

**1574 OWNERS AND COUNTING!**

Click [HERE](#) or on any *Become an Owner* button!

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## New Year, New Changes

Hello,

I hope everyone is enjoying the new year!

The Food Shed Co-op has found its temporary office space. Starting February 6th, we will be officing at [Hickory Hall, 406 W. Woodstock Street in Crystal Lake, IL](#). We will use the area for our daily business activities and additional functions, such as Owner Meetings, Board Meetings, and Job Fairs.



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## What is "Greenwashing"?

When Joe and Hannah Wanda of Wanda Farm first started farming, they debated what their slogan was going to be, "raised as nature intended" or "know your farmer, know your food". They ultimately decided the biggest issue in our



food industry right now is finding a trustworthy brand. You pretty much have to know the farmer and see their farm for yourself to know how the food is raised. An issue that troubles Joe is, not so much the lower standards used by some big corporate brands, but the misleading marketing. When this happens, the reality of food production gets masked or "green washed".

The simple definition of greenwashing is when a company portrays their product to be produced a certain way that is good for the environment, animal welfare or human health (in the case of food) but the reality of how it is produced is not as advertised. It's marketing something better than what the reality is. Food labels today are often misleading for consumers. Many brands start out with good intentions, but as they grow, the shareholders' demands for profits create this dilemma of choosing lower standards for faster growth. The fact is, our food production standards are in low supply.

A popular subscription meat delivery company, as they approach being a billion dollar brand, is prioritizing their profits. Joe recently noticed on their website that they no longer offer "pasture raised" poultry and pork products. Now, it is just "free-range" or "cage/crate free," which, sad to say, means the livestock are still raised in a confinement building with maybe some access to a little dirt lot outside. They are not being rotated on pasture as small, local farmers allow. There's a big nutritional difference between pasture raised vs confinement animals. Chances are, if you buy pasture raised chicken from local farmers you taste and see the difference.

Sometimes, in the case of grass-fed finished beef, companies keep the same standards but source their beef from other countries to cut costs. This means more fossil fuels have to be used to ship their products across the ocean. Supporting American farmers is not their priority. Cutting cost is. Sadly, they are marketing (greenwashing) their products as a better product for our health, but cutting costs is their priority.

It is hard to keep up with food labeling and to know when the marketing is real and when it is greenwashing. At the Food Shed Co-op, we will do much of that work for you and then clearly describe, through signage in the store, what you are buying and where it comes from. We will introduce you to your farmers. Many local farmers, like Joe at [Wanda Farm](#) in Harvard, would be happy to talk about how their animals are raised and the quality of their products. Visit their website to learn about summer tours.

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We need your support. Please join the residents and families who believed in the vision of opening a community-owned grocery store!

[BECOME A FOUNDING OWNER NOW.](#)



We need your support please click [HERE](#) to join our mission.

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## Events

### [Winter Markets at the Dole](#) [Dole Mansion, Crystal Lake, IL](#)

The Food Shed Co-op is proud to be joining local farmers at the [Winter Farmers Market at the Dole!](#) We will have a FSC table at the market to engage with visitors, update the public about the growth of our up-and-coming store and sign-up new owners.

**Sunday, February 12, 2023, 10 am to 2 pm**

**Sunday, March 12, 2023, 10 am to 2 pm**

**Sunday, April 2, 2023, 10 am to 2 pm**

**Sunday, April 16, 2023, 10 am to 2 pm**

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### [Woodstock Winter Farmer's Markets](#)

#### [Woodstock Fairgrounds, Woodstock, IL](#)

We will be with our friends again in Woodstock once a month through the winter at their [Winter Market!](#) We are excited to engage with visitors, update the public about the growth of our up-and-coming store and share ways to learn more.

**Saturday, February 4, 2023, 9 am to 1 pm**

**Saturday, March 4, 2023, 9 am to 1 pm**

**Saturday, April 1, 2023, 9 am to 1 pm**

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Help us spread the word about our community owned grocery store by sharing our posts with your followers on social media. And why not [BECOME AN OWNER](#) now?



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### Mission

Our mission is to build a LOCAL food COOPERATIVE promoting a HEALTHY, ETHICAL and RESILIENT COMMUNITY.

### Core Values

- Promote and foster better food choices
- Cultivate and strengthen our local economy
- Inspire and empower community
- Champion environmentally responsible practices

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Cooperatively yours,  
Food Shed Co-op Board



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