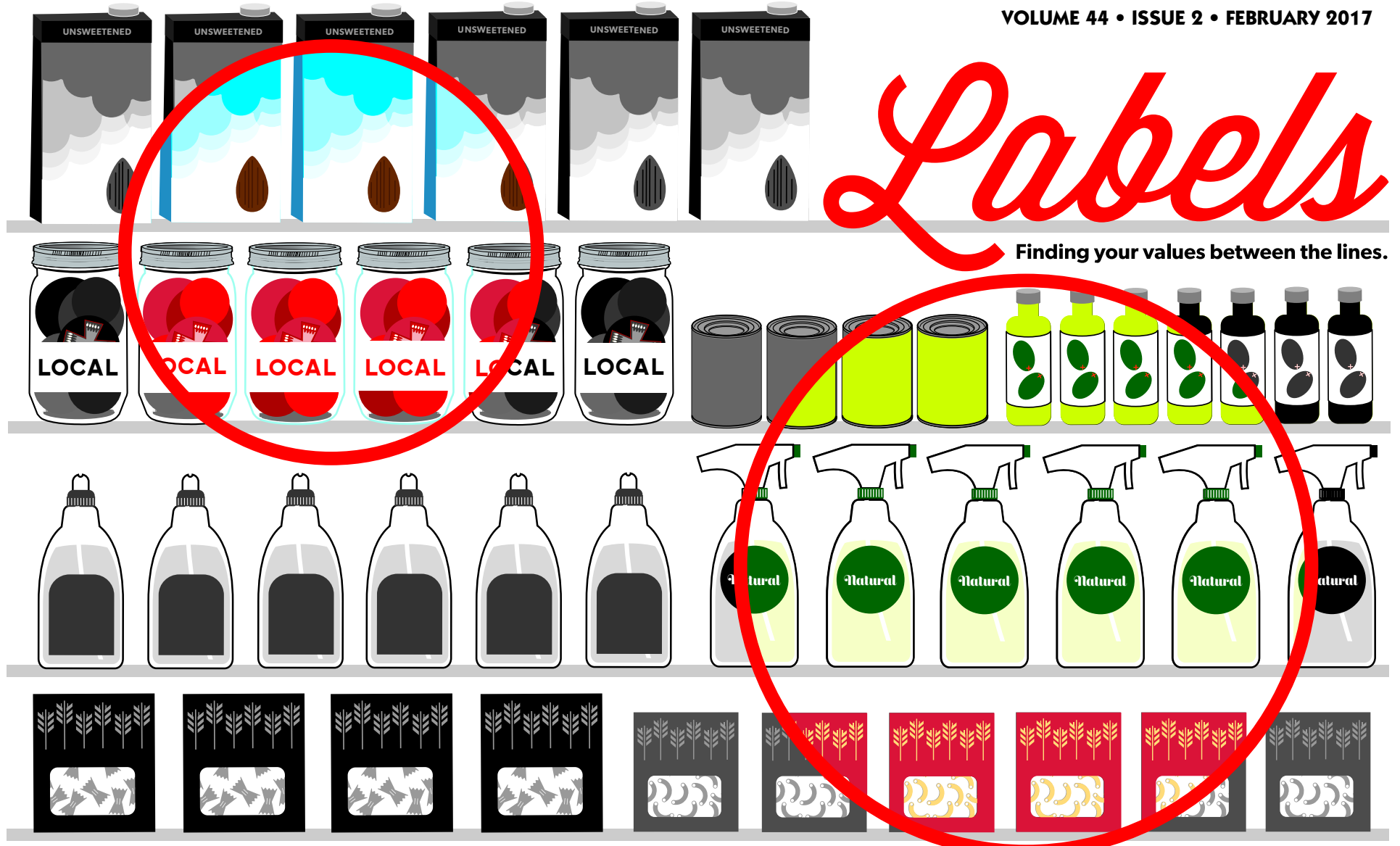


willy street co•op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI  
VOLUME 44 • ISSUE 2 • FEBRUARY 2017



**IN THIS ISSUE:** State of the Co-op; Co+op Basics; Bulk Tea 101; Staff & Board Picks; and MORE!

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# READER

Published monthly by Willy Street Co-op  
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**PRINTING:** Wingra Printing Group

The Willy Street Co-op *Reader* is the monthly communications link among the Co-op Board, staff and Owners. It provides information about the Co-op's services and business as well as about cooking, nutrition, health, sustainable agriculture and more. Views and opinions expressed in the *Reader* do not necessarily represent those of the Co-op's Directors, staff or Ownership. Willy Street Co-op has not evaluated the claims made by advertisers. Acceptance of advertising does not indicate endorsement of the product or service offered. Articles are presented for information purposes only. Before taking action, you should always consult a professional for advice. Articles may be reprinted with permission from the editor.

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All advertising submissions must be reserved and arranged with the editor by the 10th of the month previous to publication. All advertisement copy must be submitted by the 15th of the month. Submissions should be emailed to l.wermcrantz@willystreet.coop or mailed to Willy Street Co-op's Central Office according to submission requirements.

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**WEBSITE:** www.willystreet.coop

**BOARD EMAIL:** board@willystreet.coop

**STORE HOURS:** 7:30am to 9:30pm, every day

East Juice Bar: 7:30am to 6:00pm; West Juice Bar: M-F: 7:30am-7:00pm

& Sat-Sun: 7:30am-6:00pm.

Deli: 7:30am to 9:00pm

Seafood Center—East and West: Monday–Saturday, 8:00am to 8:00pm; Sunday, 8:00am to 6:00pm.

### WILLY STREET CO-OP MISSION STATEMENT

The Williamson Street Grocery Co-op is an economically and environmentally sustainable, cooperatively owned grocery business that serves the needs of its Owners and employees. We are a cornerstone of a vibrant community in south-central Wisconsin that provides fairly priced goods and services while supporting local and organic suppliers.

### WILLY STREET CO-OP BOARD OF DIRECTORS

Holly Fearing, President  
Holly Bender, Vice President  
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Jess Pernsteiner  
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Bruce Slaughenhoupt

### BOARD CONTACT INFO:

board@willystreet.coop

all-board@willystreet.coop (includes the GM, Executive Assistant and Board Administrator)

### BOARD MEETING SCHEDULE

ALL MEETINGS BEGIN AT 6:30pm UNLESS OTHERWISE NOTED

March 14th: Regular Board Meeting  
April 25th: Regular Board Meeting  
June 6th: Regular Board Meeting  
July 18th: Regular Board Meeting and Election Special Session  
August 15th: Regular Board Meeting

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# CUSTOMER COMMENTS

## Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to [customer.comments@willystreet.coop](mailto:customer.comments@willystreet.coop) or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the Reader. The rest can be found in the commons or in the binder near Customer Service. Thank you!

### VEGANS AT WILLY NORTH

To Whom it May Concern,

I was probably the most excited about this location opening. We moved to the North side about a year ago to be able to find a house & fenced in yard in our price range to accommodate our needs. We weren't thrilled about the location due to the lack of vegan food, restaurants, proper grocers, etc. in the neighborhood. So boy, were we ELATED to hear the news that we would be getting a Co Op! Unfortunately, it's opening brought tremendous let down. No juice/coffee bar, no sandwiches, pizzas, or any of the other amazing things offered at East/West. Just a less than sub par hot case.

We are vegan and as you can guess, the north side isn't exactly the easiest place to grab some food on the go. The hot case at this location is LITERALLY the only option we have. So imagine how disappointing it is to go in and find hardly anything vegan on there. One day I went in and there wasn't anything! Especially in the morning, no vegan breakfast sandwiches? No granola bar? I've been in at all times of day and have yet to see fresh hot case items... either vegan or non vegan. Being the newest location, we assumed it would be the best yet. Somehow it's managed to be opposite.

Another issue we have found is going online to check the menu items of the day and North isn't even listed. Some days it is, some days it isn't. Would love to see more consistency in that area.

We would give a lot of business to this location if it were the same as East. I feel like we got the shaft, big time. I know we aren't the only people who feel this way. Seriously, is there any hope you can give us that the amenities of East & West that make our Co Op above others will be added to the North side? Or should we continue to give our business to Pick N Save & Woodmans?

A: Thank you for your feedback. I am sorry that you have been dissatisfied with our Willy North location thus far. I want to assure you that we are striving to serve our Owners and community to the best of our abil-

ity. Feedback like yours is helpful because it shows us where we can improve. Please allow me to address some of your comments one by one.

#### Juice Bar:

Based on the premises as well as temporal and financial constraints, there was no way we could have a Juice Bar at the time of our opening. However, there are already preliminary plans to undertake a massive remodel of this site. Construction of a Juice Bar will take place at that time. We will have to be patient, though, because a remodel will not happen for at least two to three years. In the meantime, we offer many excellent bottled juices as well as self-serve coffee.

#### Sandwiches:

The only sandwiches we currently offer are pre-made ones that come from our off-site production kitchen. Recently, we have moved production of these sandwiches to the retail locations. It is our hope that we can expand on that sandwich production and begin to offer made-to-order sandwiches soon thereafter.

#### Pizza:

Our East side location is the only site that has a hearth-style pizza oven. There are no plans at this time to get a pizza oven at North, but you might find pizza on the Hot Bar from time to time.

#### Vegan Food:

We attempt to make at least half of the Hot Bar offerings vegan or vegetarian on a daily basis. We want to give our customers and Owners the foods they are looking for. Frankly, there is more of a demand at the North location for traditional dishes. Nevertheless, we want to cater to our vegan clientele also, so we will make a more concerted effort to have more vegan offerings. In the meantime, if you would like assistance finding vegan options please do not hesitate to let us know and we will be happy to help.

#### Vegan Breakfast Sandwich:

We have a vegan breakfast sandwich in the works. It will likely consist of a vegan soy sausage patty and Daiya cheese on an English muffin. It is going through the new product process at this time, but it should be available within the next few weeks.

#### Daily Hot Bar Menu Online:

We typically have our Hot Bar menu posted online everyday by mid-morning. Sometimes it gets overlooked or might get posted late. I apologize for the inconvenience that has caused for you. We will try harder to get it done consistently and on time. Feel free to give us a call anytime and ask for the Deli and we will be more than happy to let you know what is being served.

Willy North is a unique location compared to our other stores. We

opened this store under an extremely expedited timeline and that may have resulted in some things being less than perfect. It is still a work in progress in many ways, but we will continue to work hard to make sure we reach our full potential. We are here to serve our Owners, and with thoughtful and detailed comments like yours, we will continue to improve.

Thanks again! Sincerely, Jeff Dempsey, Assistant Store Manager—North

### BUYING IN BULK

**Q:** Thank you for taking my question. Is there a way to quickly see the discounted price of buying certain items in large quantities? I may be missing it on the website. Thank you for your time,

A: Thanks for asking. In order to ensure I send this to the right department, please clarify for me: Are asking about the price for purchasing items at volume by the case? We do not have that kind of information on our website, but if there is a specific item you are considering purchasing at case volume, I can point you in the right direction. The majority of items that Owners can purchase by the case are 10% off shelf price. A few items do not receive that discount because we may already be selling them very close to cost on the shelves.

I look forward to your follow-up. You may also call Customer Service to get immediate assistance at the stores if you know what you would like to purchase. East is 608-251-6776, West is 608-284-7800, and North is 608-709-5445. Have a great weekend! -Kirsten Moore, Director of Cooperative Services

### DOUBLE DOLLARS PROGRAM

**Q:** I just wrote to Joe Parisi who gave you the grant and told him I will also share with you. Thanks so much for the Double Food Stamps. I am very glad to be learning about more organics. Helps sickness, I noticed my bones don't ache as bad. I hope others food stamp clients are noticing a difference to eat better. Overall your store employees are so good in answering questions and I am always satisfied with the answer. My social worker says she wishes this would happen every winter cause veggies and fruits are not grown in Wisconsin as well and I add that's when we get sick more. I hope you put this in your paper.

A: Thanks so much for the positive feedback about the Double Dollars program. I will share it with all staff and our partners in the program and I'll also let our Newsletter Editor know that you have asked this comment be published. We received funding from the USDA Food Insecurity Nutrition Incentive (FINI) Grant Program. The City of Madison wrote

the grant, and is working with not only us but also Public Health Madison & Dane County, Community Action Coalition for South Central Wisconsin, and Centro Hispano on the project. We are thrilled to be partners in the program and to hear that it is making a difference in people's lives. I hope we see you in the store again soon! Have a great weekend. -Kirsten Moore, Director of Cooperative Services

### LIVING WAGES

**Q:** Dear Ms. Firszt and Co-op Board Members,

As Owners we were shocked at the comments (Reader, January 2017) related to patronage refund. The response indicated that when profits allow, Owners receive a patronage refund while entry staff at our Co-op currently receive a poorly calculated and outdated living wage of \$10.69/hr! This intolerable situation needs immediate attention! Costco gives entry-level employees \$11.50/hr. while Co-op staff are told to wait 2-3 years for a new living wage calculation to reach \$13.62 to be achieved. How has this situation occurred under your watch?

Please, as our Co-op Board and Executive Director, address this issue in the Reader with a more acceptable solution than "our HR and Finance teams are determining a plan to get us to the new livable wage over 2-3 years' time!" We are strong supporters of the Co-op and consider the current wages to be deplorable and offensive. How can we be expanding with a new store, and let our staff continue to receive such poorly calculated and outdated livable wages? The current Co-op wages are not in agreement with either the communal or collaborative practices that, as Owners, we support. In fact, this situation reflects a corporate model of decision-making; the very antithesis of co-operative ownership!

Admitting the current living wages for staff was poorly calculated is the first step toward developing a plan to improve all wages and account for compression and yearly wage increases as well. This is the transparency our Co-op embraces. Following through now with interim measures to correct this admission and grievous error to our staff is crucial. Please explore and generate suggestions toward implementing immediate solutions, by considering:

- Raising the staff discount as an immediate supplement to current wages.
- Polling staff regarding perks that they would find meaningful while wages are being increased.
- Awarding all staff patronage rebates whether or not they shop at the Co-op. Maybe some staff



cannot afford to shop at the Co-op due to their poor wages!

- **Polling Owners regarding forgoing or rescinding the patronage refund rebate program in favor of using these funds to support staff living wage increases.**

**Thank you for your immediate attention to this very problematic situation. The economic wellbeing of our hard working and skilled staff, who are friendly, personable, warm and attentive employees, is crucial to sustaining a fair and respectful Co-op community. Perhaps we need a paradigm shift from terms like "Owners and staff" to everyone as "participants?" If the prices of Co-op products need to be raised to give staff a fair and respectful living wage, please do so. We cannot keep the Co-op afloat to the detriment of our staff!**

**Respectfully submitted.**

A: Thank you so much for your thoughtful letter, suggestions, and heartfelt concern for our staff's well being.

One of our goals this year was to implement a Livable Wage plan, along with a significant wage increase, which I am happy to report we have now done!

Effective today, January 9, 2017, starting/entry-level wage increases to \$11.50 an hour. This is our first step in moving all staff to a livable wage. Over the next two years we will continue to increase the starting wage with a goal of reaching the Madison Livable Wage by January 2019. Once we achieve a Livable Wage for all staff, our plan is to maintain this by providing pay increases when the Madison Livable Wage increases.

If we were to immediately increase our starting wage to the Madison Livable Wage of \$13.62 per hour, and make the necessary wage compression adjustments, it would cost us over \$2 million annually, which we cannot currently afford. By implementing the increases over three years it gives us time to work with staff on how to pay for the increases.

I will include further updates on this initiative in the *Reader*.

Thank you again for your feedback. —Anya Firszt, General Manager

## THANK YOU SO MUCH

**Q: One time when we were shopping at Willy North we accidentally walked off without the laundry detergent we had bought, but before we realized it we received a phone call that we had left it at the Co-op and to help arrange us picking it up. The weather was somewhat nasty so the offer for them to hold it at the service desk was especially nice (but being Wisconsinites we drove back to get it). Most stores don't call and if you are very lucky they will have held somewhere for a couple of hours for if you go back for it. Kyle was at the register that day and also made the call. Thank you so much! Given that we didn't start doing the wash until late evening it**

**was nice to find this out while the store was still open. this was extra special to us as that purchase is the first cleaning product we made as part of our move to go to non-cruelty items.**

A: Thanks for the positive feedback! I'm so glad to hear it and I've passed it on to Kyle and the management at North to enjoy. I'm also happy that you were able to come back and get what you needed to do your laundry! Have a great day! —Kirsten Moore, Director of Cooperative Services

## QUEST CARDS & DOUBLE DOLLARS

**Q: Hi there. I'm a community social worker that works on the West Side of Madison. Does the West Side store accept Quest cards and provide the Double Dollar program like the North Side store? There are plenty of community members who would be eager to have access to fresh organic produce.**

A: Thanks so much for asking! We accept FoodShare/QUEST and provide Double Dollars at all three locations.

We also have Second Harvest FoodShare Registration and Education sessions onsite each month at each location for those who may want to find out if they qualify for FoodShare and register. At West, they are on the first Wednesday of the month from 9am-1pm, which also happens to be our Wellness Wednesday, which offers an additional 10 percent off items in our Wellness Department. The next one is February 1st, and you can find details at [www.willystreet.coop/events](http://www.willystreet.coop/events).

Using FoodShare/QUEST also qualifies customers to become Owners of the Co-op using our Access Discount Program, meaning an Individual Ownership can be started for as little as \$4 per year and allows the Owner to receive an additional 10 percent off products as long as they have a financial need. Customer Service can help people sign up for the Access Discount any time, and we also have staff available during Second Harvest FoodShare Registrations to talk about the program.

Please let me know if there is anything else we may do for you! —Kirsten Moore, Director of Cooperative Services

## COUNTRY OF ORIGIN

**Q: Frozen mushrooms labeled org. and some logos for org "Trade assn." and international org. assn.. How are we sure these mushrooms are really org.?**

A: Both the frozen shiitake and mixed mushrooms (frozen) from Woodstock have the USDA organic seal printed on the bag, and it also states that they are certified by QAI (Quality Assurance International), which is a very reputable certification agency. In order to carry the organic USDA seal, products must meet the USDA organic standards. QAI is the agency that inspects the product and

production to ensure that the organic standards are being strictly adhered to, and as I mentioned above, QAI is a very reputable certifier, and I have complete trust that these mushrooms are indeed organic. Thanks for writing! —Megan Minnick, Director of Purchasing

## TIPI TATSOI

**Q: Just wanted to say I was very happy to see tatsoi from Tipi Produce. Would like to see more Asian greens, too, besides bok choy. Thanks!**

A: Thanks for the feedback! We're able to offer various varieties of locally grown Asian greens throughout the local growing season, primarily in spring and fall. —Andy Johnston, Produce Manager—East

## T-SHIRT SIZES

**Q: Re: the marvelous new Willy Street Co-op t-shirts. You are out of the round people sizes and I am a person with much roundness. I also was looking at the sleeveless shirts with the nice neckline and no luck.**

A: We have some 2x in storage and I will get one over to North in your name if you haven't found one already. Thanks! —Brendon Smith, Director of Communications

## ANYONE CAN SHOP

**Q: It would be of benefit to this neighborhood (North) if you put signs outside that let folks know they don't need a membership. I was approached on my way in by a woman who had never shopped because she thought she needed a membership card.**

A: Great idea! We are working on some additional signage now. You should see it start to pop up in the next few weeks. Thanks! —Brendon Smith, Director of Communications

## DELICIOUS HOT BAR

**Q: The hot bar this week has been fantastic! The taco chicken, the red lentil curry, the vegan fried rice, the Thai peanut chicken, and the 'flavor sensation' chicken tikka masala were all divine! It was a pleasant shake-up of the usual hot bar menu and I think the customers have appreciated it as much as I have. Mmmm. Excellent.**

A: Thank you for taking the time to write to us about your experience here in the West Deli. We are so glad to hear that you have been enjoying our hot bar! We have recently switched up our hot bar menu, and will be working on some specialty things for the hot bar during the holidays as well! We hope you stop and try some of the new things our Production Kitchen has been working hard to create! Thank you again, Renee Strobel, Deli Manager—West

## HOT BAR SCALE

**Q: Please please find a creative way to put some kind of scale back by the hot bar and cold/salad bar! I know this has been requested several times and the response has**

**been that it just isn't doable.**

**This response and lack of action feels a bit unbelievable considering the creative and talented staff all three co-ops employ. Please! It's very hard to know how much it will be once at the register.**

A: Thank you for taking the time to write to us. We understand that it is often difficult to determine how much food you have put in your to-go container from our hot bar or salad bar, but you are correct that it is not very feasible for us to have a scale at the hot bar. However, I encourage you to stop up at the Deli counter right behind the salad bar and use the scale we have there. Our staff will be happy to help if you have any question in this process! Thank you again, Renee Strobel, Deli Manager—West

## CHERRY STEMS

**Q: Would you consider asking the Door Co. cherry farmer to not take the stems off? The become soft when destemmed and rot easily. It's an entryway for bacteria (see above) and could be dangerous—e.coli other bacteria.**

A: Thank you for the feedback. The reason they are without stems is that they are picked riper than more common Washington/other non-local cherries. At this level of ripeness, the stems hang on to the tree when the fruit is picked. In addition, by taking off stems from the tree, it could decrease yields the following season. I have passed these comments on to the grower, though. Best, Max Wilke, Produce Manager—West

## COLD IN THE STORE

**Q: Too damn cold in the store! You could try a few degrees warmer with air conditioning—still be not hot but not freezy and it would save some money.**

A: I am sorry that the store temps feel chilly. In the warmer months we have to keep the temperature at 70 degrees. This helps keep the humidity level proper so we don't put stress on the refrigeration units so they can work properly to keep our products at their proper temps. I know that it can be chilly in here, but we don't want the products going over temp. Then we would have bad product that would need to be tossed. Thank you for writing in your concern. —Amanda Ikens, Owner Resources Coordinator—East

## THANK YOU

**Q: You all are doing a fantastic job. Thank you for bringing the co-op to the north Side. The hot bar is especially great, + the customer service totally rocks. Thank you, thank you, thank you!**

A: Thank you so much for the kind words and appreciation! I've passed it on to our North Store Manager, Jenny Skowronek and our North Assistant Manager, Jeff Dempsey, as well as posted your positive comments for all staff to enjoy. We look forward to seeing you in the store again soon! —Kirsten Moore, Director of Cooperative Services



## GENERAL MANAGER'S REPORT

# State of the Co-op; Access to Fresh Produce; & More!



by Anya Firszt, General Manager

*"I'd rather have roses on my table than diamonds on my neck."* -Emma Goldman

**F**ebruary 2017 is here, believe it or not! This month there is plenty to

celebrate. Between the Super Bowl, Wellness Wednesday, and Valentine's Day, we are working hard to provide all the nosh, wellness remedies, chocolates and flowers that you could possibly need!

### STATE OF THE CO-OP

Over the last five-plus months, since Willy North opened, I am frequently asked by Owners, "How goes it at the new Willy North store?" and I have generally replied, "Things are going pretty well; we are settling into operating three retail sites and balancing product selection to meet the needs of the community. Sales at Willy North are nearly hitting budgeted sales; however, sales at Willy East and Willy West are down slightly more than we anticipated."

Sales drive everything we do. We are continually reviewing and managing expenses to keep pace with sales; so if sales are down compared to budget, we also need to tighten up on expenses. And, no wonder sales are down; competition is fierce with every other grocery retail vying for your grocery dollars. The current competitive climate coupled with fresh produce price deflation presents us with even more challenges to overcome. An example of this is that last year, organic broccoli was selling for \$4.99/lb; the same product is selling for \$1.99/lb this year. So, it's great that broccoli is less expensive a pound, but we need to sell double the quantity to maintain the same gain in sales.

I want to take this opportunity to remind you that we exist because of our Owners, and our continued success is based on you. I ask you in all seriousness to "mind your own business!"

Please let us know what we can do to better fill your shopping basket—is there a product you get elsewhere that you think we should carry? Do you have an idea for a new Deli item? Is there a service that you think we should offer? Talk with our staff while you are shopping and submit comments either in store or via the Contact Us page on our website.

### ACCESS TO FRESH PRODUCE

Willy Street Co-op has been part of the Double Dollars program launched by the City of Madison since October—offering coupons to those using FoodShare/QUEST for future fresh produce purchases. The program has been well-received, so much so that we expect to run out of Double Dollars coupons mid-to-late February, although coupons can be redeemed through March 31st. This was a pilot program, and from the looks of it, it has worked out very well. We are discussing with our partners ways we could continue the program next fall at the Co-op and also support both the Co-op and the farmers' markets' Double Dollars Programs.

The City also received grant funding to launch another program that also offers improved access to fresh produce. The Fruit & Vegetable Prescription Program is a very exciting pilot to make it easier for food-insecure patients of UW Health Northeast Family Medical Center to add more fruit and vegetables to their diet. (See Kirsten Moore's related article on page 9). We are so pleased to have great public and private partners working together to increase food access.

And finally, taking care of our talented and dedicated staff has always been important to us, so for the last two years, we have discussed how to offer a Livable Wage to entry-level staff. The National Co-op Grocer/CDS Consulting Co-op Livable Wage model calculates the Madison, Wisconsin Livable Wage for 2016 as \$13.62 per hour. I am happy to announce that we've taken the first step toward meeting that by increasing the entry-level wage to \$11.50 per hour, and giving all staff a wage increase as well. We expect it to take another two years before entry-level staff begin their first day of work at the Livable Wage, and we are pursuing ways to operate more efficiently in order to pay for it. Because these pay increases are part of our operational budget, we will not need to raise prices to cover it.

### SAVE THE DATE

We are already gearing up for our Annual Meeting and Party (AMP) scheduled for July 13th; opening night of the Wil-Mar Neighborhood Center's La Fete de Marquette. A business meeting highlight will include an introduction of the Board candidates running for the Board—and Owners are invited to cast ballots while attending the event. Look for more details as we get closer to summer!

## BOARD REPORT

# Improving Our Policy-Monitoring Work



by Holly Fearing, Board President

*"I hope that in this year to come, you make mistakes. Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You're*

*doing things you've never done before, and more importantly, you're doing something."* -Neil Gaiman

**L**ast year, I wrote to you about the Co-op's new Ends approved by the Board of Directors in our 2015 Retreat. While that may not seem like a significant event, this began a series of updates, iterations and improvements in our work and how we lead our Co-op toward success. In 2017, your Board is focused on building upon our governance foundational skills and creating better systems of accountability that can empower each of us in our work.

With new Ends in hand, we had a more compelling statement to explain the purpose and direction of our Co-op in clear language that makes sense to all our stakeholders. From there, it was necessary to review our entire policy roster—which is the foundation of our governance work. We completed this policy refresh at the end of 2016.

Adding an updated roster of policies to our new Ends statement, we next dedicated time to making improvements in another very important function of our Board work: policy monitoring. This is where we report on whether we have done what we have set out to do within the boundaries defined by our policies. So, to sum it up, we now have a better way to tell stakeholders what we are trying to achieve (Ends), how we will direct our work to achieve that (policies), and results of our work over a period of time (monitoring reports).

As Kathy Kemnitz wrote about in last month's *Reader*, we dedicated time in our November 2016 Board Retreat to improving our policy monitoring capabilities. Starting in our January Board meeting, we adopted a new approach to reporting on compliance or non-compliance with our policies as each comes due for monitoring on a revolving annual review schedule.

This new approach strives to provide everyone with a shared understanding of what compliance with the policy looks like, how it is reached, and data to support the designation of compliance or non-compliance.

Going forward, our policy monitoring reports will include:

- Interpretation of the meaning of the policy from the General Manager (or the Board, depending on who's responsible for monitoring the policy).
- Operational definitions that explain what metrics are reasonable to review or report on in the effort of determining if compliance was achieved.
- Data: the results that were seen over the reporting period in the defined metrics that point to compliance or non-compliance.

With this expanded information in our reports, the Board will be able to more accurately determine accountability and adherence to our policies. We will be able to know with confidence if the interpretation and operational definitions are reasonable, if there was adequate data to determine compliance or accomplishment and whether the data demonstrates compliance or accomplishment. If any element of the monitoring report is unreasonable or incomplete, we have a framework for reassessing or rejecting the monitoring report, and in the case of non-compliance, a process for requesting additional information, scheduling follow-up or ongoing monitoring for a set timeframe, or consequences for the General Manager or Board. At the end of the year, we're able to see a summary of all monitoring reports, any non-compliance issues and actions being taken to correct deviations from compliance to policies.

While this may sound like nitty-gritty or exhausting details, this is in fact a core function of our work as a Board overseeing the direction of our Co-op. The better we are at this work, the healthier our Co-op will be, and we've committed to improving on this work in this new year. We are humbled by how involved and engaged Owners are in the Co-op and our community and we owe it to Owners to learn, grow and push ourselves to new and better outcomes for all.

We will continue to bring you along in our journey of the Board's work. To contact your Board of Directors, email [all-board@willystreet.coop](mailto:all-board@willystreet.coop).



# Community Room Class Calendar

Please see class descriptions for fees. Owners enrolled in the Access Discount Program receive a 10% discount. Payment is required at registration; please register by stopping at the Customer Service desk or by calling Willy West at (608) 284-7800 or Willy East at (608) 251-6776. For more information about individual activities and classes, see [willystreet.coop/calendar](http://willystreet.coop/calendar).

Refund Policy: Unless otherwise specified in the description of the event, registration for events that Willy Street Co-op cancels will be refunded in full. Individuals who wish to cancel their registration must contact Customer Service with 72 hours notice to receive a full refund or transfer their registration to another class. No refunds or transfers will be granted for cancellations within 72 hours of an event. In order to cover costs incurred, there are absolutely no exceptions to the Refund Policy.



## LADONIA CAFE TEACHES VEGAN TIRAMISU AND CHOCOLATE TRUFFLES

Location: Willy

East Community Room

Tuesday, February 7th, 6:00pm–8:00pm

Instructor: Amie Swanson

Ages: 13 and older; adult supervision not required

Fee: \$20 for Owners; \$30 for non-owners

What could be better than a rich, creamy dessert that will feed a small crowd?! Join Amie Swanson of Ladonia Cafe to see how a vegan tiramisu and vegan truffles will convince even the pickiest eater that vegan desserts can be divine! Vegan.

## VEGAN CHEESECAKES WITH THE GREEN OWL

Location: Willy East Community Room

Tuesday, February 28th, 6:00pm–8:00pm

Instructor: Cara Moseley

Fee: \$20 for Owners; \$30 for non-owners

Ages: 13 and older; adult supervision not required

The Green Owl's Vegan Pastry Chef, Cara Moseley, will demonstrate how to make her vegan cheesecake. She will also teach the class how to make different flavor combinations from a basic vegan cheesecake recipe. Students will enjoy samples and take home several recipes and ideas from the class. Gluten-free options will be demonstrated and discussed. Vegan and gluten-free.

## VEGAN CAKE-BUILDING BASICS WITH THE GREEN OWL

Location: Willy East Community Room

Tuesday, March 14th, 6:00pm–8:00pm

Instructor: Cara Moseley

Fee: \$20 for Owners; \$30 for non-owners

Ages: 13 and older; adult supervision not required

The Green Owl's Vegan Pastry Chef, Cara Moseley, will demonstrate her technique for vegan cakes and how to use a basic cake recipe in several flavor applications. Cara will also cover different filling and frosting recipes to create and combine into many cake variations. Students will sample different cakes and leave class with many cake ideas and the recipes to make in their own kitchens. Vegan.



## HEALTHY EATING ON A BUDGET

Location: Willy West Community Room

Monday, March 6th,

6:00pm–8:00pm

Your Co-op's Own Instructor: Ben Becker

Ages: 13 and older; adult supervision not required

Fee: \$10 for Owners; \$20 for non-owners

Feel empowered to prepare fresh healthy foods, even when limited by the size of your wallet. Through participation in discussion, food preparation and tasting, participants will explore strategies for procuring nourishing and affordable food, how

to recognize healthy, fresh choices, and tasty and versatile preparation methods.

## COOKING WITH CHEF PAUL: WOK & ROLL

Location: Willy West Community Room

Wednesday, March 15th, 6:00pm–8:00pm

Your Co-op's Own Instructor: Paul Tseng

A simple wok can be used to stir-fry, steam, deep-fry and smoke foods. Join Chef Paul to enjoy Kung Pao, a Sichuan style of cooking. Chef Paul will demonstrate how to prepare and cook the proteins, fibers and starch in a wok. He will also discuss how to care for this versatile cooking equipment.



## THE HOME CREAMERY SERIES: CULTURED MILK, KEFIR YOGURT AND MORE

Location: Willy East Community Room

Wednesday, February 1st, 6:00pm–8:00pm

Instructor: Linda Conroy

Ages: 13 and older; adult supervision required

Fee: \$22.50 for Owners; \$32.50 for non-owners. Sign up for the entire series as an Owner and get the fifth class free.

Join veteran home cheesemaker Linda Conroy for this fun and inspiring class. We will make and sample yogurt, kefir, cultured cream and cultured butter. After transforming milk into these cultured products, we will learn to transform them into soft spreadable cheese. Participants will leave with recipes and a culture to get them started at home! For the complete list of classes in the series, see [www.willystreet.coop/events](http://www.willystreet.coop/events).

## THE HOME CREAMERY SERIES: MOZZARELLA AND RICOTTA

Location: Willy East Community Room

Wednesday, February 8th, 6:00pm–

8:00pm

Instructor: Linda Conroy

Ages: 13 and older; adult supervision required

Fee: \$22.50 for Owners; \$32.50 for non-owners. Sign up for the entire series as an Owner and get the fifth class free.

Join veteran home cheesemaker Linda Conroy as we curdle milk and stretch the curd. This class will provide a hands-on opportunity for participants to make two styles of ricotta, traditional and whole milk, as well as fresh mozzarella. Everyone will leave with recipes and cheese made in class. For the complete list of classes in the series, see our website [www.willystreet.coop/events](http://www.willystreet.coop/events).

## THE HOME CREAMERY: FETA AND FARMER CHEESE

Location: Willy East Community Room

Wednesday, February 15th, 6:00pm–8:00pm

Instructor: Linda Conroy

Ages: 13 and older; adult supervision required

Fee: \$22.50 for Owners; \$32.50 for non-owners. Sign up for the entire series as an Owner and get the fifth class free.

Join veteran home cheesemaker Linda Conroy as we transform curds into two similar but different styles of cheese. We will see each stage of the process, learn the nuance of each cheese, how to store them and when to add herbs. Participants will leave with recipes and cheese to take home. For the complete list of classes in the series, see [www.willystreet.coop/events](http://www.willystreet.coop/events).

## LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy West Community Room

Thursday, February 16th, 6:00pm–8:00pm

Instructor: Your Co-op's Own Instructor: Paul Tseng

Ages: 18 and older

Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul as he guides participants through hands-on knife skills,

## INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room

Friday, February 10th, 2:15pm–5:30pm

Location: Willy East Community Room

Friday, February 17th, 2:15pm–5:30pm

An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change.

Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email [info@humannaturellc.com](mailto:info@humannaturellc.com) or call 608-301-9961.

## LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Lakeview Library

Monday, February 6th, 10:00am–2:00pm

Location: Willy West Community Room

Wednesday, February 1st, 9:00am–1:00pm

Location: Willy East Community Room

Tuesday, February 14th, 8:00am–12:00pm

Is money tight? You may be eligible for FoodShare benefits on a QUEST Card! FoodShare is a federal benefit, like social security, that provides extra money for groceries to low-income individuals and families. The benefits comes on an easy-to-use debit-like card that can be used at the Willy Street Co-op, many farmers' markets, and most major grocery stores. The income guidelines are higher than you might think: individuals earning \$11+ per hour and working 40 hours per week may qualify. To find out if you may be eligible, please call 1-877-366-3635 for a confidential screening and to schedule an appointment to apply at Willy Street Co-op. During your appointment, a FoodShare Outreach specialist will assist you with an application, answer questions, and connect you with other great community resources. Walk-ins welcome. Se habla Español.



including the major cuts, slices and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with.

### THE HOME CREAMERY SERIES: CHEDDAR AND GOUDA

Location: Willy East Community Room

Wednesday, March 1st, 6:00pm–8:00pm

Instructor: Linda Conroy

Ages: 13 and older; adult supervision required

Fee: \$22.50 for Owners; \$32.50 for non-owners. Sign up for the entire series as an Owner and get the fifth class free.

Join veteran home cheesemaker Linda Conroy as we learn the foundations of making and aging these two classic styles of cheese. From curd to press to aging “cave,” participants will learn to make these in their own kitchen. Everyone will leave with recipes and cheese curds made in class. For the complete list of classes in the series, see our website [www.willystreet.coop/events](http://www.willystreet.coop/events).

### THE HOME CREAMERY SERIES: MOLD-RIPENED CHEESE

Location: Willy East Community Room

Wednesday, March 8th, 6:00pm–8:00pm

Instructor: Linda Conroy

Ages: 13 and older; adult supervision required

Fee: \$22.50 for Owners; \$32.50 for non-owners. Sign up for the entire

series as an Owner and get the fifth class free.

Join veteran home cheesemaker Linda Conroy as we learn to add mold to cheese. We will make and sample a simple mold ripened goat cheese that can easily be replicated at home. Participants will leave with recipes and cheese to finish ripening at home. For the complete list of classes in the series, see [www.willystreet.coop/events](http://www.willystreet.coop/events).

### LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library

Thursday, March 9th, 6:00pm–7:30pm

Your Co-op’s Own Instructor: Paul Tseng

Ages: 18 and older

Fee: Free; registration is required

Once your knife skills have improved, your cooking will be more efficient and more delicious. Join Chef Paul for a demonstration on how to dice, julienne, and chiffonade vegetables and fruits. Chef Paul will also discuss how to choose, care for and sharpen knives.



### COOKING TOGETHER: DINNER IN ASIA

Location: Willy West Community

Room

Thursday, March 2nd, 2017, 5:30pm–6:45pm

Instructor: Lily Kilfoy

Ages: 5 and older

Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this excit-

ing cooking class for families! She will introduce you and your family to unfamiliar foods through delectable dishes and themes, all while having a hands-on fun time! In this class, participants will learn to cook a homemade meal with an Asian flair. Recipes will include Cream Cheese, Curry and Green Onion Wontons; Sesame-Ginger Marinated & Baked Tofu; Brown Rice & Broccoli Salad with Soy Dressing; and Fresh Fruit Spring Rolls. Vegetarian.

### COOKING TOGETHER: DINNER IN ITALY

Location: Willy East Community Room

Thursday, March 9th, 5:30pm–6:45pm

Instructor: Lily Kilfoy

Ages: 5 and older

Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this exciting cooking class for families! She will introduce you and your family to unfamiliar foods through delectable dishes and themes, all while having a hands-on fun time! In this class, participants will learn to cook a homemade meal with an Italian flair. Recipes will include Zucchini Crisps with Marinara Sauce, Roasted Vegetable Lasagna Cupcakes, Pizza Salad with Basil-Parmesan Vinaigrette, Garlic Bread and Raspberry Ricotta Fluff with Graham Cracker Crumbles. Vegetarian.



### HEALTHY EATING ON A BUDGET

Location: Lakeview Library

Tuesday, February

7th, 6:00pm–7:00pm

Your Co-op’s Own Instructor: Ben Becker

Ages: 13 and older; adult supervision not required

Fee: Free; registration required

Feel empowered to prepare fresh healthy foods, even when limited by the size of your wallet. Through participation in discussion, participants will explore strategies for procuring nourishing and affordable food, how to recognize healthy, fresh choices, and tasty and versatile preparation methods.

### KISS THOSE SUGAR BLUES GOODBYE

Location: Lakeview Library

Tuesday, February 21st, 6:00pm–7:00pm

Instructor: Katy Wallace

Ages: Any; adult supervision required

Fee: Free; registration required

To succeed in eliminating sugar cravings from your life, it helps to understand your chemistry and digestive health. Katy Wallace, Traditional Naturopath of Human Nature, will discuss how to resolve nutrient deficiencies and imbalances in your flora in order to feel your best. She’ll share simple tips you can incorporate into daily life for best results. Gluten-free, grain-free and sugar-free.



### SUPER-EASY SEED STARTING

Location: Willy West Community Room

Tuesday, Febru-


ary 28th, 6:00pm–8:00pm

Instructor: Megan Cain

Ages: 12 and older; adult supervision

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Fee: \$27 for Owners; \$37 for non-owners

Starting your own seeds allows you to jump into the gardening season early, save money and grow unique and fun varieties. You'll master the essentials such as what vegetables should be grown from seed and when, why you can't use a window to start seeds, how to gather the right supplies and care for your seedlings, and what colorful varieties are available to grow this year. Participants will start some seeds to take home.

### EAT LOCALLY ALL YEAR: PLANNING A HIGH-YIELD GARDEN

Location: Willy East Community Room

Thursday, March 2nd, 6:00pm-8:00pm

Instructor: Megan Cain

Ages: 16 and older; adult supervision required

Fee: \$25 for Owners; \$35 for non-owners

With some planning, you can start relying on the grocery store less and your vegetable garden more for produce all year round. Learn to strategically plan your garden with easy-to-grow and easy-to-store crops, to elevate production with simple maps and records, when to plant so you're harvesting from your garden for Christmas dinner and how to grow more food with less work.

### SUPER-EASY SEED STARTING

Location: Willy East Community Room

Tuesday, March 7th, 6:00pm-8:00pm

Instructor: Megan Cain

Ages: 12 and older; adult supervision required

Fee: \$27 for Owners; \$37 for non-owners

Starting your own seeds allows you to jump into the gardening season early, save money, and grow unique and fun varieties. You'll master the essentials such as what vegetables should be grown from seed and when, why you can't use a window to start seeds, how to gather the right supplies and care for your seedlings, and what colorful varieties are available to grow this year. Participants will start some seeds to take home.



### HERBS AND FOOD FOR HEART HEALTH

Location: Willy West Community Room

Monday, February 6th, 6:00pm-8:00pm

Ages: 13 and older; adult supervision not required

Fee: \$15 for Owners; \$25 for non-owners

Join herbalist Linda Conroy to learn ways to incorporate herbs and food into your diet to promote heart and overall cardiovascular health. Participants will take home an herbal remedy created in class.



### KIDS IN THE KITCHEN: BOUNTIFUL BREAKFAST

Location: Willy West Community Room

Tuesday, March 7th, 4:30pm-5:30pm

Ages: 5-8 years old; adult supervision not required

Instructor: Lily Kilfoy

Fee: \$10 for Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this hands-on cooking class. In this class, participants will whip up a made-from-scratch tasty and bountiful breakfast! Recipes will include Mini Cheese & Herb Frittatas, Maple-Cranberry Breakfast Mix, Apples with Sunny Fruit Dip, and Strawberry-Orange Smoothie.

### KIDS IN THE KITCHEN: GREEN SNACKS

Location: Willy East Community Room

Friday, March 10th, 4:30pm-5:30pm

Instructor: Lily Kilfoy

Fee: \$10 for kids of Owners; \$20 for non-owners

Ages: 5-8 years old; adult supervision not required

Join The Kids Chef Lily Kilfoy in this hands-on cooking class. In this class, participants will cook up some scrumptious snacks using all-natural green foods! Recipes will include Fiesta Green Bean Fries, Avocado-Cilantro Ranch Dip, Spinach and Cheese Quesadillas, and Fresh Squeezed Mint-Limeade.



### PRESERVATION BASICS: KOMBUCHA BREWING

Location: Willy East Community Room

Monday, February 20th, 6:00pm-8:00pm

Your Co-op's Own Instructor: Ben Becker

Ages: 13 and older; adult supervision not required

Fee: \$10 for Owners; \$20 for non-owners

Looking for a raw brewing experience? Looking to have a do-it-yourself fermented beverage at home? In this kombucha basics class we will give you an introduction to what kombucha is, how to make it at home and what you will need to start brewing this tasty, invigorating drink.



### SIMPLY LOCAL: HIGHLIGHTING OUR LOCAL FOOD PRODUCERS

Location: Willy West Community

Room

Tuesday, February 7th, 6:00pm-6:30pm and 7:00pm-7:30pm

Your Co-op's Own Instructor: Katie O'Connell-Jones

Ages: 13 and older; adult supervision not required

Fee: Free; walk-ins welcome

Supporting the local food system is one of Willy Street Co-op's main missions. Join Co-op Services staff to learn about what local means to us and for a tour through the Co-op that features local businesses and products.

### SIMPLY OWNERS: AN INTRODUCTION TO OWNERSHIP AT WILLY STREET CO-OP

Location: Willy East Community Room

Thursday, February 9th, 6:00pm-7:30pm

Your Co-op's Own Instructor: Robert Halstead

Ages: 13 and older; adult supervision not required

Fee: Free; registration required

Join Co-op Services staff to gain a better understanding of the rights, benefits and history of Ownership at Willy Street Co-op.

### SIMPLY LABELS: DECODING PRODUCT LABELS

Location: Lakeview Library

Friday, February 17th, 10:30am-11:30am

Your Co-op's Own Instructor: Katie O'Connell-Jones

Location: Willy East Community Room

Thursday, March 9th, 1:00pm-2:00pm

Your Co-op's Own Instructor: Amanda Ikens

Ages: 13 and older; adult supervision not required

Fee: Free; registration required

Do you know how to read a nutrition label? Do you have special dietary interests such as vegan, gluten-free, food allergies or fair trade? Join Co-op Services staff for an introductory course on labels you might encounter while shopping for your groceries. We'll help decipher label meanings on food products, and participants will walk away more confident as they navigate the grocery aisles and make food selections.



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# Co-op Partners with City, County, Second Harvest Food Bank HungerCare Coalition and UW Health to Pilot Fruit & Vegetable Prescription Program



by **Kirsten Moore,**  
Director of  
Cooperative  
Services

**W**e are pleased to announce that the City of Madison has received \$23,120 from Wholesome Wave's Nutrition Incentive Program Support and Innovations Grant to pilot a fruit and vegetable prescription (FVRx) program in partnership

with UW Health Northeast Family Medical Center, Second Harvest of Southern Wisconsin Food Bank's HungerCare Coalition, Public Health Madison & Dane County, and Willy Street Co-op.

## WHAT IS WHOLESOME WAVE?

Wholesome Wave is a nonprofit dedicated to "affordable, healthy, local food for all." Their mission "empowers under-served consumers to make healthier food choices by increasing affordable access to fresh, local food," using the philosophy that "poverty should never be an obstacle to eating fruits and vegetables." A partner of ours in the new Double Dollars program, Wholesome Wave "unlocks affordability" through supporting nutrition incentive programs that increase the value of FoodShare/QUEST and other nutrition benefit programs when spent on fruits and vegetables, developing FVRx programs with health practitioners, connecting program operators throughout the country so that we may share best practices and "activating demand for fresh produce to create market opportunities and improve bottom

lines for farmers and grocery stores nationwide." We are very thankful to Wholesome Wave for supporting the City's efforts both to maintain and expand the Double Dollars program and also to develop an FVRx program for our community. For more information about Wholesome Wave and their Nutrition Program Support and Innovations Grant, you may visit [www.wholesomewave.org](http://www.wholesomewave.org).

## WHAT IS FVRX?

FVRx programs are nutrition incentive programs for health practitioners to promote consuming fruits and vegetables as a preventative health care measure. Our pilot program is designed to help patients at UW Health Northeast Family Medical Center become Access Discount Program Owners and also purchase more fresh fruits and vegetables if health care providers determine that food security is a concern for the patient. Food security means a person has reliable access to a sufficient quantity of affordable, nutritious food. When a person does not have reliable access, meaning they are coping with food insecurity, it can have serious health effects across their lifespan.

## HOW DO HEALTH CARE PROVIDERS DETERMINE FOOD SECURITY?

In order for health care providers to determine the food security of a patient, they must conduct a screening, because the health-related symptoms of food insecurity manifest in different ways and some are hidden. According to the HungerCare Coalition, screening patients for food security can then help health practitioners connect "families with emergency food assistance and programs. These services can help provide nutritious

foods that are needed to lead healthy and active lives." Currently, health practitioners screening for food security are able to make a few referrals, to programs such as 2-1-1, which guides clients to food resources in their community; and registering to participate in either FoodShare/QUEST or the Women, Infants and Children (WIC) program. The addition of an FVRx program for our community will give health practitioners another opportunity: to provide instant access to fresh fruits and vegetables from the Co-op.

Health care partners in the HungerCare Coalition use an algorithm to screen patients for food security. Simply stated, the health practitioner asks the patient two questions: Has the patient worried about having enough food until the next time they could buy more within the last 12 months; and, in the last 12 months, has the patient actually run out of food before the next time they could buy more? If the patient answers "yes" to either question, then they have screened positive for food insecurity. This gives the health practitioner the information they need to begin to discuss resources available with the patient. To find out more about the HungerCare Coalition and the Food Security Screening Tool, visit [www.hungercare.org](http://www.hungercare.org).

## HOW WILL FVRX WORK?

The FVRx program started at UW Health Northeast Family Medical Center on February 1st, and the pilot is scheduled to last through December 31st, 2017.

When patients screen positive for food insecurity in the pilot FVRx program, physicians will provide those patients with a packet of six months' worth of FVRx coupons to redeem at the Co-op in addition to providing information about other food resources available. The packet will include one \$4 coupon to apply to Ownership at the Co-op, and 60 \$2 coupons for our Produce Department (10 for each of six months, through December 31st, 2017). The total value of the coupon packet is \$124. Participation in the program will also qualify current and new Owners to enroll in our Access Discount Program, which offers an additional 10% off groceries and a free coupon to attend one of the classes we offer where registration is charged (some classes we offer are already free to the public).

FVRx coupons can be used in conjunction with other coupons, including those redeemed via the Double Dollars program. They can also be used in conjunction with other sale prices. They may be redeemed any time a customer shops, and at any of our three locations.

## WHO CAN PARTICIPATE IN FVRX?

To participate in the FVRx program, customers must be patients at the UW Health Northeast Family Medical Center, and must screen positive for food insecurity during an appointment with their health care provider. The grant funds will provide support for approximately 150 patients at UW Health Northeast Family Medical Center, which is across the street from Willy North at 3209 Dryden Drive. For more information about the clinic or becoming a patient, you may call 608-241-9020 or visit [www.uwhealth.org/locations/detail.jsp?locationId=120](http://www.uwhealth.org/locations/detail.jsp?locationId=120).

## FOOD SECURITY INTO THE FUTURE

Your Co-op is invested in continuing to expand the ways in which we can help address food security in Dane County. In addition to our established Access Discount Program, we are excited to work with our public and private partners to test new programs like Double Dollars and FVRx. FVRx is just beginning, and we are currently evaluating the first half of the Double Dollars program. The data we collect from these pilots will help us determine how to continue and how to fund the programs for the future. We already have some great ideas to share in the next few months. Thank you for supporting your Co-op in these efforts! We look forward to launching some new initiatives to expand these offerings, and getting you more involved in the success.



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# Co+op Basics



by **Megan Minnick,**  
Director of  
Purchasing

In early February, you may notice new signs in our stores marking certain products as Co+op Basics. You may also notice that all of our old IDEALS signs have disappeared.

What's going on with this? In a nutshell, Co+op Basics will be replacing our IDEALS everyday low price program.

Never fear, this doesn't mean higher prices—on the contrary, it means we'll be offering even better everyday low prices on the natural and organic staples you depend on us for.

Like IDEALS, Co+op Basics are not sale prices. They are everyday, regular prices offered to all shoppers, Owners and non-owners alike. They represent the best pricing you'll find almost anywhere on high quality organic and natural staple items throughout our stores.

Before I can fully explain the story behind our switch from Co+op basics to IDEALS, let me first tell you a little about the group we worked with to bring you these deals: National Co-op Grocers.

## WHAT IS NATIONAL CO-OP GROCERS?

National Co-op Grocers (NCG) is essentially a cooperative of food co-ops. Over 200 food co-ops from across the country (including Willy Street Co-op) are member-owners of NCG, and together we make up a "virtual chain" that rivals the size of any other natural foods chain in the country. NCG member co-ops maintain full independence, but with membership to NCG, co-ops gain access to a myriad of resources including support for marketing, human resources, improving our operations,

and communication and information-sharing opportunities between member co-ops.

One of the most important benefits to NCG membership for our Co-op is the lower prices we are able offer because of our membership. By joining forces with 200+ other co-ops, we are able to negotiate (through NCG) much better pricing from national and regional food producers than we could dream of doing alone. By leveraging our combined buying power, we are collectively better able to compete with the pricing of large national chain stores. This is a huge benefit to our Co-op and to the pocketbooks of our Owners.

## CO+OP DEALS

NCG offers negotiated pricing support to our Co-op in several ways. The most familiar of these to many Willy Street Owners are our Co+op Deals sales. Co+op Deals are bi-weekly sales on popular items that offer some of the best prices you'll find anywhere on organic and natural foods. In fact, through national price surveys, NCG has found that while co-ops are generally about 2% lower on our regular pricing than our direct competitors, we are 4% lower than our competitors on our sale pricing, and this is because of the Co+op Deals program.

Co+op Deals has a secondary component: coupons. You'll find these in in the aisle right next to the products they align to, and also in coupon books available at the front of each of our stores. The Co+op Deals coupons offer additional savings on some really great products.

The deals get really crazy when the coupons and the Co+op deals sales combine to make what we sometimes call Co+op "Super" Deals. If you watch out for these sales, you won't regret it—savings of 50 percent or more are not uncommon!

## CO+OP BASICS

In recent years, it has become apparent that great sale prices are not enough. Co-op owners from co-ops across the country were asking for more—they wanted better everyday pricing on staple items, and they wanted more affordable organic and natural foods.

At Willy Street Co-op we saw this need, and so several years ago we introduced our IDEALS program, which was targeted toward staple items (mostly organic) like canned beans, olive oil, peanut butter, milk, salad mix, toothpaste, toilet paper and other household and pantry staples. We negotiated the best pricing we could with our vendors, and the program has worked beautifully.

Now, NCG has upped the ante. Co+op Basics is essentially the same type of program that IDEALS was, but the everyday low pricing is negotiated by NCG on a national basis, using the leverage provided by not just Willy Street's sales, but all NCG co-ops. That means better pricing on more items for Co-op shoppers!

## LOCAL PRODUCTS ON CO+OP BASICS

In addition to the NCG-negotiated Co+op Basics, which are primarily for large national brands, we'll still keep the same great pricing on the local products that we've featured on IDEALS. Things like Willow Creek Farm pork roasts, Nature's Bakery breads, Tipi Produce organic 5lb carrots (in season), Lonesome Stone bulk whole wheat flour, and Simple Soyman tofu will still be available at the same great pricing we offered under IDEALS, they will just be labeled as Co+op Basics instead.

Since NCG focuses on national and regional rather than local products, the Willy Street Co-op team will continue to prioritize that work and expand our locally grown, raised and produced Co+op Basics offerings as much as possible.

For a full list of items featured on Co+op Basics, visit our website. Happy shopping!

## WELLNESS NEWS

# Bulk Tea 101



by **Melissa Reiss,**  
Purchasing  
Assistant

Slowing down to take in a warm, steaming cup of tea on a cold day is a good way to pause, reflect and remember to breathe. In addition, what's in your cup may serve a function other than just keeping you warm and toasty. Many herbs used in teas are beneficial to systems in your body—especially

gastrointestinal, since it's absorbed and processed through that system.

## BULK TEA

Take a stroll past the bulk tea section next time you're at the Co-op. Although it may appear daunting if it's an unfamiliar territory, it's a wonderful resource. Don't let the price per pound

price shock you—this figure can appear quite high; however, teas are very light, so a couple of scoops' worth of tea will ring up lower than that price per pound on the jar. Record the PLU number down of the variety you've chosen, and your cashier will weigh the bag during checkout. The label on the jar will tell you how much loose tea to use for one serving (usually one tablespoon per eight ounces water).

Buying from the bulk jars allows you try a cup's worth or two of a tea for less of a commitment than taking a chance on a whole box. Preparation takes just a little more time than unwrapping a bag and pouring hot water over it, plus you can pick up what you need to create your cup at the Co-op.

## STEEPING LOOSE TEA

There are two options in terms of what to use to steep the loose tea: disposable or reusable. We stock a variety of reusable tea infusers and brewing devices to suit your needs. While many cost about the same as a pack-

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age of disposable single-use bags, they will certainly save you money in the long run. We also have biodegradable, chlorine-free single-use bags.

## TEA TIME

Now that you've got your tea and your brewing device picked out, it's tea time!

Water temperatures depend on the type of tea you are brewing. Green tea, for example, ideally needs cooler water than black. Rishi, who supplies much of our bulk tea, lists brewing temps for each of their teas on their website at [www.rishi-tea.com](http://www.rishi-tea.com). Once you've achieved the proper temperature, pour the water over the brewing device containing the loose tea. Each tea will have a recommended steep time—typically three to five minutes. Longer is not better, as it can quickly become bitter

due to tannins contained by some of the tea's components. You'll remove the brewing device, and it's ready to enjoy. Honey is a great addition to lend sweetness and also for its nutrition value as well as a throat soother.

By using loose leaf teas, you can re-infuse the tea leaves several times during each brewing session. Each brew will be subsequently weaker in potency.

## USE AS DIRECTED

Please keep in mind whenever you take herbal remedies—including teas—to use them as directed. Do not exceed recommended doses unless instructed by your herbalist or health-care professional. If taking medication, or are pregnant or nursing, consult with your healthcare professional before taking herbal remedies.

oysters, shiitakes, you name it!)  
2 tsp. fresh thyme  
1 Tbs. butter  
1 sheet frozen puff pastry, thawed  
4 oz. thinly sliced Gruyere cheese

**Directions:** Preheat oven to 400°F. Add ricotta to food processor, blend until smooth. Add 1 egg yolk and 2 tsp. oil and blend again. Transfer to a bowl and fold in sour cream.

Heat remaining oil in a cast iron skillet over med high heat. Add mushrooms and sauté 7 minutes. Add thyme leaves and salt and pepper to taste. Add butter and sauté additional 4 minutes. Remove from heat.

Roll out puff pastry on lightly floured surface until approximately 9"x13". Using a sharp knife, cut a score line around the whole perimeter 1/4-inch from the edge. Brush this 1/4-inch border with remaining egg yolk, beaten. Transfer the pastry to an ungreased baking sheet. Spread ricotta mixture on the pastry dough, inside the border. Top with mushrooms and Gruyere. Bake tart until crust is golden and Gruyere is melted, about 25 minutes.

## SLOW COOKER BEET AND BUTTERNUT RISOTTO

What's more romantic than red food? What about rich, velvety red food that's actually good for you and doesn't require hours of stirring? The beet and butternut squash in this recipe not only gives the dish its beautiful red color, but also adds a delicious earthy sweetness that pairs well with the spiciness of the sausage.

1 1/2 c. Arborio rice  
3 cups broth of choice (bone, chicken, veggie, etc.)  
2 cloves garlic, crushed or minced  
2 shallots, chopped finely  
1/2 c. dry white wine  
Andouille sausage, cooked and cut into chunks (optional, but spicy veggie sausage would also be great!)  
6-8 oz. butternut squash, chopped, fresh or frozen  
1 medium sized beet, chopped  
Plenty of Parmesan cheese  
5 Tbs. butter, divided  
Flatleaf parsley for garnish

**Directions:** Put the beet and butternut chunks in a microwave-safe container with about a tablespoon of water and microwave them on high until fork-tender, about 10 minutes. If you have lots of time and don't want

to use the microwave, feel free to roast them in a 350°F oven.

When the beets and butternut are done cooking, toss them in the food processor and blend until smooth.

While those are cooking, melt 2 Tbs. butter in a pan over med high heat and add the garlic and shallots. Sauté until tender and starting to brown 4-5 minutes.

Add the white wine and allow to simmer for a few minutes until the liquid is reduced by about half. Dump the rice in and stir for just a few more minutes (I promise this is the only stirring part!) until all the liquid is absorbed.

Add the rice mixture, the beet and butternut puree, and all the other ingredients except for the cheese, butter, and parsley, and cook on high for 2-3 hours. Stir once about halfway through. When it's done cooking, turn off the heat and add the remaining butter and 1/2 cup Parmesan cheese. Garnish with additional Parmesan and parsley.

## VALENTINE'S DAY NEWS

# DIY Romantic Dinner for Two



by **Ansley Knoch,**  
Purchasing  
Assistant

**F**or anyone looking to have a more intimate Valentine's dinner (or maybe you just forgot to make a reservation...), I've shared some recipes this month that taste really fancy, but don't actually take ninja kitchen skills or even all day to make.

## BAKED ARTICHOKE

I always think of artichokes as great date food. Tearing off the beautifully shaped leaves and biting the meat off the ends engages all the senses and provides lots of fodder for romantic gestures or hilarity, depending on your mood.

You can totally impress your date by turning the heat down on these for the last 25 minutes so your artichokes and mushroom tart can be ready at the same time!

2 large whole artichokes, top inch and stems removed  
2 Tbs. lemon juice  
2 Tbs. olive oil

2 cloves garlic, peeled and smashed a little  
Salt

**Directions:** Preheat oven to 425°F. Place artichokes stem-side down in a bowl and drizzle with lemon juice. Slightly separate the artichoke leaves with your hands—careful! They can be a little prickly! Insert the blade of a knife into the center of each artichoke to create just enough space for a garlic clove. Drizzle with olive oil. Press 1 clove of garlic into each artichoke and season with salt. Tightly wrap each artichoke with aluminum foil. Place in baking dish and bake until sizzling, about one hour and 20 minutes.

## WILD MUSHROOM AND GRUYERE TART

Creamy ricotta cheese pairs with earthy, wild mushrooms and buttery, flaky puff pastry to make yet another delightful finger food for all your senses to enjoy.

1/4 cup whole milk ricotta cheese  
2 large egg yolks, divided  
2 tsp. plus 2 Tbs. olive oil, kept separate  
2 Tbs. sour cream  
1 lb assorted mushrooms, sliced (go ahead, get wild! Try chanterelles,

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## GROCERY NEWS

# Equal Exchange Chocolate Chips

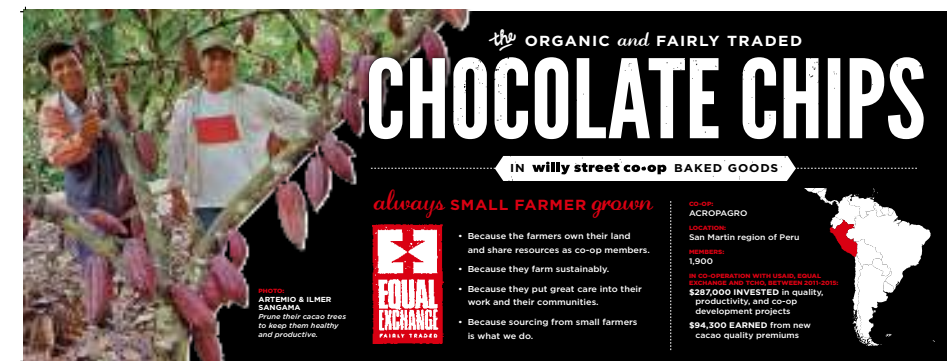


by Patrick Schroeder, Category Manager—Prepared Foods

Chocolate can be a lot of things for people: a delicious treat, a healthful supplement, an artful component in baking and candy-making, even an icon of affection, as I suspect many will see this February. It is probably not often considered a vehicle for enacting social and environmental change, but in truth, all food is to some extent. Choco-

Since May, when I wrote about it in a *Reader* article, we have been using Equal Exchange Chocolate Chips in our house-produced baked goods and selling the chips for a reduced price in our Bulk aisles as a result of a bulk purchasing arrangement we had brokered with Equal Exchange. If you'd like more information about this arrangement with Equal Exchange, head online and check out that article at [www.willystreet.coop/reader/may-2016/eat-chocolate-do-good](http://www.willystreet.coop/reader/may-2016/eat-chocolate-do-good). These chocolate chips are really amazing: allergen-free, organic, and fair trade. Sometime this month, look for Equal Exchange signs and product labels (see below) in and around the

9,438 pounds of semisweet and bittersweet chocolate chips. The ultimate beneficiary of these chocolate chip sales is ACOPAGRO, the cacao growers' co-op from whence these chips originate. ACOPAGRO is a 1,900-member-strong farmer cooperative that focuses on sustainable farming practices and ensures that farmers are also landowners so that they may see more of the



late supply is especially complicit in social inequity, often being grown or processed by workers receiving depressed wages or no wages at all.

Bakery section calling out the virtues and uses of these chocolate chips. Since we began buying them in May of 2016, we've pulled in a total of

profits from the sale of their crops. According to Equal Exchange, the profits that the farmers see from this amount of chocolate sales is roughly enough to support four, almost five ACOPAGRO farming families. I am just struck by this. It's really what makes this worth it for me—knowing that we are supporting people and practices in food systems here at home and abroad that are additive to our economy and ecosystems and that these families can choose to continue being self-employed and self-governed because of the cooperative model and Fair Trade pricing. That's worth it, in my mind, to spend some of my time and dime today buying Equal Exchange chocolate chips and Willy Street Co-op cookies, cakes and bars in support of these folks. Please consider choosing from among the wide variety of products that this encompasses as you look to fulfill on your chocolate wants (or needs) this February.

## Are you an Owner enrolled in the Willy Street Co-op's Access Discount Program?

If so, it's that time of year to renew your Access Discount. Willy Street Co-op will be sending out renewal notifications for the Access Discount to all current Access Owners at their last known email and mailing address.

**To avoid a lapse in your enrollment, please submit your renewal form to Customer Service by March 31, 2017.**

For more information about the Access Discount Program please contact **Ashley Kuehl**, the Owner Records Administrator, at 608-251-0884 ext 734 or [a.kuehl@willystreet.coop](mailto:a.kuehl@willystreet.coop). Information about the Access Discount Program can be found at Customer Service desk and at [www.willystreet.coop](http://www.willystreet.coop)



# willy street co-op

## CATERING

**Vegan & gluten-free options available.**

Check out our menu at  
**Customer Service or go to**  
[\*\*willystreet.coop/catering\*\*](http://willystreet.coop/catering)



# coop™ deals

# FEBRUARY

Our weekly Owner Rewards specials are listed in an in-store flyer, on our website, or are available by email. We are doing this to be able to be more flexible with our sales and offer better sale pricing. For more information, including how to sign up for the email flyer, see [willystreet.coop/Owner-Rewards](http://willystreet.coop/Owner-Rewards).

## Health & Wellness co-op deals: February 1-14



### Aura Cacia Relaxing Lavender Bubble Bath

13 oz • was \$8.49/tx

**\$5.99/tx**



stronger together

### Dr. Formulated Shelf-Stable Organic Probiotics Mood+

60 ct • was \$40.49/tx

**\$32.99/tx**



stronger together

### Thayers Alcohol-Free Witch Hazel

All Kinds on Sale!

12 oz • was \$9.29/tx

**\$6.99/tx**



stronger together



### Natural Vitality Natural Calm Drink

Original

8 oz • was \$20.99/tx

**\$13.99/tx**



stronger together

### Host Defense Turkey Tail Immune Support

60 ct • was \$31.99/tx

**\$19.99/tx**



stronger together

### tera's whey Organic Whey Powder

Original, Bourbon Vanilla, Dark Chocolate

12 oz • was \$32.99/tx

**\$23.99/tx**



stronger together



### Organic India Turmeric Formula

90 ct • was \$29.19/tx

**\$19.99/tx**



stronger together

### Spectrum Organic Ground Flaxseed

14 oz • was \$8.99/tx

**\$4.99/tx**



stronger together

### Jason Powersmile Toothpaste

6 oz • was \$6.49/tx

**\$3.99/tx**



stronger together



## Health & Wellness co-op deals: February 15-28



### Andalou Body Lotions

All Kinds on Sale!

8 oz • was \$9.29/tx

**\$5.00/tx**



stronger together

### Dr. Bronner's Rose Pure Castile Soap

16 oz • was \$9.99/tx

**\$6.99/tx**



stronger together

### Giovanni Tea Tree Triple Treat Shampoo

8.5 oz • was \$8.29/tx

**\$5.99/tx**



stronger together



### Natural Factors Biosil Hair, Skin and Nails

60 cap • was \$35.99/tx

**\$24.99/tx**



stronger together

### Kiss My Face Triple Action Whitening Toothpaste

4.5 oz • was \$5.79/tx

**\$3.99/tx**



stronger together

### Alaffia Liquid Hand Soap

All Kinds on Sale!

5 oz • was \$4.99/tx

**\$3.99/tx**



stronger together



### Megafood Men's or Women's One Daily

30 tab • was \$27.99/tx

**\$18.99/tx**



stronger together

### Frontier Organic Fair-Trade Jasmine Green Tea

Rndm wt • was \$33.29/lb

**\$18.99/lb**



stronger together

### Nordic Naturals Nordic Omega-3 Gummy Worms

30 pc • was \$24.99/tx

**\$18.99/tx**



stronger together



All Specials Subject to Availability. Sales Quantities Limited.

# coop™ deals

co-op deals: February 1-14



## Jackson's Honest Chips Potato Chips

All Kinds on Sale!  
5 oz • was \$3.99

**\$2.50**



## Almond Dream Almond Milk Yogurt

All Kinds on Sale!  
6 oz • was \$1.79

**\$1.29**



## bionaturae Organic Pasta

Semolina, Whole Wheat Pasta  
16 oz • was \$2.49

**\$1.99**



## Cascadian Farm Organic Frozen Veggies

Sweet Corn, Broccoli Cuts,  
Garden Peas, Cut Green Beans  
16 oz • was \$2.79

**\$2.00**



## Field Day Organic Pasta Sauce

All Kinds on Sale!  
26 oz • was \$2.99

**\$2.50**



## Brown Cow Cream Top Yogurt

All Kinds on Sale!  
6 oz • was 99¢

**65¢**



## Chocolove Chocolate Bars

All Kinds on Sale!  
3.1-3.2 oz • was \$2.79-\$3.49/tx

**\$1.65/tx**



## European Gourmet Bakery Organic Pudding Mixes

All Kinds on Sale!  
3.5 oz • was \$2.49

**\$1.79**



## Hope Hummus Organic Green Chile Guacamole

15 oz • was \$7.99

**\$5.99**



## Crofters Organic Premium Spreads

All Kinds on Sale!  
10 oz • was \$3.99

**\$2.69**



## Wallaby Unsweetened Organic Yogurt

All Kinds on Sale!  
5.3 oz • was \$2.49

**\$1.69**



## Que Pasa Organic Tortilla Chips

All Kinds on Sale!  
16 oz • was \$4.49

**\$3.00**



## Maya Kaimal Indian Simmer Sauces

All Kinds on Sale!  
12.5 oz • was \$5.29

**\$3.99**



## Luna & Larry's Coconut Bliss

All Kinds on Sale!  
16 oz • was \$6.29

**\$4.79**



## Kettle Potato Chips

All Kinds on Sale!  
5 oz • was \$2.99

**\$2.00**



## Talent Gelato

All Kinds on Sale!  
16 oz • was \$5.79

**\$3.99**



## Trujoy Sweets Organic Heart Lollipops

7.4 oz • was \$4.99/tx

**\$3.99/tx**



## Drew's Dressing

All Kinds on Sale!  
12 oz • was \$3.29

**\$2.50**



The specials on this page are valid February 1-14

All Specials Subject to Availability



# FEBRUARY

co-op deals: February 15-28



C2O  
**Coconut Water**  
17.5 oz • was \$2.29  
**\$1.59**



Rice Dream  
**Traditional  
Horchata**  
32 oz • was \$3.29  
**\$2.39**

Mom's Best Naturals  
**Cereal**  
All Kinds on Sale!  
14-24 oz • was \$3.79-4.49  
**\$2.79**



Greek Gods  
**Greek yogurt**  
All Kinds on Sale!  
24 oz • was \$3.99-4.19  
**\$3.00**



Field Roast  
**Chao Cheese**  
Original, Coconut Herb,  
Tomato Cayenne  
7 oz • was \$5.49  
**\$3.99**



Dr. Bronner's  
**Organic  
Coconut Oil**  
14 oz • was \$10.49  
**\$6.99**



Good Health  
**Avocado Oil  
Potato Chips**  
All Kinds on Sale!  
5 oz • was \$3.29  
**\$2.29**



Daiya  
**Frozen Vegan  
Pizza**  
All Kinds on Sale!  
15.7-19.4 oz • was \$8.49  
**\$6.39**



Endangered Species  
**Chocolate  
Chocolate Bars**  
All Kinds on Sale!  
3 oz • was \$3.29/tx  
**\$2.50/tx**



Pacific  
Natural Foods  
**Organic Soup**  
All Kinds on Sale!  
32 oz • was \$4.49  
**\$2.99**



Organic Valley  
**Organic Butter**  
Salted, Unsalted  
16 oz • was \$5.49-6.49  
**\$4.99**



Muir Glen  
**Organic Tomatoes**  
All Kinds on Sale!  
28 oz • was \$2.79-2.99  
**\$1.65**



Terra Chips  
**Veggie Chips**  
5-6 oz • was \$3.49-\$3.79  
**\$2.50**



Stonyfield Farm  
**Oh My Yog!  
Organic Yogurt**  
All Kinds on Sale!  
6 oz • was \$1.79  
**\$1.25**



Sesmark  
**Rice Thins**  
Sesame, Brown rice  
3.5-4.25 oz • was \$2.99  
**\$2.00**



Cascadian Farm  
**Organic  
Frozen Berries**  
All Kinds on Sale!  
8-10 oz • was \$3.99  
**\$3.00**



Upton's Naturals  
**Seitan**  
All Kinds on Sale!  
8 oz • was \$3.99  
**\$2.99**



Westbrae Natural  
**Organic Beans**  
All Kinds on Sale!  
25 oz • was \$3.49  
**\$2.29**



## Our IDEALS program is becoming Co+op Basics.



Field Day  
**Organic Canned Beans**  
Black Beans, Pinto Beans,  
Kidney Beans, Garbanzo  
Beans, Baked Beans • 15 oz  
**\$1.19**



Organic Valley  
**Organic Milk**  
Whole, 1% Low Fat, 2% Reduced  
Fat, Fat Free Skim • 128 oz  
**\$6.39**



Simple Soyman  
**Plain Firm Tofu**  
16 oz  
**\$1.99**



**Organic Green Kale**  
One Bunch  
**\$1.99**



Field Day  
**Organic Pasta Sauce**  
Tomato Basil, Italian Herb,  
Roasted Garlic, Marinara  
26 oz  
**\$2.99**



Field Day  
**Organic Extra Virgin  
Olive Oil Cooking Spray**  
5 oz  
**\$4.99**



Field Day  
**Organic Cereals**  
Toasted O's, Honey Nut O's,  
Cinnamon Crunch, Golden Rice  
Crisps, Bran Plus, Raisin Bran,  
Wheat Squares • 14 oz  
**\$2.99**



Wisconsin Meadows  
**Grass-Fed Lean  
Ground Beef**  
Origin: Wisconsin  
**7.49/lb**



Lonesome Stone Milling  
**Bulk All-Purpose Organic  
Whole Wheat Flour**  
**99¢/lb**



Nature's Bakery  
**Bread**  
Whole Wheat,  
Honey Wheat • 16 oz  
**\$3.49**

**Co+op Basics are  
our best quality  
products at our  
best prices!**



Grain Millers  
**Organic Bulk  
Rolled Oats**  
**\$1.29/lb**



Field Day  
**Organic Apple  
Juice**  
64 fl oz  
**\$5.99**



Field Day  
**Organic Broth**  
Chicken, Chicken  
Low Sodium, Beef,  
Beef Low Sodium,  
Vegetable, Vege-  
table Low Sodium  
32 oz  
**\$2.29**



Tom's of Maine  
**Deodorant**  
Lemongrass, North  
Woods, Unscented  
Original, Tea Tree Long  
Lasting • 2.25 oz  
**\$5.49**



Field Day  
**Organic Crackers**  
Golden Round,  
Stoneground Wheat  
8 oz  
**\$2.69**



Bell & Evans  
**3-5 lb All-  
Natural Fryer  
Chicken**  
Origin: USA  
**\$2.99/lb**



Field Day  
**Sea Salt**  
Mediterranean  
Coarse,  
Mediterranean  
Fine  
24 oz/26 oz  
**\$1.99**



Field Day  
**Paper Towels**  
Recycled 3 Roll  
**\$2.99**



Equal Exchange  
**Organic Bulk Coffee**  
Fair Trade, Mind, Body &  
Soul, Fair Trade Bird  
of Paradise, Fair Trade  
Peru Medium, Fair Trade  
Midnight Sun  
**\$8.49**



Natural  
Factors  
**Mixed Fruit  
Vitamin C**  
500mg  
Chewable  
90 tab  
**\$7.99**



Tom's of Maine  
**Toothpaste**  
Fennel Antiplaque,  
Peppermint Anti-  
plaque, Spearmint  
Antiplaque, Cinnamon  
Antiplaque • 5.5 oz  
**\$4.99**



Field Day  
**Organic Peanut  
Butter**  
Smooth With Salt,  
Crunchy With Salt,  
Smooth No Salt  
Added, Crunchy  
No Salt Added  
18 oz  
**\$4.99**



Field Day  
**Organic  
Canola Oil  
Cooking Spray**  
5 oz  
**\$4.99**



Aloftia  
**Everyday  
Shea Fair Trade  
Shampoo &  
Conditioner**  
Lavender,  
Unscented  
32 oz  
**\$9.99**



Willow Creek  
Farm  
**Pastured  
Bone-in Pork  
Shoulder Roast**  
Origin: Wisconsin  
**\$6.99/lb**



Field Day  
**Bath Tissue**  
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Cedar Grove  
**Mild White  
Cheddar Cheese**  
**\$5.49/lb**

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Origin: USA • 1 lb Clamshell  
**\$5.99**

Nature's Bakery  
**Six Grain Granola**  
Locally Prepared  
**\$4.49/lb**

Wholesome Sweeteners  
**Organic Fair Trade  
Cane Sugar**  
**\$2.29/lb**

Applegate Farms  
**Uncured Stadium-Style  
Organic Beef  
Hot Dogs**  
16oz  
**\$9.99**

Field Day  
**Organic Chocolate Chip  
Cookies**  
8 oz  
**\$2.99**

Lundberg  
**Organic Brown  
Basmati Rice**  
**\$2.29/lb**

Lundberg  
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Field Day  
**Organic Fire Roasted  
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**\$2.99**

Field Day  
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Origin: USA • 1 lb Clamshell  
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Field Day  
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**Organic Button  
Mushrooms**  
Origin: Wisconsin  
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**Organic Navel Oranges**  
Origin: California  
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Field Day  
**Organic Maple Syrup**  
8 oz  
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Field Day  
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Deluxe Macaroni &  
Cheese**  
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Field Day  
**Diced Organic  
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# Labels

Finding your values between the lines.

by Ben Becker, Newsletter Writer

On July 29th, 2016, a bill was signed into federal law to require that foods must be labeled when they contain genetically modified ingredients. It should have been a day for celebration, when the light of knowledge finally shined on the hidden secret of whether nature or humans devised the strands of DNA that make up our breakfast cereal. Yet, rather than creating a feeling of victory for those invested in knowing what their food contains, many pro-labeling groups felt disappointed. Instead of creating a pathway to clarity about where our food comes from, many would argue that the waters have only been further muddled.

The debate over GMO labeling exemplifies the struggling between food companies, consumer advocacy groups and government regulators over how food can be produced and marketed. While the claims we see on our on our food labels might often seem reassuringly simple, they mask a complex and nuanced web of questions surrounding what we eat.

Government regulation over the safety and quality of what we find on the grocery store shelf is only one aspect of how marketing terms influence how we buy our food. Marketing terms we look for every day can impact the world around us, touching our environment, our local economy and the livelihood of people on the other side of the planet. The challenge to be truly responsible consumers often requires more than just seeking out the food labels we believe represent our values; it also requires a clear understanding of what those labels mean.

## THE PURPOSE OF LABELING

Food labels are used to market products to consumers, even those that are required by government regulations. The use of labels such as non-GMO, cage free, or even local are

intended to communicate to customers and appeal to them in some way. This may seem surprising when we compare labels such as the nutritional panel on a product's packaging to the USDA Organic sticker.

The nutritional panel is required to comply with regulations by the U.S. Food and Drug Administration. In a similar way, foods claiming to be organic must meet certain criteria as required by the US Department of Agriculture. However, while the nutritional panel is required for many food products, adherence to the standards of organic practices as described by the USDA is only necessary for those who wish to distinguish their brand by the "organic" label. The organic label may be a brand which many shoppers put great faith in, but it is important to realize that is not the ultimate determinant of whether our food is good for our environment or us.

Many small producers may adhere to growing practices which ensure environmental stewardship, absence of chemical or pesticide residue and other qualities which either meet or exceed the government standards for organics, but choose to forgo pursuit of USDA certification. This certification requires a commitment to costly in-depth record-keeping, independent verification, strict separations between organic and nonorganic products, and several years of demonstrating adherence to organic standards prior to ever slapping the label on their product. Producers must weigh these considerations against the potential benefits they could receive through the blessing of the organic label. It may be that their products are of excellent quality but the path to certification is simply too troublesome to be worthwhile. On the other hand, the power of the organic label to attract customers attracts large producers to pursue certification.

While these big operations may meet the minimum standards necessary to achieve certification, this is no guarantee that their farming practices have greater environmental integrity than farms that forgo the certification process.

This dichotomy expresses both the central value and the central difficulty that many food labels hold. By utiliz-

ing a voluntary label on their product, food producers are communicating that their product is somehow superior to similar products lacking this mark of distinction. Many times, this can be of great benefit to consumers: the label indicates that the food they are buying aligns with the values they hold regarding the origin of that product.

Such concerns may focus on one or many questions about where food comes from, be it the economic and moral questions of who grew it and how they were compensated, where it was grown and how far did it travel to get to my table, or how it was grown. What will be the consequences on the environment as a result of my purchase? How will this impact the health and well-being of my children should I feed it to them? These questions are difficult to grapple with and the use of well-known labeling terms often works to cut through these concerns by assuring consumers that their product choice is one they can make in good conscience. However, this same sharp blade, which provides clarity or peace of mind, carries a double edge, which can create confusion or even a false sense of certainty about how our shopping habits can impact the world. The symbolic power which a food label carries is granted by the level of trust which we place in it. Therefore, our belief in a label should not be a matter of blind faith, but rather the result of an endeavor to investigate what food labels actually indicate versus what those selling the food might want us to believe.

## LOCAL

A great example of using a marketing buzzword to attract customers to a product through an appeal to their values is the ever-common "Local" label. Purchasing foods that are grown, produced or processed locally can help to enrich or sustain communities and economies at the county, state or regional level. By buying food or other products that are truly local, you help to ensure that the money you spend continues to circulate near your home, rather than leaving for a faraway state or foreign country.

Many consumers also seek out

local products because they have a preference for food less traveled, believing it to be of higher quality and freshness and a lower carbon footprint. In cases where local suppliers can transport their bounty quickly and efficiently from their farm into your grocery basket over a shorter



distance, fewer emissions from refrigerants or fuel combustion may result. Additionally, food that spent less time off the vine or out of the ground can carry greater nutritional content and premium flavor. This means that buying local can be good for you, good for your community and sometimes even good for your environment.

Because producers and retailers know the value many shoppers place on the local brand, you may not be surprised to see businesses of all shapes and sizes advertising with signs such as "Eat Local" or "Buy Local." Such ads should not be taken at face value. Many retailers utilize signage such as "Local Favorites" to tap customer interest in the "local" brand. Often times, these products may be produced in distant locales; and "Local Favorite" may mean no more than that area customers enjoy this product. In cases like this, watch out! If you want to be sure that your grocery dollars are going back into



the community or region, be sure to check for stickers, labels or signs denoting where your apple or peach originated, or take the time to ask the vendor.

An additional difficulty for true locavores is that there is no universal definition of what qualifies as local. Different organizations or vendors might define local as anywhere between 25 up to 300 miles. For consumers located at the center of their state, local might indicate that the product came from within state borders. Here at Willy Street Co-op we define Local to indicate that the product you are purchasing was either sourced from within the state of Wisconsin or within 150 miles of the state Capitol building. You can easily identify these local products by seeking out the purple product tags in our stores. As we carry a number of products that contain ingredients from various whereabouts, we also provide additional information to let you, our Owners, know what we mean when we say local. The breakdown is as follows:

- Products marked “100% Local” contain only ingredients that were sourced within the local area. These products were also baked, cooked, mixed or otherwise prepared locally as well.
- Products marked “Essentially Local” contain ingredients at least half of which were sourced from within the state or a 150 mile radius of the state Capitol.
- “Locally prepared” marked products are those, which do not contain the requisite ingredients to meet the standard of “essentially local,” but have been prepared locally.

By providing this detailed labeling system for our products, Co-op Owners may shop with confidence, safe in the knowledge of what that purple sign indicates. In addition to shopping the Co-op, locavores might also benefit from patronizing area farmer’s markets, where they are likely to encounter the very vendors who grew or prepared many of the Co-op’s local offerings. Farmers’ markets provide direct access to growers and other producers that might have come from no farther than an adjoining county. Having such access to those who knew your food from its very start can give incredible insight into how food was grown or produced, whose

pocket your dollars will end up in, and even what local suppliers these producers support through their business.

### FREE RANGE AND OTHER “HUMANELY RAISED” LABELS

While local suppliers can often provide a higher level of transparency about what practices went into producing our favorite foods, a lack of access to far-flung suppliers can mean that we are in dark about conditions at the source. Large, distant suppliers use a number of terms to communicate a value that their product carries, but many of these terms may prove misleading, and may not be subject to regulation by government bodies or the retailer from which you make your purchase. A prime example of such a term is the commonly encountered moniker “free range.”

The terms “free range” or “cage-free” are often applied to food labels as a sort of catch all to indicate that your eggs or poultry come from animals who enjoyed rich lives with humane treatment in the course of becoming your breakfast. However, if you are one of the many consumers for whom animal welfare is a concern, then you will need to dive beneath the surface of these suppositions. For example, while the term “cage-free” does indicate that the birds who laid your eggs were free to walk, nest and engage in other behaviors without the hindrance of a cage, it does not imply that these layers had access to the outdoors or were spared from beak cutting and other less-than-benign practices. Labels such as “free-range/free-roaming,” “pasture-raised,” and “certified organic” indicate that the birds in question were allowed freedom of movement and at least some access to the fresh air and sunlight of the outdoors.

Certain labels such as “natural,” “farm fresh” “vegetarian-fed” or “pasteurized” may have more or less meaning when it comes to specific customer concerns, but have little relevance to animal welfare. For those most discerning of egg buyers, there are several certification programs that set specific standards for what kind of life birds must lead for their eggs to achieve the stamp of approval. These certifications include “Animal Welfare Approved,” “Certified Humane,” “American Humane Certified,” “Food

Alliance Certified,” and “United Egg Producers Certified.”

Poultry and eggs are not the only products that involve considerations of animal welfare. Similar to “free range” birds, large animals including goats, sheep, bison and bovines all enjoy the freedom to stretch their legs in wide-open spaces. Access to pasture and grass ensures happier and healthier steers and dairy cows. Looking for “grass-fed” on your animal products ensures that they come from ruminants that enjoyed superior welfare standards. While the USDA does hold a standard for “grass-fed” marketing claims, this standard is voluntary and adherence to regulations is not verified. However, you can depend on private, independent certifications such as the “American Grassfed Association Certification” to ensure that your milk or your burger came from a cow that enjoyed pasture free of confinement, antibiotics, or synthetic hormones.

### FAIR TRADE

While many consumers may be concerned with the humane treatment of the animals that compose their dinner, other grocery shoppers might want to consider the well-being of the humans who produced the meal. Many of the products we take for granted in our every day from coffee to chocolate to bananas are produced in distant nations whose climates are better suited to growing these products.

To bridge the gap between the farms where products are grown and the American consumers who will enjoy them requires substantial resources and infrastructure, and the ability to manage the logistical monster of transporting food thousands of miles across land and sea. As a banana grower cannot sell his or her goods directly to a banana eater in Wisconsin, he must negotiate with businesses capable of carrying to market the product of his or her sweat. This puts the small farm owner or farm laborers growing these foods at a considerable disadvantage compared to a supplier who can sell the food she has grown directly to the family who will be eating it. As a result, the farmers who grow such products have traditionally been at the mercy of the international distributors when it comes to the wages they receive. The “fair trade” movement arose to address this

## willy street co-op DEFINITIONS:



**Organically Grown:**  
Grown without pesticides, synthetic fertilizers or genetically modified organisms.



**Conventionally Grown:**  
May be grown with pesticides, synthetic fertilizers, and/or genetically modified organisms.



**Wild Crafted:**  
Uncultivated herbs, plants, or fungi gathered from the wild.



**100% Local:**  
These products are entirely local.



**Essentially Local:**  
At least 50% of the ingredients local.



**Locally Prepared:**  
Made locally, but majority of ingredients are not local.

**Look for these symbols throughout the store and learn more about your food!**

very problem, creating opportunities for small producers to receive fair compensation while promoting more sustainable growing practices across the planet.

Just as a standard for “organic” was long debated before the American government instituted regulations for organic marketing, standards for “fair trade” are a matter of opinion. With no international regulatory body to institutionalize requisites for what constitutes fair trade, various private, independent organizations including Fair Trade USA, the Fair Trade Federation, and the Fair World Project act as certifying bodies for these products.

These organizations differ both in the symbols and labels they apply to certified products as well as the standards they require to achieve certification. In fact, some “fair trade”

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organizations see other certifying bodies as diluting the standard of what constitutes “fair trade.” Standards of inferior rigor allow large, international food companies to more easily benefit from the “fair trade” brand at the expense of farmers. This creates the need for consumers to get to know their fair trade certification organizations, what they stand for and what they demand. Still, despite the contention of what

should truly be “fair trade,” the movement has provided customers access to products and brands that are less exploitive of farmers and the environment. Willy Street is proud to carry fair trade brands like Just Coffee and Equal Exchange, whose products you can find scattered through our coffee, tea, and chocolate aisles and our Produce section as well.

While “fair trade” as well as “or-

ganic,” “local” and “free range” are commonly found labels used to communicate value to the consumer, there are a plethora of other food labels and certifying organizations committed to ensuring your food meets quality, safety or ethical standards. For example, if you are concerned about the impacts of farming practices on rainforest depletion, you could look for the “Rainforest Alliance” label on

foods grown in areas with sensitive ecosystems. For the pescetarian who fears for the state of our oceans, it may be well worth seeking out information on the Marine Stewardship Council. Whatever your cause, be it the future of our ecosystems or the health of your family, seeking out knowledge about food labels and marketing can grow your positive impact through what you choose to purchase. It might even mean better eating as well.



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**IDEALS changing to Co+op Basics this month. See article on page 10.**

## RECIPES AND DRINK RECOMMENDATIONS

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### Roast Pork with Shiitake Mushrooms

Adapted from [www.foodandwine.com](http://www.foodandwine.com).

Marinating overnight results in remarkably tender pork shoulder.

- 1 3 lb. boneless pork shoulder roast
- 1 Tbs. crushed red pepper flakes
- 1 Tbs. cracked black peppercorns
- 1 Tbs. cracked coriander seeds
- 2 Tbs. sugar
- Kosher salt
- 3 Tbs. olive oil
- 1 lb. shiitake mushrooms, stemmed, caps sliced
- 1 large sweet onion, thinly sliced
- 1/4 c. apple cider vinegar
- 2 Tbs. unsalted butter
- 2 Tbs. chopped chives

**Directions:** Place the pork shoulder in a large resealable plastic bag. In a bowl, stir together the crushed red pepper flakes, black pepper, coriander, sugar, and 1 tablespoon of salt. Pour the spice mixture into the plastic bag, seal it, and shake it to coat the pork. Place in a shallow bowl and refrigerate overnight.

Preheat oven to 325°F. Set the pork shoulder in a small roasting pan, and roast for 2 hours 15 minutes, or until an instant-read thermometer inserted into the thickest area of the meat reads 185°F. Remove from oven and let sit for 20 minutes.

Heat the olive oil in a large skillet over medium-high heat. Add the mushrooms, onions, and a pinch of salt. Cover and cook, stirring once or twice, until the onion is tender, about 5 minutes. Uncover and continue to cook, stirring occasionally, about 5 more minutes, until the mushrooms are tender and golden-brown. Stir in the vinegar and cook until almost evaporated, then stir in the butter and chives. Cover again, and reduce heat to very low to keep warm. Slice the pork, and serve with the mushrooms on top. Serves 6.

**Star Recommends: Ridge Three Valleys: Wine Enthusiast—**  
*“What a treat to find a truly dry, balanced table wine among a sea of sweet and over-oaked Zins. Just firm-enough tannins and medium body support plenty of blackberry, clove, sage and cherry flavors. The blend is 79% Zinfandel, 12% Carignane, 8% Petite Sirah and 1% Alicante Bouschet.” 90 points*

### Braised Tofu with Eggplant and Shiitakes

Adapted from [www.markbittman.com](http://www.markbittman.com).

- 1/4 c. peanut oil, divided
- 1 cup sliced shiitake caps (reserve stems for stock, or discard)
- Salt
- Black pepper
- 1 Tbs. chopped garlic
- 1 Tbs. peeled, minced ginger
- 1 1/2 lbs. eggplant, trimmed, cut into 1 1/2-inch dice
- 1 Tbs. chile paste (optional)
- 1/2 cup vegetable stock
- 2 Tbs. soy sauce
- 1 lb. tofu, drained, patted dry, cut into 3/4-inch cubes
- 1 Tbs. toasted sesame oil (optional)
- Chopped cilantro leaves for garnish (optional)
- 1 Tbs. toasted sesame seeds for garnish (optional)
- 2 Tbs. minced scallions for garnish (optional)

**Directions:** Pour half of the oil into a deep skillet over medium-high heat. When hot, add the mushrooms and a pinch of salt and pepper and cook, stirring occasionally, 5-10 minutes, until the shiitakes are crisp. Use a slotted spoon to transfer them to a plate and set aside.

Add the remaining oil to the skillet, then the garlic and ginger. After 1 minute, add the eggplant, and cook, stirring about once a minute, until the eggplant browns, 5-10 minutes. Stir in the chile paste (if



using) and the vegetable stock. Scrape any bits from the bottom of the pan, and continue to cook until the eggplant is meltingly tender, 10-15 more minutes, adding a little more broth if the pan dries out. Stir in the soy sauce, then add the tofu. Cook, stirring occasionally, for about 5 minutes, until the tofu is hot. Fold in the cooked shiitake mushrooms, and taste and adjust seasoning as needed. Serve hot, with optional garnishes. Serves 4.

**Star Recommends: Rosso dei Dardi Nebbiolo: This is a primal, untamed expression of pure Nebbiolo fruit. Dark cherry, violet and dried rose perfume. Medium bodied, fleshy and ripe, with layers of meaty and silky tannin, clean acidity, and an almost bubblegum perfume in the aftertaste. It's good fun now, though I think it will be much better with a couple of years in the cellar to let it settle down.**

### Brown Rice Congee with Shiitake Mushrooms and Greens

Adapted from [www.thekitchn.com](http://www.thekitchn.com).

Congee, or Asian-style rice porridge, has many variations. This version uses brown rice instead of the typical white, and contains lots of fresh shiitake mushrooms, warm garlic and ginger, and greens. Serve with optional toppings (see the note at the bottom for some ideas) at the table, and you'll have a comforting meal that will please everyone.

- 1 tsp. canola oil
- 2 cloves garlic, thinly sliced
- 1-inch piece ginger, thinly sliced
- 1 c. sliced shiitake mushrooms
- 1 c. long-grain brown rice, rinsed, drained
- 9 c. water (or vegetable stock)
- 2 c. thinly sliced greens (mustard greens, kale, broccolini, bok choy)
- Soy sauce
- Black pepper

**Directions:** Heat the oil in a large, heavy pot over medium heat. Add the garlic, ginger, and mushrooms, and sauté until the mushrooms are tender. Stir in the rice and the water, and bring to a boil. Reduce heat to a simmer, and cook 1 hour, stirring occasionally. Stir in the greens, then cook another 25-30 minutes, until the congee reaches your desired thickness (some people prefer a very soupy congee, some very thick—add more boiling water if you want it soupier).

Add soy sauce and black pepper to taste. Serve hot, with your choice of toppings (see note).

**Note:** Some ideas for toppings (use some or all): thinly sliced scallions, fried shallots, chopped cilantro, toasted sesame seeds, sliced boiled egg, pickled mustard greens or other vegetables, soy sauce, sesame oil, fish sauce, chile paste, raw egg, cubed tofu, shredded chicken. Serves 4.

**Star Recommends: Mas de Gourgonnier: This wine in the rustic, squat bottle has been a favorite for more than a decade. It's from Les Baux de Provence, a region situated between Avignon and the sea, where vignerons are required to produce organic wines. I sense the warm comforts of the Mediterranean in each glass. The charming bottle shape looks great on the table and makes a memorable gift that your friends are sure to enjoy. Deliciously easy-going.**

### Chicken Thigh Casserole with Yukon Gold Potatoes and Cherry Tomatoes

Adapted from [www.foodnouveau.com](http://www.foodnouveau.com).

- 1 3/4 lbs. Yukon Gold potatoes, quartered or halved depending on size
- 12 boneless skinless chicken thighs
- Salt

please drink responsibly.



1/4 cup fresh oregano leaves, divided  
 black pepper  
 1/4 c. olive oil  
 1 Tbs. red wine vinegar  
 1/2 cup diced pancetta  
 2 pints cherry tomatoes

**Directions:** Place the potatoes in a large saucepan and cover in cold water. Add a pinch of salt, and bring to a boil over medium-high heat. Boil until tender, 10-15 minutes depending on size. Drain, and return to the saucepan. Smash them lightly with a fork to break them up a little. Set aside.

Preheat oven to 400°F. Place approximately 3/4 of the oregano in a blender or food processor. Add a pinch of salt, black pepper, the olive oil and red wine vinegar. Pulse until pureed, and set aside.

Slice each chicken thigh into 3 strips and place in a shallow bowl. Sprinkle with salt and pepper and set aside.

Heat a large skillet over medium-high heat. Add the diced pancetta and fry until crisp. Use a slotted spoon to transfer the pancetta to a paper towel-lined plate. Add the chicken to the skillet, fitting it all into a single layer (cook in batches if you need to). Fry in the pancetta fat over high heat for about 10 minutes, tossing occasionally, until almost cooked through. Use the slotted spoon to transfer to a casserole dish. Add the cooked potatoes to the casserole, along with pancetta, tomatoes, and remaining oregano leaves. Drizzle with prepared oregano sauce, and toss to combine. Bake for 40 minutes, until golden. Serves 4, generously.

**Star Recommends: Camp Chardonnay: Dark golden in color, this light-bodied, vibrantly fresh wine has a twinge of creamy oak influence. That's just enough to give it body and complexity in an otherwise bright package of preserved lemon and a warm, lengthy and salty finish. 91 points Wine Enthusiast**

## Two-Potato Gratin

*Adapted from www.cooking.nytimes.com.*

With their rich, buttery flavor, Yukon Gold potatoes hold their own in this simple, unadorned gratin.

unsalted butter  
 3 medium Yukon Gold potatoes, peeled, sliced 1/8-inch thick  
 1 Tbs. chopped fresh thyme, divided  
 Kosher salt  
 black pepper  
 1 1/4 c. heavy cream, divided  
 2 small sweet potatoes, peeled, sliced 1/8-inch thick

**Directions:** Preheat oven to 300°F. Butter a medium gratin dish or cast iron skillet. Arrange one layer of potatoes in the bottom, then sprinkle with some of the thyme and salt and pepper. Drizzle with a little of the cream. Add a layer of sweet potatoes, more thyme, salt pepper, and cream. Continue to layer, finishing with a layer of sweet potatoes, thyme, salt, pepper and cream.

Bake for 1 hour to 1 hour 15 minutes, until the potatoes are tender when pierced with a fork. If the gratin is browning too much, cover in aluminum foil. Enjoy hot. Serves 4.

**Star Recommends: Planet Oregon Pinot Noir: From The Wine Spectator: "Dark and spicy, sleek in texture, with clove and white pepper overtones to the focused blackberry and plum fruit, lingering against hints of tobacco and walnut."**

## Lemon and Blood Orange Roasted Chicken

*Adapted from www.bourbonandbrownsugarblog.com.*

This chicken is cooked at 500°F for about an hour, and is packed with flavorful garlic and citrus. Potatoes and carrots are roasted in the same pan as the chicken, so if you throw together a simple green salad while it's in the oven, you have a filling, mostly hands-off meal.

2 Tbs. melted butter  
 2 Tbs. olive oil  
 1 whole chicken (5-6 pounds), wing tips removed  
 Salt  
 Black pepper  
 1 lemon, sliced crosswise into 8 rounds, divided  
 1 blood orange, sliced crosswise into 8 rounds, divided  
 1/2 large red onion, sliced into wedges  
 4 garlic cloves, peeled, whole  
 4 carrots, sliced into 2-inch chunks  
 1 lb. small potatoes, halved

**Directions:** Place rack in bottom third of oven. Preheat to 500°F. Stir together the melted butter and olive oil in a small bowl. Brush all over the chicken, then season generously with salt and pepper. Stuff the chicken cavity with about half of the lemon, half of blood orange, half of the onion, and all of the garlic.

Place the chicken in a casserole dish or cast iron skillet breast-side up. Nestle the remaining lemon, orange, onion, and the carrots and potatoes around the chicken. Roast 50-70 minutes, until an instant-read thermometer inserted into the inner thigh reads 160°F to 165°F, and juices run clear. If it begins to brown too much, cover in aluminum foil. Remove from oven and baste with pan juices. Let rest 15 minutes on a cutting board before carving. Enjoy. Serves 4.

**Star Recommends: Thevenet Macon Piercoles: A very clean, but rich style of chardonnay, aged in stainless steel, to show the natural beauty of this great variety without the cosmetic coat of oak. Green AND white fruit hug one's palate with a richness created by ageing the wine on its lees before bottling. A small production of about 2,100 cases a year means we are lucky to experience this wine with a sense of place and a great wine-making tradition.**

## Blood Orange Pound Cake

*Adapted from www.theviewfromgreatisland.com.*

With a bitter undercurrent balanced by a pronounced berry finish, blood oranges are a wonderful ingredient in baked goods. This easy pound cake topped with a pink-flecked glaze that helps to keep it moist.

1/8 c. blood orange juice, plus 2 tablespoons, divided  
 3/8 c. buttermilk  
 8 Tbs. blood orange zest (from about 3 oranges)  
 1/2 tsp. orange extract  
 1/2 tsp. vanilla extract  
 1 1/2 c. flour  
 1/4 tsp. baking soda  
 1/4 tsp. baking powder  
 1/2 tsp. salt  
 1/2 c. unsalted butter  
 1 c. sugar  
 2 large eggs  
 1 c. confectioners' sugar

**Directions:** Preheat oven to 350°F. Butter and flour a loaf pan.

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Pour the 1/8 cup of blood orange juice into a glass measuring cup, then top with buttermilk until you reach 1/2 cup. Stir in the orange zest, orange extract, and vanilla extract. Set aside.

Mix together the flour, baking soda, baking powder, and salt. In a large bowl, cream the butter and sugar together until fluffy, then beat in the eggs. Stir in half of the dry ingredients to the butter-sugar mixture, then the juice-butter-milk mixture, then remaining dry ingredients. Be careful not to over mix. Transfer the batter to the prepared loaf pan, and bake for 55-60 minutes, until a cake tester comes out clean. Cool 10 minutes in the pan, then turn onto a wire rack.

Whisk together the confectioners' sugar and remaining 2 tablespoons blood orange juice until smooth. Pour glaze over the cooled cake. Slice and serve. 8 servings.

**Star Recommends: Lustau East India Solera Sherry: 90 points Wine Enthusiast This traditional wine from Lustau is made in the Cream style. It's dark and pretty, with PX-ish prune and caramel aromas. It's not as thick as Pedro Ximénez, and thus isn't syrupy. But it's certainly rich and full of cookie, molasses, maple and brown sugar flavors. For anyone who likes a sweet Sherry that's balanced, this is a good place to go.**

## Spicy Indian Cabbage and Potato Curry (Bund Gobhi Aur Aloo Ki Subzi)

Adapted from [www.saveur.com](http://www.saveur.com).

This curry is ready in about a half an hour, perfect for a weeknight. Serve with warm flatbread.

- 3 Tbs. canola oil
- 1 1/2 tsp. cumin seeds
- 1/2 tsp. cayenne pepper
- 1/2 tsp. ground turmeric
- 1 Serrano chile, sliced into 1/2-inch rounds
- 2 bay leaves
- 1 small red onion, quartered, sliced into 1/4-inch wedges
- 1 1/2 lbs. Yukon Gold potatoes, peeled, quartered, sliced 1/4-inch thick
- 4 Roma tomatoes, cored, chopped
- 1/2 small green cabbage, cored, cut into 1-inch pieces
- Salt, to taste

Directions: Heat the oil over medium-high heat in a large skillet with a lid. Add the cumin seeds, and cook 1-2 minutes, until they pop. Stir in the cayenne, turmeric, chile, bay leaves, and onion, and cook until the onion is tender, 3-4 minutes. Add the potatoes, tomatoes, cabbage, and a pinch of salt, and toss to combine. Cover, and cook, stirring occasion-

ally, until the potatoes are soft, about 30 minutes. Taste and add more salt if needed. Serve hot. Serves 4.

**Star Recommends: Dr Thanisch Riesling Feinherb: Lavish freesia and honeysuckle perfume persists throughout this bristling, bright Riesling. It's delicate and spry in mouthfeel, but rich, round swirls of tropical fruit penetrate deeply on the palate. It's irresistibly unabashedly forward and fruity.**

## Hearts of Palm and Blood Orange Salad

Adapted from *Canal House Cooking Vol. 3: Winter & Spring*

This salad goes so nicely with so many meals, you might find yourself eating it every couple of days. The bright pink color of the dressing is a welcome sight in the middle of winter, and the combination of crunchy, slightly bitter Romaine with crisp hearts of palm and juicy blood oranges is one you won't forget.

- 2 blood oranges
- 1/2 tsp. Dijon mustard
- 1 Tbs. lemon juice
- Salt
- Pepper
- 4 Tbs. olive oil

1 can (14 oz.) hearts of palm, drained, halved lengthwise

1 small head Romaine lettuce, washed, dried, torn into small pieces

Directions: Slice the ends of each orange. Set on a cutting board and peel with a paring knife, removing most of the pith. Working over a bowl, slice each orange into segments, allowing the segments and juice fall into the bowl. Squeeze the juice from the leftover fruit into the bowl.

In a large bowl, whisk together the mustard and lemon juice. Add salt and pepper, and the reserved blood orange juice. Whisk in the olive oil. Add the hearts of palm and gently turn them in the vinaigrette.

Place the lettuce in a large serving dish. Arrange the hearts of palm and blood orange segments on top, and drizzle with vinaigrette. Drizzle a little more olive oil over the salad and serve. Serves 4.

**Star Recommends: Tariquet Rose: This widely ranging blend includes Bordeaux-style grapes, Tannat and Syrah. This wine is fruity, light as a feather and with the typical caramel underlay that comes from the Merlot in the blend. Red fruits and a crisp texture give this wine its attractive acidity.**



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# Staff Picks



**KEVIN**

**Desert Essence  
100% Pure Jojoba Oil**

I'm hooked :) They are super-soft on your skin and leave it feeling clean and moisturized. They're fair trade and come in a zillion scents (all of which are lovely). In my bearded days, I would add a couple drops of cedar and rosemary essential oils to this and use it as a beard oil. Easy, smells great, and way cheaper than buying the premade stuff.



**KATIE**

**Rishi Citron Green Tea**

When it's warm out, this tea tastes delicious iced! Add a slice of lemon or orange and a sprig of mint, and treat your body to this sublime experience.



**ERIC**

**Rishi Tea (assorted)**

You can try them all in bulk to find the ones you like. Prepared in Milwaukee, Wisconsin!



**EVAN**

**Bulldog Skincare Products**

Not strongly scented and works wonders for men and women.



**AMY**

**Willy Street Co-op Earl Grey Latte**

What a Wintry Wonderful combination of the creaminess that is our home-brewed almond milk and the more delicately perfumed elixir of Earl Grey (hot). Afternoon Delight! (Available at East and West.)

**Capri Goat-Sheep Feta**

It's the season for salad. Specifically, salad with tomatoes, onions and cucumbers. Feta escalates it to a euphoric experience. Cow feta need not apply.



**ANNA**

**Four Elements Holy Basil Lip Balm**

It's wonderful! Very smooth, works wonders for your lips!



**SEAN**

**Swiss Chard**

Swiss chard has great flavor and texture, and is super healthy, with lots of fiber, vitamins, and minerals. I love sautéing chard with some onions, salt and pepper, and a splash of lemon juice or balsamic vinegar for a quick and easy side dish. Or throw in some mushrooms, or maybe some Parmesan cheese. It's great in basically anything you'd use other greens for, but cooks more easily than most. Plus it's rainbow colored!



**IAN**

**Willy Street Co-op Italian Club Sandwich**

It tastes good! The pepperoncinis are a great accent to the salami and ham!

**Boulder Canyon Hickory Barbeque Kettle Chips**

These are my favorite BBQ chips. Very tasty.



**DAKOTA**

**Aura Cacia Rosemary Essential Oil**

Aura Cacia's Rosemary Essential Oil is perfect for allergies and cold season. It smells great, opens your sinuses and refreshes you all at once! I love diffusing it at home or dabbing some on my wrist when I need a pick-me-up.



**ABIGAIL ANNE SCHMICK**

**Host Defense® MyCommunity® Extract**

Amazing, amazing, amazing certified organic and sustainably cultivated 17 mushroom blend immunity support for the icky part many of us have to deal with in colder months. Take this right away at any sign of sickness, or to help your body fight through what has already started. It is also very helpful to make this a daily supplement as well, to be extra preventative. It works like magic. Seriously. Available in tincture and capsules for whatever your preference.



**AMY**

**Guayaki Yerba Maté Revel Berry**

This beverage is responsible for keeping me upright and smiling most days of the week. It's delicious and doesn't leave me shaky like too many cups of coffee.

**Blake's Shepherd's Pie**

These make a great lunch or dinner when the thought of cooking is just too much. Always a crowd-pleaser for picky eaters too!







**JACK**

**Brunkow's Brun-uusto Bread Cheese**

The best camping treat since pudgy pies! Wrap in foil and warm for 20 min. then



slather with honey or jam and feast around the fire.

**Willy Street Co-op Nothing Muffins**

In this pastry-laden landscape, it's hard to find a low-sugar breakfast starter and these babies are dense, tasty, and only slightly sweet.



**SUMMER**

**Batch Bakehouse Croissants**

A great Grab & Go when I'm running late for class in the morning.

**BATCH BAKEHOUSE**



**ANGELA**

**Red Barn Heritage White Cheddar Snack Stick**

My two-year-old son is crazy for these cheese sticks! They have a nice mild flavor, but it is still a great cheddar. I love that it is rBGH free and from small, Wisconsin family farms.

**CARLEY**

**Rishi Tea Turmeric Ginger Chai Concentrate**

There is nothing better after a day spent in and out of the cold weather than warming up a mug of this with some soy milk. It has just the right amount of heat from the ginger and sweetness from the lemongrass. I

bought this on a whim one day when I

was itching for a change in my usual tea routine and I was not disappointed.



**BROOKE SUTTER**

**Simply Snackin' Orchard Venison with Apples**

I live on meat sticks basically, and I'm very picky. I love this flavor of the jerky because it is slightly sweet but has very little sugar, and it is venison jerky which is hard to find!



**SARAH**

**My Konjac Facial Sponges**

Between the blustery cold outdoors and the dry heated air indoors, in the wintertime, my skin needs a little extra love. Regular exfoliation can help combat dryness



by buffing away dead skin, which helps promote cell turnover as well as helps moisturizers be more easily absorbed. These sponges are very effective and also very gentle, so I can use them on a daily basis if necessary without worrying that the extra exfoliation will irritate my sensitive skin. They also come in a variety of different types to meet your skin's unique needs, which is a huge plus!



**PYGN**

**Gardein Meatless BBQ Chick'n Wings**

This easy-to-make meal is high in protein and tastes so delicious. It is a hangover must-have for real.



**JULIA**

**Tera's Whey Organic Fair Trade Certified™ Dark Chocolate Whey Protein**

I add this to the Juice Bar's Funky Monkey smoothie for a protein-packed early-morning meal. Lower sugar plus added protein? Yes!!



**LINDSEY**

**PROBAR® Meal Koka Moka**

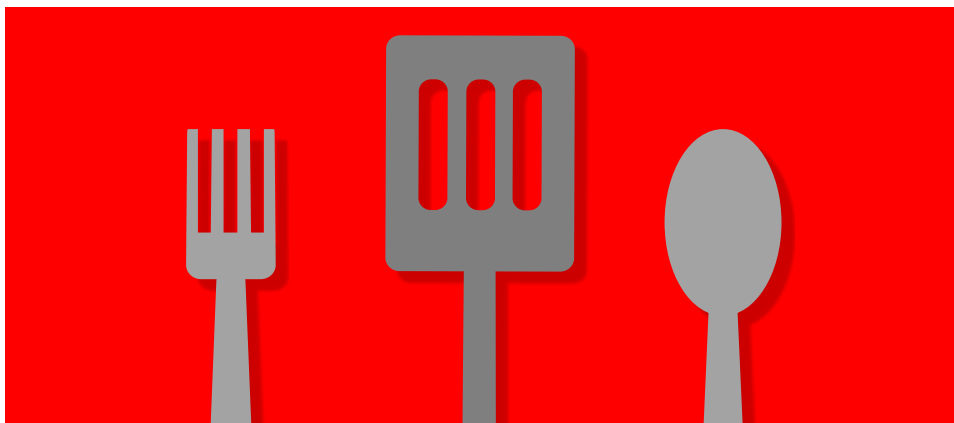
These meal-replacement bars always hit the spot in the morning. The Koka Moka flavor satisfies my craving for something sweet and decadent, and the nutrient-dense bar keeps me full for hours. It's the first meal-replacement bar I've found that keeps me from needing to reach for a snack an hour after I've eaten it. It's vegan, gluten-free and non-GMO. You can't ask for much more than that.



**JUNIPER**

**Collard Greens**

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**willy street co-op**



# BOARD PICKS



## HOLLY FEARING

### Kii Naturals Rosemary Pistachio Artisan Crisps with Sartori MontAmoré Cheese

I love gourmet crackers and cheese, and when the ingredients are all natural, it can still be a healthy but indulgent treat. The cheese is rich with

just the right amount of nutty creaminess, so a little piece goes a long way, flavor-wise. The crackers come in surprising and unique flavor combinations, as tasty plain as they are with cheese. Very satisfying on a cold winter day!



## HOLLY BENDER

### Bell & Evans Organic Chicken Thighs

It might be weird to see a Board Pick in the meat case, but trust me, this is one of the most versatile things you can find at the Co-op. These cook up fast and easy for weeknight dinners like tacos, chicken Caesar salad, or my new favorite: grilled and tossed with peanut noodles and topped with green onions, cilantro, and Sriracha.



## MIKE MARTEZ JOHNSON

### Ribeye Steak

Easy to prepare (I use cast iron) and goes great with veggie pasta dishes.



## MIGUEL ZAMORA

### Organic Bananas (especially when overripe)

My first job out of college was in a banana farm in Ecuador. The use of chemicals in conven-



tional banana farms can be very high. This affects workers a lot. Over the years, I have been able to work with several farm workers in different countries. When I ask them what is the part of their job they like the least, many mention the application of pesticides. They know the potential consequences that it has to their health and their future. That's why I like organic bananas. I like overripe bananas because they are great for smoothies.



## JESS PERNSTEINER

### Willy Street Co-op Juices

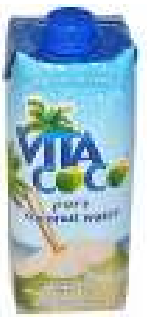
I LOVE the Co-op-made juices! I'm particularly fond of Green Zinger and Caribbean Queen, but I've just discovered Beetnik. These are staples to keep me feeling good throughout the winter months! (Available only at East and West.)



## BRUCE SLAUGHENHOPT

### Vita Coco Pure Coconut Water

This is the most thirst-quenching drink we carry. It has just the right amount of sweetness, without being overwhelming. I find it to be a very satisfying way to rehydrate when I'm feeling thirsty. Please enjoy!



## DAVE PAULY

### Willy Street Co-op Roasted Garlic

It has great texture and taste, and is very healthy.

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*Introduction to Permaculture* by Bill Mollison, *Earth Users Guide to Permaculture* by Rosemary Morrow OR *Gaia's Garden* by Toby Hemenway

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**IDEALS changing to Co-op Basics this month. See article on page 10.**