

willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 47 • ISSUE 3 • MARCH 2020



Trouble Brewing

A Look at the Global Coffee Market and the Challenges to Creating an Equal Exchange

IN THIS ISSUE

Our 6th Annual Cheese Challenge; Co+op Basics; Cooperative Principle 7; and more!

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willy street co-op READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

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

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

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WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

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

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

Deli: 7:30am to 9:00pm

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

WILLY STREET CO-OP MISSION STATEMENT

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

WILLY STREET CO-OP BOARD OF DIRECTORS

Jeannine Bindl, President
Ann Hoyt, Vice President
Brian Anderson
Stephanie Ricketts
Trevor Bynoe
Michael Chronister
Gigi Godwin
Sarah Larson

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

BOARD MEETING SCHEDULE

Tuesday, March 17

Tuesday, April 21

Tuesday, June 16

Tuesday, July 21

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 to confirm.

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& Foundation

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March 14 & 15**

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Ribbon Cutting March 12, 11:00am

Join library and city officials to cut the ribbon and open the new Pinney Library! Cake, coffee and tours to follow ribbon cutting ceremony.

Pinney Library
516 Cottage Grove Rd.
Madison WI 53716
608-224-7100

madisonpubliclibrary.org/pinney
mplfoundation.org/pinney

CUSTOMER COMMENTS

Write Us!

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

CORRECTION

In our February issue, the article Masala Mojo and Flavor Temptations: Indian Spice Kits incorrectly identified the person quoted from Masala Mojo. Her name is Mrunal Kulkarni.

FOOD SCRAPS

Q: *I'd like to see the coop address food scraps or food waste alongside a compost program for members.*

The coop ought to build an initiative program for Madison alongside collaborators who could live compost and or incinerate the organic materials for fertilizer.

I hope a compost program will foster discussions of inequalities in our local food economy and steering other innovative solutions to better serving in our community.

A: Thanks for the suggestion. I appreciate your interest in contemplating the local food system not just on the supply, but also on the waste end of the spectrum, as well as the inequities within the system as a whole.

The composting services we have are contracted by third parties (Sanimax and Earth Stew). They are for managing compost produced by food production, produce prep, and food purchased for dining in our retail commons. As much as we would love to consider expanding these services, we simply do not have the economic means, space, labor hours, nor expertise to build and manage a drop-off food composting program for the Owners or neighborhoods we serve. We also do not wish to compete with composting programs and initiatives that already exist (and we support).

The City of Madison lists a few companies that may be able to accept your compost for a fee here: www.cityofmadison.com/streets/food-scraps. Some of these private composting options are available in areas outside of Madison as well. Private compost collections are not a perfect solution, as one needs the means to pay for the service, but they are the most viable options currently available to the area at-large and the people offering the services do great work. Additionally, the City of Madison and Dane County are continuing to pursue and pilot composting programs through which the public can divert waste, programs which have

seen success in other municipalities. The link provides information about the City's public food scraps recycling initiative, something that looks like a promising option to offer what you describe in the future. -Kirsten Moore, Cooperative Services Director

OLD STORE MEMORY LANE

Q: *Hello! I was just going down memory lane with my mom who use to take me to the old store as a kid and was wondering if there was a collection somewhere of the old store fronts /interiors? specifically the 1202 location! Thanks for all you do!*

A: I combed through our photo archives and found a few I thought you might enjoy. Happy reminiscing! -Liz Hawley, Education and Outreach Coordinator



PRODUCT QUESTIONS

Q: *Hi, been adding up things I wanted to ask about, so here comes a few topics at once—hope that's okay!*

1. *I love the Herbivorous Butcher products you've been carrying in the deli! Super excited about them—the beer brats, especially. I was wondering if there were any plans for them to be on the shopping site for delivery?*

2. *Was randomly remembering a deli/cold case item you used to carry years ago that I've been missing—the raw nut paté—and curious if that's something that ever gets back into rotation or not.*

3. *I love that you are taking the issue of culturally appropriate foods seriously. I've noticed people seem to be upset about items being carried for these reasons and/or confused about what the phrase means and was hoping there either would be an article in the Reader explaining it in more detail, or perhaps there's already been one that I've missed? Anyway, thanks for all that you do!!*

A: Thanks for writing! Currently we only carry Herbivorous Butcher through our East deli, and our e-commerce platform is set up to shop our North location. We also, at this

time, do not have the capability to include our Deli items on the shopping site. Should we be able to add the Deli in the future, and add Herbivorous Butcher as a line featured at North, we will certainly consider it. I checked in with our Prepared Foods Category Manager Patrick Schroder, and he says we are indeed discussing with Herbivorous Butcher extending its offering to other sites later this winter. I also asked him about the raw nut paté, and he said that we did produce this quite awhile back, and there are currently no plans for its return due to a lack of success producing dips and spreads in-house that remain competitive with other brands. I'm not sure if we still have the recipe available, but if you are interested, we can look it up for you.

Thank you also, for noticing our efforts to bring more culturally appropriate foods into our stores. We feel it's really important to consider not only foods and goods that support local, organic, or natural producers, but also foods and goods that are fairly priced and accessible as well as of value to a variety of different families and their personal needs, tastes, and traditions. We have talked about the term "culturally appropriate foods" in the *Reader* in the past, but there's no reason we couldn't run something about the topic again. I will share your idea with our Newsletter Editor Liz Wermcrantz and Communications Director Brendon Smith as well as our Co-op Services and Purchasing teams for future *Reader* ideas. -Kirsten Moore, Cooperative Services Director

STORE BRAND MANUFACTURER

Q: *Hello. Would you be able to tell me who manufactures your store brand Glucosamine/Chondroitin/MSM tablet? And would you happen to know in what country these are manufactured? I'm interested in purchasing these, but there is no information on the bottle as to who actually manufactures these. Many thanks.*

A: Hello! Good questions—our private labeled vitamins are made by Vitamer Laboratories out of California, they create the finished product and bottle it in California, and source their ingredients from all over the world! For this product in particular—the glucosamine is from China, the chondroitin is from Thailand, and the MSM is from Washington, USA. I hope that helps! Let me know if you have any other questions. Thank you! Angela Pohlman, General Merchandise Category Manager

ROUNDING UP

Q: *Would it be possible to include a "Round up to the next Dollar" option for CHIP® Donations? Thanks!*

A: Thanks for asking! Yes, rounding up is already an option! When a cashier asks customers if they would

like to CHIP®, the default is to add a 1% donation to your total receipt. However, you are welcome to specify whatever monetary value you would like. Many of our customers respond to the ask to CHIP with either a specific amount they would like to give, or that they would like to round-up to the next dollar. We have the flexibility to make the amount whatever you would prefer. Thanks for supporting Community Shares of Wisconsin via the CHIP program! Happy holidays to you. -Kirsten Moore, Cooperative Services Director

COST ISSUES

Q: *I have two cost issues I am curious about.*

1: *I am a regular purchaser of your Lox Trim in the fish department. When I buy it at West it is 15.99/lb, at North it is 11.99/lb. It is the same product, I have compared it side by side. This seems a considerable price difference. Even if your fish counters are run by different places the discrepancy seems wrong.*

2: *I also regularly buy Hook's Triple Play cheese. I was recently in a very cool coop in Sacramento and was excited to see the same cheese there. I was also surprised to see that considering it is made locally, it was .50/lb cheaper in CA. Just curious considering shipping and all why it would not be less expensive here?*

We love Willy Coop and shop there often, these price issues just don't make sense to me.

A: Thanks for writing!

1. I completely understand why the price discrepancy for the lox seems odd. As you mention, the seafood counter at Willy West and East is run by a separate company, The Seafood Center, and unfortunately I don't have any information about how they do their pricing. If we were the higher price, I would be able to remedy it, but unfortunately I don't have any way to reduce the pricing from Seafood Center. I wish I could give you more information on this one!

2. Unfortunately, I can't say exactly why the Hook's Triple Play was cheaper in California. It may be that the store you were in has a lower profit margin, or perhaps the distributor they are purchasing from does... or maybe California consumers don't recognize the premium nature of Wisconsin cheese and they are pricing to what will sell? I'm just guessing, since I really don't know their pricing strategy. I can tell you that we have that cheese priced at our standard margin, which we have found is very competitive with other specialty cheese shops in Madison.

Thanks again for writing—I'm sorry I don't have more clear answers to both of your questions! Best, Megan Minnick, Purchasing Director

GENERAL MANAGER'S REPORT

Financial Update; Collective Bargaining; and More!



by Anya Firszt,
General Manager

HELLO MARCH

March marks the end of the third quarter of our fiscal year, and next month is the start of our fourth quarter.

FINANCIAL UPDATE

I want to give you an update on the current state of our Co-op's finances.

We budgeted sales for the current fiscal year to be \$60.6 million with a net loss of \$100,000. These numbers were based on the previous year's performance, and reflected a 7% increase over last year's sales. The budgeted losses reflect our continued paying off of planned expenses incurred by the expansion project at Willy West and the opening of Willy North. However, in the first two and a half quarters of the fiscal year (July through February) we have not achieved our budgeted sales goal. We will likely end the year at \$58.5 million, which still represents sales growth of 4% over the previous year, but only about half our original goal or 3.25% under budget.

Why are sales coming in less than what was budgeted?

Simply put, the growth of the number of customers frequenting our stores and the number of items in their basket is significantly lower than our original projections. This is a result of many factors: customer preference for convenience in ways we cannot offer, increased competition, and, without a doubt, online grocery orders are taking a real bite out of our sales. We are researching possible other factors (internal and external) to determine whether this is likely a temporary trend or a sustained one.

What does that mean for our Co-op?

Whether it's a temporary or sustained situation, we are taking short- and long-term steps to address the slower sales growth. Short-term steps include: creating a new sales and

operating income (loss) forecast for the current fiscal year that reflects the trends based on actual sales; reducing some expenses and deferring some projects to help make up some of the shortfall; and developing an improved budgeting and strategic planning process.

Long-term steps will include determining the best way to align our expenses to current sales trends to avoid additional losses; looking more carefully at areas to gain efficiencies; and evaluating the services and programs we currently offer.

This update is to provide you with some information about the fiscal health of your Co-op, and to let you know what steps we are taking to reduce our operating loss. We have underperformed at times in the past and recovered, and I am confident that we will do it once again.

What can you do?

If you want your Co-op to continue to be financially healthy, we need you to shop with us. Every time you shop at the Co-op, consider adding one more item to your shopping basket—that would certainly help us achieve our goal!

COLLECTIVE BARGAINING NEGOTIATIONS

Willy Street Co-op management and UE Local 1186 representing the employees of the Co-op continue to make significant progress towards their first collective bargaining agreement. After agreement on a revised attendance policy by both parties, the Co-op was able to implement the new policy almost two weeks sooner than expected, with it going into effect on February 3, 2020 rather than the expected date of February 15.

Negotiations on most non-economic issues have reached a tentative agreement state, and bargaining over economic concerns such as insurance, wages, and time off have begun. The pace of work has been steady and consistent for our first contract in a new environment. I am confident that we will complete this process successfully and amicably while establishing an effective and productive relationship between Willy Street Co-op and UE Local 1186 that will strengthen us as a business and as a cornerstone of these vibrant Madison and Middleton communities.

WILLY STREET CO-OP BYLAWS

I would like to thank each and every Owner who shared input either in-person or via email on the proposed language changes to the Willy Street Co-op Bylaws. Your input will help shape the next iteration for Owners to vote on this coming summer. Participation in motion! Until next month.

BOARD REPORT

Bylaw Revisions; Meet Board Member Ann Hoyt; and More!



by Stephanie Ricketts,
Board Member

Hello Co-op Owners! There's a lot going on in our organization, and we have a long overdue Board introduction to share as well. I'll get right to it, but first! Thank you for being a part of this organization, and for helping our cooperative continue to be a part of the community. This is an interesting and challenging time for our organization, and I, along with the rest of the Board, am grateful for the continued engagement of our Owners, and shoppers.

BYLAW REVISIONS: THANKS FOR YOUR INPUT!

The Willy Street Co-op Board has proposed some bylaw revisions for the organization, and requested your feedback and held listening sessions in January and February. You can find the full rundown of the first draft of changes here: www.willystreet.coop/images/Reader/2020/bylaws-final.pdf.

The Board is now working with the Policy Committee to review the feedback we received from you to see what can be incorporated into the draft that will be put forward to the whole membership for a vote this summer. Thanks for sharing your thoughts! The feedback we received was really valuable to the Co-op.

If you have questions or comments about the bylaws or the review process, you can leave a customer comment, send us a message at www.willystreet.coop/contact-us, or stop by the next Board meeting, or send us an email at board@willystreet.coop. Thank you for your insights!

HEARING FROM OWNERS

At the January 2020 Board meeting, the Board heard from a sizable group of 42 Owners who attended to share their support for and concerns about the union contract negotiation process currently underway. Our President, Jeannine Bindl, sent the following response to members of that group, which seems pertinent to share with all of you as well!

"It was wonderful to see so many Owners at our Board meeting last month, thank you for making time to attend. The Board appreciates the opportunity to hear directly from our Owners.

The Board heard Owners voice specific concerns, namely: wanting to support Co-op staff; increase the pace of collective bargaining; concern over the perceived detachment of the Board, staff wages; the desire to have an exemplary place to work; and a

model union contract. Thank you for voicing these concerns. They are at the forefront of our minds as we govern the organization.

This has been an interesting time to be on the Board; we are learning a lot. The Board is working hard to ensure that Owners are kept current on information that is appropriate to share. As a Board, we have been tasked to ensure the future stability and security of the Co-op. We set financial goals, which management must work within. We are also responsible to ensure sensitive information remains confidential, for the future security of our Co-op.

The Board is grateful to have engaged Owners. Thank you. As the collective bargaining process continues, we will continue to stay current on the logistics and progression of negotiations. Your Board of Directors is very engaged and attentive; we are asking questions, discussing ways we can govern our Co-op better. These efforts are not new and will continue after the achievement of a union contract.

Your Board is committed to representing the Co-op's Owners. If you are interested in hearing about opportunities to get involved, please email our Board Development Committee at BDC@willystreet.coop and we will add you to our list! The Board is always available via email at either Board@willystreet.coop (just Willy Street Co-op Board Members) or all-board@willystreet.coop (Board plus some management team.) One way the Board connects with Owners is via our monthly *Reader* article, make sure you check it out! Finally, Owners are always welcome at Board meetings. Our next Board meeting is on March 17, 6:30pm at the Co-op's Central Office.



MEET THE BOARD: ANN HOYT

This is the final installment of our new Board member interviews for those Board members seated in 2019. I had the pleasure of interviewing Ann a few months back, and am pleased to share a little bit about her with all of you.

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

Ann Hoyt (AH): The first co-op I joined was the Berkeley Consumers Cooperative—they had several stores in the Bay area around San Fran. I first learned about co-ops because my mother was a member at the Berkeley Co-op. I first got involved in co-ops as a crusade when I was going to school at the University of California–Davis. I was taking a community organizing class, and I had to find some com-

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munity to organize, and I ended up working with a group in the foothills of Northern California that was a pre-order buying co-op. I worked with them and eventually became the manager of that co-op. It was a very large pre-order co-op, and was all computerized, in the early '70s. So that's how I started! It was a class assignment.

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

AH: My husband does the shopping, but through him we rely on the Co-op for a lot of our food. He buys as much as he can at the Co-op, mostly because he's tremendously committed to the idea of cooperatives. He also has been going there for breakfast for a long time. For me right now, I rely on the Board of the Co-op to keep me alert, and to have a co-op I can contribute to and work from.

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

AH: Equal Exchange chocolate. I really like the prepared foods that they serve at the Board meetings. Fresh produce, just in general.

SR: Do you have any favorite food traditions?

AH: Yes! There are some things that I used to make for our son as a kid, and he still asks for them. One is a fancy jello salad that I make at Christmas; I must be the only person in the country who is still making jello salads, but he loves it. We used to have fondue always on Christmas eve, and we always have turkey on Christmas and Thanksgiving. We eat a lot of fruit, especially strawberries when the strawberries are in season.

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

AH: I'm on another board, and I love to garden. I have taken up knitting again—I used to knit quite a bit when I was young, then stopped when I became more and more involved in working. Now I have a two-year old granddaughter and I'm inspired to knit again, because they're small things and get done in a hurry.

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

AH: Well right now, I'm most interested in what the Board's role is when there is a unionized workplace. I find that fascinating and it's something I don't know. The other thing I'm excited about, other than meeting new people which I'm enjoying thoroughly, is that Willy Street Co-op is practicing policy governance. It's very interesting to me how that is done at this Co-op. It's really rewarding. I was the person that first introduced policy governance to the food co-ops, for better or worse. And now, actually, I'm very interested in understanding how governance has changed since then (in the early '90s) and the new thinking about generative governance and ways to structure a decision-making process. That came to me partly through being on the Willy Street Board, and I find that to

be very exciting.

The challenges are the very things that I think are most exciting! Both an opportunity and a challenge is how all of the participants at the Co-op adjust to having a unionized workplace. The challenge is to be able to have that be a really creative and satisfying way to improve the quality, nature, and satisfaction of working at the Co-op.

The other thing is that I think it's an evolving structure for the Board of Directors. We are thinking much more about what our contributions can be. I'm kind of a board junkie, so that is really interesting to me. I'm looking forward to it. I think there are lots of ways for the Co-op to evolve in this fiercely competitive environment. We have such strong support from the community, and I'm interested to see how that will develop over time.

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

AH: I have been really very fortunate to have had a longtime career in cooperatives, and you're catching me before I'm going off to Rwanda for a meeting of the International Cooperative Alliance. One of the most rewarding things for me being in cooperatives has been being able to travel all over the world to see what marvelous things can be done by people who come together to do good things in the world. Creating markets for themselves, providing healthcare and education. All of those things resonate with why I got involved in cooperatives in the first place.

RUN FOR A SEAT ON THE BOARD

Are you interested in running for one of the three Board of Directors seats up for election this summer? Check out our Board candidate application at willystreet.coop/pages/run-for-the-willy-street-co-op-board or at the Owner Resources area in the store. Candidate applications are due by noon on June 1. One of the requirements is to attend a Board meeting, and there are three coming up before voting starts in July:

- March 17, 2020
- April 21, 2020
- June 16, 2020

Board meetings start at 6:30pm and are held at our Central Office (1457 E. Washington Ave. in Madison).

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Community Room Class Calendar

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

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



COOKING WITH CHEF PAUL: YOU PICK, I COOK

Location: Willy West Community Room
Thursday, April 16, 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

Is there an ingredient you've always wanted to try, but you're perplexed by how to prepare it? Now is your chance to learn! You choose the ingredients, and Chef Paul will gather all the picks and come up with a meal right in the class. Learn to construct a meal without a recipe by using basic cooking techniques.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Willy West Community Room
Thursday, April 30, 11:00am–1:00pm

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 explore the unlimited choices of plant-based meals. On the menu: Cashew Coconut Rice with Greens, Soy Miso-Glazed Tofu with Pear Chutney, Nutty Dips with Crudité, Lemon Orzo Salad with Olives, and more!



HOME CREAMERY: LET'S MAKE CHEESE CURDS AND FARMER CHEESE!

Location: Willy East Community Room
Wednesday, March 4, 6:00pm–8:00pm

Ages: 10 and older; adult supervision required
Instructor: Linda Conroy
Fee: \$35 for Owners; \$45 for non-owners

Learn how simple it is to make cheese curds in your own kitchen! You will learn about the cheese-making process, and then dive in to make the best cheese curds you have ever tasted. Linda will also teach the class to press the curds to make a simple farmer cheese. Participants will take home samples of cheese curds made in class, as well as recipes to make more at home. Vegetarian, gluten-free, and grain-free.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy West Community Room
Thursday, March 12, 6:00pm–8:00pm

Ages: 18 and older
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul as he guides participants through hands-on knife skills, including the major cuts, slices and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with. Vegan.



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HOME CREAMERY: CULTURED MILK, KEFIR, YOGURT, AND MORE!

Location: Lakeview Library

Tuesday, March 24, 5:00pm–7:00pm

Ages: 10 and older; adult supervision required

Instructor: Linda Conroy

Fee: Free; register at www.madisonpubliclibrary.org/events

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



COOKING TOGETHER: FLAVORS OF IRELAND

Location: Willy West Community Room

Friday, March 6, 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 family 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 Chef Lily's take on a satisfying supper inspired by the flavors of Ireland. Savory hand pies, Irish lentil stew, traditional colcannon, soda bread, and more will be explored. Vegetarian.

COOKING TOGETHER: FLAVORS OF COSTA RICA

Location: Willy East Community Room

Friday, April 3, 5:30pm–7:00pm

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 to learn about different foods and where they come from, how to follow recipes, and how to use different tools. In this class, participants will collaborate to cook Chef Lily's take on a feast featuring flavors frequently found in the fare of Costa Rica. Gallo Pinto, Casado, tantalizing tropical fruits, a dulce de leche dessert, and even empanadas will be explored. Vegetarian.

COOKING TOGETHER: FLAVORS OF SOUTH AFRICA

Location: Willy West Community Room

Friday, May 8, 5:30pm–7:00pm

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 to learn about different foods and where they come from, how to follow recipes, and how to use cool tools. In this class, participants will prepare Chef Lily's take on a dinner that celebrates a fusion of flavors found in the melting pot Republic of South Africa—Gatsby, Bunny Chow, Pap, Chakalaka, and a sweet treat made of sweet potatoes will be explored. Vegetarian.



KIDS IN THE KITCHEN: MARVELOUS MUFFINS!

Location: Willy West Community Room

Tuesday, March 10, 4:30pm–5:30pm

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

Location: Willy East Community Room

Tuesday, March 17, 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 kids cooking class. It's March; spring may be around the corner yet the weather is still crisp. What better way to cope with the continuous cold than to whip up multiple muffin recipes! Blueberry, lemon poppy seed, or pumpkin perhaps—what's your preferred flavor? Vegetarian and nut-free.

KIDS IN THE KITCHEN: PERFECT PANINI!

Location: Willy East Community Room

Friday, March 13, 4:30pm–5:30pm

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

Location: Willy West Community Room

Friday, March 27, 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 Chef Lily in this cooking class for kids. A panini is a pressed and grilled sandwich, cooked until the bread is toasty and fillings are hot. Lily loves her own recipe with pesto, sun-dried tomato, and mozzarella or another with Colby cheese, avocado, and sweet roasted peppers. What creative combination will you come up with? In this class participants will prepare their own perfect panini. Vegetarian and nut-free.

KIDS IN THE KITCHEN: SNEAKY SNACKS!

Location: Willy West Community Room

Tuesday, April 7, 4:30pm–5:30pm

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

Location: Willy East Community Room

Tuesday, April 21, 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. In this class, participants will work in groups to make sneaky snacks using secret ingredients. Seaweed slipped in the smoothie, garbanzo beans going in granola bars, perhaps quinoa camouflaging in quesadillas? At the end we'll guess the other groups' groceries and devour deceptively delicious sneaky snacks. Vegetarian.

KIDS IN THE KITCHEN: CHEER FOR CHEESE!

Location: Willy East Community Room

Friday, April 10, 4:30pm–5:30pm

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

Location: Willy West Community Room

Friday, April 24, 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. Countless citizens comprising our community are connoisseurs of cheese—even children! In this class the cooks will collaborate at creating concoctions

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy East Community Room

Tuesday, March 10, 2:15pm–5:30pm

Tuesday, April 14, 2:15pm–5:30pm

Location: Willy West Community Room

Wednesday, March 18, 2:15pm–5:30pm

Wednesday, April 29, 2:15pm–5:30pm

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

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

LEARN ABOUT AND REGISTER FOR FOODSHARE

Location: Willy East

Thursday, March 19, 9:00am–1:00pm

Thursday, April 16, 9:00am–1:00pm

Location: Willy North

Thursday, March 5, 10:00am–2:00pm

Thursday, April 2, 10:00am–2:00pm

Location: Willy West

Friday, March 13, 9:00am–12:00pm

Friday, April 10, 9:00am–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.

that all contain cheese. Champions like cheddar, Havarti, Gouda, mozzarella, and more. This class will celebrate a cheer for cheese. Vegetarian.



MUSHROOMS IN THE KITCHEN AND APOTHECARY

Location: Willy West Community Room
 Monday, March 23, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$32 for Owners; \$42 for non-owners

Learn about the healing value of mushrooms as well as how to prepare them for optimal nourishment and healing. Samples will be provided and you will leave with a mushroom tonic made in class. Recipes and all supplies provided. Vegetarian, gluten-free, and grain-free.

VITAMIN D AND SUNLIGHT FOR VITALITY AND LONGEVITY

Location: Willy East Community Room
 Wednesday, March 11, 6:00pm–7:00pm
 Location: Willy West Community Room
 Thursday, March 19, 6:00pm–7:00pm
 Ages: Any; adult supervision required
 Instructor: Katy Wallace
 Fee: Free; walk-ins welcome

Vitamin D and sun exposure help us to be disease-free, according to new studies. Sun exposure supports resilient mitochondria (meaning cells function better) and balanced hormone production (for healthier hair among other things!). Katy Wallace, Traditional Naturopath of Human Nature LLC, will cover these benefits plus ways to protect against hypertoxicity of Vitamin D and lifestyle suggestions.

KISS THOSE SUGAR BLUES GOODBYE

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

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



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Tuesday & Thursday: 7:30AM-7PM
Saturday: 8AM-Noon
Closed Sundays

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WHAT DO YOUR CHIP GIFTS ACCOMPLISH?

They build a local movement for social and environmental justice.

Your gifts support Community Shares of Wisconsin (CSW) and its 70 member nonprofits.



Photo: Dane County TimeBank

Dane County TimeBank (DCTB) connects people in sharing their time and talents to meet the needs of our communities. Recently, DCTB became a core partner in and launched the Mutual Aid Workspace, a new coworking and collaboration space at the Social Justice Center. Another example of how these connections are rooted in social justice is their new pilot program at LaFollette High School that is designed to show LHS staff support and appreciation for the value they bring to our city community.

Common Wealth Development (CWD) core programs focus on affordable housing, small businesses, and workforce development. Willy Street Fair, business incubator space, a tool lending library, youth business mentoring programs, and Yahara River View Apartments are just a few of the many ways CWD helps grow and sustain our vibrant community. We salute Common Wealth Development! Since 1979 they have addressed affordable housing, provided business incubation, and have been a leader in innovative community development in Madison.



Photo: Common Wealth Development



Photo: Tenant Resource Center

As a local leader in the housing justice movement in Wisconsin, Tenant Resource Center (TRC) is on the forefront of promoting positive relationships between renters and landlords. They offer services statewide, and they have specific services for UW Madison Students on campus. TRC has worked for years to help families overcome the economic struggle to pay their evictions. They host mini fundraisers, raise awareness of the need, provide referrals, and mediation; these tools may seem easy to access, but in the time of crisis for a family, TRC is an invaluable resource in our community.

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

Thank you!

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CHIP

COMMUNITY SHARES OF WISCONSIN

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

Learn more at www.communityshares.com

THIS MONTH: MARCH 4
 Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!



Cheese Challenge 2020



by **Melissa Reiss,**
Purchasing
Assistant

It's March, which means it's time for the 6th Annual Willy Street Co-op Cheese Challenge!

Kicking off on March 19, 16 hand-selected Wisconsin cheeses will vie for the position of Willy Street Co-op Cheese Champion during taste tests at

all three stores. Each day, Thursday the 19 through Sunday the 22, and again the following Thursday, March 26 through Sunday, March 29, stop in to sample cheese and vote on which one you think deserves to win (for more on cheese tasting and how to vote, check out Patrick Schroeder's article on page 9 of this issue of the *Reader*). Follow along with us on social media, on our website, or watch for postings in-store for exact sampling times and to see how our bracket progresses.

Fill out a bracket (found on page 10 of this *Reader* or in-store) and submit it to any Willy Street Co-op location by March 18 to be entered to win eight pounds of Wisconsin cheese! The closest submission to the final bracket wins.

To keep things fresh year after year, we switch up which cheeses will compete. Here, I've highlighted

a few of the perhaps lesser-known cheeses that are competing so you can get to know them a bit better before they face off against one another!

HIDDEN SPRINGS TIMBER COULEE

Hidden Springs is a sheep farm and creamery nestled in the rolling hills of the Driftless area. Their flock of East Friesian and Lacaune sheep are some of the best milk-producing sheep breeds in the world. Husband and wife team Brenda and Dean Jensen learned to make their Timber Coulee cheese from a French Master Cheesemaker in 2011 who visited their farm and trained them to make this in the Ossau Iraty style. It's placed second two years in a row in the American Cheese Society's Sheep's Milk Cheese Aged Over 60 Days category. It has a complex, deep flavor—nutty with a buttery finish.

CARR VALLEY AIRCO

This is an American original—a blend of sheep, goat, and cow milk. Lightly smoked, its hickory flavor perfectly balances this semi-soft cheese. Carr Valley is run by Master Cheesemaker Sid Cook, and this cheese has won quite an impressive list of awards, including first place in both the U.S. Championship Cheese Contest in 2011, and the World Championship Cheese Con-

test in 2010. Pair with porter beer or drizzled in honey.

RENARD'S TERRIFIC TRIO

Another blend of three cheeses, but in this case three styles of cow's milk: cheddar, Parmesan, and Gouda. Shave atop pasta or vegetables.

MARIEKE SMOKED GOUDA

From last year's winning cheesemaker Marieke, we have selected their smoked Gouda to compete this year. Marieke's 6-9 Month Aged Gouda won the title of Cheese Champion last year. How far will their smoked Gouda get?

HOOK'S BLUE PARADISE

Hook's Cheese Company's Triple Play Extra Innings cheese won the Cheese Challenge in both 2017 and 2018. Competing this year is their Blue Paradise—a rich, double cream blue. Aged three to six months, it's on the mild side of the blue cheeses, with a long, balanced finish.

RENARD'S SALSA SPREAD

A creamy, zesty spreadable cheese. Great paired with crackers, or spread onto a platter, and topped with lettuce, chopped tomatoes, olives and shredded cheddar cheese for a unique taco dip!

ROTH PRIVATE RESERVE

Made with raw cow's milk and aged for at least six months, this cheese is light and crumbly with a medium, tangy flavor, with notes of butterscotch and honey. Try this recipe—perfect for asparagus season—from our recipe archive on our

website, which I adapted for Roth's Private Reserve.

Asparagus Risotto

5 c. vegetable broth
1 lb. asparagus, cut up
1/4 c. sun-dried tomatoes, sliced
2 Tbs. shallots, minced
2 Tbs. olive oil
1 c. arborio rice
1 lemon, zested
1 c. basil, chopped
1/2 c. Roth Private Reserve, grated
2 Tbs. watercress, cut
1/3 c. walnuts, chopped

Directions: Heat broth in a saucepan over medium-high heat. Bring to a simmer, cover, and reduce heat to low. Sauté asparagus, sun-dried tomatoes and shallots in olive oil in a large, heavy saucepan for 2-3 minutes. Add rice and stir well to coat with oil; sauté for about 1-2 minutes. Add broth to rice, 1/2 cup at a time, stirring until the rice has absorbed the broth. Keep at a simmer and stir fairly constantly until the rice is tender, but still slightly firm, about 20-25 minutes.

Remove from heat and add lemon zest, fresh basil, cheese, watercress, and walnuts and gently fold in to incorporate. Serve warm.

ALSO COMPETING

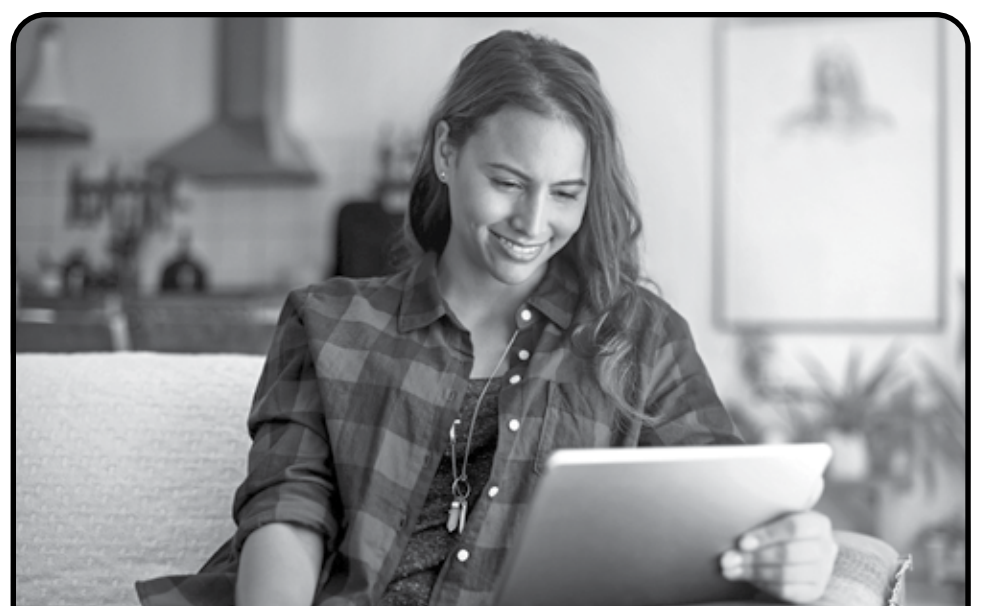
Also competing are Sartori's Bel-lavitano Gold (their MontAmoré won the Championship in 2016), Uplands Pleasant Ridge Reserve, Salemville's Amish Blue, Farmer John's Asiago, Roth's Prairie Sunset, Cesar's Sharp Yellow Cheddar, Red Barn Family Farm's 5-Year Cheddar, and Wollersheim Prairie Fume Cheddar spread. Check out the map on page 10 to see where in Wisconsin these cheeses are made.

Have fun voting and tasting!

Makers Map

willy street co-op
CHEESE CHALLENGE

16 LOCAL WISCONSIN CHEESES
Vote for your favorite March 19th- 29th



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GS3332 2/4/2020

CHEESE NEWS

Tasting Cheese at the Cheese Challenge



by Patrick Schroeder, Prepared Foods Category Manager

This month, like we have the past five years, we will be showcasing 16 cheeses in a head-to-head bracket-style competition during March Madness. Each Thursday through Sunday during the event (March 19 through March 29), at least two cheeses will be sampled in each

of our stores and customers will vote on their favorite. Votes are tallied and the cheese with the most votes will move on to the next round.

Something we often see during the Cheese Challenge is a propensity for the boldest and/or oldest cheeses to get the most votes. Understandably so! These are the cheeses with the most pronounced characteristics and the strongest flavors. I'm here to shine a light on all of the types of cheese that you will be able to sample during the Cheese Challenge to arm you with what to look for in the tasting of them—whether it be soft and mild, nutty and bold, sharp and crumbly, or even spreadable!

SPREADABLE CHEESES

The competition this year features two spreadable cheeses: a Cheddar Spread from Wollersheim Winery featuring their Prairie Fumé wine and a Salsa Spread from Renard's Cheese. Two very different animals! When tasting these spreads, against each other or another cheese, look for a smooth texture that isn't grainy and has an even "melt" when you hold them on your tongue or palate.

SEMI-SOFT CHEESES

Many of this year's competitors fall into this category. Softer cheeses are usually not as popular with our Cheese Challenge tasters as cheeses with more age to them are, but there are many wonderful characteristics to look for as you taste cheeses like Carr Valley Airco, Marieke Smoked Gouda, Deer Creek Robin, Roth Prairie Sunset, Farmer John's Asiago, and Hidden Springs Timber Coulee. Depending on which of these you are able to try, you may want to look for a nice springiness to the "bite" of the paste. In the case of the cheeses with sheep's milk, you may find a rich "lanolin" flavor (think wet wool sweater) that many tasters find pleasing. You may also detect notes of fresh butter, sweet cream, and toasted nuts. Take your time and let the paste of the cheese melt somewhat against your tongue.

CHEDDARS (AND COUSINS)

It wouldn't be a cheese competition in Wisconsin without a healthy contingent of ched-to-ched combat. If you are sampling cheddars such as Red Barn Farm's 5-Year Heritage Cheddar, Cesar's Sharp Cheddar, Renard's Terrific Trio, or even Sartori's Bellavitano (the latter two being cheddar hybrids of sorts), you may bear witness to notes of fruitiness, hazelnuts, burnt butter, or even a tangy, slightly bitter, lactic bite. You'll want to keep an eye out for tyrosine—little pockets of built-up amino acids that taste like salt crystals and give the older cheddars (and hybrids) a distinctive texture.

ALPINE CHEESES

Two stand-out competitors in this year's competition are Alpine-style cheeses (think Gruyere, Beaufort, Comte and the like) by Uplands Cheese and Roth Wisconsin: the Pleasant Ridge Reserve and the Roth Private Reserve. Alpine-style cheeses are made and aged in a very specific method to produce a wide array of flavors for tasters to enjoy. The rinds on these cheeses are specially maintained through a process of brining, brushing, and air-curing that produces complex flavors that can take some patience to sort through during tasting. Look for minerally, earthy, herbaceous, and aromatic characteristics that pair well with more familiar nutty, buttery backbones.

BLUE CHEESES

In the world of cheese, I'm not sure there is a food that is more divisive than a blue cheese. Often, one encounters lovers and haters but very few toleraters. In March at our stores you may encounter two blue cheeses in the competition: Hook's Blue Paradise and Salemville's Amish Blue. While both are blue cheeses, they present somewhat differently. In either, you may experience a pleasant "piquant" flavor and a touch of earthiness. Even if you're not historically a fan of blue cheeses, seek out enjoyment of Blue Paradise's deep creaminess (it's made with added cream) or the Amish Blue's clean and straightforward tang.

I hope some of these notes about tasting cheese will help some tasters more fully appreciate our competition this year. I would like to emphasize, however, that in the end, it will mostly just come down to, "I like this," and, "I don't like this," and that's just fine! Most importantly, we want you all to get out the vote this March and meet us at our 6th Annual Willy Street Co-op Cheese Challenge. See you then!

THIS MONTH: MARCH 4
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!



Owners: know someone who should be a Willy Street Co-op Owner?

If someone you refer becomes an Owner, we'll give you a \$25 gift card!

New Owner must give your name and email address and/or phone number when signing up.

Gift cards may take up to 60 days before ready for pick-up. Offer for Willy Street Co-op Owners only.

willy
street
co-op



Are you enrolled in the Access Discount Program?

It's time of year to renew your Access Discount!

Willy Street Co-op will be sending out renewal notifications to all current Access Owners at their email address on file or their last known mailing address.

To avoid a lapse in your enrollment, please stop by one of our Customer Service desks by March 31st, 2020 to fill out your renewal form.

For more information about the Access Discount Program please contact the Owner Records Administrator at **608-284-7794** or ora@willystreet.coop.

Information about the Access Discount Program can be found at the Customer Service desk and at www.willystreet.coop





March 19–March 29

willy street co-op **CHEESE** CHALLENGE

16 local Wisconsin cheeses go head-to-head.

Vote for your favorite!

1

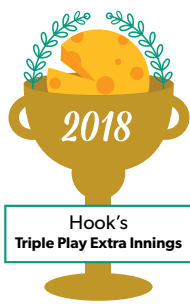
Fill out your bracket with the *number* of which cheese wins each match-up and moves to the next round, including which one will be the Cheese Challenge Champion.

2

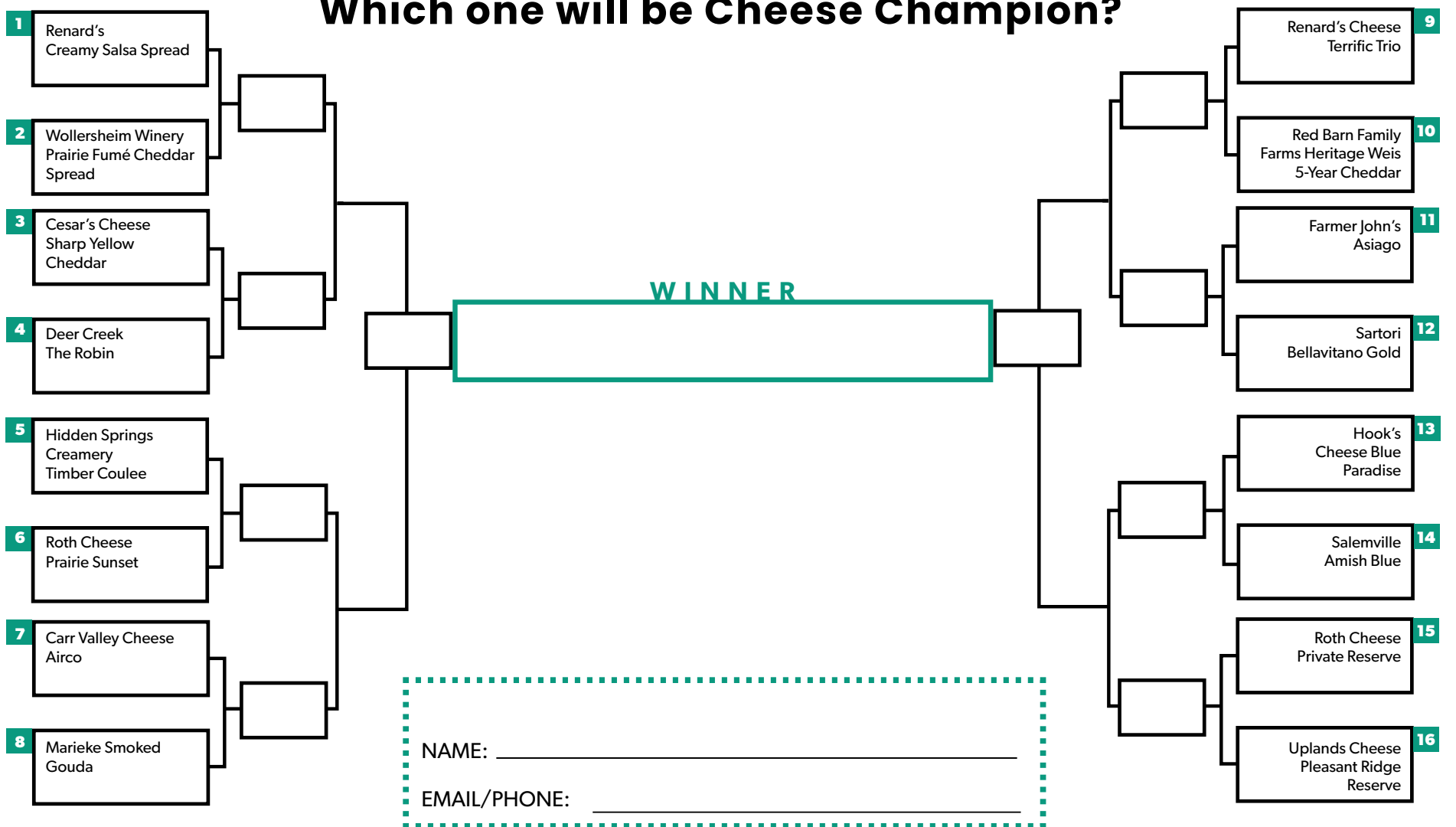
Drop it in the entry box in stores by March 18th. Brackets that most closely compare to the final match-ups will be entered to win eight pounds of cheese! In the event of identical brackets, the winner will be chosen at random.
No purchase necessary.

3

Then join us in any store **3pm–6pm Thursdays and Fridays or 12pm–5pm Saturdays and Sundays, March 19–March 29** and vote to advance your favorites to the next round.



Which one will be Cheese Champion?



FILL IN THE BLANKS & WIN SOME CHEDDAR!

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

This month's
Wellness
Wednesday is
on March 4.



**Giovanni
Shampoos or
Conditioners**
50/50 Balanced, Tea
Tree Triple Treat, or
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8.5 fl oz • Save \$3.80
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18 ct • Save \$1.50
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Cannacell
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1.7 fl oz • Save \$5.50
\$12.99/tx



**Nordic Naturals
Prenatal DHA**
500 mg
90 sg • Save \$7
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**Derma E
Body Lotion**
All Kinds on Sale!
8 oz • Save \$2.30
\$6.99/tx



**Thayers
Witch Hazel Spray
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Unscented, Rose Petal
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**New Chapter
Turmeric Force**
60 sg • Save \$5
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**Dr. Bronner's
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All Baby Unscented Soaps
2-128 fl oz • Save at least 20%
**at least
20% off**



**HealthForce
Vitamineral Green**
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co-op deals: March 18-31



**Source Naturals
Wellness
Immune Formula**
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\$17.99/tx



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**EveryDay Shea
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co-op deals: March 4-17



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Gluten-Free Bread Mountain
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Soup
Chicken & Wild Rice, Chicken Noodle
17.6 fl oz • Save 99¢
\$3.00 



Blake's All Natural
Chicken Pot Pies
Regular, Gluten-Free
8 oz • Save \$1.30
\$4.49 

Eden
Organic Canned Beans
All Kinds on Sale!
15 oz • Save \$1.58-\$1.98/2
2 for \$4 

Kevita
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\$2.99 

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\$4.29 

Forager Project
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All Kinds on Sale!
5.3 oz • Save 58¢/2
2 for \$3 



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All Kinds on Sale!
5.5 oz • Save \$2.58/2
2 for \$4 

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All Kinds on Sale!
2.8-3.5 oz • Save 79¢
\$2.50^{tx} 

Maya Kaimal
Simmer Sauces
All Kinds on Sale!
12.5 fl oz • Save \$1
\$3.99 



Mom's Best Naturals
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All Kinds on Sale!
15-24 oz • Save \$1.98-\$3.58/2
2 for \$5 

Koyo
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All Kinds on Sale!
8 oz • Save \$1.58/2
2 for \$4 

Muir Glen
Organic Canned Tomatoes
All Kinds on Sale!
14.5 oz • Save 99¢-\$1.29
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Yogi
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\$3.00^{tx} 

Perfect Foods
Energy Bar
All Kinds on Sale!
2.2-2.5 oz • Save \$1.98/2
2 for \$4 

Seventh Generation
Unbleached Bathroom Tissue
All Kinds on Sale!
12 pk • Save \$4
\$7.99^{tx} 



Rebbl
Elixirs & Lattes
All Kinds on Sale!
12 fl oz • Save 79¢
\$3.00 

Tres Latin Foods
4-Pack Pupusas
All Kinds on Sale!
10 oz • Save \$1.30
\$4.49 

San Pellegrino
Sparkling Fruit Beverages
All Kinds on Sale!
6-pk • Save \$1.50
\$4.29 



The specials on this page are valid March 4-17

All Specials Subject to Availability. Sales Quantities Limited.

MARCH

co-op deals: March 18-31



Kalona SuperNatural
Organic Cottage Cheese
2%, 4%
16 oz • Save 50¢
\$4.49



Amy's
Frozen Bowl Meals
All Kinds on Sale!
8-10 oz • Save \$1.80
\$3.99



Nature's Path
Organic Cold Cereals
All Kinds on Sale!
10-14 oz • Save \$2-\$2.20
\$3.29



Natural Sea
Light Chunk Tuna
No Salt Added, Salt Added
5 oz • Save \$1.30
\$2.49



Lotus Foods
Organic Bulk White Jasmine Rice
Rndm wt • Save \$1/lb
\$1.79/lb



Annie's
Mac and Cheese
Classic, Shells & White Cheddar, Four Cheese, Real Aged Cheddar
6 oz • Save \$1.79
\$1.00



Native Forest
Organic Coconut Milk
Simple, Classic
13.5 fl oz • Save 50¢
\$2.49



Nocciolata
Organic Hazelnut Spread
9.52 oz • Save \$1
\$4.99



Reed's
Ginger Ale 4-Packs
Original, Premium, Stronger, Extra
4-pk • Save \$1
\$4.99



Boulder Canyon
Potato Chips
All Kinds on Sale!
5-7 oz • Save \$1.98/2
2 for \$4



Back To Nature
Crackers
Stone Ground Wheat, Crispy Wheat, Multigrain Flatbread, Harvest Whole Wheat, Classic Round
6-8.5 oz • Save \$2.98/2
2 for \$5



Drew's
Organic Salsa
Mild, Medium
12 oz • Save \$1
\$3.49



Muir Glen
Organic Pasta Sauce
All Kinds on Sale!
25.5 oz • Save \$2.98/2
2 for \$5



Enjoy Life
Semi-Sweet Chocolate Chips
10 oz • Save \$1.50
\$4.49



Stonyfield
Organic Yogurt
Whole Milk, Low Fat, Fat Free (Excludes Greek)
32 oz • Save \$1
\$3.49



Farmer's Market
Organic Canned Vegetables
Pumpkin, Sweet Potato
15 oz • Save \$1.58-\$1.98/2
2 for \$4



Ocean's Halo
Organic Broth
All Kinds on Sale!
32 fl oz • Save \$1
\$3.49



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



Quorn
Meatless Nuggets or Patties
10.6 oz • Save 80¢
\$3.99



Field Roast
Deli-Sliced Grain Meat
All Kinds on Sale!
5.5 oz • Save \$1.98/2
2 for \$5



Evolution Fresh
Organic Orange Juice
Cold-pressed!
59 fl oz • Save \$2
\$6.49



Mountain Valley
Spring Water
Still, Sparkling
33.8 fl oz • Save 64¢
\$1.65



Mori-Nu
Silken Tofu
Firm, Extra Firm
12.3 oz • Save 50¢
\$1.79



Que Pasa
Organic Tortilla Chips
All Kinds on Sale!
5-5.11 oz • Save \$1.58-\$2.98/2
2 for \$5



The specials on this page are valid March 18-31
All Specials Subject to Availability. Sales Quantities Limited.

coop basics®



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



Organic Fairtrade
Avocados
Origin: Mexico
\$1.99/ea
OR
3 for \$5



Field Day
Organic Canned Beans
15 oz • Black Beans, Pinto Beans,
Kidney Beans, Garbanzo Beans,
Baked Beans, Great Northern
Beans, Cannellini Beans
\$1.49/ea



Simple Soyman
Plain Firm Tofu
16 oz
\$2.49/ea



Field Day
Organic Pasta Sauce
26 oz • Tomato Basil,
Italian Herb, Roasted
Garlic, Marinara,
Portobello Mushroom,
Spicy Arrabbiata
\$2.99/ea



Field Day
Organic Cereals
10-14 oz • Toasted O's,
Honey Nut O's,
Cinnamon Crunch,
Golden Rice Crisps,
Bran Plus, Raisin Bran
\$3.39/ea



Greek Gods
Greek Yogurt
24 oz • Plain, Honey,
Honey Vanilla, Honey
Strawberry, Honey
Blueberry, Maple
\$3.99/ea



Silk
Oat Milk
64 oz • Plain,
Vanilla, Chocolate
\$3.99/ea



Wisconsin Meadows
**Grass-Fed
Lean Ground
Beef**
Rndm wt
Origin: Wisconsin
\$6.99/lb



Lonesome
Stone Milling
**Bulk
All-Purpose
Organic Whole
Wheat Flour**
Rndm wt
Origin: Wisconsin
\$1.19/lb



Equal Exchange
**Bulk Organic
Fairtrade
Coffee**
Rndm wt • French Roast,
LoveBuzz, Breakfast
Blend, Medium Roast,
Mind, Body & Soul,
Midnight Sun
\$9.79/lb

Plus many more products in stores!



Willy Street Co-op
**Organic Bulk
Rolled Oats**
Rndm wt
\$1.29/lb



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



Seventh Generation
Ultra Thin Pads
18 pc
\$4.99/ea+tx



Field Day
Organic Broth
Chicken, Chicken
Low Sodium, Beef,
Vegetable, Vegeta-
ble Low Sodium
32 oz
\$2.29/ea



Willow Creek Farm
**Pastured
Bone-in Pork
Shoulder Roast**
Origin: Wisconsin
Rndm wt
\$5.99/lb



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



Cedar Grove
**Mild White
Cheddar Cheese**
Rndm wt
\$5.49/lb



Field Day
Paper Towels
Recycled 3 Roll
\$3.99/ea+tx



Field Day
Bath Tissue
12 pack
\$6.99/ea+tx



Everyone
3 in 1 Soap
All scents
16 fl oz
\$5.99/ea+tx



Everyone
Lotions
All Scents
6 fl oz
\$4.99/ea+tx



Field Day
Crackers
Organic Golden
Round, Stoneground
Wheat
8 oz
\$2.99/ea



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



Field Day
**Shampoo or
Conditioner**
Lavender, Coconut
Lemongrass, Honey
Almond, Peppermint,
Citrus Thyme,
Unscented
16 fl oz
\$5.99/ea+tx

Prices as shown at least through 3/31/20.
Prices for Co+op Basics products rarely change,
but are subject to change without notice.

Field Day
**Organic Fire Roasted
Garlic Salsa**
16 oz
\$3.39/ea

Field Day
**Organic Mild Cheddar
Deluxe Macaroni & Cheese**
6 oz
\$1.99/ea

Field Day
**Organic Chocolate
Chip Cookies**
8 oz
\$3.69/ea

Field Day
**Lime Flavored
Sparkling Water**
33.8 oz
99c/ea

Wholesome Sweeteners
**Organic Fairtrade
Cane Sugar**
Rndm wt
\$2.29/lb

Field Day
**Organic Apple Cider
Vinegar**
32 oz
\$4.99/ea

Organic
Spring Mix Salad
Origin: USA • 1-lb clamshell
\$5.99/ea

Lundberg
**Organic White OR
Brown Basmati
Rice**
Rndm wt
\$2.29/lb

Field Day
**Classic Unsweetened
Coconut Milk**
13.5 oz
\$2.39/ea

Organic Yellow Onions
Origin: USA • Rndm wt
\$1.49/lb

Field Day
**Expeller Pressed
Canola Oil**
32 oz
\$3.99/ea

Garden of Eatin'
Tortilla Chips
Yellow Corn, Blue Corn,
Red Hot Blues
16 oz
\$4.99/ea

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

Field Day
**4pk Diced Organic
Peaches Cups**
4 oz
\$3.69/ea

2-lb Bag Organic
Carrots
Origin: CA
\$2.49/ea

Quality products + everyday low prices for everyone!



CBD WISCONSIN CBD OIL

Locally grown and bottled in Black Earth, Wisconsin! Family-owned company making quality CBD from seed to store. Try it infused in either olive oil or coconut oil, with or without natural flavors. 10% of sales help fund their non-profit Tangled Webs which seeks to help disadvantaged women find job skills and training.



FIELD DAY SHAMPOOS & CONDITIONERS

New Co+op Basics Item! Shampoos and conditioners made with naturally derived ingredients. Free of parabens, phthalates, formaldehyde, silicone, sulfates, and synthetic dyes/fragrances. Each bottle is only \$5.99 for 16 fl oz.—a great value! Try them all: Citrus Thyme, Coconut Lemongrass, Fragrance Free, Honey Almond, Lavender, or Peppermint.

AVAILABLE AT WILLY NORTH

- Desert Essence Prebiotic Plant-Based Mint Toothpaste
- Desert Essence Prebiotic Plant-Based Mint Brushing Rinse
- Thayers Witch Hazel Deodorants: Unscented or Rose
- Willy Street Co-op Coenzyme Methyl B-Complex 120 sg
- Nemat Amber Perfume
- Lily's Milk Chocolate Peanut Butter Cup 2-pack No Sugar Added
- Hope & Sesame Original Sesame Milk
- Manitoba Harvest Hemp Yeah Original Hemp Milk
- Maya Kaimal Tikka Masala Simmer Sauce
- Maya Kaimal Turmeric + Cumin Surekha Rice
- Maya Kaimal Coconut Korma Simmer Sauce
- High Brew Creamy Cappuccino with Protein
- Sukhi's Veggie Samosa Wrap
- Field Day Flax & Quinoa Granola
- Sweet Earth Mindful Chicken Strips
- Sweet Earth Meatless Awesome Burger
- Sweet Earth Meatless Awesome Grounds
- Tucson Tamale Chorizo & Cheese Tamales
- Spice Mama Organic Pomegranate Molasses
- Caulipower Cauliflower Tortillas
- Frontier Ground Sumac
- Frontera Three Bean Taco Bowl
- Green Giant Garden Vegetable Medley



HUMBLE BRAND NATURAL DEODORANTS

Simple, easily recognizable ingredients you can count on one hand. Free of aluminum, alcohol, dyes, parabens, sulfates, propylene glycol, artificial bactericides, potassium alum, or artificial fragrance. Made in the USA. Really great scents and long-lasting odor protection. Available in their Original formula or Sensitive (free of baking soda and beeswax, so it's vegan too!). Try them all!



EARTHGROWN ORGANICS PACKAGED GREEN SALADS

Looking for a green salad and want to skip the Salad Bar? We have three new salads in the Deli from Earthgrown: Super Slaw Salad, Cranberry Walnut Salad, and a Garden Salad with Egg. These fresh salads are made with a majority of organic ingredients and provide a fresh and quick option for lunch and on-the-go.



SIGGI'S PLANT-BASED YOGURT

Brand-new from Siggi's! Known for their Icelandic-style cow's milk yogurts (referred to as "skyr" by them) and drinkable yogurts that are lower in sugar than many other yogurts out there, they launched a dairy-free yogurt using a blend of coconut milk and pea protein for a base. Each single-serving cup contains nine grams or less of total sugar, and ten grams of protein! Choose from four flavors: Mixed Berries, Mango, Raspberry, and Vanilla Cinnamon.

AVAILABLE AT WILLY EAST

- Desert Essence Prebiotic Plant-Based Mint Toothpaste
- Desert Essence Prebiotic Plant-Based Mint Brushing Rinse
- Thayer's Witch Hazel Deodorants: Unscented or Rose
- Willy Street Co-op Coenzyme Methyl B-Complex 120 sg
- Lily's Milk Chocolate Peanut Butter Cup 2-pack No Sugar Added
- Hope & Sesame Original Sesame Milk
- Maya Kaimal Tikka Masala Simmer Sauce
- Maya Kaimal Coconut Korma Simmer Sauce
- Field Day Flax & Quinoa Granola
- Maya Kaimal Turmeric + Cumin Surekha Rice
- Spice Mama Organic Pomegranate Molasses
- Caulipower Cauliflower Tortillas

AVAILABLE AT WILLY WEST

- Desert Essence Prebiotic Plant-Based Mint Toothpaste
- Desert Essence Prebiotic Plant-Based Mint Brushing Rinse
- Thayers Witch Hazel Deodorants - Unscented or Rose
- Willy Street Co-op Coenzyme Methyl B-Complex 120 sg
- Ripple Non-dairy Sour Cream
- Manitoba Harvest Hemp Yeah Original Hemp Milk
- Maya Kaimal Tikka Masala Simmer Sauce
- Maya Kaimal Coconut Korma Simmer Sauce
- Maya Kaimal Turmeric + Cumin Surekha Rice
- Tucson Tamale Chorizo & Cheese Tamales
- Spice Mama Organic Pomegranate Molasses
- Caulipower Cauliflower Tortillas
- Sweet Earth The Cubano Empanada

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GROCERY NEWS

Co+op Basics: Easy & Nourishing Weeknight Meals for Less than \$4 a Serving



by Megan Minnick, Purchasing Director

Who says eating organic and local has to be expensive? We don't think it should be, and so your Co-op provides some great ways to save on wholesome, organic, and local foods throughout our stores. One of the best is our Co+op Basics program.



WHAT IS CO+OP BASICS?

This program offers everyday low prices on local, organic, and natural staple items. There are over 400 Co+op Basics products throughout our stores, with some of the best prices in town on things like Fair Trade organic avocados, locally grown organic flour, Organic Valley milk, local grass-fed ground beef, and local rBGH-free cheese. These aren't sale prices, and they are available to everyone—Co-op owners and non-owners alike.

As a working mom with three hungry kids, I know all too well that providing nourishing, tasty, and quick dinners that don't break the bank can be a huge challenge, especially on busy weeknights. Co+op Basics items can help! Below are a few of my favorite quick, easy, and inexpensive weeknight meals, crafted almost entirely from Co+op Basics products. Happy (and quick) cooking!

Organic Spaghetti Dinner with Local Grassfed Ground Beef

Serves 6
Cook time: 15 minutes
Cost per serving: \$3.23

- 1 package Field Day Organic Spaghetti
- 1 Tbs. Field Day Organic Olive Oil
- 1 organic yellow onion, diced
- 8 oz. 100% local organic button mushrooms, sliced
- 1 lb. 100% local grassfed ground beef
- 1 jar Field Day Organic Marinara Pasta Sauce
- 5 oz. organic salad mix

Directions: Cook the pasta according to the directions on the package. In a large skillet, sauté the onions until they start to caramelize. Add the mushrooms and let cook for an additional 2-3 minutes. Add the ground beef and cook until browned. Add the pasta sauce, and cook until hot and bubbly. Serve spaghetti with a side salad and your favorite salad dressing

Breakfast for Dinner with Local Organic Pancakes, Uncured Bacon, & Fresh Organic Fruit

Serves 4
Cook time: 30 minutes
Cost per serving: \$3.65

- For the pancakes:
- 1 c. 100% local organic Lonesome Stone Milling All-purpose Whole Wheat Flour
 - 1 1/2 Tbs. Wholesome Sweeteners Organic Fair Trade Cane Sugar
 - 2 tsp. baking powder
 - 1/2 tsp. salt
 - 2 large 100% local organic eggs
 - 1 c. Organic Valley 2% milk
 - 2 Tbs. Organic Valley Unsalted Butter, melted
- Field Day Organic Canola Oil Cooking Spray
- 4 oz. Field Day organic maple syrup
 - 1 8 oz. package Applegate Uncured Sunday Bacon
 - 1 lb. organic navel oranges, sliced
 - 1 lb. organic gala apples, sliced

Directions: Preheat oven to 375°F. Place bacon strips on a cookie sheet so they don't overlap and cook in the oven for about 20 minutes or until done to your liking. While the bacon cooks, make the pancakes. In a large bowl, mix the flour, sugar, baking powder, and salt.

In a separate, smaller bowl, whisk

the eggs, add the milk and melted butter. Combine the wet ingredients into the dry and mix until just combined. Spray a generous coating of cooking spray on a hot skillet and cook pancakes until done. Serve pancakes and bacon hot with maple syrup and fresh fruit.

Loaded Nachos with Local Cheese and Organic Salsa

Serves 4
Cook time: 15 minutes
Cost per serving: \$3.00

- 8 oz. Garden of Eatin' Yellow Corn Tortilla Chips, non-GMO, made with organic corn
- 1 can Field Day organic pinto beans
- 8 oz. Cedar Grove Local rBGH-Free Mild White Cheddar
- 1/2 can Field Day Sliced Black Olives
- 1/2 jar Field Day Organic Roasted Garlic Salsa
- 2 Fair Trade organic avocados, sliced

Directions: Preheat oven to 400°F. Spread chips out on a cookie sheet or large shallow baking dish and top with beans, olives, and cheese. Bake until cheese is melted and bubbly, about 10 minutes. Serve topped with avocado slices and accompanied by the salsa.

If you really want to save time, nachos can be microwaved for 1-2 minutes instead of cooked in the oven.

Quick and Organic Tofu Peanut Stir Fry

Serves 4
Cook time: 20 minutes for the stir fry, plus cooking time for the rice
Cost per serving: \$2.74

- 1 c. Lundberg Organic Brown or White Basmati Rice
- 2 Tbs. Field Day Organic Expeller-Pressed Coconut Oil
- 3 organic carrots, sliced
- 1 organic yellow onion, diced
- 1 16 oz. package essentially local Simple Soyman Organic Firm Tofu, sliced

For the peanut sauce:

- 1/2 cup Field Day organic smooth peanut butter
- 1/2 cup organic soy sauce
- 1/2 cup Field Day organic apple cider vinegar
- 1 tsp. each powdered ginger and garlic
- 2 Tbs. Field Day organic wildflower raw honey

Directions: Cook the rice according to instructions. Heat coconut oil in a skillet. Add onions and carrots and cook until they begin to caramelize. Add tofu and continue to cook for another 5-10 minutes. While the veggies and tofu cook, whisk together the peanut sauce ingredients until combined. Add sauce to the veggies and let cook for a few more minutes. Serve over rice.

Organic Curried Coconut Chickpeas with Spinach

Serves 4 with leftovers
Cook time: 15 minutes for the curry, plus cooking time for the rice
Cost per serving: \$2.26

- 1 c. Lundberg Organic Brown or White Basmati Rice
- 1 Tbs. Field Day Organic Olive Oil
- 1 organic yellow onion, diced
- 1 can Field Day Organic Garbanzo Beans
- 1 can Field Day Organic Diced Tomatoes
- 4 c. fresh organic baby spinach
- 1 can Field Day Organic Classic Coconut Milk
- 2 tsp. curry powder or garam masala
- 1/2 tsp. garlic powder
- Salt to taste

Directions: Cook rice according to instructions. Heat olive oil in a skillet. Add onion and cook until caramelized. Add garbanzo beans and diced tomatoes and cook for another 3-4 minutes.

Add baby spinach and continue to cook until wilted. Add coconut milk. Add spices and salt to taste. Serve over rice.

COOPERATIVE SERVICES NEWS

Cooperative Principle 7 Thrives Supporting Your Community at Home and Abroad



by Kirsten Moore, Cooperative Services Director

For over 45 years, the Co-op has been here for you, and in turn, you have supported the sustainable development of our community here and across the globe. Just this past month we met some major fundraising milestones together, and we've also continued supporting our neighbors in meeting their food and shopping needs. Let's take a look at recent fundraising numbers, and review important dates coming up for our community food and nutrition programs.

SHOPPERS CONTRIBUTE OVER \$22.3K IN RELIEF AID FOR AUSTRALIA AND PUERTO RICO

Between January 21 and February 15, the Co-op raised \$22,310 at the registers to support disaster relief from the wildfires in Australia and earthquakes in Puerto Rico. Funds were split evenly between two projects supported by Global Giving, a GuideStar Platinum charity with a four-star rating on Charity Navigator. Global Giving is a crowdfunding community connecting nonprofits, donors, and companies in 170 countries to access, tools, training, and support. Global Giving makes donating safe and easy by vetting the accountability and transparency of locally-driven organizations and their charitable work around the world. We

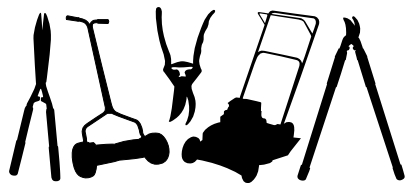
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\$22,310

**Donated in 2020
by customers for
Australia & Puerto Rico
disaster relief aid**

are proud to support their Disaster Recovery Network.

Global Giving's Australian Wildfires Relief Fund seeks \$3 million for first responders to conduct search and rescue operations and meet survivors' urgent needs (including shelter, medical care, food, and clean water). Once initial relief work is complete, this project will support longer-term recovery efforts run by local, vetted organizations in Australia.

Nuestra Escuela, an organization local to Puerto Rico, seeks \$60,000 in funds via Global Giving to collect food, essentials and other products for families terribly impacted by the 717 earthquakes detected in the local region since December 28. They are also campaigning to collect construction materials to build new homes for affected families.

To continue support for these or other projects at Global Giving, visit their website at www.globalgiving.org. One-time and recurring donations can be set up for projects of your choice there. If interested in learning more online, the project we are supporting in Australia is Project 44385, and the project in Puerto Rico is Project 44888.

Thanks to all of our Owners and customers who took the time while shopping to generously donate to these important relief efforts. Also, special thanks to our many cashiers in the Front End departments at Willy East, Willy North, and Willy West, who supported this effort through their diligent asks to contribute to the relief campaign. You made a big difference for our neighbors around the world.

DOUBLE DOLLARS DISTRIBUTION ENDS MARCH 10 FOR SEASON, VOUCHERS REDEEMABLE THROUGH MAY

There are two more Tuesdays (March 3 and 10) for customers benefiting from FoodShare/QUEST to receive up to \$20 worth of Double Dollars vouchers when shopping the Co-op. For every \$5 spent using FoodShare/QUEST for any FoodShare/QUEST eligible items, the Co-op will give one \$5 Double Dollar voucher, up to \$20. Vouchers can be used at any Willy Street Co-op retail location on any day through May 2020 (as funds allow the program to

continue). Vouchers can be used to purchase any item from our Produce department; canned and frozen fruit, vegetables, and legumes; and seeds and seedlings for growing edible plants. Vouchers do not expire, any leftover vouchers from this season can be saved to redeem when our next Double Dollars season begins in October 2020. At the time of writing, 16 weeks into our 21 week distribution season for the year, customers participating in FoodShare/QUEST received just over \$34,000 in Double Dollars vouchers to redeem.

Looking for Double Dollars after May? Double Dollars moves to local farmers' markets in June. Get updates about participating markets, the program, and how you can participate or provide support at www.cacscw.org/get-help/food-security/double-dollars/.



\$200,000+

in Double Dollars Fund contributions via scan cards at the registers & customers reusing shopping bags.

DOUBLE DOLLARS FUND RAISES OVER \$200,000 IN LESS THAN 3 YEARS

The Double Dollars program at the Co-op and participating local farmers' markets is made possible thanks to the Co-op's Double Dollars Fund, Community Action Coalition for South Central Wisconsin, the City of Madison, the Madison Area Chefs' Network, and other private funders. You can contribute to the Double Dollars Fund at the registers by selecting a scan card to make a cash donation or by reusing bags so that the Co-op can save the money to contribute to the Fund. Fiscal Year (FY) 2020 contributions to the Double Dollars Fund reached just over \$44,000 at press time, and in mid-February, overall contributions since 2017 surpassed \$200,000. Thank you for supporting the program with your cash donations and for reusing bags when you shop! It really adds up!

ACCESS DISCOUNT RENEWALS DUE MARCH 31

The Access Discount Program is an Owner benefit available to those with a financial need and offers a 10% discount on your purchases as well as a longer time period to pay any outstanding Owner equity (\$4 per year for Individual Owners, \$7 per year for Household Owners). Owners enrolled in the program also receive a coupon for a free class and a reusable

shopping bag.

When you enroll in the Access Discount Program, the benefit is activated through the calendar year. If you still have a financial need at the end of the year, you must renew by March 31 in order to continue receiving the benefit. The Co-op sent this year's renewal reminders to current Access Discount participants in mid-February. Those who have not renewed by mid-March will receive a second reminder. To protect the privacy of our Owners, we do not provide renewal reminders at the registers.

Applying for the Access Discount is easy. Forms are available at the Customer Service desk, where you review a list of qualifiers for the program, indicate which qualifier applies to you, complete the form, and provide your signature to verify you agree to the terms of service. Current qualifiers include receiving support from the FoodShare/QUEST Program (SNAP); Medicaid (BadgerCare/Senior Care); the Special Supplemental Program for Women, Infants, and Children (WIC); Section 8 Housing Assistance/Community Development Authority (HUD); the Senior Farmers' Market Nutrition Program; Supplemental Security Income (SSI); Social Security Disability Insurance (SSDI); the Low Income Home Energy Assistance Program (LIHEAP); FairShare CSA Coalition Partner Shares; the Free or Reduced School Lunch and Breakfast Program; Wisconsin Shares Child Care Subsidy Program; Wisconsin Works; Heat for Heroes; or Early Head Start/Head Start. Shoppers who are not receiving support from one of the programs listed also qualify to receive the Access Discount if their annual gross income within the last year has been at or below 150% of the Federal Poverty Guideline (FPG). FPG charts are available on the Access Discount form.

The Access Discount Program is supported by annual sales income. In FY2019 the Co-op distributed \$244,505 in discounts via the program to 1,404 Owners. That means 0.4% of our sales support just about 4% of active Owners. When you shop, you support your Co-op and you support the Access Discount! Thank you!

COMMUNITY CHIP® DONATIONS REACH \$3 MILLION MILESTONE

Willy Street Co-op has been Community Shares of Wisconsin's (CSW) Community CHIP partner since 1978, and has been CSW's sole Community CHIP site since 2008 due to our dedication to funding CSW and their member nonprofits. In February, 2020, 42 years later, all the nickels, dimes, and dollars you've contributed at our registers passed the \$3 million marker. Not only that, but your annual Community CHIP contributions have broken records year after year, and in FY2019, your annual contributions for the first time ever broke \$300,000 at \$302,710, a 14% increase over FY2018.

Congratulations! What an amazing milestone and testament to your

commitment and concern for your community. The Community CHIP program, part of CSW, is a fundraising program in partnership with Willy Street Co-op's three locations. Simply say "yes" when asked if you'd like to CHIP at the register, and the cashier will add a 1% donation to your purchase (or any donation amount you tell the cashier to include). CSW is a nonprofit member-directed federation with 70 local nonprofit members supported in their network. For more information about CSW, a list of the member nonprofits they support, and information about how to become a member nonprofit organization, visit www.communityshares.com.



\$3.15 Million

**in Community CHIP®
Donations from Co-op
customers since 1978**

YOU MAKE A DIFFERENCE IN THE COMMUNITY EVERY DAY

Cooperative Principle 7 is Concern for the Community, meaning cooperatives work for the sustainable development of their communities. The International Cooperative Alliance sees this principle as one that combines two elements of the Cooperative Values: "self-help and self-responsibility," and "the ethical values of honesty, openness, social responsibility, and caring for others." This past month: raising over \$22,300 for natural disaster relief, raising over \$200,000 for Double Dollars, raising over \$3 million for Community Shares of Wisconsin; has provided some real markers of the kind of generous concern for the community our Owners and neighbors possess. Your loyalty and continuing to shop the Co-op has also allowed our Access Discount Program to continue to thrive and provide opportunities for more people to shop, own, and make a difference with us. On behalf of the Co-op, much gratitude.



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Trouble Brewing

A Look at the Global Coffee Market and the Challenges to Creating an Equal Exchange

By Ben Becker, Newsletter Writer

Macchiato. Cafe con leche. Short black. Flat white. Espresso. Joe. These are just a few of the names and styles by which aficionados throughout the world order their favorite brain fuel.

For most of us, the daily cup of coffee is a necessity in order to jump-start the workday or just to enjoy a leisurely breakfast. Despite how essential this robust beverage is to our lifestyle, it is so commonplace that we take it for granted, overlooking the culmination of efforts, logistics, and conditions

required to produce that perfect cup.

While we enjoy coffee in a variety of brands and varieties, it is tempting to think of bulk coffee beans or a package of grounds as the product of infinite supply, requiring little in the way of input or processing. The reality is that even though we may think of coffee as having natural shelf stability similar to legumes or grains, the product we buy in the stores is the end result of a sophisticated transformation.

To say that coffee is a bean is itself a misnomer, as this caffeine-rich delicacy is in fact born as a fruit. The coffee cherry requires an immense amount of processing in order to shelf-stabilize it for its long overseas journey and the time it sits on a retail shelf. Once berries are harvested, they must be pulped, fermented, dried, and sometimes redried, requiring many hours of labor before they even make their way off of the farm. From there they are transported to warehouses, and then across oceans before arriving at roasting facilities in North America or elsewhere in the world. For most of us, it is probably the roasting house from whom we envision coffee coming from, as indeed that step in the supply chain will shape the brand and

make the packaging

we see and hold in our hands before we process it through our coffee pots and French presses.

A MORE FAIR AND JUST ECONOMY

Local roasters have become fairly commonplace throughout metropolitan areas of the United States, allowing coffee drinkers to enjoy unique artisan brews while knowing that their caffeine expenditures can stay in the community. Here in Wisconsin, local roasters such as Kickapoo Coffee and the cooperatives Just Coffee and Equal Exchange are looking to do more than just create an invigorating beverage, but to also bring about a more fair and just economy.

Reshaping a supply chain with globally sourced products is no small feat. In order to create economies that enfranchise coffee growers from rural areas in South and Central America while providing a sustainable product to the other corners of the world requires overcoming a systemic tangle of challenges Herculean in size and complexity. Here at home, small and local food producers are overshadowed by the power large corporations have over our food system. Not only does corporate control concentrate the coffee market into the hands of just a few conglomerates, but it also places small roasters focused on paying farmers fairly at a severe disadvantage. It isn't just the buying power of the big players that can create a deficit of alternatives that are

fair to the grower, but also the level of access to reserves of capital that corporations enjoy, allowing them to be inflexible in their pricing regardless of market changes.

MARKET CONSOLIDATION

Coffee processors are not alone in their struggle with market consolidation. Just as roasters and manufacturers consolidate on the retail end, small coffee farmers must contend with the economies of scale that give the advantage to the big plantations. Unable to access the international market without traders, small independent farmers are forced to accept terms that only the larger plantations can afford. For example, coffee buyers may set contracts which will not provide payment for 360 days, forcing the sellers to do without much-needed funds. This is a severe burden to a farmer who must invest heavily in their coffee crop many months before they will ever be paid. Considering that there is no guarantee that their crops will thrive, this is especially difficult. Such challenges often make coffee-growing a part-time endeavor, as planters must rely on other means to supplement their income just to make ends meet.

If it is difficult to fathom how the control of the coffee industry by big money can make it harder for small producers to get by, consider the fact that consolidation of the food system is by no means unique to the coffee belt. At home in Wisconsin, small family farms are struggling to compete with larger, more industrialized dairy operations. In 2018, the state lost 638 dairy farms, in part because the falling price of milk makes it unprofitable to produce it on a small scale. This challenge is analogous to that of coffee producers, as coffee commodity prices currently hover around a dollar per pound, a



price that fails to represent the full cost of its production.

OTHER THREATS

While both coffee growers and Wisconsin dairy farmers must contend with markets that do not allow for fair compensation, producers in rural South America are often faced with the threat of violence as well. Growers in countries such as Peru, El Salvador, Guatemala, Honduras, and Nicaragua are threatened with the instability resulting from historical or recent internal conflict between their government and non-state actors. These non-state actors may include those trafficking narcotics, with narco-trafficking through coffee lands creating a perpetual environment of low-level violence. If all that wasn't enough, the potential of physical harm from violent conflict is combined with the existential threat to coffee growing posed by climate change.

A VERY PARTICULAR ECOSYSTEM

To grow coffee, a very particular ecosystem is necessary. This plant does well in tropical climates where the soils are rich and pests and diseases are rare. This reliance on tropical climate limits the planet's coffee locales to close proximity with the equator. Even more restrictive are the conditions needed for the type of coffee we love to drink. The Arabica variety constitutes about 70% of all the coffee consumed on Earth. This species requires moderate temperatures between 64°F and 70°F for optimal cultivation. At higher temperatures, coffee fruits ripen too quickly, leading to poorer quality product. As temperatures approach 86°F, the coffee plant begins to suffer damage as leaves yellow, its growth is stunted, and tumors begin spawning across its stem.

The heat sensitivity of *Coffea arabica* makes it particularly vulnerable to climate change. As the earth warms, there are fewer places where coffee can grow. Brazil, the world's largest coffee-producing country, could see its main coffee-growing areas reduced by up to two-thirds in the years to come. Brazil is not the only coffee-growing nation where rural residents dependent on the coffee trade will be impacted. In Central America, rising sea levels, rainfall, and temperature are projected to push the minimum altitude required from 2,000 to 3,000 feet above sea level, making coffee plantations less accessible and in need of greater infrastructure investment to bring a product to market.

BEYOND FAIR TRADE

In a well-functioning free market, the decline of viable coffee-growing territory should ensure that growers would enjoy more competitive prices as the difficulty to produce the product increases. Regrettably, this is not the case, as the price of coffee reflects commod-

ity trading rather than actual supply and demand, meaning that when these prices are set, it is not done by those whose coffee is actually trading hands. This failure of the economic mechanism prevents growers from getting a price that accurately represents the value of the coffee and what was required to produce it. In order to sell their coffee and recoup their costs, growers may choose to seek alternative markets that can offer them a better price.

One way better prices are ensured is through Fair Trade organizations. When coffee or other agricultural commodities are packaged with a Fair Trade label, it indicates that the producers and buyers of that product voluntarily chose to adhere to a set of business standards intended to achieve economic, social, and environmental goals. These goals often include better, more stable incomes for small-scale farmers, better labor rights, better connections between consumers and producers, as well as greater consumer awareness of issues confronting the producers.

The Fair Trade model originated with Alternative Trade Organizations who worked to cut out the middleman in order to facilitate more direct marketing of products. When coffee passes through fewer hands, the growers and producers can retain a bigger portion of the final price, a greater level of compensation sometimes known as a Fair Trade premium. The Fair Trade premium can be clearly observed as a preferable alternative to the commodity coffee market. At the time of this writing, the minimum price set by Fair Trade America for coffee is \$1.40 per pound, and \$1.70 per pound organic, a substantial difference compared to the commodity price of only 98¢ per pound. However, while organizations like Fair Trade America strive to give farmers a better shake, by their own admission this premium still falls short of the price needed to create a living income for all growers.

With even the alternative market that Fair Trade organizations provide unable to offer sustainable prices to small coffee growers, the conscious coffee buyer may wonder how they can keep these farmers afloat. Fortunately, small coffee farmers have united cooperatively and democratically in order to bring about systemic change on the supply side. Through this collaboration, small producers have created the Simbolo de Pequeños Productores or SPP. The Small Producers Symbol is the first of its kind, a third-party certifica-

tion developed and implemented by coffee farmers themselves. Through this control, the growers can ensure a more equitable and viable economy for coffee farming at a more concentrated and intimate level. This is achieved through limitations on farm size and the number of hired hands, prohibiting large plantations. With limits on production size, farmer cooperatives must consider labor rights and the sustainability of their land to ensure their future business interests. They also set a higher standard of compensation for farmers, requiring a premium price of \$2.20 per pound of coffee. At this price, these farmer cooperatives can not only enjoy a sustainable living standard through coffee farming, but they can also invest proceeds in better production techniques, greater infrastructure for processing and transportation, better education for their children, and environmental practices that will ensure their farmland can remain sustainable for years to come.



EQUAL EXCHANGE

By embracing the cooperative model, SPP coffee farmers can better compete with the economies of scale on the supply side, but in order for coffee with this symbol to reach shelves, the growers must partner with buyers and roasters who share such values and commitment to a fair price.

Probably no organization better exemplifies this commitment in action than Equal Exchange. Annie Scholar, Sales Manager for Equal Exchange, notes that Equal Exchange can do things that other coffee roasters cannot by addressing the unfair market and the issues which create the need for Fair Trade organizations. Equal Exchange goes beyond other Fair Trade organizations by partnering with Small Producer cooperatives to match the SPP price on all organic coffee contracts.

It's not just the commitment to fair pricing that makes Equal Exchange stand out as a cooperative coffee roaster. Beyond simply renewing coffee contracts with producers, Equal Exchange practices building long-term relationships with those growing the coffee. This is achieved in part by hosting strategic planning conferences with different farmer co-ops. Through such strategic planning, Equal Exchange works with coffee producers to identify their business's needs in the years to come as well as to identify how they can help address these needs. Strategic planning sessions also provide an opportunity for farmer cooperatives at the table to share what projects and approaches they have taken in their community so that other co-ops can learn from

and experiment with their examples. For example, one co-op has a training module to educate its members about regenerative agriculture and organic standards. This helpful tool can be replicated and used by other cooperatives to disseminate this knowledge and these techniques. In this way, Equal Exchange helps to leverage the resources that are available when many growers collectively meet at the table. This approach utilizes the powers of scale gained when many participate while maintaining a better, more democratic system by keeping ownership in the communities where the work is happening. In this way, Equal Exchange acts to take a systemic approach to confront a systemic problem.

THE FUTURE OF COFFEE

Even as Equal Exchange and the Pequeños Productores leverage the power of cooperation to combat the inequalities of the world coffee trade, there are only greater challenges to contend with in the years ahead. According to Todd Casperson, who has been with Equal Exchange for over 20 years, the coffee market in 20 years will likely be less sustainable than it is today. Climate change threatens to accelerate issues that can have a negative effect on the variety and quality of coffee available, and will likely drive up the price as a result. "Looking at the impact predicted 30 years ago, the changes were understated," says Todd. "There is a potential to have systems collapse." The continued loss of viable farmland could also go hand-in-hand with forms of coffee agriculture that are more input-intensive and mechanized, favoring chemically dependent GMOs over organic, regenerative methods. With the likelihood of more resource-intensive production methods producing more homogenized products, small planters will have less opportunity in coffee-growing while consumers will have fewer options of inferior quality to choose from.

WHY SHOULD YOU CHOOSE EQUAL EXCHANGE AND SPP

With such uncertainty about the future of coffee, it is ever more important to seek a closer connection with your coffee grower through greater consumer knowledge about what is on your shelf. By picking up coffee with the Equal Exchange label or the SPP symbol, drinkers will know that farmers are being paid according to the actual value of the coffee they grow. Making informed choices about how you buy your coffee reflects the support you would give to small growers and farmers in Wisconsin when purchasing from small local producers. In turn, that money helps to build our own communities and ensure a better future here at home. When we make that same investment in our coffee, we can ensure that we are supporting better communities and futures for the farmers who cultivate this important staple.



RECIPES

Brown Butter Pork Chops with Sweet Potato and Brussels Sprouts Hash

Adapted from www.abetterhappiersebastian.com.

This is a fairly easy meal for two to whip up, but browning the pork chops in butter is a small extra step that makes this meal gourmet. Use a mandoline to make quick work of shredding the Brussels sprouts.

2 bone-in pork chops
salt
pepper
2 sweet potatoes, cut into 1-inch cubes
1 tsp. cumin
3 Tbs. olive oil
1 lb. Brussels sprouts, shredded
1 shallot, minced
1 Tbs. butter

Directions: Set the pork chops on a plate and season generously with salt and pepper. Set aside. Place the sweet potatoes in a saucepan and cover with water. Set over medium-high heat and bring to a boil. Reduce heat to a simmer and cook the sweet potatoes just until slightly soft, just a few minutes. Drain and set aside.

In a large skillet over high heat, warm 1 tablespoon of the olive oil. Add the drained sweet potatoes and season with cumin and salt and pepper. Sauté, turning occasionally, for 6 minutes. Transfer to a plate and set aside.

Add 1 tablespoon of the olive oil to the same skillet. Heat over medium-high heat. Add the Brussels sprouts and shallot, and cook, stirring frequently, until wilted, 3-4 minutes. Return the sweet potatoes and toss to combine. Cook until the sweet potatoes are heated through, then transfer everything to a plate, cover, and set aside.

In the same skillet you've been using, melt the butter over medium-high heat. Place the pork chops in the skillet and cook, undisturbed, for 2 minutes. Flip the pork chops and cook for another 2 minutes. Flip once more, and use a spoon or a pastry brush to coat the pork chops in melted butter from the pan. Continue to cook, turning the pork chops occasionally and coating in butter, until a thermometer reads 140°F when inserted into the thickest part of the pork chop. Remove from heat and let sit for 5 minutes, then serve with the Brussels sprout hash. Enjoy.

Sweet Potato Kale Grilled Cheese

Adapted from www.twopeasandtheirpod.com.

This sandwich gets everything right: roasted sweet potato, kale, Havarti cheese, sautéed red onions, and fresh rosemary. This is your go-to cold weather sandwich!

1 sweet potato
2 Tbs. olive oil
salt
black pepper
1/2 red onion, chopped
2 Tbs. butter
4 slices whole grain bread
6 oz. Havarti cheese
2 lacinato kale leaves, torn or sliced
1/2 tsp. minced fresh rosemary

Directions: Preheat oven to 400°F. Place sweet potato in a bowl and toss with half of the olive oil. Arrange on a rimmed baking sheet and season with salt and pepper. Bake until tender, about 25 minutes. Remove from oven and set aside.

Heat the last tablespoon of olive oil in a small saucepan over medium heat. Add the onion and a pinch of salt and cook, stirring occasionally, until the onions are meltingly tender, 8-10 minutes. Set aside.

Heat a large skillet over medium heat. Butter one side of the bread slices, then layer the cheese, sweet potatoes, sautéed red onion, and kale on the unbuttered side of two of the pieces of bread. Sprinkle with fresh rosemary and a little salt and pepper. Top both sandwiches with the buttered bread with the butter facing out. Place sandwiches, buttered side down, on the hot skillet. Grill 2-3 minutes, until golden brown. Flip and cook another 2 minutes, until the cheese melts.

Slice each sandwich in half and serve piping hot.

Avocado Hummus

Adapted from *Musings of a Crunchy, Domestic Goddess*: crunchy-domesticgoddess.wordpress.com.

1 can chickpeas
1 avocado, deseeded and peeled
5 Tbs. tahini
1 lemon
3/4 c. water
4 clove garlic
salt and pepper

Directions: Drain chickpeas and place in blender, along with avocado. Add the tahini, oil, lemon juice, water and garlic cloves. Blend until smooth, adding more water if necessary.

Penne with Roasted Green Garlic, Pancetta, and Arugula

Adapted from www.nytimes.com.

6 green garlic
3 Tbs. olive oil
salt
pepper
1 lb. penne rigate pasta
1/2 lb. pancetta
1/4 tsp. crushed red pepper flakes
1 tsp. lemon juice
2 bunches arugula, chopped
2 Tbs. parmesan cheese

Directions: Preheat the oven to 375°F. Place green garlic in a small shallow baking dish and drizzle lightly with olive oil. Cover with aluminum foil, and roast until golden brown, 35-45 minutes. If the dish starts to burn before the garlic is roasted, add a tablespoon of water. Transfer to a wire rack to cool.

Bring a large pot of salted water to a boil. Add the pasta and cook according to package instructions. Drain, reserving 1/2 cup of the cooking water. While the pasta is cooking, heat olive oil in a large skillet over medium-high heat. Add the pancetta and crushed red pepper, and sauté until pancetta is crisp and golden, about 5 minutes.

Peel and discard the outer layer of the roasted green garlic. Chop green garlic, then add it to the skillet of pancetta. Stir in the lemon juice and a generous pinch of salt and black pepper. Sauté for 2 minutes. Lower the heat, then add the pasta and arugula to the skillet. Toss gently until arugula wilts. Add a little of the reserved cooking water, a tablespoon at a time, so that you can scrape up any brown bits from the bottom of the pan. Taste and adjust the seasoning if needed, and served topped with grated Parmesan.

Spring Greens and Polenta Pie

Adapted from *The Genesis Farm Cookbook*.

2 1/2 Tbs. olive oil, divided use
1 c. chopped leeks, scallions, or spring onions
2 cloves garlic, minced or 1 tbs minced green garlic
10 c. mixed spring greens, such as spinach, mustard, dandelion, chard, kale, etc, well rinsed
2 tsp. salt, divided use
1 Tbs. minced fresh chervil or 1 tsp dried tarragon
1 Tbs. chopped fresh parsley
4 c. water
1 c. cornmeal
freshly ground black pepper
1/2 c. freshly grated parmesan or asiago cheese

Directions: Heat 2 Tbs. olive oil in a large pot over medium heat. Add leeks or onions and sauté for 5 minutes, or until softened. Stir in the garlic, cook until fragrant, then add the greens and 1 tsp. salt. Sauté, stirring constantly until the greens begin to wilt. Reduce the heat, cover and simmer the greens until are tender, 7-10 minutes; add a tablespoon or two of water if needed to prevent sticking. Stir in the herbs; cook for another minute and turn off the heat. Bring the water and remaining 1 tsp. salt to a gentle boil in a heavy 2-qt. pot. Stirring constantly, add the cornmeal gradually by letting it trickle through your fingers in a slow, steady stream. Reduce the heat and simmer the polenta, stirring frequently until it is the consistency of thick porridge and begins to pull away from the side of the pan, 10-20 minutes, depending on the grind of cornmeal. Stir the greens into the polenta and immediately pour the mixture into a greased 10-inch pie plate. Allow to rest for about 10 minutes until pie firms up. Meanwhile preheat the broiler. Drizzle the remaining olive oil over the pie, season with pepper and sprinkle with the cheese. Broil until the top is golden brown, about three minutes.

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Staff Picks



CAITLYN

Willy Street Co-op Housemade Soup

A bowl of Willy Street Co-op's soup is always delicious and a good deal. Some of my recent favorites are Creamy Chicken and Wild Rice and Split Pea with Bacon. I never knew I was a soup person, but turns out I am.

Tony's Chocolonely Milk Chocolate Caramel Sea Salt Bar

This is my favorite chocolate bar in the whole world and it comes from a pretty cool company too. Based out of the Netherlands, Tony's partners with cocoa farmer cooperatives and it is their mission to make slave-free chocolate the norm.

GT's Pink Lady Basil Kombucha

Fruity and aromatic, this kombucha is the apple of my eye. Keep your healthy gut happy!

Willy Street Co-op Juice & Coffee Bar's Cold Brew

Cold brew season is year-round for me and the Juice & Coffee Bar's brew is always nice and strong. They use local Just Coffee beans and you get a discount if you bring in your own mug!



JAMES

Klean Kanteen

I love these bottles. My partner would tell you I have a million of them, but I think you can never have too many reusable stainless steel bottles around! You can get several different types—small, medium, large, insulated or not, and with a variety of tops to choose from! I have just about every option myself. I have been using

these for years and love their durability. You really can't go wrong with them!

Desert Essence Thoroughly Clean Tea Tree Face Wash

This face wash has seen me through my teen acne years and into adulthood. I started using it almost ten years ago and now nearing thirty years old, I still consider it a staple in my shower! This product is great for normal to oily skin types. Depending on the season, I might use it daily or just a couple times a week. The tea tree scent and castile soap will absolutely leave you feeling thoroughly clean after use. Pair it up with the Desert Essence Blemish Touch Stick and you'll have a great front line against acne!

Renard's 2-Year Sharp White Cheddar

I'm obsessed with this cheese. It is hands-down one of the absolute best cheddars we have here at the Co-op. Aged, very reasonably priced, local, and sharp yet smooth. I love this for grilled cheeses, on eggs in the morning, or mixed in with my pizza blend. It's also a great addition to any charcuterie board! Seriously, just try it, you'll be hooked too!



Chocolate Shoppe Zanzibar Chocolate Ice Cream

If you're a fan of chocolate ice cream but have never had this particular flavor by Chocolate Shoppe, you are SERIOUSLY missing out! Regular chocolate ice cream doesn't even compare to this stuff. Zanzibar is on a whole new level of chocolate and once you have it, you'll have a hard time ever going back.



CATE

Wisconsin Meadows Grass-Fed Beef Jerky

This flavorful, lean jerky has become a staple in our house.

Really glad that the product is local and grassfed. Makes a nutritious high-protein snack that is great for those grab-and-go moments in life.



Maille Old Style Mustard

This is a really fun mustard! The individual mustard seeds add just a little something extra to stir-fry sauces, potato salad, sandwiches, or really whatever you happen to be making that necessitates mustard. The seeds sorta pop or crunch without being hard or mushy at all, which I find to be a pleasant texture. Also, this mustard is non-GMO verified!



ANGELA

Pink Lady Apples

So sweet and yummy, my kid's favorite apple, and he pretty much lives on apples and peanut butter. Not a bad late night snack for mama, neither....



PHIL

Guayaki Yerba Mate Enlighten Mint

Delicious and gives you a nice caffeine boost. I like yerba mate because there is not much of a crash like other forms of caffeine.

First thing I do when I get in to work is grab one of these to get going.



Tapuat Kombucha Grape Memory

Delicious grape flavor, perfectly effervescent! Great if you're ever feeling a little lacking on brain power. This will help to help clear the cobwebs.



ABIGAIL

McClure's Garlic Dill Pickles

As a lifelong pickle lover, these are my go-to. Very flavorful and crunchy, sometimes they become my whole meal because I cannot eat just one. They pack the jar full, and it is worth every penny!



TIFFANIE

Chocolove Toffee & Almonds in Milk Chocolate

I LOVE LOVE LOVE the blend of milk chocolate, toffee, and almonds in this chocolate bar. The milk chocolate will melt in your mouth and the bits of buttery sweet toffee will linger just long enough for you to want more.



MOURNING DOVE

Bulk Water

I love using our bulk water for drinking and cooking. It tastes great, it's clean, and it's super cheap when you refill your own container.



FORREST

Alba Botanica Even Advanced Sea Mineral Cleansing Gel

This gentle facial cleansing soap is perfect for washing your face. The sea mineral-rich formula has a very light, pleasant fragrance and doesn't dry your skin out like bar soaps. It removes impurities and improves your complexion so everyone will notice your bright, clean skin when you smile. After rinsing your face first with warm water, all you need is a half pump and a bottle lasts a long time, massage it onto your face. Rinse, rejoice, and feel clean all day long! Available at East and West only.





MELISSA

MyChelle Sun Shield Liquid

Okay. This stuff is a little pricey BUT it sits weightlessly on my skin and makes it feel very, very soft and hydrated. I got this as a gift, originally, and now I'm hooked. Selection may vary by store.



KELSEY

Willy Street Co-op Lemon Cheesecake Bar

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



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!



DUSTIN

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

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



KELLY

Plainville Farms Honey Maple Uncured Ham

Humanely raised ham with no additives at a good price. Our favorite way to eat is it slightly toasted on a bagel sandwich or rolled up in a tortilla with cheese. One slice is all



you need to make a nice meal. Available at North and West only.

Taylor Farms Organic Asian Ginger Chopped Salad

This salad is easy to put together, with all the ingredients portioned out and ready to go. Just mix it up and eat! The flavor is great, and it's convenient and affordable. A nice healthy choice for a busy night.



DAN

Ember Foods Pakora with Chutney

The onion pakora are a quick and delicious snack when I don't have much time for lunch.



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.

Kumquats

If you see me in the winter, I'll have a bag of kumquats stashed somewhere, ready to pop one in my mouth while I walk, or to offer to anyone nearby. Roll one between your fingers to bring the juiciness out. Eat the whole thing at once; the sweetness (and a lot of vitamin C) is in the peel, hiding an enlivening burst of delicious sourness. The espresso of fruit! Subject to availability.



FLORA

Taste Republic Chickpea Linguini

This gluten-free alternative to a traditional linguini is superb. I've enjoyed this as the center dish in a meal for two with a gluten-sensitive pal. Each noodle is cohesive when cooked, but they don't stick together as I've found rice noodles to do.

It tastes great, satisfying even my wheat-loving tastebuds, and can be dressed up with pesto, sautéed veggies, or whatever your favorite pasta toppings are!



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"I am thankful for Dr. Holinbeck's expertise and help by saving my tooth from a potential root canal or possible extraction... She has a great way to make you feel at ease and has a lot of confidence in what she is doing. I highly recommend her!"

 ★★★★★ **REBECCA K.**

During your visits with us, you can expect a focus on comfortable, modern and safe dental care. We are committed to offering patients the latest, state-of-the-art dental techniques, materials, and technologies where quality is important and consistency is prioritized.

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