

Lakewinds

MEMBER NEWSLETTER

OCTOBER/NOVEMBER 2005

Lakewinds' New Look—in Store and Online

By Joshua English Scrimshaw

Lakewinds has a new look. You can see it in our new logo and store signage. You can see it in Lakewinds' newly redesigned website. And you will see it most prominently in the new Chanhassen and Minnetonka stores.

Early this year, Christopher Brandewie of Astroman Studios, the design firm responsible for the interiors of the new stores, interviewed Lakewinds' staff and board members asking them to describe what makes Lakewinds unique. During these conversations, certain consistent key words and phrases emerged: "incredible customer service," "high quality product," "honest and ethical," "community driven," "modern but not pretentious." These concepts became the catalyst for Brandewie's design.

One of the more notable changes in looks is Lakewinds' new color palette. According to Brandewie, "This palette is, to some extent, a use of re-invented earth tones. These warm, natural colors are meant to give the connotation of organic and healthy living."

Another important aspect of the design is an emphasis on earth-friendly fixtures. The new stores will avoid laminates on countertops, using wood and glass instead. Recycled tile will be used

The screenshot shows the Lakewinds website with a green and orange color scheme. At the top, there is a search bar and a 'go' button. Below the navigation menu, there are three store location cards for Minnetonka, Anoka, and Chanhassen. The Minnetonka card includes the address: 17523 Minnetonka Blvd, Minnetonka, MN 55345, and phone number: 952-473-0292. The Anoka card includes the address: 1917 2nd Avenue S., Anoka, MN 55303, and phone number: 763-427-4340. The Chanhassen card says 'Coming Soon'. Below the location cards, there are four promotional boxes: 'Online Shopping' (Store Pick Up), 'Join the Co-op', 'What's New' (Check out all the great items on sale this week), and 'Recipe of the Month' (Baked Lemon-Pepper Chicken).

Not only are our stores being redesigned with earth-friendly fixtures and Safecoat paint, but our website has also been revamped with a new look and many added features. Visit www.lakewinds.coop and check it out!

throughout the stores and the walls will be graced by the home store's very own Safecoat paint. Through the use of recycled and environmentally safe materials, Brandewie wants to "convey the feeling of authenticity combined with a modern mindset."

Nothing epitomizes a "modern mindset" like the web. While Astroman Studios worked on the interior design, Lakewinds' staff worked on revamping Lakewinds' website. Some of the site's new features include department pages

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Lakewinds Sponsor-A-Bag Holiday Food Drive

This winter, each Lakewinds store will display grocery bags that have been decorated by local elementary schools as part of a class lesson on social responsibility and giving. These decorated bags will be filled with \$40 worth of healthy food including organic produce and other staple food items.

Beginning November 1, customers can sponsor one of these bags as a ready-made donation to the food shelf for only \$20. The bags will be distributed to families in need after December 19. For more information or to sponsor a bag, stop by the customer service desk at any of our three stores or call Mary Moulton at 952-742-1211.



Lakewinds Annual Member Meeting and Dessert Social

Join us on Monday, October 17 from 6:30–8:30 p.m. for a dessert social and annual member meeting at the Marsh in

Minnetonka. Dessert will be served from 6:30–7:30 p.m. The meeting will begin shortly after 7:30 p.m. There will be no charge for dessert but an RSVP is required. The Marsh will be providing childcare for children ages 2–10. There will also be a fun, physical class for children ages 6–10. Reservations are required for childcare and must be made by October 10 (the Marsh is located at 15000 Minnetonka Boulevard). For more information or to make a reservation, please call 952-473-0292.

Anoka Member Advisory Meeting

The next Lakewinds-Anoka member meeting will be held October 19 at 5:30 p.m. in the Anoka Café.

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with monthly focus items, a community page with updates on local events and opportunities for charitable giving, an ever growing recipe section with a “Newist Recipe” page and a regularly updated “Food and Cooking Basics” guide, a Healthy Living section with pages on environmental and agricultural issues, a National Delivery section for Home Store products and an easy-to-use Product Request tab for products you would like to see added to the new stores’ expanded selection.

According to Doug Roese, Lakewinds Web Coordinator, “The whole purpose of the new website is to improve our customers’ experience with Lakewinds. From mak-

Another important aspect of the design is an emphasis on earth-friendly fixtures. The new stores will avoid laminates on countertops, using wood and glass instead. Recycled tile will be used throughout the stores and the walls will be graced by the home store’s very own Safecoat paint.

ing it easy to see what’s on sale, to shopping online for store pick up, to learning more about cooking great food

and where great food comes from, the site is designed to be full of useful and constantly updated information.”

Our new website, like our new design and new stores, is a natural part of growth. One of the phrases that Chris Brandewie gleaned from his conversations with Lakewinds staff and board members was “small and unique.” By striving to integrate the values of our members and staff at all levels, even interior design, Lakewinds can continue to grow while retaining the warm and personal experience members expect from their local community co-op.



*Recipe by Doug Roese,
Lakewinds Education Coordinator*

Apple Walnut Stuffing

Twelve cups should stuff a 22-pound bird. Make more to have extra, or a half recipe for smaller feasts. Yield: 12 cups.

- | | |
|---|-------------------------------|
| 3 cups walnuts (take halves and slice once, or just use pre-chopped pieces) | 2 cups red onions, 1/2" cubes |
| 8 cups good sourdough bread, day-old, 3/4" cubes (if fresh, bake for a bit first) | 2 cups celery, 1/8" slices |
| 3 cups organic, Minnesota-grown Haralson apples, 1/2" cubes | 2 teaspoons tarragon |
| 1/2 cup butter or olive oil | 2 teaspoons salt |
| 1/2 cup parsley, roughly chopped | 1 teaspoon paprika |
| | 1/4 teaspoon nutmeg |
| | 1/2 teaspoon black pepper |
| | 1/2 cup orange juice |

Preheat oven to 300°F. Toast walnuts in oven for 15 minutes. Turn oven up to 375°F. Clean and core organic baking apples and chop 1/2" cubes. In butter, sauté onion and then celery for 5 minutes each. Add parsley, salt, tarragon, pepper, paprika, nutmeg and cook 5 more minutes.

Place bread cubes and walnuts in a large bowl. Add orange juice to the veggie pan, then pour over the bread. Mix well. You're now ready to stuff the turkey (make sure the stuffing reaches 165°F). If you'd like to keep the stuffing separate, bake in oiled cake pan for 45 minutes.

The fall is a great time to discover the wonderful, locally grown organic apples available in Lakewinds' produce department. The local, organic Haralsons are a great choice for baking, and work very well in this special stuffing. Why wait until Thanksgiving to enjoy one of your favorite holiday dishes? Stuffing goes great with chicken and pork any time of the year.

Feel free to substitute your favorite nut for the walnuts and slip in some currants or other dried, chopped fruit like apricots, dates or figs. A splash of sherry couldn't hurt either. Feel free to have some fun with this recipe!

Turkey Cooking Instructions and Holiday Recipes

If you are looking for cooking tips and recipes for the rapidly approaching holiday season, visit the Recipes and Cooking Basics sections on our website: www.lakewinds.coop.



Nominees for 2005 Board of Directors

There are three seats available on the Lakewinds' Board of Directors and seven candidates including one incumbent. The candidates' statements provided in this newsletter were edited for space. Every attempt was made to include their main points and wording was not changed.

Ballots are provided in this newsletter. They are also available at the customer service desk. You can mail, fax or drop off the ballot to Lakewinds in Minnetonka. See "The Voting Process" for more details. You will also have a chance to vote at the Annual Member Meeting in October.

Douglas Engen Independent Consultant

Why are you interested in serving on the Lakewinds Board of Directors?



Shopping at Lakewinds is a great opportunity for anyone in our community to find products that

are healthy, safe for the environment and of the highest quality. Lakewinds staff is always ready to help customers with suggestions and expert advice. Over the past few years I have come to appreciate this resource in our community and would like to become more involved as a member of the board. I believe I have skills in financial management and planning that will be especially important during our growth spurt.

What do you believe are the primary challenges facing the co-op?

Lakewinds has a firm foundation of committed members, loyal customers, and experienced employees. We face a large challenge

with excellent expansion opportunities in two new store locations. We can provide increased services in improved facilities—and we want to accomplish that while retaining our intimate atmosphere of a cooperative organization serving members and building a healthy community environment. This will require close attention to our fiscal planning and improved internal controls. It will require attention to many details by an active board working with management and employees throughout this expansion phase.

What specific insights, skills and experience do you possess that will help the co-op meet these challenges?

I enjoy working as a member of a team, fostering communication and cooperation. I have experience in financial analysis and planning that will be extremely important at this phase of Lakewinds growth. I pay attention to details. I appreciate the commitment of Lakewinds to provide the highest quality, best-value products for our community and want to be of service to see this organization continue to provide excellent products.

John Geier Real Estate Broker and President of Altai LLC, a company manufacturing and distributing natural dietary supplements

Why are you interested in serving on the Lakewinds Board of Directors?



Creating health together! As a current member of NNFA (National Nutritional Foods

Association), I see the challenges and full potential in providing the products and services that each of our members seek and deserve. The art is in balancing what a

megastore attempts to provide, with the hominess of a neighborhood store. It's a responsibility to lead and share with members a direction that integrates the heart of a growing, vital, global industry committed to health and wellbeing and a sustainable environment with the localized needs of our community and membership. Most individuals I know have freedom of choice, and it's no different when it comes to where we buy groceries. There's got to be a reason to come back again and again. Quality products? Great service? Informed employees? Organic foods, beverages, supplements, personal care and household products? These are just a few of the reasons we as members return to Lakewinds year after year, and why new members take a second look. New member recruitment is imperative. As we build on cutting-edge industry knowledge, let's not forget to create new relationships, while rekindling old ones, as we foster membership commitment, involvement and employee development. I would suggest a comprehensive range of business services, borrowed from "leaders of the pack" in the natural products industry, reinforcing the remarkable things Lakewinds is doing today, then blending out-of-the-ordinary trends our organization can incorporate so that we are sure to be here in the future.

What do you believe are the primary challenges facing the co-op?

Corporate superstores, in-store islands selling natural products, online storefronts selling natural products at discount; that the general population believes the co-op either 1) does not exist or 2) caters to a fringe element and is unable to address one's basic lifestyle needs. Also, recent efforts by Congress to limit the dietary supplementation industry:

(WASHINGTON—Rep. Susan Davis (D-Calif.) introduced the Dietary Supplement Access and Awareness

Act (H.R. 3156), proposing revision of a key clause in the Dietary Supplement Health and Education Act (DSHEA) that would lower the burden of proof required of the Food and Drug Administration (FDA) in banning dietary supplements for safety reasons.

Regarding the preceding paragraph and other issues, Senator Harkin said each person [each member], must cause events to happen at the local level, by contacting their respective Senators and Congress persons and the staff members representing those in Congress.

What specific insights, skills and experience do you possess that will help the co-op meet these challenges?

The ability to obtain the research, and plan from highly regarded sources outlining the market trends. For example, I subscribe to *Natural Pharmacy* magazine because it provides natural product news for retail pharmacists and nutritional counselors. It introduces and discusses new products and industry movers and shakers and has an interesting forum. I also receive the *Natural Foods Merchandiser*, providing a base of knowledge regarding natural and organic products and how to get the inside scoop on emerging trends. My philosophy is to provide the finest products at good prices and I believe most members would agree with that philosophy. I back efforts to support employees who are knowledgeable about product and can answer customers' questions. I would foster the sponsorships of programs that teach employees to be "transparent" about reasons for stocking certain products. I would suggest direction on the continued development of Lakewinds' web presence and web-linked resources. I have the ability to bring out the best in a group, the ability to take the appropriate calculated risks with the odds favoring success, promoting

“What’s Cool” about Lakewinds’ administration, employees and members.

Jane Howard

Associate Director of Philanthropy, Minnesota Nature Conservancy

Why are you interested in serving on the Lakewinds Board of Directors?



I strongly support the mission of Lakewinds and it has been a great privilege to serve as a Board mem-

ber during the past three years. I would like to serve for a second term because this is such an exciting and critical time for Lakewinds and I believe both my Board experience and my professional and volunteer experience qualify me for this important commitment. I bring to the Lakewinds Board my expertise gained from 20 years of working in the non-profit world (currently at The Nature Conservancy), including two membership organizations, as well as my experience serving in leadership roles on other boards. When I joined the Lakewinds Board in 2002, I made a real commitment to the Board’s activities and have devoted the time and energy necessary to be an active, well-informed member. I would like the opportunity to continue to serve Lakewinds’ members and to see through to success our significant building and renovation projects.

What do you believe are the primary challenges facing the co-op?

I believe the two primary challenges faced by Lakewinds result from its great success and the success of co-ops in general. When I began my first term on the Board in 2002, Lakewinds was so successful in meeting a need in

our community that it had outgrown its facilities—the Minnetonka food and home stores. Today, we have a store in Anoka, we’re building one in Chanhassen and we’re consolidating the two Minnetonka stores into one larger building next door. Now we have the challenge of operating effectively at three locations. However, with Lakewinds’ strong staff, its dedicated members and the invaluable service it provides to its communities, I have no doubt that Lakewinds will continue its stellar record of success.

A second challenge is the tremendous growth in the organic and natural foods market nationwide—20% annually compared to 5% for traditional foods. The co-op movement should be proud of its role in bringing organic products into the mainstream. But this also brings increased competition, both from private natural food stores like Whole Foods and from greatly enhanced natural food offerings in traditional grocery stores. Lakewinds needs to be competitive with its products and effective in communicating the advantage that being a co-op brings to its members, its staff, its community and its suppliers.

What specific insights, skills and experience do you possess that will help the co-op meet these challenges?

I have worked for organizations that have grown significantly and have expanded with satellite offices or have operated with multi-campus. I also have been through strategic planning processes to determine the best way to take advantage of opportunities presented by growth and to address challenges such as increased competition. Because I have worked professionally with two membership organizations and as a volunteer for a third, I understand the responsibility that such organizations have to serving their members. I bring to the

Lakewinds Board a dedication to its mission and success, direct experience as a Board member and a background of skills and knowledge that I believe serves the Board and its members well.

Jennifer Reilly

Human Resources Manager, Engineering at General Mills

Why are you interested in serving on the Lakewinds Board of Directors?



I see the opportunity to serve on the Lakewinds Board as a way for me to better support an

organization for which I have a large amount of respect. I value the cooperative principals of membership that require ownership of us all. I am a strong supporter of Lakewinds’ mission and believe my experience in Human Resource Management gives me a solid foundation to serve in this capacity. I moved to the Twin Cities shortly after college and was introduced to Lakewinds by a good friend. I quickly joined and found myself eager to introduce this wonderful find to others. A career transfer took me away from Minnesota for about three years, during which I was unable to find another co-op like Lakewinds. My career brought me back to the Twin Cities in 2000 and I promptly re-joined Lakewinds. I was delighted to see how well the co-op was doing and all of the changes that had taken place in three short years. I am eager to serve in this capacity and give back to an organization I value.

What do you believe are the primary challenges facing the co-op?

I believe the primary issue facing the co-op today will be to effectively manage the expansion of opening the new store in

Chanhassen along with consolidating the Minnetonka site into the former Cooper’s SUPERVALU location. Managing three locations, developing a broader group of new members, reaching out to the community and determining the right product mix for each location will be a learning process in the coming year. This is a very exciting time of growth and expansion for the co-op which will require focus and resources to ensure success. In addition, I think the co-op will continue to face the challenge of communicating the value of cooperative principles to the community at a time when organic foods are being sold in supermarkets, discount retailers and grocery chains.

What specific insights, skills and experience do you possess that will help the co-op meet these challenges?

I believe my business experience, passion for organic/natural products and experience in Human Resources are what I have to offer the co-op in meeting future challenges. My work regularly involves change management in a complex and dynamic organization. I had the opportunity of working in an HR role during the General Mills/Pillsbury acquisition that required bringing together diverse systems, people, processes, organizations and policies to be one functioning organization. Effective change management was the key to our success. I am comfortable with making tough decisions and comfortable working through conflict without damaging relationships. I regularly lead and facilitate strategic planning meetings and I have experience in managing people, training and developing leaders and working with compensation and incentive structures. I recently worked on a project for the organization that involved benchmarking best practices in other organizations to learn and apply good ideas to help us be successful. I believe my

learnings would benefit the co-op as well. I thoroughly enjoy working with all types of people, and believe many of the challenges facing the co-op will be overcome by good people leading the change.

Christine Thompson Vice president of Marketing and Business Development

Why are you interested in serving on the Lakewinds Board of Directors?



Last winter, Lakewinds became a daily part of my life. Home for the winter while I conducted a job

search, I vowed that I would walk to the store for our groceries **NO MATTER WHAT**. That vow meant I had to carefully consider my purchases since I'd have to carry them home. It also resulted in a daily, and sometimes twice-daily, two-mile roundtrip walk through the snow. I never felt better and I looked forward to coming to the store because everyone was so friendly and welcoming—frequently they were the only people other than my husband that I saw or spoke to. I've gone back to work, but I miss my daily trips to Lakewinds. I'd like to give something back to the wonderful people who unknowingly supported me during a difficult time. I want to be a board member because I support the cooperative model and the way it enhances our community. Lakewinds isn't just another grocery store to use—it's a chance to engage with our neighbors, learn about emerging health trends, and support local suppliers. I'd like to use my skills and experience to help Lakewinds continue to focus on its vision through solid management, innovative programming and products, and excellent customer service. As

a board member, I would use my past experience working with diverse groups and varying interests to work collaboratively and generate solutions for the benefit of members and the community at large. I look forward to the opportunity to serve you.

What do you believe are the primary challenges facing the co-op?

The biggest challenge facing all co-ops is the growth rate of the organic/natural foods industry. It's made it desirable and profitable for large chains to carry products and offer services that were traditionally reserved for natural foods markets. The explosive growth in this industry also means that products of less quality are being introduced and average consumers don't know the difference. I think the challenge in this area is to focus on trends for the future while staying competitive. Minnesota has more co-ops than any other state so clearly consumers here favor locally grown produce and local control, but staying competitive in price and helping consumers understand the value of what they are receiving is probably a constant challenge for co-ops. Another issue is how to manage growth and keep the level of service high. With the opening of a new store, store management will need to be focused on how to build the Lakewinds brand in a new area and then start looking at how to increase the space of the existing Minnetonka store so it can remain competitive. By listening to consumers and actively collecting input, we can ensure that we continue to be their store of choice.

What specific insights, skills and experience do you possess that will help the co-op meet these challenges?

Over the last year (when I was job seeking), I spent a great deal of time reading and doing research on a variety of topics. I became a

huge fan of Frances Moore Lappe and Alice Waters and their work. I also reconnected with my family roots that are steeped in farming culture. My vision for the future rests heavily on the belief that food is what connects us to the land and to each other. Lakewinds is a place that combines these beliefs into a business that allows people who aren't connected to be connected. I have an extensive entrepreneurial background and understand the challenges facing small businesses. My background as a business owner and manager combined with my public relations and communications experience and my work with Hennepin County Extension makes me a unique fit for the Lakewinds board. I will bring my ability to work as a team, my honesty and strong sense of ethics, and my high level of energy to the board if elected.

Sharann Watson Educator, Customer Service, Lakewinds Natural Foods

Why are you interested in serving on the Lakewinds Board of Directors?



I am wholly invested in our food chain and the industries that contribute to our food

supply. I am committed to the organic and co-op principles. I was able to semi-retire several years ago and wanted part-time work at a business that could benefit from my 20 years of being a small business owner. I found the perfect fit at Lakewinds. My current capacities at the store are: teaching the Natural Foods six-hour class to new employees, working on our employee appreciation committee, attending and presenting information at trade fairs/community events repre-

senting Lakewinds and assisting at the Customer Service Desk. Several months ago I was re-evaluating my commitments and how best to use my time in the next few years. I decided that I really want to help our co-op move smoothly through this growth and transition time. I would contribute with my skills gained from owning small businesses that have all been related to good health and food... a physical therapy & fitness clinic, professional food catering and a food brokerage business selling to the grocery industry. I understand the complexities of moving a small business to the next level of success. As a member of the Board and a part-time employee, I would hope to be a positive liaison between the employees that perform the day-to-day operations of the two (soon to be three) stores and the Board which oversees the management team. The managers and employees work hard to uphold the guidelines of our co-op, and they deserve a strong support system, which is a primary reason for my choosing to run for this position. Our co-op has been a valuable asset to its neighborhood for 27 years. Our Board of Directors has been forward thinking and I would like to do my part in aiding in the efforts to help Lakewinds continue as it moves into its next phase of serving consumers in a healthy and socially responsible manner.

What do you believe are the primary challenges facing the co-op?

Our strong points have always been excellent customer service and educating our customers. In great part that came from the small, family/neighborhood environment that is our history. Our newest challenge is to keep a sense of neighborhood and maintain (or establish) loyalty while growing to multiple locations. Keeping our sense of familiarity

and “smallness” becomes even more critical as mainstream grocery stores now have distribution access to many of the same organic brands that we carry. Another major challenge is staffing. Our HR department and managers will be stretched to their limits to find the type of employees that can meet the needs of our expanding operation. While the current Zingermann leadership training series is a huge step to put all our current key employees in sync, they must be encouraged and held accountable to maintain this level of effectiveness.

What specific insights, skills and experience do you possess that will help the co-op meet these challenges?

I have the benefit of working in a variety of roles at the store. My job as instructor for new employees gives me the opportunity to really impact them as the face of Lakewinds. As I am working in my other assignments I am able to interact with staff from all departments, allowing me to get a sense of “how it’s going” throughout the store. My years as a small business owner honed my senses of working with employees and recognizing what’s working, what’s not and if there are

staffing problems. My years of sales experience provide me with the tools to be an effective negotiator and communicator. While currently the “public face” of Lakewinds comes from the employees, I feel it’s crucial for the Board to be available and involved in many of the events that will occur at all three locations in the months ahead. I would bring a strong voice to that effort. Our co-op’s long history is in large part due to our strong commitment to customer service and education. Mainstream grocery stores now have access to organic food distribution networks, so we all need to work together to distinguish ourselves. That will only occur with employees who have been well trained and have a pleasant working environment. We must be diligent in our dedication to hiring quality people and giving them the opportunity to thrive and be the positive, responsible voice of our co-op.

Dale Woodbeck
Retired, former owner of a manufacturing company

Why are you interested in serving on the Lakewinds Board of Directors?

I have three primary reasons for



serving Lakewinds Co-op.

- I want to support and promote the connection

between what we eat, how it is grown and the economics of the local or organic grower.

- I want to contribute to a community that is important to me.
- I have extensive experience in growing a business and in the development and construction of commercial facilities. I believe that I can bring savvy and expertise to the board as we develop a new store while moving an existing store. My previous business and nonprofit board experience has provided me with an understanding of finances and financial statements.

What do you believe are the primary challenges facing the co-op?

I believe the primary challenge facing the co-op is to successfully complete the two expansion projects while keeping members happy with their co-op experience. It is a challenge to keep the sales volume at or above projections during an exciting series of expansion projects. Expansion

projects are occasional events where management time and energy is stretched in many directions. Beyond the expansion, the key challenge will be to grow the membership to pay for the expansions while maintaining the small, personal feel to the stores that members expect.

What specific insights, skills and experience do you possess that will help the co-op meet these challenges?

I planned and executed a growth plan within a business that successfully grew 20 fold over 15 years. I have remodeled several facilities and built new facilities. I staffed the business with competent, professional managers, provided them with goals, tools, and training and allowed them to operate the business. I have skills and experience in facilitating decision-making; drawing out various views amongst managers on the issues at hand, then achieving a consensus on a set of action plans. I have experience with sourcing and acquiring capital, followed by the establishment of a price and cost structure to generate the necessary income to support the capital and operating needs of the business.

Lakewinds Natural Foods 2005 Board Candidate Nominee Ballot

Members can vote for a candidate using the ballot included in this newsletter. There are three ways you can send in your ballot:

1. Ballots can be faxed to our store in Minnetonka at 952-473-9834,
2. Dropped off at customer service, or
3. Mailed to: Lakewinds Natural Foods, 17523 Minnetonka Blvd, Minnetonka, MN 55345 ATTN: J. ENGLISH SCRIMSHAW

Ballots will be accepted until noon, October 17, 2005. One ballot per member number please.

You must provide your member number or name to validate your vote! One vote per member number or household.

Member # _____

Name _____

Please vote for up to three (3) candidates:

- | | |
|---|--|
| <input type="checkbox"/> Douglas Engen | <input type="checkbox"/> Christine Thompson |
| <input type="checkbox"/> John Geier | <input type="checkbox"/> Sharann Watson |
| <input type="checkbox"/> Jane Howard | <input type="checkbox"/> Dale Woodbeck |
| <input type="checkbox"/> Jennifer Reilly | |



Q: Lately I've heard a lot about full-spectrum lights. What does that mean? Can full-spectrum lights be used to treat depression associated with shortened daylight?



A: Full spectrum light generally refers to a "whiter light" that more closely resembles natural sunlight. These lights cause less eyestrain than other lights and can alleviate fatigue and headaches often caused by traditional bulb lighting. In the past, it was believed that full-spectrum lights would relieve depression associated with shortened day length. While full-spectrum lights are a more pleasing light, people with this disorder might try one of our specially designed light therapy boxes.

Lakewinds

Lakewinds General Manager

Kris Nelson

Lakewinds Marketing Manager

Joshua English Scrimshaw

Board of Directors

Steve Caster

Mary Chasin

Janice Hardin

Jane Howard

Ann Perkins

Rachel Soffer

Ellen Wolaner

Lakewinds is proud to be a part of:



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NATURAL FOOD
CO-OPS, INC.

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Lakewinds

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Minnetonka
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952-473-0292

Lakewinds Natural Home
Minnetonka
17515 Minnetonka Blvd.
952-742-1242

Lakewinds Natural Foods
Anoka
1917 2nd Avenue South
763-427-4340

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