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# PEOPLE'S MARKET

## newsletter

### october 2012

Do you love our cheese? Do you have an event coming up that needs to be catered? Fret not, for People's Market can cater your event and provide a delicious cheese and cracker platter (pictured on the right), or we can provide coffee, tea, and many other products. Ask any co-manager for a menu.



## Hello again,

and thank you to everyone reading our newest newsletter! We are excited to be back this semester to provide you all with delicious snacks and good vibes.

We have a few new products for you this semester, including Moxie and Spindrift Soda. Check out our full list of new products on page 2, and please let us know what you think by dropping a comment in our suggestion box!

Along with new products, we also have nine new faces around the market. You can read a bit about our new peeps and see pictures of all of their bright, smiley faces on page 4. And, as always, feel free to stop by and say hello!

We are currently in the process of testing out some new products for the market, so keep a look out for some new drinks on the shelves in the coming weeks.

Always feel free to leave us a note and let us know if you have any suggestions (products, music, logistics, events, anything!) or to let us know how you think we're doing. We love hearing from our customers!

We hope you enjoy this issue, and we look forward to seeing you in the market.

love,  
PM

Location:

Room 328 in the Student Union.

Phone:

office: (413) 577-2120  
store: (413) 545-2060

Email: [pmcater@gmail.com](mailto:pmcater@gmail.com)

Hours:

Mon & Fri: 8:45AM-4:00PM  
Tue, Wed & Thu:  
8:45AM-5:00PM

Be sure to check out our People's Market Facebook, Tumblr, and Website too.

[www.peoplesmarket.org](http://www.peoplesmarket.org)

# Try these new products!

**Hot Chai:** Try our usual delicious chai, only hot for the chilly weather!

**Pioneer Magazine:** Look for this magazine on our hand out table! It's all about news and current events in the valley.

**Moxie:** Make sure to try this New England favorite! If you've never had it before, it's sort of like birch beer, but different. Check it out! And it's only \$1.

**Spindrift Soda:** These amazing sodas are made from real fruit, no artificial stuff. It's made in Worcester, MA, so it's local! We have a bunch of flavors, we recommend blackberry, but try them all!

**Iced gingerbread & Spiced Pumpkin CLIF Bars:** Try our new flavors!



## Returning products

**Cafe Evolution:** Vegan baked goods are back!

**Pumpkin bagels:** Try them with some delicious

**Pumpkin cream cheese!**

**Hot Chocolate:** Drink up and warm up!



## Featured!

### Coffee Body Scrubs

The People's Scrub, homemade by our lovely co-manager Ashley, is a yummy coffee based body scrub to use in the shower. It contains all organic fair trade ingredients, and is perfect for making your bathing experience more sustainable. The People's Scrub comes in three flavors, Sirius Blend, Vanilla, and Chocolate Raspberry. The olive oil in the scrub leaves your skin feeling soft and refreshed, and the coffee leaves you feeling energized in the morning. Not sure if you'll love it? Try one of our one ounce trial sized cups. Come in and ask a co-manager if you want to know more!

*Contains: nutmeg, cinnamon, coffee, olive oil, and sugar*

# The Truth about Chocolate

Trick or treat! Amongst the sea of oranges, yellows, reds, and metallic, you gravitate towards your favorites: Kit Kats, Reese's, Crunch, and Butterfinger. What's one thing they all have in common? (Besides giving you cavities!) All your favorite candy is either Hershey's or Nestle. All your favorite candy is also sourced from Côte d'Ivoire (the Ivory Coast) in Africa harvested by child slaves.

Hershey's and Nestle continue to stagger behind the chocolate industry in terms of child labor, despite relentless campaigns including Raise the Bar, Hershey! and Slave Free Chocolate.

When Bloomberg.com spoke to Nestle's head of operations, Jose Lopez, he agreed that child labor is an issue, however, he believes that "the complexity of child labor in the cocoa supply chain means solving the problem will take years." To translate, they would have to sacrifice the estimated \$98.3 billion global chocolate market. ([Marketsandmarkets.com](http://Marketsandmarkets.com)) The U.S. spends about \$16.7 billion dollars on chocolate each year and as a result, there are 1.8 million children at risk.

We need to eliminate the abuse of children in the chocolate industry and ask Hershey's and Nestle to begin implementing policies against child trafficking, begin better monitoring programs and improving their overall transparency. We can put our foot down by supporting chocolate companies who source fair trade cocoa.

come try our yummy (and environmentally conscious) candy, and buy a leftover halloween goodie bag!



We offer alternatives in the Market. Equal Exchange is a cooperative and is worker owned. Their cacao is sourced exclusively from other small co-ops in the Dominican Republic, Panama, Peru and Ecuador. The market rotates flavors but our most popular is "Organic Mint Chocolate with a Delicate Crunch" and "Organic Very Dark Chocolate". Endangered Species' milk and dark chocolate is another natural alternative that is ethically sourced. In addition, a portion of their net profits is donated to conservation efforts, including, The African Wildlife Foundation and SEE Turtles. Newman's Own Organic peanut butter chocolate, caramel, and milk chocolate cups are sourced from cocoa beans grown on Rainforest Alliance Certified™ farms. Come to the market and check out all the chocolate we offer, without the bitter taste of child labor!

A full list of ethical chocolatiers can be found at <http://slavefreechocolate.org>. (Equal Exchange, Endangered Species, and Newman's Own is on the list!)

- Lynn Tran

# New Peeps!

We asked our new peeps:

- 1) Where are you from? What year are you? What's your major?
- 2) What's your favorite part about working at the market?
- 3) Do you have any ideas for the market?

## Annie

- 1) I'm from North Attleboro, MA — Sophomore — Sustainable Food and Farming
- 2) Meeting a stellar community that is motivated to tackle any problems that come our way.
- 3) More Fresh Produce!



## Alzira

- 1) I am from Cape Verde . Africa. A senior studying Biochemistry.
- 2) I get to make friends for life :).
- 3) Bring a notion of what new products are popular in other countries and if possible bring them to the market



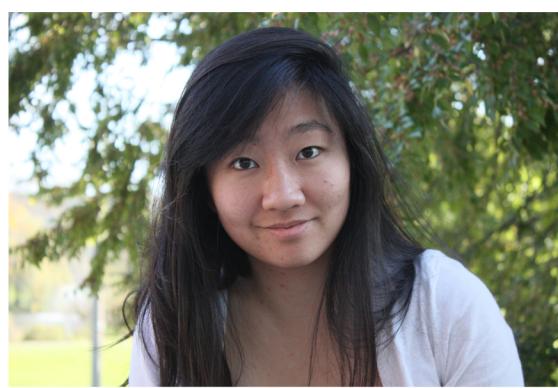
## Jazmin

- 1) I'm from Lawrence MA, but i was actually born and raised in the Dominican Republic. I'm a freshman and i'm currently undecided but plan to go into pre law.
- 2) Seeing everything come together everyday, hard work pays off.
- 3) I don't really have any new ideas.



## Joanna

- 1) Yo, hello from Westborough, MA! I'm currently a sophomore studying for the political science major, math minor, and international relations certificate.
- 2) The student cooperative is a new experience for me — the people, dynamic, and standards, and mission are so refreshing and encouraging to see in my life.
- 3) Working alongside other rad people and staying true to the mission statement while staying engaged in the community.





## Matt

- 1) I'm from Saco, Maine, and am in my Junior year at UMass as a Russian major.
- 2) Working at People's Market is a great way to meet people! Who would've thought?
- 3) I like to think I bring a distinctly hairy, music-loving, and open-minded personality to the Market.



## Molly

- 1) I'm from Southington, CT. I'm a sophomore studying psychology, sociology and women's studies.
- 2) I love the environment of the market and everyone I get to work with. It feels good to be part of such an awesome community!
- 3) I hope to help maintain our mission statement, work with the campus community more, and maybe bring more vegan products to the market!



## Sarah

- 1) I'm from Franklin, MA. I'm a freshman majoring in architecture.
- 2) Great people, independence, and collaborations!
- 3) I'm working on the advertising committee and I'm really enthusiastic about getting our name out there!



## Sophia

- 1) I am from Cape Cod. Junior. Studying Psychology.
- 2) Blasting music and being with good people
- 3) I hope to bring a positive attitude and a refreshing perspective.



## Victor

- 1) I'm from Fitchburg, MA, I'm a freshman and I am undeclared
- 2) The most exciting thing about working at the market is the atmosphere provided by the other comanagers and our customers.
- 3) I hope in the future we are able to provide more healthy alternatives for our customers.

# Getting Back to Our Roots

At the beginning of October, People's Market saw the return of some of its beloved old peeps. The meet up between previous and current peeps was fun and engaging — hearing stories about the past and talking about its present direction revealed how People's Market has retained its mission statement and energy throughout the years. Sunday morning in the market with our now signature coffee and bagels was informative as it was fulfilling. During the rush of recollections and meet-and-greets, we managed to snag a few interviews!

## We asked them:

1. What years did you work at the market? What did you major in?
2. Why People's Market?
3. What was the best thing about the collective?
4. How does it feel to see your fellow peeps and the market again?
5. What is the most “unnecessary” or “unexpected” skill you learned working as a co-manager?

## Devon McKay

1. Active peep from 1999 to 2002 | English major.
2. I spent a bit of time looking for ways to get more involved, so I considered several different activities. When I saw the dynamic relationship in People's Market, I had to apply.
3. Vanilla ice cream and friendship! (Oh, and teamwork. That too.)
4. We've all kept in touch with each other; it's like we've never even been out of each others' lives. People's Market is the same, like the charge and mission statement, but it's also evolving with the times.
5. Mopping!

## Jason Prybylo

1. Active peep from 1999 to 2002 | Economics major.
2. Familiar relations introduced me to People's Market. The atmosphere seemed cool — as a student run business, it seemed to be a different but fun.
3. The peeps! Decision making as a collective. An alternative college experience.
4. Coming back to the Market has been smooth. Everything's still good, there's no awkwardness, and it's all very familiar.
5. Cutting cheese consistently. Understanding knives. Knowing REAL tea.

## Omar Guessous

1. Active peep from 1998 to 2002 | Psychology and Sociology double major.
2. I was looking for a sense of community, a home, a niche — something I wouldn't find in a traditional business.
3. The collective's encouragement to find a voice and branch out definitely helped me forge my adult identity.
4. It's been heartwarming! There are lots of good memories here.
5. Filling cream cheese cups. (When am I ever going to use this skill again?)



# Art and Writing



you make me crave for the stars because  
*light is brightest when peripheral*  
and *radio static cries are the birth of our universe*  
while taking the long route home  
as my center of gravity expands outwards past

- Joanna Zhu

just a one trick pony?  
on the contrary, my dear  
a fully assembled human being consists of elements and  
non-tangible concepts of talking pillows with  
necessary evils like  
accidental claims of intimacy.

- Anonymous

Left: "Ocean Swallow Tree" by Eric Smith  
Below: "Amor" by Alzira Avellino

Would you like your art or writing featured in our newsletter? We are always accepting submissions. Feel free to request any submission remain anonymous. Please send any creative piece you'd like to:  
[PeoplesMarket73@gmail.com](mailto:PeoplesMarket73@gmail.com)





Would you like to see your design on  
fellow classmates and professors?

Show your creative capabilities by  
entering a design in the

## **PEOPLE'S MARKET T-SHIRT COMPETITION!!!**

People's Market will accept one  
exceptional design to feature on our  
new T-shirts this semester!

### **REQUIREMENTS:**

1. Design must be monochromatic and readable on a white t-shirt
2. Design must be in .BMP format
3. Please visibly include "People's Market" in the design
4. You must submit your design via email to  
**Peoplesmarket73@gmail.com**  
By 11:59 on November 22<sup>nd</sup> at the LATEST

For further questions, please do not hesitate to ask a co-  
manager or email us!