

willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

VOLUME 44 • ISSUE 11 • NOVEMBER 2017



We Asked, You Answered!

2017 Customer Survey Results.



STORES CLOSING AT 2:30PM ON THANKSGIVING

IN THIS ISSUE: Price Comparisons; Local Cranberries; Double Dollars Are Back; Staff Picks; and MORE!

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READER

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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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FAX: 608-251-3121

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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
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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.



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**STORES CLOSING
AT 2:30PM ON
THANKSGIVING**

**WILLY STREET CO-OP
BOARD OF DIRECTORS**

Holly Fearing
 Dave Pauly
 Patricia Butler
 Bruce Slaughenhaupt
 Jeannine Bindl
 Brian Anderson
 Meghan Gauger
 Evan Cameron
 Stephanie Ricketts

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

November 21st
 December: no meeting
 January 16th
 February 20th
 March 20th
 April 17th
 May 15th
 June 19th
 AMP July 12nd
 July 17th

As always, Board meetings are held at the Central Office beginning at 6:30pm.

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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 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!

SOY-FREE EGGS

Q: *Hey can you let me know which eggs you sell that are soy free as well as being pasture raised/grass fed and either organic or essentially organic such that they aren't certified but don't use any gmors or antibiotics? I have some allergies but want to be able to find a brand of super high quality eggs that don't cause allergic reactions. Thanks:)*

A: Hope your day is going well!! We carry local organic soy-free eggs from M & M Farms. They have a jumbo size and an ungraded size as well. -Dean Kallas, Grocery Category Manager

CLIMATE CHANGE DONATIONS

Q: *INSTEAD OF (OR IN ADDITION TO) BEING ASKED TO DONATE TO [INSERT CITY HERE] RELIEF, HOW ABOUT DONATING TO CLIMATE CHANGE MITIGATION INSTEAD?*

A: Thanks for your suggestion. When we donate to disaster relief, we do so for a limited time, and our goal is to provide immediate support to victims of the disaster. It is also the only time that we open up our registers to any organizations that are not working directly in or with our locality. We agree that climate change mitigation is important, and when customers donate to Community CHIP, our year-round register campaign that benefits Community Shares of Wisconsin, the program supports a variety of local organizations who are engaged in climate change efforts.

Examples of Community Shares of Wisconsin organizations working to raise awareness and/or mitigate climate change include and are not limited to: 1000 Friends of Wisconsin, Clean Wisconsin, Madison Audubon Society, Midwest Environmental Advocates, Physicians for Social Responsibility, River Alliance of Wisconsin, Rock River Coalition, Sierra Club Foundation, Sustain Dane, Wisconsin League of Conservation Voters and more. For a full list of organizations that are members of Community Shares of Wisconsin, please visit www.communityshares.com/member-nonprofits/nonprofits-list/nonprofits-list-by-category/. You may also donate to specific CSW organizations directly from their website. Please let me know if there is anything else we may do for you. -Kirsten Moore, Cooperative Services Director

SUSHI FOR BREAKFAST

Q: *This morning I had a random breakfast craving for sushi! I stopped in Willy St. East but the sushi was not in the case yet (which is totally expected given the early hour) so I asked the deli staff when the sushi is normally put out. The staff member got the sushi chef and she asked me what kind of roll I wanted and then proceeded to make it for me! Super thoughtful and kind—your staff rock! They totally go above and beyond and they made my morning :)*

A: Awesome! Thanks so much, it made my morning to read this, and I'm glad we were able to help you with your hankering! I've passed along your gratitude to our Deli at East and Shizen Sushi. Have a great week! -Kirsten Moore, Cooperative Services Director

BRING BACK THE SCONES

Q: *Please bring back the lemon blueberry GF Scones!*

(P.S. I don't like the cinnamon raisin ones :(—they don't seem to bake as well either.)

A: Thanks for the feedback, we'll take your suggestion about the blueberry scones coming back and we'll take a look at the cinnamon raisin recipe. Your timing was great because

we're looking at expanding our GF line. If you have any other suggestions, feel free to let us know! -Jamie Acocks, Kitchen Director

BATTERY COLLECTION

Q: *I know that the original Willy Street has long been a collection site for used batteries. * Is it still? *Can they also be taken to the Middleton store? Thanks!*

A: Thanks for asking! We stopped accepting batteries for recycling at all of our locations awhile back due to changes in Federal regulations regarding the transport of certain types of batteries. You may visit the City of Madison website to find their drop-off locations for household batteries at www.cityofmadison.com/streets/recycling/batteries.cfm. Please let us know if there is anything else we may do for you! -Kirsten Moore, Cooperative Services Director

SCHARFFEN BERGER

Q: *I was at Willy East today (Tuesday) and didn't find a spot on the shelf for Scharffen Berger 99% Unsweetened Dark Chocolate. There was a slot for 70% bars and one of a lesser percentage than that, but no 99%. Do you still carry the 99%—as you had for so long? 'Twas was a wonderful source for an extremely high-percentage chocolate (while at an affordable price) with only a touch of vanilla added. I'm wondering where an alternative might be found if you no longer carry it. You have chunks of pretty high-percentage chocolate nearby on that shelf (in plastic bags), but with added ingredients that I don't want. I'm looking for a nearly 100% chocolate...something one might think one could find these days in a marketplace rife with chocolate interest. Thank you.*

A: We cut this product after experiencing routine supply issues. It is available to us only through one of our distributors and we unfortunately cannot get it from them right now. We can certainly see about bringing it back once it becomes available to us again. Sorry for the inconvenience, it is beyond our control at this time. If we can't get this specific brand/product back in we will make a point

to look for a like product. I appreciate you letting us know what you are looking for! Please let me know if you have any other questions! -Liz Patterson, Assistant Grocery Manager

TALKING TURKEY

Q: *Last year we got a fresh turkey for Thanksgiving, and it was fantastic. Won't be in town for Thanksgiving this year. Do you have availability for fresh turkeys at Christmastime? If so, is pre-order necessary?*

A: Hi, thank you for your inquiry. Glad to hear you liked your turkey last year! Unfortunately all fresh turkeys are raised to be slaughtered for Thanksgiving only. None of my turkey suppliers are raising any for the Christmas holiday. I will have plenty of frozen left (open stock, first come first serve although you are welcome to place a preorder at any time if you'd like, just be sure to tell the meat dept it's for Xmas pickup) but fresh isn't doable I'm afraid. Sorry about that! Have a nice day. -Anna Giberts, North Meat Manager

MENU POSTINGS

Q: *For a number of weeks there has not been a menu posting for Willy St East on Saturdays (and I think Sundays). It would be nice if they returned to the web site. Thanks.*

A: I apologize for the interruption in our online menus getting posted. Once in a while the cooks forget to update it and we have been experiencing a glitch that did not import the menus onto the website. It looks like this last Saturday it was a case of the cooks forgetting to update the menu. I will let our Deli Manager know. Thanks for mentioning it, and have a nice week! -Brendon Smith, Communications Director

FIND A CO-OP

Q: *I will soon be moving to St. Louis, MO. I will miss Madison dearly, and one of the things I will miss most is Willy Street Co-op. Chances are very slim I'll ever find a co-op I value or trust as much as Willy Street, but I'm wondering if you have any lists of co-ops, or better yet, can recommend a co-op in*



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the greater St. Louis area. Thank you to all the staff for bringing such quality food and community to Madison. The work you do and services you provide will be greatly missed. All the Best.

A: Thanks for writing and for your continued co-op support! National Cooperative Grocer has a great "Find a Co-op" link on their public webpage at strongertogether.coop/all-coops that shows all their member Co-ops. It looks like the closest NCG Co-op is Neighborhood Co-op Grocery two hours from St. Louis in Carbondale, Ill. I was not able to find any other St. Louis food co-ops that are currently open using a basic Google search, but I was able to find an independent membership grocery called City Greens Market that you might be interested in supporting. They're a membership organization, and so they take an annual fee instead of allowing you to purchase an equity share, which is different than how co-ops operate. However, their mission looks great and worth checking out regardless!

Since you are moving away, I'd like to make sure that you are aware your equity is refundable. If you would like your equity returned to you, or if you would like to donate your equity to our Community Reinvestment Fund, please let customer service know the next time you are in, and we can help you fill out the paperwork. Or, you can contact ora@willystreet.coop and our staff will send you the Owner Resolution Form, just let us know! Thanks again for supporting your Co-op, and being interested in supporting other food co-ops wherever you go! We hope you enjoy St.

Louis! -Kirsten Moore, Cooperative Services Director

RAISIN ISSUES

Q: *For many years, I have bought lots of your raisins at the WEST store. I have not been able to buy your raisins for the last few months. They now are all stuck together in one clump in each bag, which does not work for making raisin bread. I happened to be by the Willy Street East store and saw that the bags of raisins there were not stuck into 1 clump, so I bought many bags. So I am wondering why there are good raisins at the East store, but only raisins stuck together at the West. I certainly hope this situation could be changed. Thanks.*

A: Thank you for the comment. We have finally identified the problem with the West side raisins sticking together.

The East side packs most of theirs on-site. The Production Kitchen packs all the rest and they ship out to the sites from there. It turns out that we had a much higher humidity in our packing area, which was causing our packed raisins to warm up slightly and then stick together. To remedy this, we have increased air conditioning in that area of our facility. We hope that you will notice the difference. Best, Jamie Acocks, Kitchen Director

MILK IN PLASTIC

Q: *Would like to express my disappointment that Organic Valley milk is now in plastic. Please pass along.*

A: I will definitely pass your feedback on to the representative who brings the product and to our grocery manager. We only received information on this change in packaging after

the product arrived. The information we were sent speaks to the ease of the grip on the new packaging and an attractive label and it is "a good size for family." Please let me know if there is anything else I may do for you. Best, Katie O'Connell-Jones, Co-op Services

CHARGING STATIONS

Q: *I think the charging station for electric vehicles should be free. It's free at Festival, Hy-Vee and Kohl's, and these places don't promote environmental responsibility like the Co-op. Thank you.*

A: Our charging stations are owned by MG&E. They paid to place them and maintain them. I can pass on your suggestion to our facilities director and see if bringing in our own charging stations as an option. Thank you for your feedback and suggestions! -Lindsey Hardy, Store Director—West

CHEERS TO BILL

Q: *Cheers to Bill in Catering! I kept changing my sandwich order that I picked up today (ahh—meetings with many moving parts) and he always go back to me quickly with a confirmation and a smile. Also, really appreciate the 20% discount Willy offers to sustainable ag non-profits. This is an order for a MOSES project—You enable us to stretch those non-profit budgets further. Thanks!*

A: Thank you so much for writing in and letting us know of your positive experience. I will certainly pass along your kind words to bill! -Katie O'Connell-Jones, Co-op Services

PLASTIC BAG COLLECTION

Q: *Please resume collecting plastic bags in Middleton. Middleton residents may be able to put them in their recycling bins, but MSN residents can't and I'm guessing we represent a significant percentage of your patrons.*

A: Thank you for your input. The City of Madison does allow residents to recycle plastic bags with their regular home recycling. The City requires bags to be bagged together inside of a plastic grocery bag to limit the size. Just tie it off and toss it in your City of Madison recycling bin. For more info, visit the City website: www.cityofmadison.com/streets/recycling/plasticbag.cfm. -Jim Jirous, Facilities Director

WILLY WEST EXIT REMINDERS

Q: *Reminder signs for exiting onto Elmwood—Residential area: Speed limit 25mpg. Watch for bicycles. Watch for pedestrians. Watch for kids of all ages at play.*

A: These are great reminders for everyone using the back driveway! We need to make sure we are looking out for each other and I appreciate your input! -Lindsey Hardy, Store Director—West

NORTH ELECTRIC VEHICLE CHARGING

Q: *Any timeframe for North EV/car charging stations?*

A: Thanks for your question. The property owners are working with MG&E on installing an EV charging station. I wish I had more info for you but we have not heard any recent updates. Sincerely, Jeff Dempsey, Assistant Store Manager—North

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GRAND RE-OPENING!

Saturday, November 18th, 2017

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GENERAL MANAGER'S REPORT

Giving Tuesday; Willy North Updates; and More!



ALL I CAN SAY IS, THANKS!

After 30 years, I can still say it is my sincere pleasure to work for this Co-op, but nothing gives me more joy than spending a few precious hours working at the retail during

the holiday season. During these times, it's always heartwarming to hear directly from Owners who stop to share their appreciation for the work we do. And, while it means a great deal, my thanks is to each of you for supporting us in so many ways.

BEYOND BLACK FRIDAY AND CYBER TUESDAY IS GIVING TUESDAY

The approaching season is a meaningful time for many, but can be a challenge for those less fortunate. During this time, please consider donating what you can during Giving Tuesday (November 28th, the Tuesday following Thanksgiving). One way you can give is by making a cash donation to our Double Dollars program, which the Co-op will match to double your donation, up to \$10,000 to further support our neighborhood food pantries.

Your contributions of cash or food will be shared equally with our pantry partners. Those include Bread of Life Food Pantry, Goodman Community Center - Fritz Food Pantry, Lussier Community & Education Center, Middleton Outreach Ministry, The River Food Pantry, and Wil-Mar Neighborhood Center.

See page 18 to learn more from Kirsten Moore, Co-op Services Director about Double Dollars and Pantries of Plenty.

OWNER APPRECIATION WEEK

Big thanks to our Purchasing department for negotiating exceptional sales for our Owner Appreciation week celebration. It was great to see so many people stocking up on the stellar selection of offerings. And to Event Coordinator, Jack Kear, for putting together a plentiful and delicious sampling of treats throughout the stores.

WISCONSIN CHAPTER 185, UPDATE ON POTENTIAL CHANGES TO THE WISCONSIN COOPERATIVE LAWS

Since reporting on AB 353 (seeking to amend Wis. Chapter 185, the statute governing the way in which cooperatives may conduct and structure their businesses), the bill has continued to move through the governing houses, but there's still a long way to go. Along the way, there will be different opportunities to view the information—stay tuned and I will continue to digest the news and report out to you.

For a detailed look at the proposed amendments to the statute, how it relates to our cooperative, and links to the bills and opposing positions taken by Cooperative Network and Wisconsin Farmers Union, visit willystreet.coop/cooperative-bills.

WILLY NORTH UPDATES

Last month our Willy North outdoor seating area project was completed in time for the opening of our new neighbor, Goodwill Industries of South Central Wisconsin, as well as the 'Patties on the Patio' event to benefit the Northside Planning Council.

The Juice and Coffee Bar is the next project on the docket at Willy North. But, before we start that project, we wanted to squeeze in another improvement with the much-needed replacement of a 24' refrigerated produce cooler that was well past its prime.

WILLY EAST BEER & WINE APPLICATION

Over the many years of asking Owners for their opinion for ways to improve our goods and services at East, bringing back beer and adding wine has been perennial request. When the Co-op last sold beer in the late 1980s and early 1990s, there were no memorable objections. Today, in this century, we expect those Owners who are committed to supporting other sellers (Star Liquor, the BP gas station, Underground Meats, Jenifer Street Market, Barriques, Festival Foods) will continue to do so, and keep our local economy strong and diverse.

We remain engaged in the process of applying for a license to sell beer, wine and cider, which was considered and approved by the City of Madison's Alcohol License Review

Committee at their October meeting, the decision will then go to the Common Council. At the time of printing this issue of the *Reader*, the final decision of the Common Council is yet unknown. We will keep you posted about the process.

SPECIAL STORE HOURS AND DATES TO THINK ABOUT

Thanksgiving Day (Thursday, November 23rd)—retails are open

7:30am–2:30pm to allow staff to enjoy time with their friends and family.

And on that note, in recognition of the daily commitment of our staff I offer this timely quote from William Arthur Ward to express some of what a privilege it is to serve you and the rewards reaped from doing so.

"Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings."

BOARD REPORT

Introducing Jeannine Bindl



by **Stephanie Ricketts**
Board Member

ANNUAL BOARD RETREAT

Your Co-op's Board met for their annual retreat on Saturday, September 16th at the Central Office. The group was joined by Rose Marie Klee, a consultant with Cooperative Development Service (CDS) and Board member of Austin-based Wheat-ville Co-op. Over the course of the day,

Board members dove into a variety of topics including governance, policy monitoring, the Co-op's financials, and strategic learning. Some great questions came out of this work, including:

- How does the Co-op create a community that is compelling enough to override competition?
- What role does the Board play in cutting through distractions?
- How can the Board emotionally connect with Owners and our community?
- What is the right balance between fiduciary, strategic, and generative Board work?

These questions, among others, will guide the Board's efforts as the year continues.

Michelle Schry, another CDS consultant, gave the Board an update on the overall state of the natural foods industry, particularly co-ops in that sector. It was a sobering report, that made us all appreciate the intensity of competition facing Willy Street Co-op and other co-ops across the country. Rose Marie put

it well when she said, "The success of the Co-op is truly its ability to make an impact on the world." It's our job, as the Co-op's Board, to make sure Willy Street Co-op's ability to make a positive impact on the world grows over time. Learning more about the challenges in our market is an integral part of that.

JEANNINE BINDL



Knowing that we're in a period of great disruption in the grocery industry, I'm grateful to be on the Board with eight other smart, passionate and insightful individuals. This month I had the privilege of interviewing Jeannine Bindl, another of this year's newly elected Board members!

Stephanie Ricketts (SR): What was your first memory of the Willy Street Co-op?

Jeannine Bindl (JB): I had just moved to Wisconsin, probably in 2009, and I loved to make bread at the time. I went to Willy East and got a bunch of oats, flour and other bulk products. I love bulk food, so the bulk aisle at Willy East is one of my first memories of the Co-op.

SR: How did you first learn about cooperatives, and what was the first co-op you joined?

JB: I think Willy Street was the first co-op that I joined! I first learned about co-ops when I was an undergrad student in Minneapolis—we had some great local co-ops like The Wedge and Seward. I didn't know much about the cooperative principles or membership, but knew

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they were great stores that were called “co-ops.”

SR: What do you rely on Willy Street Co-op for?

JB: Groceries, for sure! I rely on the Co-op to have foods that have contents I can trust. I can go into the store and know that products are responsibly purchased and responsibly grown. I don't have to worry about anything in the store, which is great.

SR: What are your top three favorite Willy Street Co-op foods?

JB: The bulk kombucha, the honeybee bar and coffee—those would be my top three. I have a hard time leaving without buying all three of those!

SR: Do you have any favorite food traditions?

JB: Eating in community is probably my favorite food tradition, regardless of whether it's just a weekend or a holiday. Eating with others, enjoying a meal, having conversation... all of that is part of the experience that I really value.

SR: Besides being a Board member, what else do you like to do with your time?

JB: I hang out with my two kiddos most of the time! I'm a stay at home parent, and I do a bit of contract dietician work on the side, like menu analysis. For fun, we do lots of walking and spending time outside, lots of hiking. I went surfing in the Pacific Northwest in September, which was amazing. So, lots of outdoor activities. I also like to read when I have the chance, and pretend to be crafty by knitting and dabbling in watercolors. I also really like growing plants!

SR: What are you most excited about in being a new Board member, and what do you see as the biggest opportunities and challenges the Co-op will face over the next few years?

JB: I am excited to participate in the big picture of the Co-op. I'm excited to learn from my peers, because there are some very intelligent people with lots of different backgrounds on this Board. I am also excited to meet more people in Madison who are like-minded, and find ways to collaborate to make Madison and Dane County a leader in terms of equitable food and access.

As for challenges for the Co-op, maintaining our market share and continuing to grow in membership are two. Also, meeting our members needs and being well informed as to what those needs really are. Staying competitive with our competition is part of the great big ball of challenges that our Co-op faces.

SR: Is there anything else you'd like our Owners to know?

JB: I'm really excited to have been elected! I hope to meet as many members as possible and represent them well.

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.

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.



BAKING

VEGAN CREAM PIES WITH THE GREEN OWL

Location: Willy West Community Room
 Tuesday, November 7th, 6:00pm–8:00pm
 Ages: 16 and older; adult supervision not required
 Instructor: Cara Moseley
 Fee: \$20 for Owners; \$30 for non-owners

In this class, Vegan Pastry Chef Cara Moseley will demonstrate how to make vegan cream pies and

how to vary the basic recipe to make several flavors of pies and tarts. She will make a coconut cream pie and chocolate tarts, and she will discuss the many ways to imagine this simple vegan cream filling in many desserts. Students will try tasty desserts and leave full of ideas and confidence for their next sweet vegan creamy dessert.

BAKING WITH CHEF PAUL: RESOLVING YOUR PIE ANXIETY

Location: Willy West Community Room
 Thursday, November 9th, 6:00pm–8:00pm
 Location: Willy East Community Room
 Wednesday, November 15th, 6:00pm–8:00pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Paul Tseng
 Fee: \$10 for Owners; \$20 for non-owners

Are you pie-challenged? Join Chef Paul as he shares his secrets for great pies. He'll cover everything from a pâte brisée (a basic pie pastry) that never fails, to rolling out the dough, to techniques for a flaky crust and pretty edge. Paul will prepare an apple pie and answer all your pie-making questions.



COOKING

COOKING WITH CHEF PAUL: THANKSGIVING 101—TIPS AND TRICKS FOR A SUCCESSFUL HOLIDAY MEAL

Location: Willy West Community Room
 Wednesday, November 1st, 6:00pm–8:00pm
 Location: Willy East Community Room
 Wednesday, November 8th, 6:00pm–8:00pm
 Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng
 Fee: \$10 for Owners; \$20 for non-owners

Yes, this is the class to work on how to brine, roast and season our holiday turkey. Join Chef Paul to learn these skills and how to achieve a crispy and flavorful turkey. Class participants will also enjoy gravy, mashed potatoes and side dishes.

COOKING WITH CHEF PAUL: THANKSGIVING 101—TIPS AND TRICKS FOR A SUCCESSFUL HOLIDAY MEAL

Location: Lakeview Library
 Thursday, November 2nd, 5:00pm–7:00pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Paul Tseng

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Yes, this is the class to work on how to brine, roast and season our holiday turkey. Join Chef Paul to learn these skills and how to achieve a crispy and flavorful turkey. Class participants will also enjoy gravy, mashed potatoes and side dishes.



VEGAN CHEESE-MAKING

Location: Willy East Community Room
Tuesday, December 5th, 6:00pm–8:00pm
Location: Willy West Community Room
Tuesday, December 12th, 6:00pm–8:00pm
Ages: 16 and older; adult supervision not required
Instructor: Cara Moseley

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

Join Cara Moseley to learn a basic vegan cheese recipe that can be used in place of dairy cheese in many culinary applications. Learn several cheese-flavor variations and some practical savory dishes this versatile vegan cheese can be used for. Students will enjoy samples and leave with several recipe ideas.

HOLIDAY CHEESE MAKING

Location: Willy East Community Room
Wednesday, December 6th, 6:00pm–8:00pm
Ages: 8 and older; adult supervision required
Instructor: Linda Conroy

Fee: \$35 for Owners; \$45 for non-owners

Join Linda Conroy to learn how making cheese for the holidays can be fun and easy. Whether you want to make cheese for a cheese tray or offer it as a unique gift, this class will inspire you not only to make cheese, but also to add herbs and other condiments. Samples will be provided and everyone will take home cheese that we make in class. Vegetarian.



COOKING TOGETHER: POCKET PIES

Location: Willy East Community Room
Friday, November 3rd, 5:30pm–6:45pm
Ages: 5 and older; registration for adults and children required
Instructor: Lily Kilfoy
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 work together to prepare their very own savory and sweet pocket pies. Recipes will also include a seasonal salad and beverage.

FAMILY COOKING TOGETHER: AWESOME APPETIZERS

Location: Willy West Community Room
Friday, December 1st, 5:30pm–6:45pm
Ages: 5 and older; registration for adults and children required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this exciting cooking class for families. Learn about different foods, kitchen safety, how to follow recipes and how to use different tools. Appetizers are small delicious dishes that are eaten before a meal. Or, if you're like Lily, you love to make a meal of them alone. In this class, participants will work together to craft a variety of awesome appetizers.

FAMILY COOKING TOGETHER: TASTY TREATS

Location: Willy East Community Room
Thursday, December 14th, 5:30pm–6:45pm
Ages: 5 and older; registration for adults and children required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners



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Join Chef Lily Kilfoy in this exciting cooking class for families. In this class, we'll work together to create confections that will incorporate a variety of healthy ingredients. Participants will get to exchange and take home multiple tasty treats.



HORMONE BALANCE, NATURALLY

Location: Lakeview Library
Wednesday, November 15th, 6:00pm–7:00pm
Location: Willy East Community Room
Wednesday, December 13th, 6:00pm–7:00pm
Ages: All ages welcome; adult supervision required
Instructor: Katy Wallace
Fee: Free; registration is required

Do you suspect your hormones are out of whack? Katy Wallace, Traditional Naturopath of Human Nature will present four priorities to focus on to balance your hormones naturally, without the need for replacement- or bio-identical hormones.



KIDS IN THE KITCHEN: BODACIOUS BREAKFAST!

Location: Willy East Community Room
Friday, November 10th, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Willy West Community Room
Friday, November 17th, 4:30pm–5:30pm
Ages: 9–12 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 for kids. Breakfast foods are great for any meal of the day, and in this class, participants will have a blast as they work together to create multiple tasty recipes. Come crack eggs, prepare produce, squeeze juices and much more as you craft a bountiful breakfast. Vegetarian and nut-free.

KIDS IN THE KITCHEN: FALL BAKED GOODS!

Location: Willy West Community Room
Tuesday, November 14th, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Location: Willy East Community Room
Tuesday, November 28th, 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 for kids. When fall arrives and it's cool enough to turn on the ovens again, it's time to bake with flavors such as apple, cinnamon, pumpkin, cranberry and more. In this class, kids will mix, measure and pour as they whip up multiple recipes for fall baked goods. Vegetarian and nut-free.

KIDS IN THE KITCHEN: EDIBLE GIFTS!

Location: Willy East Community Room
Friday, December 8th, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Location: Willy West Community Room
Friday, December 15th, 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 for kids. We'll make savory and sweet snack mixes, popcorn and date balls, cookies, quick breads and cheese spreads. There is nothing quite as nice as a homemade gift, especially one that can be eaten. In this class, kids will work together to create edible gifts. Vegetarian and nut-free.

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KIDS IN THE KITCHEN: SNOW DAY!

Location: Willy East Community Room
Tuesday, December 12th, 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 for kids. Winter is here, and everyone

is wishing for that magical snow day. In this class, participants will work together to prepare multiple recipes that are perfect for when that blustery blizzard hits. Vegetarian and nut-free.

SIMPLY MEAT: AN INTRODUCTION TO THE MEAT DEPARTMENT

Location: Willy East Community Room
Tuesday, November 7th, 1:00pm–2:00pm
Ages: 13 and older; adult supervision not required
Your Co-op's Own Instructor: Amanda Ikens

Location: Willy West Community Room
Tuesday, December 5th, 1:30pm–2:30pm
Ages: 13 and older; adult supervision not required
Your Co-op's Own Instructor: Katie O'Connell-Jones
Fee: Free; registration required

Join Co-op Services staff to learn about the farmers who supply our Meat department and their animal welfare practices. We will discuss our different offerings in the meat case and coolers, including some lesser-known cuts. We'll also provide tips on how to prepare different cuts of meat.

SIMPLY LABELS: DECODING PRODUCT LABELS

Location: Lakeview Library
Monday, November 13th, 1:00pm–2:00pm
Your Co-op's Own Instructor: Robert Halstead
Location: Willy East Community Room
Thursday, December 7th, 6:00pm–7:00pm
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.

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room
Thursday, November 16th, 2:15pm–5:30pm
Location: Willy East Community Room
Friday, November 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 or call 608-301-9961.

LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Lakeview Library
Thursday, November 2nd, 10:00am–2:00pm
Location: Willy East Community Room
Tuesday, November 14th, 8:00am–12:00pm
Location: Lakeview Library
Thursday, November 2nd, 10:00am–2:00pm

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.

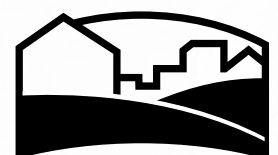
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PRODUCE NEWS

Reusch Century Farm's Cranberries



by Megan Minnick,
Director of Purchasing

You might not guess it from the stacks and stacks of cranberries in our stores this time of year, but the local organic cranberries you'll find at Willy Street Co-op are grown in the smallest organic cranberry bog in the world. It also

happens to be the first bog in the state to be certified organic, and the first bog to be located in an upland area—dry-harvested instead of flooded at harvest time.

Reusch Century Farm is located two hours north of Madison, just outside Wisconsin Rapids. On the crisp September morning I drove up to to visit Brian Ruesch, the cranberries were already turning red and just a few weeks away from harvest. Brian had the sprinklers on when I arrived, and I spotted a few frogs out enjoying their morning shower. I was struck

(as I have been many times before) by how beautiful an organic growing system like this is—providing habitat for frogs and other beneficial critters rather than seeking to eliminate them.

THE FARM

Brian grows four acres of certified organic cranberries on land his family has been farming for over a century. For many years, the farm was a small dairy, and then in the early 1990s, Brian's dad started experimenting with organic cranberries and tried growing them in his upland environment. According to Brian, his father was the first person to attempt cranberries in this kind of terrain. Why? "Because if someone told my dad he couldn't do something, he just had to do it!"

Willy Street Co-op was one of the Ruesch's first customers; we started purchasing their organic cranberries in the late '90s and have remained committed partners ever since.

WHY DO WE LOVE RUESCH CENTURY FARM CRANBERRIES SO MUCH?

We have a strong commitment to supporting small local farms generally, but for this farm in particular, it's all about the quality. Brian dry-harvests his cranberries, so instead of flooding his bog at harvest time, he walks his fields with a hand-held harvester that resembles a large vacuum cleaner. The berries are then sorted in an antique cranberry sorter that Brian picked up on a recent trip to Cape Cod, and packed into pint containers. Because the berries are never waterlogged, they have a longer shelf life and retain their beautiful red

shiny exterior much longer than other cranberries.

SMALL ORGANIC AGRICULTURE

As Brian talked to me about his hopes and fears for the future of his farm, I was struck by what a perfect illustration this farm is of the broader state of small organic agriculture. Brian explained that he expects about 50 barrels of cranberries per acre from his small organic bog, while the large growers around him yield up to 600 barrels per acre thanks to intensive growing methods, chemical inputs, and state-of-the-art hybrid cranberry varieties. On top of that, very large Canadian organic growers are shipping more and more berries into the U.S. market. All of this depresses the price of cranberries, making it very hard for small, high-quality growers like him to survive. This is not a unique story—this is the challenge faced by small growers everywhere.

GROWERS WE TRUST

Lucky for Brian (and for us!), our relationship with Reusch Century Farm is deeper than the current market price for cranberries. We will continue to source berries from Brian because we are committed to supporting small-scale, sustainable agriculture, and to sustaining long-term relationships with growers we trust. By purchasing products like these cranberries, you become part of that commitment as you help ensure that the Reusch Century Farm, and farms like it, will be in business for 100 years into the future.

Happy Thanksgiving!



Brian Ruesch and Reusch Century Farm's cranberry bog.

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PRICING NEWS

Willy Street Co-op Price Comparisons



by Brendon Smith, Communications Director

As you may know, we periodically compare our prices to those of other local grocery stores. We want to ensure that our prices are generally as good as or better than theirs. We've been doing this more consistently the last few years and have made adjustments

more frequently because of it. As we talk about in the survey results article on page 16, it sounds like you've noticed!

Below is a summary of our latest

comparison of products that both we and other local stores carry. In all of them we compare the same brand and size of product, unless otherwise noted. (For example, not all stores had bulk products or grass-fed beef.) Each of the stores in the comparison is an actual local store. We generally don't call out other stores by name, but you may be able to figure out which ones we're talking about...

There are two tables: the first has some staple products that we'll continue to report on every three to four months. You'll see that we had the lowest price on four of the 10 products and, compared to the average prices of the others, our prices tended to be lower. If you bought all 10 products (if you were the kind of person who buys both grass-fed ground beef and

organic tofu), you'd save \$3.95 compared to the average prices of the rest. This shows us that we are succeeding in keeping our pricing in line with or better than that of other local grocery stores. Once in a while a customer will point out a particular product's price that is higher at the Co-op than elsewhere. We really appreciate hearing about it so that we have an opportunity to improve it. If you notice such price discrepancies, please fill out a customer comment form either in the store or on willystreet.coop.

The second table shows 10 products that you may be surprised to find we have the lowest prices on. Because we sometimes hear that we're more expensive than other stores, we couldn't resist bragging a bit!

So: not only are we in line with or lower on price than local grocery stores overall (when comparing organic apples to organic apples, so to speak), we also give back over \$100,000 to our community in donations and sponsorships, we are working on a livable wage, we use sustainable practices in our stores and kitchen, we collect for disaster relief and local Community Shares nonprofits, we pay our vendors a fair price for their products, and are owned by almost 35,000 Owners. On those occasions when you do have to pay a little more for certain products than at other stores, you can know that that money is doing a lot of good in your community. And, when you pay less than at other stores, you can feel good about the savings!

Price comparisons on staple products

Yellow = lowest price

Staple Product	National Organic Grocery Chain Store	Locally Owned Conventional Chain Store	National Big Box Supermarket	Regional Conventional Chain Store	Willy Street Co-op	Amount Co-op above or below average price of these products
Eden Organics organic canned black beans, 15 oz.	\$2.39	\$2.95	\$2.99	\$2.29	\$2.49	\$0.15 lower
Bulk organic basmati rice (per pound)	\$2.99/lb.	\$4.99/lb.	\$3.99/lb.	Not available	\$2.29	\$1.70 lower
Organic bananas (per pound)	\$0.99/lb.	\$1.19/lb.	\$0.79/lb.	\$0.69/lb.	\$1.19/lb. (also fair trade)	\$0.28 higher
Organic salad mix, 5 oz. clamshell	\$3.99	\$3.49	\$3.49	\$2.69	\$3.79	\$0.37 higher
Grass-fed ground beef, 80/20	Grass-fed not available	\$5.99/lb.	\$11.99/lb.	\$7.99/lb.	\$7.49/lb. (also local)	\$1.17 lower
Organic boneless, skinless chicken breast	\$9.99/lb.	\$10.99/lb.	\$10.49/lb.	\$9.99/lb.	\$11.49/lb.	\$1.13 higher
Bountiful Bean organic tofu, 16 oz.	\$2.99	\$2.69	\$2.49	\$2.79	\$1.99	\$0.75 lower
Organic Valley organic butter, 1 lb.	\$5.99	\$7.59	\$6.49	\$5.99	\$5.49	\$1.02 lower
New Century organic large eggs, one dozen (local)	\$3.99	\$4.79	\$4.79	Organic not available	\$3.99	\$0.53 lower
Sassy Cow Traditional conventional 2% milk, 1 gallon	\$4.19 (store brand)	\$3.59	\$3.99	\$3.19	\$3.29	\$0.45 lower

...and a few things to brag about

Product	National Organic Grocery Chain Store	Locally Owned Conventional Chain Store	National Big Box Supermarket	Regional Conventional Chain Store	Willy Street Co-op	Co-op savings compared to next lowest priced product
Seventh Generation/Green Forest toilet paper, 4 pack	\$4.69	\$3.59	\$3.99	\$2.89	\$2.29	\$0.60
Bulk organic rolled oats (per pound)	\$1.49/lb.	\$1.99/lb.	\$2.99/lb.	Not available	\$1.29/lb.	\$0.20
Bulk organic wheat flour (per pound)	\$1.49/lb.	\$1.99/lb.	\$2.49/lb.	Not available	\$0.99/lb.	\$0.50
Store brand/any half-and-half, 1 pint	\$2.39	\$1.49	\$1.88	\$1.35	\$0.99	\$0.36
Organic Valley 2% organic milk, half-gallon	\$5.39	\$5.29	\$4.99	\$5.39	\$4.39	\$0.60
Stonyfield organic single-serve yogurt, 6 oz.-8 oz.	\$1.09	\$1.19	\$1.19	\$0.99	\$0.99	Tied for lowest
Cascadian Farm organic frozen orange juice, 12 oz.	\$4.99	Not available	Not available	\$4.19	\$3.79	\$0.40
Italian Reggiano Parmigiano (per pound)	\$22.99/lb.	\$21.99/lb.	\$19.99/lb.	\$21.49/lb.	\$16.99/lb.	\$3.00/lb.
Grass-fed ribeye steak (per pound)	\$18.99/lb.	Not available	Not available	\$22.38/lb.	\$16.99/lb.	\$2.00/lb.
Garden of Life RAW Fit protein powder, 600gm	\$44.99	Not available	Not available	Not available	\$35.99	\$9.00

Prices accurate as of 9/29/17 and are regular prices and not sale prices.

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6-pk • Save \$1.50
\$3.99



Wild Planet
Wild Alaskan Pink Salmon
6 oz • Save \$1.10
\$3.39



Farmer's Market
Organic Pumpkin
15 oz • Save \$1.34
\$1.65



Blue Diamond
Nut Thins
All Kinds (except Artisan) on Sale!
4.25 oz • Save \$1
\$2.29



Luna & Larry's Coconut Bliss
Organic Coconut Milk Ice Cream
All Kinds on Sale!
16 oz • Save \$1.30
\$4.99



Cascadian Farm
Organic Frozen Fruit
All Kinds on Sale!
8-10 oz • Save 99¢
\$3.00



The specials on this page are valid November 1-14

All Specials Subject to Availability

NOVEMBER

co-op deals: November 15-28



Alden's Organic Organic Ice Cream

All Kinds on Sale!
48 oz • Save \$2.50

\$5.99



stronger together

Annie's Homegrown Organic Graham Crackers

14.4 oz • Save \$1.30

\$3.69



stronger together

Alter Eco Organic Fair Trade Chocolate Truffle

10-pk/4.2 oz • Save \$2.30

\$5.99



stronger together



Daiya Vegan Shreds

All Kinds on Sale!
8 oz • Save \$1.10

\$3.39



stronger together

Bhakti Chai Semi-sweet Iced Chai

16 oz • Save \$1

\$2.99



stronger together

California Olive Ranch Extra Virgin Olive Oil

16.9 oz • Save \$3

\$8.99



stronger together



European Gourmet Bakery Organic Pudding

All Kinds on Sale!
3.5 oz • Save 70¢

\$1.79



stronger together

Natural Sea Solid White Albacore Tuna Pouch

Salt, No Salt

3 oz • Save 60¢

\$3.39



stronger together

Earth Balance Organic Whipped Buttery Spread

13 oz • Save 80¢

\$3.49



stronger together



Green & Black's Chocolate Bars

All Kinds on Sale!
3.5 oz • Save 99¢

\$3.00/tx



stronger together

Ghirardelli Chocolate Chips

10-12 oz • Save \$1.50

\$3.79



stronger together

Jeff's Naturals Jalapeño or Pepperoncini Peppers

12 oz • Save \$1.29

\$1.50



stronger together



Immaculate Baking Company Organic Cinnamon Rolls

17.5 oz • Save \$2

\$3.99



stronger together

Florida's Natural Orange Juice

59 oz • Save 50¢

\$3.49



stronger together

Maya Kaimal Indian Simmer Sauces

All Kinds on Sale!

12.5 oz • Save \$1.30

\$3.69



stronger together



Newman's Own Organics Newman O's Sandwich Creme Cookies

All Kinds on Sale!
8 oz • Save \$1

\$2.29



stronger together

Turtle Island Foods Tofurky Vegetarian Roast

26 oz • Save \$4

\$8.99



stronger together

Endangered Species Chocolate Chocolate Bark

4.7 oz • Save \$1.79

\$3.00/tx



stronger together



Wholesome Sweetener Organic Candy Canes

5 oz • Save \$1

\$2.99/tx



stronger together

Sky Valley Sriracha Sauce

18.5 oz • Save \$2

\$5.79



stronger together

Santa Cruz Organic Organic Applesauce

All Kinds on Sale!

23 oz • Save \$1

\$2.99



stronger together



Organic Valley Organic Butter Quarters

Salted, Unsalted
16 oz • Save 50¢-\$1.50

\$4.99



stronger together

Organic Prairie Organic Pork Brown & Serve Links

8 oz • Save \$1

\$5.99



stronger together

Organic Valley Organic Egg Nog

32 oz • Save 70¢

\$3.79



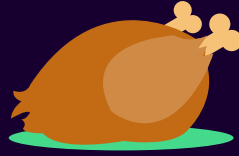
stronger together



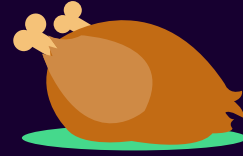
willy street co-op

Holiday Essentials

Pre-order
starting Tuesday,
November 1st.



TURKEYS



All turkeys
are available
for pre-order!

Ferndale Market

(Cannon Falls, MN)

All-Natural Free-Range
Fresh Turkeys \$2.49/lb.

Small: 10-14lbs.

Medium: 14-18lbs.

Large: 18+lbs.

Ferndale Market

(Cannon Falls, MN)

All-Natural Free-Range
Fresh Turkeys Breasts
\$3.19/lb.

(frozen, 4-8lbs.)

Bell & Evans

(Pennsylvania)

Air-Chilled, Fresh Turkeys
Certified Organic & Free-Range
\$5.29/lb.

Small: 6-14lbs.

Medium: 14-18lbs.

Large: 18+lbs.

We will have
turkeys available as
open stock starting on
Friday, Nov. 17th. We can
not guarantee specific
sizes or types of turkey
without a pre-order.

All Thanksgiving turkeys will be available for pre-order Tuesday, Nov. 1st-Thursday, Nov. 17th, or while supplies last. Please remember to specify the store at which you will pick up your turkey. Pick up between Friday, Nov. 18th and Thanksgiving Day (Thursday, Nov. 24th) at 2:30pm.

To place a pre-order, stop by or call
Customer Service at any store.

Willy East
608-251-6776

Willy North
608-709-5445

Willy West
608-284-7800

Pick up your whole turkey (pre-ordered or open stock)
between November 13th and November 19th and get a free
package of the house-made brining mix!

MEATLESS OPTIONS

Gardein Savory Stuffed Turk'y (16 oz)
on sale for \$6.49 11/1-11/28

Gardein Holiday Roast w/Homestyle Stuffing & Gravy (40 oz)
on sale for \$12.99 11/1-11/28

Field Roast Vegan Grain Meat Celebration Roast (16 oz)
on sale for \$4.79 11/15-11/28

Quorn Turk'y Roast (16 oz)
available at North and West on sale for \$5.99 11/1-11/28

Turtle Island Foods Tofurky Vegetarian Feast (3.5 lbs)
on sale for \$18.99 11/1-11/28

Turtle Island Foods Tofurky Vegetarian Roast (26 oz)
on sale for \$8.99 11/1-11/28

PIES



Try samples of our pies Saturday, November 4th
from 12pm-3pm at all Willy Street Co-op stores.



Local Door
County Cherry
Pie - \$16.99

Made with with
Door County tart
cherries.



Local Pumpkin
Pie - \$16.99

Made with
Wisconsin
pumpkin and
squash.



Local Apple
Pie - \$16.99

Made with
Wisconsin
apples.



Pecan
Pie - \$18.99

Corn syrup free,
local eggs,
US pecans.

Apple & Pumpkin pies available in vegan/gluten-free versions for \$2 more.

Willy Street Co-op's Kitchen uses local eggs and butter, plus local produce when we are able.

Holiday Deli Offerings:

The Deli hot bars at each of our stores will offer the
following Thanksgiving foods November 19th-25th:

- House-Roasted Turkey
- Traditional Gravy
- Mushroom Gravy (vegan)
- Sage Stuffing
- Field Roast (vegan)
- Green Beans Amandine (vegan)
- Coconut Mashed Sweet Potatoes (vegan)
- Maple Roasted Root Vegetables (vegan)
- Cranberry Sauce (vegan)

These holiday foods and more are available on our Thanksgiving
Catering menu! See Customer Service or willystreet.coop/catering.

*Willy East hot bar breakfast foods will be limited
during the week of Thanksgiving.

Join us for our

HOLIDAY SHOWCASE

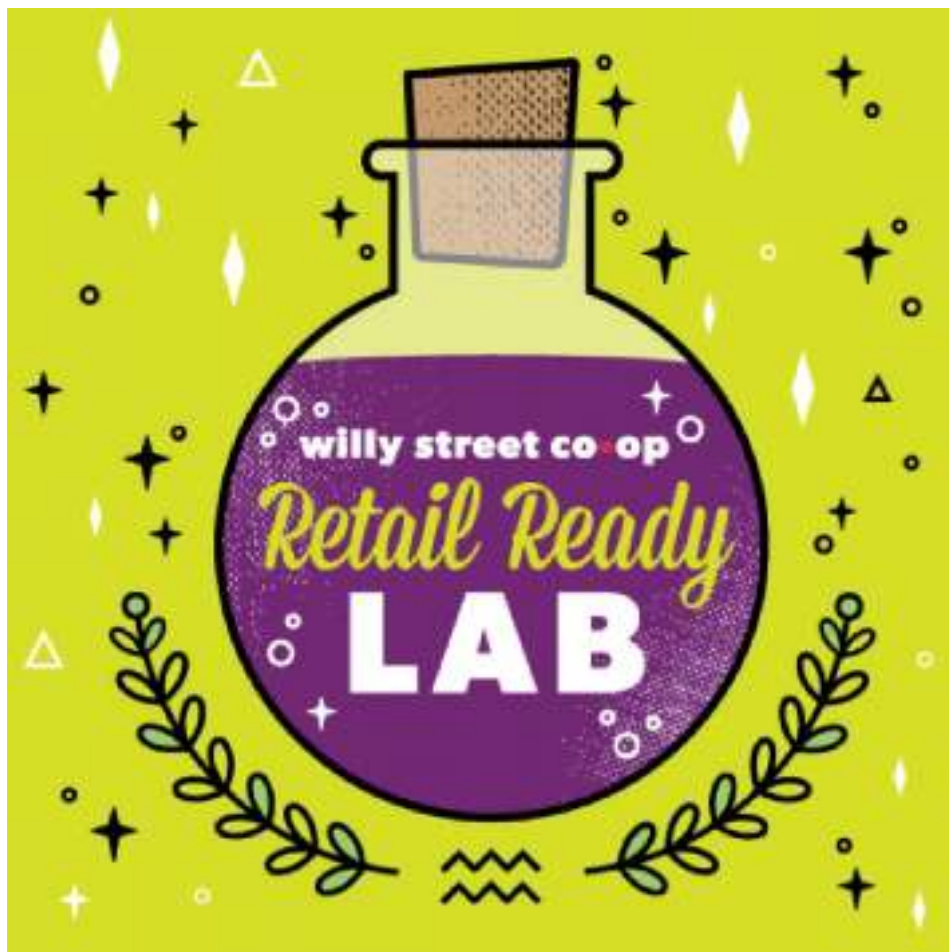
Featuring samples to give you ideas for
your holiday meals and parties.

Saturday, November 12th
11am-5pm

at all Willy Street Co-op stores.

Try samples of Hook's Extra Innings Triple Play (our 2017 Cheese
Challenge winner) and other foods for entertaining. We will also have
samples of turkey, butternut beet hash, maple-roasted root vegetables
and other items available the week of Thanksgiving on our hot bar.

Want some prepared foods for your holiday meal? Check out our
catering menu! See Customer Service or willystreet.coop/catering.



by
Angela Pohlman,
 General Merchandise
 Category Manager

Here are our Vendors for the November Retail Ready Lab! The Retail Ready Lab is an opportunity for small local vendors to sell their products in our stores for a full month and receive beneficial feedback from customers and staff.

This month we have two Retail Ready Lab participants to introduce you to!

BEEHIVE BOTANICALS

Hayward, Wisconsin

Learn about them in their own words: We offer the Best in “Bee Benefit” Products! We offer Nutritional Supplements, and Raw Material & Bulk Bee Products.

About their Products: Beehive Botanicals has been in the Bee Business since 1972. We are NSF- & MOSA-certified, and follow all FDA regulations. We offer propolis, pollen, and royal jelly products, in nutritional supplements, and raw

nateria and bulk bee products.

LITTLE CANADA

Wonewoc, Wisconsin

Learn about them in their own words: We tend to trees and forest garden that has been in development for many decades using minimally invasive methods. We prepare products from maple trees, blackberries, raspberries and other perennials. We are in Driftless Wisconsin, about an hour from Madison.

About their Products: We make traditional and 100% natural, small batch maple syrup from the trees on a slope that used to be a bank of Glacial Lake Wisconsin.

LOOK FOR THEM AT THE CO-OP!

Look for these three vendors in each our stores at our Retail Ready Lab displays! Then be sure to give your feedback via the paper comment box or online at www.willystreet.coop/retail-ready-lab.

If you are a small, local vendor and you are interested in applying, please email newvendor@willystreet.coop.

WISCONSIN UNION THEATER



BASSEM YOUSSEF




Exiled Egyptian Satirist

Nov. 8, 2017



UNIONTHEATER.WISC.EDU 608.265.ARTS



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OF MADISON LLC

- Individualized Preventative & Wellness Medicine
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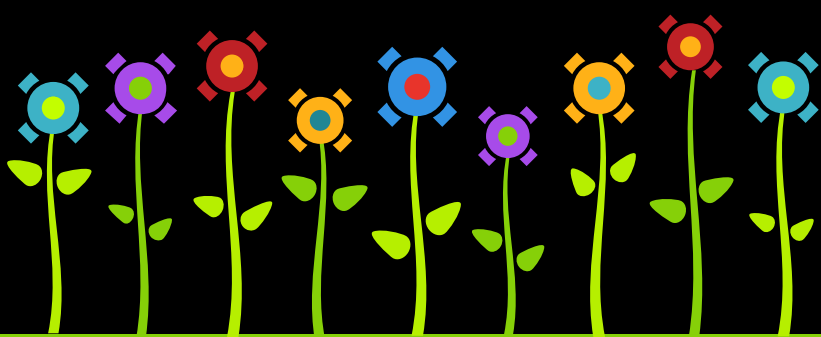
June Brooks, DVM | Beth Wilder, DVM | Sara Greenslit, DVM, CVA

HOURS: Monday, Wednesday, & Friday: 7:30AM-5:30PM
 Tuesday & Thursday: 7:30AM-7PM
 Saturday: 8AM-Noon
 Closed Sundays


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STORES CLOSING AT 2:30PM
ON THANKSGIVING

2017 WILLY STREET CO-OP CUSTOMER SURVEY: THE RESULTS

Here are the results of our October 2017 Customer Survey. Thanks to all who filled it out! Your survey responses (along with those submitted via Customer Comments, emails, our newsletter and through social media) help us make a better Cooperative. Accompanying these survey results is an article where we outline what steps we are taking due to the feedback you have provided; we hope that we address the concerns you raise and live up to your very kind praise. Note: due to rounding, not all percentages may add up to 100%.

1. How likely are you to promote Willy Street Co-op to your friends, family, or colleagues on a scale of 0 to 10, where 10 is most likely and 0 is least likely?

We ask this question to determine our "Net Promoter Score." Anyone who chose 9-10 is a "promoter." Anyone who chose 0-6 is a "detractor." Anyone who chose 7-8 is neutral. To get this number, we take the percentage of promoters minus the percentage of detractors, divided by the number of respondents overall. The number can range from -100 (all detractors) to 100 (all promoters). Our score for the 2017 Customer Survey is 64, which is a significant increase from last year, when it was 42.

2. At which Willy Street Co-op store do you shop most often?

a. Willy East (50%)

b. Willy West (31%)

c. Willy North (19%)

3. What item or items (up to three) do you purchase most often only at Willy Street Co-op, and why?

Top answers in order of frequency were: produce (including fruit and vegetables as separate answers), bulk, milk, cheese, meat, coffee, eggs and yogurt. Top reasons why in order of frequency were: organic, quality, bulk, fresh, local, price, selection and best.

4. What item or items (up to three) do you purchase most often at a different grocery store, and why?

Top answers in order of frequency were: rice, meat, milk, produce, canned foods, bread, toilet paper. Top reasons why in order of frequency were: primarily variations on price (price, cheaper, cost, expensive, afford) and selection.

5. Please place a checkmark next to the three responses that most accurately reflect how you would complete the sentence, "Because of Willy Street Co-op, _____." Note: checking more than three items will disqualify the response.

- a. shoppers can choose more locally produced items, and local farmers and food producers are supported and thriving. (82%)
- b. other local co-ops are supported and new co-ops are formed. (6%)
- c. the community has a source of GMO-free food. (17%)
- d. the community has a source of organic food. (17%)
- e. people and families of all economic backgrounds have a place to buy safe and healthy food. (23%)
- f. the community has access to health and food education, a meeting place, and a partner in important local events. (21%)
- g. local non-profit organizations are supported through CHIP and other giving programs. (29%)
- h. the community has a leader in fair and just employment practices. (14%)
- i. Owners and staff are involved in advancing social justice and equity both at the Co-op and in the community. (13%)
- j. the community has a means to advance environmental protection and sustainability locally. (31%)

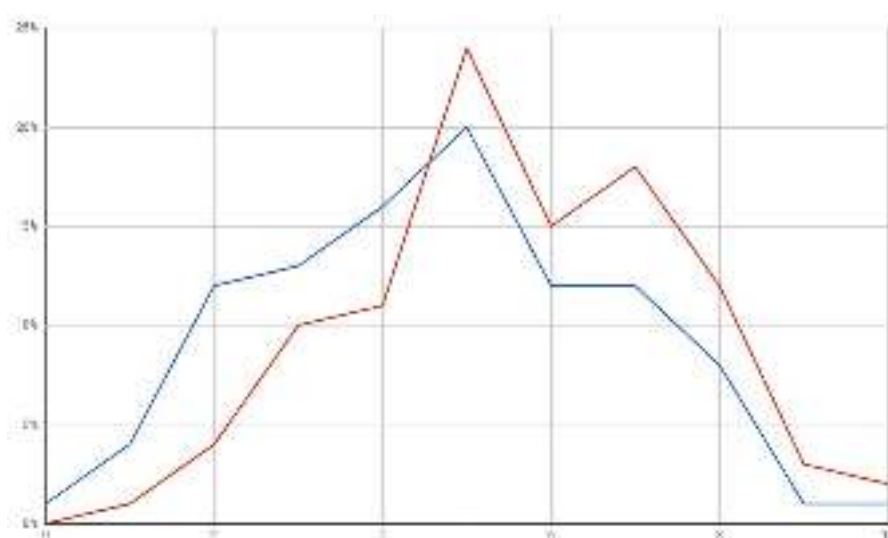
6. Please place a checkmark next to the top two ways you prefer to receive information from and/or interact with the Board. Note: checking more than two items will disqualify the response.

- a. The Reader (our newsletter) (80%)
- b. Email communication (42%)
- c. Owner forums (in person) (2%)
- d. Annual Meeting and Party (7%)
- e. Social media (18%)
- f. Website (17%)
- g. Store events (12%)
- h. Other: (1%, includes in-store materials and phone calls)

7. What do you think of Co-op prices on a scale of 0 to 10, where 10 is extremely affordable and 0 is extremely unaffordable?

- 10 (2%)
- 9 (3%)
- 8 (12%)
- 7 (18%)
- 6 (15%)
- 5 (24%)
- 4 (11%)
- 3 (10%)
- 2 (4%)
- 1 (1%)
- 0 (0%)

The chart at the right compares the results of the answers to this question from 2016 (blue line) an 2017 (red line).



Thank you to all who filled out the survey. We greatly appreciate it!

SURVEY RESULTS NEWS

We Asked, You Answered! 2017 CUSTOMER SURVEY RESULTS



by Brendon Smith,
Communications
Director

Thank you to all who filled out the customer survey in May! Along with voting on Board members and major initiatives, and filling out customer comments, the survey is another way to let us know in what direction you would like your Co-op to go. We wanted to discuss some of your responses more in-depth.

PRODUCTS PURCHASED HERE

Question three asked what products you purchased most often at the Co-op and why. Produce and bulk were at the top of the list, along with a number of staple products. We consider ourselves to have the best produce (local and organic, of course, but even conventional) in the area, and the largest bulk department, so these answers weren't too surprising to us. The reasons why—"organic, quality, bulk, fresh, local, price, selection and best"—were also expected. We loved hearing that we were meeting or exceeding your expectations in these ways.

PRODUCTS PURCHASED ELSEWHERE

Question four had a surprise for us: rice was a top product customers purchased elsewhere! That tells us we should put a sign by our packaged rice suggesting customers check out the rice in the bulk aisle; it is much less expensive there, and you can get as much as you'd like, whether it's a cup or 10 pounds. Again, staple items were mentioned for products being purchased elsewhere: meat, milk, produce, canned foods, bread, toilet paper. The overwhelming reason why you purchased them elsewhere was price. We have been working on reducing prices in the last few years, and your feedback is very helpful in showing us where we need to focus.

BECAUSE OF WILLY STREET CO-OP...

For question five, we asked for your top three ways to complete the sentence "Because of Willy Street Co-op..." The top result by far was "shoppers can choose more locally produced items, and local farmers and food producers are supported and thriving," with 82% of respondents choosing that for one of their options. Helping local suppliers is in our mission statement. About one-third of the products we sell are local. In September we launched the Retail Ready Lab, which gives small local businesses valuable feedback to help

them sell their products successfully. As you can see (and no doubt have seen), "local" is a major priority for your Co-op.

Thirty-one percent of respondents chose "the community has a means to advance environmental protection and sustainability locally." We compost our food waste at each of our sites (four stores, a production kitchen and a business office), we participate in the MG&E wind power program, and we have solar panels and a solar thermal system at Willy East (the only site we own rather than lease). When you CHIP at the register, 19 local nonprofits working for the environment, sustainability, food, and farms receive much-needed funding.

The third-most frequently chosen option for question five was "local non-profit organizations are supported through CHIP and other giving programs." Giving back is also a core part of what we do; "Concern for Community" is the seventh cooperative principle. Since we started collecting for Community CHIP we have provided over \$2 million to local non-profits, thanks to your generosity. We also make hundreds of donations of gift cards and food to nonprofits, as well as sponsor many major festivals and events around the area, totalling over \$100,000 each year.

And twenty-three percent of respondents chose the "people and families of all economic backgrounds have a place to buy safe and healthy food" option. While this has always been important to Willy Street Co-op, in the last few years we made some huge strides in this regard: launching a Double Dollars program, piloting a Fruit & Vegetable Prescription program, participating in the WIC program at Willy North, increasing outreach about the Access Discount Program, and more.

WAYS TO COMMUNICATE

We asked for the top two ways you wanted us to communicate with you and the newsletter and email were the top choices. You can receive the newsletter and the weekly Owner Rewards sales flyer via email if you'd like. Next year we'll also be working on more ways for you to get information via email, if you are interested.

PRICING IMPROVEMENT

As I mentioned, we have been working on improving our pricing, and you noticed! You rated our prices more favorably this year compared to last year. The spike in the middle of the chart roughly matches the findings of our price comparison on page 10: when matching product for product, our prices are in line with other local grocery stores.

Thanks again for your feedback and your patronage!

WHAT DO YOUR CHIP GIFTS ACCOMPLISH?

They build a local movement for social and environmental justice.

Your gifts support Community Shares of Wisconsin (CSW) and its 66 member nonprofits.

Center for Resilient Cities launched the Badger Rock Neighborhood Center to serve as a community-inspired collaboration that unites education, urban agriculture, energy and environmental sustainability, resilience research and neighborhood programming in a vibrant space. Regular programs include a monthly CommUNITY Dinner featuring activities and neighborhood-centered entertainment.



Photo: Hedi LaMarr Photography



Photo: Greg Anderson

Each year the Wisconsin Women's Network's Policy Institute provides hands-on leadership, communications, and policy advocacy training to a select group of Wisconsin women. The Policy Institute aims to grow the number of Wisconsin women who have the confidence, skills, and strategic know-how to successfully engage in their local and statewide communities on policy issues that matter to Wisconsin women and girls.

Photo: Tenant Resource Center

The Tenant Resource Center (TRC) provides education and resources to thousands of people across Wisconsin. This includes services for tenants, landlords, and the homeless. It also helps evicted tenants and supports mediation between tenants and landlords. This fall the TRC hosted several statewide seminars on housing law—aimed at building community knowledge on the rights of tenants and property owners. The goals of the seminars are to help tenants and landlords see eye-to-eye and keep more families in safe and stable housing.



CHIP gifts are 1% of your bill,
or 10 cents on a \$10 purchase.

Thank you!



The Community CHIP® program is part of
Community Shares of Wisconsin—your gift can be tax deductible.

Learn more at www.communityshares.com

STORES CLOSING AT 2:30PM ON THANKSGIVING

The Double Dollars Fund, Pantries of Plenty, and Our Gratitude



DOUBLE DOLLARS IS BACK!

The Double Dollars program returned to the Co-op on October 24th. Thanks to our ongoing partnership with the City of Madison, Community Action Coalition of South Central Wisconsin, and Public Health

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

Madison and Dane County we're able to help those using FoodShare/QUEST purchase more fresh fruits and vegetables by giving out Double Dollars Coupons to eligible shoppers every Tuesday until March 13th. For every \$5 you spend on Double Dollars Tuesdays using your FoodShare/QUEST card for any FoodShare/QUEST eligible items, the Co-op will give you one \$5 Double Dollar Coupon, up to \$20, good for any Produce Department purchases.

Did you know that you are one of Double Dollars' largest supporters? Thanks to you, the Co-op has already contributed \$37,517 since April 3rd to make Double Dollars possible at the Co-op and participating farmers' markets. Supporting Double Dollars is easy: you may either donate cash by selecting a scan card at the registers; or you may reuse bags and we'll send 10¢ for every reusable bag and \$0.05 for every disposable bag reused to the Double Dollars Fund at no cost to you.

The program at present levels costs about \$80,000 annually to operate at both the Co-op and participating farmers' markets, and so we appreciate the contributions provided by you and other private funders such as the Madison Area Chef's Network and Healthy Dane. Thank you for your continued support!

SUPPORT POP WHEN YOU USE DOUBLE DOLLARS FUND CARDS THIS HOLIDAY SEASON

The holiday season is in swing and this year we wish to continue our tradition of helping the six neighborhood food pantries in our Pantries of Plenty (POP) program purchase fresh items from the Co-op this winter. You can help! When you make a cash donation to Double Dollars using the scan cards at the register lanes, your Co-op will match your cash donation and give the match to our POP pantries. Thanks to our charitable fund supported by abandoned Owner

equity, we're matching up to \$10,000 of your Double Dollars Fund cash donations through the end of the year. POP supports Bread of Life Food Pantry, Goodman Community Center Fritz Food Pantry, Lussier Community Education Center, Middleton Outreach Ministry, The River Food Pantry, and Wil-Mar Neighborhood Center. After the matching donation drive is over, we will split our match evenly among the six pantries and they will receive Co-op gift cards to help them purchase fresh foods that are sometimes harder for pantries to come by during the winter season.

POP PANTRIES ARE ALSO SUPPORTED BY OUR DONATION SHELVES IN-STORE

You can also support our POP pantries by dropping off food and other items at one of the shelves at our retail locations year-round. Last year, we published a summary of items that our POP pantries seek and here is an updated list of commercially packaged, unopened products they need:

- Applesauce (no sugar added)
- Baby formula
- Baking mixes or supplies
- Barley
- Beans (low-sodium canned or dried)
- Beverages (non-dairy, non-alcoholic)
- Broth or stock (lower sodium welcome)
- Cake and muffin mix
- Canned fruits (preferably in 100% juice)
- Canned pasta meals with meat
- Canned proteins (meat, tuna, salmon, sardines, chicken)
- Canned sauces (low sugar or gluten-free welcome)
- Canned tomatoes
- Canned vegetables
- Cereal (high-fiber, low sugar, or whole grain)

- Chili (canned or dried mix)
- Chips
- Cleaning supplies
- Coffee beans (ground, whole, or instant)
- Condiments
- Convenience meals (mac & cheese, pasta or rice packages, dinner mixes)
- Cooking oil (olive, canola, sunflower)
- Cotton balls
- Diapers
- Dried fruit
- Feminine products
- Flour
- Gluten-free items and grains
- Granola bars (whole-grain welcome)
- Grits
- Jam or jelly
- Juices
- Ketchup
- Laundry detergent
- Lotion (hand or body)
- Mayonnaise
- Milk (shelf-stable or powdered)
- Oatmeal
- Nut butter (peanut or almond)
- Nuts (low- or no-salt-added)
- Pancake mix
- Pasta (whole-grain welcome)
- Quinoa
- Ramen (low sodium welcome)
- Rice (brown or wild welcome)
- Salt and pepper
- Sanitizer wipes
- Salad dressing
- Seasonings
- Seeds (low- or no-salt-added)
- Shampoo
- Shaving supplies
- Soap
- Soup (canned or dried mix, low-sodium welcome)
- Sugar
- Toilet paper
- Toothbrushes
- Toothpaste
- Vegan items
- Vitamins

The Willy East donation shelf supports Goodman Community Center Fritz Food Pantry, and Wil-Mar Neighborhood Center; Willy North supports Bread of Life Food Pantry, and The River Food Pantry; and Willy West supports Lussier Community Education Center, and Middleton Outreach Ministry. When we have surplus food to donate from our stores, we contact Second Harvest Food Bank of Southern Wisconsin to make sure our surplus gets to the

pantry that could use it most. In Fiscal Year 2017, which ended this past June, we donated 11,814 pounds of food to our neighborhood pantries and Second Harvest thanks to your support.

YOUR SUPPORT THESE PAST FEW MONTHS HAVE GONE A LONG WAY AT HOME AND ABROAD!

Last month we held an Equity Drive, encouraging both new owners and those Owners who decided to make annual payments to invest equity in the Co-op to make an early equity payment or invest their equity in-full. Our Owners' equity guides Co-op decisions and helps us achieve what we are trying to do together. Equity, what you invest to become a Co-op Owner, positions your Co-op to better leverage capital projects that allow us to provide better services for you, such as remodeling East, opening North, and expanding West. When more Owners invest more of their equity, it allows your Co-op to finance more expenditures from internal resources than borrowing more from others. We had a goal to raise \$50,000 in Owner Equity during the October drive, and when this Reader went to press, we had already raised \$36,259 to meet that goal. Thank you for helping your Co-op continue to be prepared for the future!

You also set a recent record for the Co-op, having raised \$65,266 for disaster relief. Your donations helped Central Texas Food Bank and Global-Giving support relief efforts for Hurricane Harvey, Hurricane Irma, Hurricane Katia, Hurricane Maria, and the two earthquakes impacting the U.S., Mexico, and Caribbean islands. Your generosity is simply amazing, we are very grateful.

THANKSGIVING

As we take moments this month to consider the things we are most grateful for, your Co-op continues to be thankful to you for the kind gifts you consistently provide to your community through Community CHIP, the Double Dollars Fund, POP, your investment in your cooperative, and disaster relief campaigns. When you are supporting your Co-op, community nonprofits, your fellow shoppers or simply those who are in need, you are truly making a cooperative difference together. Thank you!

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Rosanne Lindsay, ND

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ALLERGIES • ADHD • DIGESTIVE DISORDER

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Natureofhealing.org



Organic Holiday Trees

Cut your own — December 3rd, 10 to 4pm
510725 Troy Rd, Sauk City

If this date is inconvenient call or email Amie at (608) 217-4030,
amie@whoseorganics.com

Fraser Fir, Colorado Blue Spruce & Scotch Pine
\$40 — \$80

www.whoseorganics.com

*Don't forget to bring a saw.

RECIPES AND DRINK RECOMMENDATIONS

DRINK RECOMMENDATIONS FROM STAR LIQUOR, 1209 WILLIAMSON STREET, 255-8041



Apple, Rosemary and Sausage-Stuffed Pork Tenderloin

Adapted from www.adventuresincooking.com

Rich, tender and comforting, and ideal for autumn, this pork tenderloin is stuffed with a sweet and savory combination of apples, sausage, rosemary and shallots.

- 1/2 c. diced shallot
- 6 oz. uncooked breakfast sausage, casings removed
- 1 tsp. salt, divided
- 1 apple, cored and chopped
- 2 Tbs. chopped fresh rosemary
- 1 lb. 4 oz. pork tenderloin
- 1 Tbs. olive oil
- 1/4 tsp. black pepper

Directions: Preheat oven to 375°F. In a large skillet over medium heat, sauté the shallots with the sausage and 1/4 teaspoon of salt, breaking up the sausage as it cooks, until the sausage is nearly cooked through and the shallots are transparent. Fold in the apples and rosemary, and continue cooking for another 3 minutes. Remove from heat and set aside.

Slice the pork tenderloin lengthwise down the middle, stopping about an inch away from the other side. Unfold and lay flat on top of a sheet of plastic wrap. Top with another sheet of plastic wrap, then use a mallet to flatten the meat.

Remove plastic and rub both sides of the pork with the olive oil, black pepper and remaining 3/4 teaspoon of salt. Scoop the shallot-apple-sausage filling onto the pork and arrange it in a line down the center of the tenderloin. Start at one side and roll up the pork tenderloin like a log. Use cooking twine to tie up the roll, keeping the seam at the side.

Once rolled, transfer to a roasting pan with the seam down. Add about 1/4 inch of water to the pan and set in the oven. Roast 1 hour and 10 minutes to 1 hour 30 minutes, until the internal temperature reaches 145 F. Let rest for 3 minutes before carving and serving. Makes 5 servings

Star Recommends: Blackwater MMXII Noir: 85% Syrah & 15% Carignan Decanter Magazine said: "Intense and brooding, with cassis layers intertwined with kelp, oyster shell and oak spice. Soft, pastel-like fruit flavor given structure by tightly wound supporting tannins; harmonious."

Blue Cheese Grits with Kale and Sweet Potatoes

Adapted from www.thecozyherbovore.blogspot.com.

If you like savory breakfasts, this will be right up your alley. Satisfying and warming, coarse-ground cornmeal grits are combined with blue cheese, then served with sautéed shallots, sweet potato and kale. Just the thing for a lazy weekend morning.

- 1 Tbs. olive oil
- 1 shallot, thinly sliced
- 1 small sweet potato, peeled, cut into 1/2-inch dice
- 3/4 c. vegetable stock
- 1 small carrot, peeled, grated
- 1 clove garlic, thinly sliced
- 3 large Lacinato kale leaves, stems removed, finely chopped
- salt
- black pepper
- crushed red pepper flakes
- 1/2 c. grits
- 2 c. water
- 1/2 c. shredded blue cheese
- 2 tsp. butter, divided

Directions: In a large, heavy pot, heat the olive oil over medium-high heat. Stir in the shallot and sauté until tender and golden. Stir in the sweet

potato and continue to cook for 2 more minutes. Add the vegetable stock and carrots. Increase heat to high and bring to a boil. Partially cover and boil for 2-3 minutes, until the sweet potato begins to get tender. Remove lid and continue to boil, stirring frequently, until the sweet potatoes are tender and the liquid has evaporated. Fold in the garlic and kale and cook for 2 more minutes, until the kale is bright green and wilted. Season to taste with salt and pepper and crushed red pepper. Remove from heat and transfer the vegetables to a bowl. Cover to keep warm.

In the same pot, combine the water, grits and a pinch of salt. Bring to a boil over high heat. Reduce to a simmer, and cook, stirring frequently, until the grits are fluffy and porridge-like, and most of the water has absorbed. Stir in the blue cheese, then season with salt and pepper.

Divide the grits between two bowls. Set a teaspoon of butter on top of each bowl, then top with the vegetable mixture. Enjoy immediately. Serves 2.

Star Recommends: De Forville Piedmonte Chardonnay: The nearly 28-acre domaine is divided between holdings in the villages of Barbaresco and Castagnole Lanze, the Ca del Buc vineyard site in the latter being the source of the grapes for this Chardonnay. Vinified and aged exclusively in stainless steel, the Piedmonte Chardonnay is brisk and clean, a refreshing Chardonnay with nice touches of lemon zest and minerality.

Thai Yellow Coconut Mango Curry

Adapted from www.minimalistbaker.com.

In just 30 minutes (with just one pot? yes!), you'll be sitting in front of a steaming bowl of perfectly spicy, better-than-takeout curry. Set a pot of rice on the stove to steam while you make the curry for a well-rounded meal.

- 1 1/2 Tbs. coconut oil (or neutral oil)
- 1 large shallot, minced
- 2 Tbs. minced fresh ginger
- 2 Tbs. minced garlic
- 1 serrano pepper, stemmed, thinly sliced (remove seeds prior to slicing to avoid the heat)
- 3 Tbs. red curry paste
- 2 cans coconut milk (at least one of which is light)
- 3 Tbs. coconut sugar (or brown sugar)
- 1/4 tsp. salt, plus more to taste
- 2 1/2 tsp. tamari
- 2 tsp. ground turmeric
- 1 red bell pepper, stem and seeds removed, sliced into bite-sized chunks
- 1/4 c. peas (frozen is fine)
- 2 ripe mangos, cubed
- 1/4 c. roasted cashews
- juice of 1 lemon
- fresh cilantro, Thai basil or regular basil, for serving

Directions: Heat a large skillet over medium heat. Add the coconut oil, shallot, ginger, garlic and serrano pepper. Stir in a pinch of salt and sauté 2-3 minutes. Stir in the curry paste and cook, stirring, for 2 more minutes. Pour in the coconut milk, sugar, salt, tamari and turmeric. Bring to a simmer. Add the red pepper and peas, and reduce heat to medium-low. Simmer gently for 5-10 minutes, until the red pepper is softened to your liking. Taste the broth and adjust the seasoning as needed, adding more sugar, tamari or salt, turmeric or curry paste until very flavorful. Fold in the mango, cashews and lemon juice. Serve hot, with fresh herbs. Makes 4 servings

Star Recommends: Teutonic Foiled Cucumber Gewurztraminer: From the winemaker: "Foiled Cucumber is our gateway wine. Once you try it, you'll need more of our wines. It's crisp, light and refreshing and beautifully aromatic, with notes of honeydew melon. What is this white wine? It's 100% Gewurztraminer! Why Foiled Cucumber? Watch Spinal Tap (again)."

Puff Pastry Apple Galette

Adapted from www.williams-sonoma.com.

With the pastry element of this dessert so simple to prepare (just take a sheet of puff pastry out of the package, thaw, and roll out), you can pour your energy into a show-stopper of a filling. Toasted pistachios are finely ground into a frangipane-inspired paste to form the base layer, and lemon-scented apple slices are baked on top. Served with creamy vanilla ice cream or on its own, this is a dessert that's sure to please.

- 1 sheet puff pastry (about 10x14 inches), thawed
- 1 1/2 c. shelled pistachios, toasted
- 2/3 c. sugar

please drink responsibly.

1/4 tsp. coarse salt
 2 eggs, lightly beaten, plus 1 more egg, beaten with 1 teaspoon of water
 1 tsp. vanilla extract
 1 tsp. almond extract
 2 Tbs. butter, melted
 4 tart apples (like Granny Smith), large, peeled, cored and thinly sliced
 juice of 1/2 lemon

Directions: Preheat oven to 350°F. On a lightly floured surface, gently roll out the pastry into a rectangle about 16x14 inches across. Roll the pastry around your rolling pin and transfer to an ovenproof skillet. Press the pastry into the bottom and up the sides. Place in the refrigerator while you prepare the filling.

Combine the pistachios, sugar and salt in the bowl of a food processor. Process until the pistachios are finely ground. Add the 2 beaten eggs, vanilla extract, almond extract and the melted butter. Pulse until the mixture comes together.

Place the sliced apples in a large bowl and add the lemon juice. Toss to coat.

Remove the pastry from the fridge and pour the pistachio mixture into the skillet. Spread it into an even layer. Arrange the sliced apples on top, overlapping them slightly to form an even layer. Fold the edges of the pastry dough back over the apple filling to form a rim (this can be messy.) Brush the pastry with the egg-water mixture.

Bake 4-45 minutes, until the crust is golden-brown and the apples are tender. Serve warm or at room temperature. Serves 8.

Star Recommends: Quinta do Infantado Ruby Port: Elegant and rich, this dark, juicy port has an excellent balance of fruit, acid, sugar, and tannin. Not too sweet, not too big, it is all-around easy to drink and enjoy.

Apple Cobbler with Salted Caramel Sauce

Adapted from www.mydarlingvegan.com.

Truly the perfect fall dessert.
 4 tart apples, cored and thinly sliced
 1/4 c. brown sugar
 2 Tbs. all-purpose flour, plus 1 1/2 cups, divided
 1/2 tsp. cinnamon
 3/4 tsp. salt, divided
 juice of 1/2 lemon
 3/4 c. white granulated sugar, divided
 1 tsp. baking powder
 1/2 tsp. baking soda
 1/2 c. coconut oil (at room temperature - not melted)
 1/4 c. almond milk
 1/4 c. water
 2 tsp. corn syrup
 1/4 c. coconut milk (shaken before measuring)

Directions: Preheat oven to 375°F. Lightly oil an 8-inch cast iron skillet or 8x8-inch baking dish.

Combine the apples, brown sugar, 2 tablespoons of flour, cinnamon, 1/4 teaspoon of salt and lemon juice in a large bowl. Toss well to coat the apples. Transfer to the prepared skillet or baking dish.

In a small bowl, whisk together the remaining 1 1/2 cups of flour, 1/4 cup of the granulated sugar, baking powder and baking soda. Stir in the coconut oil and almond milk, and use your hands to form a thick dough. Use a large spoon to drop spoonfuls of dough on top of the apples in an even layer - the dough doesn't need to cover them completely though, since it will get puffy when it bakes.

Bake 30-35 minutes, until the cobbler is lightly browned and the apples are bubbling.

While the cobbler is in the oven, make the caramel sauce. Stir together

the remaining 1/2 cup of granulated sugar with the water and corn syrup in a medium saucepan. Bring to a boil over high heat. Boil, without stirring, until the sugar is melted and is turning a rich golden brown. Remove from heat and while whisking continuously, slowly (and cautiously - the sauce will bubble up) pour in the coconut milk and whisk until combined. Pour the caramel sauce into a jar through a sieve. Serve the cobbler warm, with warm caramel sauce. Serves 6.

Star Recommends: San Felice Belcaro Vin Santo: Amber in color, with notes of almond, honey and light spicing. Fresh palate and measured sweetness.

Oven-Toasted Ham, Brie and Apple Sandwiches

Adapted from www.finecooking.com.

For best results, use thinly sliced ham steak, not deli ham, and a very fresh (not sourdough) baguette.

1 large baguette, about 1 pound, cut into 4 pieces, sliced lengthwise (not all the way through)

7 oz. Brie, thinly sliced (slice cheese when cold)

2 Tbs. unsalted butter

1 1/2 medium tart apples, cored, sliced thinly

3/4 lb. ham steak, thinly sliced on the diagonal

2 Tbs. Dijon mustard

1 Tbs. honey

Directions: Preheat oven to 425°F. Open the baguette pieces up and top one side of each of the four pieces with Brie. Arrange them on a parchment-lined baking sheet. Bake about 5 minutes, until the cheese melts and the bread is lightly golden.

Melt the butter in a large skillet over medium-high heat. Cook the apples in the butter, stirring occasionally, until they begin to soften and turn brown, 3-4 minutes. Add the ham and toss. Cook, stirring occasionally, until heated through. Remove from heat and stir in the mustard and honey. Toss to coat evenly. Use tongs to divide the ham mixture between the four pieces of warm baguette. Slice each in half and serve. Serves 4.

Star Recommends: Tarrica Riesling: Pale yellow in color with scents of flowers, pear and stone fruit. Medium-bodied and elegant with green apple, stone fruit and mineral flavors finishing with a touch of sweetness and lingering fruit flavors.

Chicken Broccoli Cheddar Quinoa Casserole

Adapted from www.halfbakedharvest.com.

Here's a healthier take on chicken casserole.

1 lb. boneless chicken breasts, cut into cubes

2 Tbs. olive oil, divided

salt

pepper

1/2 large onion, diced

2 cloves garlic, chopped

1 c. button or crimini mushrooms, trimmed, roughly chopped

2 Tbs. all-purpose flour

1 1/2 c. milk

1 c. low-sodium chicken broth

3/4 c. quinoa (uncooked)

2 c. roughly chopped broccoli

1 Tbs. chopped fresh thyme leaves

1 c. shredded cheddar cheese

1/4 c. grated Parmesan cheese

Directions: Preheat broiler to high. In a large, ovenproof skillet or Dutch oven over medium heat, cook the chicken in 1 tablespoon of olive oil for 8-10 minutes, stirring occasionally, until the chicken is cooked through. Season with salt and pepper. Transfer the chicken to a plate. Add the last tablespoon of olive oil to the skillet with the onion, garlic and mushrooms. Season with salt and pepper. Cook, stirring occasionally, for 5-6 minutes, until the onion and garlic are fragrant and the mushrooms are golden. Stir in the flour and cook another minute.

Pour in the milk and chicken broth and bring to a simmer. Stir in the quinoa, broccoli and thyme. Return the chicken to the pan and stir to combine. Reduce heat to low, cover, and cook for 15-20 minutes until the quinoa is tender. Remove from heat. Sprinkle the top evenly with cheese, then broil for 4-5 minutes, until the cheese is melted and golden brown. Makes 6 servings.

Star Recommends: Marcarini Roero Arneis: Arneis is a pleasant white wine, straw-colored with golden reflections. It has an extensive, fragrant bouquet, with hints of fresh fruit, acacia flowers and honey. The taste is dry, harmonious, with good body and flavor.

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We've carried Banzo's outstanding, locally-prepared hummus in the 8 oz. container for a couple of years; now you can pick up double the amount without doubling the price! 16 oz. size containers available at East and West in the refrigerated grocery set. 8 oz. size available all stores.



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Filmjök is the Swedish name for traditional drinkable yogurt. This Filmjök is made with milk procured from family farms in New York state. Slightly sweetened with agave nectar, with real fruit mixed in. Pour it over your granola, mix it up in a smoothie, or sip right from the bottle. Available at East, West and North.



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LA TOURANGELLE TOASTED PUMPKIN SEED OIL



Expeller-pressed and lightly filtered, this rich, nutty oil is great for drizzling onto pasta dishes, greens, in soups, and as a base in DIY salad dressings. A low-heat oil, it should not be used for cooking, as it can become bitter and lose some of its nutritional value. Pumpkin seeds are high in zinc, magnesium, and vitamins A and E. Non-GMO Project verified. Available at East.

BISON LETTERPRESS CALENDARS

It's not too soon to start planning ahead for 2018, especially with these beautiful wall calendars! Printed on recycled paper. Different styles and formats to choose from. All Bison Letterpress goods are handmade in Bellingham, WA, using old-fashioned letterpresses and the finest recycled and earth-friendly materials. Also great for the gift-giving season! Available at East, West and North, while supply lasts.

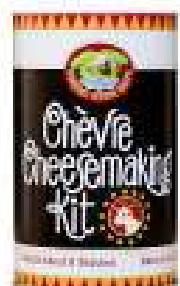
MAGGIE'S ORGANICS WOOL SWEATER SOCKS

Another great gift for someone on your list, or a gift to yourself. These wool socks from Maggie's Organics are made in the USA from machine washable, organic wool. These socks will keep your feet warm and toasty without having to hand wash! Contains nylon and spandex for stretchability and strength. (66% merino wool, 32% nylon, 2% spandex. 100% cozy). Festive fair isle sweater-like design in three colors to choose from. Available at East, West and North, while supply lasts.



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Turn fresh milk into cheese in your own kitchen with these fun kits! Choose from: chevre, mozzarella, and ricotta/cottage cheese. Also available are butter- and tofu-making kits! Great gift item or a fun kitchen project to do with children. Available at East, West and North.



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Staff Picks



LINDSEY

dang Sticky Rice chips Coconut Crunch

These tasty little disks of awesome are the perfect snack. They satisfy the need for crunch and sweet. The willpower not to eat a whole bag can be hard to muster.



DEAN

Jackson's Honest® Purple Heirloom Potato Chips

These are made with coconut oil and heirloom purple potatoes, which were first cultivated by the Incas. Purple potatoes are rich in antioxidants, polyphenols, and potassium. Really amazing flavor!!



DUSTIN

Newman's Sockarooni Sauce

This sauce goes good on everything! It's the perfect sauce for pasta, Italian sausages, or pizza sauce!



LEAH

Beets

Beets are delicious! I like to roast them cut up with other root veggies for a side dish, or roast them whole to pop in the fridge for a cool beet salad. They add great color to your plate and are best when simply seasoned with some salt and pepper!



ZELDA

Cadence Cold Brew

NITRO COLD BREW COFFEE!!!!!!!!!!!!!! I really shouldn't have to say anything else, but if you need more motivation to try this product, it's smooth, delicious, caffeinated, cold, refreshing, and portable. Also, it's made in Madison, WI. YAAAS!



KELSEY

Batch Bakehouse Baguettes

Batch baguettes are the best. Light and chewy in the middle, with a nice crunchy crust. I like to dip them in olive oil and herbs and pretend I'm at a fancy restaurant. They also make really good garlic bread.



Equal Exchange Bulk Coffee Black Silk Espresso

This is my JAM! It's smoother and less bitter than the regular espresso. I always stock up when Equal Exchange bulk coffee is on sale.



SARAH

Bulk Peanut Butter

Nothing beats the flavor of freshly ground peanut butter. After trying this stuff, I'll never go back to the jar. And getting to grind your own peanut butter is kind of fun!



ASHLEY

Willy Street Co-op Hot Toddy Concentrate

Forget to plan ahead to bring a dish or drink to a holiday gathering? You'll love the house-made Hot Toddy Concentrate from the Juice Bar. The Hot Toddy Concentrate comes with instructions on how to serve with hot or sparkling water and is a great mixer for adult beverages, too! It's full of good healthy ingredients (ginger, honey, lemon) for cold season as well. This drink is a crowd pleaser for all types of diets. Available at East and West only.



MEGAN

Willy Beef Grass-Fed Beef

I love that we've partnered with one awesome Wisconsin farmer to bring us some of the best beef money can buy. I feel good serving this beef to my family—it's safe, nutritious, good for our local economy, and so tasty.



AMY

Oregon Chai Slightly Sweet Chai Tea Latte Concentrate

My kid has this every day. SO grateful for the less-sweet option (He is SO sweet already)! <3



DANIEL

Beyond Meat Beyond Burger

Beyond Meat's new Beyond Burger has raised the bar for all Veggie Burgers, everywhere. After having one of these, it will be difficult to go back to that old black bean patty. I can hands down say that this patty, is the best Veggie Burger to ever exist. Don't take my word for it. See for yourself!



AMANDA

Immaculate Baking Organic Crescent Rolls

For a step up from just the normal roll, lay the whole thing out flat and pinch the perforations together. Lay whatever veggies and cheese you want, and roll them up with wax paper. Freeze for a moment and then cut into one-inch pieces and bake.



KERRIE

Willy Street's Apple Pesto Sandwich

This sandwich is a magical combination of green apple sliced thin with melt-in-your-mouth smoked gouda, zesty arugula and a schmear of bright fresh pesto to bring it all together. Plus it's vegetarian and good on those days you don't feel like having the also awesome Roast Beef and Horseradish sandwich. I cannot stop buying and eating this masterpiece!!! West and North only.



KYLE

Norwegian Jarlsberg Swiss cheese

I am a Swiss cheese lover, and this one is particularly good, it pairs really well with a Batch Bakehouse croissant.



PATRICK

Door County Cherry Pie

I'm not a big pie-guy, but I can get behind this one. Flaky crust and beautiful, fat cherries with just the right amount of sweetness. It helps to know that the cherries are from a great farm and the pie is made by awesome bakers that I have more than a little affection for. Right in the feels. Pies subject to availability.



SARA

Willy Street Southern Fried Tofu

I am not even a vegetarian and I love this tofu. It is great warmed up on a sandwich like our Tofu Cuban here at West or still cold and put on a salad.



MAX

Chestnuts

Raw or cooked, this regionally available tree nut brings a ton of richness and flavor to any dish, plus they are great on their own as a snack! I personally prefer to just snack on them raw, peeling off the outer skin to reveal the sweet-flavored



flesh on the inside. They also make an exceptionally great-tasting addition to braised Brussels sprouts for a holiday dish!



SEAN

Atalanta Halloumi Cheese

Halloumi is a grill-able sheep's milk cheese made with vegetarian-friendly rennet. It has a nice saltiness to it, and is rubbery textured unless warmed or heated. I like to slice it about 1/4-1/2" thick and pan sear it until it's golden brown on each side, or it can go over direct flame. For an easy dinner serve it with some hummus, roasted peppers, cucumbers, tomatoes, and pita bread. Or a couple of slices stacked are an excellent meatless burger served with roasted veggies and a harissa sauce. And in a salad it makes a great contrast against something cool and sweet like watermelon and mint, or basil, cukes and tomatoes (again.) Please enjoy! West only.



KJERSTIN

Sunbeam Candles

Sunbeam is a wonderful business. Aside from creating beautifully scented, gorgeous candles, they are a socially and ecologically conscientious and responsible company.



SARA

Mad Hippie Vitamin C Serum

Full disclosure: I love pretty much everything by Mad Hippie. That being said, I'm a huge fan of their Vitamin C Serum. I love it because it absorbs quickly into my skin without feeling filmy or sticky, and it's helped brighten my skin while subtly lessening the effects of my irresponsible habit of forgetting to wear sunscreen on my face. Did I mention that this serum smells good too? It's kind of pricey, but this Vitamin C serum definitely pays for itself in terms of all the benefits it has.



ABIGAIL

Two Hills Organic Reishi Mushroom (Ganoderma Lucidum)

Traditionally used in Chinese medicine, this mushroom is really awesome for immunity and improving circulation. It is mild tasting and great with a little bit of honey, or cool it down for a refreshing summer iced tea. We source it from a very high-quality company, Two Hills Tea, based

out of BC, Canada. Yum!

Rishi- Cinnamon Plum Tea

Holy cats, this tea is so delicious. It tastes like someone took autumn and squeezed it to death, producing this warming, heavenly liquid byproduct. Simply, autumn in a cup. Locally produced in Milwaukee by Rishi Tea—you know you can count on amazing quality and flavor. Goes excellently with cozy sweaters and fuzzy socks.



DAKOTA

Alba Botanica Un-Petroleum Jelly

If you're a distance runner or biker, you need a product that is going to prevent chafing. Well, look no further! I've used this on multiple runs in various weather conditions, and it's worked great. It's easy to apply, made without parabens, and leaves you chafe-free.



ELLIE

Alaffia Simply Coconut Nighttime Face Cream

I use this every night. It has a nice, light coconut scent. I only have to use a little at a time, so it lasts a while. I like this one because it doesn't have any weird ingredients for "anti-aging" or "softening," etc. It's simply a moisturizer. And you can't beat the price!



ANSLEY

Ancient Nutrition Turmeric Bone Broth Powder

You guys, this stuff is great! There's no sugar, no chocolate or vanilla flavoring, just SO MUCH PROTEIN! Plus turmeric! I like to add a serving to the water before I cook my rice, the flavor is great and subtle and now my rice has protein, win win win.



ANNA

Olli Salami

All three flavors of Olli are perfect for a holiday meat platter. Add some cheese and you're ready to go.



IAN

Brad's Organic Peanut Butter

This peanut butter is excellent! It has less fat and more protein than most other peanut butters, and a delightful sweet flavor with no added sugar and no added salt. I use the Smooth in smoothies and protein shakes and the Crunchy with Field Day Mixed Berry Fruit Spread on Nature's Bakery Three Seed. Yum!



East and North only.



DAN

Dreamfarm Apricot Honey Lavender Goat Cheese

This is the best chèvre I've ever had, made by some of my favorite people. Sweet and delicious, it's awesome on pancakes or waffles, but it's hard not to just eat it with a spoon straight from the container.

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