



SEPTEMBER 2022

# CO-OP NEWS

CUSTOMER SURVEY RESULTS - IT'S NATIONAL ORGANIC MONTH - AGM OCT 26

## MEET THE LOCAL GROWERS COOCHIN HILLS ORGANICS



As part of National Organics Month we have been talking to Beerwah organic farmers David and Julia who grow the strawberries for the Co-op. In July, they celebrated their 20th year at the farm where they have worked hard to attain organic accreditation through Southern Cross Certifier.

"We wanted to follow our inner conviction, wanting the best for our growing and for our environment - no herbicides or pesticides. We hand weed rather than use 'organic' herbicides." Julia tells us. "At first we were told that growing strawberries organically was impossible. But as we learned more we realised we could convert to organics."

"We are heavily regulated, our annual audit for organic certification is made public and our land can be tested at any time. Just as there is trust in the Co-op, there needs to be trust in our crops."

When asked about the claim that organic accreditation is expensive, Julie replies, "Its value is in proving our commitment to health and the environment. Its cost is low compared to other things such as insurance." She goes on to tell us about their new solar farm, their employment of locals and the agricultural interns from Lille University in France they host each year.

Julia describes their Red Rhapsody strawberries as 'glorious', grown alongside other organic produce including snowpeas, zucchinis and Serena mini Roma tomatoes. "We grow herbs among the crops to attract beneficial insects." Julia explains "We have had a great relationship with the Co-op for over a decade. We deal with Rod who's always been helpful. We delight in being able to be able to sell our produce locally."

Strawberry season is here! Enjoy organic strawberries from Coochin Hills just 24 kms from our Co-op.

*So much more than a health food store*

## OLD WISDOM NEW TIMES

### NIGELLA SATIVA

by  
**Co-op Naturopath,  
Pascale**



Nigella sativa has so many therapeutic applications and benefits that it is known as a “cure all” in Ayurvedic medicine. Also named black seed, black cumin, black caraway, fennel flower, Nigella, or Kalonji, it has long been used in the medicine traditions of North Africa, the Middle East and Asia. The black seeds are used for reducing adverse effects of arthritis, asthma and allergies, inflammation, respiratory infections (to help dilate the bronchi), liver and gastro disorders, hypertension, immune and neurological disorders and show a therapeutic role in diabetes and cancers.



Nigella is gaining the reputation both anecdotally and in the scientific literature as an effective treatment against microbial infections, particularly those which result in lingering respiratory symptoms. The active constituent is thymoquinone (TQ) having ability to adhere to some viruses giving a protective effect to the lungs.

Research also points to the potential of TQ to block the serious inflammatory response known as “cytokine storm”, TQ can moderate our



immune system through activation of infection-fighting T-cells and in the formation of interferon gamma (that helps manage our immune system) whilst simultaneously preventing release of pro-inflammation chemicals.

Other Nigella secondary metabolites such as alkaloids, pentacyclic triterpenes, phytosterols and flavonoids have also been shown to exhibit therapeutic activities. Based on its wide spectrum therapeutic potentials, interest in development of pharmacological extracts and use in conventional medical realms is fast growing. The seeds of Nigella sativa as a whole, or in oil extraction form are readily available and usually found under the name “black seed”.

Nigella seeds can be used in sauces and curries or ground up as a pepper alternative on salads, vegetables and stir fries. Traditional uses for nigella include adding it to string cheese recipes, potato dishes and breads, either mixed into the dough or sprinkled on top. The oil can be consumed neat or mixed with warm water, honey and lemon or other beverages. Both oil and seeds are available in-store.

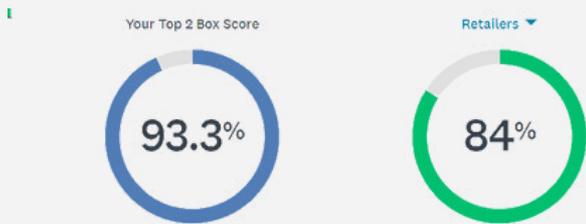
*Pascale is one of our in-store naturopaths.  
Her practice is on Coral Street, Maleny*

*The information in this article is for educational purposes only and is not intended as a substitute for health care advice. Please consult your friendly local naturopath, herbalist or other health care practitioner for personalised advice, particularly if you have a diagnosed medical condition or take pharmaceutical medications.*

# THE RESULTS ARE IN!

## 2022 CUSTOMER SURVEY

Thank you to everyone who responded to the 2022 survey. We appreciate the thought put into your answers. The response rate doubled from the 2019 survey to 358 and 93% were members. Here is a summary; 93.3% rated the Co-op as Very Good / Excellent, the retailing average is 84% .



The Co-op scored a 76 Net Promoter Score (NPS measures your willingness to recommend us), the top 25% of organisations score 72 or higher. When asked what word comes to mind when thinking of the Co-op, you reported (in order); friendly, organic, local, community, healthy, good, products, food, service, friendly staff, quality, and health. These align closely with our Maple Street Co-op's stated Mission. What are we doing well? You told us that it's the friendly, helpful, and knowledgeable service and our large range of products. Also, our focus on organic, local, sustainable, and healthy products. Finally, the Co-op takes special orders and tracks down unusual supplies.

So, what can we do better? Around 20% of you said 'nothing could improve' and 10% were unsure. The key feedback was about cost (42/388).

Other suggestions included introduction of trolleys, improved internal signage, more local goods, more produce variety and improved freshness, less plastic, and improved opening hours.

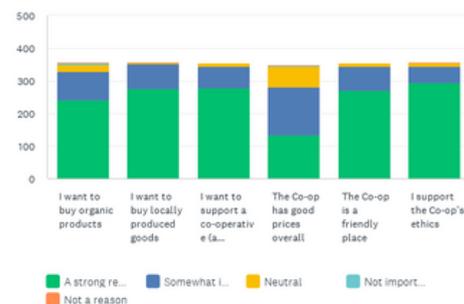
We're working on it!

Your 2019 survey suggestions (more bulk product, more space, better lighting) have practically disappeared in this year's feedback.

You told us – we acted.

Communication. 20% want more email, 79.1% were happy with current levels, 0.9% want fewer. For both social media and advertising you reported it's 'fine as it is'. What would you like to hear about? The highest scoring was receiving more information about Co-op special offers, more about the growers and makers, events around healthy living and sustainable, local food.

Q7 How important are the following in your decision to shop at the Co-op?



The main reasons for shopping at the Co-op are 'to support the Co-op's ethics', 'to support a co-operative, a business owned by the members', 'to buy locally produced goods', 'a friendly place' and 'to buy organic products.'

Where to now?

Management, together with the Board, are looking at the results of the survey to determine areas we are able to action

The survey will be repeated in 2023

The 2022 survey report is available on the Member Page on our Website.

## MONTHLY DRAW WINNER

Every member-spend of \$50 in any day during the month gives you a place in our draw.

This month's winner is Reichel Christensen



## SAVE THE DATE ... A MEMBERS' GATHERING AND AGM

Wednesday 26th October from 5.30pm is our AGM and Annual Gathering of Members at the Maleny Community Centre. There will be voting for Board members and a new Member Benefit announced. We'll have highlights from our recent Oral History project and more Lightning Talks from our producers and growers. Also a complimentary tasting platter, drink and door prize ticket.

The Directors Nomination Kit is on the Member Page of our website

## ORGANIC RETAILER OF THE YEAR PLEASE VOTE FOR THE CO-OP!

Maple Street Co-op has been nominated for the Organic Consumer Choice Awards in the Organic Retail Outlet category.

Our membership has grown from 900 to 1,300 owner members since we expanded the shop and improved the shopping experience. Voting begins on Friday September 12th and ends on October 13th.

To vote, click here from the 12th <https://www.organicweek.net.au/core/>



## THANKS FOR YOUR VOTES!

Co-op members and local community voted in the 2022 'Glassies' business awards, and the Maple Street Co-op won the Bronze prize. Thank you to all who voted.

The prize was kindly donated by the Maleny Chamber of Commerce and run through the office of local M.P Andrew Powell.

*So much more than a health food store*

# SEPTEMBER SPECIALS

## GIDDY CITIZEN APPLE CIDER VINEGAR AND GUT TONICS

Treat your gut to some goodness - made with Australian organic apples this cider vinegar comes in two sizes. Gut Lover tonics available too! in Digest, Energise, Unwind and Immunity.



Now 15% off Members 20% off

## ORGANIC OATS AND LENTILS

Australian organic oats and organic puy, green and red lentils. Find them in our bulk goods pantry area - if you like, you can BYO bag or container to fill.

Now 15% off Members 20% off

## HOP VALLEY HOP WATER

Made in Noosa, no sugar, nasty additives or calories. Made from local spring water and has a light fragrant taste of hops.

A refreshing alternative to alcohol for summer.

Single bottles and 4 packs

Now 15% off Members 20% off



## IT'S NATIONAL ORGANIC MONTH!

### ABSOLUTE ORGANIC BEANS - THE WHOLE RANGE IS ON SPECIAL!

It's a perfect time to stock up your pantry. These are a great addition to meals for a pop of protein and fibre.



Includes baked beans, five-bean mix, canellini, black bean, kidney, and chick peas. Certified Organic and GMO-free.

Now 15% off Members 20% off

## WHAT'S NEW

### MEDICINE ROOM NOURISHING VEGAN HERBAL BROTH

Local Malenyite Dom Livkamal has created this herbal nourishing base for your soups, cleansing days and as a fortifying and recovery drink. Mix with miso, or stock



### ORA PROFOUND SLEEP

Gut-friendly magnesium glycinate and sleep-promoting herbs calm the mind, help you fall asleep easily and wake refreshed.

### EVERY ORGANICS COLD SMOKED SALTS

A Brisbane-made condiment, all natural, Australian and packed with minerals.

Available in Shroom and Chilli.

