

willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 44 • ISSUE 10 • OCTOBER 2017

Big Organic and the Persistence of the Small



IN THIS ISSUE: Retail Ready Lab; Supply Chain Breakdown; Owner Appreciation Week; Equity Drive; Staff Picks ; and MORE!

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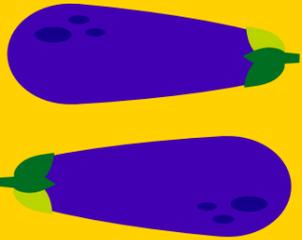
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READER

Published monthly by Willy Street Co-op

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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.

SUBMISSIONS

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

CUSTOMER SERVICE: EAST: 608-251-6776 WEST: 608-284-7800 NORTH: 608-709-5445

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

SEAFOOD CENTER: EAST: 608-294-0116 WEST: 608-836-1450

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GENERAL MANAGER: a.firszt@willystreet.coop

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PREORDERS: EAST: es.preorders@willystreet.coop; WEST: ws.preorders@willystreet.coop; NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

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

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

Deli: 7:30am to 9:00pm

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

WILLY STREET CO-OP MISSION STATEMENT

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

WILLY STREET CO-OP BOARD OF DIRECTORS

Holly Fearing
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

September: no meeting
October 17th
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!

BOODY BAMBOO COLORS

Q: *Hi! Longtime owner, infrequent commenter. I have purchased several pairs of Boody bamboo underwear and would like to purchase more. I'm really glad that I can pick up a product like this at a locally owned business that values environmental and social justice. However, I do have one complaint—not about the product itself, but the labeling. I typically purchase black items, but recently I noticed that their beige-colored fabric is labeled “nude.” I'm uncomfortable with the default assumption that “nude” equals “light-colored.” (As a white woman, the “nude” tone doesn't match my skin, either.) This creates cognitive dissonance when I shop at a store that purports to stand for equality of all people. The Co-op's product selection philosophy states that “we are committed to...products which represent our Owners' diverse values and contribute to healthy, just, tolerant and viable communities.” Currently, I believe that these products do not meet this standard. I do not plan to purchase them until this changes. While it may seem that this is a small point of contention, it is an important one for the people I care about whose skin color and identities are regularly marginalized—including many employees and Owners of the co-op. Thankfully, this seems like a pretty easy solution for the company to make: simply label its light-colored products “beige” or “ecru” or similar. This comment is adapted from a letter I sent to Boody USA's corporate staff. Will you consider communicating with the company at the retailer level and asking them to make this change as well? Will you encourage employees, Owners and fellow retailers to do the same? I look forward to purchasing more undies after this change takes place :) Thanks for your consideration!*

A: Thank you for your feedback - I agree that using “Nude” as a color description is not thoughtful and needs to change. I appreciate you taking the time to write the company and us!

I will make sure this is communicated with the company with our

voice as a retailer, and I will speak to the stores and see if we want to consider only carrying the Black and White - those currently sell much more anyway. Thank you for writing!
—Angela Pohlman,

Q: *Hi Angela, Thank you for your quick response! I must say that I wasn't expecting such a speedy reply from you OR the company—as evidenced by the message I am forwarding you below. Thank you again for being awesome.*

“Thank you very much for your note and your thoughtful comments about our color coding system.

“First of all, we want to ensure you that the Boody Brand shares values such as those you articulate in your note. Our commitment to diversity has no bounds and we will always strive to do that which is in the best interests of our retailers, our customers, and our team members.

The word ‘nude’ has long been established as an industry standard in the woman's apparel industry and our use of same has been in keeping with that long held industry standard. That said, we have read and re-read your note and completely understand your concern and, yes, we agree with you. Nude for whom?

“As you might expect, we have product in stores, we have merchandisers in stores and we have product, already produced and being shipped to us, and we must sell through that product. We are committed though, and you have our word, that we will now change the designation of “nude” to another, color-specific word that more accurately describes what that product is so that any Boody customer can choose it for their wardrobe.

“We cannot thank you enough for bringing this to our attention and for your past and, we hope, future Boody purchases and for this piece of enlightenment. Regards.”

MAINE OYSTERS

Q: *Hi, I know this is a long shot and am assuming you won't be able to get any in but I am looking for oysters from Maine, any chance you would ever maybe be able to get them in even for like a small amount of time or something (and if not do you know of anywhere that sells them?) thanks!*

A: Hi. The Seafood Center runs the seafood department at our east and west locations, and if you shop at one of those locations I would recommend just talking to them. The Co-op runs the North location Seafood department and I can look into Maine

oysters for you there.

In the future, since seafood is so seasonal and availabilities change daily, I would just recommend talking to the seafood staff at each location. They are the ones who talk to the fishmongers on a daily basis, and would be able to special order most anything with enough notice. Thank you, Jeremy Johnson, Meat Category Manager

SUSHI CATERING

Q: *Hello, I'm hoping to order a large tray of sushi for my wedding on sep 23rd. I'd like to pick up the sushi from the coop around 12 pm. The tray would be for 10 people. We'll be supplementing with some other items so it doesn't need to be a full meal for each person. I'd like it to consist of a combo of salmon-cado, tuna-cado, and garden veggie rolls. Is this something you are able to do? if so what are my options and what are the prices? Thanks so much!*

A: We outsource our sushi production to Shinzen Sushi. If you would like to place a catering order, I would recommend coming in and talking to the sushi chef at East. He will be able to take your order and give you pricing. If you have any other questions please let me know. Thank you, Jeremy Johnson, Meat Category Manager

MULTIPLYING YOUR DOLLAR

Q: *Kirsten's article “Multiplying Your Dollar's Value When You Shop Local” was excellent! The graphic really enhanced the piece—even if you don't read the whole article, that provides a great synopsis. Very informative and persuasive- I'm impressed!!*

I'm also very proud to be part of such a “conscious” organization on so many levels. The Retail Ready Lab is very exciting and helps to begin filling a gaping need for microbusinesses. Kudos!

A: Thanks so much for the kind words! It's always great to hear when people read what we write! I've made sure that our Graphic Designer Hallie Zillman, our Newsletter Editor Liz Wermcrantz, and our Purchasing Department also know you appreciated our work. We appreciate your support! Have a great week! -Kirsten Moore, Cooperative Services Director

REPEAT COMMENTS

Q: *I very much enjoy the customer comments section of the Reader and am glad it has expanded past half a page. I think they used to be crazier, but some are still pretty enjoyable.*

Lately, I have been disappointed to see comments and responses repeated in subsequent issues. Most recently it was about bulk items and how there is a co-op in Seattle

with frozen bulk items. Maybe this is very important and bears repeating. More likely, though, there is a breakdown in making sure comments are not published twice. I'm not sure if there's an easy solution, but I hope one can be found

A: Oh no!!! That is purely a mistake. Thank you so much for pointing it out! This isn't supposed to happen. I will tighten up my selection process. Thank you again! -Liz Wermcrantz, Reader Editor

DONATION CAN

Q: *I told you should have more cans where we can donate in cash. For instance I and many people hate phone and Email cause they continue to bother you. I will donate cash to porchlight but one in a can or jar. Then they can't get my personal info.*

A: Thanks for the suggestion. We do not have a specific fundraiser for Porchlight running presently, and when we do fundraisers for anyone, we do them through our registers because that is the safest way to ensure that your donation will be received by the organizations designated to benefit from the fundraiser. There is always a greater risk of theft with a donation jar. When we send donations on your behalf to the organizations we support through the registers, they are sent in a lump sum with no details about the customers who contributed. So you can rest assured that you would not receive more emails or phone calls from nonprofit organizations due to your making donations at our registers. Please let me know if there is anything else we may do for you. -Kirsten Moore, Cooperative Services Director

CO-OP ART SHOWS

Q: *Hello - I am a local artist with an undergraduate and graduate degree in fine art from UW Madison. After a few years off to focus on my graphic design business I'd like to start showing locally again. I notice that you hang artwork in your cafe/seating areas and I would love to show there. I have shown at Froth House, EVP, Espresso Royale, Tasse Cafe, Mother Fool's, and others. Could you please have your art director contact me with information? I can email images of my most recent series which are abstract flowers done in acrylic.*

A: Thanks for your interest! As an Owner you definitely qualify to use our art gallery spaces, located in the community rooms at East and West and in the commons at North. We offer use of space to Owners, Co-op staff, nonprofits, schools, and other cooperatives and collectives. Use of the room is free of charge and artwork must be nondiscriminatory and suitable for all ages. Proposals for use of the Gallery should be submit-

ted two months in advance of exhibit opening and will be reviewed and approved upon a first come first-served basis. Exhibits will last for eight (8) weeks. Due to the mixed use of the room, art pieces that do not mount flat to the wall or are three dimensional in nature are not recommended. All art will be approved on a case-by-case basis.

We book spaces per location. To book and sign our gallery agreements, please contact the specific location(s) where you are interested in exhibiting.

- Willy East: Amanda Ikens 608-251-6776 x2322, a.ikens@willystreet.coop
- Willy West: Katie O'Connell-Jones 608-284-7800 x2509, k.oconnell-jones@willystreet.coop
- Willy North: Robert Halstead 608-509-3120, r.halstead@willystreet.coop

Please let me know if I may assist you further! -Kirsten Moore, Cooperative Services Director

GOOD JOB, MAINTENANCE CREW

Q: Just wanted to say the East entryway floors are looking amazing. You all must have a hell of a maintenance squad. Thanks!

A: Thank you for noticing and taking the time to comments! We do have a great maintenance crew and they do great work! -Jim Jirous, Facilities Director

FULL BINS

Q: The bulk bins that utilize scoops re often filled so full that they cannot be used without spilling the contents. Would greatly appreciate it if more care could be taken

to not overfill.

A: Sorry you've had issues with overly full scoop bins in the bulk section! I will certainly pass this feedback along to our bulk crew. Thanks for taking the time to let us know your concerns. -Liz Patterson, assistant Grocery Manager—East

EXPANSION

Q: Congratulations on the ballot initiative results. The owners voted to expand Willy West and the other ballot initiative to begin another expansion project within the next 3 years. The local newspaper reported that the latter project could be expansion of the central kitchen or a fourth new store. Presumably that decision has not been made, or the ballot would have been more specific.

This should be a simply decision, but it is not. The central kitchen needs to be sized and equipped to support the co-op's network of stores. The co-op can probably add two more stores in Madison and the contiguous cities before its locations compete with one another. That could suggest that the co-op needs to scale the central kitchen to serve a five-store network. The problem occurs not in this expansion but in the one that follows.

Let's pretend that this is the future. Willy North is profitable, and so are the imaginary stores in southwest Madison and Sun Prairie. Now I arrive at the point of difficulty. The boundary line for metropolitan Madison is not the limit line for the co-op's service area, nor should it be. Here are questions for reflection before the co-op spends up to 10 percent of owner equity on

the expansion project.

1. What is the service area? Is it Dane County alone or, say, could it also include Rock County and, in particular, Janesville and Beloit with 90,000 in population? Expansion might be more effective and efficient by including another large population center.

2. Are there other business opportunities besides opening another store? For example could the central kitchen host a catering service? Competition may be coming from Amazon, which is buying Whole Foods and likes home delivery.

The importance is not so much as on having answers now as it is on being able to act on distant opportunities when they arise. Money needs to be spent wisely. Does the current central question have the space to serve all future stores? If it does, great! If the facility is not big enough, then what? Move the central kitchen to a larger site, or keep the current site and build a satellite kitchen later? Either decision will be okay.

A: What a fantastic comment! Thank you!

Owners did vote in favor of the expenditure of funds for not one, but two projects. However, words were never truer, this is not a simple decision.

Before we embark on a fourth project, we need to make sure our three retails and kitchen are doing their level best from an operational standpoint. The remodel at Willy West is our first endeavor to grapple with, then the kitchen.

But, before we consider building or relocating to a new kitchen, our new Kitchen Director has made some critical changes to the existing operation that

should help answer some of the questions you asked. We have shifted to extended hours that will allow us to push production capacity without changing the footprint; by spreading staffing out throughout the day so they are not working at the same time of day we should gain improved production and maybe even improved staff morale! Can we push to provide production for more than our current three sites, we'll soon see. We'll also be able to push the catering envelop there a bit as well.

As for boundaries, really good question. We have thus far remained focused on locating in established neighborhoods in the greater Madison area. We have worked with co-op organizers in outlying areas to help them start co-ops, but as you know we have not decided to cross those city/county lines. We have been asked to locate in Janesville and Milwaukee (even LaCrosse), but each have at least one co-op, and we encourage those people to work with those co-ops.

I agree that an established co-op can have an easier go at opening another location than a start up co-op might have locating in the same area/town (operational capacity and access to capital). Things to think about!

As for other opportunities... We talk about ways to grow sales without changing or growing the facility footprint, as well as ways to reduce out of stocks by adding deliveries vs. adding backroom space. We are working to revitalize our home delivery program. I plan to share this with the management team to get us thinking more out side the box!

I sure wish I had a crystal ball and could see into our future; stay tuned!

Kind regards, Anya Firszt, General Manager

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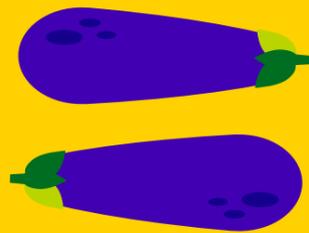
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GENERAL MANAGER'S REPORT

Equity Drive; Beer & Wine; North News; and More!



by Anya Firszt, General Manager

OCTOBER IS CO-OP MONTH!

Willy Street Co-op is celebrating Co-op Month along with hundreds of other co-ops across the country. This is a good time to think about the value of the cooperative business model and our shared principles, and what

it means to you. I am routinely struck by the power of our collective Ownership and that each one of us has a say in the business. By choosing to be an owner and shopping at Willy Street Co-op, you not only gain access to good food and products, but you help strengthen the local economy by providing jobs, supporting local farmers and producers, and community development.

We seek to be responsive to our Owners by providing goods and services you ask for, and when possible we source these goods and services from cooperatively owned businesses. The Madison area (and Wisconsin overall) has a rich cooperative history and a diverse number of goods and services provided by cooperatives. If supporting the cooperative business model is a passion of yours, please consider supporting these producer cooperatives when you shop at our store: Alaffia, Andes Cooperativa, Blue Diamond, Equal Exchange Cooperative, Florida's Natural, Himalayan Chandra, Just Coffee Cooperative, Frontier Cooperative, Nature's Bakery Cooperative, Organic Valley, Regenerative Roots, Shanthimalai Nag Champa, Sunmaid, Westby Cooperative Creamery, Wisconsin Growers, and Wisconsin Meadows.

Other cooperatives that you can support in the Madison area include Ace Hardware, Group Health Cooperative of South Central Wisconsin, Isthmus Engineering and Manufacturing Co-op, Regent Market Co-op, True Value Hardware, Yahara River Grocery Co-op, Union Cab, and more. And, I don't want to forget about the UW Center for Cooperatives, our local source for cooperative development existing and emerging cooperatives; and Allied Community Cooperative, a budding cooperative focused on projects to benefit the Allied-Dunn's Marsh Neighborhood such as their healthy corner store (still under development). Although not cooperatives, credit unions are member owned and operated financial institutions and share many of the same principles and values as consumer-owned co-ops. Whew!

EQUITY DRIVE

If you haven't paid your Owner

equity investment in full, October is a great time to show your co-op loyalty and invest fully in our widespread support of the greater Madison community. This month we are asking Owners who are not yet paid-in-full to become paid-in-full. We're also waiving the \$2 administrative fee for all equity payments this month. Please see related article on page 19. Thank you!

WISCONSIN CHAPTER 185; THE STATUTE THAT GOVERNS COOPERATIVES MAY BE CHANGING

At the time of publishing this issue of the Reader, Willy Street Co-op has heard word that on Wednesday, September 27th at 11:00am., the Wisconsin State Assembly Committee on Financial Institutions was planning to a public hearing that includes review of Assembly Bill 353 relating to the organization and operation of cooperatives and extensions of credit by electric cooperatives. AB 353 has a companion bill under review in the State Senate (SB 281). The bills seek to amend Wis. Chapter 185, the statute which governs the way in which cooperatives may conduct and structure their businesses. 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 OUTDOOR SEATING AREA UPDATE AND MORE

The construction fencing for our Willy North outdoor seating area project came down last week and our hope is the new seating arrives before the snow flies!

The plans for the Willy North Juice and Coffee Bar are done, the equipment list has been finalized, and now for the fun! We expect work to begin in October, with a rough construction timeline of five weeks... just in time for the holiday season.

Goodwill Industries of South Central Wisconsin is about to open their newest retail storefront in the same shopping center as Willy North—the Northside Town Center. We wish to welcome our new neighbors to the shopping center and their contribution to further revitalizing the business district.

WILLY EAST BEER & WINE APPLICATION

Willy East remains engaged in the process of applying for a license to sell beer, wine and cider at our east location. This is in response to

years and years of requests to bring back these products, and we have finally determined to move forward with plans to do so. The Marquette Neighborhood supports a multitude of diverse businesses, both new and well established, and quite a few that provide similar products and services. We believe that there is enough room for all of us, and more, and we look forward to continuing to work with all local businesses to keep our community thriving.

The license to sell alcohol will go before the Alcohol License Review Committee no sooner than October, whose recommendation will then go to the Common Council. We will keep you posted about the process.

GENEROUS GIVING

It never ceases to amaze me when a need surfaces, like helping those countless survivors of the recent hurricanes and earthquakes, how generous this community truly is—Willy Street Co-op shoppers have contributed to date \$47,088 at press time.

SPECIAL STORE HOURS AND DATES TO THINK ABOUT

Thanksgiving Day: retails are open 7:30am-2:30pm

We truly appreciate our Co-op Owners. Thank you for your patronage. We literally wouldn't be here without you!

BOARD REPORT

Introducing Brian Anderson



by Stephanie Ricketts Board Member

Hello Willy Street Co-op Owners! 2017 heralded a significant amount of transition to the Board, with five new members joining this summer. I am so pleased to be authoring my first *Reader* article as a Board member, and to be using it to introduce you to another.

BRIAN ANDERSON

In July you elected Brian Anderson, along with Meghan Gauger, Jeanine Bindl, Evan Cameron and me (Stephanie Ricketts) to the Board. We'll be profiling all of the new Board members in the coming months, starting with Brian!

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

Brian Anderson (BA): I started shopping at the Co-op in the late '70s, when I came to Madison for law school from '77-'80. My first memory was going over to the Co-op, and checking it out to see what it had to offer. It wasn't very conveniently located to me, but I still came back to shop from time to time. I was attracted to the whole co-op concept, and by the fact that then, and now, you can find things at Willy Street that you can't buy anywhere else.

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

BA: I've been a member of a

credit union for a long time (so long that I can't even pinpoint when I first became a member of a credit union.) I may have joined back in my college days. I left Madison a couple of times, and, after my wife and I moved back and had a less-than-ideal experience with a traditional bank a few years ago, we joined UW Credit Union. I have always liked the co-op concept, and on the financial side, I've liked credit unions and the way they always seem to do a better job of serving their members.

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

BA: I rely on Willy Street to always find good, healthy food. I rely on the Co-op being able to continue to provide things that I like to eat that I can't find at other stores. We all have certain favorite things that we like to eat or drink, and I'm no different in that respect. There are certain things that I love that I can only get at the Co-op.

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

BA: I always get my basics at the Co-op, like my produce and milk. I also have to have my Barbara's Shredded Wheat, which are the perfect size to fit in my bowl each morning! I love craft beer, and Willy West has a good selection. I would like to see even more offerings of local craft beer. Lastly, I love cheese! I'm a cheese head, even though I didn't grow up in Wisconsin. I like to check out the cheese selection at the Co-op each time I visit.

SR: Do you have any favorite food traditions?

BA: Most of my food traditions have come through my wife, Rozan, who is Jewish and has a long family history of food traditions. Even though I am not Jewish myself, I have come to love the foods that are eaten at certain times of the year, that are associated with certain Jewish holidays. I love latkes at Hanukkah time,

and the fall apple cake associated with Rosh Hashanah, for example.

SR: Besides being a Willy Street Co-op Board member, what else do you like to do with your time?

BA: I've really gotten into biking! I bike whenever I can and wherever I can, which is a lot. I commute to work from Middleton, which is a little over eight miles a day (weather permitting), commute to errands, and also do some longer rides sometimes. I did Bike the Barns in September- it's always fun to see the farms, eat some fresh foods, and check out the beautiful Wisconsin countryside. I'm not into racing, but I really enjoy getting out, getting exercise, and meeting people.

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?

BA: I'm excited about being in a position of responsibility for such a fine organization. I think that the Co-op

is well run, and I deem it an honor to help keep it well run. There are co-ops out there that have gone out of business or had financial issues, and it essentially comes down to whether or not they were managed well. Obviously, our co-op doesn't have those problems, but if it weren't well managed we could. We have a great GM and great Board members, and I am excited to participate in continuing its success.

For the organization, given how it's grown, there are both challenges and opportunities for future growth. One of the things that could get a business into trouble is expanding too fast, taking on too much debt... so future expansion is both a challenge and an opportunity. I think the Willy Street should look for expansion opportunities in a very controlled and thoughtful way. I point to myself as an example—I wouldn't have become a member, or a Board member, if the Co-op hadn't expanded West. I live in Middleton, and if Willy Street hadn't come to my neighborhood, I wouldn't have felt the depth of connection that I do now. Similarly, there are other significant areas around the Madison metro where people feel that the three stores we have now aren't close enough, or convenient enough, to them. We should be paying attention and growing in a very controlled and thoughtful manner, to serve those people without taking on too much debt.

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

BA: I am excited to serve on the Board of Directors!

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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.



VEGAN CHEESECAKE WITH THE GREEN OWL

Location: Willy East Community Room
Tuesday, October 17th, 6:00pm-8:00pm
Ages: 16 and older; adult supervision not required
Instructor: Cara Moseley
Fee: Free for Owners; \$30 for non-owners

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

VEGAN 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 WITH CHEF PAUL: CRACKERS FROM SCRATCH

Location: Willy West Community Room
Wednesday, October 4th, 6:00pm-8:00pm
Location: Willy East Community Room
Wednesday, October 18th, 6:00pm-8:00pm
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul in exploring gluten-free crackers by using sweet potatoes and



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papaya, with avocado as the binding agent. Various gluten-free and nut flours will be used. He will also demonstrate dipping sauces, including sour cream and caramelized onion, as well as papaya salsa. Vegetarian and gluten-free.

COOKING WITH CHEF PAUL: HAND-MADE PASTA

Location: Willy West Community Room
 Thursday, October 19th, 6:00pm–8:00pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Paul Tseng
 Fee: Free for Owners; \$20 for non-owners

Freshly hand-made pasta may be a challenge for most of us, but it starts simply with getting our hands covered in flour. What type of flour should be used? Egg or no egg? What type of sauce should be used? Join Chef Paul for the answers to these questions and for a demonstration of how to make fresh pasta, meatballs and sauce.

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
 Fee: free; registration required

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.



HERBAL AND GOAT MILK SOAP-MAKING

Location: Willy West Community Room
 Sunday, October 29th, 10:00am–1:00pm
 Ages: 12 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$40 for Owners; \$50 for non-owners

Join herbalist Linda Conroy for this fun hands-on soap-making workshop. Start out learning the basics and then dive into a hands-on experience, making soap you will take home. Make soap with herbs and fresh goat's milk. Everyone will go home with six to nine bars of soap made in class, along with the instructions and recipes for making soap at home.



COOKING TOGETHER: FLAVORS OF INDIA

Location: Willy East Community Room
 Friday, October 6th, 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 and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare a delicious homemade meal inspired by flavors from India. Toasted spices, samosas, mango lassi and fragrant rice are just a few of the tasty things that will be explored. Vegetarian.

COOKING TOGETHER: OODLES OF NOODLES

Location: Willy West Community Room
 Friday, October 27th, 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! Almost everyone loves noodles, and in this class, participants will work together to prepare multiple delectable dishes that highlight this fun food. Lasagna, stuffed pasta, and mac and cheese, if you please. Come create a meal and take home recipes that are sure to become family favorites.

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.



OVERCOMING A SENSITIVE STOMACH

Location: Willy West Community Room
 Tuesday, October 17th, 6:00pm–7:00pm
 Ages: Any; adult supervision required
 Instructor: Katy Wallace
 Fee: Free; walk-ins welcome

Recent news articles have discussed that the majority of reflux and heartburn problems can be overcome through changes in diet and lifestyle. This lecture will present food-based ways to address an "over-acidic" stomach and eat (and sleep) in comfort. Join Katy Wallace, traditional Naturopath of Human Nature, LLC, for a discussion of digestive cleansing and proper food combining.

HORMONE BALANCE, NATURALLY

Location: Lakeview Library
 Wednesday, November 15th, 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: PIZZA PARTY!

Location: Willy East Community Room
 Tuesday, October 10th, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Location: Willy West Community Room
 Tuesday, October 24th, 4:30pm–5:30pm
 Ages: 9–12 years old; adult supervision not re-

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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. It's the perfect time for a pizza party, and in this class, participants will learn to snip, cut and grate as they prepare a variety of toppings and cheeses. They will also hand-stretch and roll dough as they make their very own personal pizzas. Recipes will also include a seasonal salad and smoothie. Vegetarian and nut-free.

KIDS IN THE KITCHEN: ORANGE FOODS!

Location: Willy East Community Room
Friday, October 13th, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required

Location: Willy West Community Room
Friday, October 20th, 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. Cheese, apricot, sweet potato, carrot, mango and more—what do these fantastic foods all have in common? They're all orange, of course! In this class, participants will make multiple recipes using all-natural orange foods. Vegetarian and nut-free.

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

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

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.

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
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
Ages: 13 and older; adult supervision not required
Your Co-op's Own Instructor: Robert Halstead
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
Wednesday, October 18th, 2:15pm–5:30pm
Location: Willy East Community Room
Tuesday, October 24th, 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, October 5th, 10:00am–2:00pm
Location: Willy West Community Room
Wednesday, October 4th, 9:00am–1:00pm
Location: Willy East Community Room
Tuesday, October 10th, 8:00am–12:00pm

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

**Join us for
Owner Appreciation Week.
October 16th-22nd!**



SIMPLY BULK: AN INTRODUCTION TO THE BULK AISLE

Location: Willy North Commons
Monday, October 9th, 10:00am–11:00am
Location: Willy West Community Room
Tuesday, October 10th, 1:30pm–2:30pm
Location: Willy East Community Room
Wednesday, October 11th, 6:00pm–7:00pm

Ages: 13 and older; adult supervision not required
Your Co-op's Own Instructor: Co-op Services staff
Fee: Free; registration required

This discussion and tour of our Bulk department gives shoppers a chance to learn the layout of the aisle and discover a little bit more about our diverse bulk offerings. This class will prepare Owners to shop more effectively, and they will learn some tips and tricks for saving money in this popular section of the store.

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BULK NEWS

Bulk Recipes



by **Melissa Reiss,**
Purchasing Assistant

October is an excellent time for cooking. The days are starting to get chilly, the leaves are turning, and I start thinking about having something going on the stove at all times. One of my favorite places to go for cooking inspira-

tion is the bulk aisle. Sure, I can find my staples, but I can also always find something I've never made or maybe never even heard of before.

This month I've included recipes that feature some of our bulk items that many may consider off the beaten path.

FUL MEDAMES

This is a breakfast (or anytime) dish made of fava beans with lemon juice, garlic, and olive oil and a myriad of flavorful garnishes. The dish is very popular in Egypt but can be found all over the Middle East and Northern Africa. It is often eaten smeared on pita bread slices with some hard boiled eggs and vegetables.

- 2 c. dried fava beans
- 2 cloves garlic, crushed
- 3 Tbs. olive oil
- 1/4 c. lemon juice
- 3/4 tsp salt
- 1/2 tsp. cumin
- 1/2 bunch chopped fresh parsley

Directions: Boil fava beans for 2 hours over medium heat or until tender. Pour off most of the water. Add salt, lemon juice, cumin, and garlic and mix well. Pour it into a bowl or individual servings and garnish with parsley, olive oil, and any of the garnishes listed below.

- Quartered and peeled hard boiled eggs
- Chopped cucumber-and-tomato salad and thinly sliced mild onions or scallions

- Creamy tahini sauce and pickled onions
- Garlicky tomato sauce
- Feta cheese, olives, and small cucumbers

ORCA BEANS AND GREENS

Orca beans, also called calypso beans, are a small heirloom bean, with beautiful black and white markings. These lovely beans retain their vivid coloring after cooking, making them a wonderful addition to soups, salads, and other simple dishes where they can hog the spotlight.

- 1 bunch collard greens, stems removed, sliced into thin ribbons
- 2 cloves garlic, crushed
- 1 Tbs. olive oil
- 2 c. cooked orca beans
- 1/3 c. spicy olives, chopped (get creative at the olive bar!)

Directions: Sauté the greens and garlic in the olive oil until the greens are beginning to get tender and bright green. If needed, add water, a few tablespoons at a time, to keep the greens from sticking, making sure not to let the garlic get scorched.

Add the beans and cook for a few minutes more, until the beans are heated through.

Stir in the olives, and serve.

CORN PUDDING WITH WHITE CHEDDAR AND THYME

- 4 Tbs. butter, plus more for greasing
- 1 onion, finely chopped
- 2 tsp. minced thyme
- 4 c. fresh corn kernels (or thawed frozen cor, about 20 oz)
- 1/2 c. coarse ground cornmeal
- Salt and pepper to taste
- 5 large eggs
- 3 c. half and half
- 1 c. shredded sharp white cheddar cheese

Directions: Preheat oven to 350°F. Butter a 9-by-13-inch shallow baking dish.

In a large skillet, melt the butter. Add the onion and thyme and cook over moderate heat until the onion is

starting to brown. Remove from heat, add corn and cornmeal, and toss to combine. Season with salt and pepper and let cool.

In a large bowl, whisk the eggs with the half and half. In a blender or food processor, combine 1 c. of the egg mixture with 1 c. of the corn mixture and puree until smooth. Whisk the puree into the rest of the egg mixture. Then stir in the corn mixture, cheese, and salt and pepper to taste.

Spread the mixture in the prepared baking dish and bake for about 40 minutes, until the pudding is slightly puffed and golden. Let cool for 10 minutes before serving.

SWEET COCONUT JADE PEARL RICE

Jade Pearl Rice gets its beautiful color from bamboo extract, which also adds additional nutritional value.

It also gives the rice a delicate, slightly floral flavor.

- 1 c. Jade Pearl Rice
- 1 can full fat coconut milk
- 1/2 c. sugar
- 3/4 c. water
- Golden raisins
- Pistachios

Directions: Cook the rice with water and 3/4 c. of the coconut milk and 1/4 c. of the sugar. Bring to a boil and then simmer for 18-20 minutes, until all liquid is absorbed and rice is tender.

In a medium saucepan, boil the rest of the coconut milk with the second half of the sugar.

Keep this simmering until the rice is cooked, or until it reaches a thick, syrupy consistency.

Serve rice with coconut sauce and top with golden raisins and pistachios.

PURCHASING NEWS

Supply Chain Breakdown



by **Patrick Schroeder,**
Production Kitchen Category Manager

As consumers of retail products, we all spend time making determinations about where we are going to spend our money. We are all motivated by different concerns: price, quality, ethics, convenience, proximity, brand loyalty, etc. These concerns often

drive us to purchase our desired products from a different source than we have used previously. Retailers know this, and are very competitive in the quest to keep our attention on them as the source for the things we want and need.

Having said that, there isn't really a consequence for us, the consumer, when we switch from buying bananas at Store A to Store B. Store A doesn't come and beg us to come back and buy their bananas. If there is a larger trend of sales leaving Store A, they'll address it, but not on a personal level

with individual consumers. Given this, it just makes good sense to seek out the source that best meets your concerns - especially when it comes to finding the best price. This is also true in the wholesale market. Retailers are always looking to reduce costs and changing sources of the products you buy to resell or prepare is a huge component in reducing the cost of operation. Where it gets complicated is when you're dealing directly with small producers and vendors in your supply chain. At the your Co-op, we do this a lot.

WHY IS IT COMPLICATED?

It is complicated because it stops being "just business." We develop relationships with the people who we buy product directly from. Their livelihoods become tied up in our business with them. This can be risky. Locking yourself into a supply chain means that you're stuck there when there is a breakdown in that chain.

Recently, we experienced a shortage in supply of our Equal Exchange chocolate chips. We sell these chips in bulk and in our house-made bakery items. Last winter, the farmers in Peru



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who grow the cacao were affected by a series of severe storms attributed to a weather event called “El Niño costero.” Much like what we’ve seen recently in Texas and the Caribbean, widespread flooding caused damage to businesses, homes, bridges and roads. Even though the cooperative farmers that Equal Exchange works with weren’t in the heavily affected coastal areas, they still had to deal with the lack of roads—over 1,900 kilometers of it destroyed as well as 159 bridges rendered impassable. Commodity goods that farmers rely on—seed, feed, food, and fuel—all went up in cost. The floods also brought about a boom season for mosquitoes, and with them, dengue fever and other diseases. Most impactful, though, was just how wet the season was. It caused the cacao fields to become waterlogged, delaying planting and harvest by more than two full months. The farmers managed get their farms back to normal production levels in early summer, but being so far behind in meeting the demand for their cacao has meant that supply will continue to be challenging for Equal Exchange and the financial outlook for the farmers is not near what a normal season would net.

While supplies were limited in the late spring, we went back to sourcing a different chocolate chip for our bakery. A “normal” business approach would have dictated that we make that sourcing move and stick with it—it was a cheaper product, more easily procured and widely available. Like I said before, working with producers directly is risky. Your business becomes tied to theirs and all the circumstances that abound. Equal Exchange is in the same boat. They could look at this event and decide that they need to protect their business and “diversify” their supply chain to secure

against future shortages like this. That would fly in the face of what we say we’re here to do.

DIRECTLY SUPPORTING PRODUCERS

Both Equal Exchange and your Co-op have commitments to directly support producers, especially in the case of supporting Fair Trade business models. When the chocolate chips started to become available again, we dropped that alternative source and jumped right back into the “risky” boat alongside Equal Exchange and their cooperative farmers in Peru. Truly, it was never in question. Equal Exchange exists on the planet to do one thing—support small scale-food production with fair pricing and advocacy. Our Food and Product Selection Philosophy states the we are here to, “Foster supportive and transparent relationships with small, local, or cooperatively-operated farms and businesses that share our commitment to operate in ethical and environmentally sustainable ways.” Equal Exchange and Willy Street Co-op both do this for the express purpose of making these direct relationships less risky and more resilient. So, the most important thing we can do, with regard to these types of supply chains, is to stick with them, even when they break down, even when it costs us. Our participation in these direct relationships is an investment in their future scale, resiliency, and value. If our organizations turn away from these relationships, we risk something even greater than lost sales. We would lose the producers — those operating here in the present and those who would consider entering the industry in the future. That’s a cost that we cannot bear.

FOOD NEWS

Wisconsin’s Indigenous Food Systems



by Mike Burns, Merchandiser

Ask most Wisconsinites to share some traditional Wisconsin foods and you hear a great deal about fish fries, cheese curds, beer brats, Booyah and the brandy Old Fashioned. What you typically do not hear about are the traditional foods of Wisconsin’s

indigenous people that lived off of the prairies, marshes and forests long before settlers arrived, bringing the native foods of their homeland. While the local food movement is alive and thriving in Madison, little of those goods focus on indigenous foods and the region’s historically local foods. Do I sense an opportunity for a new food trend?

WISCONSIN’S INDIGENOUS FOOD SYSTEM

The food system of the Great Lakes tribes (often called the Woodland tribes) was based on hunting, fishing and the gathering of a wide range of wild edibles. Although there was some farming, agriculture was supplementary to hunting and gathering, and consisted mostly of corn, beans and squash. This heavy reliance on the prairie, forest and streams for sustenance demanded a lot of time and energy. These were people that were one with the Earth and were very much aware that they were part of a much greater system that sustained them. The seasonal fluctuation of the land and the life cycle of native plants and animals kept them constantly on the move. Finding and nurturing reliable food and water sources were a large part of daily life.

Villages were fairly permanent but the quest for food made mobility a priority. Temporary camps were set up as the seasonal cycle pushed tribes between different harvesting areas

and processing points. Often tribes would travel hundreds of miles within the radius of their villages to hunt and gather food, as well as to trade and meet with neighboring tribes. The Woodland tribes circled back around to their villages in the fall to harvest what little crops they had and prepare for the long winter.

The connection to and the knowledge of the native plants and animals of the Great Lakes region was of vital importance. The Woodland tribes’ understanding of the use and properties of native plants was far beyond that of Western science of the time (some might argue that it is still superior today). The wisdom of natural cycles taking only what you need and working with the environment, not against it, created the backbone to the Woodland tribes’ food system. The Great Lakes region had an abundance of wild foods such as wild rice, nuts, berries, tubers and countless others. Not only did plants make up an essential part of their diet, but numerous medicines and remedies were also crafted from the great variety of native plants. Farming was not a priority since Mother Nature provided everything they needed to sustain themselves. When the berries were past their prime, then on to the wild onion fields and then on to the wild potatoes and so forth and so on, always only taking what they needed and wasting nothing.

Hunting and fishing were also full-time engagements. Deer, moose, bison and many other smaller animals made up a considerable part of the Woodland diet. Fishing was an all-year affair. There is no shortage of water in the Great Lakes region and the tribes took full advantage of this bounty with nets, traps and lures. Aside from providing much-needed nutrition in the harsh winters, many of the furs and coats of these animals helped the Natives stay warm. Again, nothing went to waste.

IT ALL CHANGES...

Before American settlers began to appear in larger numbers in the early-

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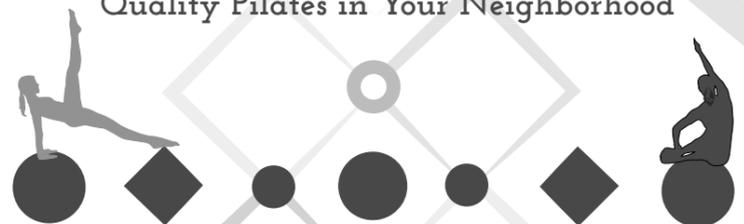
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readerads@willystreet.coop for more information or to place your reservation.

willy street co-op

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to-mid nineteenth century, numerous Native people were the original stewards of this beautiful land we now call Wisconsin. For centuries, indigenous tribes fished, hunted and gathered a wide range of wild edibles in harmony with the seasons and its natural systems. That all changed dramatically as Americans flooded into Wisconsin chasing mining opportunities and the “American dream.” This was unlike the arrival of the first few white settlers from France and England.

Displaced tribes such as the Oneida Nation shared stories of the American Revolution, the annihilation of entire tribes, the empirical creation of reservations and the fear of the unknown. The Oneida Nation was once a part of the Iroquois Confederacy (Haudenosaunee) centered in present-day New York state until they were forced to either live on a reservation or flee west to Canada and Wisconsin. The concept that the United States acquired present-day Wisconsin from the Treaty of Paris (1783) and now “owns” the land was lost on the Native people. How could you own the land?! If anything, you are bound to the land and it is your duty to respect and care for the Earth and all the plants and animals that dwell upon it.

Not only did settlers force the indigenous people off of their native land, but they destroyed their entire way of life by disrupting the balance and sustenance of their food system. Wild rice, fish, bison and countless wild edibles were replaced with processed wheat, sugar and alcohol, eventually leading Native people away from their traditional foods and

to having some of the highest rates of heart disease, diabetes and alcoholism in the world. Much like the rest of the American population, these completely preventable diseases proliferate through unconscious actions, the challenges of modern life, and our current destructive food system. Thankfully that is beginning to change in a large way as people are waking up and realizing that the indigenous people the settlers oppressed, destroyed and stole from, had it right all along.

RETURNING TO THE SOURCE

There is so much to talk about on this subject that it pains me to leave out so much vital information regarding indigenous food systems, its destruction and consequences, as well as its rebirth. I urge you all to explore the wealth of information there is out there regarding Wisconsin’s Native inhabitants and those of all Native Americans. Even with the brutality and injustice Native people of the Americas had to face and persevere, they are still to this day the greatest advocates for the environmental movement, food sovereignty and their people’s traditions that were all but wiped out. I’ll end this with one of my favorite quotes from Chief Joseph of the Nez Perce: “You must teach your children that the ground beneath their feet is the ashes of your grandfathers. So that they will respect the land, tell your children that the Earth is rich with the lives of our kin. Teach your children what we have taught our children, that the Earth is our mother. Whatever befalls her, befalls the sons and daughters of the Earth. If men spit upon the ground, they spit upon themselves.”

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.

Thanks to the efforts of **Midwest Environmental Advocates (MEA)** in partnership with local residents, the Wisconsin Department of Natural Resources now offers clean water to qualified families whose drinking water wells are contaminated with bacteria due to livestock manure spreading.



Photo: MEA

After MEA attorneys pressured the DNR to recognize manure contamination of drinking wells as comparable to other hazardous waste “spills,” the agency announced its program to offer water testing and to provide clean water to Wisconsinites.



ABC for Health met “Samantha” at a difficult moment in her life. She was finalizing a divorce from an abusive spouse. Both Samantha and her daughter had special health care needs, requiring regular medical appointments and therapy visits, but the divorce meant they would no longer rely on her husband’s employer sponsored insurance. With medical bills mounting, she worried about

maintaining care and coverage needs. When Samantha first met with an advocate at ABC for Health, she said “we have nowhere to go.” ABC connected Samantha and her daughter to appropriate insurance coverage and made sure they had additional supports for housing, food, and transportation.

Dane County TimeBank launched its first school-based Youth Court in 2008 at La Follette High School, and following successful results, expanded to five area schools and two community-based youth courts. To date, more than 800 kids have been through the TimeBank’s Youth Court Program, with 90% successfully completing agreements and avoiding the formal juvenile justice system.



Photo: Dane County TimeBank



10% off all Wellness and Bodycare items for Owners the first Wednesday of every month.

**THIS MONTH:
OCTOBER 4TH**

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

**Join us for
Owner Appreciation Week.
October 16th-22nd!**



WISCONSIN SOUP COMPANY



Located in Wauwatosa, Wisconsin Soup Company partners with local farms to procure the freshest ingredients at their peak ripeness. Made in small batches, this soup is shipped and stored frozen to seal in that farm freshness until you are ready to enjoy. A variety of soups available. Look for them in the freezer section! Available at West and North.



PALEO MAMA CHEDDAR CRISPS

New from Paleo Mama: real, grass-fed aged goat cheddar in a gluten- and grain-free cracker! Available at East, West and North.



GREEK GODS SERIOUSLY INDULGENT YOGURTS

Indulgent yogurt? Yes, please! These single-serve yogurts are made with whole milk and cream, with fruit on the bottom. Four flavors: Lemon, Tart Cherry, Raspberry Ginger, and a unique Marionberry. Available at West and North.



ORGANIC VALLEY SWEET CREAM HALF & HALF

For a sweet and creamy treat, add this to your coffee! This creamer is sweeter than their others, but still weighs in at 30% less sugar than other brands. Organic milk and cream, organic and Fair Trade-certified sugar and vanilla. Available at West and North.



BIG DIPPER WAX WORKS FALL SEASONAL CANDLES

Celebrate fall with some festive, 100% beeswax candles! Choose from a creepy spider or pumpkins in various sizes! Available at East, West and North, while supply lasts.



PACHA SOAP COMPANY FROTH BOMBS

Treat yo' senses to a luxurious bath! Pick up one of these bombs for your bath to soak in ultra-moisturizing waters. Choose from four scents, each formulated to soothe in its own way, with essential oils and other natural ingredients. No artificial dyes! The birch bomb contains arnica oil, an anti-inflammatory agent which helps relieve joint pain, muscle pain, acne and other inflammations. Available at North. Can be paired with some bulk bath soak salts from Pacha, also available at North!



NEW CHAPTER PERFECT HAIR, SKIN AND NAILS

This supplement is formulated with astaxanthin, chamomile, maca, reishi, biotin, and more to nourish hair, skin, and nail health by supporting natural production of keratin. Astaxanthin is a plant nutrient with antioxidant action and, according to New Chapter, has been clinically proven to reduce the appearance of fine lines and wrinkles. Vegetarian capsules, gluten-free, and certified organic by ICS. Available at West.

SILVER WINGS COLLOIDAL SILVER 50 PPM

Silver Wings has been manufacturing their pharmaceutical grade colloidal silver supplements since 1994, without the use of chemicals. The product contains no gelatin, wheat, sugar, salt, corn, eggs, or yeast, artificial coloring, flavor, or preservatives—just high quality colloidal silver. Available at East, West and North.

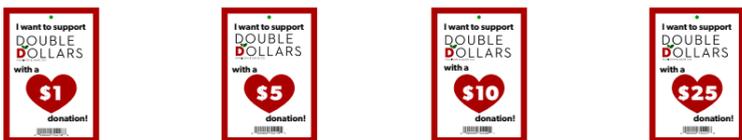


Double Dollars at the Co-op start Tuesday, October 24th!



Willy Street Co-op will once again issue Double Dollars coupons at the registers, this year each Tuesday from October 24th through March 13, 2018.

For every \$5 spent using a FoodShare/QUEST card for any FoodShare/QUEST eligible items, the Co-op will give you one \$5 Double Dollars Coupon, up to \$20, good for any Produce Department purchases.



You can support the Double Dollars Fund at the Co-op by giving your cashier a Double Dollars scan tag or by shopping with reusable bags. We'll make a donation to the Double Dollars Fund for each reusable bag a customer uses - 5¢ for a paper bag, 10¢ for a tote bag or backpack.

WPR'S GRAND CENTENNIAL EVENT

The Power of Story

Emceed by **Ari Shapiro**, host of NPR's *All Things Considered*.

ALSO FEATURING: **Brian Reed**, creator of *S-Town*
Anne Strainchamps, host of *To the Best of Our Knowledge*
Dr. Jonathan Overby, host of *Higher Ground*
 And more . . .

8 p.m. Saturday, October 14

Overture Center, Madison

Tickets on sale now at overturecenter.com and 608.258.4141.



OUR FIRST 100 YEARS

WISCONSIN PUBLIC RADIO

Wisconsin Public Television

coop™ deals

OCTOBER

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

Health & Wellness co-op deals: October 4-17



New Chapter
**Bone Strength
Take Care**
60 tab • Save \$10
\$22.99/tx



Crystal
Roll-on Deodorant
Lavender, Chamomile
2.25 oz • Save \$1.50
\$2.99/tx



Ancient Nutrition
**Turmeric Bone Broth
Protein Powder**
460 gm • Save \$10
\$39.99/tx



Everyday Shea
Foaming Hand Soap
All Kinds on Sale!
18 oz • Save \$1.80
\$4.99/tx



Andalou
**Shampoos or
Conditioners**
All Kinds on Sale!
11.5 oz • Save \$2.30
\$6.99/tx



Dr. Formulated
**Organic Women's
or Men's Once Daily
Probiotic**
30 cap • Save \$4
\$31.99/tx



Nordic Naturals
**Nordic Berries
Multivitamin**
120 pc • Save \$4
\$19.99/tx



Host Defense
Organic Turkey Tail
60 cap • Save \$12
\$19.99/tx



Natural Vitality
Natural Calm
8 oz • Save \$7
\$13.99/tx



Dr Bronner's
Liquid Castile Soap
All Kinds on Sale!
32 oz • Save \$6
\$10.99/tx



Aura Cacia
**Lavender
Essential Oil**
.5 oz • Save \$3.50
\$7.99/tx



Country Life
Biotin
5 mg
60 vcap • Save \$3.50
\$9.99/tx



Health & Wellness co-op deals: October 18-31



South of France
Bar Soaps
All Kinds on Sale!
6 oz/ea • Save \$1.29/ea
2 for \$6/tx



Orgain
**Plant-Based
Protein Powder**
2.03 lb • Save \$12
\$29.99/tx



Bach
Rescue Remedy
.7 oz • Save \$9
\$16.99/tx



Oregon's Wild Harvest
Organic Turmeric
60 cap • Save \$11
\$19.99/tx



Ultima
**Electrolyte
Powder Lemonade
Cannister**
3.7 oz • Save \$9
\$12.99/tx



Genexa
Sleepology
60 tab • Save \$7
\$11.99/tx



Herban Cowboy
Body Wash
All Kinds on Sale!
18 oz • Save \$2.30
\$5.99/tx



Xlear
Xylitol Nasal Spray
1.5 oz • Save \$4
\$7.99/tx



Shikai
**Everyday Shampoo or
Conditioner**
12 oz • Save \$2.50
\$5.99/tx



Rainbow Light
**Prenatal One
Multivitamin**
90 tab • Save \$2
\$24.99/tx



Acure
**Rosehip or
Argan Oil**
1 oz • Save \$3
\$8.99/tx



Tom's of Maine
**Whole Care
Toothpastes**
All Kinds on Sale!
4.7 oz • Save \$2.50
\$3.99/tx



PURPLE = LOCAL

All Specials Subject to Availability. Sales Quantities Limited.

coop™ deals

co-op deals: October 4-17



Siggis Icelandic Yogurt

All Kinds on Sale!
4-5.3 oz • Save 79¢

\$1.00



Dr. Bronner's Organic Fair Trade Coconut Oil

Whole Kernel, White Kernel
14 oz • Save \$3.50

\$6.99



Green Mountain Gringo Salsa

All Kinds on Sale!
16 oz • Save \$1.90

\$3.39



Mary's Gone Crackers Organic Super Seeded Crackers

All Kinds on Sale!
5.5-6.5 oz • Save \$1.60

\$3.69



R.W. Knudsen Organic Juice

Pear, Grapefruit, Mango
32 oz • Save \$1.40-\$1.90

\$3.39



Kite Hill Almond Milk Yogurt

All Kinds on Sale!
5.3 oz • Save 49¢

\$1.50



Organic India Organic Tulsi Tea

All Kinds on Sale!
18 bags • Save \$1.30

\$3.69



Honest Tea Organic Ready-To-Drink Tea

All Kinds on Sale!
16 oz • Save 50¢

\$1.29



Cascadian Farm Organic Cereal

All Kinds on Sale!
8.6-12.3 oz • Save \$1.99

\$3.00



Earth Friendly Ecos Laundry Detergent

All Kinds on Sale!
100 oz • Save \$3

\$8.99/tx



Probar Full Meal Bars

All Kinds on Sale!
3 oz • Save \$1.29

\$2.00



Annie's Homegrown Organic Grass-Fed Shells & Aged Cheddar

6 oz • Save \$1.79

\$2.00



Muir Glen Organic Tomatoes

All Kinds on Sale!
14.5 oz • Save 99¢-\$1.29

\$1.00



Brown Cow Cream Top Yogurt

All Kinds on Sale!
5.3 oz • Save 24¢

75¢



Tofurky Tofurky Beer Brats, Italian Sausage or Kielbasa

14 oz • Save \$1.10

\$3.39



Organic Valley Organic Parmesan Cheese

Shredded, Grated
4 oz • Save \$1

\$3.99



Essentia Water Electrolyte-Enhanced Water

50.72 oz • Save 79¢

\$2.00



Lotus Foods Organic Pad Thai Noodles

Forbidden, Traditional, Brown Rice
8 oz • Save \$1.10

\$2.69



Kevita Organic Probiotic Drink

All Kinds on Sale!
15.2 oz • Save 60¢

\$2.19



Against The Grain Gluten-Free Pizza

Cheese, Pepperoni
24 oz • Save \$1.50

\$8.99



Organic Valley Organic Soymilk

64 oz • Save 50¢

\$3.29



Uncle Matt's Organic Organic Orange Juice

All Kinds on Sale!
59 oz • Save 80¢

\$5.99



Garden Of Eatin' Sesame Blues or Blue Corn Tortilla Chips

8.1 oz • Save \$1.49

\$2.00



Que Pasa Organic Tortilla Chips

Blue, White Corn
16 oz • Save \$1.49

\$3.00



The specials on this page are valid October 4-17

All Specials Subject to Availability

OCTOBER

co-op deals: October 18-31



Stonyfield Organic Yogurt

All Kinds on Sale!
32 oz • Save 70¢

\$3.79



Bob's Red Mill Organic Flour

Whole Wheat, Whole Wheat Pastry,
Unbleached White
80 oz • Save \$2.50

\$5.99



Endangered Species Chocolate

Chocolate Bars

All Kinds on Sale!
3 oz • Save \$1.29

\$2.00/tx



European Gourmet Bakery Organic Pudding Mix

Butterscotch, Chocolate, Vanilla
3.5 oz • Save 70¢

\$1.79



Farmer's Market Organic Pumpkin

15 oz • Save \$1

\$1.99



Crofter's Biodynamic Fruit Spreads

Blueberry, Strawberry, Apricot
10 oz • Save \$1.20

\$3.29



Daiya Vegan Shreds

All Kinds on Sale!
8 oz • Save \$1.10

\$3.39



Field Day Organic Broth

Chicken, Chicken Low Sodium, Vegetable,
Vegetable Low Sodium, Beef
32 oz • Save 50¢

\$1.79



Hilary's Eat Well Veggie Burgers

All Kinds on Sale!
6.4 oz • Save 49¢-79¢

\$3.00



Blue Diamond Artisan Nut Thins

Asiago, Multi-seeds, Sesame &
Flax Seed
4.25 oz • Save \$1.29

\$2.50



Go Macro Organic Macrobars

1.8-2.5 oz • Save 79¢

\$2.00



Woodstock Farms Organic Frozen Mangoes

10 oz • Save 5¢ \$1.50

\$2.99



Sambazon Organic Acai Smoothie Packs

4-pk • Save 99¢-\$1.20

\$5.29



Glee Gum Fair Trade, Sustainably Harvested Rainforest Chicle Gum

All Kinds on Sale!

16 pc • Save 50¢

99¢/tx



EnviroKidz Organic Crispy Rice Bars

All Kinds on Sale!
6 oz • Save \$1.50

\$2.99



Tandoor Chef Naan Pizzas

All Kinds on Sale!
7.4-8.5 oz • Save 50¢

\$2.29



Luna & Larry's Coconut Bliss Organic Dark Chocolate Coconut Bliss Bar

3 oz • Save \$1.20

29¢



Cascadian Farm Organic Vegetables

Sweet Corn, Cut Broccoli, Garden Peas,
Cut Green Beans, Mixed Vegetables
16oz • Save 50¢-70¢

\$2.29



Julie's Organic Fudge Ice Cream Bars

4 oz • Save \$1.30

\$3.99



Muir Glen Organic Salsa

All Kinds on Sale!

16 oz • Save \$1

\$2.99



Organic Prairie Organic Ground Chicken or Turkey

12 oz • Save \$2.30

\$6.99



Barbara's Bakery Cheese Puffs

Original, Jalapeño
7 oz • Save 99¢

\$2.00



Nature's Path Organic Frozen Waffles

All Kinds on Sale!

7.4 oz • Save 99¢

\$2.50

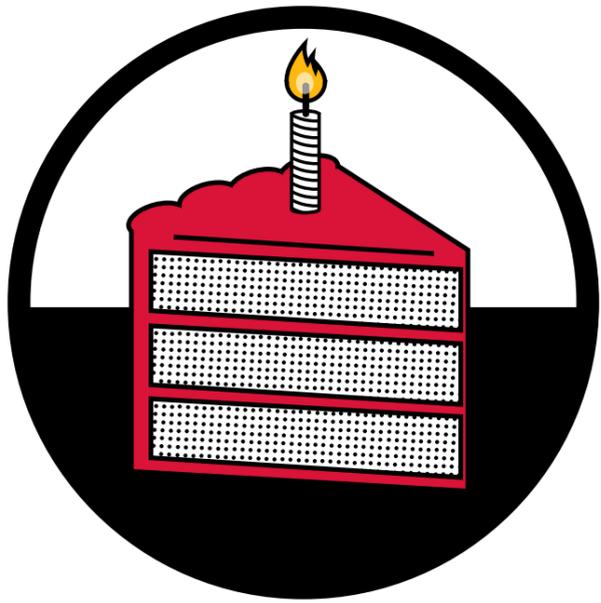


Mi-Del Ginger Snaps

10 oz • Save \$1

\$2.99





Owner Appreciation October 16th - 22nd

Join us for birthday cake, free samples, opportunities to win gift cards, sales for Owners and more!

All Classes Are Free

for Willy Street Co-op Owners, October 16th - 22nd. Seats are limited and must be reserved. See class listings at willystreet.coop/events, at the Owner Resources Area in the stores, or on page 6-8.

All Week Long 10% off Organic Bulk Products

(except bulk coffee)
for Willy Street Co-op Owners only

All Week Long Enter to win one of 10 \$50 gift cards!

No purchase necessary.

Birthday Cake with the Board Sunday, Oct 22nd • 11am-1pm

While supplies last.

Board members will be serving birthday cake in honor of our 43rd birthday.



Produce

Organic Honeycrisp Apples

From Washington
Rndm wt • Owners save up to \$3.00/lb

\$1.99/lb



Cheese

Red Barn Farms Edun Cheddar

6oz • Owners save \$3.00/ea

\$1.99/ea



Deli

Bell and Evans Antibiotic-free Whole Roasted or Rotisserie Chickens

Whole Roasted at Willy North only;
Rotisserie at Willy East and Willy West only

Rndm wt • Owners save \$3.00/ea

\$6.99/ea



Meat

Ferndale Fresh Ground Turkey

Rndm wt • Owners save \$3.00/lb

\$2.99/lb

Deli

Tamaleria el Poblano Individual Tamales

Cheese and Jalapeno,
Chicken with Green Salsa,
or Pork with Red Salsa.

From Deli service case only.

Rndm wt • Owners save \$1.00/lb

99¢/lb



Frozen

Sassy Cow Ice Cream

Rndm wt • Owners save \$2.30/ea

\$3.99/ea



Wellness

Dr Bronners Castile Liquid Soap

32 oz • Owners save \$9.00/ea

\$7.99/ea



Housewares

Cose Nuove Swedish Dish Cloth

1 ea • Owners save \$3.00/ea

\$2.99/ea



willy street co-op
**Owner
Rewards**

All Specials Subject to Availability.
Sales Quantities Limited.

**Sales for Owners Only.
October 16th - 22nd**

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*Flexible scheduling.
Training provided.*



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Hospice & Palliative Care

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Tell us why you love your Co-op
by using **#ILoveMyCoopBecause**
or direct messaging us.

www.willystreet.coop



WISCONSIN UNION THEATER



INTI-ILLIMANI

Politically charged Chilean folk group
celebrating their 50th anniversary
Oct. 22, 2017



UNIONTHEATER.WISC.EDU 608.265.ARTS



CELEBRATE

COOPERATIVES AND COMMUNITY
AT CO-OP CONNECTION



Join Summit Credit Union and other local cooperatives
for the 7th annual Co-op Connection, celebrating
cooperatives and community.

SATURDAY, OCTOBER 7, 2017
8:30 am - Noon

Martin Luther King Jr. Blvd Madison (next to the farmer's market)

Open to the public!

Enjoy *free* family activities, prize drawings and product samples.

HOSTED BY:
summit
CREDIT UNION

SPECIAL THANKS TO OUR SPONSORS:



CUNA MUTUAL GROUP

willy street co-op



SUNDAY, OCTOBER 22

9:30 a.m. - 1:30 p.m. • Goodman Community Center

A local food
brunch showcasing
local farms +
producers

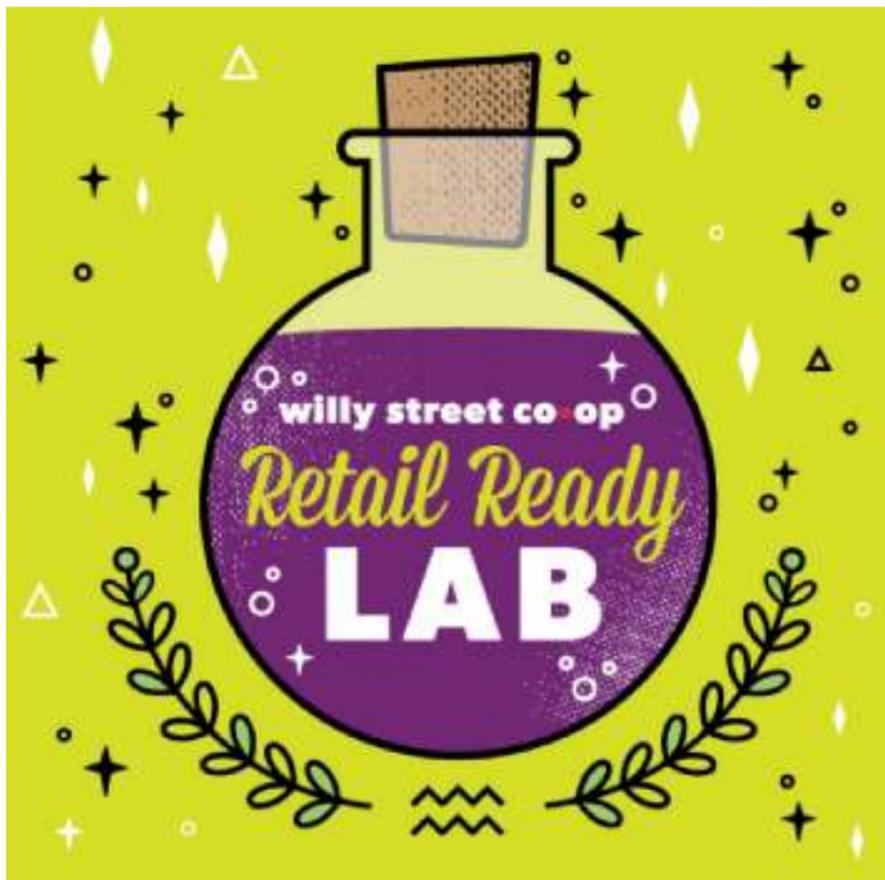
TICKETS AT REAPFOODGROUP.ORG

BENEFITING REAP • Ensuring good food, grown well is accessible to all.



sponsored by: JUST COFFEE • SASSY COW CREAMERY • SHARES • [other logos]

**Join us for Owner Appreciation Week.
October 16th-22nd!**



RALLY ENERGY
Madison, Wisconsin

Learn about them in their own words: “We have developed a caffeinated mint, free of ‘hype,’ which we define as anything in the food/supplement industry that is irresponsible or unfounded.

“Rally Energy’s mission is to provide premium energy products, free of the excess sugar, fillers, and additives present in most food, mints, and supplements today. We aspire to provide the most responsible, affordable, convenient, and enjoyable energy kick for heroes on the go.”

About their Products: “Rally Energy Mints are convenient, fast-acting, and professional. Consumers maintain focus and wakefulness when they need it most, without the hype or stigma of current products. Rally offers the refreshment of a mint and the caffeine of an espresso shot, all for less than four calories. What separates us from similar products, among other things, is our innovative packaging (repurposing the AA battery for form factor and to immediately communicate ‘energy’).

“Our founder has a PhD in material science and, in accordance with our “No Hype” mantra, will contend that, technically, our mints are 100% produced, beginning to end, within 150 miles of Madison.

“To get sciencey here, a plant (the classic ‘100% Local’ example being perhaps a beet farmer in Sun Prairie) is CO₂ + water + minerals + energy, and those minerals could be from fertilizers mined across the globe. Our mints are similarly composites of chemical ingredients sourced from all over, but our mints are ‘grown’ in Wausau (just under 150 miles from Madison).

“So we could argue we’re 100% Local, but we’ll ultimately go with Locally Prepared. NO HYPE.”

TRULI JULIE

Where are they from: Madison, Wisconsin

Learn about them in their own words!

About the Vendor: “Truli Julie, located in Madison, Wisconsin, creates artisanal biscotti in both sweet and savory flavors. Our biscotti are not too hard and not too sweet. Dunking in a beverage is delightful, but not required, to enjoy our biscotti.

“Truli Julie is a proud supporter of the Badger Prairie Needs Network. By supporting the Prairie Kitchen, we are helping to fight poverty and hunger.”

About their Products: “Our truli better biscotti is made in small batches with only the highest quality ingredients. Each batch is crafted, rolled, and cut by hand.”

CHECK OUT OUR DISPLAYS

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.



by
Angela Pohlman,
General
Merchandise
Category
Manager

Here are our vendors for the October Retail Ready Lab! The RRL 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 three Retail Ready Lab participants to introduce you to!

CORINA ROGERS: DAYDREAM BELIEVER LLC; AUTHOR OF BACKWARDS DOG
Wausau, Wisconsin

Learn about them in their own words: “I am an author and in April published my first children’s picture book called *Backwards Dog*. My book tells a story of acceptance and understanding.”

About her products: “A children’s book about a local dog, written by a local author, illustrated by a Milwaukee artist, published in Mineral Point and printed in Verona.”

Investing your Owner equity in-full helps you and helps your Co-op!



Are you an Owner in the process of becoming paid-in-full? During our October Equity Drive, if you pay a portion or all of your Owner equity, we’ll waive the \$2 admin fee. Plus all paid-in-full Owners will be entered to win a pack of coupons good for free sandwiches and smoothies!

Celebrate National Co-op Month with your Owner equity paid-in-full. Show your co-op loyalty and invest in our widespread support of the Madison community and beyond. Many Owners are already fully invested and we appreciate your support! Thank you! You own it, go all in!



Owner Generosity Makes a Difference in Your Co-op and Community Far and Wide



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

Co-ops, no matter what service we offer, are about putting people front and center in our decision making. Our existence is for each other, and what we do for each other and the greater community is a mirror that reflects our core

principles to be businesses by and for people. Whenever you exercise your voice through your vote or your commentary, when you shop and invest your equity or purchase Owner Bonds, or when you make donations at the registers, you demonstrate your commitment to your Co-op and your community and prove that we can help ourselves and help each other while we keep succeeding.

OWNER EQUITY DRIVE THIS OCTOBER

It's Co-op Month, and every other year, one of the ways we focus our attention on Co-op Month is by holding an Equity Drive. Equity is the investment you have made in

the Co-op, either all at once when you signed up to become an Owner, or that you have agreed to pay by installment once a year. Starting October 1st and all month long, we are encouraging both new Owners and those Owners making annual payments to invest your equity in full by waiving the administrative fees for any equity payments made (in any amount), entering all Owners who are paid-in-full in prize drawings, and offering fun "Paid-In-Full" stickers to those who have made their full equity investment.

Owner Economic Participation is Co-op Principle Three: "Owners contribute equitably to, and democratically control, the capital of the cooperative. The economic benefits of a cooperative operation are either returned to the Owners, reinvested in the co-op, or used to provide Owner services..." Your equity guides our decisions and helps us achieve what we are trying to do together. When you invest your equity, you are purchasing your one share in the business, and when you pay more at once, or invest in full, you are positioning 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. Remember: your equity is yours and is your stake in the Co-op. Regardless of whether you have invested an annual payment or paid-in-full, you may revoke your Ownership and request your equity refunded at any time, for any reason.

Our goal this month is to raise \$50,000 in Owner equity. You can help us meet our goal three ways!

- If you are not already paid-in-full, invest equity this month, in any amount, and have your administrative fee waived. Everyone who has paid in full can receive a sticker and be entered in a prize drawing to win one of three coupon books with six free juices or smoothies from our Juice Bar and six free made-to-order sandwiches from our Deli. That's a year's supply, and good news, North shoppers! We are scheduled to have our juice bar and made-to-order sandwiches available at North this fall, and so the coupons can be used at any location!
- Share our social media posts about the Equity Drive this month. We'll be talking about it on Facebook, Twitter and Instagram. Help us spread the word!
- Participate in our Owner Referral Program, and tell your friends to become Owners this month. Did you know that when you refer someone to join the Co-op, we'll give you a \$25 gift card? It's true. Tell your friends to become Owners, and make sure they tell us when they join that you gave them

the referral. When we process their Owner contract, we'll add your name to the list of people who get gift cards.

Thank you for participating in our Equity Drive and for investing in your Co-op! Whether you are paid-in-full, or investing your equity annually until it is fully paid, each of you have an equal share in our business, which gives you an equal voice in what we do to make our Co-op a store that benefits all of you.

DOUBLE DOLLARS IS BACK OCTOBER 24TH, THANKS TO YOUR SUPPORT!

Last year, we piloted bringing the City of Madison's Double Dollars Program to the Co-op during the off-season for participating outdoor farmers' markets. Double Dollars helps those using FoodShare/QUEST purchase more fresh fruits and vegetables. This was thanks to public funding from a USDA Food Insecurity Nutrition Incentive (FINI) grant, and our ongoing partnership with the City of Madison, Community Action Coalition of South Central Wisconsin, and Public Health Madison and Dane County.

The pilot program was very popular, so popular that we listened to you and developed the Double Dollars Fund so that you could participate in continuing the program both at the farmers' markets and the Co-op. Funding the program is very simple: 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 5¢ for every disposable bag reused to the Double Dollars Fund at no cost

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to you. Since we started the program last April, we have already raised \$32,128 to support Double Dollars at the farmers' markets spring through fall and at the Co-op fall through spring. Thank you for helping bring this program back! Other funding partners include the Madison Area Chef's Network and other private funders. On behalf of the Co-op and the Double Dollars partner organizations, we are so grateful for your community support.

Due to available funding, we are able to bring the program back in the exact same format we were able to provide last year. Every Tuesday, from October 24th-March 13th, we will be giving out Double Dollars coupons to eligible shoppers on Double Dollars Tuesdays. On Double Dollars Tuesdays, any shopper using a FoodShare/QUEST card to purchase groceries will be eligible to receive up to \$20 worth of Double Dollars coupons to use during future shopping trips for any items in our Produce Department.

Double Dollars coupons are is-

sued after you shop, at the checkout lane. For every \$5 you spend using a 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.

- If you spend \$5-\$9.99 on FoodShare/QUEST, you get one coupon
- If you spend \$10-\$14.99 on FoodShare/QUEST you get two coupons
- If you spend \$15-\$19.99 on FoodShare/QUEST, you get three coupons
- If you spend \$20+ on FoodShare/QUEST, you get four coupons

The Double Dollars coupons are each a value of up to \$5. To receive the full value of the coupon, you must spend at least the full \$5. If you spend less than \$5, you will still be remitting the entire coupon. You can use as many Double Dollars coupons in one shopping trip as you like. You can also use the coupons any day of the week, at any Co-op location, in

combination with other Co-op discounts and sales, and with any tenders we accept (cash, check, credit card, debit card, FoodShare/QUEST, WIC, etc.). All coupons must be used by May 31st, 2017 (the expiration date has been extended two months from last year!). Coupons may not be used anywhere but the Co-op, and the Co-op cannot accept Double Dollars vouchers from any farmers markets.

We're excited to bring this program back and to continue to support the program's use at participating farmers markets as well. It's your commitment to shopping here and to your local community that makes this program possible, and helps us contribute to a nourishing and equitable local economy.

DISASTER RELIEF: THANK YOU FOR HELPING OUR COMMUNITY TO THE SOUTH

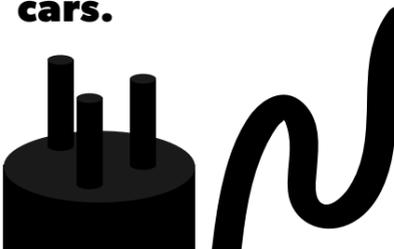
Finally, the weather over the past couple months has brought challenges, danger, and suffering to our neighbors in the Gulf region, the Caribbean, Mexico and the Atlantic coastline. As we have in the past, we continue to be able to depend on you to step up and make a difference for those in urgent need of assistance during natural disasters. After Hurricane Harvey, we began raising money for Central Texas Food Bank and their efforts to provide emergency food assistance to those in the greater Eastern Texas region while their partner food banks in affected areas were also recovering from the storm. And then two weeks later, after Hurricane Irma, Hurricane Katia and the earthquake in the

Chiapas region of Mexico struck and impacted more people in the greater area, we were able to expand our campaign to support GlobalGiving, a nonprofit that supports businesses like ours to provide funding to local organizations responding to disasters such as these. Your support has been truly amazing: in the first 13 days of our campaign, we raised \$37,050 for Central Texas Food Bank alone, and since then, we have raised an additional \$10,427.91 to split between both organizations, bringing the grand total at the time of writing to \$47,088, a new record for disaster relief campaigns at our registers (the campaign ended September 30th). Your giving nature during this time of international need is truly amazing and a testament to the kindness of our community. We can't thank you enough for choosing these important causes with us.

YOUR CO-OP REFLECTS YOU!

From selling you groceries, to helping locals improve their ability to purchase fresh fruits and vegetables, and to lending a helping hand far and wide to victims of natural disasters, it's your investing in us as your local grocer and contributing to the causes we support that makes all of the things your Co-op can do possible. Cheers to you this Co-op Month, for supporting us with your equity, for making contributions to the community, and for making the cooperative principles a personal practice we carry out together. We look forward to continuing to make a difference in our community and abroad with you, our fellow cooperators, in years to come.

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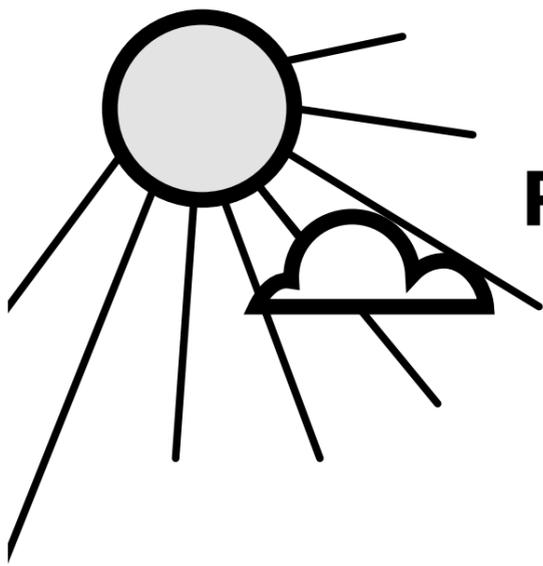
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Big Organic and the Persistence of the Small

by Andy Gricevich, Newsletter Writer

When Amazon kicked off its overhaul of Whole Foods at the end of August by slashing prices on a range of top-selling items, stocks in groceries fell, and the big box stores took notice of an aggressive competitor. While organics still account for under five percent of grocery sales, a growing market is clearly attractive both to the food industry and to farmers, who increasingly convert to organic to take advantage of premium prices. The biggest organic labels now show up in Wal-Mart and Target stores from Oregon to Florida, giving more consumers than ever access to healthier, more environmentally friendly food.

Increased scale streamlines the food system, from the farm field to the grocery store. It's efficient to harvest large quantities of single crops all at once, and to store and transport them in large, combined shipments. Grocery buyers can work more easily with one company than with many independent producers. Big distributors work with producers who can provide a consistent supply, and can offer discounts on high volumes of product to stores with enough money and storage space. Savings get passed on to customers, who can easily fill their carts with reliable brands. Built to fit the national food system and the current forms of consumer demand, it's a system that works.

BUYING UP SMALLER PLAYERS

It's also a system that tends to push out or absorb smaller players. Large corporations have been buying up small organic companies for a long while now (see the "organic ownership chart" included here: www.cornucopia.org/who-owns-organic/). Most formerly independent distributors today are owned by Tree of Life, or by United Natural Foods, Inc. (UNFI), which recently also bought Albert's, one of the leading distributors of organic produce. (UNFI is a major distributor for your Co-op.) Food producers and stores working with this system have to play by its rules in order to take advantage of competitive pricing. That's not easy for small farms or local processors



working in community kitchens—or for co-ops and small grocery stores.

For some time, Whole Foods has been reducing space for small and local producers in favor of Big Organic brands. Now that's starting to happen at many co-ops as well, as stores try to scale up and maximize efficiency in order to survive. Many consultants from groups like National Cooperative Grocers (founded in 1999 to share resources among co-ops) recommend

that stores add new sites, carry more conventional product, and adopt a recognizable brand identity in order to fit the mold of the large-scale system. That seems like a pragmatic strategy—and why not? If Big Organic is so successful, is an attachment to older ways of doing things anything more than nostalgia? Maybe the difficulties of the small scale are simply the growing pains of a movement that's moving into the mainstream.

NATIONAL ORGANIC STANDARDS

It's a question that goes back at least to 1990, the year the USDA nationalized organic standards. The organic ideal had begun as a response to the 1950s industrialization of agriculture. The founders of the movement saw the damage inflicted on ecosystems by industrial methods, and wanted whole, natural, sustain-

ably produced foods, free of anything made in a laboratory. They didn't trust agribusiness to meet those demands, and so they started small organic farms, urban gardens, and grocery co-ops, with a focus on region and community as the context for autonomy and control over the production and sourcing of their food.

By the time of the USDA hearings, some producers had already scaled up, trying to expand the market

for organics, and established, conventional food corporations had purchased many of them. Those corporations pushed the USDA to establish standards friendly to an industrial-style system, including allowances for feedlot-style dairies and synthetic additives in packaged foods. Many organic pioneers fought with some success against what they saw as a dilution of principles, resulting in an uneasy compromise that left the field open to many of the methods of Big Food.

The folks who raised a ruckus during the 1990 hearings saw some inherent drawbacks to the large scale, and some intrinsic advantages of smaller systems. Sustainability and resilience are crucial concerns for any food system (or any business). The large West Coast vegetable growers, to meet the demands for efficiency exerted by the food system, generally

plant monocultures (single species, or closely-related species). Monocultures drain soil nutrients, rendering plants less able to fight off the diseases and pests that come with lack of species diversity, so that growers have to bring in more off-farm inputs to make up for depleted fertility and heightened fragility. Weed control on these farms depends on heavy tillage (plowing), which damages soil structure, reducing its capacity to retain water—which, in the west, is increasingly scarce. A drought could bring major crop failures, and fragile topsoil could be blown or washed away in storms. High-density meat and dairy operations produce the same range of problems. If a crisis affects one area, the big companies can move production to other fields, but an agriculture that extracts more from the land than it gives back will hit a limit at some point.

INGENUITY AND INVENTION

Smaller-scale farming, to be successful, calls for ingenuity and invention. Small organic farms, without the option of moving to new ground in bad times, generally practice frequent rotations of diverse crops, planting densely to minimize bare ground. Some farmers try to eliminate plowing almost entirely, seeding fall crops directly into the residues of earlier harvests, which act as a weed-suppressing mulch and a soil bacteria-nourishing compost. Graziers employ methods of frequent livestock rotation that maximize the welfare of animals and grasses, whose deep roots build soil structure and feed crucial underground fungi. Such practices can lead to continually improved ecosystems, reducing erosion and runoff and restoring the resilience of damaged land. Small organic farms also typically produce more calories per acre, and foods higher in the essential micronutrients and fats healthy plants and animals develop in symbiosis with good soil.

Smaller systems have the potential for high economic resilience as well. A spike in fuel prices will make it expensive for big farms to operate machinery, to refrigerate product in storage and shipping, and to de-



liver it over large distances, and those costs will be passed on to stores and customers. A regional producer, with shorter storage periods and delivery routes, will be hit less hard. Stores with long-standing connections to local producers will have survival strategies already in place, and the price of local food should stay comparatively steady, especially given an economy in which much of the money spent in a community circulates locally. In turn, a rootedness in agriculture can strengthen a region; farms not only stay put (rather than moving overseas to seek more profitable conditions), but can also support an economy and culture in substantial ways.

WHEN SMALL FARMS DISAPPEAR

As an example of what happens when small farms disappear, consider the changes industrial agriculture have made in rural America. Country towns had sprung up initially as commercial centers for family farms, which anchored stable economies of skilled tradespeople, shop owners, small processors, food entrepreneurs and local banking systems. Federal policy pushed farms to expand, mechanize, and focus on commodity crop production, rather than food for their communities (or even for human consumption). Farmers took out loans to make that shift, and then began foreclosing in vast numbers during the fuel crisis of the 1970s. Agribusiness corporations bought up the land, making tenants of the few farmers who remained. Without the anchor of the farm, self-sufficient economies and cultures crumbled; rural people moved or commuted to the cities, and chains replaced local

businesses in small towns. Life in the country became more vulnerable, fragile and desperate, and produced a sense of being passed over that has finally become big news in the wake of recent state and national elections, so powerfully driven by the rural population.

BIG AND SMALL; AN INDUSTRY AND A MOVEMENT

Until there's a major shift in our market economy, and a corresponding change in patterns of consumption, Organic probably needs to be Big and Small, an industry and a movement. The problem, again, is that the inherent biases of the big food system tend to eradicate smaller-scale enterprises and move toward an effective monopoly. A co-op featuring local products, and responsive to the desires of its Owners, helps preserve meaningful choice, emphasizing diversity and unique value. Small-scale production tends to be more transparent, while it's difficult to know whether the ingredients in a can of food processed by an internationally recognized company were produced under desirable conditions—and it's hard to be confident that the CEO of a big food corporation will reliably prioritize the health of land and people. How can we avoid diluting the values of health, sustainability and autonomy in this market? Scaling up production will face the same demands of efficiency that dictate the methods of the big growers; expanding a co-op in an attempt to compete seems like a recipe for disaster, since there will always be bigger and more ruthless players to drive prices down even more.

FLEXIBILITY AND DIVERSIFICATION

In nature, the best adaptive strategies are flexibility and diversification, and the standards just might apply to food systems and businesses. One approach might be to create more coordinated systems of smaller players, in which each participant retains its unique identity and way of working. Fortunately, a variety of such efforts are already underway in our region. Organizations like the Wisconsin Grass-fed Beef Cooperative allow members to maintain an appropriate scale for their land, while giving them access to marketing and retail opportunities. Food hubs create centralized storage, distribution and/or marketing networks for regional producers, creating a locally rooted "one-stop shop" for stores and individual consumers (for more on food hubs, and a range of additional possibilities for strengthening a local food movement, see Patrick Schroeder's article "What Is Next for the Local Food System?" in the September issue of the *Reader*: www.willystreet.coop/reader/september-2017/what-next-for-the-local-food-system). The Wisconsin Farmers' Union, a collaboration increasingly between small farms, works to strengthen rural communities, keep feedlot livestock operations from polluting the countryside, and change government regulations in favor of home-scale food production. Cooperative models of all kinds are popping up in our region to scale up the small on its own terms.

HOW CAN WE HELP?

How can you and your Co-op

do more to strengthen small-scale systems, and to remain solvent in the current market? We at the Willy Street Co-op have a long history of working closely with small producers, locally and elsewhere. Owner involvement—not only buying local, but communicating with the Co-op and its Board of Directors—helps support the continuation of those relationships. Support the Retail Ready Lab program, which helps to nurture local small vendors.

If you have bigger ideas for the form and role of the Co-op, share those as well! How can we diversify? What if our next project were to manage a storage and distribution site for a producer-owned food hub? What if we created more processing facilities, in which local producers or co-op workers could can, pickle and dry more local food for the off-season, generating value and creating unique products? With what regional organizations could we collaborate? How can we go in new directions to fill unmet needs?

LEARNING OPPORTUNITIES

We can view new challenges as crises, and respond with familiar survival strategies. Alternatively, we can look beyond established solutions, and view a changing environment as an opportunity for learning, expanding boundaries, doing something new. More and more people want a food system that truly meets the needs of people and planet. All the basic ingredients are there. Let's take up the legacy of all the people who've found value in the small and thought big!

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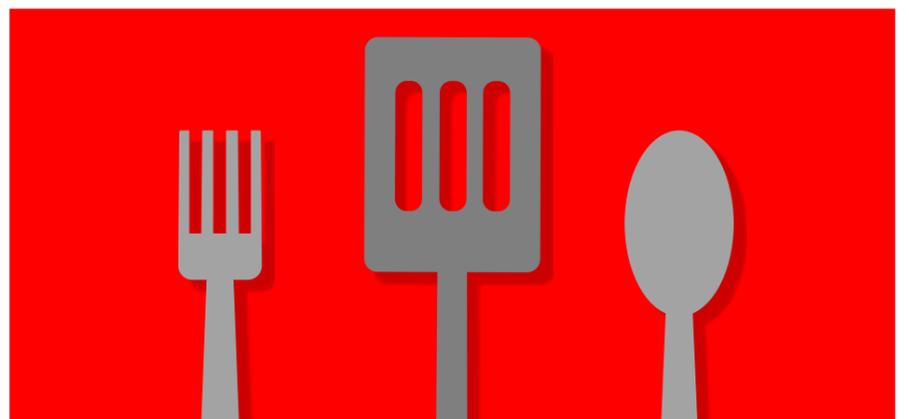
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Red Curry Delicata Squash and Tofu

Adapted from www.herbivoracious.com.

Making your own curry paste is surprisingly straightforward, and the resulting flavor and aroma blows the prepackaged variety out of the water. You'll use just 5 tablespoons of the paste for the recipe, and you can freeze the rest. This squash and tofu dish is a relatively dry curry. Serve with brown or jasmine rice.

6 dried chili pods, stems removed, seeds and ribs removed for a milder curry paste
1/2 c. boiling water
1 tsp. coriander seeds
1/2 tsp. ground cumin
1 tsp. ground turmeric
1 tsp. salt, divided
black pepper
fresh ginger (2-inch piece), peeled, roughly chopped
1/4 c. chopped red onion
6 cloves garlic, chopped
1 lime, zested and juiced
1 stalk of lemongrass, tender white part only, pounded, roughly chopped
1 1/2 c. fresh cilantro, plus 1/4 c. torn cilantro leaves and stems, divided
4 Tbs. vegetable oil, divided
1 lb. extra-firm tofu, cut into 2-inch squares and patted dry
1 Tbs. brown sugar
2 delicata squash, halved lengthwise, seeded, sliced into 1/4-inch half moons
1 c. very small broccoli florets

Directions: Cut the chili pods into small pieces. Place in a small bowl and cover with boiling water. Set a plate over the bowl to cover. Let sit for 20 minutes.

Heat a skillet over medium heat. Toast the coriander seeds for 2 minutes, stirring frequently. Transfer to a blender. Add the cumin, turmeric, 1/2 teaspoon of the salt, pepper, ginger, red onion, garlic, lime zest and juice, lemongrass and 1 1/2 cups of cilantro. Drain the chilies, reserving the liquid, and add to the blender. Puree for several minutes, scraping the sides of the blender occasionally. If it seems to dry, add a little bit of the chili-soaking liquid at a time, until the mixture comes together in a paste consistency. Transfer to a freezer-safe container and freeze, reserving 5 tablespoons of it to use in this dish.

Heat a large, heavy skillet or wok over very high heat. When hot, add 2 tablespoons of the vegetable oil, and then a few seconds later, the tofu in a single layer. Fry until golden-brown on all over. Use a slotted spoon to transfer to a plate lined with paper towels. Sprinkle with a little salt.

Add the last 2 tablespoons of oil to the skillet. Stir in the sugar and 5 tablespoons of the chili paste. Cook, stirring constantly, for 1 minute. Add the squash and last 1/2 teaspoon of salt. Cook, stirring, for 1 minute, then pour in 1/4 cup of water and cover. Cook about 10 minutes, until tender, stirring occasionally and adding a bit more water as needed. When the squash is almost tender, add the broccoli to the pan and stir to incorporate. Return the tofu to the pan when the squash is done. Fold to combine. Serve hot, garnished with torn cilantro. Serves 4.

Star Recommends: Selbach Oster Riesling Kabinet: This wine has flavors of slate, lime, apple, butter-vanilla, rich, almost chewy earthiness, and great depth. Some parcels are prized by locals as the best sites in the entire Bernkastel-Zeltingen ramp. These wines are full-bodied.

Sausage and Parmesan Stuffed Acorn Squash

Adapted from www.saltandlavender.com.

With a just simple salad, this stuffed squash is a filling and hearty fall meal.

2 acorn squash, sliced in half, seeds scooped out
salt
pepper
2 Tbs. butter
4 Italian pork sausages, casings removed
1/2 onion, chopped
3 cloves garlic, minced
1/2 Tbs. Worcestershire sauce
2 sprigs fresh thyme, leaves removed from stems
1 1/2 c. freshly grated Parmesan cheese

Directions: Preheat oven to 375°F. Place the acorn squash cut-side up on a rimmed baking sheet and season with salt and pepper. Set 1/2 tablespoon of butter in the hollow of each squash half. Roast for 30 minutes.

Heat a skillet over medium-high heat and add the sausages. Use a spoon to break them up as they cook, and brown for 6 minutes. Add the onion and cook another 5 minutes, stirring occasionally. Remove the pan from heat, and stir in the garlic, Worcestershire sauce, thyme leaves, Parmesan and more salt and pepper if needed.

Remove squash from the oven and scoop the sausage filling into each half. Roast for an additional 30 minutes. Serve warm. Serves 4.

Star Recommends: Roagna Dolcetto d'Alba: Beautiful Dolcetto of great balance, finesse and depth of flavor. With its lush raspberry and red cherry fruit paired with refreshing acidity, this wine is perfect for year-round enjoyment!

Butternut, Sweet Potato and Red Lentil Stew

Adapted from www.ohsheglows.com.

Creamy winter squash, sweet potatoes and red lentils are cooked in a creamy coconut-tomato broth, and enlivened by spicy turmeric, cumin, chili powder, cayenne, garlic and a touch of apple cider vinegar. Best when allowed to sit for a day.

2 Tbs. olive oil
1 onion, medium, diced
4 cloves garlic, minced
3 c. diced butternut squash (1/2-inch dice)
1 large sweet potato, diced in 1/2-inch dice
salt
3 c. vegetable broth
14 oz. can diced tomatoes
14 oz. can coconut milk
1/2 c. dried red lentils, picked over and rinsed
3 Tbs. tomato paste
1 1/2 tsp. turmeric
1 1/2 tsp. cumin
1/2 tsp. chili powder
1/4 tsp. cayenne pepper
black pepper, to taste
3 tsp. apple cider vinegar
1 bunch chard, stemmed, chopped

Directions: Heat the olive oil in a large pot over medium heat, and sauté the onion and garlic for 3-5 minutes, until softened. Stir in the squash and sweet potato and add a pinch of salt. Sauté for 5 minutes. Pour in the broth and stir in the tomatoes, coconut milk, lentils, tomato paste, turmeric, cumin, chili powder, cayenne, and salt and pepper to taste. Stir to combine, then increase heat and bring to a boil. Reduce heat to medium, stir, and simmer uncovered, stirring occasionally, for 30 minutes, until the squash and sweet potato are tender. Stir in the vinegar and chard. Continue to cook until the chard is wilted. Taste, and adjust seasonings as needed. Enjoy warm. Makes 6 servings.

Star Recommends: Foxen Chenin Blanc Ernesto Wickenden Vineyard: This wine shows light honey brittle, sour tangerine and a touch of sour cream on a bright and lithe nose. The palate offers delicate cherimoya and soft nectarine fruit cut by lime juice and orange rinds, proving light but bursting with energy and flavors.

please drink responsibly.

Parmesan Chicken and Kale Sauté

Adapted from www.thekitchn.com.

With tender kale, sautéed sliced chicken, sharp cheese and the tang of dry white wine and lemon juice, this is a one-pan meal that is filled with flavor. Great for special company or your usual dinner companions.

2 Tbs. olive oil
1 1/2 lbs. boneless, skinless chicken breasts, sliced into 1/2-inch-thick strips
salt
pepper
1 medium onion, sliced
3 cloves garlic, minced
pinch crushed red pepper flakes
1 large bunch Red Russian kale, stems removed, leaves chopped
1/2 c. dry white wine
1/2 c. grated Parmesan cheese
1 Tbsp. lemon juice

Directions: Heat the olive oil in a large skillet over medium heat. Add the chicken and some salt and pepper and cook, stirring frequently, 5-7 minutes, until cooked through and golden-brown. Transfer the chicken to a plate. Add the onion, garlic and crushed red pepper flakes to the skillet. Sauté about 2 minutes, until the onion begins to turn tender. Add the kale and wine, and season with salt. Cover and cook, stirring occasionally, for 5-6 minutes, until the kale is tender and wilted. Return the chicken to the skillet. Stir in the Parmesan and lemon juice, and stir to incorporate. Continue to cook just until the chicken is heated through again. Serve warm. Serves 4.

Star Recommends: Marcarini Arneis: 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.

Kale, White Bean and Ravioli Soup

Adapted from www.injennieskitchen.com.

This is a wholesome cool weather soup, with something warm and comforting in each spoonful. Unless you're going to have this soup in one sitting, it's best to cook the ravioli in a separate pot and add the amount you like to each bowl when serving -- that way you won't wind up with mushy pasta. Depending on the ravioli you use, this soup is suitable for everyone from meat-eaters to vegans (skip the optional Parmesan rind though!).

8 c. vegetable broth
1/2 bunch Lacinato kale, ribs discarded, leaves thinly sliced
3 carrots, sliced into 1/4-inch rounds
Parmesan rind (about 1/2-inch-thick piece, optional)
2 c. cooked white beans, drained (or 1 15 oz. can)
8 oz. frozen ravioli
black pepper

Directions: In a large soup pot, combine the broth, kale, carrots and Parmesan rind (if using). Bring to a boil over medium-high heat, then reduce the heat and simmer for 20 minutes, stirring occasionally. Add the beans and cook for an additional 5-10 minutes, until the carrots are tender.

Cook the ravioli in a separate pot according to package directions. Drain. Divide the ravioli into 6 bowls. Ladle the hot soup over the pasta. Serve sprinkled with black pepper. 6 servings

Star Recommends: Suavia Soave: Fresh aromas of apple, pear and almond balance clean minerality and a hint of fresh herb. Crisp and refreshing on the palate, the flavors and aromas build toward a harmonious and lingering finish.

Lentil, Farro and Kale Salad

Adapted from www.keepinitkind.com.

Chock-full of fiber and plant-based protein, plus healthy fats, vitamins and minerals, this salad is a balanced, satisfying dinner in a bowl. Lentils and farro are combined with citrus-dressed kale, mango, avocado and sautéed mushrooms. Wow!

1/4 c. lemon juice
1/4 c. champagne vinegar or orange muscat vinegar
2 Tbs. olive oil, plus 1 teaspoon, divided
1 Tbs. agave
2 tsp. Dijon mustard
salt
pepper

1 bunch kale, stems removed, leaves finely sliced
1 1/2 c. lentils de Puy, rinsed and picked over
2 c. vegetable broth
1 c. farro, soaked in water for 1 hour
1/2 yellow onion, diced
1 lb. mushrooms (one variety or a mixture), stems trimmed, sliced
1 avocado, peeled, pitted, diced
2 cups diced mango

Directions: Whisk together the lemon juice, vinegar, 2 tablespoons of olive oil, agave and Dijon mustard. Season with salt and pepper.

Place the kale in a large bowl. Pour 3 tablespoons of the dressing over the kale, toss to coat, then use your hands to massage the dressing into the kale (for a long time, about 5 minutes!). Cover and refrigerate 2 hours.

Combine the lentils and 2 cups of water in a medium saucepan over high heat. Bring to a boil, let boil for 3 minutes, then reduce heat to a simmer and cook, stirring occasionally, until tender but not mushy, about 20 minutes. Remove from heat, drain well, then season with salt and pepper, and set aside to cool for 10 minutes.

Combine the vegetable broth and farro in a medium pot, covered, over medium-high heat. Bring to a boil, then stir, lower the heat to medium-low, and simmer, covered, for 10-15 minutes, until tender and most of the liquid has been absorbed. Drain any remaining broth and set aside, uncovered. Let cool for about 10 minutes.

Heat the remaining teaspoon of olive oil in a large skillet over medium heat. Add the onion and mushrooms, and sauté until the onions are translucent and tender and the mushrooms are tender and lightly browned. Transfer the onions and mushrooms to the bowl of kale.

To make the salad, add the lentils and farro to the bowl of mushrooms and kale. Add the remaining dressing and gently toss to combine. Add the avocado and mango, and gently toss once more. Serve at room temperature. Serves 6.

Star Recommends: Casa Lapostolle Sauvignon Blanc: Brilliant pale lime yellow color. Very expressive with aromas of tropical fruit and delicate citrus notes. White fruit such as peach and herbal tones. Balanced and fresh on the palate—vibrant and fresh acidity, with good volume and a long-lasting finish.

Fennel-crust Pork Loin with Roasted Potatoes and Pears

Adapted from www.realsimple.com.

Crushed fennel seed adds a deep but not overpowering flavor to perfectly cooked pork loin, and roasting pears with potatoes and onions makes a special accompaniment. This is a mostly hands-off meal to prepare, and after a little more than an hour in the oven, you'll have a dinner that will make everyone happy..

2 red onions, peeled and quartered
1 lb. small yellow potatoes, quartered
3 pears, firm, cored and quartered
salt
pepper
4 Tbs. olive oil, divided
1 Tbs. fennel seeds
2 cloves garlic, minced
2 lb. boneless pork loin

Directions: Preheat oven to 400°F. Combine the onions, potatoes, pears, 1 teaspoon of salt, 1/4 teaspoon of pepper and 2 tablespoons of oil in a large roasting pan. Toss to coat.

Use a mortar and pestle (or the bottom of a heavy pan) to coarsely crush the fennel seeds. In a small bowl, combine the fennel with the garlic, remaining oil, 1 teaspoon of salt and 1/4 teaspoon of pepper. Rub the mixture all over the pork. Push the onion-potato-pear mixture to the sides of the roasting pan to make room for the pork loin, then set it in the pan, with the vegetables and pears nestled all around it.

Roast for about 70 minutes, until the pork is cooked through and measures an internal temperature of 160°F. Transfer the pork to a cutting board and let rest for at least 5 minutes before slicing. Serve with the roasted fruit and vegetables. Serves 4.

Star Recommends: Cline Old Vine Zinfandel: Warm, sunny days and cool nights along the San Joaquin and Sacramento Rivers provide the unique growing conditions that produce robust, intense fruit. With bold flavors of black cherry, strawberry, and a hint of dark chocolate, this luscious Zinfandel is full-bodied but smooth.

Staff Picks



LEAH

Shiitake Mushrooms

Shiitake mushrooms are some of my favorite “get as a treat” produce items. I love cooking with them, adding them to soups or sautéing them with other summertime veggies.



Boiron Oscilloccinum

This has been a fall and winter staple in my medicine cabinet since my childhood. Any time I start to feel those flu-like symptoms, this is what I turn to! My mom taught me to keep this on hand, and paired with rest and hydration, these pellets seem to do the trick to keep the sick at bay! Thanks, Mom!!



ANGELA

Spaghetti Squash

My favorite veggie right now! Keep one on hand, cooked and ready, and you’ve got a quick dinner. Great as a side or a sub for pasta/rice. It can be sweet or savory, light or heavy. It’s a hot ingredient on the internet now too—there are so



many amazing ideas out there. Last thing I made with it was shrimp scampi. So good!



KYLE

Every Man Jack Body Wash (All scents)

I love natural smelling body wash! So when I first looked at the citrus body wash I expected generic citrus, however I was pleasantly surprised to find it smelled like a freshly cut orange. All other scents have been equally as pleasant and lather well (something natural soaps have difficulty with). Worth every penny!



Purple Door Ice Cream, Beer and Pretzel flavor

Purple Door has managed many unique flavors of ice cream, however Beer and Pretzel is my favorite. This is my ideal dessert as it has all of my favorite flavors in one product. It has the flavor of good dark ale with a little sweet from the ice cream and salty from the pretzel, but none of these are overpowering.



JUSTIN

Ela Orchard Apples

Every year as summer draws to a close I look forward to local apples from Ela Orchard. I’ve come to love many of Ela’s apples; from Ela’s Liberty apple with its crispy flesh and sweet tart flavor, to Ela’s Jonagold & Golden Russet apples both of which both have a more buttery flavor. Almost every apple from this orchard is worth your time and enjoyment.



ASTORIA

Bosc Pears

Taste like honey and they’re good when hard, don’t need wait for them to get soft to eat.



KASIA

Willy Street Co-op Breakfast Sausage

Not only is this sausage yummy and flavorful, but also versatile. It can be made into patties, or cut into bits to stir into scrambled eggs or hash browns.

Willy Street Co-op Roast Beef Horseradish Havarti Sandwich

This is the best sandwich the Co-op has ever sold (in my humble opinion)! The creamy Havarti cheese, roast beef, and sweet caramelized onions are a delicious combo, and I often indulge in one of these sammies during my shift. They go great with the Co-op’s new cold brew coffee! Easy to make and savory to eat, the Co-op’s breakfast sausage is a great addition to Saturday morning breakfast!



BRENDON

Bell & Evans Chicken Tenders

We use these to make Greek chicken pitas, but they can be used for many dishes, and they’re reasonably priced!



JOHN R

Bunky’s Lentil Soup

Limited amount of ingredients... all of which I can pronounce ;) Plus it’s prepared locally and not available at Bunky’s anymore. I’ve been known to crush an entire baguette while enjoying this succulent soup!



SHAWN

Dr. Bronner’s Peppermint Shaving Soap

I can’t express how much I love this product. It smells great and leaves my skin feeling super smooth. It’s also made out of all-natural, non-toxic ingredients, so when I inevitably manage to get some in my mouth (hey, I’m not as perfect as I look), it’s not a day-ruiner.



AMY

Gabriel Nail Color

The color on my nails is the same as in the bottle. It has been on for over a week and is still not chipping. The bottle and brush size are perfect. It was so much fun to paint my nails!



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SARAH

Alaffia EveryDay Coconut Pineapple Body Wash

I initially was drawn to this product because of how inexpensive it is, but when I used it, I was completely blown away by the quality as well! The lather is so thick and rich. It leaves my skin feeling totally clean, but also very hydrated. The smell is like summertime in a bottle.



Field Roast Vegetarian Italian Sausage

This is one of the best vegan meat substitutes I've ever tried. It's easy to cook with. It browns up absolutely beautifully. It's delicious on its own, on pizza, in vegan jambalaya, or on top of your favorite pasta. And unlike some of the other vegan substitutions I've tried, the ingredients are all real foods that I recognize and can pronounce!



ALI

W. S. Badger Muscle Rub Badger Balm

This product is amazing! It has a nice cayenne/ginger smell that is very subtle and it really makes sore knees and arms feel better just minutes after using, without an overwhelming aroma. I love all the Badger products, but Sore Muscle Rub is my favorite!



PAIGE

Equal Exchange Organic Spicy Hot Cocoa Mix

Cocoa with a kick! There's nothing better than the mix of chocolate, cinnamon and cayenne pepper to transform milk (cow, soy or coconut will all work) into a delicious beverage. This product is crafted of organic cacao (cocoa beans) grown by the farmers of CONACADO Cooperative in the Dominican Republic, and organic sugar cane from small-scale farmers in Paraguay. A super-yummy fall treat!



DANIEL

Annie's Homegrown Organic Bunny Fruit Snacks—Berry Patch

Are you kidding me?! These lil' Bunnies pack a mean punch. I think it's safe to say that everyone will enjoy these, regardless of age!



ANNA

Gardein Pizza Pockets

I have a serious problem in that I really like Hot Pockets. Like more than one should. These are even better and they are vegan! I got them once during a brief stint of eating vegan, and now I regularly keep them in my freezer. They are a good option for a snack when you are feeling lazy, and you really can't even tell that they're meat- and dairy-free. East and North only.



LINDSEY

Madame Chu Delicacies

This product is so awesome and a little goes a long way. The Sambal Nyonya flavor is my favorite. I put it on pretty much everything. My two favorite ways to use it are mixing a little with melted butter and tossing it with popcorn, and frying up some leftover rice with a spoonful and wrapping it in an omelet. It is also great in any stir-fry you can whip up!



AMY

HIC Gold Tone Coffee Filter

We have used this at home for years, and we don't mess around with our coffee. Get rid of the paper filter and the paper filter taste. This reusable (for years!) filter is what you should do now. Made in the USA from surgical-grade stainless steel mesh. You're welcome!



TONYA

Holy Land Hummus

The spinach and artichoke hummus is amazing. I could seriously live on it for every meal. It's especially good when paired with a Batch Bakehouse demi baguette.



KELSEY

Chocolate Shoppe Zanzibar Chocolate Ice Cream

A CLASSIC. The best chocolate ice cream you will ever have.



EVAN

Beanitos Nacho chips

These are my go to for when I need a cheesy vegan seasoned chip that tastes AWESOME. I basically eat a bag a week.



IAN

Blake's Pot Pies

Blake's Pot Pies have delicious gravy and good chunks of white-meat chicken in them—very good.



KJERSTIN

Fentimans Rose Lemonade

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