

# Pomme de Terre Foods

Summer 2022 Newsletter



## Meet the new manager—Sami Clear

by Tom Hiatt

At 19 years old, Samantha (Sami) Clear is possibly the youngest manager in the 50-year history of Pomme de Terre Foods. Beneath her youthful face, however, lies a steel core of business experience and she's already had nearly a decade of it from the time she helped out at the local pet store to the time when her mother owned an indoor flea market and twelve-year-old Sami helped run it. She is also well-suited for her position because of her family's history of stretching the dollar. They were consummate bargain shoppers. "We rarely paid full price," she stated "we also had a tradition of buying things and selling things. Even as a kid, I'd go to thrift stores and buy *Littlest Pet Shop* toys and sell them on eBay." They would frequently sell at The Wright County Swappers Meet. The family would also scope for "free" signs along the road and keep or resell those items.

When Sami initially came to Morris to tour the University, she immediately fell in love with the town. "People are friendly here," she said. "The professors are nice. They act like they genuinely care. It's really pretty all the time, even in winter."

She explained her involvement in PdT Foods: "In the Intellectual Community Classes as a freshman, I did *Volunteerism through Social Justice*. (I) was asked to do something for Pomme de Terre and that's how I got involved. We had researched a lot of general information for the class: how to do marketing better, how to do the business end of things better, how to handle volunteering better, how to do more local involvement, etc. My group was the "Getting Things Done" group, the business side of things (such as giving) recommendations on how to run the business better."

"My class had a meeting at the end of the semester to present our information, and there was a written handout we gave to everyone. The representatives of PdT Foods said 'Ideas are great but we need someone to physically come and help us.' I was on the Leadership Board of PdT until this Summer when they asked if I'd like to be the manager, and it turned into an internship position with the Center for Small Towns." Part of her salary is paid through the Federal Work Study Program for 20 hours a week.

As manager, Sami aims to delegate duties - such as dusting, sweeping, or repackaging bulk items - to the volunteers as much as possible. She wants to keep her time at the store free to focus on issues such as inventory, deciding what isn't selling well to be put on clearance (tea is an issue), marketing, and other duties only the manager is able to do. She welcomes anyone who would like to volunteer their time, especially as cashiers. She also welcomes any advice or recommendations community members and customers have. Although her work program ends in August, she is open to staying involved on board in a more limited capacity, such as keeping track of inventory and placing orders.

Sami and her partner, Gavin, share an off-campus apartment with two cats. Sami loves to cook and bake. She even owns a wok, a curved traditional Chinese cooking instrument that takes up the entire stove top when she cooks. "It actually conducts heat really well." She plans to incorporate her recipe ideas using ingredients from PdT and share them with the customers via Facebook

## Featured new product line: “Zero waste” from B-corps

by [Bart Finzel](#)

Do you wish to support B-corps? (Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy.) Are you tired of adding to the mountain of plastics collected for landfills every week? PdT is expanding the number of “zero waste” alternatives in the store. We invite you to try these items from B-corps.

***Dropp***s Dishwashers pods. These highly-rated dishwasher pods are concentrated and fully dissolvable (made in America from chemicals free of harmful pollutants). The manufacturer uses carbon-free shipping and packaging free from single use plastics. If there is sufficient customer interest, we will stock these as a bulk item to put in your own containers.

***Ethique*** Personal care products. These plant-based skin and body bars use minimal packaging. We have stocked various bar shampoos with fun scents and for a variety of hair types, a couple variety packs of smaller bar shampoos if you can't decide. We also have bar lotion products, which you shave into your reusable container, add hot water to reconstitute, and use as you would any other lotion.

***Earthbreeze*** Laundry detergent Eco sheets. Their motto is “Clean Laundry. No

Plastic Jugs.” These paper thin, dissolvable sheets can be put directly into the washer and are highly regarded. They are especially convenient for anyone with limited space. For every ten packages purchased, Earthbreeze donates ten washes to homeless shelters. PdT has ordered these so our customers won't have to commit to a subscription and yet can still benefit from volume pricing.

***Meliora*** Laundry products. This Chicago-based company prides itself on providing highly concentrated, effective laundry products (1/2-1 tablespoon/load) made from non-toxic ingredients that are clearly labeled on their packages. They provide 2% of their revenues to environmental and charitable nonprofits and utilize carbon neutral shipping. We have stocked a couple of their containers of laundry detergent and laundry booster. The idea is that after these are used, you would refill them with the bagged refills (also in stock). If there is enough interest, we will provide the powder in bulk to minimize packaging waste.

***Who Gives a Crap*** toilet paper. This product uses 100% recyclable material. 50% of their profits are donated to build hygienic toilets around the world. Several PdT members have individually been using the paper throughout the pandemic, but they have had to order a case (52 rolls!) to purchase and thus need a lot of storage space. PdT will buy these and sell the rolls individually—so you can try the product.

**PdT will add more zero waste products if there are enough members and customers that buy them! This initiative is on a “trial-basis” and will re-supply items based on demonstrated consumer interest.**

## Featured cheese: Marieke Young Gouda

by Margaret Kuchenreuther, PdT Cheese Coordinator

This lovely, award-winning cheese, aged 2-4 months, has a buttery texture and sweet aroma. On a cheese board it pairs especially well with fruits like apples, pears and dried apricots, or with mango chutney or a grainy mustard. Light-bodied beer, a fruity white wine (like a slightly off-dry Riesling or unoaked Chardonnay) or a lighter red (like a Beaujolais) are all winning accompaniments. Marieke goudas are all handcrafted using rGBH-free, raw milk produced on the Penterman Farm in Thorp, WI.

Marieke Penterman was born and raised on a dairy farm in the Netherlands and earned a Bachelor's degree in Dairy Business before immigrating to the U.S. with her husband, dairyman Rolf Penterman. Once here, she found she missed the cheese

from back home and began exploring how to start her own cheese business. She got her Wisconsin cheesemaking license and trained with a local Wisconsin cheesemaker before traveling back to her home country, where she trained alongside two additional cheesemakers and learned how to make authentic Dutch gouda cheese.

Marieke goudas have won award after award at the Wisconsin State Fair, the American Cheese Society, and the World Cheese Championship, besting even goudas from the Netherlands. So next time you are in the store, why not pick up a wedge for a tasty addition to a light summer supper or an evening with friends?

## Featured bottled drink: Lemonade

### *Changing the World from a Lemonade Stand: The Me And The Bees Story*

by Tom Hiatt



Her story began with a couple of serendipitous bee stings when she was four years old. As a result, Makaila Ulmer found herself set on the path of bee preservation and business ownership. “I became scared of bees,” she admitted. “But then after doing some research about them, I became fascinated and learned all about what they do for me and our ecosystem.” She sought to understand their place in the environment. “They are the littlest and the biggest links in our food chain and

they need our help.” The stated mission of her Healthy Bee Foundation is to “teach families and CEOs the importance of bees and help inspire people to solve big issues through social entrepreneurship.”

She began her venture by selling lemonade at her refreshment stand in front of her Austin, Texas home. “My family encouraged me to make a product for a couple of children's business competitions - the Acton Children's Business Fair and Austin Lemonade Day. So I put on my thinking cap. I thought, what if I make something that helps honeybees and uses my Great Granny Helen's lemonade recipe? I decided to give her beloved lemonade a new twist by

adding honey from bees, instead of only sugar.” Even at that early stage, she also resolved to donate a portion of the profit to bee-sustaining organizations. As a sign of solidarity with these essential insects, she donned an adorably oversized beekeeper outfit while doing business.

By 2015, her little lemonade stand had become such a local hit, that Whole Foods decided to carry the product in their stores. Under the brand name of SweetBee (and a newly-acquired commercial kitchen) the product spread from Central Texas to three other states.

In 2016, the 10-year-old appeared on the entrepreneurial television series Shark Tank along with her father, Theo. Her sales pitch and youthful charm persuaded panelist investor Daymond John to make an offer of 60,000 dollars for a 25 percent ownership share. Under the new name, The Bees and Me (changed due to copyright issues) the company has since spread to 1,500 locations in all 50 states.

By the age of 11, she was introducing President Barack Obama at The 2016

United States of Women Summit, a one-day conference in Washington, DC to promote female achievement. There she stated “Entrepreneurs are dreamers and the biggest dreamers are kids. We dream big. We dream of things that don’t even exist yet.” Female celebrities such as Oprah Winfrey, Kerry Washington, and First Lady Michelle were present. When he gave his speech, the president quipped, “I’m going to be out of a job soon, so I hope Mikaila’s hiring.”

At 17 years old, young Makaila is not only an entrepreneur, but an author and CEO as well. She not only serves as a role model for young females of color, but she also inspires all people of all shades, all ages, and all genders.

**Pomme de Terre Foods currently carries the Ginger flavored lemonade, but it also comes in four other flavors: Classic, Black Cherry, Prickly Pear, and Mint.**

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**Pomme de Terre Foods is open:  
Tuesday- Friday 10:00 am - 6:00 pm  
Saturday 10:00 am - 4:00pm**

**We are closed Sunday, Monday**

Pomme de Terre Foods is a small food store in Morris, Minnesota. We pride ourselves on providing locally grown foods, organic and natural foods, bulk items, and unique groceries to Morris and the surrounding communities.