



Willits Economic Localization

The WELL Bucket

Volume 4 – Issue 1

January 7, 2009

Schedule of Events

January 2009

January 12 – 9:30 am
Coordinating Committee Meeting
WELL Office (at the WAG)
221 D South Lenore in Willits

January 15 – Film 7:00 pm
Waiting to Inhale
Little Lake Health Center
45 Hazel Street in Willits

January 25 – 4:00 pm
WELL Crock Pot Luck
Little Lake Grange
291 School St. in Willits

Super Food Bowl LXI

Kick-off for WELL's Year of Local Food Abundance

~ bring a dish, bring the family~

WELL General Meeting

January 25th Little Lake Grange Hall, 4pm

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Lets eat & talk together! Bring a (local and seasonal if possible) crock pot or other dish to share, plus all eating & serving tools.

~

What do you want WELL to do for 2009? Community gardens on every block? Build a commercial community kitchen? Creating a well stocked local granary? Want lists & recipes for using stored food?

### Farmers Market Indoors until April

Every Thursday at the Willits Community Center the Farmers Market in Willits will be at the Community Center on Thursdays will be happening from 3:00 to 6:00 pm.

### Grange Breakfast Starts Again

Little Lake Grange Pancake Breakfast 2009 Calendar:

{NOTE: Price is \$6.00 for pancakes, eggs, ham or bacon, coffee, tea, & juice. Real maple syrup and Thanksgiving Coffee are now available!}

4th Sunday of every month:

January 25    February 22  
March 22    April 26  
May 24                  June 28  
July 26                  August 23  
September 27    October 25

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8am - 11 am  
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291 School Street, Willits

### The Year of Food

By Jason Bradford

The WELL Coordinating Committee has declared 2009 “The Year of Food.” We will focus our educational outreach, speaker selection and project support on local, sustainable food systems and food security. Of course through the lens of food we can talk about nearly any subject, such as on fuel hogging grocery trucks, water policies and household use, and the weather or climate.

WELL’s decision was made for a number of reasons. Food-related events and projects tend to be our best attended and longest-lasting, and so we decided to build upon our existing strengths. This is especially important during the transition we are making as an organization—new office space with WAG, no full-time staff, and a much lower budget. We see that food brings people together; another way of saying that it fosters community, which is part of our mission. And during times of financial stress, more families are deciding to invest in their gardens, cook in their kitchens, and share with neighbors.

“The Year of Food” events kick off January 25<sup>th</sup>, 4 pm, at the Little Lake Grange. This is a Sunday afternoon affair, so whole families can attend. Perhaps you want to join a CSA, beginning planning a garden, pick up some meal ideas, mentor a student, support a local granary—Willits has it happening!

## Now & Then Film Series

*Presents*

### Waiting to Inhale

**Marijuana, Medicine, and the Law**

Waiting to Inhale examines the heated debate over marijuana and its use as medicine in the United States. Twelve states have passed legislation to protect patients who use medical marijuana. Yet opponents claim the medical argument is just a smokescreen for a different agenda-- to legalize marijuana for recreation and profit. What claims are being made, and what are the stakes?

Waiting to Inhale takes viewers inside the lives of patients who have been forever changed by illness—and parents who lost their children to addiction. Is marijuana really a gateway drug? What evidence is there to support the claim that marijuana can alleviate some of the devastating symptoms of AIDS, cancer and multiple sclerosis? Waiting to Inhale sheds new light on this controversy and presents shocking new evidence that marijuana could hold a big stake in the future of medicine.

**7:00 pm, Thursday, January 15**

**Little Lake Health Center**

**45 Hazel St.**

**Enter by back door in parking lot**

**Free Admission! Everyone Welcome!**

**Suggested Donation of \$5 to Help**

## Now & Then Films Focuses on Food

The Now & Then Film Series will show FOOD FILMS this year, starting in February. We are considering a number of popular films and shorts - including -

Our Daily Bread  
 Future of Food  
 Ripe for Change  
 Jamie's School Dinners-1&2  
 Real Dirt on Farmer John  
 Power of Community  
 The Greening of Cuba  
 Deconstructing Supper,  
 Monsanto  
 Beyond Organic  
 King Corn  
 Good Food  
 Simply Raw  
 Food Forest  
 Slow Food Revolution  
 Tableland  
 Two Angry Moms  
 How To Cook Your Life

What would you like to see? Let us know...call RJ at 459-6362  
 FREE Film showings on 3rd Thursday, 7pm - at the Little Lake Health Center until further notice. A Film Theater is being created at the Grange! Soon we will start showing our sustainability films there! Join us for a nominal suggested donation of \$5 (yes, your donations are worth it - we are about to buy the promised projector

## A Plan For Hard Times: Print Cash

By Tony Dokoupil

<http://www.newsweek.com/id/170372> and printed in the Dec 1, 2008 printed issue.

People nationwide may start hoarding their cash as recession fears grow. But in Riverwest—a progressive enclave of Milwaukee—residents have another answer to their money trouble: they'll print their own. The proposed River Currency would be used like cash at local businesses, keeping the area economy humming whatever the health of the country at large. "We can create our own value," explains Sura Faraj, 48, one of the plan's organizers.

It's an attractive idea when times are tight. Communities print what look like ordinary bills with serial numbers, anti-counterfeiting details and images of local landmarks (the Milwaukee River, for instance) instead of presidential portraits. Residents benefit through an exchange system: 10 traditional dollars, for instance, nets them \$20 worth of local currency. And when businesses agree to value the funny money like real greenbacks, they also get a free stack to kick-start spending. It's all perfectly legal (except for coins) as long as it's not for profit and the bizarro dinero doesn't resemble the real thing. Dozens of such systems flourished during the Great Depression. In the 1990s, they re-emerged as a way to fight globalization by keeping wealth in local hands. Now the dream of homespun cash is back because it keeps people liquid even if they're unemployed or short on traditional dollars. (The U.S. Treasury declined to comment on the burgeoning interest in local currency systems.) In the past month, Steve Burke, who runs Ithaca Hours, a currency system in upstate New York founded in 1991, has fielded calls from a half-dozen organizers hoping to mint their own money in Vermont, Hawaii and Michigan, among other places. Meanwhile, Susan Witt, who directs the nonprofit behind the BerkShares currency in Berkshire County, Mass., has heard from groups in New York, California and New Jersey, where last year Newark's city hall asked for advice on potential Newark Bucks.

Since BerkShares launched in 2006, almost \$2 million has been exchanged for cash, and the equivalent of \$180,000 is in circulation. "You can get a divorce, plan a funeral and go to just about any restaurant in town," Witt says. The biggest downside? Taxes. Even in the parallel world of earning and spending alternative currencies, Uncle Sam gets his cut.

## The WELL Bucket Wants Your Ad

As readers of the WELL Bucket (more than 1000 of you, all told), the monthly newsletter of Willits Economic Localization, we wanted you to be the first to know that the newsletter will be accepting advertising starting in January of 2009. With the hope that the newsletter will be able to pay for its own production costs (in this time of tight budgets) as well as promoting the local economy in a direct way; the Coordinating Committee has chosen to adopt the Willits Local First definition of a Local First Business as our basis for accepting advertisers. So what is that definition? The business must answer YES to the following questions:

1. Is your business privately held?
2. Does the business owner(s), totaling greater than 50% of the business ownership, live in Mendocino County?
3. Is your business registered in California with no corporate or national headquarters outside Mendocino County?
4. Is your business able to make independent decisions regarding the name and look of your business, as well as business purchasing, practices and distribution?
5. Do you pay all your own marketing, rent and other business expenses without assistance from a corporate headquarters?

If your business can answer yes to all these questions we would like you to advertise with us. Our rates are based on a business-card sized advertisement (H 2" x W 3 1/2"), if you want a larger ad the cost will be calculated on how many such units you use.

- 1 advertisement in 1 issue = \$15.00
- 1 advertisement in 6 issues = \$10 per issue = \$60 (content may be changed from issue to issue)

Inquiries as well as Graphics and text may be submitted to the Newsletter Editor, Liam UiCearbhaill, at [macamerjin@yahoo.com](mailto:macamerjin@yahoo.com) or mailed to WELL at

WELL  
P.O. Box 42  
Willits, CA 95490

Payments should be mailed to the PO Box as well.

The newsletter has a total circulation of more than 1000 in Mendocino County and is produced in several versions:

- PDF e-mailed to most recipients on our list and posted on our website
- a straight text version e-mailed to those on our list with slow connections
- a hard copy mailed via US Mail to those in our zip code who have requested it and also handed out to those who visit our table at events.

In the straight text version we will have a simple list of advertisers, please include a two line text version of your ad for this purpose.

We look forward to doing business with you!

Liam UiCearbhaill  
Editor  
The WELL Bucket  
(707) 459-2470  
[liam@well95490.org](mailto:liam@well95490.org)

## Coordinating Committee Briefs

WELL Coordinating Committee Meeting Dec. 3, 2008, 9:00am, at the New Office

Present: CC members Mary Z., Richard J., Jane M., Roger W., Madge S.; and member Kimball Dodge.

RJ facilitating; minutes by Madge

For starters, Roger introduced a lemon; our job is to make lemonade!

We did not approve past minutes. (Do at next meeting!)

1. Mission Statement & Update Flyer: After discussion, we adopted a new Mission statement, as follows: "To foster the creation of a local, sustainable economy in the Willits area by helping residents learn valuable skills and take action, and by partnering with other organizations to share knowledge and support projects that build a thriving community."

We also agreed to add to the flyer the following sentence: "In the year 2009 our main focus will be on encouraging local food projects;" and to substitute a quote from Cyndee Logan in lieu of the one from Margie Handley.

Roger said he would finalize the format on the computer when Madge supplies the final copy to him.

2. January Event: Mary provided a draft idea for a public meeting focused on investment opportunities, especially for food-related projects. Several others felt this would be premature; investment proposals take a great deal of time & effort before "flying" them to the public. Perhaps a local mutual fund, with a trusted expert board to review investments, would be a future possibility on which we could begin a dialog. (Potential enterprises might include water treatment; solar equipment; food processing tools or products, etc.) Jane & Jed Diamond should keep this idea percolating.

The consensus is our January event should promote our "2009 year of food abundance" focus. Possible a guest such as Jessica Prentiss, or a variety of presentations on current & new projects: grain buyers club; Grange kitchen; plans for a "youth food summit"; victory gardens, etc. (See updates below.)

Volunteers to plan this Jan. event include: Mary, Roger (& Jason is suggested - not present to object). Probably 4<sup>th</sup> Monday of January, but check schedule not to be too close to Sip Some Soup.

There is unanimity to stop calling meetings "plenaries". All meeting should be open to general public as well as our members.

3. Transition Town: RJ notes that the book & website offer useful tools. We had previously OK'd buying a copy of the book ("The Transition Handbook", \$24.95 + tax.). However, I just checked with Leaves of Grass & we haven't done so yet, though they have an available copy. Mary & RJ both have copies already. Shall we buy a third one to share?

As to the website, both RJ & Roger were unable to sign up for a Willits branch. RJ & others were concerned about a WELL reference on the Transition Town website that was set up by a non-Willits person. Roger will check on that. The sense was to keep our identity as WELL but use TT as a resource.

4. New Office Set-up: The arrangement may need improvements as we settle in. Note that WAG is allowing us two large shelves in the closet. Roger may build a shelf for our printer to free up desktop space.

Madge will record our phone greeting & choose an access password (see separate email). Roger will take the first shift (2 weeks) checking & routing messages and emails to appropriate people; he'll also draft a matrix to use in routing calls and check the potential of a program ("bug zero") that tracks messages & responses.

Madge will check with Monique about her preferred hours at the office & making sure those don't conflict with WAG.

Year-end financial reports will be reviewed at a future CC meeting.

5. Donor Appeal Letter: In view of the move & general overwhelm of December, we decide to wait until mid-January to send out the appeal letter. (Madge will organize the printing and a mailing party.) Meanwhile, we'll put out an email inviting those who wish to make a tax-deductible gift in '08 to do so.

6. Other items:

a. Signature cards: Mary apologizes for delay; cards should be ready to collect signatures this week, with Jason, Mary, Annie & Monique as signers.

b. Grange Kitchen: Roger shows initial design ideas for this project, though he thinks it needs a bigger budget (say \$200,000 instead of \$50 or 60K). It's suggested the planning group meet at the Senior Center to check out their well-designed kitchen. (Maybe Golden Rule's kitchen is another model.)

c. Grain Buying Club: Madge gives a report on how this project is moving ahead, with a gung-ho planning team. Cyndee & Patti have already been collecting names of interested people at Farmers' Market. Besides individual families, we'll be looking at participation with Food Bank, Mariposa, schools, restaurants, senior center etc. This project should be covered in our next newsletter.

d. Miscellany: It's noted Liam is writing an article on WELL projects for the Nickel & Dime. RJ reports he & Annie are still trying to connect with Becky Bowles on films & other youth outreach at the High School.

Continued Page 7 – Coordinating Committee

**Coordinating Committee Members**

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**Irish Carbon Calculator**

[http://www.cultivate.ie/carbon\\_calculator.html](http://www.cultivate.ie/carbon_calculator.html)

This handy carbon calculator from across the pond, sent to me by Anne Weller, is more detailed than others that I have seen. It can give you a good estimate of your household carbon footprint, and where you can improve

**Willits Contra Dance**

January 24<sup>th</sup>. 7:00 PM

Willits Center for the Arts – 71 E. Commercial St. in Willits  
 For information contact Roger: (310) 245-4821 /  
[roger@jollyone.com](mailto:roger@jollyone.com)

7PM - Lessons for Beginners 7:30 - The Dancing starts!

Adults – \$7 Under 17 – \$3 Under 9 – 5 cents.

And for those of you dancers over 66, you're invited for free.

**The Rebuild Store****Help Mendocino County Recycle and Reuse**

Are you interested in using recycled items for your construction project?

Come see if we have what you need!

75C Kunzler Ranch Rd, Ukiah

(707) 671-6581

**Bulk Organic Grain**

The first step in growing local grain is having local grain storage capacity. North Coast Opportunities, Inc. and Willits Action Group are leading the way, with the collaboration of WELL, by creating Mendo Food Futures. MFF are purchasing bulk, organic, family-farm-grown beans, rice, and grain from near Sacramento and brining it to Willits to store in large grain bins currently being purchased.

The best price to be had for these products will be found by purchasing Mendo Food Futures Credits (MFF Bucks) which will guarantee the price of each item until January 15, 2010, as long as you purchase a minimum of five of the \$10 coupons (barring catastrophic loss of the stores). For each \$10 coupon you can get one of the following:

- 11 lbs of pinto beans (\$0.91/lb)
- 11 lbs of brown rice (\$0.91/lb)
- 11 lbs of white rice (\$0.91/lb)
- 17 lbs of Triticale\* (\$0.59/lb)

\*Triticale is a hybrid of wheat and rye, generally higher in protein and lower in gluten than wheat.

Mendo Food Futures Credits can be purchased at Book Juggler, Leaves of Grass, and at the MFF booth at the Willits Farmers Market. One of the best aspects of MFF Bucks is that they can also be used as a local currency, based on the printed price of the staples.

Product will be available by late January to mid February.

For information call 456-9005 or e-mail [mendofoodfutures@gmail.com](mailto:mendofoodfutures@gmail.com).

**New Home, New Address, New E-Mail**

At the beginning of December, WELL moved to a new office. We are now renting space from Willits Action Group (WAG) at in the County buildings next to Recreation Grove. We no longer are keeping regular business hours, so you won't find us by just dropping by. We are checking our phone messages at (707) 459-7076, but are no longer receiving faxes. Our e-mail has changed to [office@well95490.org](mailto:office@well95490.org). We are constructing a new website at [www.well95490.org](http://www.well95490.org), but you can still find us at our old website [www.willitseconomiclocalization.org](http://www.willitseconomiclocalization.org) until our new site is ready.

Please send mail to PO Box 42, Willits, CA 95490 as we have no mail delivery at the new office. Monique Owen will be handling administrative duties such as bookkeeping, membership records, and similar matters. The Coordinating Committee will be rotating the responsibility of checking voice mail and e-mail. Liam UiCearbhaill will be editing the newsletter. If you have items for the newsletter please forward them to [liam@well95490.org](mailto:liam@well95490.org).

We do not have a full time staff anymore. That means that we need your help more than ever. Our town has started down the road to localization, but we still have a long way to travel. This year we are focusing on food, because if we can feed ourselves we have more time to deal with other issues. Plant a garden, join Mendo Food Futures, attend the Film Series (which is focusing on food this year), put your fallow pasture to the plow...find a way to get involved and get your neighbors involved. We are all in this together.

## Recent Blogs & Links

### No second chance

By Kurt Cobb

Posted January 4, 2009

It is the mission of nearly every mainstream economist to overcome the pessimism of those who study the natural world and who don't see how the human endeavor can continue on its current course of endless exponential economic growth. "Now, now," these economists will say to the natural scientists, "you are being alarmist just like many before you. Let the marketplace work its wonders and let economic prosperity come to all parts of the world and this will enable us with our newfound wealth to address the many environmental problems we need to face."

Such arguments seem like mere nonsense to any scientist who believes that endless economic growth is the cause of those problems. But the difference between these two camps may be less than it appears. Enlightened economists do acknowledge the need to treat the environment which sustains us with more care. The main issue appears to be timetables.

More at <http://resourceinsights.blogspot.com/2009/01/no-second-chance.html>

### The beauty of the backyard turbine

Industrial-scale installations aren't the only source of wind energy for Canadian homes and businesses

by MARTIN MITTELSTAEDT

January 6, 2009 at 4:16 AM EST

Looking for a way to help the environment, PEI potato farmer Randy Visser hit upon an idea. His farming operation uses large amounts of electricity to cool, wash and sort potatoes, so he decided one way to help the planet would be to generate some of his own power.

That's why he's installing a wind turbine, with a top capacity of 50 kilowatts, or enough to meet the needs of about 16 homes when it's running full-tilt. It will allow him to cut his electricity purchases by a third to a half, depending on the strength of the gusts, using a non-polluting power source.

"This is a way of reducing our environmental footprint," says Mr. Visser, who adds that he likes "the idea of being sustainable."

More at <http://www.theglobeandmail.com/servlet/story/RTGAM.20090106.wwindside06/BNStory/National/>

### Scenario 2020: The Future of Food in Mendocino County

14 Nov 2008 |

A presentation by Jason Bradford originally given to Leadership Mendocino, Nov. 14, 2008. In a brilliant piece of visualization, Dr. Bradford presents as if from the year 2020 on the history of Mendocino county after an energy crisis, describing the rapid changes that followed.

Video requires Quicktime to view. Also check out the presentation in photo-essay format.

This video was funded by North Coast Opportunities, Inc. Mendo Food Futures

Project through a grant from the California Endowment.

Find it at [http://globalpublicmedia.com/scenario\\_2020\\_the\\_future\\_of\\_food\\_in\\_mendocino\\_county](http://globalpublicmedia.com/scenario_2020_the_future_of_food_in_mendocino_county)

**Coordinating Committee – Continued from Page 4****WELL Coordinating Committee Meeting – Minutes Dec. 17, 2008, 9:30am**

Present: All CC members except Mary; plus Liam and Monique

Facilitator: Jane; Minutes by Madge

2. Office Logistics: Roger tried twice to check emails but the office was locked & he didn't have a key. He fielded only one phone call, but did develop a matrix for tracking phone & email actions, and will send it out when his computer cooperates. Other ideas for tracking actions were discussed, via web and Google or Yahoo systems. Roger will follow up. Monique estimates there are about 5 emails per day.

RJ will make office keys for all CC members, Liam, Mo, and Kimball.

Jason volunteers to be the next point person for handling phone and email. Roger will make sure CC members can access WELL email from home. Mo notes that phone access password has been changed.

In response to a question about how much administrative time Mo is spending, she says it's not clear yet due to things being in limbo (e.g. member info in storage instead of office) after the move.

3. Fliers & Donor Appeal Letter: Madge notes that we decided to postpone the donor appeal letter to mid-January, so we'll wait to print a significant run of the tri-folds until then. The copy is set; Roger will help print a camera-ready copy for the printer. (Meanwhile we're Xeroxing the existing fliers for tabling at current events. Note that our Crafts Fair table yielded at least 2 new members and a page full of people interested in grain buying club.)

In lieu of a year-end letter, Madge will draft an email to go out to members before Xmas (re: next CC and general meetings, newsletter ads, year-end donations, etc.) and Mo will send it.

4. Financial Review: A "sidebar" on finances is how to handle the Now & Then Film Series budget, which had about \$430 (or \$450) net carried over from 2007 and about \$143 expense in 2008. We decided to settle the accounts by allocating \$350 to the Film Series (to buy a much-needed projector), with the Film Series handling its own expenses from here forward (as has mostly been the case anyway). Unanimously approved.

Freddie described the Profit & Loss and Balance sheets, with great improvements in simplifying and making it understandable. Note that both program events (e.g. Harvest Fest) and fundraising events (e.g. BBQ) have netted almost nothing. To keep it simple, if we have funds to do Seed Grants, we should try to have project managers handle their own budgets and just report quarterly. We should also charge a fee (7-10% depending on work required) to administer projects where we serve as a non-profit sponsor. Freddie will continue to improve the format as we have streamlined our expenses. She has offered to donate the bookkeeping work. THANK YOU! There will, however, be some expense for payroll and IRS/State tax filings. For taxes in '08, we'll be under \$25,000 income, which means a much easier filing.

Liam notes that most bills are current, with PG&E and phone still outstanding. (Phone bill will be large due to the move, but will be recouped in savings in 2 or 3 months.) Mo will move funds from savings to checking.

Question: Did we ever sign the MOU with WAG?

Note: We need to complete the bank signature cards.

5. Grain Buying Club Report: Madge & Jason report it's getting close to operation. Still need an MOU with Sparetime for storage, and add a disclaimer on the MFF (Mendo Food Futures) credits.

6. Ads for Newsletter: CC approves the ad rates as follows: \$10 per business-card size ad for series of 6 or more; \$15 per one-time ad. With two pages of ads (10 ads per page) that will about cover newsletter costs. CC also approves using the Local First criteria as a condition of ad buyers.

Some ads have already been requested. Liam will draft a blurb for Mo to send to our list and Local First list soliciting ads (preferably as electronic copy). Committee of Jane, Michael S., and Roger will solicit more ads as time permits.

7. January General Meeting: Many ideas are discussed (too bad Mary was absent!). For sure focus on food, include eating food together, short (say 2-10 minutes) presentations of projects underway, solicit input from members, have food hand-outs (Jason's been doing) available. Annie volunteers to do crock-pots using ingredients from the granary project, will develop recipe hand-outs (with Jason).

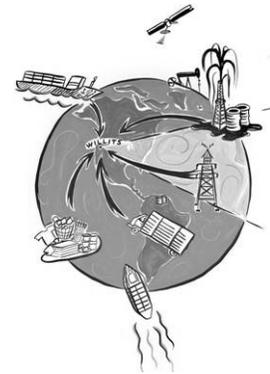
Decision is to hold this event Sun. Jan. 25<sup>th</sup> approx. 4pm at the Grange, billed as a "Crock-Pot-Luck" (people bring side dishes & desserts) and kick-off of "2009 Year of Local Food Abundance". Committee of Jason, Mary & Annie will plan the event, get write-up to Liam and handle posters and other PR. Jason will also do an article on '09 food focus. Someone should get the names/info from BBQ tickets to invite all those folks as well as our members & the public!

8. Youth Outreach: High School ag teacher hasn't returned calls. Jane suggests RJ & Annie go in person. Annie encourages volunteers for "Be the Change" Day on Feb. 7<sup>th</sup>. (There will be about 100 kids; they need 20 adults.) Roger, Jane, Jason, Annie & RJ are all likely to volunteer. Jason will forward contact info of Kristen Frith. Also mentioned are \_\_\_ Bowlds, Environment Club faculty advisor; Tom Woodhouse on clean-up efforts; solar and steam punk skill-building ideas for involving youth.

9. Haehl Creek Trail: This will be on City Council agenda tonight. All encouraged to attend. (With large public turnout, it passed 4-0!!)

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Where Willits Is Today



Where WELL Wants Willits To Be

Art by Linda MacDonald

“While the world's attention has been focused on rescuing investment banks and stock markets from collapse, the global food crisis has worsened, a casualty of the growing financial tumult.”

*Washington Post Foreign Service - Sunday, October 26, 2008*

<http://xrl.us/bebt88>

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