

Winter 2025 | Free

# The New Beet

# Comfort

# & Joy

Recipes, articles,  
and more!





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December 2025 – February 2026

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**Outreach and Communications Manager**  
Caitlin von Schmidt

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**Green Fields Market**  
Mon-Sat 8 a.m. – 8 p.m.  
Sun 10 a.m. – 5 p.m.  
144 Main St.  
Greenfield, MA 01301  
413-773-9567

**McCusker's Market**  
8 a.m. – 8 p.m. daily  
3 State St.  
Shelburne Falls, MA 01370  
413-625-2548

For more information visit  
[franklincommunity.coop](http://franklincommunity.coop).



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CO-OP**  
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**Welcome!** The New Beet is our free Co-op magazine, published seasonally in March, June, September, and December. We welcome recipes and classifieds from our members-owners; submissions are due on February 15, May 15, August 15, and November 15 for the corresponding issue (included as space permits). Please send submissions to [communications@franklincommunity.coop](mailto:communications@franklincommunity.coop).

*Opinions expressed in this publication are those of the writers and not necessarily the views and/or policies of the Franklin Community Co-op.*

## What A Difference A Year Makes!

President of the Board of Directors Letter

As we move toward the end of 2025, we have much to be grateful for.

Our financial performance has stabilized, thanks to your continued support and the great work of our in-store teams. We are offering a broader range of price points (with the same high-quality standards) appealing to a wider cross-section of our community. In response to actions in Washington related to SNAP benefits, our management quickly and creatively increased the discounts available through the Food for All program, again with an eye to helping support the entire community.

Member-owners have contributed greatly to the local community. You donated over 5,000 hours to local charities over the past year. Responding generously to an initiative by Board member Wendy Sibbison, several dozen of you donated over \$10,000 to the GCC Corner Market Food Pantry—a meaningful chunk of its annual budget. Your hands (and hearts) made a big difference in Franklin County’s sense of mutual support. And I know that the countable hours and financial donations are a fraction of all that you contribute.

The expansion project is back on track, thanks to the provision of a significant low-interest loan from MassDevelopment to fill the gap in our funding abilities and the resolution of the long-standing tenant issue. Although the government shutdown delayed some additional funding, we’re hopeful that these allocations will come through soon. Local banks have joined forces to offer attractive loan rates to make the project possible. Construction plans are complete and out for bid. There will inevitably be additional hurdles along the way, but our goal is in sight.

Importantly, we completed a multi-year process to reassess the role our co-op plays in this community, resulting in a revision of our Ends and articulation of an enduring set of Values. These will guide us in the years ahead. Together, they call for an even greater sense of inclusion – to welcome “all” into our stores and to support the community broadly. We look forward to the facilities the new store will provide, such as the Community Room, its teaching kitchen, and the lovely café space, all of which will give us more options for programs that help foster community ties.

As I count these blessings, I ponder what more we can and should do. Much of our focus over the next several years will be on successfully completing the expansion. But, beyond that, what more can we do to strengthen and support our community? According to a 2025 study by The Greater Boston Food Bank and Mass General Brigham, 50% of households in Franklin County experienced food insecurity in 2024, a significant increase of 13% from 2023. I suspect 2025 was even higher. The Board and I would love to hear your thoughts on the role you’d like to see the co-op play in helping to address this critical issue.



With warm wishes for a happy holiday season to you all,  
Tammy

Please send your thoughts to  
[tammy@tammyerickson.com](mailto:tammy@tammyerickson.com)

# Help Bring the Co-op Into the Future – Join the Co-op’s Board of Directors!

At the Co-op's Annual Meeting on March 1, 2026, member-owners will conclude the election of four of the 11 seats on our Board of Directors. Given our plan to move Green Fields Market to the former Wilson’s building in downtown Greenfield, the Co-op is in a major stage of transformation; by the time of our Annual Meeting, we’ll have a clearer picture of what that transformation will look like. If helping to usher our Co-op into this historic moment inspires your imagination and cooperative spirit, we encourage you to run for one of those seats.

The best way to explore what Board service is like is to attend a meeting or two. These take place at 6:30 p.m. on the second Wednesday of each month at 170 Main St. (a few doors east of Green Fields Market). You’re invited to share a meal and meet Board members informally at 6 p.m. You may also send questions to the Board at [bod@fcc.org](mailto:bod@fcc.org). You can always find information about Board and committee meetings on our website: [franklincommunity.coop/events/](http://franklincommunity.coop/events/).

**To be eligible to run**, you must be a member-owner in good standing (equity paid up or adhering to payment plan) and have joined the Co-op at least four months before the Annual Meeting. Paperwork declaring your candidacy – forms are available on the website and at both stores – is due by January 30. A fillable form

can be found here: [franklincommunity.coop/wp-content/uploads/2025/12/Franklin-Community-Co-op-Board-Nomination-Packet-25-26-fillable.pdf](http://franklincommunity.coop/wp-content/uploads/2025/12/Franklin-Community-Co-op-Board-Nomination-Packet-25-26-fillable.pdf)

Wendy Sibbison  
Membership Engagement Committee  
FCC Board of Directors



# Save the Date



## 2026 Franklin Community Co-op Board Election and Annual Meeting

Each year, in the spirit of the second Cooperative Principle – “Democratic Member Control” – all member-owners are strongly encouraged to vote to elect fellow member-owners to serve on the Co-op's Board of Directors. The ability to vote for Co-op Board members is an important member-owner right, as are participating and voting at Board meetings and attending the Annual Meeting. You can be involved in and influence our Co-op's governance!

The Board has 11 seats and, given our three-year terms, either three or four of those seats come up for election each year; in 2026, there will be four open seats.

Voting starts on February 16 and ends at the Annual Meeting, which will take place in Greenfield on Sunday, March 1, from 3-5 p.m. at the Episcopal Church of Saints James and Andrew, 8 Church St. Childcare will be provided. You can also attend the meeting via Zoom.

### What will happen at the Annual Meeting?

- Green Fields Market expansion and state-of-the-co-op update.
- Guest speakers highlighting the positive community impact of the Green Fields Market expansion.
- Socializing with member-owners.
- Live music, and food made by the Co-op.
- Final voting and Board election results.

You will be able to find this and additional information on our website and via member-only emails as we get closer to the election and meeting.



# Holiday Gift Giving Ideas!

**Bearington  
stuffies**



**fancy  
soaps**



**greeting  
cards**



**ornaments**



**gift cards**



**perfumes & oils**



**truffles  
for your  
bottle**



**candles**



**jewelry**



**calendars**



**and  
much  
more!**



## Changes to the Food for All Discount Program

We believe that everyone should have access to nutritious and delicious foods!

The Co-op's Our Food for All program provides a 10% discount on all purchases (excluding alcohol) to anyone receiving third-party, low-income benefits.

Participants do not have to be Co-op member-owners. Any qualifying person can sign up for the program using the Food for All brochure at Green Fields Market in Greenfield or McCusker's Market in Shelburne Falls, or online at the Co-op's website at [franklincommunity.coop/food-for-all-program/](http://franklincommunity.coop/food-for-all-program/)

In response to the SNAP freeze and government shutdown that began on November 1, the Co-op has expanded. The list of programs that would qualify people for the Food for All program.

"Our Food for All program was set up to help low-income community members access good food for themselves and their families. In this time of even greater need, we feel it is important to do what we can to ease the considerable burden placed by the freeze," said the Co-op's Outreach and Communications Manager Caitlin von Schmidt.



The following low-income benefit programs can now be used when signing up:

- WIC
- SSI
- Fuel assistance
- Housing voucher
- Head Start
- Temporary Assistance for Needy Families
- Low Income Household Water Assistance Program
- Current MassHealth letter of eligibility

Anyone with questions regarding the Food for All program can contact Caitlin at [communications@franklincommunity.coop](mailto:communications@franklincommunity.coop).





# Salted Toffee Chocolate Bars

By Co+op

## Ingredients

- 12 graham crackers broken into 24 squares
- 1/2 pound butter
- 1 cup brown sugar
- 3/4 cup chopped pecans
- 1/2 teaspoon coarse salt
- 3/4 cup bittersweet chocolate chips



tip of a spatula to nudge the crackers apart. Sprinkle with coarse salt. When the pan has cooled, melt the chocolate and drizzle it over the crackers. Let cool until firm; remove from the pan, and break into pieces. Store, tightly covered, at room temperature for up to a week.

## Serving Suggestion

This salty-sweet, crispy and chewy treat will disappear quickly, no matter what you do! Make a double batch and wrap half of these bars in a decorative box as a quick gift for party hosts, or for your office "secret Santa."

## Instructions

1. Heat the oven to 350°F. Line a cookie sheet with aluminum foil. Place the crackers on the foil-lined sheet, with their edges touching. In a small saucepan, melt the butter over low heat, then stir in the brown sugar. Turn the heat to medium high, bring the mixture to a boil, then reduce heat to simmer, stirring occasionally, and cook for 10 minutes until the sugar has melted. Pour the sugar mixture over the graham crackers, and spread with a spatula to cover evenly.
2. Sprinkle with pecans and bake for 10 minutes, until bubbly. Place pan on a cooling rack and use the



# Roasted Cauliflower and Sweet Potato Curry Soup

By Co+op

## Ingredients

- 1 small cauliflower, chopped into 1/2 inch pieces
- 1 large sweet potato, 1/2 inch cubes
- 1 large carrot, 1/2 inch slices
- 2 tablespoons extra virgin olive oil, divided
- 1 large onion, chopped
- 3 cloves garlic, minced
- 1 tablespoon fresh ginger, minced
- 2 teaspoons ground coriander
- 2 teaspoons ground cumin
- 1 teaspoon ground cinnamon
- 1 teaspoon ground turmeric
- 1 teaspoon ground black pepper
- 1/4 teaspoon cayenne
- 1 teaspoon salt
- 1 14-ounce can crushed tomatoes
- 2 cups vegetable stock
- 1 14-ounce can coconut milk
- 1/4 cup cilantro

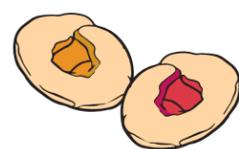


## Instructions

1. Preheat the oven to 425°F. Place the cauliflower, sweet potato and carrot in a large bowl, drizzle with half of the olive oil, and toss to coat. Spread on a large sheet pan. Roast for 20 minutes, until the vegetables are browned and tender when pierced with a paring knife. Cool on racks.
2. While the vegetables roast, heat the remaining olive oil in a large pot over medium-high heat, then add the onions. Cook, stirring often, for about 5 minutes, then reduce the heat to medium-low and stir often for another 5 minutes. Stir in garlic and ginger and cook for 2 minutes, then stir in the coriander, cumin, cinnamon, turmeric, black pepper, cayenne and salt and stir until fragrant, about 2 more minutes.
3. Add tomatoes, vegetable stock and coconut milk, stir well, and bring to a boil, then stir in the roasted vegetables. Reduce to simmer for 5 minutes, just to heat the vegetables through.
4. Serve sprinkled with cilantro.

## Serving Suggestion

Rice is always nice with a curry or pair this flavorful soup with some garlicky naan.



# Thumbprint Cookies

By Trouble Mandeson

FD = Field Day

## Ingredients

- 1 cup finely ground almond flour
- FD *Gluten-free Almond Flour*
- 3 tablespoons ghee, organic, or vegan butter
- 3 tablespoons maple syrup
- 1/2 teaspoon vanilla extract
- FD *Vanilla Extract*
- 1/4 teaspoon salt
- 3 tablespoon jam
- FD *Fruit Spread (Raspberry, Strawberry, Mixed Berry)*

## Instructions

1. Mix all ingredients together except for the jam. Using a tablespoon to measure, roll the spoonful of dough into a ball and place on a parchment-lined baking sheet. Make a thumbprint in the middle of each ball and fill with 1/2 teaspoon of jam. Bake for 10-12 minutes at 350°F until golden brown. Cool and enjoy.

## Serving Suggestion

These gluten-free and vegan jam-filled cookies are fun to make and to eat around the holidays. Use a variety of jam flavors and colors for a platter of jewel-toned sweetness.



# Learn About Our 2026 Round Up Recipients!

Big thanks go out to all the Co-op member-owners who took time to nominate and then vote for six Round Up recipients for 2026. Your voices have been heard! The following six organizations will benefit from donations received from our lovely customers who round up their total at the register each time they shop. Didn't get the chance to vote? We'll be doing it all again in October 2026!

## January/February – Stone Soup (see the following page)

## March/April – Franklin County Community Meals Program

The Franklin County Community Meals Program is continuously in partnership with our community to feed our neighbors by providing meals and home supplies for the food insecure in Franklin County. They organize four meal sites in Orange, Turners Falls, Greenfield, and Northfield. [fccmp.org/](http://fccmp.org/)

## May/June – Just Roots

Just Roots is a nonprofit community organization located in Greenfield. Their mission is to create equitable access to healthy local food in Western Massachusetts, and to work toward just, vibrant, and sustainable farm and food systems everywhere. Their goal is to increase knowledge about and demand for local food in Franklin County; the Greenfield Community Farm is the centerpiece of their work. [justroots.org/](http://justroots.org/)

## July/August – Nolumbeka Project

The Nolumbeka Project hosts annual gatherings and educational events featuring Indigenous presenters sharing their knowledge, cultures, and histories. They work to protect and preserve the land, especially the ancient multi-tribal villages of which Wissatinnewag is an integral part. [nolumbekaproject.org/](http://nolumbekaproject.org/)

## September/October – Resilience Center of Franklin County (formerly NELCWIT)

The Resilience Center of Franklin County provides counseling, advocacy, and resources for individuals affected by domestic or sexual violence. They assist in prevention and education work to decrease violence in our community. As an anti-racist, multicultural organization, RCFC also joins with and mobilizes other groups and individuals who are working to end domestic violence and sexual abuse, ensure human rights, and achieve social justice. [rcfcma.org/](http://rcfcma.org/)

## November/December – Brick House Community Resource Center

The Brick House concentrates its focus to address the underpinnings of social inequity by supporting individual and community well being through economic development, youth development, education, parent & family programming, community engagement, advocacy, and the arts. In 2003 the organization moved into its Third Street firehouse and renovated it into a community center, with an after-school youth drop-in space at its heart. [brickhousecommunity.org/](http://brickhousecommunity.org/)



## December 2025



The Food Bank of Western Massachusetts is committed to ending hunger by ensuring access to nutritious food and addressing the root causes of food insecurity. It sources food from a wide range of partners—including state and federal programs (MEFAP and TEFAP), local farms (including its own), retailers, and community organizations. This food is inspected, inventoried, and distributed through a network of member food pantries, shelters, meal sites, and directly to individuals via Mobile Food Bank and Brown Bag programs. Beyond food distribution, the Food Bank strengthens the region's emergency food network by offering grants, training, and support to its partners. It also advocates for legislative and policy changes that promote long-term solutions to hunger, reduce systemic barriers, and increase economic opportunity for all. Through collaboration, education, and action, the Food Bank works toward a hunger-free Western Massachusetts.



Scan QR code to learn more!



## January & February 2026

Stone Soup Café is a volunteer-driven, pay-what-you-can community café in Greenfield, Massachusetts, offering nutritious, scratch-made meals every Saturday to anyone, regardless of ability to pay. Along with weekly prepared meals, they operate a free community store providing groceries, produce, and personal-care items, and they host community-building events throughout the year. The café also



runs a free 12-week Culinary Institute that offers hands-on kitchen and job-readiness training to support people seeking employment or rebuilding their lives. Their mission centers on dignity, food justice, inclusivity, and creating a welcoming space where everyone can access nourishment and connection.



Round up when you shop at either of our stores and your change will be donated to these excellent organizations.

# Out and About with the Co-op

## Co-op Pumpkin Party

We had a bunch of fun at our first-ever Co-op Pumpkin Party next to Green Fields Market, as part of the Greenfield Business Association's October 11 Vintage Fall Stroll event in downtown Greenfield!

In honor of National Co-op Month, all of our samples came from cooperative businesses: butternut squash ravioli with brown-sugar-and-butter sauce, pumpkin cake, and hot, spiced apple cider from our own Prepared Food and Bakery Departments; yummy ferments samples give out by Judy of Real Pickles; delicious dried mango and coffee from Equal Exchange; and scrumptious cheddar cheese samples from Cabot Creamery. Big thanks to our co-op friends!

We also had a trick-or-treat bag decorating activity for kids, and Co-op Board members were on hand to talk about the Co-op. Missed it? Don't worry, you can come next year!



## Franklin County Fall Food Festival

On October 18, we had a spot at the second annual Franklin County Fall Food Festival at the Franklin County Fairgrounds in Greenfield. It was a gorgeous day, and visitors were able to purchase our own butternut squash lasagna, wraps, cookies, little pumpkin pies, cookies, and maple iced coffee. There was more trick-or-treat bag decorating for the kids, and Board member Bill Sweeney was on hand to chat with people about the Co-op. It was a great opportunity to meet a lot of new people and fun was had by all!



# Upcoming Demos & Events



## Bakery & PFD Holiday Menu Tasting

Large tasting of our Holiday Menu. You won't want to miss it!  
**Saturday, December 13, Noon – 2 p.m. Green Fields Market**



**Order by 12/19 for pick-up on 12/23 or 12/24, or by 12/26 for pick-up on 12/30 or 12/31.**

**Order here!**



**Demo: Craft Homegrown Beer**

**Friday, December 12, Noon – 2 p.m. Green Fields Market**



**Demo: West County Cider**

**Sunday, December 14, Noon – 2:30 p.m.  
 Monday, December 22, Noon – 2:30 p.m.  
 Green Fields Market**



**Demo: Cafe Europa**

**Saturday, December 13, Noon – 2 p.m.  
 Saturday, December 27, Noon – 2 p.m.  
 Green Fields Market**



**Demo: Ruby Wines**

**Saturday, December 20, 1 – 4 p.m.  
 Green Fields Market**



**Demo: Brick & Feather**

**Friday, December 19, 1 – 3 p.m.  
 Green Fields Market**

**Music on the Mezz!  
 Featuring Myk Freedman**

**Sunday, Jan. 4 & Feb. 1, 11 a.m. – 1 p.m.  
 Tuesday, December 16, 12:30 p.m. – 2:30 p.m.  
 Green Fields Market Mezzanine**

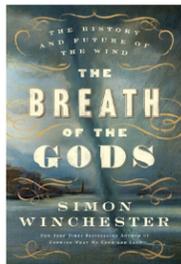
**Music on the Mezz!  
 Featuring Two for Jazz**

Enjoy the afternoon with some jazz music.  
**The following Sundays, 11:30 a.m. – 1 p.m.  
 December 21 • January 18 • February 15  
 Green Fields Market Mezzanine**

# BOOK CLUB

 **FEDERAL STREET BOOKS**

## December



### **The Breath of the Gods** By Simon Winchester

New York Times bestselling author Winchester returns with a thought-provoking history of the wind. "The Breath of the Gods" is an urgently-needed portrait across time of that unseen force – unseen but not unfelt – that respects no national

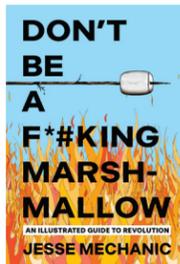
**\$34.99**  
hardcover

borders and no vessel or structure in its path. Wind, the movement of the air, is seen by so many as a heavenly creation and generally a thing of essential goodness. But when it flexes its invisible muscles, all should take care and be very afraid.

## Member Benefit

Shop local! Save 10% when you purchase one to four copies and 15% when you purchase five or more, perfect for a book club! Email [communications@franklincommunity.coop](mailto:communications@franklincommunity.coop) to request your discount code.

## January



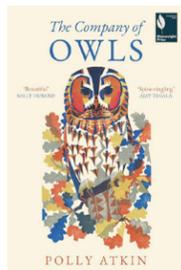
### **Don't Be a F\*#king Marshmallow: An Illustrated Guide to Revolution** By Jesse Mechanic

"Don't Be a F\*#king Marshmallow" is an illustrated guide to changing the world, a book for those who have grown tired of tepid, performative

**\$19.95**  
paperback

activism that all too often fails to confront the corrupt, inequitable, and inhumane systems that define modern society—and a rallying cry for the work ahead.

## February



### **The Company of Owls** By Polly Atkin

An observant, lyrical memoir exploring what owls can teach us about nature, chronic illness, and ourselves – so long as we are quiet enough to listen. "Let me tell you about my neighbors, the owls," writes Polly Atkin in this love letter to the clutch of tawny owlets residing near her home in the heart of England's Lake District. Circumscribed by a chronic illness to her cottage and the surrounding area, she turns to the trees and the animals among them for companionship. As Atkin watches them grow from curious fledglings into sleek raptors, she contemplates the act of survival and our place within it.

**\$24.99**  
hardcover

When should a human intervene? When should nature take its course? What do the owls know that we do not? A resounding call to find joy in unexpected places, "The Company of Owls" is a love letter to the world, teaching us to listen amid clamor and noise.

You can also find Book Club with Federal Street Books information on our website!

## Green Fields Market Catering



**Made-From-Scratch • Freshly Prepared Food**

We offer a wide selection of prepared foods for all occasions, including sandwich platters, cheese platters, sushi platters, pasta, chicken salads, morning pastries, coffee, and desserts.

Catering orders must be submitted at least three business days prior to your event. We can arrange delivery of your order Monday through Friday before noon in Greenfield and some surrounding towns. Please ask about this service when you order.

And don't forget, you can run into Green Fields Market at the last minute any day of the week and grab a prepared meal – breakfast, lunch, and dinner!

**Place your Order Today!**

Order at [franklincommunity.coop/catering/](http://franklincommunity.coop/catering/) or scan the QR code!



Party Platters



Entrées



Sides



Soups & Salads



Pastries



Desserts

## Connect With Us!



Franklincoop



Franklin Community Co-op



## Become a Member!

Everyone is welcome to shop at our Co-op and everyone is welcome to join!

[franklincommunity.coop/join/](http://franklincommunity.coop/join/)



## Subscribe to our Newsletter!

Franklin Community Co-op sends out a monthly electronic newsletter. You can find Co-op news, recipes, staff picks, upcoming events, board member profiles, member-owner classifieds, and more.

To keep up with your Co-op, sign up here — you don't need to be a member-owner to subscribe!

[franklincommunity.coop/newsletter/](http://franklincommunity.coop/newsletter/)



## Expansion Updates!

Stay tuned for updates about Green Fields Market's expansion into the Wilson's building!

[franklincommunity.coop/category/news-updates/expansion/](http://franklincommunity.coop/category/news-updates/expansion/)



## Franklin Community Co-op Team

**General Manager** John Williams

**GFM Store Manager** Andrew Hernandez II

**GFM Assistant Store Manager** Micah Roberts

**GFM Center Store Manager** Tim Gorts

**MCC Store Manager** Al Goodwin

**Finance Manager** David Russell

**Human Resource Manager** Kim Fulks

**Outreach and Communications Manager** Caitlin von Schmidt

**Bakery Manager** Mike Shersnow

**Prepared Foods Manager** Tera Tippett

**GFM Produce Manager** Bryan Gillig

**IT Manager** Rowan Oberski

**GFM Perishables Buyer** Virgil Wetmore

**GFM Grocery Buyer** Wendi Byther

**GFM Specialty Foods Buyer** Kim Nyiri

**GFM Wellness Supplement Buyer** Max Barnett

**GFM Body Care & General Merchandise Buyer** Genevieve Joly

Contact info: [franklincommunity.coop/contact-us/](http://franklincommunity.coop/contact-us/)

## Board of Directors

**President** Tammy Erickson

**Vice President** Margaret Cooley

**Treasurer** Jonathan Daen

**Clerk** Peter Garbus

Josh Bell

Dave Campbell

KC Ceccarossi

Tori Luksha

Wendy Sibbison

Bill Sweeney

George Touloumtzis

