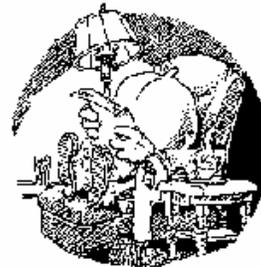




The Garbanzo Gazette

August 25, 2005



Growers Market's Weekly Newsletter

UPCOMING MEETING

The next two Growers meetings (board meetings) will be on Monday, September 5th, at 7 pm, and Tuesday, September 27th at 7 pm. If the meeting is not upstairs at the round table in the Growers Market

Building, they you should look in the co-op, or elsewhere in the building.. --Milton Takei

KOMBUCHA BREW SAMPLING

We will be sampling a new product at Grower's Thursday August 25th and September 1 between 2:30 and 4:00. Kombucha is a fermented cultured drink that has a variety of health benefits. It is a fizzy, sweet drink that makes you feel good immediately!! We will be selling two flavors in the liquid bulk section.

To your Health, Kari and Ocean

LABOR DAY FESTIVITIES

Labor Day is fast approaching and with it come two great opportunities to celebrate and agitate. Celebrate at the Annual Lane County Labor Day Picnic. CJ Mann is looking for volunteers to help with food prep and set-up, kids activities and, of course, clean up. This year's picnic will be at Jasper Park Shelter #4 from 1:30 – 4:30 pm on Labor Day September 5th. Call CJ to sign up (913-8031) or you can sign the day of the picnic.

Agitate for the Universal Living Wage Campaign by joining ESSN/JwJ the day after Labor Day for "Bridge the Economic Gap Day". Be part of this nation-wide action taking place on bridges in over 40 states promoting the Universal Living Wage Campaign.
When: Tuesday Sept 6 from 4:30 pm to 6:30 pm.
Where: West 18th on the Westmoreland Park Bridge east of Chambers in Eugene.
Call or email ESSN/JwJ to let us know you will be part of bridging the gap! For more information on the Universal Living Wage visit their website:
www.UniversalLivingWage.org.

Eugene-Springfield Solidarity Network/ Jobs with Justice,
phone: (541) 736-9041
email: essn@efn.org, <http://www.solidaritynetwork.org>

SHOULD GROWERS GET THE WORD OUT?

Editor's Note: Three emails of interest were posted on the Growers email list that I think are worth sharing with the larger Growers community. The first email suggests an idea, and the next three are responses to her idea. I appreciate that all the emails were thoughtful, informative, and respectful. If you would like to share your thoughts on this issue, email us at growers@lists.opn.org or put a note in the Banzo box by the register. - Julie

----- Original Message -----

Subject: [Growers] Advertising Ideas
From: "jennefer harper" <jenneferh2000@yahoo.com>
Date: Mon, August 22, 2005 5:57 pm
To: growers@lists.opn.org

Hey Now~ I'd been meaning to pass on these ideas to the Grower's BOD, so I'll do it here before another month goes by and I forget!

I know the board has been talking about advertising, and I wanted to suggest two ideas. One would be to advertise on radio- 91.9 KRVM. I have a sheet with all the info and prices etc. that you would need to know to consider it. Who shall I give this too?

Secondly, I thought it would be really fun if Grower's had a 'float' in the upcoming Eugene Celebration parade!! I believe it only costs \$100 to have an entry, and it could incorporate people from all the non-profits upstairs, the Market and the restaurant (??). We could all dress up and represent how we are involved in the building etc. I have done this several times in the past with a couple different organizations and it is really a FUN time- minus the waking up early at the crack of dawn to get in line for the parade. I'm not sure the exact date of the parade, but the celebration is September 30th thru October 2nd. For more info: 681-4108 or eugenecelebration.com. I am happy to share more info or input about these two ideas if needed...

-- Jennefer

Response #1:

To Growers Folks:
Some years ago, I did a little survey of Growers shoppers to find out how they first found out about the co-op. I only talked to people who had been around Growers for a while. The vast majority found out about Growers through word of mouth, including being part of a household that shopped at Growers. Nobody except me had encountered a Growers table at an event, and joined as a result. Only two or three mentioned the Country Fair. My conclusion is that Growers

should not be spending too much money on advertising, as it is likely to be ineffective in our case. --Milton Takei

Response #2:

I agree with Milton that we should not pursue advertising, with a different reason.

One of the jobs I've done at Growers is Orientation. Every week, 3-8 people would come for a tour of the market. That was several years ago. Currently, when I arrive at the market to deliver the Garbanzo, I see 5 or so people going through orientation. We'd have to check in with Jane to verify, but I believe that this is relatively constant.

So... 5 years, 5 people per week, let's say 45 weeks out of the year = 225 new potential shoppers per year ==> ~1200 potential shoppers per week, if each person stayed.

Capacity: during the busy shopping period of Thursday afternoon, how many simultaneous shoppers can be supported? How many shopping carts do we have? How quickly can the cashier lines move? How many square feet of space are available for people to maneuver in? How many people can get to the open fruits and veggies simultaneously (that is where the major congestion happens)? I believe that the answer is substantially less than 1000...

I believe that there are six primary infrastructural reasons why people do not continue to shop at Growers:

- 1) culture
- 2) hours of operation
- 3) products sold
- 4) time to shop
- 5) perceived cleanliness & dim lighting
- 6) accessibility

I do think it would be a great idea to have a float in the parade just as numerous other community organizations do (I would definitely wave as you went by...), but I do not think that it would be a good idea to actually advertise for additional shoppers to come join us until the infrastructure is redesigned to accommodate them.

In addition, I believe that it is also important to remember that Growers is a private buyers club, not a true public coop. There may be administrative rules that apply to us concerning advertising. - Steve Shapiro, Market Member

Response #3:

I am *so* into the idea of a Growers entry in the Eugene Celebration parade!

Should we dress up as fruits and veggies?

As bug and birds and other little critturs who are made happy by organic farming (ok, I realize that's everyone, but...) Should we drag out one or two of our lovely, hand stitched Fruit Booth banners and march with them?

Just a few random ideas.

Commenting on Steve's reasons folx don't shop at Growers- There's one big one I think you've missed, and that, sadly, is convenience.

When I ask folx I know who used to be Growers shoppers but aren't any more, I get answers like, "We just don't eat that way any more." which I read as "We have enough money now to buy the processed foods that we like, and don't have as much time as we used to when we were poorer."

Inconvenience includes stuff like our odd hours of operation, which you mentioned, but also include the *perceived* necessity of longer, more complicated shopping expeditions, pre-ordering, working to earn your pumpkin, and making your meals from scratch.

I'm not sure how we address this, or if we even want to, but it strikes me as another instance of folx selling themselves short, and that makes me sad.

So, If seeing a bunch of happy, parading fruits and veggies in the Eugene Celebration parade makes a few lapsed Growers shoppers think, "Hmm, maybe I ought to check old Growers out again, and see if it's as complicated and inconvenient as I remember." well, more to the good, eh?

Cathy C.

KITTENS AVAILABLE FOR ADOPTION

We have two very cute kittens who are looking for a home. They were neglected by their previous owners, but are now healthy and happy.

They are both boys. They are 5 months old. They have had their shots and they will be neutered soon. They would be happiest if they could stay together, but its okay if they need to go to different homes.

Please forward this message to others.

Megan Kemple and Miguel Guerrero
342-1537 megank@efn.org



This newsletter was published by the Little White Dog. Send comments or article submissions to garbanzo@lists.opn.org. If you don't have computer access, you can put articles in the garbanzo box at growers. Newsletter copy deadline is 5:00 pm Tuesday. Market hours are Tuesdays 5-7pm; Thursdays 2:30 to 7:30 pm and Fridays 3:00 to 6:30 pm. An orientation to Growers is held each Thursday at 1:30. The Growers email list includes an electronic banzo, events notices, and other misc. info. growers@lists.opn.org Growers Market: 687-1145

"Let peace be your guide"