



## From the Board of Directors: **Goals for 2022**

2021 was another crazy year for all of us. Once again, we can't say thank you enough to our General Manager, Anne Carter, and all the staff of MFC. All of them continue to show up for a job that has become immeasurably more difficult and stressful over the last (almost) two years. Our gratitude, as not only the Board of Directors, but as owners of MFC, is endless.

It can be difficult as a Board to weigh the desires of over 4,000 owners, but it would be impossible without the unwavering dedication of our amazing staff. They lightened the load of all of us on a regular basis, allowing MFC to be the shining star. Thank you is never enough.

Your Board of Directors is anticipating the upcoming year to include a lot of weighing the desires of owners. First, we continue to evaluate site options for an expansion. This has been a longer-than-expected process between the pandemic, the Almeda fire, rising construction costs, and slower commercial development. It's still one of our highest priorities as the Board clearly heard the call of owners and staff for a larger store.



Additionally, we plan to review equity, diversity, and inclusion in all our policies. We will be joining many cooperatives who have begun to use their policy documents to clarify expectations around the work of dismantling systems of racism and oppression by clearly articulating the results we seek to accomplish in the world. We will bring an equity lens to the guidance we give ourselves regarding the Board's job and responsibilities in our policies. In doing this we hope to shape and guide us toward a more just and equitable society.

We will also be reviewing our [Ends policy](#). In short, our Ends policy defines the reasons for MFC's existence and the expected

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## Vendor Profile: **Paulazzo Pasticceria**

by Halle Riddlebarger – Outreach Manager

Paulazzo Pasticceria balances the indulgence of sweet treats with mindful ingredient choices. The result is better-for-you cakes and

cupcakes that are always gluten or grain-free, dairy-free, cane sugar-free, and soy-free. We reached out to Eden Paulazzo of Paulazzo Pasticceria to learn more about this new local baker and what they have to offer.



**MFC:** How did Paulazzo Pasticceria get started and what inspires you about baking?

**E.P.:** Paulazzo Pasticceria started quite by accident. A friend saw some pictures of a paleo, grain-free, cane sugar-free cake I made for my son, and asked if I ever sell cakes. So, I said, "I guess I can." And from there it began to grow through custom cakes, and then getting a booth at the farmer's market, then branching out to the wholesale market, getting into stores.

I have always loved to bake, and am inspired to bake because food is rooted in traditions, and connecting with people. I love creating healthier ways to indulge, connect, and have a special treat without compromise.



*Paulazzo Pasticceria Profile continues on page 3.*

# Positive Change for the Future

by Halle Riddlebarger – Outreach Manager

As we look back at the last three years, we feel overwhelmed with gratitude for our amazing owners and shoppers. Since we started the Positive Change program in January of 2019, we've donated a total of \$89,568.24 to two dozen local nonprofit organizations and three local fire relief funds. Your spare change is making a real impact, and we want to thank you for your donations and support. It takes all of us to create the kind of positive change that actively builds community and networks of support.

Last May, owners elected eleven recipients for the 2022 Positive Change program in the annual election. We're excited to support the vital work of these organizations in the coming year.

This January, we're creating Positive Change for Rogue Retreat. Funds raised will provide meals for residents of the Kelly Shelter and the Temporary Urban Campground.

In February, the Positive Change program will support Community Works. Funds will be used to support the basic needs for individuals and families at the Dunn House Shelter.

The Children's Advocacy Center is the Positive Change recipient in March. Funds will support direct service programs, which are provided at no charge to families referred to the agency.



*The Bee Girl Organization in May.*

In April, we create Positive Change for KS Wild (The Klamath Siskiyou Wildlands Center). Funds will be used to conduct community outreach and education in support of clean water and wildlife.

The Bee Girl Organization is the May recipient of the Positive Change program, and funds support their Regenerative Bee Pasture project through the purchase of tools and seeds.



*Rogue Retreat in January.*

Positive Change funds will help train and support new volunteers for CASA of Jackson County in June.

In July, SoHumane will receive Positive Change funds to support displaced pets with food, toys, and bedding while they await their forever homes.

In August, Our Family Farms will receive Positive Change funds to support general operations and educational programs like Weed Control Alternatives to Plastic, Seed Saving, and on-farm workshops.

Funds will support the school garden program at Rogue Valley Farm to School in September.

In October, we'll raise funds for MFC's Cooperative Community Fund (MCCF). This fund helps grow cooperative businesses across the country, while simultaneously supporting local nonprofits here in the Rogue Valley. In 2020, Unete received an MCCF grant, as did Pollinator Project Rogue Valley in 2021. The Board of Directors will select a recipient from this list to receive an additional grant from the MCCF in 2022.



*Maslow Project in November.*

November Positive Change funds will support the Maslow Project and help provide foundational basic needs like hygiene, food, and clothing for their clients.

And in December, the Positive Change program will support Habitat for Humanity Rogue Valley, with funds helping to purchase construction materials for homes to be built in the fire zones of Talent and Phoenix.

Here at the Co-op, we're looking forward to supporting these incredible organizations throughout 2022 and we thank you in advance for your generous donations that make a real difference in the lives of our fellow community members. In addition to the funds raised at checkout, each 2022 recipient will receive a \$400 grant from the Co-op. And remember: recipients for 2023 will be on the ballot this spring – don't miss the opportunity to cast your vote for your favorite nonprofits! ■



*Southern Oregon Humane Society in July.*



outcomes. These provide long-term direction to plan and work toward. Although we hope to ultimately achieve all of the results of our Ends policy, currently, through the assessment of expansion, the BOD needs to identify the relative priority for the various results and the various beneficiaries to ensure we are properly following owners' directives.

Finally, we will be ensuring MFC's readiness for expansion and beginning preparations for a capital campaign. Our goal is to have a strong foundation ready so we can quickly move forward when the right opportunity is presented.



Much of the Board's work over the past few years has been tedious and "less than flashy" (who doesn't love [bylaw](#) changes, [updates to Articles of Incorporation](#), etc.?) but it has set us up for strong, continued success. This groundwork, including the goals for 2022, is only possible through the work of a dedicated [Board of Directors](#). MFC has been fortunate to draw devoted, engaged owners to the Board. Unfortunately, we will be losing a member of the Board this year so we are looking for qualified candidates who are interested in steering MFC to a bright, successful future. Board elections take place in May, but it's not too early to begin your consideration of Board membership; you may want to attend a meeting or have a conversation with a director to learn more.

If you are interested in driving MFC's vision and are ready to deepen your relationship to the co-op you love, please consider serving on the Board. Email [board@medfordfood.coop](mailto:board@medfordfood.coop) for more information. ■



**MFC:** How does your holistic approach to health and wellness guide your ingredient choices?

**E.P.:** As a health coach and nutritional counselor at a local doctor's office, I saw a lot of people needing to make dietary adjustments to support their health, and finding it challenging to make the adjustments because they felt deprived of treats for special occasions. At the root, it's also the way I eat, and notice I feel best when I avoid gluten, dairy, and cane sugar.

**MFC:** What is the most difficult thing about running a small business?

**E.P.:** Balance. Finding the balance between business and family life. Finding the balance of how much to grow, and at what speed to do that.

**MFC:** What are your most popular cupcake flavors?

**E.P.:** Cardamom Rose, Mexican Mocha, Chocolate Mint, and Vanilla Chai.

**MFC:** Tell us something most people don't know about Paulazzo Pasticceria.

**E.P.:** Paulazzo is our last name. Pasticceria means pastry shop in Italian, and while it is challenging to say, it fits. I am a certified health coach, but my first degree is in art. Cakes are the perfect marriage of my love for creativity and nutrition.



My amazingly artistic daughter is often the creative mastermind behind our most beautifully extravagant custom cakes, and you will often find my charming teenage son running the market booth. Paulazzo Pasticceria is a family affair.

Discover delicious cupcakes from Paulazzo Pasticceria in the grab-n-go cooler here at the Co-op. Explore creative flavors and vegan, paleo, and keto options. If you have special dietary needs, contact Eden directly for requests for custom orders. Learn more online at [paulazzopasticceria.com](http://paulazzopasticceria.com), [@paulazzopasticceria](https://www.facebook.com/paulazzopasticceria) on Facebook, or [@paulazzo\\_pasticceria](https://www.instagram.com/paulazzo_pasticceria) on Instagram. ■



# Community Art Wall

*call for artists*

The Community Art Wall offers local artists a space to share their work with the community while simultaneously giving back to local non-profit organizations. The Art Wall is located inside the Café at Medford Food Co-op and features a rotating selection of work from local artists. Exhibits change every three months.

***Learn more: [medfordfood.coop/community-art-wall](https://medfordfood.coop/community-art-wall)***

## Important Dates

### **Rogue Valley Growers & Crafters Market**

The Winter Market is held weekly on Tuesdays from 9am to 1pm at the Phoenix Plaza Civic Center located at 220 North Main Street in Phoenix. *Masks are required.* The Winter Market runs through February, and outdoor markets resume in March.

### **Board of Directors Meetings**

Third Monday of each month from 5:30pm – 7:30pm. Meetings are currently being held online via Zoom until further notice. If you are an owner who would like to participate in an online Board meeting, please email Board President Kellie Hill for an invitation to the online meeting: [board@medfordfood.coop](mailto:board@medfordfood.coop).