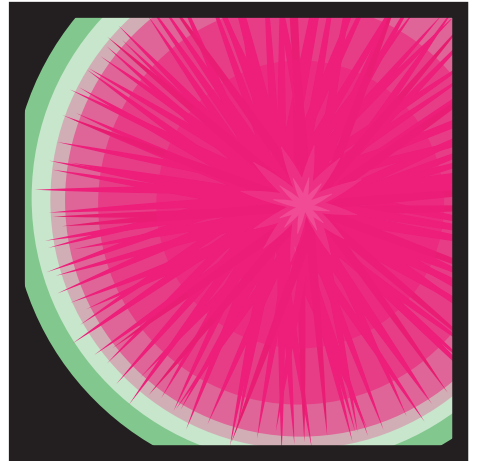
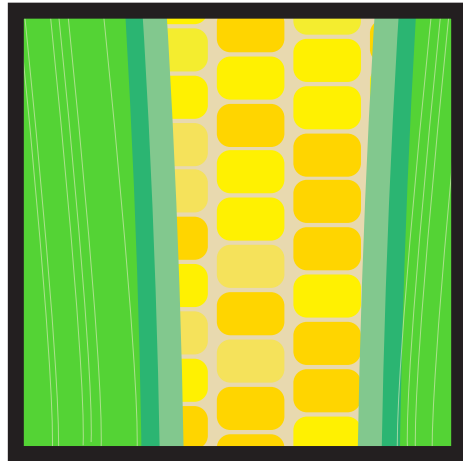


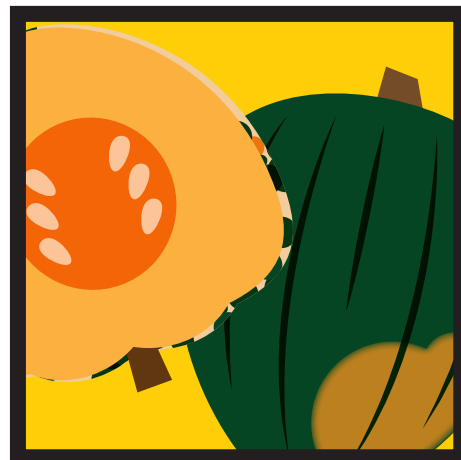
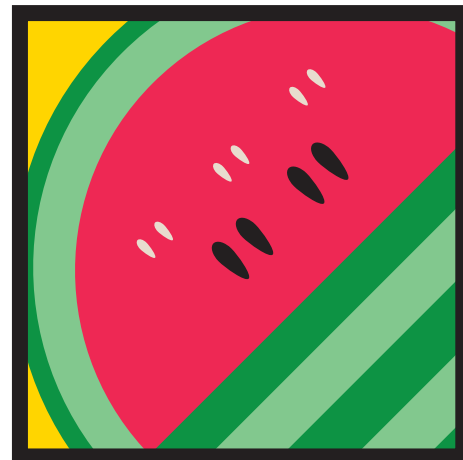
willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 45 • ISSUE 9 • SEPTEMBER 2018



SEASONAL EATING



STORES CLOSING EARLY

LABOR DAY, MONDAY SEPTEMBER 3 AT 7:30PM
STAFF PICNIC, SATURDAY SEPTEMBER 8 AT 6:00PM

IN THIS ISSUE: Eat Local Month; Willy North—Two Years Later; Retail Ready Lab Graduates; and More!

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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.

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

CUSTOMER SERVICE: EAST: 608-251-6776 WEST: 608-284-7800 NORTH: 608-471-4422

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

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

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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-9:30pm, every day

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

& Sat-Sun: 7:30am-6:00pm; North Juice Bar: 7:30am-7:00pm

Deli: 7:30am to 9:00pm

Seafood Center—East and West: Monday–Saturday, 8:00am-8:00pm; Sunday, 8:00am- 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**

Jeannine Bindl, President

**Meghan Gauger,
Vice President**

Patricia Butler

Brian Anderson

Stephanie Ricketts

Trevor Bynoe

Michael Chronister

**Dan Ramos Haaz (Interim
Board Member)**

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

**BOARD MEETING
SCHEDULE**

Tuesday, September 18

Tuesday, October 16

Tuesday, November 20

Tuesday, December 18

Tuesday, January 22

Tuesday, February 19

Tuesday, March 19

Tuesday, April 16

Tuesday, May 21

Tuesday, June 18

As always, Board meetings are held at the Central Office beginning at 6:30pm (unless otherwise noted).

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IN THIS ISSUE

3-4	Customer Comments	10	A Visit to Wisconsin Meadows Grass-Fed Beef Cooperative	18-19	A Word From Your Farmers: What It Means to Eat Local
5	Water; Willy West Finance Committee; and More!	11	Five Great New Local Items at Your Co-op	20	Community Shares 2018 Change-Makers Advance the Local Social Justice Movement
5	New Board; Equity Learning Moments; and More!	12	Retail Ready Lab Graduates	22-23	Seasonal Eating
6-7	Community Room Calendar	13-15	SPECIALS PAGES	23	Local Produce Availability Chart
8	Willy North—Two Years Later	16	Eat Local Month Information	24	Recipes
9	What's New in Prepared Foods	17	New Products	25-27	Staff Picks

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*. Many more can be found in the commons or in the binder near Customer Service. Thank you!

PLASTIC STRAWS FOR THOSE WHO NEED THEM

Q: *I had mixed feelings when I read the article titled "What Does the Future Hold for Plastics at the Co-op?" I was very happy to read about the Co-op's commitment to sustainability and environmentally friendly practices, but was very disappointed to see that no one had thought about people with disabilities. I'm speaking specifically about getting rid of plastic straws. Many people cannot drink independently without plastic straws. This decision has not been made with all of our owners and shoppers in mind. A simple Google search of 'plastic straws disability' will bring up several articles written by people with disabilities and disability activists. In many of these articles they state that biodegradable, compostable, or metal straws will not work for a variety of reasons. Biodegradable or compostable straws can melt in hot liquids and won't hold up if someone has it in their mouth for an extended period of time or if they happen to frequently bite down hard on it. Metal straws heat up too much in hot liquids and can burn someone. They also pose a hazard if the person using them bites down frequently. All of these concerns are legitimate concerns that disabled people have. Just read some articles and you will see what they are saying. I'm also in several Facebook groups that are made up of many different disabled members, and they have been very vocal about their concerns with banning plastic straws. They are the experts on their experiences, and they deserve to be listened to. The alternatives to plastic straws simply won't work for many people. A very simple solution would be to have plastic straws available by request, with signage stating that they are available if needed. If we truly want to be a store that is here for everyone in the community, we need to make sure we are thinking about everyone, not just people without disabilities. I want people to think of the Co-op as a place that considered the needs of all of their community. I want to feel proud*

that we think about those with disabilities because, to be honest, not many businesses do. Thank you, and I hope we consider this as a solution. It is what the disability community is asking for.

A: Thank you for taking the time to share your concerns. Sometimes we rush to make what seem to be easy decisions and we don't always think of all of the unintended consequences. This is a perfect example where I did just that. I love your solution and think it will be easy to implement since we are still working through our supply of plastic straws. -Jeremy Johnson, Meat & Specialty Manager

PINEAPPLE SOURCING

Q: *To whom it may concern, my family are Co-op members and we greatly appreciate the amazing work you all do to keep us healthy with all the fresh and organic products you have. I am also very happy with how one of the Co-op's focus is to help the environment by choosing environmentally responsible producers. Thanks again. The reason I am writing is because a very significant (negative), health and environmental concern just came to my attention. I am Costa Rican, and my entire family is still leaving there. I come from a very small village call La Flor de Rio Cuarto. This Village is one of a kind, in my opinion. About a 90 percent of the village members are somehow related and this people have been living in this town for decades. Thanks to the cleanliness of their waters and the fresh air they had always enjoyed, they love this place (I also love it). They all support each other when in difficult situations, and they love having this support. Just about a week ago, my sister call and told me how our town/village was supplying water to neighboring town because the aquiferous (under water supply) are being contaminated by the chemicals (herbicides, fungicides, and insecticides), specially the herbicides, of expanding pineapple plantations in the area. She told me that she was afraid that in the long run, if they keep expanding, the water of our town will also be contaminated. There are currently four town in the same area that are being helped (giving water to) by other towns. She also mentioned how those chemicals are affecting biodiversity in the area. Pineapple monoculture, what is happening right now in our country, is affecting live that do not depend on pineapple to survive, which for a country that once claimed to contained about a 6 percent of the world's biodiversity, this is a catastrophe. The honey bees, which account for multiple species, are being greatly affected by the*

chemicals. Here in the United States are all familiar with the impact of chemicals on honeybees. On the other hand, we may not think about a sea of mammals, birds, etc., that are disappearing just because one's doesn't care. While the effect of agriculture on biodiversity is not what I am trying to focus on right now, I am very passionate about my country's environment and wildlife, and I also want to protect it. Many probably don't care about what is happening in Costa Rica, but here in the states, many people don't know what they are actually eating and supporting. People here in the States, probably do not know that by buying products such as pineapple coming from these places, they are feeding money to extremely large corporations, which in my opinion, are deliberately poisoning people's water and wildlife. Even if the pineapple is organic, which is what they are telling their buyers, there is a good chance this places use herbicides to remove weeds before they plant the "seed" (crown or growth). I would like this information to get to as many people as possible. Just as I am getting inform about this issue, I would also like other to be inform. This is not only affecting me, my families, and friends, this is also affecting everyone (humans) who loves clean air and clean waters. "Praise, like gold and diamonds, owes its value only to its scarcity" Samuel Johnson

A: Thank you so much for taking the time to write about this important issue. You are absolutely correct that many of us in the United States really have no good way to understand the impacts of our food choices on the places where that food is grown, especially when those places are far away like Costa Rica is. This is a really great reminder of that. I will request that this comment be included in our *Co-op Reader* so other Co-op Owners can read it.

As you mention, we do our best to choose the most environmentally friendly products that we can, including selling exclusively certified organic pineapple at Willy East and West. Willy North carries some non-organic pineapple because there are shoppers there who have asked to have a lower cost alternative. We don't always have a choice as to which grower we get our pineapple from, but we will certainly continue to search out growers who have documented that they are acting in an environmentally and socially conscious way.

Thank you again for writing. I very much appreciate it. Best, Megan Minnick, Purchasing Director

RICE REQUEST

Q: *Medium grain white rice. This is a staple for our Puerto Rican household. It feels alienating not to find here what to us is such a basic*

item. Please help us and other Puerto Rican households in Madison to buy our basics here! Thank you!

A: We've been trying to get this product in for you and after some trial and error with a few of our vendors, we've got an option on our shelves! You can find La Preferida 5-lb bags of medium grain rice in aisle 4 here at Willy East. Thanks so much for letting us know what you were looking for! -Liz Patterson, Assistant Grocery Manager-East

DIRTY CHAIRS

Q: *Hey, thanks for always keeping the tables so tidy in the common area! Just a heads up that the back of the chairs could use a wipe near the handles. All those newspaper readers can leave black ink smudges.*

A: Thanks for your comment. The backs of those chairs have been on our radar for a while. Unfortunately, they look so dirty due to repeated cleaning! Please know that we do wipe them down but that they probably won't look better in the near future. We are currently looking to replace them with ones that will be easier to wipe down and keep clean without damaging the actual chair. Thanks again, Anna Geisthardt, Front End Manager-East

BASIC CUSTOMER SERVICE

Q: *This is basic customer service. I'm at the service desk. 3 then 5 employees standing around. One started to help me, but she was paying attention to a conversation. Then another started to help me, then a third. All I was getting was a refund for an overcharge. The customer/owner deserves undivided attention when it's their turn. Other employees shouldn't interrupt nor should they answer the phone! Geez, I shouldn't have to tell you folks this. It's poor customer service and just plain rude!*

A: I apologize for your experience at the Customer Service desk. It can be a hustle and bustle multi-tasking space, but you are correct in that when we are helping one specific customer, we should be giving them our undivided attention. Thank you for your comment and I will be sure to go over this with my staff. -Anna Geisthardt, Front End Manager-East

FROZEN BREAD

Q: *Udi's gluten-free is kept frozen in other venues (not Willy). This keeps it fresher. (zero preservatives). So buying an Udi's gluten-free loaf is like buying a loaf that is 2-3 weeks old. It really ages it. I only by 1 loaf if in a pinch.*

A: Thanks for letting us know that you would prefer to buy Udi's bread frozen. We offer the Udi's bread refrigerated and not frozen as

a service to our customers. We want gluten-free bread to be available ready-to-use for those who would like it. However, this product does come in frozen and we would be happy to sell it to you that way if we have some on hand in the back. Feel free to ask next time you are in and looking for a frozen loaf! Please let us know if you have any other questions or concerns! Thank you! –Liz Patterson, Assistant Grocery Manager-East

DRIED MANGOES

Q: *So I love the dried mangoes and been getting them (even though they are expensive) since I discovered them a year ago. I noticed that in the past couple of months they have been brown and taste like they have gone bad. The brown ones are also being hidden in the middle so you can't see them—but the price is the same. What's up with this? As of today, there wasn't one good bag!*

A: Thanks for giving us feedback about the dried mango you have purchased recently. We haven't heard any other similar feedback, but it's possible that the quality can vary for this product due to the season/time of harvest. We'll certainly follow up with the folks who package these up at our Production Kitchen. You are more than welcome to make a return or receive refund. Please see Customer Service at any of our stores to facilitate this.

Have you tried the Equal Exchange Mango Cheeks we have in stock right now? They are pricey (\$13.49/lb) but worth every penny! –Liz Patterson, Assistant Grocery Manager-East

WHAT IS CO-OP BASICS?

Q: *I'm not totally clear on the Co-op Basics tag/labeling system. Is that something on sale? I get the 2-week sale tags etc. but Co-op Basics is not something I understand. Thank you.*

A: Thanks for your question! Co-op Basics products are our best quality products at our best prices. They aren't on sale, but almost every one is at the listed price for at least three months, and some have been at that price for years! They are a collection of staple products, many of which we can provide at reduced pricing thanks to the buying power of National Co-op Grocers, of which we're a member. Aside from some produce, Co-op Basics items that change seasonally, there are few products that leave this program; we more typically add products, and now have over 450 on the program. –Brendon Smith, Communications Director

THANKS!

Q: *Last week, we came to Willy East to spend the last of our Double Dollars on some 'not-so-perfect' produce (thank you so much—a huge savings and help to better our health!). Anna S was checking us out, and she noted that we were not signed up for access discount!*

We thought we had, but obviously not! So she signed us up on the spot, and right away we received our discount. Thank you, Anna S, and thank you, Co-op for excellent training of staff! LOVE our access discount, the double dollars program and produce discounts.

A: Thanks for writing in and sharing your experience with us! I am so happy to share with Anna S, her manager and the rest of the staff. We look forward to seeing you again soon. –Amanda Ikens, Owner Resources Coordinator-East

PLASTIC STUPIDITY

Q: *I can't imagine I'm the first WSGC member who's pointed out to you/questioned the stupidity of the Coop continuing to use the attached/enclosed plastic food container for packaging various and sundry foodstuffs (in this case, you will note, it's pesto).*

Why is it "stupid," you ask? Just how much (in this case, pesto) food is wasted because of the container's ridged sides, ridges that trap some of the food. Good luck to the consumer who has the patience and the kitchen implement to pry loose that trapped food—small amount that it might be. (But a significant amount when you total all that trapped food—pesto and a multitude of other deli type items)—wasted due to this container's design.)

Now, I know that WSGC understands the food wastage issue. Indeed, just today I read this from a local company called Curbside Composter: "Food waste is the 2nd largest landfill contribution in the U.S. Nearly 1/3 of all food is wasted from farm to fork."

If those claims are true, then you, dear Coop, are contributing to that problem.

Please tell me I'm wrong in long ago concluding that WSGC continues to use this stupidly designed, guaranteed to waste food type of packaging because the favorite nephew of a board member or Coop staffer secured the contract to sell them to WSGC.

If Bountiful Bean and Banzo's can locate plastic containers without the food-wasting design of the type used by the Coop, why can't WSGC?

Thanks in advance for your anticipated timely reply.

A: I appreciate your candor regarding our choice of container in the deli. I shall respond in-kind.

You are correct in your assumption that we have questioned the design of the containers that we use. The ridges are just as much of an annoyance internally as you have expressed as an end-user. According to the manufacturer (Placon, in Fitchburg), the material used is largely post-consumer recycled polyethylene terephthalate, a limited resource that is reclaimed from recycled plastics that the company is attempting to use wisely. The ridges exist so they

can use less material per unit (they provide more structural strength than a "flat" side wall) and extend the material further. We have, historically, weighed the "food waste" concern against the "plastic use and sustainability" concern and leaned toward the latter as a priority.

I have examined the containers in use by Bunky's, for instance. I do like the design quite a bit. That being said, the manufacturer, Inline Plastics, has been much less forthcoming about their production practices and reclamation techniques than Placon has been. You can compare for yourself: www.inlineplastics.com/why-inline-plastics/sustainability; www.placon.com/sustainability/ecostar-pet-sheet/

We were largely attracted to Placon for this reason in addition to the fact that they are a very local company. I have never heard of a familial connection with Placon and the Co-op. The staff member who initially sought Placon out was a past Deli Manager at our East Side store and she found them because of their posted sustainability initiatives. In response to a series of comments like this one, I should add.

While we have historically overlooked the inconvenient design of our deli containers, going forward I think we may not have to. I had secured samples of some new options right around the time your comment came to my attention. The (proposed) solution comes in the form of two new types of containers:

Dips and spreads (like the pesto) will come in a 5 oz container: www.ecoproducts.com/round_deli_and_portion_cups.html

This path is fairly settled. We should be transitioning to these by mid-June at the latest. It's been worked on for a little while.

Other Deli salads will (possibly—it's not yet settled) come in a 8 or 16 oz. container: www.placon.com/products/stock-food-package/crystal-seal-tamper-evident-8-oz-clear-container/

This 8/16 oz container still has a few structural ridges, but significantly less than the previous model we've been using. We have done some testing internally and have found them much easier to use. We also think it will help that the dips and spreads will transition to the round container. The remaining product types (salads and such) have less "waste potential" and should work well in these. We additionally like that they are tamper-evident—something our current packaging doesn't offer.

It is an interesting tug-of-war when it comes to packaging. In addition to your comment, I receive many others imploring me to seek containers using less plastic, no plastic, certain types of plastics, etc. In my mind, well-applied plastic usage has the potential to decrease food waste. That usage may increase plastic waste, however. It honestly feels like an area where we may

never please all concerned.

I hope this insight into our thinking, our goals around plastic use, and our future plans for container purchasing serves you and helps to address your concerns. If you'd like to continue the conversation with me, personally, please reach out to me at p.schroeder@willystreet.coop.

Thanks for your patience in awaiting my reply. –Patrick Schroeder, Prepared Foods Category Manager

OPEN READINESS

Q: *When the store opens at 7:30am, it needs to be completely ready for customers; often, it isn't. Most grocery stores make sure that major shelf restocking, for instance, and laying out of produce, are done before the store opens. Why doesn't the Co-op get that done?*

A: The short answer has to do with the time limitations on when we can receive our deliveries, the amount of produce we need to bring in to support our sales and the lack of space to store this product off the retail floor prior to stocking.

We are starting a discussion about the possibility of adding a third shift to do some stocking overnight, something that many other grocery stores do. While we are looking at this from an efficiency standpoint, it also has the potential to improve the store readiness in the morning.

Thanks for your questions. Sincerely, Kristin Esselstrom, Store Director-East

COUNTRY OF ORIGIN LABELING

Q: *Why are there no "country of origin" or "place of origin" stickers or other way of showing that info on the bulk products? It used to be there, and was an important part of my decision-making process. The new bulk labels look lovely but are missing this key piece of information. More info. Not less please!*

A: Thanks for writing in. Sorry about the removal of the country of origin on the new labels for the bulk items. We agree that is very important information for our customers and we have made the necessary changes to put that information back on the new labels. Sorry for any inconvenience this change has caused in the meantime. –Amanda Ikens, Owner Resources Coordinator-East

THANKS FOR THE FOOD

Q: *While attending the annual statewide meeting of the Cooperative Invasive Species Management Areas, sponsored by the Invasive Plant Association of Wisconsin, I found delicious food donated by Willy Street Coop. What a pleasant surprise. Thank you.*

A: I'm happy to hear you enjoyed the food donated by Willy Street Coop. We're happy to support nonprofit organizations in our community! Best regards, Liz Hawley, Education and Outreach Coordinator



GENERAL MANAGER'S REPORT

Water; Willy West; Finance Committee; and More!



HELLO SEPTEMBER!

September is the month when we celebrate Eat Local Month; we will have plenty of local food options on hand for your eating pleasure. Look for special local promotions throughout the store as we celebrate our

by **Anya Firszt, General Manager**

local producers and the fruits of their labor!

September is also back-to-school month for many folks, which means for some, packed lunches and after school snacks! We have nourishing treats and wholesome lunch options galore at each of the retails. Yum yum.

And, just a reminder that the Harvest Moon falls on September 24—the full moon nearest the autumnal equinox, which is September 22. Welcome fall!

WATER WATER EVERYWHERE

The record-breaking rainfall in late August presented us with some of our own work-related challenges at Willy West and our administrative offices.

First, the rainstorm on August 20th resulted in irreparable damage to one of the refrigeration compressors at Willy West. Thank goodness our refrigeration contractor, Commercial Air, was able to source a new compressor that was installed and operational the next day! Staff responded in an “all hands on deck” fashion to pull frozen product, and then restock it as soon as the unit was holding temperature—thank you all for a job well done.

Then, later the same week, we had to tackle potential flooding at our offices located along the Yahara River at E. Washington Ave. I imagine nearly everyone in Madison had been watching with great interest and concern the lakes and Yahara River water levels rising, and for us this was just outside our office windows.

At the time of the writing of this report, it was a complete unknown to what extent the flooding could be; we decided we needed to plan for the anticipated forecast of more rain and more extensive flooding. Once again staff at the Central Office were “all hands on deck” and they removed nearly everything from our basement storage room at the central office to the first floor to mitigate the potential of water damage to documents, marketing materials, etc. We also grappled with the likelihood that access to the office would be closed off if water levels continued to rise as forecasted, so we assigned staff to work in other sites. We will respond accordingly; only time will tell.

Thank you to all staff that helped

move boxes and product to a safe, secure and colder place!

WILLY WEST EXPANSION UPDATE

We had a rough few weeks in late July and early August related to expansion work; mainly two unexpected evacuations of the Willy West retail. The good news, no one was injured. My compliments to our staff, construction contractors, and our service providers for handling each incident as well as they did—paying attention first and foremost to the safety of everyone there.

We are well into and nearly done with Phase II of the expansion project. The old bathrooms and Community Room have been demolished, making way for the construction of the new Cheese department, and the relocation of the Juice/Coffee Bar is next on the list. In fact, the new Cheese department was open for business the last week of August.

Moving forward, we have decided to temporarily close Willy West to address some construction and build out work that requires more than just an overnight (off hours) timeline. Willy West will be closed Monday, October 1 and Tuesday, October 2, and then open for business at 7:30 am Wednesday, October 3—just in time for Wellness Wednesday! This closure will allow staff and contractors to relocate shelving aisles, remerchandise some departments, and buildout and paint the new soffit. Hang in there folks, after this month, we have less than a month to go!

FINANCE COMMITTEE SEEKING NEW MEMBER

The Board's Finance Committee has a vacancy to fill. We are continuing our search for qualified candidates with financial experience who are committed to Willy Street Co-op and its ideals. The average time commitment is five to six hours each month. Please contact Ben Becker (b.becker@willystreet.coop) if you are interested and would like to volunteer.

FACE-TO-FACE TIME WITH THE GM

September 23 from 12:00-2:00pm at Willy West. You can also reach me by calling my direct line: 608-237-1210 or emailing me at a.firszt@willystreet.coop.

SPECIAL STORE HOURS

- Labor Day, Monday, September 3: stores close at 7:30pm.
- Staff picnic, Saturday, September 8: stores close at 6:00pm.
- Willy West will be CLOSED: Monday, October 1 and Tuesday, October 2; opening 7:30am Wednesday, October 3.

BOARD REPORT

New Board; Equity Learning Moments; and More!



by **Jeannine Bindl, Board President**

Fellow Co-operators, the magical season of fall is on its way. Days are getting shorter, the apples are ripe and many of us are getting back into familiar rhythms of school and work. I am almost always ready for fall to arrive, and some years summer is just a bit too short.

Summer was a busy time for your Board of Directors, we prepared for Board elections and saw many of you at our Annual Meeting & Party. In August we oriented our new Board members and had our annual Board retreat.

NEW BOARD

The August Board meeting was our first as a new Board. It was also the meeting where officer roles and Committee Assignments were decided. Did you know that Owners-at-large participate on many of our committees? Involvement in committees is another way that Owners can be involved at the Co-op. If you think committee involvement is something you would like to learn more about, please email the Board Development Committee at bdc@willystreet.coop and we will send you information when spots open. There is currently an opening on the Finance commit-

tee. If you are interested, please email Ben Becker at b.becker@willystreet.coop for more information.

EQUITY LEARNING MOMENTS

Finally, I wanted to share some interesting new things your Board has been working on this past year. Through work done by the Board Development Committee, your Board has started doing both Equity Learning Moments and what we call “generative work.” Equity Learning Moments are self-led discussions or mini-trainings of which the goal is to raise awareness, have the group consider social equity from a variety of perspectives, and to become more comfortable discussing social equity in groups. Our generative work is a thinking process that is intended to be very big picture. In these work sessions we are trying to better understand our strengths, our community, and ultimately be a source of leadership for the organization.

WANT TO KNOW MORE?

If you are interested to learn more about Board meetings and what we do or talk about, please come visit us! Board meetings are open to all Owners. They take place on the third Tuesday of each month starting at 6:30pm at the Central Office on East Washington Avenue. Thank you for your investment in the Co-op! We enjoy hearing from Owners and can be reached at board@willystreet.coop.

STORES CLOSING EARLY

LABOR DAY, MONDAY SEPTEMBER 3 AT 7:30PM
STAFF PICNIC, SATURDAY SEPTEMBER 8 AT 6:00PM

Compassionate, Comprehensive Pet Care

**Eastside
Veterinary Clinic**



4421 Cottage Grove Rd Madison

Dr. Joe Novotnak

221-3509

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.



COOKING WITH CHEF PAUL: RAVIOLI AND SHU-MAI FROM SCRATCH

Location: Willy East Community Room
Wednesday, September 12, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision required
 Your Co-op's Own Instructor: Paul Tseng
 Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul to learn how to make the basic dough to use for these marvelous icons—one from Europe and one from Asia. The heating method is different for both items; boiling water for making ravioli and steaming for shu-mai.

COOKING WITH CHEF PAUL: NAVIGATING THE WORLD OF HERBS AND SPICES

Location: Willy East Community Room
Wednesday, October 10, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision required
 Your Co-op's Own Instructor: Paul Tseng
 Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul in this exploration of the amazing world of herbs and spices. Paul will teach how to utilize, store and make a dry rub and spice mix to apply to daily cooking. He will also demonstrate how to mince herbs and provide basic techniques of preparing spices to bring out more flavor and aroma. On the menu: Baked Herb Potatoes, Spice Rubbed Pork Rib, Spicy Lentil Soup, plus Infused Spiced Tea.

SIX SPICES: INDIAN STREET FOOD

Location: Willy East Community Room
Monday, October 15, 6:00pm–8:30pm
 Ages: 13 and older; adult supervision required
 Instructor: Neeta Saluja
 Fee: \$20 for Owners; \$30 for non-owners

Street food is very popular in India. Join Chef Neeta Saluja as she brings Indian street food to our classroom. She will demonstrate, and the class will sample the following dishes: Potato Patties with Spicy Green Pea Sauce; Bhel-Puri, puffed rice and crunchy wafers served with spicy green chutney; and Tamarind Chutney. Vegetarian.



COOKING TOGETHER: EAT LOCAL CHALLENGE

Location: Willy East Community Room
Friday, September 7, 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 hands-on cooking class for families and learn about different foods, how to follow recipes and how to use a variety of tools.

INDIVIDUAL NUTRITION CONSULTATIONS

Location: East Community Room
Wednesday, September 19, 2:15pm–5:30pm
Wednesday, September 26, 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.

September is Eat Local Month at the Co-op, and in this class, participants will prepare a tasty homemade meal together using as many locally grown or prepared ingredients as possible. Challenge accepted! Vegetarian.

COOKING TOGETHER: OODLES OF NOODLES

Location: Willy East Community Room
Friday, October 5, 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 hands-on 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.



INTERNAL CLEANSING WITH FOOD

Location: Lakeview Library
Thursday, September 6, 6:00pm–7:00pm
 Ages: Any; adult supervision required
 Instructor: Michelle Jolly
 Fee: Free; walk-ins welcome

This program is an introduction to the food-based cleansing process. Join Michelle Jolly, Health Coach of Human Nature, LLC, to learn new ways to get healthy by assisting the body's major elimination and toxin-removing organs (liver, kidneys and digestive tract) with food and herbs that allow for internal cleansing. Vegan, gluten-free and grain-free.

KISS THOSE SUGAR BLUES GOODBYE

Location: Willy East Community Room
Tuesday, September 18, 6:00pm–7:00pm
 Ages: Any; adult supervision required
 Instructor: Katy Wallace
 Fee: Free; walk-ins welcome

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



KIDS IN THE KITCHEN: LIKEABLE LUNCHES!

Location: Willy East Community Room
Tuesday, September 11, 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 Chef Lily Kilfoy in this exciting hands-on cooking class. Whether you're packing a brown bag to take to school or hanging at home, even the most creative cooks can get stuck in a rut when it comes to lunchtime. In this class, participants will whip up some fun recipes to break up the routine. Vegetarian.

KIDS IN THE KITCHEN: COOL CALZONES!

Location: Willy East Community Room
Friday, September 14, 4:30pm–5:30pm
 Ages: 9–12 years old; adult supervision not required
Friday, September 28, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

LEARN ABOUT AND REGISTER FOR FOODSHARE LOCATION: LAKEVIEW LIBRARY

Location: Lakeview Library
Thursday, September 6, 10:00am–2:00pm
 Location: East Community Room
Thursday, September 20, 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 The Kids Chef Lily Kilfoy in this exciting cooking class for kids. Making Italian folded pizzas, known as calzones, is an especially fun—and delicious—activity for people of all ages. In this class participants will season sauce, grate cheeses, prepare toppings and roll dough as they each create their own calzone. Recipes will also include a seasonal salad and beverage. Vegetarian.

KIDS IN THE KITCHEN: AWESOME APPLES!

Location: Willy East Community Room
 Tuesday, October 9, 4:30–5:30pm
 Ages: 9–12 years old; adult supervision not required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this exciting hands-on cooking class for kids. Early fall means the sweetest, crunchiest, juiciest and most awesome local food is finally in season—apples! In this class we'll highlight the fantastic fruit in a variety of tasty recipes. Vegetarian and nut-free.

KIDS IN THE KITCHEN: FOOD FACES!

Location: Willy East Community Room
 Friday, October 12, 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. Heads made from bread? How about edamame for eyes, cauliflower florets for ears, or a red pepper strip for a super smile? Chef Lily can't wait to see what the kids will come up with! Participants in this class will create edible faces using a variety of foods. Vegetarian and nut-free.




FERMENTING THE LOCAL HARVEST


Location: Willy East Community Room
 Thursday, September 20, 6:00pm–8:00pm
 Ages: 8 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$20 for Owners; \$30 for non-owners

Fermented foods are made by a technique that relies on yeast and other “friendly” bacteria to break down carbohydrates and proteins. The class participants will get hands-on experience preparing vegetables for the fermentation vessel. Everyone will leave with jars of vegetables with recipes and instructions on how to finish the fermentation process at home.

FERMENTATION FUN

Location: Willy East Community Room
 Wednesday, October 3, 6:00pm–8:00pm





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WORKSHOP: 214 Waubesa Street, Sat. Oct. 13, 2018, 10am - 1pm ☎️ \$45
FALL CLASSES: 8 Mondays, Oct. 15 - Dec. 3, 2018, 7:15 - 8:30pm ☎️ \$120
 Free introductory video precedes first class at 6:45pm on Oct. 15, 149 Waubesa St.


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608-838-7590
weberpastures.net


Ages: 8 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$20 for Owners; \$30 for non-owners

Join Linda Conroy in this hands-on class! Everyone will participate in preparing vegetables and herbs to add to the fermentation jars. Each person will take home several jars of vegetables and instructions on how to finish them at home. We will make carrot/cabbage kraut, pickled peppers and kohlrabi pickles. Dress to mess.






September 20, 2018
 5:00-7:00 p.m.
 Union South


Presented by 

Honor local change makers and heroes, including:


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 Winner of the
Sally Sunde Family Advocate Award
 Sponsored by Zendesk



Nestic Morris
 Nominated by
**Wisconsin Coalition
 Against Sexual Assault**
 Winner of the
*Linda Sundberg
 Civil Rights Defender Award*
 Sponsored by
 Heartland Credit Union




Mario Garcia Sierra
 Nominated by **Sustain Dane**
 Winner of the
*Liesl Blockstein
 Community Leadership Award*
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Willy North—Two Years Later



by Katie O'Connell-Jones, Owner Resources Coordinator -West

Happy second birthday Willy North! As part of the Co-op Services team, I have the privilege of interacting with our Owners and customers that reside in Madison, Middleton and the surrounding areas. It seems at every event I attend, such as outreach events or pitching in at local farmers' markets, people ask me "Hey, how's Willy North doing? Is the store finding its groove? How is the store's relationship with the community going?" In this spirit, I thought it would be interesting to address some of these questions and give Owners a snapshot and update on the progress of the Co-op's newest location.

TIMELINE

First, here is a quick refresher on how Willy North came to be a reality. In 2014, Owners voted to open a third store within the next three years if a suitable opportunity presented itself. Owners wanted more access, to provide more local items in higher volumes, to support local food security, and finally to continue our Ownership growth. There were many location options from the perspective of a supportive market, but the Owners, in large part, requested we focus on underserved areas of our community.

In 2015, Pierce's notified the Northside Planning Council they were planning to close. Since Pierce's was the only grocery store serving the Northside neighborhoods, the area was about to become identified as underserved in the City of Madison, or lacking an adequate and nutritious grocery option. The Northside Planning Council wanted a community-based solution, and time was short when they approached Willy Street Co-op for support. After lots of consideration, asking ourselves many

questions, and working with area residents to assess the Co-op's compatibility with the community, the Board of Directors and Owners gave us a resounding "thumbs up" in April 2016. Willy North opened in August 2016, and suffice it to say the rest is history.

THE NUMBERS

Let's get the financial questions out of the way. By reference, West opened under a similar model as East, with a small overall footprint and like product offerings. North, however, moved into and rebranded a conventional grocery store with over two times the space. That required a paradigm shift in the modeling for our Co-op.

The first year started off a little slower than planned but certainly within the realm of expectations. As we learned how to run a larger store with a product mix that included more conventional grocery items, things began to click. Year One culminated in just under \$11 million in sales. In the second year we hit our stride and exceeded our \$12 million sales budget. Now we are also enjoying a beautiful patio, a new Juice Bar that opened ahead of schedule, and most recently, a new made-to-order sandwich station.

The last financial measure of the success for opening North is the growth in Owners. In the first year North added over 1,700 new Owners which bested East by 400 and West by 600 for the same period. In the second year, North enrolled over 800 new Owners, bringing the two year total to a healthy 2,500 plus Owners. In short, Willy North in its first two years is a financial success!

OUTREACH

Now that we've addressed the financial aspect, let's take a look at how North is getting to know its community. To answer this question I wanted to get the perspective of some "boots on the ground." Recently I paid a visit to gianofer fields, Owner Resources Coordinator at North, and Robert Halstead, Owner Records Administrator

(formally Owner Resources Coordinator for North). A firsthand look at some of the experiences they had as they interacted with Owners and reached out to the neighborhood was insightful. gianofer was invited by the Packers Community Center to share with residents the mission of the Co-op, what it means to belong to a Co-op, details about our Access Discount program and information about some of the products we carry. "It was very helpful to provide a visual of our products and demonstrate how the Access Discount program worked," he said. "By enrolling in the program, Owners could save enough to pay for their equity share, thereby introducing them to more Co-op benefits." She went on to say, "I shared with them how to save money by shopping the perimeter of the store, taking advantage of the bulk aisle and the seasonal produce." gianofer says she is constantly doing outreach to the neighborhood and talking to people when participating in the Second Harvest outreach and the Northside Farmers' Market.

Robert noted that engaging the community has been important. "We started our relationship with the community centers last December by attending the holiday potluck dinners. I attended a couple of them (one on each night). Willy Street Co-op provided the coffee for the dinner. My aim was simple, just to make myself visible. I brought a few materials (handouts from the Co-op) but I wanted to make my presence fairly casual." He continued, "From my perspective, when I have the opportunity to visit with someone one-on-one or in a small group, the idea of talking about shopping at the Co-op when they may not have been inclined to do so has been pretty effective." He is adamant that the outreach events, even when there is an opportunity to meet only a few people, is important to North's success. "It seems like those connections are so worth it. The connections we make are genuine and not only is it encouraging for us but when you can see some of the neighbors we have connected with come into the store with smiles on their faces, maybe already knowing a cashier's face and name, you know the Co-op is building lasting relationships."

At this year's Annual Meeting & Party, I was able to spend a few minutes to talk to a big advocate for North, Board Member Patricia Butler.

Let me begin by saying her energy and enthusiasm for Willy North is infectious. She said the store has been a blessing for the neighborhood and it turned what was about to be a "food desert" into a small economic engine for the area. In her opinion, Willy Street Co-op moving into the former grocery store space stabilized the Northside Town Center and led the way for a Goodwill store, two restaurants, and a local gym locating there. "Not only has Willy North provided the neighborhood with new food options but it is also a job creator." She went on to say, "we have to continue our outreach but Willy North has been very positive for the community."

PRODUCT MIX & VALUES

Willy Street Co-op has more than 35,000 active Owners and over 450 food producers. Finding the correct balance, to satisfy varying values and Owners needs and wants in a whole new neighborhood continues to be an adjustment. Our Purchasing team is mindful of the many factors to consider when deciding which products and vendors will be offered. Megan Minnick, Purchasing Director explains, "North saw a huge expansion of our conventional and low-cost offerings." She continues on to say, "The WIC product selection was a learning curve for a Purchasing team that's accustomed to buying a particular kind of product. That said, North has allowed us to bring on a few new local vendors that are featured almost exclusively at North, such as Feed Kitchens, Fox Heritage Farm, Pappa's Pullets and The Real 'Za and Mystic Pizza, local frozen pizzas."

As North Store Director, Jenny Skowronek reports, "The Grocery department completed a big reset of its offerings this spring. Many new items were brought in and some discontinued in an effort to look for the right product mix for the store. We continue to learn and stock the products that the community is requesting, and this will always be an ongoing process. Our number one request from Owners was for a Juice Bar, which I am thrilled to say is open and thriving, and we are enjoying seeing new customers every day."

ONWARD

We continue to serve our mission, addressing a critical need in the community. We're growing our ownership, increasing our support of local vendors, expanding our way of thinking, and getting better at what we do. Looking forward, we will continue to have conversations with the community and work on finding the right product mix that our Owners want to see. We are very excited and optimistic. I hope, if you haven't had an opportunity to check out our North location, you will! So light the candles and tap the kombucha! Happy birthday Willy North!

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Farmers Market

SUNDAYS 9-1pm
MAY thru OCTOBER
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DELI NEWS

What's New in Prepared Foods?



by Patrick Schroeder, Prepared Foods Category Manager

Holidays, y'all. They're practically here. The joyous season of connecting with loved ones and feeding them. Feeding them what, however?

THANKSGIVING MEAL MENUS

Your Co-op has you covered. This season we are once again offering to

cook your Thanksgiving meal for you (or with you—it's really more of a partnership). Starting in October, we will have Thanksgiving meal menus available in the stores and online for your perusal. You can order full meals from us or just the side dishes you don't feel like making yourself. We'll have it packaged for you to pick up right before the holiday—ready for you to re-heat and serve! More details coming in October, so stay tuned.

LOCAL FRUIT PIES

Also coming to a Co-op near you in September and October—local fruit pies! Again, we feature local apple, pumpkin, and cherry pies. This year, we will be using organic



crusts from Wholly Wholesome, both traditional and gluten-free (which is also vegan!). We think you will really enjoy these crusts; they are light and flaky! We might also have a surprise local pie. Can you guess what it will be?

NUTRITIONAL DATA

A note to those of you interested in knowing more about our Deli and Bakery products—namely, their nutritional data. We don't have a ready capacity to give you this information. What I've been able to offer some people, instead, is a copy of a recipe that they would like to know the nutritional information of as well as a link to a website where one can list recipe ingredients to produce a calculation of its nutritional data. As Owners, you are always welcome to make this request of us. Please, submit a customer comment online or in the store and we will be happy to provide you with the recipe you are seeking.

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STORES CLOSING EARLY

LABOR DAY, MONDAY SEPTEMBER 3 AT 7:30PM
STAFF PICNIC, SATURDAY SEPTEMBER 8 AT 6:00PM

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\$150,000*

~~\$110,000~~

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MEAT NEWS

A Visit to Wisconsin Meadows Grass-Fed Beef Cooperative



by
**Jeremy
Johnson,
Category
Manager—
Meat**

Wisconsin Meadows
Grass-Fed Beef
Cooperative is
a farmer-owned
cooperative of
about 185 grass-
fed beef farmers
from all over the
state of Wiscon-
sin. Their mission
is to provide 100%
grass-fed, grass-
finished beef that

is raised naturally, without the use of synthetic growth hormones or antibiotics. They utilize rotational grazing and well-managed pastures to protect soil and water resources. This also helps to maintain wildlife habitats. There are never chemical herbicides or pesticides used on any of their pastures.

Willy Street Co-op was recently invited by Wisconsin Meadow's General Manager Rod Ofte to visit a few of their farms, including his own farm in Coon Valley, Wisconsin, just outside Viroqua.

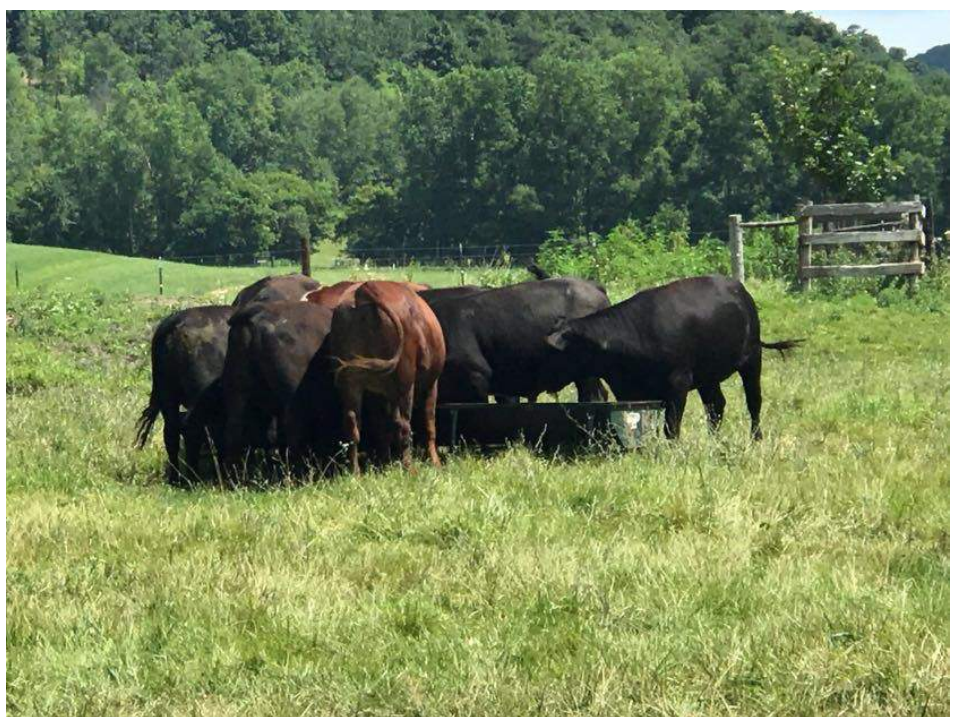
We met Rod at his farm on beautiful July day. We toured the farm via tractor hayride with amazing views of rolling pasture lands that are rich with sorghum, rye, clover and grass.

Rod explained that the cows will eat anything that is growing, even small trees like buckthorn.

Unfortunately the cows were not visible on the hillside, as it was the heat of the day and they had sought out shade under trees at the top of the hill. (This hillside is also used by Rod's children for sledding.) The cows are allowed to graze in the pasture until the grass is about six inches long before they are moved to new areas of pasture. This is beneficial to the cows as well as the land. If the grass gets much lower than six inches it increases the risk of the cows ingesting worms and other bugs. This protects the land by insuring a strong root system and prevents runoff into waterways—there is an amazing trout stream that flows through the farm.

Rod works hand-in-hand with the DNR to survey the water quality and the amount of trout and other aquatic life that live in there. He is extremely proud of the quality of water on his land.

We were able to see some of the cows at the end of the tour when he lured a few out of the trees with what he calls sushi for cows which is actually just organic dried kelp and minerals. He let



each of us try some and it was actually really good. The kelp helps with digestion and the cows love it.

The other farm we visited was by Westby, Wisconsin and is owned by Farmer Jim. Jim runs one of the cow and calf operations for the cooperative. Since all of the cattle Wisconsin Meadows sells are born and raised in Wisconsin, they have certain farms that specialize in just birthing and raising calves.

Farmer Jim raises about 30 calves a year. The calves have 100% access to their mothers' milk

and are slowly weaned from milk to grass alongside their mothers in pasture until they get to be about six to eight months old. They are then moved to another farmer inside the co-op.

I have known and worked with Rod for about six years and have always known him to be passionate about grass-fed beef, but having the opportunity to visit his farm and see how much pride he takes in his land and all of the life that inhabits it was truly a pleasure and makes me proud to work with their co-op.

NEW PRODUCT NEWS

Five Great New Local Items at Your Co-op



by **Melissa Reiss, Purchasing Assistant**

It's September again, and that means Eat Local Month here at the Co-op! Be sure to check out the sales and demos all month long from our local makers and farmers. Let's take a look at some of the more recent arrivals from our local maker community to land on the shelves.

on the go. For every Yumbutter product you buy, they donate to nourish a child in need with their Buy One Feed One program.



OLDEN PRODUCE

In our Produce department, we brought in Olden Produce earlier this year as a line of value-added produce products. The fourth generation farmers at Olden Organics Farm supply us with a rainbow of fresh, spiralized veggie "noodles," cauliflower rice, and a slaw mix of red and white cabbages with shredded carrots grown on a MOSA-certified organic farm in Ripon, Wisconsin. Choose from butternut squash, red beet, zucchini, sweet potato, and seasonal veggie noodles. All grown and processed on the farm, and ready for your culinary imagination!



YUMBUTTER SINGLE-SERVE POUCHES

New from our friends at Yumbutter—single serve nut butter pouches! They made their best-selling Superfood Almond and Superfood Cashew nut butters (or "potions," as they call them) pocket-sized and ready for adventure! Formulated with chia, hemp seeds, goji berry powder, and lucuma powder—all certified organic—for a superfood boost. Rounding out the line-up is the all-new "Inergy" Almond—almond butter blended with organic maca, guarana powder, and L-Theanine for sustained energy. Squeeze some on a banana, apple, energy bar, or right into your mouth for a power-packed convenient snack



WISCO POP! GRAPEFRUIT SODA

Another refreshing local beverage that recently landed at the Co-op is Wisco Pop's new Certified Organic grapefruit soda. Pleasantly tart and sweetened with a tad of organic cane sugar—perfect for mixing with tequila or with a squeeze of fresh lime! Made in Viroqua, Wisconsin. Be sure to check out their other organic, small-batch craft-brewed sodas if you haven't yet!

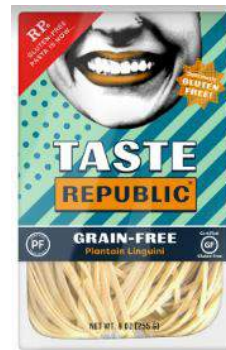


SASSY COW MOOCHA MILK

Earlier this year, local creamery Sassy Cow set out to create their version of a ready-to-drink mocha—a creamy, smooth beverage with less sugar than others out there. This delicious combination is a blend of their 1% chocolate milk and locally made Cadence Cold Brew and will hit the spot on warm, late summer days. Available in single-serve pint or multiple-serving bottle.

TASTE REPUBLIC PLANTAIN LINGUINI

We have seen more food items using plantain as an ingredient lately, but this one is the most innovative—plantain linguini! Grain-free and paleo-friendly, this fresh pasta is ready for sauces of all kinds. Toss with halved cherry tomatoes and a light drizzle of olive oil for a perfect summertime dinner! Taste Republic is a new name for RP's Pasta Company's gluten-free line. Still made here in Madison!



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- Sustainable



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STORES CLOSING EARLY

LABOR DAY, MONDAY
SEPTEMBER 3 AT 7:30PM

STAFF PICNIC, SATURDAY
SEPTEMBER 8 AT 6:00PM

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HEATING & AIR CONDITIONING, INC

EMERGENCY SERVICE 24/7
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- Duct Cleaning • Maintenance Plans • Ductless Mini-Splits

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Contact the Mothers' Milk Alliance to donate!

www.mothersmilkalliance.org

Support local wealth for local health

NEW VENDOR NEWS

Retail Ready Lab Graduates



by Megan Minnick, Purchasing Director

I don't know if you've noticed, but in the grocery industry, competition is the name of the game.

Groceries are no longer found only in the grocery store. You can find them at big box stores, convenience stores, club stores, traditional grocery stores, natural foods

stores, discount stores, online retailers and more. It's an extremely crowded market, and with a finite number of eaters, the competition is stiff.

The grocery business is a very low-profit endeavour (typically about one-to-three percent of sales). Typically, grocers rely on selling large volumes in order to be profitable. With the current proliferation of food stores, it's getting tougher and tougher to out-compete other retailers to reach these volumes. As you might expect, tougher competition leads to lower prices.

Lower prices force retailers to find other ways to make their 1% profit. Each business approaches this a little differently, but increasingly their strategies involve some hard-ship to their vendors—grocers strive for greater efficiency by cutting out small or inexperienced vendors, they pay vendors less, and sometimes even charge vendors fees simply for stocking their product.

At Willy Street Co-op, we put a great deal of our focus on making sure that the prices we offer are competitive. Will we ever be the cheapest place to shop in the Madison area? Probably not, but we make sure that our prices are in-line with other retailers of our size.

Unlike other grocers however, staying competitive is not the end of our work—in some ways, it's simply a thing we do in order to be able to do the more important work of building and supporting a strong local and organic food system.

That's where our Retail Ready Lab comes in.

WHAT IS THE RETAIL READY LAB?

The Retail Ready Lab began when we noticed that we were saying “no” to many more small local vendors that we wanted to. There were a variety of reasons for this—sometimes the price that the vendor needed to make their business work was more than what our customers would be willing to pay, sometimes we simply did not have the shelf space in our small stores to devote to a given product, and sometimes the vendors were so

new and unfamiliar with the requirements of selling their product to a retailer that we weren't able to begin working with them.

With fewer grocers willing to take a chance on these startup vendors, many of them simply didn't have anywhere else to go to get their business off the ground. We felt a need to figure out a way to say “yes” to more of them, and so the Retail Ready Lab was born.

The Retail Ready Lab is an incubator program for small local vendors who are bringing a product to the retail market for the first time. Vendors apply for a monthly rotating slot. Before their month begins, our Purchasing team works with them to get their product as ready as it can be for primetime—from helping with packaging design, acquiring a UPC, to advising what legally needs to be printed on a package, and what kinds of permits are needed.

During their month, Retail Ready Lab vendors' products are displayed at all three Willy Street Co-op locations. The vendors come in and sample their products, and customers and staff are given the opportunity to give written feedback in order to help perfect it even farther.

After the month is over, we look at sales data and at the feedback we've received, and make a decision about carrying the product in our regular offerings.

I've presented at several conferences about our Retail Ready Lab program, and every time I explain the concept to other people in the grocery world, the first response is, “You do all that for free? Why don't you charge vendors for this?” The answer is simple. Yes, of course we do it for free. Our ability and willingness to disengage from the cut-throat game of grocery competition to do this kind of work without looking for our own economic gain is intricately tied to our mission statement—it truly is why we exist.

We launched the Retail Ready Lab a year ago this month. So far 20 vendors have gone through the program. All together, Co-op customers have spent over \$30,000 to support them, and 12 have “graduated” into regular Co-op vendors.

Here are just a few of the Retail Ready Lab graduates that you can find on our shelves. I hope you take a minute to visit the Retail Ready Lab in any of our stores in the next few months!

TRULI JULI BISCOTTI

Juli Karpus started Truli Juli Biscotti in 2013 in the Chicago area, after an 18 year career in clinical pathology administration. She and her husband moved to Madison in 2015, and she essentially started over again,



selling her biscotti at the Hilldale Farmers' Market.

In 2017, Juli was ready to take her business the next step, and was featured on our Retail Ready Lab in October. You can find Juli's delicious biscotti in flavors such as Lemon Poppy Seed, Cranberry Pistachio, and Classic Almond near the Juice Bars at Willy West and East.



JULI'S ORGANIC APPLE BUTTER AND APPLE SAUCE

Juli (pronounced You-lee) McGuire is one of the farmers behind Two Onion Farm, a local organic vegetable farm and apple orchard in Belmont, Wisconsin. We sell Two Onions' fresh apples in season in our Produce departments, but Juli struggled with finding an outlet for apples that were less than perfect. Apple butter and applesauce were the answer!

Juli's delicious products were featured on the Retail Ready Lab in December. You can find her apple butter at Willy East and West, and the apple sauce at Willy West.



COCOABEAN AND CO

From a very young age, Alix Shabazz struggled to find bodycare products that work for her combination skin-type, and so she started making her own. This knack for making quality all-natural bodycare products eventually became Cocobean and Co.

All of the profits from this Madison-based company go toward the building of a larger project to build Black Queer economic development.

We were intrigued with Alix's mission, and once we tried her decadent body butters, we were sold! CocoaBean and Co. was featured on our Retail Ready Lab in March to rave review from customers. All of our locations are now carrying their body butters in two flavors—Vanilla Wafer and Lemon Pound Cake.



CULTIVATING THE COMMONS

When Clint Freund and Kass McKinnon first approached us with their idea for a local seed business, we weren't quite sure it would work at our stores. Yes, we sell seeds, but they're not exactly what we're known for. Given our reticence, the Retail Ready Lab seemed like a great place to try out the concept.

Boy, were we wrong. These beautiful seeds sold really well and got all kinds of good feedback, in fact, Clint and Kass completely sold out of this year's supply! Look for Cultivating the Commons seeds at all three of our stores next spring!



LITTLE FOOD COMPANY

As a mother of four and registered nurse, Amanda Santoro has had lots of experience making baby food. That experience, plus a love of healthy eating and nutritious foods sparked her dream of creating a different kind of baby food company.

Based in Appleton, Wisconsin, Little Food Company makes frozen, whole food baby food using the freshest local and organic ingredients, and flavorful grownup recipes like Pear Carrots Fig, and Apple Avocado Amaranth. Little Food Company was featured in our June Retail Ready Lab, and can now be found in the freezer sections at Willy West and North.

Health & Wellness co-op deals: September 5–18

THIS MONTH: SEPTEMBER 5
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!



ICU Eyewear Readers

Women's, Men's
All Kinds on Sale!
1 pc • Save \$5

\$17.99/tx



Nordic Naturals Nordic Berries Multivitamins

For Adults & Children!
120 ct • Save \$10

\$19.99/tx



Alacer

Emergen-C 1,000mg Vitamin C

Super Orange, Raspberry, Tangerine
30 pc • Save \$2

\$9.99/tx



Andalou Naturals Beauty Balms

All Kinds on Sale!
2 oz • Save \$5.50-\$5.80

\$12.99/tx



Wedderspoon

Organic Manuka Honey Pops

4.15 oz • Save \$6.50

\$5.99/tx



Every Man Jack Deodorant

All Kinds On Sale!
3 oz • Save \$1.80

\$5.99/tx



Aura Cacia

Organic Rosehip Oil

Essential Skin Care!
1 oz • Save \$3

\$9.99/tx



Megafood B12 Gummies

Ginger, Cranberry
90 pc • Save \$8

\$19.99/tx



Avalon

Eczema Therapy Intensive Cream

Immediate relief.
3 oz • Save \$3

\$5.99/tx



Oregon's Wild Harvest Organic Maca Root

Raw, non-gelatinized.
90 cap • Save \$7

\$14.99/tx



co-op deals: September 19–October 2



Dr. Bronner's Pure Castile Soap

All Kinds on Sale!
16 oz • Save \$3

\$6.99/tx



Organic India Organic Turmeric Formula

Support Joint Mobility
90 cap • Save \$13

\$19.99/tx



evanhealy Hydrosols

All Kinds on Sale!
4 oz • Save at least 20%

**at least
20% off**



Natural Factors Chewable Melatonin

1mg . Peppermint flavor!
90 tab • Save \$2

\$4.99/tx



Goodlight Tea Light Candles

Sustainable Palm Oil!
24 pk • Save \$1.80

\$5.99/tx



Herban Cowboy Deodorants

All Kinds on Sale!
2.8 oz • Save \$2.30

\$5.99/tx



Spectrum Organic Ground Flaxseed

Rich in Omegas.
14 oz • Save \$4.30

\$4.99/tx



Pranarom Just Plain Relief!

Essential Oil based pain relief!
8 ml • Save \$2.70

\$13.99/tx



CV Sciences PlusCBD CBD Capsules & Softgels

All Kinds on Sale!

20% off



MINERAL FUSION®
minerals on a mission™

Mineral Fusion Cosmetics

All Kinds on Sale!

**at least
20% off**



coop™ deals

co-op deals: September 5-18

Our weekly Owner Rewards specials are emailed. We are doing this to be able to provide more information, including how to sign up.



Beyond Meat The Beyond Burger

Plant-based meat
8 oz • Save \$1

\$4.99



Stonyfield Organic Low Fat Yogurt

All Kinds on Sale!
5.3 oz • Save 29¢

\$1.00



Food Should Taste Good Tortilla Chips

Multigrain, Sweet Potato
5.5 oz • Save \$2.58/2

2 for \$4



Field Roast Chao Slices

Artisan Vegan Cheese Slices
7 oz • Save \$1

\$4.49



Cascadian Farm Organic Frozen Vegetables

All Kinds (except Cut Spinach) on Sale!

10 oz • Save 84¢-\$1.14

\$1.65



Natural Sea Light Chunk Tuna

Salted, No Salt Added
5 oz • Save \$2.98/2

2 for \$4



Back to Nature Organic Stone Ground Wheat Crackers

6 oz • Save 80¢

\$2.99



Kalona SuperNatural Organic Cottage Cheese

2%, 4%

16 oz • Save \$1

\$3.99



Harvest Bay Coconut Water

11.6 oz • Save 50¢

\$1.29



Alden's Organic Ice Cream

All Kinds on Sale!
48 oz • Save \$3.50

\$5.99



Sunridge Farms Organic Bulk Sunny Fruit Slices

100% Daily Value of Vitamin C per serving!

Rndm wt • Save \$4/lb

\$4.99/lb



Canyon Bakehouse Gluten-Free Bread

All Kinds on Sale!
18 oz • Save \$1.50

\$4.29



Amy's Frozen Entrées & Bowls

All Kinds on Sale!
8.5-10.3 oz • Save \$1.80

\$3.99



Near East Couscous

Plain, Roasted Garlic and Olive Oil,
Parmesan, Toasted Pine Nut

5.6-10 oz • Save 84¢

\$1.65



Hi Ball Sparkling Energy Water

All Kinds on Sale!
16 oz • Save \$1.58/2

2 for \$4



ECOS Liquid Dish Soap

25 oz • Save 70¢

\$2.79



Luna & Larry's Coconut Bliss Organic Coconut Frozen Dessert

All Kinds on Sale!

16 oz • Save \$1.80

\$4.99



Hope Organic Hummus

All Kinds on Sale!
8 oz • Save \$1.29

\$3.00



Kettle Organic Potato Chips

Lightly Salted, Salt and Pepper
5 oz • Save \$1.58/2

2 for \$5



Dr. McDougalls Soup Cups

Great for camping or the office.

1.8-3.4 oz • Save 49¢

\$1.50



Califia Farms Almond Milk

All Kinds on Sale!
48 oz • Save 50¢

\$3.49



Blue Sky Cane Sugar Soda

All Kinds on Sale!
6 pk • Save \$1.98/2

2 for \$5/tx



Hodo Soy Tofu Nuggets

8 oz • Save \$1.50

\$3.79



Bionaturae Organic Semolina Pasta

All Kinds on Sale!
16 oz • Save \$1.98/2

2 for \$4



The specials on this page are valid September 5-18

All Specials Subject to Availability

SEPTEMBER

...listed in an in-store flyer, on our website, or are available by...
...more flexible with our sales and offer better sale pricing. For...
...up for the email flyer, see willystreet.coop/Owner-Rewards.

co-op deals: September 19–October 2



The Ginger People
**Original
Ginger Chews**
3 oz • Save 80¢
\$1.99



Good Health
Veggie Snacks
Stix, Crinkle Chips
6.75 oz • Save \$1
\$2.79



Rx Bar
Protein Bar
1.83 oz • Save 98¢/2
2 for \$4



Forager
**Cashew Milk
Yogurt**
All Kinds on Sale!
5.3 oz • Save 29¢
\$1.50



R.W. Knudsen
**Organic
Grapefruit Juice**
32 oz • Save \$3.50
\$2.99



Nature's Path
**Organic
Toaster Pastries**
All Kinds on Sale!
11 oz • Save \$1.30
\$2.99



Larabar
Bars
All Kinds on Sale!
1.6-1.7 oz • Save 79¢
\$1.00



Tandoor Chef
**Samosas with
Chutney**
11 oz • Save 70¢
\$2.79



Westbrae
Canned Beans
All Kinds on Sale!
25 oz • Save \$2.98/2
2 for \$4



Noosa
**Australian-Style
Yoghurt**
All Kinds On Sale!
8 oz • Save 50¢
\$1.79



Organic Bulk
Rolled Oats
Rndm wt • Save 30¢/lb
99¢/lb



Rudi's Organic Bakery
Organic Bread
All Kinds on Sale!
20-24 oz • Save \$1-\$1.80
\$3.99



Muir Glen
Organic Tomatoes
All Kinds on Sale!
14.5 oz • Save 99¢-\$1.29
\$1.00



Woodstock Farms
**Organic Kosher
Sliced Dill Pickles**
24 oz • Save \$2.20
\$3.79



Barbara's Bakery
**Original Shredded
Wheat Cereal**
13 oz • Save \$1.50
\$3.29



San-J
Teriyaki Sauce
10 oz • Save 80¢
\$2.99



Organic Valley
**Organic
Grassfed Yogurt**
Plain, Vanilla
24 oz • Save 80¢
\$3.99



Que Pasa
Corn Tortilla Chips
All Kinds on Sale!
16 oz • Save \$1.49
\$3.00



Pacific
**Organic Chicken
Noodle Soup**
17.6 oz • Save \$1
\$2.99



Pamela's
**Artisan Blend Gluten-
Free Baking Flour**
24 oz • Save \$1.30
\$4.99



Three Twins
**Maxine's Organic
Ice Cream**
Made in Sheboygan, WI!
All Kinds on Sale!
48 oz • Save \$2.30
\$4.99



Chocolove
Chocolate Bars
All Kinds on Sale!
2.9-3.2 oz • Save 98¢/2
2 for \$5

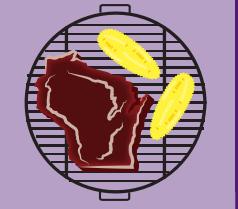


Seventh Generation
Dish Liquid
25 oz • Save \$1
\$2.99/tx



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





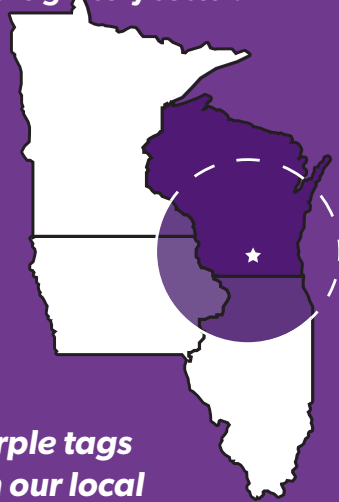
SEPTEMBER IS Eat Local Month

All September long, we are making it even easier for you to eat local. We are highlighting local products throughout our stores, adding more sales on local products, and inviting more local farmers and vendors into our stores to sample their products and answer your questions about them. We'll also have sales, free samples of local foods, Instagram contests, and recipes for dishes using only local ingredients.

Like a challenge? Try to eat only local food for two weeks—or even four weeks! You can find a surprising amount of local products in our store, other stores, farmers' markets, CSAs, and through other sources. We are offering plenty of resources to help, including recipes that use only local ingredients!

Lots of stores talk about shopping local. What does that really mean? The definition varies depending on where you shop; there is no set definition for "local" in the grocery sector.

At your Co-op, local means the product was sourced from anywhere in Wisconsin or from within 150 miles of the State Capitol building.



Local products are noted with purple tags in our Co-op, and we break down our local definition three ways:



Grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison.
Completely and truly local.



At least 50% of the ingredients are grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison.



There may be ingredients grown elsewhere, but this food was processed or assembled by a company in the state of Wisconsin, or within 150 miles of the Capitol building in Madison.

willy street co-op

LOAD UP ON

LOCAL

**Every Friday in September,
buy \$30 or more in
local goods and get
15% off all local
items in your basket!**

Discount available to Willy Street Co-op Owners each Friday in September (2018). In-store sale only. Does not apply to catering orders or gift cards. While supplies last. All specials subject to availability. Sales quantities may be limited.

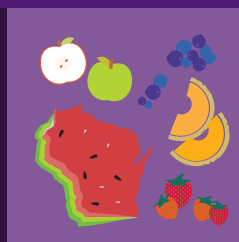
Why eat local?

Local foods tend to be fresher than those shipped from across the country or farther away, and fresh food has more nutrients. Transporting food long distances requires more fossil fuels and packaging than used for those grown and prepared closer to home. You're also supporting your local farmers and keeping the agricultural viability of their communities alive.

(Willy Street Co-op defines "local" as within 150 miles of the State Capitol building or anywhere in Wisconsin.)

Enjoy Samples from local vendors

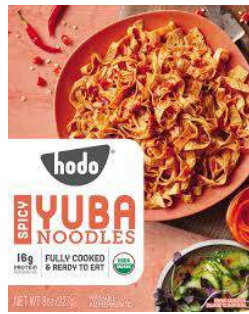
Throughout Eat Local Month, we'll have a variety of local vendors in to provide you with samples of their products. For the where and when, see willystreet.coop/events.





FATWORKS DUCK FAT OR CHICKEN FAT

Pure animal fats from cage-free ducks and 100% organic free-range chickens. The ducks are raised in the U.S. to forage on land rather than water and are allowed to roam and socialize. By law, all ducks raised in the U.S. are hormone- and antibiotic-free. High in monounsaturated fat, which is the good kind of fat. Very flavorful, good for roasting vegetables and frying. Available at North.



HODO SOY YUBA NOODLES —NEW LOOK!

Yuba noodles are made from gently heating soymilk until a thin skin develops on top (which happens after about 20 minutes). The “skin” gets peeled off by hand, left to drip for a little while, and then folded. They are then either packaged as they are and sold as yuba sheets, or sliced into noodles. The noodles then are made into one of two of Hodo Soy’s ready-to-eat yuba noodle dishes. We’ve carried these at East in the past, but they are back with a whole new look! Sesame Yuba Noodles are made with gluten-free tamari and tahini. Spicy Yuba Noodles are tossed with a spicy handmade teriyaki sauce. The noodles have a mildly nutty taste and chewy texture. Ready-to-eat out of the package or they can be heated and served warm. Sixteen grams of protein per serving. Certified organic and vegan! Available at Willy East and North.

INNOVATIVE CBD LOZENGES



Innovative CBD is a new line of CBD products we’ve brought into the Co-op. We decided to diversify with this line because they offer different applications of providing CBD than capsules’ pure liquid extracts. One of these products is their lozenges. Containing 5 milligrams of supercritical CO2-extracted cannabidiol from industrial hemp per lozenge, 20 mg total per package. Four delicious fruit flavors to choose from: lemon, key lime, tangerine, and cherry. Available at East, North and West.

AVALON ORGANICS ECZEMA INTENSIVE CREAM

Clinically tested and hypo-allergenic, this ultra-nourishing cream contains colloidal oatmeal and a mix of organic oils to spot treat dry, irritated skin. Free of parabens, phthalates, synthetic fragrances and GMOs. Available at East, North and West.



NUTIVA ORGANIC POWDERED MCT

MCT, short for Medium-Chain Triglycerides, are digestible fatty acids that quickly convert to ketones, which give the brain, muscles and other tissues fast and sustained energy. This powdered form is specially formulated to dissolve easily into any beverage for convenience, while adding a creamy texture. It’s done by adding organic acacia fiber, which gives three grams of dietary fiber per serving, as well as organic tapioca maltodextrin. Certified organic, vegan and keto diet-approved. Available at East, North and West.



GOOD CULTURE COTTAGE CHEESE CUPS

Rich, creamy cottage cheese is paired with sweet fruit purée for a match made in taste nirvana. Certified organic and high in protein. Choose from pineapple, blueberry açai chia, and strawberry chia. Available at North.



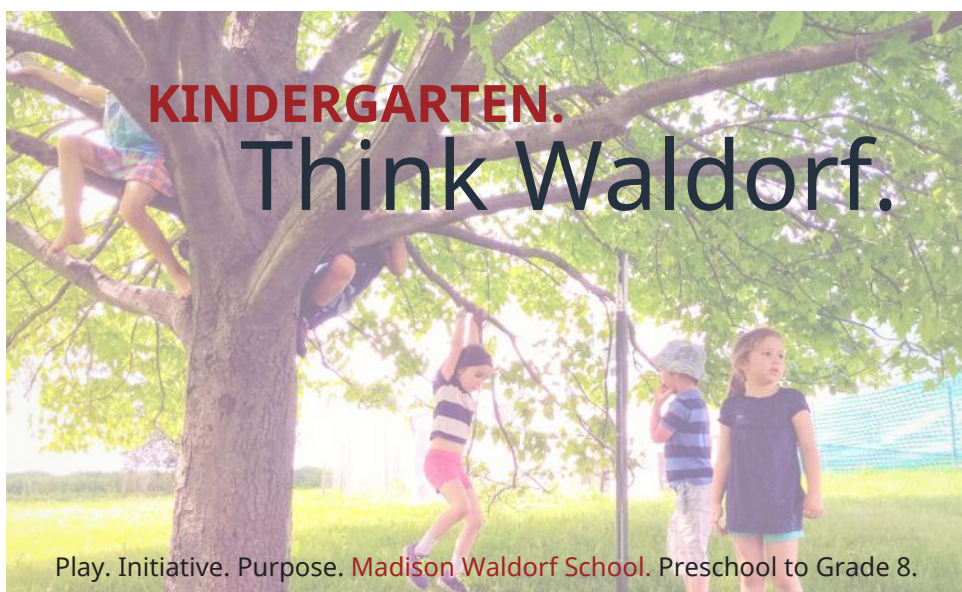
PAMELA'S TIGER NUT FLOUR

What’s a tiger nut? Well, it’s not actually a nut at all; in fact it’s a small, tuberous rhizome of a sedge grass that’s been cultivated for thousands of years around the world. It has a taste somewhat of almonds and coconut. And it’s high in fiber—32% of your recommended daily value per serving! This is a finely ground flour that can be used one-for-one as a substitute for wheat flour in muffins, cakes, cookies, and quick breads. You can also sprinkle it on yogurt for a boost of fiber or use it as breading! Certified organic and certified gluten-free by GFCO (Gluten-Free Certification Organization). Available at West.



TRADITIONAL MEDICINALS MORNING EASE LEMON GINGER LOZENGES

These hard lozenges are perfect for calming occasional nausea associated with pregnancy, motion, or for anyone who could use a little digestive support. Ginger is great for digestion, and the lemon brightens up the taste. Certified organic. Available at East, North and West.



KINDERGARTEN.
Think Waldorf.

Play. Initiative. Purpose. **Madison Waldorf School.** Preschool to Grade 8.



LONESOME STONE MILLING
Lone Rock, WI

MANY PRODUCTS AVAILABLE AT WILLY ST CO-OP

LONESOMESTONEMILLING.COM
608-583-2100

LOCAL FARMERS. LOCAL MILLING. LOCAL FOOD. GRAINS, FLOURS AND MIXES.



A Word From Your Farmers: What It Means to Eat Local

by Johanna Doren, FairShare CSA Coalition

There are plenty of mixed messages about fad diets, eating “naturally,” and buying organic—it’s hard to know the best choice for your health and the planet.

At FairShare CSA Coalition, we stand by local, organic food produced right in our community by our 50 member farms. Each of these farmers is invested in producing quality food, stewarding the environment, and strengthening the local economy.

Who better to learn about the importance of eating local than from the farmers themselves? We asked FairShare-endorsed farms that source to the Co-op why this choice is so impactful. Along the way, they gave us some insider tips on how to spot a farmer from afar.



TWO ONION FARM

Chris & Juli McGuire;
Belmont, WI

“Your dollars directly support our family.”

Small family farms, like ours, depend 100% on locavores. Your local food dollars directly support our family. Thank you! When consumers buy organically grown food, they support farms that conserve soil, water, and wildlife, and they eat food grown without harmful pesticides.



WESTRIDGE ORGANIC PRODUCE

Kim & Jake Jakubowski;
Blue River, WI

“You are what you eat, and chemicals can’t be rinsed off.”

As a small farmer, the only way that we can be supported is if everyone eats locally. It keeps small family farms in business, and keeps the money in the community, allowing us to do what we love, and make a living at it.

In addition, all the harsh chemicals [used in non-organic production] are destroying the ecosystem. These chemicals don’t just affect the farmers and their neighbors, it all flows downstream and is making a huge impact on the ocean, as well as everyone’s water supply and air quality. You are what you eat, and those chemicals can’t be rinsed off.



KINGS HILL FARM

Elisabeth Minich & Steven Shoemaker;
Mineral Point, WI

“Support your neighbors and help your community.”

Eating locally means supporting your Wisconsin farmers. We’re your country neighbors! Support your neighbors and help your community. Simple!



DRIFTLESS ORGANICS

Josh Engel, Noah Engel & Mike Lind;
Soldiers Grove, WI

“Keep our food out of the greedy paws of big corporations.”

By eating locally, you are making the choice to help support small farmers like us, who are trying our very best to maintain control of the food we eat, how it is grown, and how it is distributed. This is true food security! The more everyone chooses to support the little guys (who tend to be the ones growing for local markets), the more we can keep the control of our food out of the greedy paws of big corporations.

FAZENDA BOA TERRA

John Middleton & Lidia Dungee;
Spring Green, WI

“Organic farmers seek to honor the natural environment.”

When that local food is organic you are supporting local farms that have verifiable sustainable practices. You are eating food that values not just you, the consumer, but the natural systems in which it is grown. All farming has some negative impact on the environment. But organic farmers strive to minimize that impact and enhance the natural world whenever possible. Organic farmers invest heavily in the care of the soil that sus-

tains them and seek always to honor the natural environments in which it resides.

HARMONY VALLEY FARM

Richard, Andrea & Terri DeWilde;
Viroqua, WI

“Transparency is important; we want consumers to see how their food is produced.”

We think it’s important for consumers to choose locally produced, certified organic food for several reasons. Having a relationship with the people who grow and produce your food allows you to ask questions and have more transparency about how your food is grown. Transparency is super important to us as we want consumers to see the “big picture” about how their food is produced and where it comes from. We also appreciate knowing the people who are eating the food we grow! It goes both ways!



CROSSROADS COMMUNITY FARM

Cassie & Mike Noltnerwyss;
Cross Plains, WI

“Eating locally is one way to fight climate change.”

There’s a carbon footprint on every plate of food we eat. The more local the food, the smaller the carbon footprint. We all gotta eat, but eating locally is one way to fight climate change.

HOW TO BUY LOCAL AT THE CO-OP/IN MADISON

In the Co-op: Look for the purple signs that say “100% local.” When the produce label lists the state of origin and also the farm of origin, you’ve hit the jackpot.

Outside the Co-op: Join a CSA! This is one of the best ways to buy

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local and support local farms. You pay at the beginning of the season, then receive a weekly box of fresh vegetables from late spring through early fall. (Pssst: Many farms deliver in the winter, and now is the time to sign up! Visit www.csacoalition.org to find your farm.)

Not looking to commit to one farm? Visit your local farmers' market and buy directly from a variety of farmers.

EXTENDING BEYOND DANE COUNTY

CSAs, farmers' markets, and com-

munity food co-ops exist outside of Madison, Dane County, and Wisconsin! Research the food markets in your area to find out where you can purchase local food and support the farmers near you.

FairShare CSA Coalition connects you with your farmer through Community Supported Agriculture. We envision a future where CSA is the backbone of a strong local food system and where all families have access to locally-produced, organic food from strong small family farms.

HOW TO SPOT A FARMER

"Real farmers are passionate about what they do. They may clean up good for the city visit, but you can see their sun soaked skin and their heart will always be in the field."

-Kim Jakubowski, Westridge Organic Produce

"When asked about their favorite work-out place, they will send you to dig carrots or hoe the onions."

-Juli McGuire, Two Onion Farm

"You can spot me at Willy Street by the dirty red wing boots and only buying cheese and fair trade coffee since I already have a farm full of veggies!"

-Elisabeth Minich, Kings Hill Farm

"[Farmers] are usually very tired, very dirty and most likely complaining about the weather in one way or another. Whether there's not enough rain or too much rain, you'll hear about it!"

-Mike Lind, Driftless Organics

"You can usually get a confirmed farmer ID by looking for someone with dirty, torn jeans, a well-worn and stained T-shirt, and an International Harvester hat, browsing the beer section at Willy North. Their arms, hands and face are likely to have dirt and/or grease on them and they will be seemingly unaware of it. Despite being slightly uncomfortable being out of their natural habitat, they will be friendly when approached, though tending towards slightly odorous and perhaps a bit confused."

-John Middleton, Fazenda Boa Terra

"You can identify a "real farmer" when you talk to them. A real farmer will likely choose weather as the first topic of conversation."

-Andrea Yoder, Harmony Valley Farm

"[You'll recognize a farmer as someone] buying dairy, oils, and grains at the Willy Street Co-op on Saturday afternoons, still wearing their market aprons. OR you'll see us at Menards or Farm and Fleet on rainy days."

-Cassie Noltnerwyss, Crossroads Community Farm

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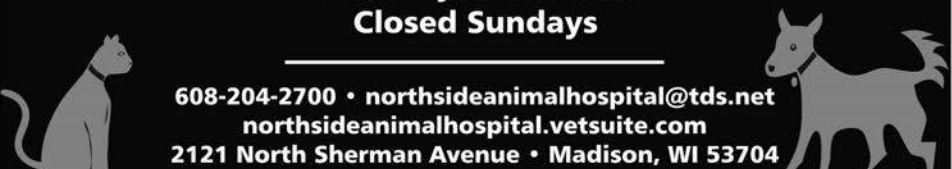
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Community Shares' 2018 Change-Makers Advance the Local Social Justice Movement

by Emily Winecke, Communications and Marketing Director, Community Shares of Wisconsin

On September 20, Community Shares of Wisconsin (CSW) will celebrate the work of three incredible leaders working to build a better community for all.

CSW's 2018 Community Change-Maker Awards honor people making a difference at Community Shares of Wisconsin member nonprofits—65 organizations Willy Street Co-op shoppers support by saying "Yes" to the Community CHIP™ program. These nonprofits work to build safe and sustainable communities for all Wisconsin residents.

THE 2018 COMMUNITY CHANGE-MAKERS ARE:

- Kevin Magee, Nominated by Legal Action Wisconsin, Winner of the Sally Sunde Family Advocate Award—sponsored by Zendesk;
- Nestic Morris, Nominated by Wisconsin Coalition Against Sexual Assault, Winner of the Linda Sundberg Civil Rights Defender Award—sponsored by Heartland Credit Union;
- Mario García Sierra, Nominated by Sustain Dane, Winner of the Liesl Blockstein Community Leadership Award—sponsored by UW Credit Union.

"The Change-Maker awards honor some of the most impactful leaders in our community, and this year's winners exemplify that," said CSW Executive Director Cheri Dubiel. "They are not only making a difference in people's lives, they are reshaping entire institutions to foster lasting change."



Kevin Magee

SMALL VICTORIES, BIG IMPACT

Looking back on his long career, Kevin Magee may be the last person to call himself a "change-maker" but talk to the many colleagues he's supported through his decades of service at Legal Action of Wisconsin, and it's clear that his impact has been profound and lasting.

"Kevin is a great leader," said Legal Action's Office Manager Alicia Olivas, "You want to do excellent work because he does excellent work."

Kevin's style is one that focuses on listening and building trust—skills that he honed as Director of Legal Action's Migrant Law Project. For over twenty years, Kevin travelled around the state partnering closely with Wisconsin's migrant workers to ensure they received the pay and benefits they were due.

"You see people are doing their best and trying to help their fellow workers even if they don't have much themselves," Kevin said.

As he prepares for retirement, Kevin is most proud of the partnerships he's fostered and what he and his co-workers have accomplished together, one small victory at a time.

"If you work with a client to prevent an eviction, that means their kids won't have to change schools," he said. "Something like preventing a car repossession can save a client's job."

"It's not for everyone, but I think the people doing this work feel lucky," he added. "It's good work to do and it's worthwhile."



Nestic Morris

CHANGE STARTS WITH A CONVERSATION

For Nestic Morris, systemic change often starts with an uncomfortable conversation.

In her role as Outreach Coordinator for the Wisconsin Coalition Against Sexual Assault (WCASA), Nestic provides resources, training, and support to WCASA partner programs across the state so that they can effectively serve survivors of sexual assault.

In her time at WCASA, Nestic has emerged as a statewide leader in anti-oppression work within the sexual assault field.

"At WCASA we understand that in order to end sexual oppression, you have to end other forms of oppression," she said. "We want our member programs to understand that

sexual assault services are not one-size-fits-all."

During the anti-oppression trainings Nestic leads for her statewide partners, she prioritizes authenticity and collaboration.

"I don't have all of the answers even when I'm presenting or facilitating conversations," she said. "I want people to understand that. But I feel as a community we'll be able to come up with those answers together so it's not always on people of color to educate white people. It's not always on women to educate men."

Ultimately Nestic is trying to build a service-provider community that fully supports women of color—those who seek services as survivors and those who work in the field.

"We have to start with advocates that look like the community—particularly Black and Brown advocates," Nestic said. "I want Black and Brown woman to seek out services without any barriers."



Mario García Sierra

FROM VISION TO REALITY

It's not hard for Mario García Sierra to describe his vision for Madison: it's a city that's great for everyone. It's a city where all kids receive a high-quality education that inspires them. It's a city where all neighborhoods are desirable and vibrant. And it's a city that simply doesn't exist yet.

But for Mario that city can exist

when more institutional resources are built around the needs of communities, especially communities of color.

"We're slowly but surely getting there," Mario said. "People are not only able to raise their voice and call out the realities they see, but people have venues to get involved and create the change that is needed."

For several years, Mario has been committed to changing the face of the sustainability movement in Madison. As a Community Services Manager at MGE, he co-leads their Living in Balance initiative. Living in Balance is directed by the needs and interests of communities of color and aims to foster conversations about what sustainability means to them.

The aim is to not only share the perspective of people of color, but to amplify their voices within the sustainability movements. That is why Mario partnered with CSW member group Sustain Dane on the Megaphone project, which provided storytelling training to local sustainability advocates.

"Storytelling is at the heart of Living in Balance," explained Mario. "We learn through the stories that motivate us, make us laugh, that challenge us, and make us cry."

It's by building those personal connections that Mario sees Madison becoming a community that fully embraces all its residents. "It's going to take all of us coming out of our comfort zones and putting ourselves out there."

Learn more about these community leaders and others making a difference by attending CSW's 2018 Community Change-Maker Awards Event on Thursday, September 20, 5:00-7:00pm at Union South. CSW will also honor 24 Backyard Hero Award Winners for their volunteer work at Community Shares' member nonprofits. The event is presented by MGE with proceeds supporting the work of Community Shares of Wisconsin and its members. For more information and tickets visit: bit.ly/2018CSWAwards or call 608-256-1066.

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STAFF PICNIC, SATURDAY SEPTEMBER 8 AT 6:00PM

SEASONAL EATING

by Andy Gricevich, Newsletter Writer

WHAT'S SEASONAL?

A rich forest odor of morels in May. The whole bag of Door County cherries eaten on a park bench as the midsummer day goes on and on. Ears of buttered corn, as often as possible, for a short, sweet month. Pure autumn in the scent of apples just picked. On a cold night, porter, rich and dark, while a roast cooks in its nest of potatoes and squash. Bright citrus in dark January. Waiting, waiting, for the first sweet over-wintered spinach of spring.

Our economy trades a sense of natural time for the convenience of nearly unlimited availability. We often forget that anything has its season. Eating in sync with nature's rhythms puts us, to some extent, back in touch with our fellow living creatures, with the earth and sky, with different kinds of time. It's also easy, enlivening and fun. Seasonal eating isn't an ideology. You don't have to overhaul your life—but you can enrich it with a simple meal.

SEASONAL FLAVOR, SEASONAL MEDICINE

As any chef, gardener, or person over 70 knows, there's a vast difference between fresh food grown in ideal conditions and product stored for weeks or months before being chilled, warmed, chilled, shipped across the country, chilled and finally put on the grocery store shelf. Some of the best foods can't even survive storage and shipping, which is why you can't get ramps or heirloom tomatoes in fall and winter, and why they're so special when they arrive.

The sensual pleasures of flavor align with the millennia of evolution that have primed us for optimal health when we eat seasonally. The wellness-promoting compounds in plants and fungi, which have always been our primary medicines, work best if they have some time to accumulate in our bodies. Eating the same plant frequently for a while maximizes its benefits.

While we're building up beneficial compounds, we're also accumulating toxins. In fact, many nutrients can be considered toxic if they stick around for too long in our systems. When we switch foods with the seasons, we give our bodies the chance to cleanse themselves of whatever they've been building up.

The fitness-food trend of “cleansing” is rooted in the natural purifications that come with a seasonal diet.

We're also well-adapted to the specific kinds of foods that go with particular times of year. Winter brings slowness into the depths of our bodies; we do well with starchier vegetables, and with the healthy fats that come from fully-mature animals raised in their own natural conditions. Spring begins the acceleration of our metabolisms. We're able to more efficiently digest raw foods, and we naturally tend toward a diet rich in purifying green plants. Summer berries help protect our skin and eyes from the intense sun.

Our needs vary with current environment and genetic lineage. What your ancestors ate for generation after generation probably affects what's best for you. On the other hand, your present climate might call for foods and preparation techniques that would have made no sense to your forebears. You don't necessarily have to think through all the complexities, though; seasonal eating is a great way to figure out which preparations of which foods leave you feeling at your best.

EATING OUT OF SEASON

Few of us want to discard the advantages of technologized civilization. Even so, it's worth asking what it takes to supply us with a given food product year-round. Among multiple answers to this question, we can distinguish between innovative seasonal extension that works with natural conditions and, on the other hand, production that operates in spite of them.

By the early summer, the Co-op's Produce department begins receiving delicious tomatoes grown here in Wisconsin. They're raised at Shady Maple Acres by Jacob Lapp, an Amish organic farmer who grows them in covered hoop houses that hold in enough heat to produce ready-to-eat fruit in June, well before anything is ripe in the field. Tomatoes grown for shipping on the West coast seem like entirely different food by comparison.

Whether it's artificial light to keep hens laying, hay for grass-fed animals, or trial plantings of early-bearing fruit, seasonal extension requires extra money, labor and resources. Nonetheless, it can be

ecologically sustainable. Pushing the seasons challenges the imaginations of farmers and graziers dedicated to feeding their regional communities.

Much of our winter produce comes from Southern California, Arizona, and Baja Mexico (basically the same place, with the same ecology, work force, labor conditions and quality standards). Grown in desert landscapes made viable by massive irrigation projects, which deplete aquifers and drain rivers, these plants have to expend a great deal of energy to draw nutrients from the thin soil. Despite warm year-round weather, the lack of adequate sunlight in winter further weakens plants' ability to make the compounds that repel pests and provide us with valuable micronutrients. Bugs move in, quality and nutrition go down, and a lot of food goes to waste.

Tradeoffs vary from crop to crop, from one location to another, and from one season to the next. Citrus, for example, becomes abundantly available from large and small growers in winter. If ecological and economic sustainability motivate us to eat seasonally, we can decide when it makes the most sense to expand our diet beyond our region.

HOW DO I START?

It's easy! If you don't know what's in season, your Co-op's Produce department staff are always happy to answer questions. The purple “locally grown” signs can also let you know what's at its peak in our region. As far as produce from distant states and countries is concerned, you can usually tell its best time by higher quality and lower prices. You can also see a chart of current local availability on the next page of this issue.

It's not much harder to eat in season than it is to grab the same things every time you buy groceries, and it's generally less expensive, no matter where you shop. It does make it easier if you're willing to try new foods. If you want some decisions made for you, sign up for a CSA (Community Supported Agriculture) share, and you'll be met with fresh, varied produce every week from spring into the late fall.

Things start to get a little more challenging around November. Summer crops dwindle, and eventually

the hardy greens fizzle out. By January or February, even winter squash starts to fade. If you're really into eating with the seasons, you'll likely be sick of cabbage and beets by the time spring comes—but here are some ideas for ways to keep meals interesting through the cold times:

Try braising, which involves cooking meats or vegetables in a little bit of liquid at low temperatures, often for a long time. Braised storage crops become meltingly sweet, and tough cuts of meat luscious and tender. It's an easy way to make delicious, warming food.

Experiment with slaws. I love to mix grated celeriac, beets, and carrots with some lemon, mayo, salt and pepper, and parsley. I just keep changing up the vegetables over the course of the season. Many vegetables that are traditionally cooked can be eaten raw this way, and slaws make a accompaniment for meat and roasted or baked storage crops.

I make a lot of parsley-based salads during the winter. Though not in season or available locally then, parsley remains fresh, vibrant and healthy when kale has long since gone pale and wilted. I chop it up finely as a main ingredient, and add diced beets, carrots and radishes, dressing it simply with olive oil, salt, and a lot of lemon juice, or even whole chopped Meyer lemons. I also make any number of variations on citrus salad, dressed with a little oil, vinegar and herbs.

For breakfast, see how magical you can make hot cereal. Steel-cut oats, with their long cooking time, invite dried fruits and coconut oil, as well as cardamom pods and other spices. Toss in mixed nuts or pumpkin seeds at the end. This is where the Bulk department is your best friend. Add miso paste and other savory ingredients. Just scoop a little of something new into a jar and try it out!

I started learning to make good food at home with the aid of a number of cookbooks, and I still love many of the recipes I found there. When I started eating in season, though, I found that the ingredients I used required only the simplest preparations to end up as delicious, healthy meals. I was hooked for life.

PRESERVING TIME

Seasonality goes beyond the

present. Traditionally, we've also prepared for the next season by putting up much of our current bounty. Preserving food is a great way to enjoy the flavors of spring, summer and fall during colder, darker times. Here are some good preservation techniques:

- Blanch or sautee greens and peppers and freeze them.
- Mix chopped herbs with softened butter and keep in the freezer.
- Can tomatoes and fruits as sauces and jams.
- Get into fermentation (the safest and most energy-efficient form of preservation).

Sandor Katz's books are a great starting place for making krauts, kimchis and pickles easily with veggies and salt. You can also preserve garlic, berries and hot peppers in honey for immune-supporting tonics.

Preservation can be a beautiful aspect of seasonal eating. I love being able to bring the bounty of the growing season back into my diet during the winter. The flavors bring back memories, and make the year feel whole.

NATURE INSIDE US; FOOD AND MEMORY

Modern life can alienate us from natural rhythms. Most of our schedules don't change much with the dwindling or increase of light and warmth throughout the year. Rather than living immersed in nature, we're allowed to select what we want from it, and to block out what we don't.

Eating is the direct transformation of another living body into the material of our own—an act of deepest intimacy. Seasonal eating can

soften our separation from nature, linking us to the soil and sky, to sun and rain. Just as our bodies thrive when we live in relation to natural cycles, so our histories grow rich and deep.

A food eaten at its proper time can inscribe powerful memories to replay throughout life. Eating sweet corn, tomatoes and peaches, and a family dinner in the evening of an endless day comes back, bringing with it the feeling of the swim taken as the sun set, and the sweet safe sleep when you finally got to bed. A handful of ripe blackberries returns you to bramble-scratched skin at the edge of the woods, with close friends from school. You make the stew again you invented last winter, and the whole of that season wells up in you. Share any of these with the people present in your life now, and the kaleidoscope of lived time gains another facet.

Food makes strong memories, binding experiences together, filling any time in our lives with meaning, making it particular, letting it stand out. Those memories go beyond our individualities. They're communal, multi-generational, ancestral—shared not only with the people we used to be, and with others we've known, but with everyone for whom the act of eating has been merged with a powerful sense of time and place. It may sound like poetic exaggeration, but, in a life that can so often seem a speeding blur or a monochromatic canvas, eating in season is among the activities that can return us, for a time, and for another time, and another, to the rich and vividly detailed life-experience that's our human birthright.



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September 5**

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LABOR DAY, MONDAY SEPTEMBER 3 AT 7:30PM
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Item	Sept.	Oct.	Item	Sept.	Oct.	Item	Sept.	Oct.
Apples	x	x	Daikon	x	x	Peppers, Hot	x	x
Aronia Berries	x	x	Dandelion Greens	x	x	Potatoes	x	x
Arugula	x	x	Edamame	x		Pumpkins	x	x
Basil	x		Eggplant	x	x	Radishes	x	x
Beans	x		Fennel	x	x	Rutabaga	x	x
Beets	x	x	Garlic	x	x	Salad Mix	x	x
Blueberries			Grapes	x	x	Scallions	x	x
Bok Choy	x	x	Herbs, Pickling Dill	x		Shallots	x	x
Broccoli	x	x	Herbs, Others	x		Spinach	x	x
Brussel Sprouts	x	x	Horseradish	x	x	Sprouts	x	
Cabbage	x	x	Kale	x	x	Squash, Summer	x	
Carrots, 5lb Bag	x	x	Kohlrabi	x	x	Squash, Winter	x	x
Carrots, Bunched	x	x	Leek	x	x	Tat-Tsai	x	x
Carrots, Juice	x	x	Lettuce	x	x	Tomatillo	x	
Cauliflower	x	x	Melons, Musk	x	x	Tomatoes, Cherry	x	
Celeriac	x	x	Mustard Greens	x		Tomatoes, Roma	x	
Celery	x	x	Mushrooms	x	x	Tomatoes, Slicing	x	
Chard	x	x	Okra	x		Tomatoes, Heirloom	x	
Cilantro	x	x	Onions	x	x	Turnips	x	x
Collards	x	x	Parsley	x	x	Watermelon	x	
Corn	x		Pears	x	x			
Cucumber	x		Peppers	x	x			

*Severe weather conditions (excessive rain, drought, etc.) will affect availability and price.

willy street co-op

RECIPES

Seared Pork Tenderloin with Apples and Broccoli

Adapted from www.bevcooks.com.

1 pork tenderloin (trimmed of fat, sliced into 1-inch pieces)
2 tsp. cinnamon
1 tsp. nutmeg
2 tsp. ground coriander
2 Tbs. butter
2 apples (thinly sliced)
1 shallot (large, thinly sliced)
1/4 c. apple cider vinegar
1 lb. broccoli (cut into small florets)
salt
pepper

Directions: In a small bowl, stir together the cinnamon, nutmeg, coriander, and salt and pepper. Sprinkle both sides of the pork with the spice mixture.

Heat a large skillet over medium-high heat. Sear the pork for 3 minutes on each side, until cooked through and browned on both sides. Transfer to a plate and cover.

Melt the butter in the skillet over medium-high heat. Sauté the shallots for 2 minutes, until they begin to soften. Stir in the apples and broccoli, and sauté for an additional 2 minutes. Add the apple cider and cook, stirring, for another 2 minutes, then season with salt and pepper. Return the cooked pork to the skillet, and cook for another minute, until heated through and the flavors mingle. Serve immediately. Makes 4 servings.

Greek-Flavored Spinach and Orzo Soup

Adapted from www.vegkitchen.com.

1 1/2 Tbs. olive oil
1 c. leeks (cleaned and chopped)
1 red bell pepper (large, and diced)
2 clove garlic (minced)
3/4 c. orzo
4 c. vegetable stock (prepared or homemade)
16 oz. diced tomatoes (canned, not drained)
6 oz. spinach (fresh, washed, stemmed, and chopped)
1/8 c. parsley (fresh, chopped)
1/8 c. dill (fresh, chopped)
1 lemon (juiced)
salt
pepper (freshly ground)

Directions: Heat the oil in a soup pot. Add the leeks and sauté over medium heat until translucent, about 5 minutes. Add the red pepper and garlic and sauté the vegetables for another 5 to 8 minutes, or until the leeks turn golden and the pepper softens. Add the stock.

Drain the liquid from the canned tomatoes into the soup pot, then finely chop the tomatoes before adding to the soup. Bring to a rapid simmer, then lower the heat. Cover and simmer gently for 10 minutes.

Meanwhile, cook the orzo in a separate saucepan until al dente, then drain. Add the cooked orzo to the soup along with the spinach and herbs. Stir in the lemon juice, then add 1 to 2 cups of water, enough to give the soup a dense but not overly crowded consistency.

Season with salt and pepper, then simmer over very low heat until heated through. Serve. Makes 6 servings.

Gigi's Ratatouille

By Gigi Godwin, Willy Street Co-op Owner.

3 Tbs. olive oil
3 garlic cloves (minced)
1 medium white or yellow onion (diced)
1 small fennel bulb (diced)
1 green and 1 red bell pepper (diced)
2 zucchini cut into half-moons
1 eggplant (cubed)
4 tomatoes (chopped)
Various dried herbs/spices to taste: hot red pepper flakes, basil, oregano, thyme, marjoram, salt, black pepper
1/2 c. red wine
1 tsp. honey
3 Tbs. tomato paste

Directions: Heat olive oil in a Dutch oven. Sauté garlic until fragrant. Add onion, fennel, and peppers and cook 4-5 minutes, until softened. Add zucchini and eggplant and cook 8 minutes, stirring occasionally. Add

remaining ingredients, stir to mix well, cover and simmer 10-12 minutes. Good garnishes are: shredded Romano cheese, fresh minced parsley, and sliced black olives.

Cauliflower and Brussels Sprouts Gratin

Adapted from www.epicurious.com.

1 1/2 lb. Brussels sprouts (trimmed, quartered lengthwise through the cores)
1 1/2 lb. cauliflower (trimmed, cut into florets)
2 1/2 c. heavy whipping cream
1/2 c. chopped shallots
1 Tbs. chopped fresh sage
1 1/2 Tbs. olive oil
1/2 c. dry breadcrumbs (plain)
1/2 c. pine nuts (lightly toasted)
2 Tbs. chopped fresh flat-leaf parsley (chopped)
2 1/2 c. grated Parmesan cheese (divided)

Directions: Preheat oven to 375°F. Fill a large bowl with ice and cold water. In a large pot of salted boiling water, cook the Brussels sprouts for 2 minutes. Add the cauliflower and cook until all the vegetables are crisp-tender, about 2 minutes. Drain and transfer immediately to the bowl of ice water, submerging them to stop the cooking. Drain well.

In a large saucepan, stir together the cream, shallots, and sage, and bring to a boil. Reduce heat to a simmer, and reduce the mixture to about 2 cups, about 10 minutes. Sprinkle with salt and remove from heat. Set aside.

In a large skillet over medium heat, warm the oil. Add the breadcrumbs and cook, stirring, until they begin to brown, about 2 minutes. Transfer to a small bowl and allow to cool. Stir in the pine nuts and parsley, then sprinkle with salt and pepper.

Lightly butter a 9x13-inch baking dish. Sprinkle with salt and pepper, then with 1 cup of the Parmesan. Layer the Brussels sprouts and cauliflower over the cheese, and sprinkle with the rest of the Parmesan. Pour the cream mixture over the vegetables, and cover the dish with aluminum foil.

Bake covered for 40 minutes. Uncover, then top evenly with the breadcrumb topping, and bake uncovered for 15 more minutes. Enjoy warm. Makes 12 servings.

Leek and Spinach Frittata

Adapted from www.sproutedkitchen.com.

2 eggs
10 egg whites
1/3 c. milk
2 leeks (white and light green parts only, thinly sliced)
1 Tbs. butter
1 c. steamed spinach
3/4 c. shredded cheese
2 tsp. hot sauce
10 cherry tomatoes (sliced in half)
salt
pepper
fresh basil
Greek yogurt

Directions: Preheat oven to 350°F. In a large, ovenproof skillet (well-seasoned cast iron or nonstick, preferably) over medium heat, warm the butter and cook the leeks for about 10 minutes, until they are golden and tender. Set aside.

In a large bowl, whisk the eggs, egg whites, and milk until very frothy, 3-4 minutes. Stir in the hot sauce. Season with salt and pepper.

Squeeze water out of the steamed spinach and chop. Squeeze once more.

Spread the leeks into an even layer in the skillet. Turn the heat up to medium, then pour in the egg mixture. Top with the chopped spinach and shredded cheese. Cook for 1 minute, then arrange the sliced tomatoes on top. Cook an additional 4-6 minutes, until the edges start to pull away from the pan. Transfer the skillet to the hot oven, and bake 16-18 minutes, until set.

Enjoy at room temperature with a spoonful of yogurt on each serving and some torn basil. Makes 6 servings.



Staff Picks



LAURA

Rishi Peach Blossom Tea

This blend makes a great iced tea on a hot summer day!!! ...and tastes like peach pie when made piping hot on a rainy morning. Rishi tea is produced in Milwaukee, so you can feel good about indulging locally.



DAKOTA

Qet Lip Balm with Green Tea and Vitamins

I treated myself to this product on last Wellness Wednesday and it did not disappoint. This is a thicker lip balm with an ultra-hydrating base of plant oils and matcha tea. I love that it's long lasting without feeling waxy or too oily. Every time I use it I feel like I'm



treating my lips to a luxurious dose of antioxidants. Available at West and East.



KELSEY

Willy Street Co-op Lemon Cheesecake Bar

These bars are delicious—creamy filling, lemon flavor that isn't overpowering, a great little treat if you want something sweet but not too sweet.

Orchard Street Apparel

Represent Wisconsin Hoodie

You've probably seen a lot of Co-op employees wearing these because they are the softest, most comfortable hoodies EVER. I'm so glad I finally bought one for myself.



Wisconsin Candle Company Candles

Local soy candles that look pretty and smell great! I love when we get new scents in and I have to try them all. Currently my fave is the Brandy Old Fashioned!



DUSTIN

Four Elements Calendula Neroli Cream

Working in the Deli we wash our hands a hundred times a day. And, this is the only product I've found that cures and soothes the irritation caused by our dry winters. Plus it smells like spring :)



KRISTIN

tera's whey Simply Pure Fair Trade Certified™ Dark Chocolate Whey Protein

When I first heard about this product years ago, I thought it was great that it was born out of a desire to use the whey that was extracted during the cheesemaking process. High in protein, it turns out that it tastes great too! I love adding this to smoothies—my favorite combination is blueberry, spinach and coconut milk with the chocolate tera's whey. I've also used it to make protein shakes for my daughter with just the tera's whey and milk.



SHELLEY

Gittos 10" Tortillas

They're so fresh and chewy and they hold everything in. Local and organic.



BRENDON

Local Organic Cauliflower

The local organic cauliflower is so fresh and flavorful! I love it roasted with a little olive oil and sea salt.

Willy Street Co-op Lemon Blueberry Muffin

This muffin is deeeelicious. The tartness and the sweetness combine really well with the cakeyness of the muffin.

Chrysalis Pops

They have amazing flavors - Rhubarb Ginger is my favorite—and it's for a great cause. Chrysalis Pops provides paid work opportunities that improve the mental health and wellness of individuals and the community through sales of their local, organic pops.



Nature's Bakery Six Grain Granola

I like to add this granola to yogurt, blueberries and chia seeds. In addition to the six (count 'em, six) organic grains, the sunflower seeds and honey add great flavor and offer some crunch and chew. And it's made right down the street from Willy East!



Cooperative

Orv's Tasty Toppings Thin Crust Pizzas

Dinner plans fall through, your casserole burns, you suddenly have to feed your kid's friends: frozen pizza to the rescue! This one has a nice crust and slightly tangy (but not too sweet) sauce. Plus it's locally prepared! Available at East and North.



MEL

Upton's Naturals Seitan

I love seitan, so I love all of Upton's Naturals seitan products, but my favorite is their chorizo-style seitan. Upton's seitan is low fat, low in carbs, dairy-free, vegan, and high in protein. I use it in wraps, in sandwiches, on



salads, in chili, as a breakfast side, and in stir fry (but I could really just sit and eat an entire chunk of it, out of the package).

What is seitan, you ask? According to the Upton's Naturals website, "Seitan is a traditional Japanese food made by rinsing the starch away from wheat and retaining the protein." It is very hearty and has a real "meatiness" to it. So, if you like seitan for seitan's sake or, if you are looking for a great alternative to meat, give Upton's Naturals seitan a try!



EMILY

Cedar Teeth Large Marge Pizza

On this very night, ten years ago, along this same stretch of road in a dense fog just like this, I ate the best frozen pizza ever, it was the Large Marge by Cedar Teeth! Seriously, the crust is so good.



Cedar Road Meats Peppered Bacon

This bacon comes with a built in peppery kick. It is super delicious in a BLT, crumbled over a salad, or added to any breakfast sandwich!



TIFFANIE

Madame Chu Sambal Nyonya

This locally made deep red chili paste is my go to when I need to kick up the heat in a rice or noodle dish. It also goes great with eggs, fish, and chicken. If heat isn't your thing, Madame Chu offers a Ginger Garlic Paste and a Satay Peanut Nyonya that are just as tasty.





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 omelette. It is also great in any stir fry you can whip up!



CAITLYN

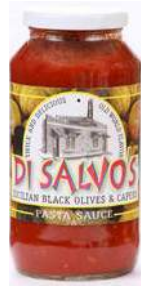
Donkey Chips Salted Tortilla Chips

These local tortilla chips stand up to any dip—salsa, guacamole, bean dip, hummus, you name it. Just try to break one of these bad boys when dipping. I double-dippin' dare you!



Di Salvo's Sicilian Black Olives & Capers Pasta Sauce

The umami-est of all pasta sauces! Di Salvo's products are inspired by the Di Salvo family's Greenbush Neighborhood restaurant 'Di Salvo's Spaghetti House' that started in the '40s. Flavor & tradition!



Renard's 2-Year White Cheddar

For all the times you are looking for a staple, snacking, melting, tasty cheese that doesn't break the bank or leave you feeling basic.



JOE

Organic Valley Heavy Cream

One of the few brands with no carrageenan, a common additive.



Silver Creek Venison Summer Sausage

Tastes great, and it doesn't get much more "Wisconsin" than venison!



AMY

Willy Street Co-op Fudgy Flour-less Brownies

Best chocolate treat. When I have that intense chocolate craving, this is the only thing that satisfies. Local and yummy!

Szczutkowski Organic Applesauce

My grandma made the best homemade applesauce. This tastes just as good. And there are only two ingredients: organic apples and water.



JACK

Bunky's Hummus

I like to make a kind of Middle Eastern taco replacing salsa with this perfect hummus, and with grilled steak or eggplant and slaw in wheat tortillas. Delicious!



AMY

Clasen's Frosted Sugar Cookies

I love love love frosted sugar cookies! I pretty much have to have one every time I see one. Some are better than others, of course. These are delicious in a very classic sense...just what you'd expect. I personally don't care much about the decorations on them, but our local Clasen's cookies are SO dang cute



and certainly at a higher artistic level than most. Who wouldn't love you if you surprised them with one?! Not me (hint, hint)!

Porchlight Products Pancake Mix

A wonderful pancake mix that is not only seriously tasty, Porchlight also teaches skill-building jobs which earns vital revenue for their non-profit agency. Porchlight also provides emergency shelter, food, employment services, counseling, and affordable transitional and permanent housing to over 8,000 people annually.



FLORA

Butternut Squash

These squashes have an almost creamy quality in soups. Their texture is hardy enough to be eaten cubed and steamed as well. With a robust flavor, they stand up well next to greens or other vegetables.



They keep before being cut so you can save them for a great recipe!

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ANGELICA

East Side Ovens Vegan Banana Peanut Butter Cupcake

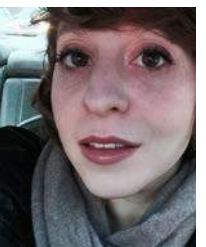
All the delicious sweetness of a cupcake without the dense overwhelming texture of actual cake. Light, fluffy and just peanut buttery enough to delight the senses time and time again.



HALLIE

Cesar's Queso Fresco

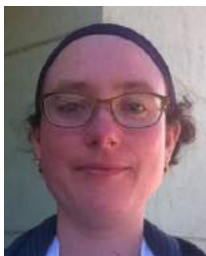
This cheese completes me! Perfectly salty and crumbly in texture. AMAZING on pretty much anything, but especially perfect on Sweet Corn or Tacos.



OLIVIA

Cesar's Oaxacan String Cheese

Endlessly stringy! This locally produced, hand-stretched string cheese is perfect for kids and adults. Made by Cesar Luis, who learned the art of cheesemaking by hand as a young boy in Oaxaca, Mexico, and currently produces in Columbus, Wisconsin.



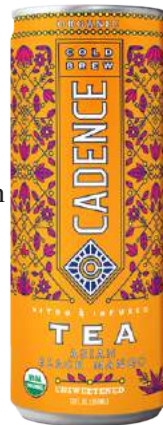
HELEN R

Marieke fenugreek Gouda

The creamy richness of the gouda goes very well with the toasted flavor of the fenugreek. I love eating this cheese by itself or with crackers and some fresh fruit.

Cadence Cold Brew Asian Black Mango Tea

This is my new favorite summer drink! I appreciate having a caffeinated drink that doesn't contain sweeteners. The tea is very smooth and mellow, with a subtle mango flavor. I also like that it's locally made!



AMANDA

Tipi Produce Carrots

They are so sweet and tasty! No other carrot packs as much flavor as Tipi's. You can tell that they are grown with love. You can also get them well into winter. They are great raw, cooked or even juiced!



RP's Tortelloni

I wish I had time to make fresh pasta at home; this is the closest to homemade pasta! They do all the work for you and this is awesome for a quick meal!



PHILIP

Regenerative Roots Heirloom Tomatoes

These delicious tomatoes fit well with any dinner. They have a rich earthy flavor and will add a pop of color to any dish. Buy a bunch and make some salsa, or a few to make a quick caprese salad.



SARA

Party in My Pants Cloth Menstrual Pads

I have been using this company's cloth pads for seven years now and they are a durable and comfortable option that has allowed me to cut down on the waste I produce. The snap makes them easy to transport conveniently and helps hold them in place during use. They have lots of size and material options and the fun cloth designs make things just a bit better. Added Bonus Prize: Party in my Pants is a women-owned small company that operates out of Ashland, Wisconsin.



Willy Street Co-op Berry Charger

One of my favorite smoothies of all time. The strawberry, mango, and apple blend wonderfully to create a not-too-sweet flavor with a nice kick of ginger and the tiny caffeine boost of jasmine tea. The flavors complement each other rather than compete to make this one fruity delight!

New Glarus Belgium Red (Cherry)

New Glarus Brewery describes this as "the marriage of wine and beer" and I would agree with that assessment. I am generally not a beer drinker but I make an exception for this fabulous deeply fruity beverage. Dark and rich, it hits every mark. When served with chocolate it's a dream come true. If you enjoy this one also try the Raspberry Tart! Available at North and West.



Cedar Teeth Psycho Kaler Pizza

Qu'est-ce que ç'est? (Sorry—I had to do it.) This is a fantastic vegan pizza from Milwaukee's own Cedar Teeth. Although this is what I imagine meat-eaters think a vegan pizza is like (a.k.a. covered in kale), I think in this case Cedar Teeth nailed it. Mushrooms, sunflower seeds, sundried tomatoes, and a tasty sourdough crust take this pizza up a notch and demonstrate what many of us already know (you can still make a great pizza without cheese). If this doesn't float your boat they sell just their sourdough crusts so you can build your own.

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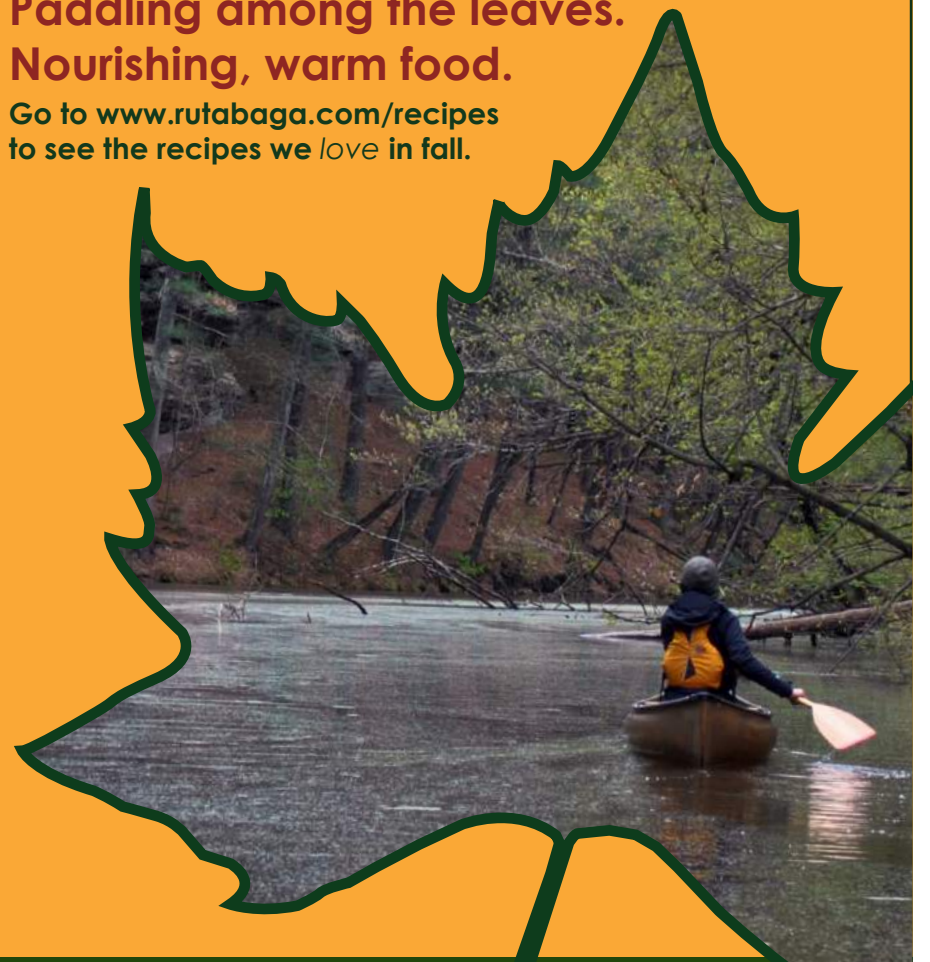
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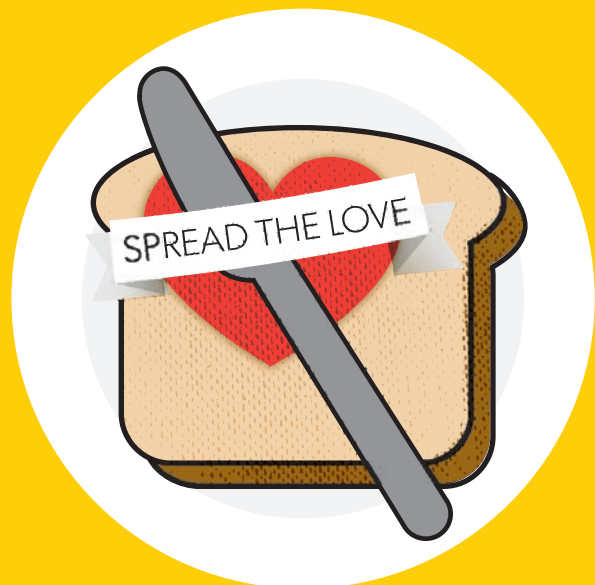
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