

The People's Store

Part of a better way to live

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and
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Is food a necessity or a luxury? If you are shopping at one of the various food chain stores, (Sobey's, Dominion or IGA) you are probably

beginning to wonder.

Your food dollars are paying high prices for transportation, middlemen, and sales gimmicks such as packaging, and other forms of advertising, and public relations, and oh yes, food.

Alternative: People's control over food prices, instead of control by agricultural corporations.

The Store, located on the south end of Barrington Street, is one of the Serve the People projects of New Morning.

Work on the Store began about a year ago as an outgrowth of a similiar attempt in conjunction with the Neighborhood Centre in North-end Halifax. During the winter the old Dominion Cafe Building was rented and renovated. Initially news of the Store was passed by word of mouth, from door to door and food was thus purchased by order forms from the community until the Store was able to open on its present scale.

The Store is an attempt to gain people's control over food prices by selling essentials such as vegetables, fruit, cheese, honey, molasses at a mere 10 percent mark up. Some grains



The Store is located at the south end of Barrington St.

(peter clarke/dal photo)

(eg. wheat germ brought in from Toronto) are more costly and have 20 percent mark up.

Why you pay less

At the Store, most produce is purchased from a small local wholesale outlet and from farmers in the Annapolis Valley and P.E.I. This eliminates much of the expense of transportation and middlemen. You also save the price of expensive, attractive and competitive packaging since you bring your own food containers.

A core of three people work in shifts with the aid of few volunteers, purchasing produce and tending the Store. Anyone wishing to exchange labor for

food may do so.

The chief workers at the Store are members of the New Morning Collective. Therefore, they draw no salaries from the Store funds as their living expenses, i.e. \$3.00 weekly allowance plus food and lodging are provided by the Collective. Thus payment of salaries is not added to the price of your food.

The response and respect of the immediate community towards the store has grown since its opening in June. For example, the daily produce expenditure has risen from \$50 to \$250 as patronage has increased. As well as costly rip-offs by samplers and munchers

are decreasing, at least by residents of the area.

Community participation in open meetings on Thursday evenings throughout the summer has been encouraged. However, according to Dave McKinnon, a member of New Morning and a worker at the Store, "these meetings have been a forum for criticism not decision-making." Yet the Collective recognizes this as a problem and wishes to "broaden its democratic base both in context of consumer-worker level and of producer (farmer) participation."

A report on these problems is expected this week.

Win



your



point

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The Store carries a line of fresh produce.

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