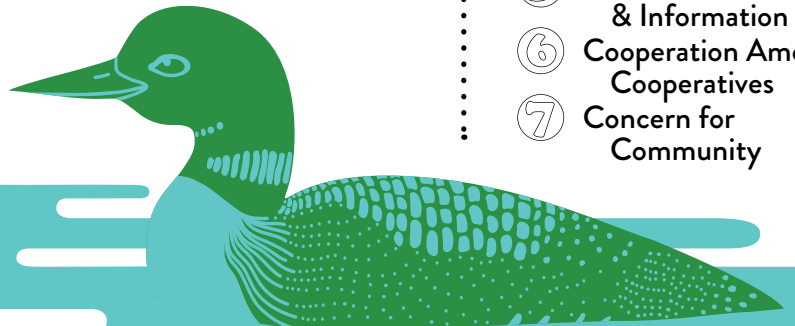
and most importantly, myself in this completely new context. The reflection that winter encourages has prepared me to swing into spring, and I am deeply hopeful and excited for what is to come in my upcoming term on the board.

First and foremost, I want to share the collective excitement that comes with Eastside celebrating its 20th anniversary this year. Throughout these 20 years, Eastside has gone through many changes, thanks to our community of staff, board members, and owners who all care deeply about our co-op community. Today, Eastside is an asset to NE Minneapolis and our surrounding communities (something we should all be proud of!). That is the beauty of the cooperative model, we are all responsible for sharing time and resources to support our co-op and all benefit from this attention and care. Board members help Eastside thrive when we empower the General Manager to step into their creativity: supporting a wonderful staff, our local producers and community while keeping the co-op financially solvent.

These days, our board is in a season of reset and renewal. Much like spring, we are emerging and opening into growth. We have big plans to dive deep on the strategic vision for another 20 years of Eastside in our regular meetings, during an all-board retreat and through connecting with the Eastside community throughout the year. As such, I'm curious about what is on your mind? As representatives of Eastside's ownership, I invite owners and shoppers alike to reach out to the board and share your ideas for how we can best invest in the co-op.

Hope to meet you soon!

**Samantha**  
Eastside Board of Directors



## Ends Statement

Eastside Food Co-op is....

- ① Part of a fair and equitable food system.
- ② A well-run cooperative business that serves its community.
- ③ A trusted provider of high-quality consumer choices.
- ④ A diverse network of people connected through shared values.

## 2023 BOARD OF DIRECTORS

**AMANDA DEGENER**  
President

**DESIRÉE OLSON**  
Vice President

**SAMANTHA BAILEY**  
Secretary & Treasurer

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**JOLEEN BAKER**

**THERESE GENIS**

**MICHELLE SPANGLER**

**SARAH BAEVERSTAD**

**SETH KUHL-STENNES**

## International Cooperative Principles

- ① Voluntary & Open Membership
- ② Democratic Member Control
- ③ Member Economic Participation
- ④ Autonomy & Independence
- ⑤ Education, Training, & Information
- ⑥ Cooperation Among Cooperatives
- ⑦ Concern for Community

# MANY THANKS



**A Moment  
with  
Eastside's  
First General  
Manager  
Amy Fields**

Of the many hundreds of staffers, board members, and volunteers that have come together to keep Eastside growing and thriving over the past 2+ decades, there's one such person who we think deserves a little time in the limelight. We are talking about Eastside's first General Manager, **Amy Fields**.

Amy Fields accepted the position of store GM many months before the actual store opened. In April of 2003, she was busy wrapping up family and work life in the non-profit sector while working part time on Eastside from her then home of Kansas. By June she was living and working full time in Minneapolis. After two postponed opening dates slid by, the store finally

**“...there's just something, not noble, but vital about feeding your community.”**

Back in 2002, at the advice of longtime co-op ally Bill Gessner, (and after 14 hours combined of interviews!)

**WE**   
**EASTSIDE  
FOOD CO-OP**

opened on December 4th to an ecstatic Northeast community and over 850 owners. Efforts that began in the 90's to once again bring a co-op to Northeast after years without one had finally come to fruition.

Those early years were extremely lean and arduous. Many of Eastside's original owners weren't shopping at Eastside because of woes over the (limited) product selection. There wasn't a budget for much of an admin team and marketing was as grassroots as it gets. Luckily for Amy and the organization, the board was extremely invested and acted generously to help perform many tasks for the store as co-op ambassadors. Additionally, leaning on the assistance and participation of the surrounding neighborhood associations helped to cultivate Eastside's roots within the community in authentic ways.

**“...I feel like co-ops are true community developers.”**

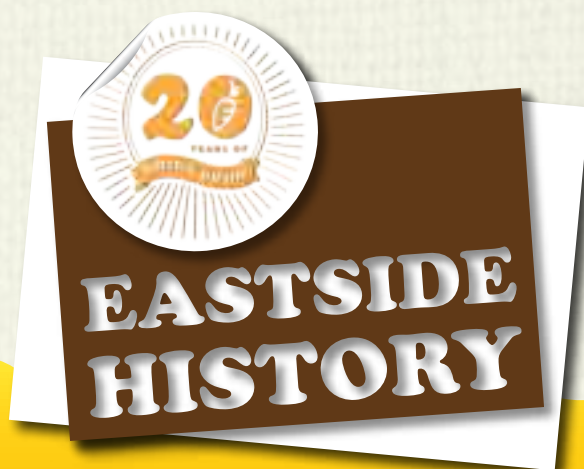
It doesn't take long while speaking with Amy to get a crystal-clear view of how important she considers co-ops to the practice of community building. One can understand the work of co-ops through the lens of “nourishment”, both through food and through community. The power that food has to bring people together, and to lift people up through that togetherness, is something both intangible but familiar

for those working in the co-op space. Amy understands first-hand how being successful at nourishing people's health leads to being better grocers, and how that leads to being a formidable and positive partner in building a healthy community.

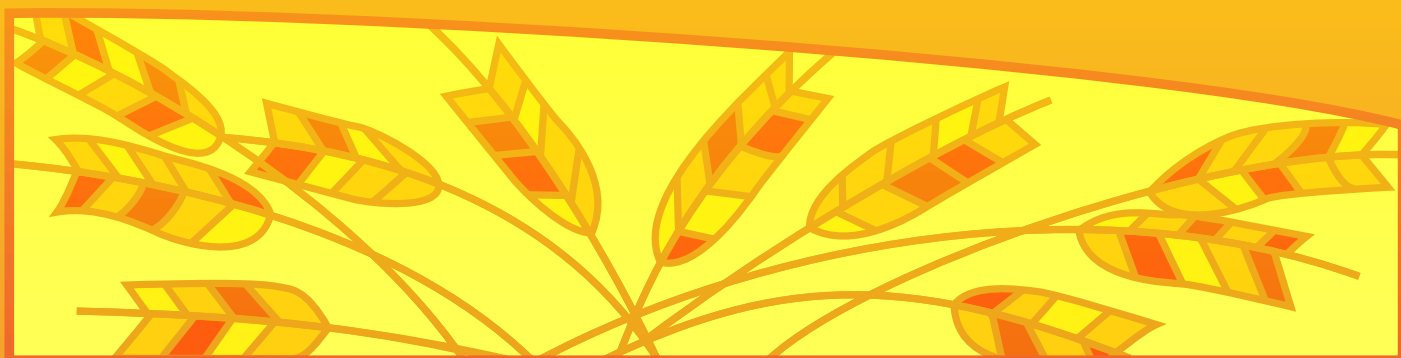
**“We have to be good grocers. Before anything else. But once we're good grocers, we are a force and can build the kind of communities people want to live in.”**

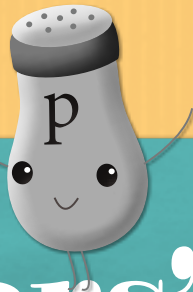
When asked if there was anything she wanted to share or say to the owners of Eastside, in light of this celebratory year, she simply answered, “how grateful I am”.

Amy, we'd like to say the same to you.



# EASTSIDE FOOD CO-OP





# Neighbors' Flavors



## TABBOULEH

### Ingredients:

- 4 cups finely chopped flat parsley
- 1 cup fine chopped mint
- 1 1/2 cup chopped white onion
- 3 cup rough chopped Romaine
- 1 1/2 cup chopped cherry tomatoes
- 3/4 of a cucumber, diced
- 6 TBSP Bulgur
- 1 Tsp cayenne
- Salt & pepper (to taste)
- 1/2 cup lemon juice
- Olive oil

### Make it!:

This recipe is easy, comes together quickly and isn't fussy with the ratios. Bring 4 cups of water to a rolling boil. Once that's achieved, turn the heat off and add the bulgur. This just needs to soak for 5-10 minutes while you're chopping the rest of the ingredients accordingly. Strain the bulgur well and set aside somewhere cool while you're chopping. You want to avoid adding it to your fresh ingredients while warm.

Mix fresh ingredients, s&p, cayenne, bulgur and lemon juice together. Get out some good olive oil (avoid old, musty oil!) and give the dish a few solid "glugs". Stir together and add more if desired.

That's it!



# COTA STREET SHRIMP

## Ingredients:

- 8-10 Shrimp
- 1 1/2 sticks butter
- 5-6 large cloves of garlic
- 1 baguette
- Crushed Red Pepper flakes
- 1/3rd cup minced flat parsley
- 1 avocado
- Dry Vermouth
- Salt & pepper



## Make it!:

This dish was our favorite at an incredible Santa Barbara restaurant we used to frequent. It's rich and decadent but super easy to put together. Bonus: We add caviar atop the bread sometimes when feeling fancy. It really adds to the dish.



Melt butter in large frying pan. Once melted, add in shrimp and cook on each side a couple minutes and flip. (You'll do this a handful of times). After the first flip, add in your chili flakes. The spice is subtle and lasting with all the butter, so we start with 1/2 TBSP to begin with and add more as needed. Throw in your minced garlic and parsley, too. Cook as-is for a few minutes and add some salt and pepper to the shrimp. We give

them a decent coating since most comes off in the butter. Flip the shrimp once more and pour in about 1/3rd cup of dry vermouth. The alcohol cooks off pretty quickly and helps bring the sauce together. Stop frying when it stops steaming!

If you're a whiz at multi-tasking, cut some 1" slices from your baguette while cooking. Lay them flat and cut the rounded crust sides off to make little squares. Also, grab your avocado and cut little squares as well.

Once the shrimp and sauce is done transfer contents of pan to a warm serving bowl and place bread into the sauce between shrimp. Get a cube of Avocado on each bread piece and sprinkle the whole thing with some salt, pepper, and parsley if you have some left. Enjoy!



# NEMAA HISTORY



As with many great ideas throughout history, it all started in a bathroom. In 1996, long before the brewery scene, the bustling restaurants, and the big crowds, a small group of artists gathered in the Thorp Building at David and Lois Zabel Felker's International Gallery of Contemporary Art to plan out an art crawl. The downtown Warehouse District scene was drying up, and artists had begun settling into cheap studio spaces in the abandoned factories in Northeast, creating a fledgling creative community in search of an audience.

During one of those early meetings planning out the first studio tour, artist Juris Plesums spotted a billboard through the bathroom window: a spiraling ribbon logo labeled Whirl-Air-Flow, an air conditioning company. The group took this inspiration and ran with it, and the first Art-A-Whirl was born. With a swirling tornado illustration by R.W. Scholes and financial backing from City Council member Walt Dziedzic, the inaugural festival took flight and, much to the artists' surprise, turned out to be a big hit with attendance somewhere in the hundreds.

"We were all surprised that we got people," artist and longtime NEMAA board member Dean Trisko told Sheila Regan for a 2020 article about Art-A-Whirl's 25th anniversary. "Felker predicted it, and he was right that they would come."

The next year they decided to make things official, and the Northeast Minneapolis Arts Association was formed with the primary focus of organizing the studio tour event. Within five years, NEMAA — in collaboration with the City, the McKnight Foundation, and local developers — had drafted a fifteen-year Arts Action Plan establishing the Northeast Minneapolis Arts District and guaranteeing that this amazing neighborhood kept its identity as a haven for creatives.

In the twenty years since, NEMAA has done just that, growing into an eclectic community of roughly 1,000 artist, gallery, nonprofit, business, and community members. As Art-A-Whirl has grown in popularity — some estimates put 2022 attendance of the annual weekend event in mid-May at 100,000 — NEMAA has worked hard to forge strong partnerships with all of the amazing new breweries, restaurants, and music venues in the neighborhood, ensuring that artists still take center stage at the event that made Northeast so cool in the first place.

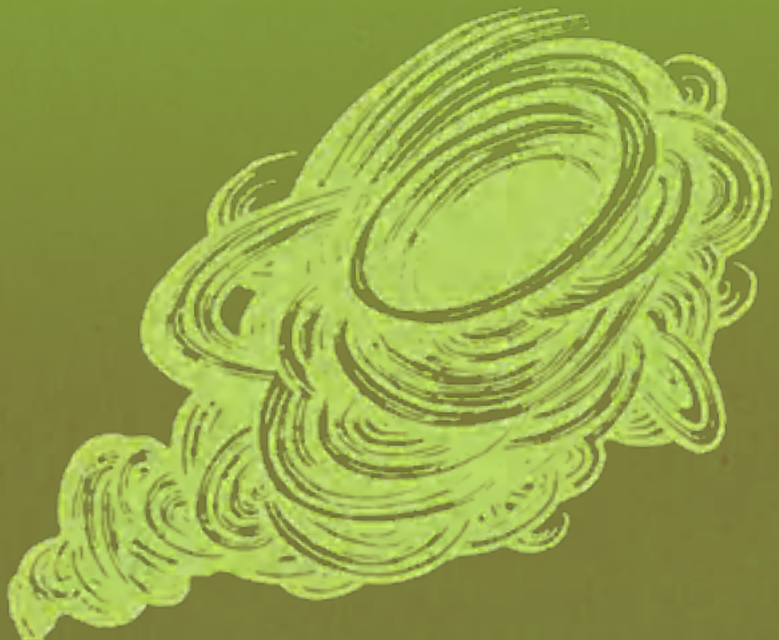
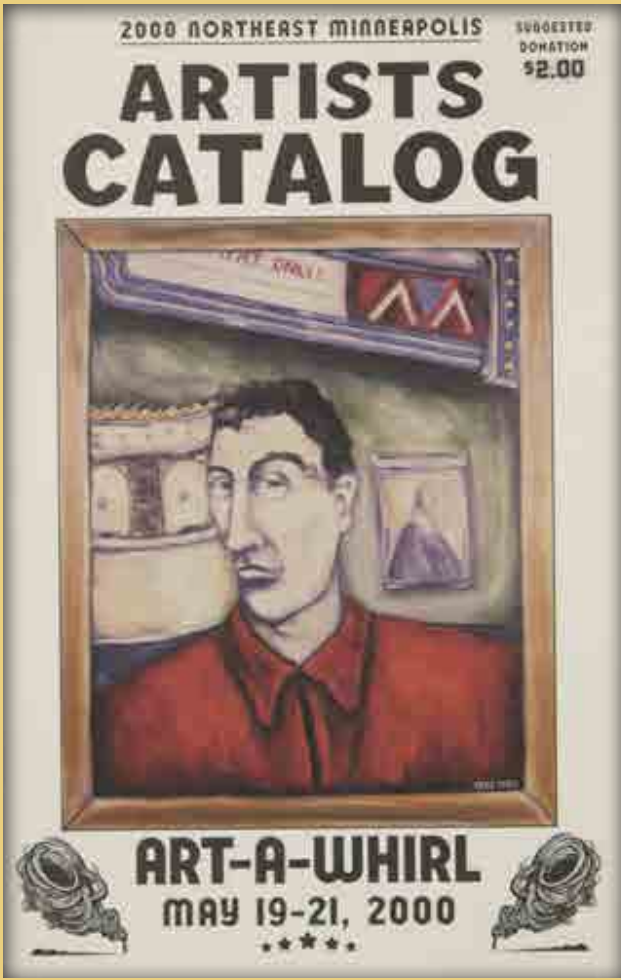
Of course, the 25th Art-A-Whirl was not what anyone could have expected, arriving just two months into the pandemic lockdowns of 2020. But NEMAA, like its artist members, proved nimble and resourceful, pivoting to an entirely online festival — and clocking record sales for some artists at a time when they needed all the help they could get, which proves not just that NEMAA was there for the artists, but that the Northeast community was, too.

Now gearing up for the 28th annual Art-A-Whirl (May 19 – 21) and boasting several other popular events and initiatives (the 10x10 Fall Member Fundraiser, the Fall Open Studios weekend, and partnerships with local organizations like Public Functionary to connect artists to opportunities), the Northeast Minneapolis Arts Association is ready for what's next. And it all came from a handful of artists almost thirty years ago, dreaming big in a bathroom and creating a full-blown tornado out of thin air.

by Russ White, Casket Arts Building artist & former NEMAA board member (2015-18)







# IN THE BAG!

A SELECTION OF NEW ITEMS ALL UNDER

\$20

## 1. DE LA CALLE! TEPACHE

Tepache is a Mexican fermented pineapple beverage that has been made in Mexico for centuries. De La Calle uses certified organic pineapples mixed with other innovative flavors to combine history with the present day. Try flavors such as Watermelon Jalapeño, Grapefruit Lime, Ginger Manzana, Orange Turmeric, Pineapple Spice, Mango Chili Tamarind Citrus, Chamoy and Cactus Prickly Pear.

## 2. TILLAMOOK ICE CREAM

Tillamook has been making dairy products since 1909. Tillamook is a cooperative made up of farmer-owners, and their products use high quality ingredients without high fructose corn syrup and artificial preservatives or growth hormones.

## 3. MOON VALLEY ORGANICS HERBAL SHAMPOO

A zero-waste swap for shampoo in plastic bottles, Moon Valley Organics makes herbal shampoo bars. These bars don't strip your hair of natural oils, and clean free of artificial fragrances and preservatives. These shampoo bars last twice as long as a bottle of shampoo and use less water and fossil fuels to produce. Choose from natural scents including pink geranium, peppermint, sweet carrot, Siberian fir, and lemongrass.

## 4. SMOKING GOOSE MEATERY STAGBERRY SALAME

Made with elk, pork, and dried blueberries, this salame is best served with nuts, honey, and sharp cheese or goat cheese.

## 5. SMOKING GOOSE MEATERY GIN AND JUICE SALAME

Made with lamb, pork, juniper berries, orange peel, coriander, garlic and black peppercorns, Smoking Goose describes this salame as "laid back".

## 6. SMOKING GOOSE MEATERY RUST BELT SAUCISSON

This salame is slow cured, and is made of pork with garlic, lemon peel, and nutmeg.



### **7. INTOWN SUSHI**

Hyper-local! Intown sushi is made in the Midtown Global Market in Minneapolis. Intown Sushi is Eastside's newest addition to the deli department. They source and use fresh, natural ingredients to make high quality delicious sushi.

### **8. CANNONBELLES CHEESE PAINTED DESERT CHEDDAR AND QUESO FRESCO**

Based in Cannon Falls, Minnesota, CannonBelles makes artisan cheese, coffee, and ice cream. The Painted Desert Cheddar is infused with Southwestern seasonings. The Queso Fresco is a cheese that is often used in Mexican dishes and is mild and made for melting.

### **9. CLAYTON FARMS BUTTERHEAD LETTUCE & BEET MICROGREENS**

Clayton Farms has locally based locations in both Minnesota and Iowa where they grow their produce without pesticides and with non-GMO seeds. Their butter lettuce has tender, soft leaves with a mild hint of sweetness & bitterness. Their beet microgreens combine an earthy taste with the flavor of baby spinach.

### **10. MAD HIPPIE JELLY CLEANSER**

Made with ingredients including hyaluronic acid, sea buckthorn berry, rose and white tea, this cleanser cleans the skin while providing hydration and an antioxidant boost.

### **11. MAD HIPPIE CREAM CLEANSER**

Organic jojoba oil, algae extract, green tea, shea butter and more make this cleanser a great choice for dry skin. This cleanser cleans without stripping natural oils and leaves the skin feeling hydrated.



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## RUN FOR THE BOARD

### BENEFITS INCLUDE:

-  Collaborating with fellow community members working toward a common goal
-  Supporting a healthy local food system and cooperative economy
-  Opportunities to attend national co-op conferences
-  A monthly stipend of \$100 - \$150 in store credit

Applications due by  
Saturday, July 1st at 5 PM.

  
**SCAN  
HERE**



Visit [eastsidefood.coop/board](https://eastsidefood.coop/board) to learn more or email [board@eastsidefood.coop](mailto:board@eastsidefood.coop) to RSVP for an upcoming board meeting.

# Seedlings

## ROUND UP FOR GOOD!

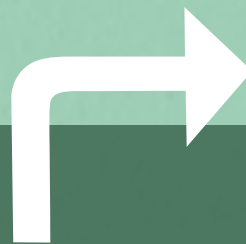
We're now accepting applications for our 2024 Seedlings! Nonprofit organizations working in the food access, agriculture and environmental sectors are encouraged to apply.

### WHAT IS SEEDLINGS?

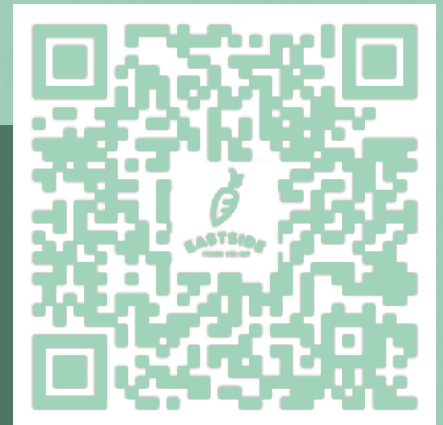
A simple, yet powerful way for shoppers to support organizations making a positive impact in our community through donations made at the register.

**APPLICATIONS DUE BY SATURDAY,  
JULY 1ST AT 5 PM.**

Information and application available at  
[eastsidefood.coop/seedlings](https://eastsidefood.coop/seedlings).



**SCAN  
HERE**





# I IN THE LIME LIGHT



## FRANCIS: BURGERS FOR ALL!

Inspired by a song by Canadian punk band Propagandhi (which was itself inspired by an escapee pig in the city of Red Deer in 1990), **Francis** is NE Minneapolis' first vegan burger bar. Owners Lindsey, Garrett, and Brendan came together in Fall of 2020 to open what was then just a food truck as part of an incubator program at Sociable Cider Werks. Plans for a brick & mortar restaurant were there from the beginning though, and patience paid off when Joe from Sen Yai Sen Lek & Dipped & Debris reached out ahead of a planned Spring 2022 closure of both restaurants. Conversations between parties went well and the empty storefronts would soon be occupied by Francis. After several months of buildout, Central Ave welcomed its newest neighbor in the first days of January.

Francis' full menu is vegan, but you'd be forgiven if you couldn't tell. This place doesn't dangle its vegan credentials in your face, but rather proves them out day after day in subtle, yet deceptively delicious ways. The menu leads with (plant-based) burgers and fries like any true burger joint but fills in the gaps with other familiar and accessible options. Big dippers will rejoice; when we visited, they were boasting the heaviest sauce assortment we've ever seen (17 to be exact).

If you're not vegan, don't fret. Flavor is the currency traded here so both omnivores and vegans alike are surely to leave with full stomachs and happy faces. For those looking to partake in finely crafted adult beverages we recommend you bring your thirst. The Francis team partnered with NE business, Earl Giles, to create a custom vegan bar program that holds its own against any other bar menu in town.

Whether you're hungry or thirsty, if you're passing by **2422 Central Ave.**, we recommend making a stop at Francis. Welcome to the neighborhood, Francis!



A photograph of a neon sign that reads "KILLER BURGERS". The sign is made of red neon tubing and is mounted on a dark background. The word "KILLER" is on the top line and "BURGERS" is on the bottom line, both in a stylized, blocky font.

# community in COLOR!



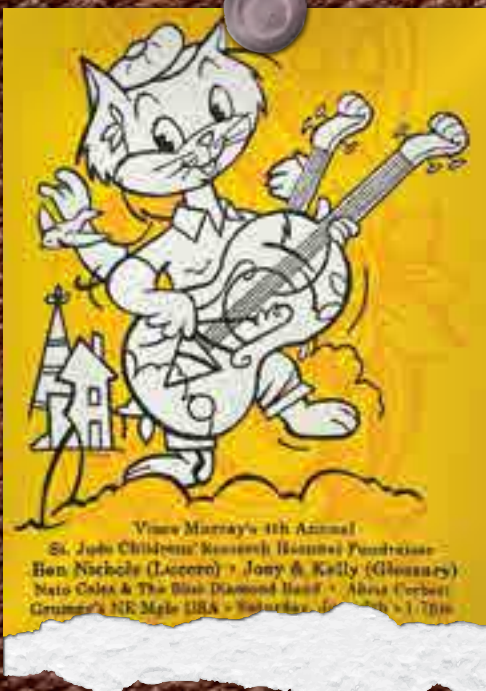
## DALE FLATTUM

Dale Flattum is the artist behind the incredible visuals for **ALL TOGETHER NOW!: Eastside Food Co-op During Art-a-Whirl**. Dale moved to Northeast in 2005 and started creating graphic art “via the escape hatch of punk rock”. He began his graphic art journey by making posters for shows his band was playing, and then opened a screen printing studio called Who Made Who in 2007. He says, “the potential of a simple black and white image was, (and still is) intoxicating”. For the past 10 years, Dale has also worked with Grumpy’s to make benefit posters for the St. Jude Childrens Research Hospital. He shares that he’s proud of this project as a series, and appreciates creating art for a great cause.

Throughout his artmaking process, Dale uses different mediums interchangeably. He shares that if he’s feeling stuck within illustration, he’ll make a collage or draw with his daughter to shake things up. Dale has used co-ops like Eastside as a way to find community in many different cities where he’s lived. He’s found sofas, mechanics, and community through co-ops across the country.

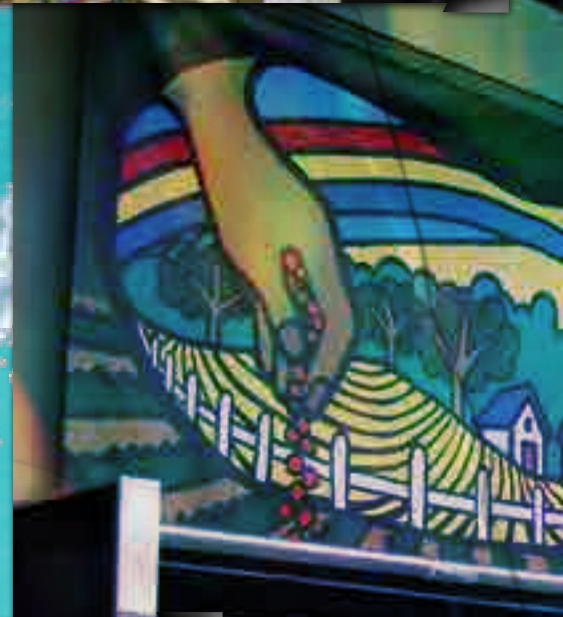
Join us at **ALL TOGETHER NOW! Eastside Food Co-op During Art-a-Whirl** on May 20th from 12-6 in Eastside’s parking lot. See you then!



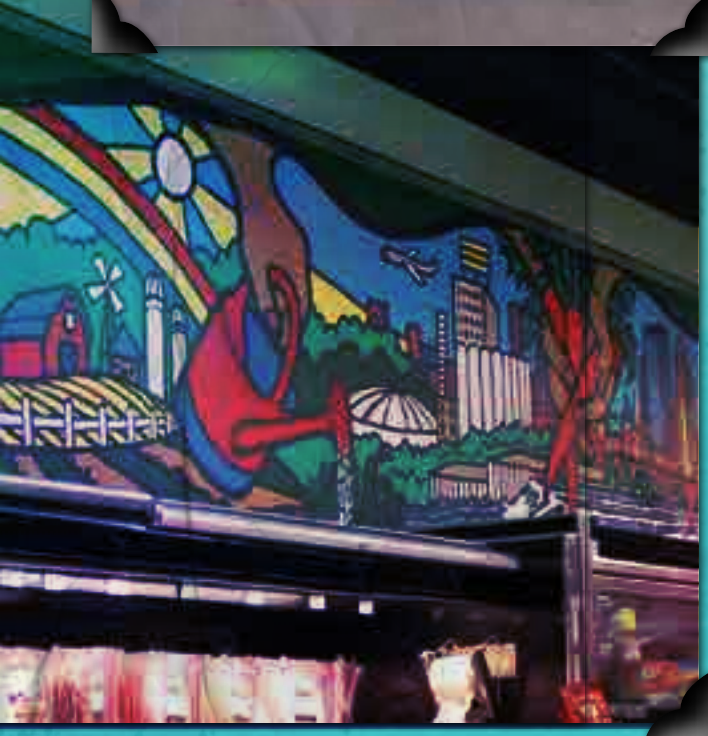




# EASTSIDE HISTORY







# CENTRAL NE

## AVENUE



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Upcoming Events at Eastside 

*Eastside*

FOOD  
CO-OP

PLANT SALE

MAY 6 – MAY 29



**ALL TOGETHER NOW!**

**Eastside Food Co-op During Art-A-Whirl**

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**Free to attend, 21+ to drink, balloon sculptures, music, art, food onsite!**

**MUSIC by Butter Boys, EVV, All Tomorrow's Petty, Ozone Creations, Monica LaPlante!**

**ART by Zoe Mae Huot-Link, Kay Rossbach, Rachel Weller, Brooke Spare, Jenny Weber, Megan Whipple, Paul Barnum, Mary Bowman-Cline, Meagan Baker & Lauren Infante, Jennie Rasmussen, Michael Hubred, Jasmin Osman**

**in the Eastside parking lot Saturday May 20th, 12 to 6 pm**

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## CO-OP MONDAYS

Every Monday, Eastside  
members get half off their  
first beer at the taproom!

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NORTHEAST MINNEAPOLIS ARTS ASSOCIATION



ART-A-WHIRL®  
2023

MAY 19 - 21

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Art by Genesis Lopez



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