

willy street co•op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI  
VOLUME 46 • ISSUE 1 • JANUARY 2019



## Food Swaps

IN THIS ISSUE: 2019 Food Trends; Community Reinvestment Fund Reports; Staff Picks; and More!

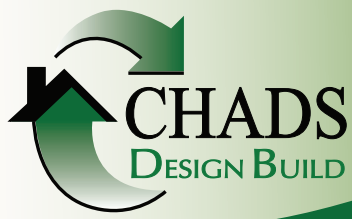
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DECEMBER 31:  
REGULAR HOURS  
JANUARY 1, 2019:  
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# READER

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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**WEBSITE:** [www.willystreet.coop](http://www.willystreet.coop)

**BOARD EMAIL:** [board@willystreet.coop](mailto: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

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Vice President

Patricia Butler

Brian Anderson

Ann Hoyt

Stephanie Ricketts

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**BOARD CONTACT INFO:**  
[board@willystreet.coop](mailto:board@willystreet.coop)  
[all-board@willystreet.coop](mailto:all-board@willystreet.coop)  
(includes the GM, Executive  
Assistant and Board Adminis-  
trator)

## BOARD MEETING SCHEDULE

Tuesday, January 15

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). Dates are subject to change. Please see [www.willystreet.coop/events/board-of-directors](http://www.willystreet.coop/events/board-of-directors) to confirm.

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# CUSTOMER COMMENTS

## Write Us!

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

## GRATEFUL FOR THE COMMONS

**Q:** Thank you for providing a space to hang out. Before of after shopping with art on the walls and newspapers to read. On a bleak October Day the fire was comforting too. THANKS!

**A:** Thank you so much for your kind words about our Commons Area. You are always welcome to spend time reading by the fire. -gianofer fields, Owner Resources Coordinator

## PALM OIL

**Q:** So I'm watching the show "Asia insight" from the Japanese NHK network and the show is about how the numbers of orangutans have been falling in Indonesia on the count of cutting down forests for palm oil plantations. Now the show said that some of the larger palm oil producers have pledged to cease developing new plantations as they've figured out how to get a better yield from existing land and in any case it's illegal under Indonesian law to develop land if it can be proven that orangutans are living on it. However illegal logging continues from smaller producers and of course Palm oil exports are a large part of the Indonesian economy making the problem difficult to solve. So my question is does the coop have anything with palm oil in it, I saw that the vegan buttery sticks have "Palm fruit" in them, and if so can we track the origins so that we're helping a developing economy without hurting Orangutans?

**A:** Thank you for your questions and comments! Palm oil sourcing has been an ongoing issue that we have been following closely. We do carry some products with palm oil in them and often manufacturers will change ingredients without telling us, so a few will show up in our stores. As part of our new product process, we have been asking manufacturers about their sourcing when we are thinking about adding something with palm oil in it. Thankfully many use sustainable palm oil and the movement is growing.

They work with the Roundtable on Sustainable Palm Oil, which has been a guiding light on solutions for the problem. It has not been an easy road and obviously many companies are

resistant to change, because for them it is about cost of ingredients. One of the main problems is the traceability of the oil, due to it often just being pooled together by the buyers.

I think there is always room for improvement, so thank you for the reminder. I will share your concern with my coworkers and make sure we are all on the same page. Thank you for taking the time to write us.

Have a great day! -Dean Kallas, Grocery Category Manager

## WILLY STREET CO-OP COOKBOOK

**Q:** Hey WSC, you have so many food items, made in house, that indeed have wonderful flavors. I truly enjoy your healthful recipes. Any thoughts of offering a Willy recipe cookbook? Best Regards,

**A:** Thanks for your suggestion and the kind words! We have talked about putting out a cookbook, but we would need a way to streamline conversion of recipes currently scaled to food service sizes down to much smaller serving sizes. We recently had to scale down a few recipes for a media story and it took a surprisingly long time—between making the ingredient measurements reasonable (.12 pounds of cinnamon doesn't mean much to most home cooks) to rewriting the directions to make sense for a home kitchen, it would take us quite a while to do this. We are interested in finding a system to more quickly convert recipes, but haven't had luck so far. We will keep this idea on the back burner (so to speak)—we've gotten other requests for it and would like to do it some day! Thanks again, and have a wonderful week. -Brendon Smith, Communications Director

## PARKING WOES

**Q:** I was going to run errands with my car this morning, about 9 am. stopping at the coop on the way. I got there and half of the parking lot was blocked up for truck use. And there were no spots open in the small section that was available for owners. I've worked on a loading dock unloading 18 wheelers that had a lot less space to maneuver than the coop dock. Why aren't the trucks coming at an earlier time so the lot is open? I've been an owner since the late 1900s and have never seen this mess.

**A:** I want to apologize for any inconvenience this may have caused you. This was a difficult situation for both customers and staff and we are thankful that our customers were willing to move their vehicles.

We do ask semis to deliver before 9:00am to avoid congestion in the lot. The majority of the time semi deliveries happen well before the store is open. On Monday, however, our main supplier, which usually arrives around 5:00am, was running several hours late due to a snow storm in Racine. Since we get so much of our product from this vendor,

it was critical that we accepted the delivery in order to avoid out of stocks on a number of products.

Normally, we can get away with only blocking off the row of parking spaces closest to Willy St, but this particular driver was not comfortable backing in to our dock until we also blocked off the spaces on the Willy St. side of the center island. The driver was accustomed to delivering early in the morning when the parking lot is empty. From what we've seen in the past it comes down to how experienced the driver is. If there is doubt we err on the side of caution.

This was a very challenging situation for both customers and staff. We do our very best to mitigate congestion in our parking lot, deliveries or otherwise, but on occasion challenges arise that are outside of our control.

Thankfully, situations like this are relatively rare. While we can't predict the future, we hope you'll be able to go another 20+ years without seeing this happen again! Have a great day! -Matt McHugh, Logistics Director

## DAIRY CHIPS

**Q:** Hi, I like your store and stop at Willy St. Coop quite often. I have a serious issue with your chips. About half of them have dairy. I have completely cut dairy products out of your diet for health and environmental reasons. So, now I have to spend about 15 minutes or more every time I shop for chips, because about 25% of them have dairy in them. Please keep your dairy chips separate. Also, my friends who are vegan have the same problems when buying chips. If you would separate out the dairy vs. non-dairy chips, I'd appreciate it a lot.

**A:** Thanks for writing! I completely understand your frustration with ingredient reading—it can be really time consuming for anyone who is actively avoiding specific ingredients.

Unfortunately, I don't think re-merchandising our chips is feasible for us. Manufacturers often change ingredients without warning us, so even if we did move them around, you would still have to look at the ingredient lists to be sure things hadn't changed since we audited them. Also, because we have lots of different shoppers with different dietary restrictions and preferences, if we re-merchandised to suit one (vegan for example), it could make it harder or seem exclusionary to others (for example gluten-free folks), to shop. In the end, we have found that merchandising by brand and type of chip is the easiest way for the most customers to choose the chips they are looking for.

I wonder if you've tried any of the apps that are designed to make shopping easier for folks on a vegan diet? There's one called "Is It Vegan" for example, that allows you to scan the UPC of groceries and it gives you a quick answer about the products' suitability to

a vegan diet. That type of thing could probably help cut down on your ingredient list reading time.

I hope this is helpful, and I'm truly sorry that we can't accommodate this request. Best, Megan Minnick, Purchasing Director

## DISGUSTING TRASH CAN

**Q:** The trash can next to the cash machine smells disgusting. How about emptying it??

**A:** Thanks for bringing this to our attention. Sorry if we missed it. I have mentioned it to maintenance to make sure it gets emptied daily. -Amanda Ikens, Owner Resources Coordinator—East

## BEER GROWLERS

**Q:** What would it take to get beer in growlers with return on empties?

**A:** I spent some time looking into this, but at this time we do not have the space or capacity to handle this type of set up. I appreciate your suggestions! Thank you for your ideas! -Dean Kallas, Grocery Category Manager

## LOOSE GREENS

**Q:** It totally sucks when the clamshell is \$4 cheaper than the bulk loose greens! (\$1.50 for spinach) but are CA produce at the moment.

**A:** Hello! I'm guessing you are referring to the 1 lb salad clamshells versus the bulk. Because the 1 lb packages are on our Co-op Basics program, they are priced lower than the other salads.

It is counterintuitive, however, because the bulk salad mix is open to the air, we experience quite a bit of product loss due to the wilt. For this reason, we have to price the bulk a bit higher. The 1 lb clamshells keep the product for longer. Also, because they are a larger size, we are able to keep the price low due to the volume (just as a larger can of beans is less expensive per bean vs. a small can of beans). Thanks for writing! Best, Megan Minnick, Purchasing Director

## CHEESE TASTING

**Q:** I propose serving tiny, bite-size morsels of cheese on a plate w/ a roll. 5-9 different kinds so shoppers don't have to spend \$7 to find out if they like the cranberry and cinnamon goat cheese. I think it would be a great way to introduce people to many new flavors. Plates would cost \$4-\$6 approx. Each day introduces new cheeses.

**A:** Thanks for your comment! I agree that it's a huge bummer to have to spend so much just to try a cheese that you are not sure you're going to like. At all Willy Street locations we are happy to open up a sample of anything you're interested in buying to see if you'll like it at no charge to you. If you'd like a larger hunk to try we also have a cheese nibble bin in the deli and in the cheese case so that people can take small hunks of cheese home to see if they like it,

these hunks typically run from \$1 to \$4 depending on the cheese. I also like your idea of making something more presentable, and based towards snackers, such as yourself. I'll keep this in mind as we continue to develop new ideas for our Cheese dept. Thanks!  
-Dustin Skelley, Deli Manager—East

### SALAD BAR DRESSINGS

**Q: Please have Annie's Salad Dressing at the salad bar. I only was able to get a sesame ginger dressing and it was VERY DISAPPOINTING! No ginger taste. Too much sesame oil! Also- NO cucumber slices left! Pls. periodically REFILL! Those slices disappear fast!!**

A: Sorry you didn't like our salad dressing selection on the salad bar. I will admit that we had a poor selection for a while in early October. Our main salad dressing supplier is out of stock and has been for the month of October; unfortunately we didn't realize this until a week or so of being out of stock.

Unfortunately, I will not be bringing on Annie's salad dressing for the foreseeable future. They stopped making all of their dressings in food service packaging, meaning I would have to buy 8oz glass bottles. We would go through dozens of these each day; this would be so much unnecessary waste and would also be really frustrating for staff to stay on top of.

On the bright side, we did start making our own salad dressings at east. We're using olive oil in all the dressings as opposed to sunflower/safflower oil that is used in our dressings now, we're also using fresh herbs! Our flavors for the fall/winter will be Sage Vinaigrette, Maple Mustard Vinaigrette, Buttermilk Herb, Blueberry Vinaigrette,

and Balsamic Vinaigrette. We'll still be offering our Cilantro and Basil Pesto as well as Sesame Ginger. Please let me know if there are any particular flavors you'd like to see and we'll see what we can do. -Dustin Skelley, Deli Manager—East

### STICKY SQUEEZE BOTTLES

**Q: Note: Every day I enjoy coffee at the Co-op and it's good. The part that I don't like is getting sticky all over my hands from the squeeze bottles. Please replace with a plastic container with a thumb release and it will be so much better. Thank you! Peace!**

A: Thanks for making me aware of this issue. I have already ordered new thumb release pourers for the Juice Bar and they should be arriving soon. Cheers, Dustin Skelley, Deli Manager—East

### FAIR TRADE CHOCOLATE

**Q: I am delighted with the increasing offerings of fair-trade chocolate, now including Halloween candy as well as Chanukah gelt and advent calendars. Also, chocolate milk and brownie mix! Thanks!**

A: Thanks for writing to voice your appreciation of our fair trade chocolate offerings! Supporting the fair trade supply chain is extremely important to us, and it's always great to know that our Owners appreciate this part of our mission as well. -Best, Megan Minnick, Purchasing Director

### NOT A MUFFIN

**Q: COMMENT ONE: To make the GF Monkey Muffin less sweet. This product looks better than it actually tastes. It's not a muffin. It's a sickly sweet cupcake. The problem is the**

**frosting. I always get seduced by how it looks and then I feel sick to my stomach after I eat it. I get nauseous just thinking about it.**

**COMMENT TWO: Monkey Muffin Apology for initial critique: Yesterday I wrote a rather harsh critique on the Monkey Muffin being too sweet. I thought about it and realized that everyone has a different threshold for sweetness. Sorry I ripped on the muffin and called it a cupcake. But could you a healthier GF muffin?**

A: My name is Mike Tomaloff, and I am a supervisor at the Co-op Production Kitchen, where we produce the Monkey Muffins, and a lot of other items offered at the Co-op's Deli and bakery.

I am looking at your customer comment notes as I write this, and I have to say yours are unique in my experience, in that until now I had never seen a follow up comment sent to apologize for an initial comment! Well, to that I say apology accepted, but I also must say that you needn't apologize for your personal preferences. It's your hard earned money spent at a store at which you are counted among the Owners, and thus your opinion is valued and your criticisms are certainly heard.

The cupcake impersonating a muffin: it's a ruse as old as health consciousness! Ice cream disguised as frozen yogurt, foods with healthy sounding words on the packaging, "bite-sized" anything (like we're only going to eat one of them, ha!). I agree; the Monkey Muffin is a rich confection, topped with sweet buttercream frosting, and thus may better be described as a cupcake. I did some research and there are plenty of opinions on what makes a muffin not

a cupcake, and vice versa, and frankly it boils down to "I know it when I see it." I see it, it's a cupcake. I'm sorry you feel the buttercream is too sweet; as a fan of savory flavors over sweet I am sympathetic. The bakery here has been tweaking recipes of late, I will be sure to bring this to their attention, in fact they may have addressed this already. If you're looking for a healthier and less sweet gluten-free breakfast option, I recommend the gluten-free pumpkin apple muffin, or any of our gluten-free scones, the recipes for which have all been revisited recently and, in my opinion, are better than they have ever been. Warmest regards, -Mike Tomaloff, Kitchen Supervisor

### POTATO CORN CHOWDER

**Q: Oh. My. Hell. Please, please, please, please, PLEASE keep making the potato corn chowder in rotation in the Deli. It's so good, flavorful, and overall simple and not overloaded with ingredients (which is how all good food should be). Nice work!**

A: We got your note regarding the potato corn chowder staying on the menu, and after that, how could we even consider dropping it? It really is nice to hear such positive feedback about the food we produce.

That soup will be on for the winter months at the very least, but at some point it will come off rotation. Hopefully you will find another soup that you like by then, but in case you don't, I have included a home version of the recipe. As you rightly pointed out, it is a simple one without a lot of fuss and bother. I appreciate your observation, as well, that good food is inherently simple; more isn't always better! Sincerely, -Mike Tomaloff, Kitchen Supervisor

## willy street co-op



Thursday, Jan. 17th

4pm - 8pm

at Willy North

Join us for: Mac & cheese bar with bacon, hot dogs, broccoli and sautéed mushrooms; a green salad; and a cookie, all for \$5!

Vegetarian, vegan and gluten-free options.

## COMMUNITY REINVESTMENT FUND GRANTS AVAILABLE

Since 1992, the Willy Street Co-op has contributed \$402,000 to local nonprofits and cooperatives to support developmental and educational projects for our community. Grants from the Community Reinvestment Fund may be awarded to projects supporting food justice or access, creating cooperatives, sustainable agriculture, health and well-being, and/or social change. Grant applications and further details can be downloaded from [www.willystreet.coop/community-reinvestment-fund](http://www.willystreet.coop/community-reinvestment-fund).

The deadline for applications is February 28, 2019

## GENERAL MANAGER'S REPORT

# Wellness Savings; Mid-Fiscal Year Update; and More!



by Anya Firszt, General Manager

## HAPPY 2019 EVERYONE!

An odd number, but even an odd-numbered year can be a good one! After all, Willy Street Co-op has had a history of big things happening on odd number years, and here at the start of a brand new an-

num, it's a great time to look back on some of them. It's hard to believe that it's been almost 20 years now since Willy East expanded to our current location on Williamson Street back in 1999. This was followed by our second site in 2005, when we opened the doors to our production facility on Main Street, where our talented cooks and bakers are still hard at work preparing great products today. We can't forget that in the year 2013, we opened our Central Office located on E. Washington Ave next to the Yahara River. And, this year (2019) we turn 45! My hope is that there are plenty of good things in store for this new odd-numbered year!

## WELLNESS SAVINGS THIS MONTH—TWICE AS NICE

This month, the Co-op is offering Owners an additional opportunity to save 10% on your Wellness purchases. Your first chance to save is during our monthly Wellness Wednesday 10% discount promotion that falls this month on Wednesday, January 2. The second is an Any day Wellness and Body-care Discount Coupon available for use in January allowing our Owners to save an additional 10% on your Wellness purchases. Treat yourself to additional savings by taking advantage of these great events. Cheers.

## NEW WWW. WILLYSTREET.COOP WEBSITE LAUNCHED!

Our website has been seen a complete rebirth in the last month in order to offer you even more information and details than ever before. The new website still contains the same wealth of information that you can find in the printed version of the *Reader* but also much more. Visit our website for daily updates, store hot bar menus, recall notices, some beautiful pictures of our sites and staff and all kinds of information about our Co-op and upcoming events. You can also sign up on the website to receive an electronic version of the newsletter, register for classes and workshops, or become a

new Owner. One thing the website does not have is a listing of products. But that will return when the e-commerce site launches in the spring. Check it out and explore the new interface!

## \$5 DINNER

Don't miss this month's \$5 Dinner at Willy North on Thursday, January 17 from 4 - 8 pm. Mac & cheese bar with bacon, hot dogs, broccoli and sautéed mushrooms; a green salad; and a cookie, all for \$5! Vegetarian, vegan and gluten-free options. Yum yum.

## NEW HUMAN RESOURCES DIRECTOR HIRED!

I would like to introduce you to our new Human Resources Director, Brian Wolhaupter. We partnered with an HR consultant to help us with a regional search to fill this vacancy. Brian started working at the Co-op in early December and brings with him a fresh set of eyes. He joins us after finishing a 30-year military career. Brian brings many years of deep experience in human resources, training and development, organizational development, and business leadership to the Co-op. Brian's background also includes retail distribution and corporate experience from time spent in two Fortune 100 companies. He is a relatively new resident to the Madison area, but has been in the southeast Wisconsin area for the last 20 years with his family.

## MID-FISCAL YEAR UPDATE

We are six months into our fiscal year. I am pleased to report sales are above budget for the year, and expenses are tracking close to budget. This month we will begin the budget planning process for our next fiscal year that begins on July 1, 2019. We will also tackle the remaining items on this year's list of capital expenditures, from a new refrigerated and frozen meat case at Willy West, to a new liquid bulk unit and configuration as well as new flooring in the Commons at Willy East. Willy North is hoping to gain an additional 1,000 square feet of space that can be used for dedicated office and meeting space for the staff that work at that location.

Reminder that the Co-op's FY2018 Annual Report was sent out last month to you either by printed copy or electronically. If you haven't seen it, you can see the it on our new website: [www.willystreet.coop/images/AnnualReports/FY18\\_ANNUAL\\_REPORT\\_WEB.pdf](http://www.willystreet.coop/images/AnnualReports/FY18_ANNUAL_REPORT_WEB.pdf).

Until next month, stay warm and be well.

## BOARD REPORT

# Meeting Update; SWOT Analysis; and More!



by Stephanie Ricketts, Board Member

**H**appy New Year everyone! And what a year we have left behind! For the Co-op, 2018 saw an expansion at Willy West, the election of two new Board members and re-election of one, wine

and beer being offered at Willy East, and the opening of the Juice Bar at Willy North. It's a fascinating time for cooperative grocers on the whole, as traditional grocers continue to merge and Amazon continues to explore grocery possibilities via its ownership of Whole Foods.

As always, there is a lot happening at your Co-op entering into 2019. We are grateful that you are a part of our community!

## DECEMBER'S MEETING

Last month the Board had their last meeting of the calendar year a little early, on December 4. This month we will return to our regularly scheduled meetings (which take place on the 3rd Tuesday of every month). The group officially welcomed Ann Hoyt to the Board. Ann has been appointed by the Board to fill a vacant seat until the next Board election cycle. If the name "Ann Hoyt" is familiar, it's likely because Ann has been working with and for cooperatives for over 20 years! From the UW-Center for Cooperatives to the GHC Board, Ann's dedication to the cooperative principles is lifelong. The breadth and depth of her co-op knowledge is vast, and we feel lucky to have her wisdom and perspective at the table.

## SWOT ANALYSIS

The Board also reviewed an updated SWOT analysis, as conducted by the General Manager and her team. SWOT stands for Strengths, Weaknesses, Opportunities and Threats, and is one tool our Co-op uses for strategic planning. In addition to just identifying the various items in each section of the SWOT, the Board also heard updates on how the management team is planning on making the most of our strengths and opportunities, and proactively addressing our weaknesses and threats.

## FINANCIAL CONDITIONS AND ACTIVITIES POLICY

The Board also reviewed the Policy B1 Monitoring Report. Policy B1, also called the "Financial Conditions and Activities" policy, essentially lays out guidelines for the General Manager that ensure the financial health of the organization. Some metrics include, "Seek approval by the (Ownership) membership prior to any decisions to buy or sell the Co-op's buildings or to spend over 10% of total equity on expansion." (Which is why you, our Owners, vote on any major expansion projects!) and "Maintain a ratio of current assets to current liabilities of 1.25, unless otherwise directed by the Board." There are 13 items included in this policy, which the Board reviews on a quarterly basis. I am happy to report that the GM is in full compliance with all points of this important policy.

By the way, we will be having a Board election again this year! If you're curious about running, what serving on the Board is like, or have questions about policy governance in general, please reach out! I and my fellow Directors would love to hear from you: [all-board@willystreet.coop](mailto:all-board@willystreet.coop).

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**willy street co-op**

## HOLIDAY HOURS

DECEMBER 31:  
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CLOSED

# Community Room Class Calendar

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

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



## VEGAN BAKING SECRETS: CHEESECAKES

Location: Willy West Community Room  
*Wednesday, January 16, 6:00pm–8:00pm*  
Ages: 13 and older; adult supervision not required  
Instructor: Cara Moseley  
Fee: \$20 for Owners; \$30 for non-owners

Pastry Chef Cara Moseley will demonstrate how to make vegan cheesecakes and apply your creativity to any vegan cheesecake recipe. Participants will learn the basic recipe and how to vary the crust, the filling and the topping to make the perfect vegan cheesecakes. Participants will enjoy samples and take home recipes and ideas from the class discussion. Gluten-free options will be demonstrated and discussed. Vegan.

## VEGAN BAKING SECRETS: FLAVORFUL CREAM PIES

Location: Willy East Community Room  
*Tuesday, February 19, 6:00pm–8:00pm*  
Ages: 13 and older; adult supervision not required  
Instructor: Cara Moseley  
Fee: \$20 for Owners; \$30 for non-owners

Join Pastry Chef Cara Moseley to learn how to make delicious vegan cream pies and how to vary one basic recipe to make several flavors of pies and tarts. Participants will learn the coconut cream pie, the chocolate tart and more! Cara will also discuss the many ways to imagine this simple vegan cream filling in many desserts. Students will try samples and leave with ideas and the confidence for their next sweet creation. Vegan.



## COOKING WITH CHEF PAUL: SEASONAL SOUPS

Location: Willy East Community Room  
*Thursday, January 24, 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 everything about soup-making, from basic chicken stock to meatballs with pasta to minestrone. You will walk away with all the basic know-how to make warm and tasty soups for this cold weather season.

## COOKING WITH CHEF PAUL: QUICK AND TASTY SEAFOOD FAVORITES

Location: Willy West Community Room  
*Thursday, February 7, 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 a delicious 30-minute seafood dinner. Paul will discuss how to choose seafood, how to season/brine, how to pan-fry and how to plan a complementary menu. On the menu: Trout with Rosemary, Capers and Garlic; Scallops with Braised Napa Cabbage, Ginger and Shiitake Mushrooms; Salmon or Cod with Lemon, Walnut Pesto and Nori.

## COOKING WITH CHEF PAUL: XIAO-LONG BAO—STEAMED BUNS

Location: Willy East Community Room  
*Thursday, February 28, 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

Xiao-long bao, a steamed bao-zi (bun), is different than other yeasted steamed buns. With a short ferment, the final product is thinly skinned and made to eat in one or two bites. Join Chef Paul to explore this unique steamed bun filled with a variety of delicious fillings.



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

Location: Willy West Community Room  
*Monday, February 4, 6:00pm–8:30pm*  
Ages: 8 and older; adult supervision required  
Instructor: Linda Conroy

Fee: \$30 for Owners; \$40 for non-owners

Join veteran home cheesemaker Linda Conroy for this fun and inspiring class. We will make and sample yogurt, kefir, cultured cream, and cultured butter. After transforming milk into these cultured products, we will learn to transform them into soft spreadable cheese. Participants will leave with recipes and a culture to get them started at home! Vegetarian.

## HOME CREAMERY SERIES: MOZZARELLA AND RICOTTA

Location: Willy West Community Room  
*Monday, February 18, 6:00pm–8:30pm*  
Ages: 8 and older; adult supervision required  
Instructor: Linda Conroy

Fee: \$30 for Owners; \$40 for non-owners

Join veteran home cheesemaker Linda Conroy as we curdle milk and stretch the curd. This class will provide a hands-on opportunity for participants to make ricotta and hand-stretched fresh mozzarella. Everyone will leave with recipes and cheese made in class. Vegetarian.

## MUSHROOMS FOR FOOD, MEDICINE AND MORE

Location: Willy East Community Room  
*Wednesday, February 27, 6:00pm–8:30pm*  
Ages: 8 and older; adult supervision required  
Instructor: Linda Conroy

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

Mushrooms are an amazing source of nutrition as well as medicine. Join Linda Conroy to learn how to select mushrooms that help to alleviate health issues as well as those that strengthen the body. Cooking and medicine-making demonstrations will be followed by samples. Vegetarian.

## LEARN ABOUT AND REGISTER FOR FOODSHARE LOCATION: LAKEVIEW LIBRARY

Location: Lakeview Library  
*Thursday, January 3, 10:00am–2:00pm*  
Location: East Community Room  
*Thursday, January 17, 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.

## INDIVIDUAL NUTRITION CONSULTATIONS

Location: East Community Room  
*Wednesday, January 23, 2:15pm–5:30pm*  
*Wednesday, February 6, 2:15pm–5:30pm*  
Location: Willy West Community Room  
*Tuesday, January 8, 2:15pm–5:30pm*  
*Tuesday, February 5, 2:15pm–5:30pm*

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

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



### COOKING TOGETHER: FESTA DE PIZZA

Location: Willy East Community Room  
Friday, January 11, 5:30pm-6:45pm  
Ages: 5 and older; registration for adults and kids required  
Instructor: Lily Kilfoy  
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for families! Does your crew complain over which toppings go on the family pizza? Well not to worry, because in this class, participants will make their very own personal pizza. Come and hand-stretch and roll dough, grate cheeses, and snip and cut as we prepare a variety of toppings. Recipes will include a seasonal salad and dessert. Vegetarian option and nut-free.



### KIDS IN THE KITCHEN: LUCKY FOODS!

Location: Willy West Community Room  
Tuesday, January 15, 4:30pm-5:30pm  
Ages: 5-8 years old; adult supervision not required  
Location: Willy East Community Room  
Friday, January 18, 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. Pomegranate, black-eyed peas, cake, grapes, greens, soba noodles, ring-shaped foods and more—can you guess what these great groceries all have in common? They're all considered lucky foods for celebrating the new year. In this class, participants will create recipes using different lucky foods. Vegetarian.

### KIDS IN THE KITCHEN: INCREDIBLE ITALIAN!

Location: Willy West Community Room  
Friday, January 25, 4:30pm-5:30pm  
Ages: 9-12 years old; adult supervision not required  
Instructor: Lily Kilfoy  
Fee: \$10 for Owners; \$20 for non-owners

Join "The Kids Chef" Lily Kilfoy in this exciting hands-on cooking class. Learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare a home-made meal inspired by flavors from Italy. Basil, tomatoes, cheeses, garlic and pasta are just a few of the tasty things that will be explored. Vegetarian.



### KETOGENIC (FAT-BASED) DIETS

Location: Willy West Community Room  
Tuesday, January 22, 6:00pm-7:00pm  
Ages: Any; adult supervision required  
Instructor: Katy Wallace

Fee: Free; registration required

Until recently, the benefits of a fat-based diet were poorly understood by most. Katy Wallace, Traditional Naturopath of Human Nature, LLC will present how a fat-based diet may be key to resolving issues such as weight-loss resistance, cognitive decline, insomnia, and blood sugar swings. Learn what to expect, how to balance a meal, and how to track your progress. Gluten-free and grain-free.

### SALT AND ITS HEALING PROPERTIES

Location: Lakeview Library  
Tuesday, February 12, 6:00pm-7:00pm  
Ages: Any; adult supervision required  
Instructor: Katy Wallace  
Fee: Free; registration required

Katy Wallace, Traditional Naturopath of Human Nature LLC, presents ways that our bodies demonstrate salt imbalances such as Candida overgrowth, SIBO, stomach acid issues, low and high blood pressure, hormonal problems and over-acidity. We'll discuss the various sources of salt available to consumers and how to incorporate raw salts into your regular routine. Vegan, gluten-free and grain-free.

## HOLIDAY HOURS

DECEMBER 31:  
REGULAR HOURS

JANUARY 1, 2019:  
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**WORKSHOP:** Saturday, Feb. 2, 2019, 10am - 1pm -- \$45  
**CLASSES:** 8 Mondays, Feb. 4 - Mar. 25, 2019, 7:15 - 8:30pm -- \$120  
Free introductory video precedes first class at 6:45pm on Feb. 4

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## HEALTH NEWS

# Our Little Buddies



by  
**Mike Burns,**  
**Product**  
**Placement**  
**Manager**

If you believe humans control and rule the planet, think smaller. Much smaller. The most successful organisms on Earth dominate nearly every surface of our planet, from deep within the Earth's crust to the highest levels of our atmosphere to largely uninhabitable landscapes deep within our oceans. Bacteria

were one of the first living organisms on the planet and most likely will be one of the last. They are deemed by most scientists as the most dominant life form on Earth, with population estimates far exceeding the number of stars in the universe.

Although most common knowledge pits us against microbes (bacteria, viruses, and fungi mostly) as our mortal enemy, we have so much to be grateful for when it comes to our little buddies. Without them, we would certainly not exist as we know it. Estimates claim that there are 10 times more bacterial cells than human cells that make up our body (keep in mind bacterial cells are much smaller than human cells). We share

a mutualistic relationship with all of these bacteria that make our general well-being, health, and lifespan a priority for both of us. We give these friendly bacteria (and some viruses and fungi too) a warm, comfy place to live and reproduce, as well as to share our nutritional fuel and in turn, we are dependent on them. They help us digest our food, produce various vitamins, regulate our immune system and protect us from foreign, disease-causing microbes. Granted, it is a love/hate relationship.

There are microbes, albeit a small percentage of the total population, that can take us down without warning. Because of those chosen few, we have become a society obsessively afraid of "germs." Just look at the overuse of antibiotics (which indiscriminately kill even our bacterial allies) and "sanitizers," and you can see how we have let our fear get the best of us. Don't get me wrong, antibiotics save lives, but broadspectrum use not only disrupts our microbiome but also helps to create superbugs as well as many other potential health conditions.

### WE NEED OUR LITTLE BUDDIES

Truth is, we need microbes to survive and ultimately thrive! Our understanding of this symbiotic relationship with bacteria and other microbes has

barely scratched the surface. There is so much we have yet to discover but one thing is certain, as friendly microbes disappear, so does our health. There are even theories regarding the increased prevalence of allergies, autoimmune diseases and other once rare conditions and their correlation to the dramatic increase in the use of antibiotics and general sterilization. While microbiologists and other scientists across the globe are working to map our microbiome and get a better understanding of its impact on us, ancient dietary traditions from around the globe have been impacting and contributing to our microbiome for thousands of years.

### FERMENTS, PROBIOTICS AND YOU

While curing cancer and destroying antibiotic-resistant bacteria without "friendly" microbes might be a long way off, humans have been influencing our digestive tract's microbe population for quite some time already. For most of human history, we lived intimately with the natural world and its wide array of microbes. Food was picked straight from the tree or ground, unlikely washed, rarely cooked and often fermented and unpasteurized until the last century or so. This lifestyle helped to populate and build our mutualistic relationship with the friendly microbes that make life as we know it possible. In the last century, this has changed with the development of antibiotics, the movement out of nature and the overuse of a variety of sterilizing tools. In many ways, this has made life better and has saved countless lives. But what a lot of the recent research is showing

is that we might be doing way more harm than we know.

Recently there has been a resurgence in traditional probiotic foods and beverages. Probiotics are defined as "a substance that stimulates the growth of microorganisms, especially those with beneficial properties." Most of the fermented drinks, foods, and supplements that have gained incredible popularity over the last few years have historically been long-standing probiotic foods and beverages from cultures around the world that have been around nearly as long as the cultures themselves. HA! Get it...cultures...like bacterial cultures for medical samples and human cultures...

While research is limited and has not definitively shown the effectiveness of all of these traditional foods in impacting our microbiome, history tells us a very different story. At the Co-op we offer a wide selection of traditional fermented products that are not just probiotic, but also quite nourishing and delicious.

### DELICIOUS "GERMS"

Most everyone is familiar with traditional fermented or soured dairy products. Throughout the world, milk from agricultural animals have played an important role in nutrition and sustenance. Up until about 100 years ago, it was unknown that most of these products, if not all to some degree, were fermented. Products such as yogurt, kefir, buttermilk (or unpasteurized milk in general), sour cream, cultured butter and all sorts of cheeses.

Similar non-dairy fermented products are gaining popularity utiliz-

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References upon Request



ing coconut, almond, soy, rice and cashew bases (among others) instead of cow's milk. Yogurts, kefir and cheeses from non-dairy sources are providing similar probiotic benefits as those of dairy products using bacterial cultures.

Other beverages such as kombucha and kvass are becoming more and more mainstream. Kombucha is a fermented tea that at its most basic is tea, sugar and a bacterial culture, but have come to include a wide range of ingredients from ginger, turmeric, mango, and even spirulina. Check out my local favorite brands NessAlla (from Madison) and Tapuat (from Sister Bay). We carry kvass, an Eastern European drink traditionally using beets, from the local company Angelica's Garden.

Some of my favorite vegetable ferments are made by a few local producers Angelica's Garden, Fizeology and Spirit Creek (available at all sites). They all offer a range of fermented veggies from traditional sauerkraut, variations on sauerkraut, curtido, kim chi, and others. Try them all since the variation in flavor and ferment make each unique.

One of my favorite fermented ingredients is miso. Miso is a traditional Japanese paste made from fermented soybeans, salt and koji. I think of miso as unique as the household that made it, much like Italian families have their own tomato sauce recipe that is imbued with unique flavor. This could be from the unique microbial make-up or from subtle additions like seaweed or rice malt. Miso Master and South River (both at all sites) are both great brands making miso paste.

Of course, I would be doing an

injustice if I failed to mention alcohol. Although not a probiotic, it is fermented and does have some fungi (in the form of yeast) to fuel the fermentation process. And let's face it, even my microbiome needs a party every now and again.

### SUPPLEMENTAL MICROBES (Contributed by Angie Pohlman)

Ideally we are all nourishing our microbiome through healthy food choices, but that is not always easy. Luckily, there are a lot of ways to supplement your microbiome.

The most common way is to add probiotics to your day. You could go as simple as Floragen—just one strain of *Acidophilus* (locally made, and at all three stores). Lovely and simple, one of our better sellers! Or you could go as complex as Garden of Life's Raw Probiotics 5-Day Max Care, with 34 Strains of healthy bacteria. Most folks will go for something in between, such as Floragen Digestion, our best seller at all three stores.

You may also choose something that addresses a concern you have: mood, vaginal health, colon health, or your age (senior, kids), or your sex. Some of them will work to imitate food—such as Megafood and Dr. Ohhirra (only at West). You can also focus on feeding your bacteria with Prebiotics—like the Enzymedica Prebiotic Powder. We have a new product just at West called Restore. It's a soil-derived supplement that supports cell communication within your digestive tract, clinically shown to heal damage done by environmental factors such as herbicides and

pesticides.

In the last decade, research into the microbiological relationship between humans and microbes has shown incredible potential. We have barely scratched the surface! Long before we even began to understand our relationship with microbes, cultures around the globe have lived in harmony with them (at least most

of them) through traditional practices and cuisine. These food traditions began to fade from the mainstream until their recent resurgence into the public eye. I urge you to give some of the foods and beverages I've mentioned a try. Some are an acquired taste but one thing is for sure, you are guaranteed to make some friends in the process. Very, very small friends.

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## DELI NEWS

### What's New in Prepared Foods



by Patrick Schroeder,  
Prepared Foods Category Manager

**H**oly smokes, y'all! That was a busy season! We had a lot of fun working our tails off to serve you, whether it was baking pies, making your sandwiches, roasting chickens, packing up catering meals, or connecting with you at \$5 Dinners! Happy New Year!

In Prepared Foods, we're turning our focus back to new product development. We went on hiatus over the holidays. If you haven't had time to try some of our newer products, you should keep an eye out for these soups in our Delis to warm you during the long winter:

#### BEER CHEESE SOUP

This is our new favorite soup! Made with Burnett Dairy Co-op cheese and Great Dane German Pilsner, it is warming and delicious.

#### SENEGALESE PEANUT SOUP

This recipe has been with the Co-op longer than most of us who work here. It has made it's way back to the Deli due to Owner requests! Enjoy!

#### SPLIT PEA WITH BACON

We loved our other Split Pea Soup. Then we added bacon. Now we REALLY love it.

#### CABBAGE BORSCHT

Cabbage and beet soup? Hot? Drop a dollop of sour cream in the bowl. It's unexpectedly good. Don't miss it!

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REGULAR HOURS**

**JANUARY 1, 2019:  
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**FOOD NEWS**

**2019 Food Trends**



by **Megan Minnick, Purchasing Director**

**W**elcome to 2019! It can be daunting to keep up with food trends. So many new products are touted as the new best thing, how can you know which to try?

We're here to help! Here are our top five favorite trending ingredients for the coming year. Yes, they're trendy,

but these delicious and nutritious foods have a great chance of moving beyond short-term trend and transforming how many of us eat.



**CAULIFLOWER**

This unassuming vegetable has risen from a somewhat boring menu ingredient to the fastest rising star of the vegetable world.

Why all the fuss? It turns out that cauliflower is a perfect veggie substitution to many of the starchy carbohydrate-laden foods that we love—things like white rice and mashed potatoes are easily replaced by cauliflower with a fraction of the calories and exponentially more nutrition.

If you are looking to increase your vegetable consumption, cauliflower may be an easy place to start. In the Produce departments, we carry fresh

riced cauliflower from Olden Organics in Ripon, Wisconsin. Simply sauté with butter (or ghee!) and use in place of white rice in any dish!



**GHEE**

Ghee is a type of clarified butter that has been widely used in India for thousands of years. Butter is simmered slowly over low heat, and the milk solids that rise to the top or sink to the bottom are discarded. The remaining golden-colored butterfat is known as ghee and is an incredibly useful and healthful fat.

Ghee is considerably lower in cholesterol when compared to butter and is lactose-free. It's a great source of the fat soluble vitamins A, D, E and K. It's shelf stable (no need to refrigerate), and has a higher smoke point than butter, making it very well-suited to high-heat cooking

Best of all, ghee has a wonderful rich nutty flavor that complements many dishes—not just Indian recipes.



I keep a jar on the counter and use it liberally in almost all of my stovetop cooking—from pancakes to stir-fries. It's also delicious on steamed veggies or on baked goods.

**LOCAL HYDROPONIC AND AQUAPONIC PRODUCE ALL YEAR LONG**

There is a new frontier in the local food movement that is resulting in a significant increase in the local greens that are available to us year-round.

Hydroponic (indoor growing without soil), and aquaponic (hydroponic systems that integrate fish farming) growing systems are on the rise here in Wisconsin.

In the last few months, we've introduced a full line of aquaponically grown organic salad mixes and spinach from Superior Fresh in Hixton, Wisconsin. We're also in our first full winter of partnership with Sun Garden Greenhouse, a hydroponic greenhouse in Lancaster, Wisconsin that is providing us with beautiful fresh basil all through the winter months!



**MCT OIL**

MCT stands for "Medium Chain Triglycerides." This flavorless oil is

usually sourced from coconut oil and is converted quickly and easily into ketones, which provides fast and sustained energy. It's great for anyone looking for a boost of energy!

You will find MCT oil in our Health and Wellness departments as either a liquid or a powder. The most popular way to enjoy it is mixed with coffee to create a version of "Bullet-proof" Coffee. Not a coffee drinker? MCT oil is flavorless, so it can be easily incorporated into smoothies, oatmeal, salad dressings, and a plethora of other dishes. It is not a high-heat oil however, so it's best to use it in non-heat or low-heat applications.

**LOCALLY MADE GLOBAL FLAVORS**

No longer do you have to compromise your commitment for local food when you get a craving for flavors from across the world.

In the last year or so, we've seen a real increase in food make by folks who live locally, but who are experts in cuisines from far-flung places. This is in large part due to incubator kitchens such as the FEED Kitchens on Madison's north side, which has made it easier for a wider swath of the population to pursue their food business dream.

Some of our new favorites include Madame Chu's amazingly flavorful and delicious Singaporean Nyonya sauces; spice kits from Masala Mojo Indian Spice Kits (hand-blended spices along with a recipe to make amazing Indian dishes at home); and Mango Man's tangy sweet Costa Rican salsas.

**willy street co-op Owners:**  
**Enjoy 10% off**  
**Wellness & Bodycare products**  
**one time ANY DAY in January**  
 (Except Wellness Wednesday, January 2, 2019)

Discount can only be used one time between January 3, 2019 and January 31, 2019 per Individual or Household Owner account. Stores closed January 1, 2019. Coupon will not work again on an Owner account after being used once, no matter the source (in-store, newsletter, online), please plan your purchases accordingly. No cash value.

WILLY EAST - 1221 Williamson St.  
 WILLY NORTH - 2817 N Sherman Ave.  
 WILLY WEST - 6825 University Ave.

**FIND YOUR WELLNESS**

www.willystreet.coop

**WE CAN CUT CABBAGE**

**Just want half? Ask a Staff Member.**  
**willy street co-op**

**Are you newly recovering from alcoholism?**

If so, you are invited to participate in multiple research studies.

To learn more about the studies, visit [go.wisc.edu/alcoholism](http://go.wisc.edu/alcoholism) or call **608-590-4794**

# NEW



### EVOL MODERN NUTRITION BOWLS

Try these nourishing meal bowls for a lunch at the office or a quick dinner for one. High in protein and complex carbs, with antibiotic-free chicken and beef, veggies, and rice. Balance, Boost, Vitalize, and Warrior: choose your own adventure. Available at North in the freezer section.



### EPIC TALLOW

Pure, rendered animal cooking fat. Epic Provisions is committed to honoring and utilizing all aspects of the animal. Great for pan-searing meats, roasting veggies, and deep-frying anything. Grass-fed beef at North, Bison at East and North.

### NUTIVA VANILLA MCT POWDER

Get your energy from fat with this convenient MCT Powder, now in vanilla flavor! Stir right into coffee or look for energizing recipes online. Available at East, West and North.



### DEAD SEA WAREHOUSE BATH SALTS

Have a soak with these luxurious bath salts straight out of the Dead Sea. Unscented and no additional ingredients. 33% of the content is minerals! Folks have been using these salts for generations to treat dry skin and aches and pains. The Dead Sea has long been an oasis for psoriasis sufferers, many claiming it's greatly eased their dry, itchy skin. Give yourself a spa day! Available at East, West and North.



### JUST EGG SUBSTITUTE

This innovative, versatile egg substitute is made using mung beans—which gel and cook similar to eggs—and other plant-derived ingredients. Use in fried rice, breakfast sandwiches, omelets, French toast, quiches—just about anything you'd cook with an egg! Find it in the refrigerated section. It's ready to be poured into a pan for a breakfast scramble or in any of the dishes above. Zero cholesterol, non-GMO, and gluten-free, with five grams of protein per serving. Available at East and North.



### LE 5 STAGIONI NAPOLETANA PIZZA 00 FLOUR

This flour, developed in collaboration with the pizzaioli master chefs of the Associazione Verace Pizza Napoletana, is a soft wheat flour type "00" with medium-high protein content, which makes the dough elastic and guarantees an excellent pizza crust. Available in the Bulk aisle at East.



### MEGAFOOD MELATONIN GUMMIES

Support healthy sleep cycles with melatonin! Organic wild blueberries and tart cherry add natural color and flavor. No sugar added—only two grams of sugar per serving! Delicious, yummy yummy mmmm mmm zzzzzzzz.... Available at East, West and North.

### DERMA E SHAMPOOS

Derma E is now making hair care! Choose from either Nourishing to hydrate and smooth, or Restoring for soft, voluminous shine. Available at East, West and North.



WISCONSIN PUBLIC TELEVISION

# GARDEN & LANDSCAPE EXPO

February 8-10

EXHIBITION HALL AT THE ALLIANT ENERGY CENTER, MADISON

Purchase tickets at [wigardenexpo.com](http://wigardenexpo.com)

INCLUDES SUNDAY FARMERS' MARKET!



## Health & Wellness

### co-op deals: January 2-15

**THIS MONTH: January 2**  
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!





**Nordic Naturals Nordic Berries Multivitamin Gummies**  
120 pc • Save \$10  
**\$19.99/tx**



**Alba Botanica Very Emollient Body Lotion**  
Original, Unscented  
32 oz • Save \$6.50  
**\$11.99/tx**

**Ancient Nutrition Bone Broth Protein Powder**  
Pure, Vanilla, Chocolate  
445-504g • Save \$4  
**\$35.99/tx**

**Dr. Bronner's All-One Toothpaste**  
All Kinds on Sale!  
5 oz • Save \$2  
**\$3.99/tx**

**New Chapter Bone Strength Take Care**  
60 tab • Save \$7  
**\$25.99/tx**

**Seventh Generation Ultra Thin and Maxi Pads**  
All Kinds on Sale!  
14-24 pc • Save \$1.50  
**\$3.49/tx**

**Andalou Naturals 1,000 Roses Face Care**  
All Sizes • Save at least 25%  
**at least 25% off**

**Nutiva Organic Powdered MCT**  
Original, Vanilla  
10.6 oz • Save \$7  
**\$19.99/tx**

**Avalon Organics Shampoos and Conditioners**  
All Kinds on Sale!  
11 oz • Save \$4  
**\$10.99/tx**

**Dr. Formulated Organic Probiotics Once Daily**  
Women's, Men's  
30 cap • Save \$11  
**\$24.99/tx**



### co-op deals: January 16-29

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

**MyChelle Sun Shield Liquid Tint**  
Nude, Natural Tan, Non Tinted  
1 oz • Save \$6  
**\$17.99/tx**

**Natural Factors Vitamin D3 5,000 IU**  
Sunshine in a Bottle!  
120 ct • Save \$4  
**\$10.99/tx**

**Alacer Emergen-C 1,000 mg Vitamin C**  
Super Orange, Raspberry, Tangerine  
30 pc • Save \$2  
**\$9.99/tx**

**Jason Deodorant Stick**  
All Kinds on Sale!  
2.5 oz • Save \$2  
**\$3.99/tx**

**MyKind Organics Gummy Multivitamin**  
Womens, Mens, Kids, Prenatal  
120 ct • Save \$5  
**\$24.99/tx**

**Pranarom Organic Good Samaritan Essential Oil Blend**  
5 ml • Save \$2.30  
**\$10.99/tx**

**Host Defense MycoShield Spray**  
All Kinds on Sale!  
1 oz • Save \$6  
**\$13.99/tx**

**Acure Shampoos and Conditioners**  
All Kinds on Sale!  
12 oz • Save \$3.30  
**\$5.99/tx**



**Tera'swhey rBGH-Free Whey Protein Powder**  
Plain, Vanilla, Chocolate  
12 oz • Save \$4.50  
**\$15.99/tx**



# coop™ deals

co-op deals: January 2-15

Our weekly Owner Rewards specials are listed in email. We are doing this to be able to be more flexible. For more information, including how to sign up for the program, visit [www.coop.com](http://www.coop.com).



## Rudi's Organic Bakery Organic Bread

All Kinds on Sale!  
20-22 oz • Save 50¢-\$1.30

**\$3.99**



## Beyond Meat Beyond Beef Crumbles

10 oz • Save 80¢

**\$3.99**



## Late July Mini Sandwich Crackers

Peanut Butter, Cheddar Cheese  
5 oz • Save \$1.98/2

**2 for \$6**



## Green Mountain Gringo Salsa

All Kinds on Sale!  
16 oz • Save \$1.79

**\$3.50**



## Primal Kitchen Mayo with Avocado Oil

12 oz • Save \$2.80

**\$6.99**



## Koyo Ramen

All Kinds on Sale!  
2-2.1 oz • Save \$2.16/4

**4 for \$3**



## Annie's Homegrown Macaroni and Cheese

6 oz • Save \$1.79

**\$1.00**



## Once Again Roasted Tahini

16 oz • Save \$2.30

**\$6.99**



## Nature's Path Organic Instant Oatmeal 8-Packs

All Kinds on Sale!  
11.3-14 oz • Save \$1.80-2.50

**\$2.99**



## Garden of Eatin' Tortilla Chips

All Kinds on Sale!  
5-8.1 oz • Save \$1.58/2

**2 for \$6**



## Seventh Generation Bathroom Tissue

12 rolls • Save \$3

**\$6.99**



## Essentia Electrolyte-Enhanced Water

50.72 oz • Save 79¢

**\$2.00**



## Alexia Frozen Potatoes

All Kinds on Sale!  
15-19 oz • Save \$1.58-1.98/2

**2 for \$6**



## Pacific Organic Soup

All Kinds on Sale!  
32 oz • Save \$2.98/2

**2 for \$6**



## Woodstock Farms Organic Frozen Vegetables

Snap Peas, Tri-Color Peppers  
10 oz • Save \$1.58-\$2.58/2

**2 for \$4**



## Muir Glen Organic Pasta Sauce

All Kinds on Sale!  
25.5 oz • Save \$2.98/2

**2 for \$5**



## R.W. Knudsen Just Pomegranate Juice

32 oz • Save \$2.30

**\$5.99**



## Kevita Kombuchas, Tonics, and Probiotic Drinks

All Kinds on Sale!  
15.2 oz • Save 50¢

**\$2.29/tx**



## Forager Unsweetened Plain Cashewgurt

24 oz • Save \$1

**\$4.29**



## Simple Mills Almond Flour Crackers

All Kinds on Sale!  
4.25 oz • Save \$1.49

**\$3.50**



## Lundberg Organic Rice Cakes

All Kinds on Sale!  
8.5-9 oz • Save 99¢

**\$3.00**



## ECOs Ultra Laundry Detergent

All Kinds on Sale!  
100 oz • Save \$2

**\$9.99/tx**



## Natural Sea Light Chunk Tuna

5 oz • Save \$2.58/2

**2 for \$5**



## Traditional Medicinals Tea

All Kinds on Sale!  
.85-1.13 oz • Save \$3.98/2

**2 for \$6**



The specials on this page are valid January 2-15

All Specials Subject to Availability

# JANUARY

an in-store flyer, on our website, or are available by  
xible with our sales and offer better sale pricing. For  
e email flyer, see [willystreet.coop/Owner-Rewards](http://willystreet.coop/Owner-Rewards).

## co-op deals: January 16-29



**Blue Diamond  
Nut Thins**  
Almond, Pecan, Hint of Salt,  
Cheddar Cheese  
4.25 oz • Save \$1.58/2

**2 for \$5** 

**Kite Hill  
Almond Milk  
Yogurt**  
All Kinds on Sale!  
5.3 oz • Save 98¢/2

**2 for \$3** 

**Wildbrine  
Sauerkraut  
and Kimchi**  
All Kinds on Sale!  
18 oz • Save \$1.80

**\$4.99** 



**Westbrae  
Organic  
Canned Beans**  
All Kinds on Sale!  
15 oz • Save \$1.14

**\$1.65** 

**Ancient Harvest  
Quiona Pasta**  
All Kinds on Sale!  
8 oz • Save 50¢-\$1

**\$2.99** 

**LaraBar  
Bars**  
All Kinds on Sale!  
1.6-1.7 oz • Save 79¢

**\$1.00** 



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

**\$3.50** 

**Artisana  
Organic Raw  
Coconut Butter**  
14 oz • Save \$3

**\$7.99** 

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

**\$1.00** 



**Perfect Foods Bar  
Bars**  
All Kinds on Sale!  
1.6-2.5 oz • Save \$1.58/2

**2 for \$4** 

**Vans  
Frozen Waffles**  
All Kinds on Sale!  
9 oz • Save \$1.58/2

**2 for \$5** 

**Food Should Taste Good  
Tortilla Chips**  
All Kinds on Sale!  
5.5 oz • Save \$2.58/2

**2 for \$4** 



**Food For Life  
Ezekiel 4:9 Bread**  
24 oz • Save 50¢

**\$4.99** 

**Citra-Solv  
Multi-Purpose  
Cleaner**  
22 oz • Save 80¢

**\$3.49/tx** 

**Stretch Island  
Organic Fruit  
Leathers**  
All Kinds on Sale!  
.5 oz • Save 58¢/2

**2 for \$1** 



**Wildwood Natural  
Foods  
Organic Baked Tofu**  
6-7 oz • Save \$1

**\$3.29** 

**Bionaturae  
Organic Fruit  
Spreads**  
All Kinds on Sale!  
9 oz • Save \$1-\$1.50

**\$3.29** 

**Hilary's Eat Well  
Veggie Burgers**  
All Kinds on Sale!  
6.4 oz • Save \$1.98-\$2.58/2

**2 for \$5** 



**R.W. Knudsen  
Simply Nutritious  
Juices**  
Morning Blend, Lemon Ginger Echinacea,  
Mega Antioxidant  
32 oz • Save \$2.98/2

**2 for \$5** 

**Near East  
Cous Cous**  
Plain, Roasted Garlic and Olive Oil,  
Parmesan, Toasted Pine Nut  
5.6-10 oz • Save 98¢/2

**2 for \$4** 

**Organic Valley  
Organic  
Cottage Cheese**  
2%, 4%  
16 oz • Save 50¢

**\$4.49** 



**Quorn  
Chik'n Nuggets,  
Patties, and  
Tenders**  
10.6-12 oz • Save \$4.58/2

**2 for \$5** 

**Tapuat Kombucha  
Kombucha**  
All Kinds on Sale!  
16 oz • Save \$1

**\$2.99/tx**

**Yogi Tea  
Boxed Teas**  
All Kinds on Sale!  
16 ct • Save \$3.98/2

**2 for \$5/tx**



Availability. Sales Quantities Limited.

The specials on this page are valid January 16-29

# FIND YOUR WELLNESS

Save more than \$75 from Owner Rewards sales the first two weeks in January!

**Dec. 31st  
TO  
Jan. 6th**

All Specials Subject to Availability. Sales Quantities Limited.



**Organic Rio Star Grapefruit**  
From Texas  
Rndm wt • Owners save \$1.80/lb

**99¢/lb**



**All Bulk Items**  
*Except coffee & eggs*  
Includes bulk culinary & medicinal herbs, bulk tea, bulk bodycare  
Rndm wt • Owners save 10%

**10% OFF**



Gaia  
**Elderberry Syrups**  
All Kinds on Sale!  
Owners save \$8.00-\$13.20

**40% OFF**  
+tx



**Organic 3-lb Bag Pink Lady™ Apples**  
From Washington  
3 lbs • Owners save \$4.00

**\$3.99/ea**



Tamaleria el Poblano  
**Single Tamales**  
1 ea • Owners save \$1.00

**99¢/ea**

Limit 20 tamales.



Wisconsin Meadows  
**100% Local Grass-Fed Lean Ground Beef**  
Rndm wt • Owners save \$2.50/lb

**\$4.49/lb**



Gaia  
**Golden Milk Drink Mix**  
3.7 oz • Owners save \$13.00

**\$14.99/ea**  
+tx



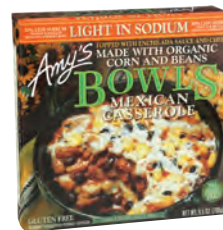
**Organic Avocados**  
From Mexico  
Owners save 80¢-\$4.95

**5 for \$4**  
or **99¢/ea**



Willy Street Co-op  
**Soup Bar**  
For here or to go  
Rndm wt • Owners save \$2.50/lb

**\$2.49/lb**  
+tx



Amy's  
**Bowls**  
All Kinds on Sale!  
8 oz -10 oz • Owners save \$2.80

**\$2.99/ea**



Acure  
**Lotions**  
All Kinds on Sale  
8 fl oz • Owners save \$5.00

**\$6.99/ea**  
+tx

**Jan. 7th  
TO  
Jan. 13th**

All Specials Subject to Availability. Sales Quantities Limited.



**Organic Clementines**  
From California  
Rndm wt • Owners save \$2.00/lb

**\$1.99/lb**



Bell & Evans  
**All-Natural Boneless Skinless Chicken Breast**  
Rndm wt • Owners save \$3.30/lb

**\$3.99/lb**

Limit 10 lbs.  
(Serving suggestion shown. Product is not cooked.)



MegaFood  
**Blood Builder**  
All Kinds on Sale  
Owners save \$8.40-\$24.00

**40% OFF**

willy street co-op  
**Owner Rewards**

Sales for Willy Street Co-op Owners only.

**Plus more Owner-only sales each week!**

For full list, see the flyer in the store or at [willystreet.coop/owner-rewards](http://willystreet.coop/owner-rewards).

**Owners also enjoy a 10% coupon for Wellness & Bodycare products one time ANY DAY in January. For details see page 11!**



# Community Reinvestment Fund 2018 Reports; Seeking Applications Through February 28



by **Kirsten Moore, Cooperative Services Director**

**H**appy New Year! Applications for our Community Reinvestment Fund (CRF) Grant are now open, and we will be accepting applications from local 501(c)3 nonprofits and co-operatives through February 28. We are seeking to fund projects benefiting Dane County with priority given to projects

benefiting the Madison and Middleton metropolitan areas, organizations with limited access to funding, and projects that have not been funded by the grant program previously. Grants provide for innovative, hands-on, educational projects that impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships, collaboration and entrepreneurialism. Grants are competitive, and this year your Co-op's Board of Directors has allocated \$25,000 from abandoned Owner equity to award. For more information and to download the application, visit [www.willystreet.coop/community-reinvestment-fund](http://www.willystreet.coop/community-reinvestment-fund).

## HIGHLIGHTS FROM 2018 RECIPIENTS

Each year, as part of the agreement with our grant recipients, the organizations who received awards prepare a report for the Community Reinvestment Fund Committee about the work they completed with the funds. Here are some stories we received this past year.



**Bayview Foundation.**

### Bayview Foundation

Bayview Foundation's Kids Cook program entered its second year, and we provided funding for the program's membership to a FairShare CSA Coalition farm (CSA is an acronym for "Community Shared Agriculture") and a food literacy and sustainable agriculture facilitator. Children cultivated the kids' garden and learned to prepare vegetable and herbs. Funds also

allowed for purchase of supplemental ingredients, and Bayview selected a CSA share from Los Jalapeños, and to purchase other ingredient and dry goods through Second Harvest. With the facilitator's guidance and these ingredients, children were able to prepare and enjoy delicious snacks and meals together throughout the summer. Their report said "a highlight of the summer program was when the children made herbed butter. They combined butter-milk and herbs they had just picked from the garden in a mason jar and then took turns shaking the jar, all while dancing and singing a camp song about popsicles."



**Briarpatch Youth Services.**

### Briarpatch Youth Services

Briarpatch (BYS) used their Community Reinvestment Funds to extend their Madison Street Team (MST) teen program to the north side, to develop pride in community and provide first-time employment training and experiences for at-risk youth. From their report: "[54] youth hired for Summer Employment Work Teams received 24 hours of training. These trainings consisted of 8 hours of employment readiness training provided by BYS, 8 hours of financial literacy training provided by UW Credit Union, and 4 hours of circle keeper training provided by YWCA Restorative Justice. Additionally, youth received alternatives to violence and violence reduction training totaling four hours over a four-week period. Youth were highly responsive to the outside trainings brought in, and many expressed interest in continuing to learn more about the topics presented." The 14 youth on the north side worked in the Kennedy Heights and Lakeview Hills neighborhoods helping at Troy Gardens, Kennedy Heights Community Center, Northport Apartments, and Lakeview Hills Lutheran Church. "All youth that participated in this summer experience and worked at least 45 hours during the summer received school credit for their participation."



**Centro Hispano Dane County.**

### Centro Hispano Dane County

Mercadito, Centro's year-round Wednesday afternoon farmer's market on Madison's south side with an emphasis on traditional Latin American products, spent their grant expanding market offerings to include food tastings, nutrition and health guidance, and live cooking demonstrations. Centro says the market is "a place for social interaction, listening to music, and enjoying good food... Nowadays, 11 vendors are part of the Market, but behind them, there is a team that supports them; the staff of Centro, the Mercadito general manager and our valuable volunteers make this a vibrant place to come and enjoy. But, behind the scenes, the motor that makes this happen are the resources that our sponsor Willy Street Coop has donated to Centro." Many of the vendors participate in the tastings, garden classes, and cooking demos. "One of the best ways for community members to become involved in el Mercadito is to attend it."

and students alike look forward to the organized time that they are allowed with our Gardener in Residence."

They are now setting their sights on future plans for the garden: building a winter shelter for outdoor classes, and plans to grow more fruit bearing trees and bushes.



**FairShare CSA Coalition.**

### FairShare CSA Coalition

FairShare CSA Coalition set forth with CRF monies to pilot modifications to CSA programs and the Partner Shares program for underserved communities with low income. Their pilot plan included developing part-



**Elvehjem Elementary School.**

### Elvehjem Elementary School

CRF funds this past year supported Elvehjem's (LVM's) efforts to better incorporate their school garden into regular curriculum. The grant allowed for the school to develop and train a Garden Steering Committee complete with a resident gardener to steward school garden programming and provide garden education for over 500 students. LVM's parent-teacher organization organized receiving the grant and says "We are seeing our visions success by way of the kids interest in the Outdoor Classroom. Staff

nerships with local organizations to better refer people to the program and reduce barriers to learning about and participating in CSA through changes to written materials, community outreach, and language translation. Since receiving the grant, they have started Partner Shares outreach trainings with organizations that "have regular contact with a great number of community members that would be a good fit for the Partner Shares program." UW-Extension FoodWise Nutrition Educators, WIC clinic supervisors, and Middleton Outreach Ministry.

They also began planning pilot CSA exposure programs with Elver Park Neighborhood Center and the Theresa Terrace Neighborhood Center (TTNC). In 2019, these centers will purchase shares for after-school programs, formalize a volunteer food preparation position, provide sessions with FoodWise educators, and distribute produce to families served by the centers. Bayview Foundation may also become a public CSA pickup site, expanding fresh food access to several Section 8 apartment complexes in the Triangle Neighborhood. Participant program evaluations for the Segoe Terrace pilot project that FairShare undertook in partnership with Middleton Outreach Ministry (MOM) were translated into Russian, Arabic and Mandarin to alleviate the language barriers that roughly half of the participants in the program faced, and FairShare is also setting their sights towards Hmong translation.

#### Freewheel Community Bike Shop

Freewheel used their grant to expand their bicycle maintenance classes in the greater Madison area, by developing means to pay employees, and offer bike repair clinics as well as free bikes, parts and locks around the city. 700 bikes were donated locally this year, and five classes were held at the Clark Street Community School in Middleton. They provided maintenance support, training and safety education at three major community rides, a regional music festival, a science fair, and they also provided capacity training to two bike cooperatives in Kentucky and Illinois. They are currently cultivating more partnerships with local libraries and schools.

#### Lake View Elementary

Lake View's twelve garden beds were in need of repair and soil restoration, and their grant funds were utilized to work with students to both reinvigorate the garden beds and start a school lunch composting project. Plants for the project were provided by the Department of Correction School Program's prison farm, and the restoration curriculum included lessons regarding winter soil health. "Thanks to the Community Reinvestment Fund, Lake View Elementary School successfully added four cubic yards of Purple Cow Organic Soil to our twelve raised garden beds, the Kindergar-



Lussier Community Education Center.

tener's Pumpkin Plot and the second graders Pollinator Bed." Through adding the soil and growing produce this summer, participants learned to protect the soil with cover crops for winter and to make their plans for spring planting. Students "met insects," and learned the value of community volunteerism through example. Lake View is seeking community garden volunteers for 2019, and interested parties can contact Lake View Elementary's PTO at [Madison.lakeviewpta@gmail.com](mailto:Madison.lakeviewpta@gmail.com).

com for details.

#### Lussier Community Education Center

A continuation of past summer meal boost programs for families with low income, the Hands-On Farm Fresh program developed with CRF funding allows for young adults with disabilities to prepare and serve their after school meal program with planning assistance from a University of Wisconsin-Madison dietetics intern. A health and nutrition major collaborated with volunteers on CSA meal planning, held two kids workshops on portion size and how food affects the body, and worked with 11



Theresa Terrace Neighborhood Center.

Willy Street Co-op community members getting involved in this and many other projects at the Lussier Community Education Center. Just reach out to Cristina Johnson, our Community Engagement Manager, at 608-833-4979 x224 or [cristina@LCECmadison.org](mailto:cristina@LCECmadison.org).

#### Theresa Terrace Neighborhood Center

Theresa Terrace wanted to use their grant to increase fresh produce access and education for families using the neighborhood center by supplying food directly from farms for children to prepare and also learn where their produce is grown. In partnership with a FairShare CSA farm, they provided produce and recipes for children and families to take home. "Purchasing a farm share was a new project for TTNC, as this was something that the center had not done before. Throughout the process, it was nice to develop a relationship with the

## Attention Willy Street Co-op Owners:

Are you interested in serving the Co-op?

Do you have a passion for communicating the Co-op's values and experience with communication and outreach activities?

The Board Development Committee seeks an Owner at large to apply for a seat on the Committee for a two year term. Work with Board members to continue to improve our outreach and communication with Owners, and help to recruit Owners to run for the Board.

**Requirements:** attend committee meetings once a month and participate in committee tasks. Interested in applying?

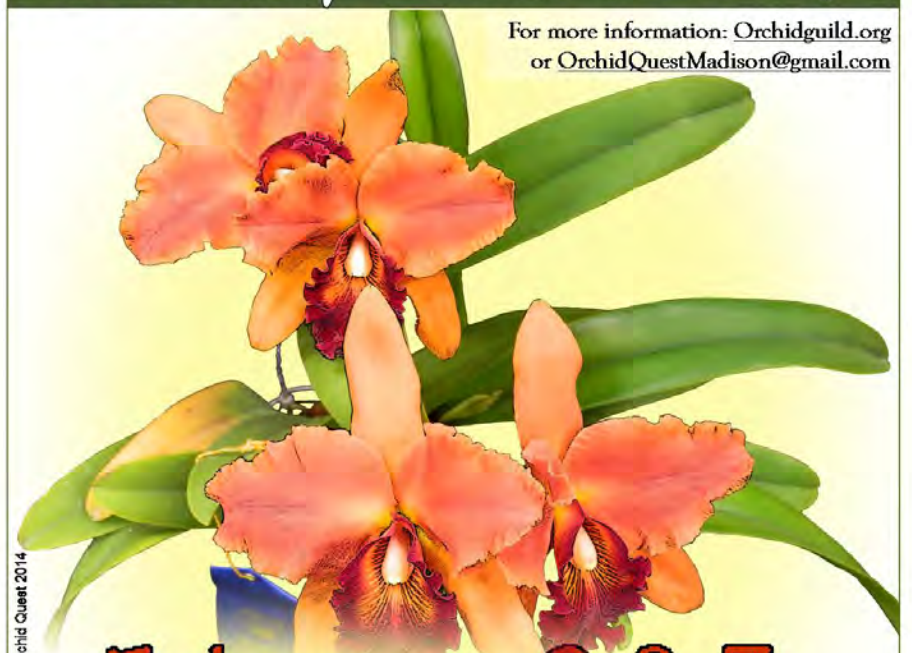
Email [bdc@willystreet.coop](mailto:bdc@willystreet.coop) with your name, Owner number, why you are interested in serving on the committee, and any relevant experience.

Applications are due January 31, 2018. Applications will be reviewed in February and an Owner at large will be appointed to the committee in March.



## Orchid Growers' Guild of Madison presents ... Orchid Quest 2019

For more information: [Orchidguild.org](http://Orchidguild.org)  
or [OrchidQuestMadison@gmail.com](mailto:OrchidQuestMadison@gmail.com)



**February 2 & 3**  
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Ric Memoria Diana Sanders from Orchid Quest 2014

farm and their staff who coordinated the shares. As we move forward and are hopefully able to purchase shares in the future, TTNC would certainly continue the relationship with them. In addition, TTNC has recently connected with an organization that helps to supplement the cost of farm shares. This connection may not have been made if TTNC not received this grant... As families were able to take advantage of fresh produce, some expressed interest and ideas in recipes, cooking projects, and more.”

**Wheels for Winners**

This year, Wheels for Winners offered free bike repair clinics that would keep the bikes children receive from their Earn a Bike program in good working condition. Clinics included free locks and helmets for participants, and the opportunity to learn how to fix flat tires and chains. Anyone who showed up with a bike was able to participate in the program. With funding from the Cap Times Kids Fund, the Co-op, and

Madison Sports Commission, and with guidance from Centro Hispano and Goodman Community Center, they attended 27 community events from January through October to provide mechanic and bike support and instruction, safety checks, tune-ups, repair, and tire pumping for over 250 cyclists.

**THANK YOU, 2018 CRF GRANT RECIPIENTS AND OWNERS**

One of the traditions of the Community Reinvestment Fund is to hold a reception for recipients, and as demonstrated throughout this article, recipients of grant awards have not only made amazing contributions to our community, but are also forging deeper relationships with each other within the work they do. Exiting Co-op Owners who opt to donate their equity to the Fund can be very proud of what their collective contributions have provided since 1992 to organizations that support their neighbors and families. Thank you for your hard

work, 2018 recipients, and thank you to all of our Owners, past and present, for seeding and supporting this valuable grant program. The CRF committee comprised of Co-op Owners, employees, and Board Directors look forward to reading the 2019 grant applications after the February 28 deadline.

**HOLIDAY HOURS**

**DECEMBER 31:  
REGULAR HOURS**

**JANUARY 1, 2019:  
CLOSED**

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- **ABC for Health, Disability Rights Wisconsin, Wisconsin Family Ties, Kids Forward, and the Wisconsin Alliance for Women's Health** educated the public about ways the session's bills would impact healthcare policy in Wisconsin, as well as services provided to individuals with disabilities.
- **Clean Wisconsin, Midwest Environmental Advocates, and the River Alliance of Wisconsin** raised awareness on ways in which the proposed bills could potentially impact the Department of Natural Resources and its role in protecting Wisconsin's environment.
- Numerous other CSW members like the **Center for Media and Democracy** raised concerns on the session's timing, and its potential impact on the legislative process. Other groups, like **Freedom Inc.**, went to the Capitol to monitor and report on the process.
- The **League of Women Voters of Wisconsin** provided testimony at the Capitol on ways that the proposed legislation could potentially jeopardize Wisconsin's election process.
- And **WORT 89.9 Community Radio** reported on the session and provided listeners critical details to better understand the pending legislation.



Photo: League of Women Voters of Wisconsin

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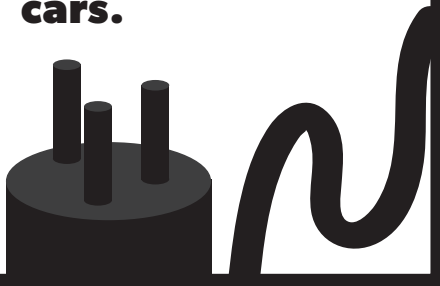
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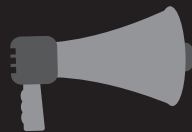


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# Food Swaps

by Ben Becker, Newsletter Writer

**W**hen we think about the foods that make up our everyday lives, we usually have a set conception of what the raw material is that constitutes those most familiar dishes. What could be more essential and simple for an enjoyable picnic than a crispy, crunchy and salty bag of potato chips? Sitting in the darkness of the movie theatre is always the perfect occasion to reach for hefty handful of buttery popcorn. What party food could be easier to order than a pizza atop a wheat flour crust? While these classic snacks are at the forefront on our minds when we think about time and place, the building blocks of these meals have the flexibility to allow for some creative and experimental approaches. For example, instead of the always-familiar crunch of a cheese puff, many may find they enjoy the flavor when they chomp into a kale chip or chick-pea crisp.

Starches like wheat, corn and potatoes make up an integral part of our diet. The opportunity to sink your fork into a plate piled high with spaghetti or fettuccine, and as a result storing up energy from those grains within your system is not merely a means to ensure continued survival but a comforting and enjoyable experience. Loading up on carbohydrates in a tried-and-true manner may not appeal to everyone, but it could provide an adventurous experience for those who might want a new take

on the old stand by. You may find that a broccoli floret or carrot noodles add a new dimension to a dish that has conventionally been served atop white rice.

Pure culinary innovation is not the only motivation that many eaters have for replacing their favorite potato au gratin with a cauliflower twist. Many food swappers are looking to incorporate more vegetables into their diet, utilizing their similar textures or cooking properties to starches while getting more of the vitamins and minerals they need for better metabolic health. For some, this might be a major strategy for following a particular dieting plan, many of which are intended to reduce the consumption of carbohydrates and perhaps to add in more proteins with the desired result of realizing weight loss.

Many low-carb weight loss

plans such as Paleo, South Beach, or Atkins diet resonate with the keto or ketogenic diet ([health.harvard.edu](http://health.harvard.edu)). The major difference between these plans and the true keto diet is that while other diets exclude grains and starches in favor of meat and other protein rich items, ketogenic diets depend on fat as the central source of daily calories. By removing carb-rich foods in favor of healthy fats present in foods like almonds, olive oil or avocados, ketogenic dieters force their bodies to manufacture and consume energy in a different way. Instead of relying on the glucose or sugar drawn from carbohydrates in fruit, pasta, breads, or vegetables, the body relies on its fat stores which the liver will convert into ketone bodies to fuel the body. While this reduction of fat stores can make ketogenic or similar strategies very attractive to dieters, the emphasis on fats and pro-

teins at the exclusion of other foods can carry a number of risks, such as a deficiency in necessary nutrients, the exacerbation of liver conditions through the increased reliance on it to metabolize fat, overstressing the kidneys by consuming additional protein, digestive issues from a lack of fiber, and the denial of sugar to the brain which can lead to mood swings and poor brain function. With these downsides in mind, those looking to lose weight should think twice about throwing out their rice and pasta. Instead, they should consult with their doctor and nutritionist before engaging in ketogenics or any other dieting plan.

## CAULIFLOWER EXPERIMENTATION

While experimenting with your nutritional balance can carry some risks and should not be taken on

lightly, experimentation with food swaps to build a new variety into your dinner planning can be fun and delicious! One common ingredient in many of these dishes is the surprisingly versatile cauliflower. Who knew that this seemingly innocuous, and dare I say bland, pasty vegetable had hidden depths of incredible versatility? Shoppers in the Willy Street Co-op frozen section can now experience this veggie's beautiful bloom when they are craving an



easy-to-make slice. Caulipower Pizza Crusts are made from cauliflower and brown rice flour, making them gluten-free but just as tasty as their wheat-flour counterpart. But that isn't all it can do. Imagine your favorite casserole, steeped in a rich creamy sauce or thick layers of cheese, but once you dive beneath the surface your fork returns not with the simple spud but soft, tantalizing crunch of the cauliflower. This alternative texture can bring a new experience to many dishes. Consider, instead of the usual hashbrown, roasting cauliflower in the oven with oil, salt, and your favorite seasonings. The effect of the heat not only tenderizes this crunchy vegetable, but also releases its latent sweetness.

### CAULIFLOWER RICE

Probably no other method of preparation quite transforms this veggie into a multifaceted ingredient so much as cauliflower rice. This rising star of food trends (see Megan Minnick's article for more information) is available as a local item from your nearest Co-op and can be readily prepared and added to your favorite dish. If you have the time, tenacity and a food processor, you can even make this starch substitute at home. To prepare, just cut the florets from a small head of cauliflower and gradually pulse in your processor until only small, rice-size grains remain. If you are in a pinch, a box grater is a viable substitute. Add these cauliflower kernels to a skillet with a tablespoon of oil and cook over low heat until they are just tender. Once they are cooled, your "rice" is ready for use, or can be stored in refrigeration until it is called for. Serve it hot with your favorite stir-fry in order to skip the filling sensation of rice while enjoying the added vegetable fiber.

### CAULIFLOWER BREADSTICKS

If you enjoy egg and cheese as a part of your diet but are looking to use veggies as a gluten-free alternative, you might be curious to experiment with cauliflower rice to create a sort of cauliflower "bread." One example is a cheesy cauliflower breadstick made by converting your "rice" into dough. To do so, instead of sautéing your cauliflower rice, bake it for 20 minutes and once cooled, use a towel to squeeze out and remove as much moisture as possible. By combining with eggs, cheese and seasoning, you will have a dough like substance, which you can press out flat and bake to make bread. Melt some cheese on top, and you have a tasty gluten-free snack.

### ZUCCHINI CRUST

Cauliflower isn't the only vegetable that can be morphed into a new bread type. Grated zucchini can be employed to make something



like a rustic pizza—a great way to put all that summer squash to good use. By combining the strained shreds of a zucchini with eggs and flour, you'll find your hands on a pizza dough. Sprinkle with corn meal and then spread out over a baking sheet before adding your favorite toppings. After baking, you'll be ready to take a bite of something a bit like pizza, and a bit like frittata.

### BROCCOLI TOTS

If you have some picky eaters on your hands, finding creative ways to incorporate vegetables into more palatable forms like pizza might be the only way to get them to eat their greens. In addition to sadly underrated zucchini, probably no vegetable is more unfairly despised than that ever-downtrodden broccoli. While its close cousin the cauliflower has seen many an opportunity to shine in new venues, broccoli has just as much potential, and for some, might be preferable when it comes to flavor. If a simple steam just isn't winning anyone over, you can recruit some converts by crossing over into potato territory. Just start by blanching the broccoli for a minute in boiling water, and then chop it down to a fine size. Once mixed with diced onion, breadcrumbs, cheese, and eggs, without forgetting whatever salt and seasonings you like best, you will have dough ready to shape into that familiar tot form. Bake these bite-size

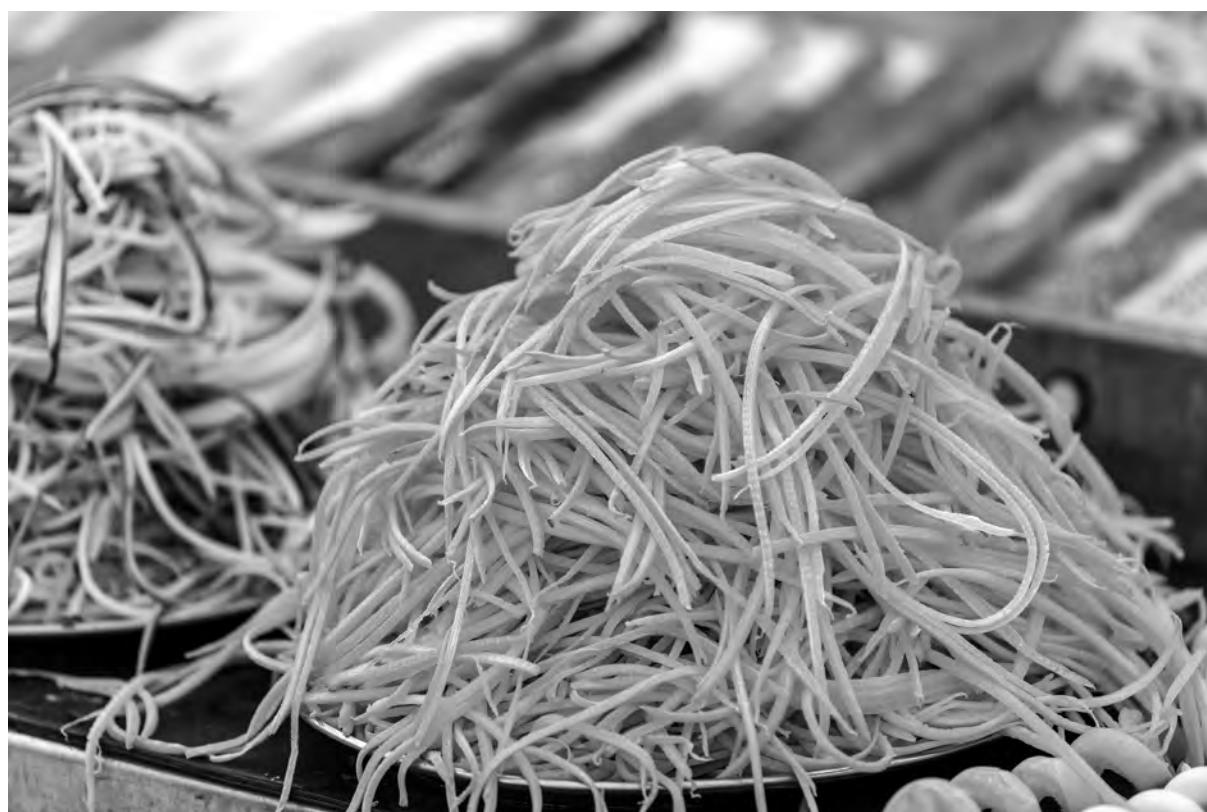
morsels until crispy, and you're ready to dunk broccoli tots in ketchup or aioli.

### SPAGHETTI SQUASH

With so many breads and other starch swaps to be considered, vegetable pastas should not be forgotten. While the doughs of other vegetable substitute recipes require grinding, cutting, processing and straining of vegetables, there is one piece of produce clearly born to rival any gluten-rich noodle—the aptly named spaghetti squash. When baked, the innards of this yellow gourd transform, and with the scrape of a fork, take on the shape and consistency of baked spaghetti noodles. Top these squash shreds with your favorite marinara and you're in for an easy-to-make dish packed with vegetables that will rival the run-of-the-mill spaghetti dinner. For added fun, halve your squash before you bake it to make a boat and add some sauce, cheese and maybe a few pepperoni for a self-contained spaghetti bake.

### SPIRALIZED

Looking for a little more color or variety for your vegetable pasta? Ask your friendly Willy Street Co-op Produce clerks about spiralized vegetables. Made from zucchini, butternut squash, sweet potatoes, and red beets, these vegetables are cut into long strands, and can be prepared



in a sauté pan, baked in the oven, or boiled for any of the oodles of pasta recipes you could think to prep. A nice plate of zucchini "zoodles" make a perfect bed for that chicken or eggplant parmesan. If you happen to pick up a spiralizer of your own, be sure to give carrot noodles a go. These orange strands are perfect to sop up a nice peanut sauce or to tag in for cauliflower rice for a new twist.

### FRUIT SALSA

Many of the current food substitution trends focus on replacing carbohydrates with vegetables, but if you are just looking to expand your flavor horizons, you won't want to leave fruit out in the cold. Switch out those tomatoes in your homemade pico de gallo for some small chunks of mango or roasted, diced apples to create a fruity chutney or salsa. Pears and pineapples can also be rotated in according to the season to keep this simple sauce fresh. If you have some spare pie dough sitting around, it can be cut into the perfect chip to complement this fruity substitute. Just sprinkle on cinnamon and sugar to strips of dough and then bake until crisp. This makes for a fast and easy treat while you're waiting on a homemade pie.

### SWEET POTATO HASH

While many food substitutions add a flare to the more run-of-the-mill dish, that doesn't mean that they can't be used to bring something familiar into a new light, and no piece of produce better illustrates this than that superfood sweet potato. When ordinary hashbrowns have become played out, a hearty sweet potato hash is just the thing to pack in more vitamins and flavor to a midwinter meal. To prepare, just cut your sweet potatoes down to size, add oil, and broil until crisp. Combine your browns with sautéed onion, and maybe some chopped celery as well for a sweet fragrant flavor similar to mirepoix. If you have a Dutch oven handy, this vegan-friendly meal is perfect for slow roasting in cast iron or over the stove top. This versatile dish can be made with spicier flavors as well and is just as cheese-friendly as potato hash (a smoky gouda from our Cheese department juxtaposes with the sweeter flavors for a beautiful complexity).

Food substitutions continue to be a popular trend and provide a practical but delectable way to eat more vegetables or avoid an excess of starch. The strategies for swapping above merely scratch the surface of all your produce can do. While you may never look at a cauliflower the same way, there are many more recipes to discover and experiment with, and a wide variety of products to experiment with in your kitchen laboratory.

# RECIPES

## Ambrosia (Citrus Salad with Coconut)

Adapted from David Tanis's *A Platter of Figs*

What a perfect winter dessert! Seasonal citrus pairs up with pineapple and shredded coconut in a simple, not too sweet fruit salad. Note that it only takes a few minutes to prepare, but it's best when allowed to sit for a couple of hours to let the flavors develop.

2 grapefruit  
2 blood oranges  
2 navel oranges  
8 kumquats, sliced  
1/2 pineapple, diced  
sugar  
1 c. coconut, shredded

**Directions:** Slice the tops and bottoms off of the grapefruit, blood oranges, and navel oranges. Slice off the peel, making sure to remove all the white pith. Work over a bowl while you section the grapefruit into wedges, slicing between the membranes. Squeeze the grapefruit rind into the bowl to catch all its juice. Slice the blood oranges and navel oranges into thin rounds, and set them in the bowl with the grapefruit. Add the sliced kumquat and diced pineapple, and gently toss to combine. Add a tiny bit of sugar if you like. Cover, and set aside for 2-3 hours.

When ready to serve, add in the shredded coconut. Enjoy!

## Grapefruit Chicken Salad

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

A tart and sweet twist on traditional chicken salad, and a great way to use leftover chicken.

1 1/2 c. grapefruit  
2 c. cooked chicken, chopped  
1/4 c. celery, diced  
1 scallion  
1/4 c. mayonnaise  
1/4 c. yogurt  
1/4 c. parsley

**Directions:** Combine all ingredients and mix thoroughly. Serve on a bed of salad greens.

## Winter Citrus Salad with Honey Dressing

Inspired by the *New York Times*

Citrus is at its peak in the middle of winter, and that's just when you need a bright sunny dish like this salad. Use any combination of citrus you like—just be sure to use sweet citrus fruit rather than sour. You may also want to try adding a pinch of black pepper or cayenne.

2 blood oranges  
1 grapefruit  
1 navel orange  
1 Pomelo  
1 Meyer lemon  
4 tangerine  
salt  
1/2 red onion, sliced  
3 Tbs. olive oil  
1 Tbs. vinegar  
1/2 tsp. honey  
lime juice

1/4 tsp. tarragon

**Directions:** Peel the citrus and slice into wheels. Remove any seeds and spread out the fruit on a serving dish. Sprinkle with salt and sliced onion. In a small bowl, whisk up the olive oil, vinegar, honey, lime juice and tarragon. Taste and adjust the seasoning, drizzle over the citrus slices. Enjoy!

## Stir-Fried Bok Choy with Shiitake Mushrooms

Recipe from *Vegetariana* by Nava Atlas, used with permission

This is a satisfying Asian-style dinner.

2 Tbs. sesame oil  
1 medium onion, halved and sliced  
1 bunch bok choy stems, sliced diagonally  
1 lb. fresh shiitake mushrooms, stemmed and thinly sliced  
1 c. snow peas, trimmed and cut in half  
2 Tbs. soy sauce or tamari  
3 Tbs. dry sherry or rice wine (optional)  
1/2 tsp. fresh ginger, grated  
dash cayenne or hot chili oil to taste  
1/4 lb. tofu, diced (optional)  
4 c. hot cooked rice

**Directions:** Heat the oil in a large wok or skillet. Add the onion and stir fry over moderate heat until translucent. Add the bok choy, shiitakes, snow peas, soy sauce and sherry. Stir fry until the vegetables are crisp-tender. Add the ginger, cayenne and tofu if using. Season with additional soy sauce if desired and serve over hot rice.

## Black-eyed Peas with Collard Greens

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

For good luck all year long, here's what to eat on New Year's Day. With bay leaf and dill, and no ham hock, this vegetarian version is Greek-inspired, not Southern.

1/2 lb. black-eyed peas  
1 onion  
4 cloves garlic  
1 bay leaf  
2 Tbs. tomato paste  
3 Tbs. olive oil  
salt  
1 bunch collard greens, chopped, destemmed  
1/4 c. chopped fresh dill  
black pepper  
lemon wedges

**Directions:** Place the black-eyed peas in a large pot and cover with 2 inches of water. Bring to a boil, then drain. Return the black-eyed peas to the pot, add half of the onion and half of the garlic, and cover with 2 inches of water. Set over medium-high heat and bring to a simmer. Add the bay leaf, and reduce heat to medium-low. Cover, and simmer for 30 minutes, until the black-eyed peas are just barely tender. Set a colander over a bowl, and drain, reserving all the cooking liquid.

Preheat oven to 350°. Place the tomato paste in a small bowl, and add 1/2 cup of water. Whisk to combine. Set aside.

In a large Dutch oven or other oven-safe pot, heat 2 tablespoons of the olive oil over medium heat. Add the rest of the chopped onion and sauté for 5 minutes, until tender. Stir in the garlic, and cook another 30 seconds.

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# RECIPES

In batches, stir in the collard greens, stirring and letting each batch wilt before adding more. Stir in the tomato paste and water mixture, and season with salt. Add the cooked black-eyed peas, and pour in enough of the reserved cooking liquid to just cover everything. Place the pot in the oven, and cook for 30 minutes, until the collards and black-eyed peas are very tender.

Return the pot to the stovetop over medium-low heat. Add some more of the cooking liquid if it seems dry. Stir in the last tablespoon of olive oil and chopped dill. Cover, and simmer for an additional 10 minutes. Season with salt and pepper to taste. Serve hot, with lemon wedges.

## Marinated Collard Salad with Sausage over Grits

Adapted from [www.food52.com](http://www.food52.com)

You'll have a delicious dinner on the table in less than 30 minutes with this simple, fresh recipe.

1 c. corn grits  
1 c. grated Gruyere  
salt  
pepper

1 Tbs. olive oil  
1/2 lb. Italian sausage  
2 tsp. apple cider vinegar  
2 bunch scallions, sliced  
1 bunch collard greens, torn

**Directions:** Combine the corn grits with 3 cups of water in a medium saucepan over medium heat. Cook, stirring occasionally, for about 15 minutes, until the grits are tender and creamy. Stir the grated cheese into the grits, and season with salt and pepper. Cover to keep warm.

Heat the olive oil in a large skillet over medium-high heat. Add the sausage and cook 4-6 minutes, breaking up the sausage with the back of a spoon, until browned. Use a slotted spoon to transfer the sausage to a plate. Remove all but 2 tablespoons of fat from the skillet, and lower heat to medium. Add the white parts of the scallions, and cook for 1-2 minutes, until softened. Remove from heat and stir in the apple cider vinegar. Place the torn collard greens in a large bowl, and pour the warm dressing on top. Toss the greens to coat in dressing, and use your hands to massage the collards until they wilt, 2-3 minutes. Sprinkle with salt and pepper. Add the green parts of the scallions and toss to incorporate. Serve the grits topped with the collards and sausage.

## Butternut, Sweet Potato and Red Lentil Stew

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

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

1 onion  
4 clove garlic  
3 c. diced butternut squash  
1 sweet potato, cubed  
salt  
3 c. vegetable broth  
14 oz. diced tomatoes  
14 oz. coconut milk  
1/2 c. red lentils  
3 Tbs. tomato paste  
1 1/2 tsp. turmeric  
1 1/2 tsp. cumin  
1/2 tsp. chili powder  
1/4 tsp. cayenne pepper  
black pepper  
3 tsp. apple cider vinegar  
1 bunch chard

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

## Sausage Sweet Potato Bake

Recipe reprinted with permission from *More With Less Cookbook* ©2000 by Herald Press

This is comfort food that comes together quickly

1 lb. pork sausage  
2 medium sweet potatoes, peeled and sliced  
3 medium apples, peeled and sliced  
2 Tbs. sugar  
1 Tbs. flour  
1/4 tsp. ground cinnamon  
1 tsp. salt  
1/2 c. water

**Directions:** Brown sausage in skillet, breaking up large pieces. Drain excess fat and transfer to a 2-qt. casserole dish. Arrange sweet potato and apple slices on top of sausage. Combine remaining ingredients and pour over top of mixture in casserole. Cover and bake at 375°F for 50-60 minutes or until the potatoes and apples are tender.

## Sweet Potato-Walnut Burritos

Adapted from *3 Bowls* by Ed Farley and Nancy O'Hara

Delicious! A great choice to take to a potluck.

1/2 c. lentils or split peas  
1 lb. sweet potatoes  
2 Tbs. olive oil  
1 onion  
2 clove garlic  
2 tsp. chili powder  
1/2 tsp. cumin  
1/2 tsp. coriander  
1 tsp. chipotle pepper  
1 1/2 c. cheddar  
3/4 c. walnuts  
1 1/2 c. tomatoes  
8 flour tortillas

**Directions:** Combine the lentils or split peas with 1-1/2 cups water in a saucepan. Bring to a boil, then simmer, covered, until tender, about 25 minutes for lentils and 1 hour or more for split peas. Drain any excess water and set aside. Heat the oil in a large skillet; add the onion and sauté until the onion softens, about five minutes. Stir in the garlic and the spices and cook about five minutes more, stirring occasionally. Remove from heat and add the lentils or split peas, half the cheese, sweet potatoes, walnuts and 3/4-cup tomatoes and mix well. Preheat the oven to 350°F and lightly oil a 9x13-inch baking dish. Fill each tortilla with about 1/8 of the filling, roll tightly and place in baking dish, seam side down. Cover pan with foil and bake about 30 minutes. Remove the foil from the pan and cover the burritos with remaining crushed tomatoes or salsa of choice. Sprinkle with the remaining cheese and bake an additional 5-10 minutes, or until cheese is melted and beginning to brown.

## Warm Winter Vegetable Salad

Adapted from *Food & Wine Magazine*, March 2010

This healthy and flavorful salad is just the lunch or dinnertime trick. Make extra-large portions and serve as a platter salad with a side of sliced baguettes and hummus. Another great thing about this recipe is that you can really use any combo of winter veggies you'd like. Not a fan of beets? Why not throw in a turnip? Can't stand carrots? Throw in some red potatoes. It's really up to you.

1 red onion  
1 sweet potato  
1 carrot  
1 parsnips  
1 Jerusalem artichoke  
1 beet  
3 Tbs. olive oil  
1/3 c. walnuts  
salt and pepper  
1 3/4 tsp. balsamic vinegar  
1 3/4 tsp. lemon juice  
3/4 tsp. Dijon mustard  
2 Tbs. parsley, chopped  
2 oz. feta

**Directions:** Preheat oven to 425°F. Toss all of the root vegetables with 2 T. of the oil. Salt and pepper the veggies, then roast them for about

# RECIPES

45 minutes. Stir occasionally, until they are tender and lightly browned. While the vegetables are roasting, toast the walnuts in the oven until they are golden. This will take between 4-6 minutes, depending on your oven. You will know they are nearly done by the wonderful fragrance that will fill your kitchen. In a large bowl, whisk the vinegar, lemon juice, mustard and last bit of oil together. Gently stir in the chopped parsley and season to your liking with salt and pepper. When the vegetables are done, let them cool briefly (about 5 minutes). Add to the bowl with the dressing and toss, adding in the walnuts. Serve this beautiful salad on a platter with the feta crumbled across the top. You can serve this warm, or let it cool completely to room temperature. Garnish with a couple of sprigs of parsley and enjoy!

## Roasted Chicken with Caramelized Butternut Squash

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

Roasting squash alongside chicken this way turns it meltingly tender, with a crisp coating, almost candy-like.

1/2 tsp. salt  
1/2 tsp. cardamom  
1 tsp. cumin  
1/2 tsp. coriander  
1 Tbs. lemon juice  
1 whole chicken  
2 Tbs. butter  
2 lb. butternut squash, cubed  
1 Tbs. olive oil  
black pepper  
1 c. white wine

**Directions:** Combine the salt, cardamom, cumin, coriander, and lemon juice in a small bowl to form a paste. Rub this mixture all over the chicken, and let sit for 1 hour. You could also do this step in the morning and refrigerate it until the evening when you're ready to cook. Preheat the oven to 425°F.

Place the chicken in a large roasting pan, and place butter underneath the skin. In a large bowl, toss the squash in olive oil and a sprinkle of salt and pepper. Arrange the squash around the chicken in the roasting pan. Roast for 30 minutes, then pour the wine over the chicken. Return to the oven and continue cooking until ready (the internal temperature of the chicken thigh should be 170°F). Remove the pan from the oven. With tongs, lift the chicken out of the pan, and tilt it so that the juices pour over the squash. Transfer the chicken to a cutting board.

Toss the squash with the accumulated juices in the roasting pan, scraping up any browned bits.

Carve the chicken and serve with the squash and pan juices.

## Winter Squash Soup with Gruyere Croutons

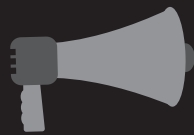
Adapted from *Bon Appetit*

A blended soup of butternut and acorn squash, cream, and fresh herbs. Topped with crisp and cheesy croutons, this soup is remarkable.

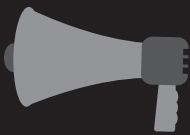
1 1/4 tsp. fresh sage  
5 1/2 c. broth  
4 cloves garlic  
1 onion  
1/4 c. whipping cream  
2 tsp. brown sugar  
1/4 c. butter  
1 baguette  
4 c. butternut squash, cubed  
1 c. gruyere cheese  
1 1/4 tsp. fresh thyme  
4 c. acorn squash, cubed

**Directions:** Soup: In a stock pot, melt butter over low heat and sauté onion and garlic until translucent. Add broth, all squash and herbs and bring to a boil. Reduce heat, cover and simmer until squash is tender, about 20 minutes. Transfer portions to blender and puree until smooth. After entirely pureed and returned to the same pot, fold in cream and sugar. Simmer on low heat. Do not allow to boil. Season to taste with salt and pepper. Ladle into bowls and top with Gruyere Croutons. Gruyere croutons: Preheat broiler. Butter 1 side of slice of bread. Place butter side up on a lined sheet pan and broil briefly until lightly golden, about 1 minute. Sprinkle with cheese, herbs, salt and pepper. Return to broiler for about 1 more minute or until cheese is melted. Serve on top of piping hot soup.

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# Staff Picks



## ANDY

### Belgian Endive

When the cold comes, I start braising. Endive is one of the milder members of the bitter chicory family, and even its slight bitterness melts away after half an hour in the oven in a covered pot with a wee bit of stock, some garlic and a few sprigs of thyme. Luscious and buttery, braised endive plays a lovely role on the winter plate.



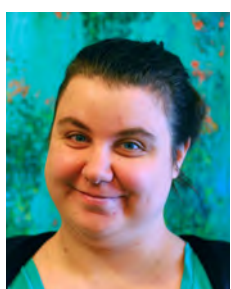
## PATRICK

### Virgil's Zero Sugar Soda

For the most part I've gotten off the soda wagon in the past few years and I've never been that impressed with sugar-free options. Usually there's too much stevia taste, or just a weird... feeling on my tongue. Then came Virgil's Zero Sugar sodas. These.... are.... pretty... AMAZING!



Each flavor is spot on (yes, I've tried them all now) and the blend of sugar-free sweeteners they use, leaves virtually no weird or stevia aftertaste. Guess I'm back to drinking sodas! Sometimes!



## ANGELA

### Shallots

The simple shallot elevates a dish—try replacing regular white or yellow onion in a recipe with equal amounts of shallot and see what I mean. Such a fantastic flavor.



## JASON

### Rio Star Grapefruit

My New Year's resolution every year is to eat as many of these as possible since January is the peak of citrus season. Rio Star grapefruit is certainly unparalleled with its deep, dark red flesh and bold, sweet flavor. Enjoying one first thing in the morning with a cup of hot black coffee is an invigorating way to start your day! In my experience, anyone who claims to dislike grapefruit has never tried a Rio Star.



## AMY

### Flower bouquets

A serious cliché but with good reason! Make an Every Day an Amazing Day. Have you ever treated yourself? How about your crossing guard? How about your kid? How about your dad's caregiver? Don't be creepy about it. Just let someone know you appreciate them. That you are grateful. I'm not crying; you're crying.



### Olden Organics—All varieties of Zoodle

Worth rotating into your meals. They have substance of their own, and while they don't replace the texture and flavor of pasta, they create a flavorful vehicle for sauce transport. Reduce your pasta intake with vegetables!



## CATE

### Garden of Life mykind Organic Chewable Vegan D3 2,000 IU

A must-have in my winter wellness toolbox. Seems to help fend off the deep blues I used to experience when the days get short and devoid of much sunshine. I really love that they are vegan AND organic! These raspberry-lemon flavored chewable tablets really do seem to amount to sunshine in a bottle.



## GIANOFER

### Willy Street Co-op Juice Bar's Green Dream with a shot of ginger

You know...I wanted to have a good day but apparently Madison Metro had other plans. My first bus was 20 minutes late, which caused me to miss my second bus. A 1.5 mile walk to work later and I was absolutely enraged! So mad I was spitting sparks. SPARKS!! No time for breakfast. No time for coffee. I'm looking at a long day and I'm not liking what I'm seeing. GRRRRRR!!!!!! So, I decided to treat myself to a Green Dream Smoothie with a shot of Ginger. BABY! When I tell you my mood improved with the first sip, it's the TRUTH! That \*\*\*\* was DELICIOUS!! I have to say, it wasn't just the smoothie that brightened my day. Chatting with the staff while making my decision really helped turn my frown upside down. Cool people. Awesome smoothie. Day saved superhero style!



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**EveryDay Coconut Pure African Coconut Oil**

Do children look at you and scream?! If the answer is yes, you may want to work on your skin game. I suggest Alaffia Fermented Coconut Oil. Why risk spontaneous human combustion furiously rubbing your freakishly dry hands together trying to melt solid coconut oils? WHY?! While it is solid, this stuff melts in your hands and makes applying it to the skin super easy. Don't let the jar size fool you. Less is more. Sisters... if your hair game needs some "Get Right," try Alaffia: Fermented Coconut Oil. Available at East and North.



**SAM**  
**Innovative CBD, CBD lozenges, Lemon**

Tastes like a lemon drop AND works! The lemon flavor is strong enough you're not overpowered by the CBD taste. They aren't as big as they look in the package; about the size of a cough drop and lasts about as long too. Works incredibly well!



Relieved stress on my back and calmed my nerves—all while tasting delicious!



**TALON**  
**Nutiva Organic Cold Pressed Hemp Oil**

This is a great health product that can be used as a substitute for fish oil. It has the correct balance of Omega-3 and -6. You can also use it in making home beauty products and is great for hair and skin.



**Frontier Peppermint Leaf**

I like this product because it goes well with many different things, like tea or shrubs, and that you can save money by buying in bulk.



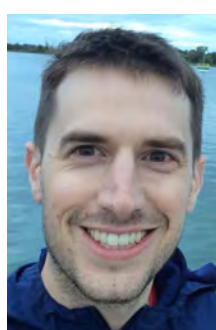
**PHILIP**  
**Lime Hi Ball**

Most energy drinks come packed with tons of sugar. Hi Ball has zero sugar but still gives as much caffeine (if not a little more) than a cup of coffee. Also has natural energy boosters like B-12 to get you going. Lime flavor is a nice, crisp, refreshing energy boost. If you like Klarbrunn but need a pick me up, this is for you!



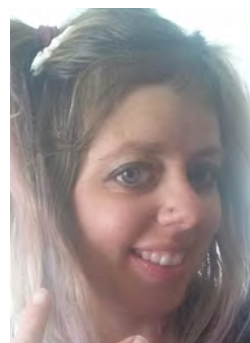
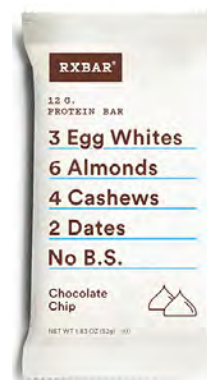
**EMILY**  
**Host Defense MycoShield® Peppermint Spray**

This spray is nice and minty while supporting your immune system. I use it all winter and always have some in my carry-on bag for travel!



**BENJAMIN**  
**RX Bar, Chocolate Chip**

Unlike most protein bars, RX Bars have no added sugar or preservatives. I love that they are chewy and soft, and the combination of vanilla, dates, and unsweetened chocolate makes them taste like a treat. Having one of these with a cup of coffee in the morning is the best.



**LAURA**  
**evanhealy Rose Vetiver Day Moisturizer**

evanhealy's products are all designed to work with and enhance your skin's natural beauty. I put this moisturizer on in the morning and am good to go for the day. It is light and breathable and smells so so nice. A little goes a long way; I've had my current container for over a year now!



**LEAH**  
**GT's Cocoyo Ginger Turmeric**

This non-dairy coconut yogurt is tangy and delicious! I've really been on a ginger kick lately, and this gives such a nice flavor that warms your insides. I like to put it in my oatmeal for a little added yum factor.



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**January 2**

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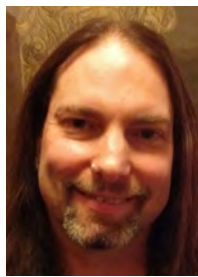
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**JON**

**Pacific Foods Organic Oat Milk**

Thinking about getting on a more plant-based diet in the new year? Oat milk is the most wonderful solution for an alt milk! I put it in my coffee, in my tea, in my baking and in my oatmeal. Oat milk has no added sugar and gets its sweetness naturally from

the oats. If you're scared to try it, my grocery friend, Mike, says that it tastes like the milk at the end of your cereal bowl. That is pretty tasty!

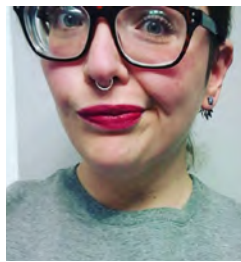


**Willy Street Co-op Juice Bar's Green Zinger**

This is my favorite of our Juice Bar's creations. It is delicious and refreshing. This is great pick-me-up without the caffeine or processed sugar found in most energy drinks or coffee. If you are wondering what gives it zing, it's the ginger.

**Bunky's Falafel Mix**

Falafel was popular even before meat substitutes were cool. But it is best moments after it has been cooked. This mix is more convenient and quicker than most "convenience foods," but it is made locally with fresh and wholesome ingredients.



**RACHAEL**

**Paleo Mama Magic Bars**

My name is Rachael and I am addicted to sugar. I could eat it morning, noon, and night. Thing is though, processed sugars

are not the best for my body! That's where Paleo Mama and her literal magic bars come in to play. They satisfy all my cravings with a decadent bar that is out-of-this-world good!



**AMANDA**

**Casas Del Bosque Pinot Noir**

Red wine is perfect for a nice cold January day and this one will warm you up. It is a perfect, drinkable wine that most enjoy. I like to bring it to gatherings and share it with friends and family. Amanda Ikens



**Salpica Salsa con Queso**

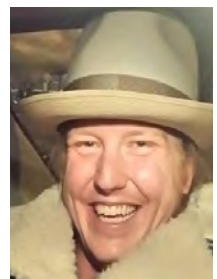
Looking for a low-cal snack, pair it with your favorite tortilla chips. It is also great for game days or ladies' night!



**LORI**

**Rishi Turmeric Ginger Tea**

It is organic, fairly local, and caffeine-free. I like it served hot or cold. The flavor is a good combination of turmeric and ginger. If you add black pepper to the tea bag it helps fight inflammation because the body more easily uses it. You can buy it in bulk or in the little canister.



**DUSTIN**

**Cesar's Sharp Cheddar**

This cheese is better than most sharp cheddars that are double the price!

**Willy Street Co-op's Vegan Smoky Black Bean and Sweet Potato**

This tastes great and can be used in so many different ways! It's great on top of nachos, stuffed in a bell pepper and baked, or just enjoy it on its own!

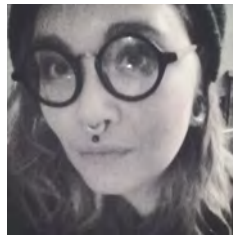


**KATHERINE**

**Willy Street Co-op Fresh Spring Rolls**

These spring rolls are so delicious, affordable and surprisingly filling! Special tip: if you leave them out at room temperature for 15 minutes they really soften up like they were made fresh just for you!

**ABIGAIL**



**Little Secrets Peanut Butter Dark Chocolate Pieces**

Wow, wow, wow. My favorite candy we carry. We can't get past a week without eating at least a whole bag in Health and Wellness at East. Creamy peanut butter encased in candy coated chocolate that is totally better than the non-Fair Trade-certified options out there.



**Verditas Neroli Hydrosol**

Neroli is actually orange blossom, and it smells amazing! Very refreshing and a nice reminder of spring time. I love to use this toner after putting shea butter on my face in the winter time. It helps to keep my face soft and also works as a lovely aromatherapy spray.



**Willy Street Co-op Juice Bar's Hot Toddy Concentrate**

I pick up a bottle of the Hot Toddy Concentrate whenever I feel remotely like a sickness is coming on. Whether I actually turn out to be sick or not, it ALWAYS makes me feel better. I mix it with hot water for ultimate coziness. A little bit goes a long way, and it is really nice to share as well.



**SARA**

**Willy Street Co-op Juice Bar's 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. The jasmine tea gives a tiny caffeine boost. The flavors complement each other rather than compete to make this one fruity delight!



**WESLEY**

**Wisconsin Meadows Ground Beef**

I really enjoy this product a lot due to its various applications, its flavor profile being on an all-grass diet from start to finish, its price-point is highly competitive compared to other providers and its quality.



**JOE**

**Willow Creek Braunschweiger**

Delicious way to get some healthy organ meat in your diet. The secret is Willow Creek bacon and no unwanted additives like some other brands.

**Primal Kitchen Protein Bars**

My favorite is the macadamia/sea salt. Grain-free portable protein snack with collagen.



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