

EARTH AND SKY WHOLEFOODS

In keeping with the spirit of our name, "Earth and Sky Productions", we wish to announce the regeneration of an old idea in a new form, a form which we hope will actually work.

Under the direction of Michael Ringlands we're launching EARTH AND SKY WHOLEFOODS to satisfy people who are tired of not being able to get the wholefoods they want and are tired of being robbed every time they go to the supermarket. The idea of Earth and Sky Wholefoods is simple. Like any other food co-operative it seeks to combine buying power, purchase food in bulk and distribute at a reasonable price, without middlemen and glamour packaging, etc.

Eventually we hope to obtain a storefront in town, or some other suitable space where Wholefoods and a restaurant can be established. We also hope to purchase more directly from growers, etc. and encourage people to get into their own gardening. There are further ideas of a general store-type framework. But big ideas must start with small actions if they are to be successful.

Practically, we are already starting a Bulk Dry Foods ordering and distribution system, which, of course, we want to expand — see notices concerning this in the Union. Later, after we get the feel of it, we'll work things like membership fees, running expenses, working and distribution networks, i.e., stall on campus on certain days. But for now, if you're interested and have any ideas, see the notices, contact us personally or ring 75 3271.

Hoping Wholefoods gets going — help us get it together and do a whole lot.

*Yours,
David Forge*

Neucelus 9 June (1976), p. 26