

willy street co-op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 49 • ISSUE 9 • SEPTEMBER 2022



## THANK YOU!

Thank you to everyone who has signed up for our email version of this newsletter or who has decided to pick up a copy in the store while you're here shopping.

As mentioned before, we are beginning to very slowly transition to mostly online and e-mailed copies of the *Reader* in order to save paper and to save money on postage. If you can and want to switch to receiving your copy by email, sign up here: [willystreet.coop/emails](http://willystreet.coop/emails). If you shop with us regularly, we'd love it if you'd pick up your copy of the *Reader* in one of our stores so we can reduce our postage costs. If you don't want either of these things, we will still happily mail it to you. The online and e-mail versions will have more hotlinks and more content to click through to. This content will increase as we get the hang of this new way of publishing the *Reader*. Thanks for reading!

**STORES CLOSING AT 7:00PM  
ON LABOR DAY, MONDAY,  
SEPTEMBER 5**

### IN THIS ISSUE

Thank You to Our Farmers; New Products; Operational Updates; and More!

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Sarah Larson  
Brian Anderson  
Tatiana Dennis  
Gigi Godwin  
Anthony Hernandez  
Ann Hoyt  
Carol Weidel  
Ashwini Rao

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

## BOARD MEETING SCHEDULE

October 26

November 30

January 25

March 23

April 27

June 28

Board meetings are typically held at our business office at 6:30pm (1457 E. Washington Ave. in Madison), but may be held virtually. Please see [www.willystreet.coop/events](http://www.willystreet.coop/events) and select the "Board" category for details.

## WILLY STREET CO-OP MISSION STATEMENT

**Cultivate and empower  
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through cooperative  
principles and practices.**

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# READER

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

## SUBMISSIONS

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

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

**STORE HOURS:** Willy East: 7:30am-9:00pm;

Willy West: 8:00am-9:00pm;

Willy North: 8:00am-9:00pm every day

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# Customer COMMENTS

## Write Us!

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

### LARGE POTATOES

**Q:** *I was recently in Turkey, and there is a popular street food there made from very large baking potatoes called kumpir. Is it possible to order potatoes like this? They were about the size of a football or a small cantaloupe.*

A: Thank you for reaching out about potatoes. Sorry it has taken me some time to return your email, I've been on vacation. I looked into your request about large potatoes for your kumpir dish. It doesn't seem that this dish takes any specific type of potato, just a large baking potato such as a russet. Could be wherever you were in Turkey they had access to a large crop. We unfortunately don't have options for sizes of potatoes from any of our vendors. We just get in what they have available and the supply and demand for potatoes can be high so they don't have the time to leave them planted to get to the size of a small football. I hope that information is helpful and let me know if you have any other questions. Thanks, Cari Johnson, Produce Manager—West

### DISTILLED WATER

**Q:** *I now have three household appliances that recommend using distilled water. I hate buying all those plastic jugs? Have you ever considered supplying distilled water in bulk?*

A: I touched base with a couple of my colleagues about a bulk distilled water machine for our stores. Commercial units are very expensive and take up a fair amount of space, so we have not brought one in. My colleague said they have home units, so that might be a better way to go. Thank you! -Dean Kallas Grocery Category Manager

### BULK SPICES

**Q:** *Hi. I am thrilled that you have bulk spices back in stock. Thank You! We take turmeric, garlic, ginger, black pepper, red pepper, dandelion root, rooibos, mint, and gunpowder green tea on a daily basis. We are senior citizens and are quite concerned about some of the issues we have been reading re heavy metals/pesticides. We have taken our Costco turmeric back because of the Consumer Reports article, and we want to get back to getting all our bulk spices from you like we did pre-pandemic when you carried them. Would you please look at our list above and let us know how your products stack up re these issues, and get back with us—we would really appreciate it. Also, we have had a lot of problems trying to find dried seaweed that tests okay for heavy metals—even when we were shopping with Willy. Have you been able to find any of that? Thank You*

A: Thank you for your questions and comments. Our organic spices should not have any

pesticides on them. I reached out to my contact at Frontier Co-op to see if they test for heavy metals in their spices as well. Their response is below. Heavy metals can occur naturally in soil, so it can be a bit tricky.

Maine Coast tests their seaweed products, so they might be a good resource for seaweed. I have not been able to determine if any of the other seaweed companies test for heavy metals though.

Here is Frontier's response:

"Thank you for your inquiry. At Frontier Co-op, we strive to ensure that our products meet all regulatory requirements as well as high internal quality specifications and, of course, the expectations that our customers have come to expect from Frontier products. All testing is assigned based on ingredient risk.

"From the list you provided, Frontier Co-op organic dandelion root, organic ginger root, and organic turmeric root are tested for heavy metals. All materials undergo a battery of tests including sensory, microbiological, and chemical analysis to confirm quality and authenticity.

"Frontier continuously works with suppliers to ensure our products are authentic and that they continue to be of high quality and taste. We ensure that our supply chain is safe and sustainable while concomitantly supporting farming families around the world.

"Please let us know if you have any further questions. -Frontier Co-op"

Also, Frontier representative clarified their reply to me with this statement:

"In short, we do test for heavy metals in those items that have a history of containing them, or a susceptibility to contain metals. For all products, we test for a number of metrics (including microbes and chemicals)."

I hope this is helpful. In my experience, Frontier is a great company to work with and they know their products well. -Dean Kallas Grocery Category Manager

### TWO-TIERED SHOPPING CARTS

**Q:** *I was very happy when Willy North acquired a new fleet of the small two-tiered shopping carts over the past year or so, but most of them seem to have disappeared. Every time I have been at the Co-op over the past few weeks, there have not been any small carts available. I usually go out to the cart corrals in the parking lot to find one, but today there were no carts of any sort to be found in the parking lot and the store was not very busy so they were not all in use. I'm not sure what is going on, but I have a bad back and try to avoid having to use the large carts because using them puts a strain on my back.*

A: Thanks for reaching out. I'm so sorry you've not been able to find the size cart you need

when shopping here at Willy North.

We have definitely seen a sharp decrease in the number of shopping carts here recently, especially the small carts. We have found that our carts are frequently used by customers to transport their groceries home and aren't always being returned to the store. We send our ecommerce drivers out about once per week to collect any shopping carts they can find in the nearby neighborhoods, however we've heard that some of our carts are located in locked apartment buildings or on private property so we don't always find them all.

I'm happy to report we do have more shopping carts coming. Unfortunately, I don't have a delivery date at this time. We've also started discussing other options out there that could help us hold on to our shopping carts. Be on the lookout for new carts in the coming months. Best, Jenny Skowronek, North Store Director

### ONLINE NEWSLETTER

**Q:** *We love Willy St and shop there weekly. We no longer need to receive the monthly newsletter in the mail. We can easily go online or pick up a copy when we're in the store. So please cancel that mailing. Thanks*

A: I'm so glad you enjoy shopping in our stores. We are so happy you are a part of the Willy Street Co-op Community! Thank you for being an Owner and supporting our cooperative.

I have updated your account so that you will no longer receive the mailed version of our newsletter. -Rosalyn Murphy, Owner Records Administrator

### FULL CAKES

**Q:** *I'm hoping to order a full cake from your bakery/catering services, can you point me in the right direction? Do I need to stop in person to order, or can I do this online? Thanks so much!*

A: Great news. We do sell whole cakes. We have them pre-made and frozen and they are sold by a preorder. If you are in need of one right away, please call the East side and ask for the deli supervisor. If it can wait until tomorrow, then Bob the Deli Manager or Max the Deli Assistant Manager will get back to you tomorrow. Thanks for inquiring! -Amanda Ikens, Owner Resources Coordinator

### PEACHES

**Q:** *I purchased a peach from West last Friday, August 5th. It looked good, but when I cut into it, there was absolutely no flavor! I just expected better from the Co-op.*

A: First, I'd like to thank you for leaving a comment with us about our peaches. We appreciate all feedback from customers. Second, I'd like to apologize that the peach you purchased here recently was not up to par for you. Our turnover rate on most product is so quick, we can't always have only the ripest on the floor. I know a lot of our stone fruit comes in under ripe and as such is going to be less flavorful. Some other reasons for the lack of flavor could be harvesting too soon or the trees were in too cold of temperatures. We strive to bring in top notch product and are constantly working to ensure only the best is out on our shelves. We did recently receive a shipment of Colorado peaches and these tend to be more flavorful and sweet.

Again, thank you for writing in with your concerns. Cari Johnson, Produce Manager—West

### BRAND QUESTIONS

**Q:** *I noticed that we carry 7th Generation, Mrs. Meyers, Ecover, etc.- all of which are owned by either Unilever or SC Johnson. Why do we support these greenwashed brands?*



A: Thank you for your question! These are brands we have traditionally carried over the years from when they were independently owned until today. We also carry cleaning products from Better Life, Ecos, and Biokleen. Many Owners seem to enjoy these cleaning brands, as evident by

their purchasing habits, which is why we sell them. I am wondering what brands you would like to see on our shelves? Have a nice day!  
-Dean Kallas, Grocery Category Manager

**MORE STORES?**

*Q: Are there any plans in the*

*future to open stores that are more accessible to Fitchburg/Verona/McFarland/Oregon area? I'd love to shop here, become a member, and support the cause, but it's hard with the distance. Appreciate any insight.*

A: I appreciate your interest in and inquiring about our plans to

open a south location.

We are not planning to open a fourth site in the foreseeable future.

If/when we are in the position to consider a fourth store, I imagine the area you suggested will be considered.

Best regards, Anya Firszt, General Manager

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**FESTIVAL PERKS PASS**

**PERKS • PASSES** will be available for:  
**Northside Festival**  
at Mallards stadium  
Saturday, September 17th  
Perks Pass distribution at Willy North only starting Monday, August 29th

**Up to 1,500 Willy Street Co-op Owners will be able to get half-priced meals and beverages during a three-hour span at the Northside Festival!**  
Limited Festival Perks Passes available.

Learn more at [www.willystreet.coop/owner-festival-perks](http://www.willystreet.coop/owner-festival-perks)

**THANKS FOR VOTING US:**

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## GENERAL MANAGER'S REPORT

# Operational Updates; Eat Local Month; and More

by Anya Firszt, General Manager

### HELLO DEAR OWNERS & HELLO SEPTEMBER

In 2022, the autumnal equinox—also called the September equinox or fall equinox—arrives on Thursday, September 22. Fall begins in the Northern Hemisphere on this day. And, to quote one of my favorite characters, Winnie the Pooh, "It's the first day of autumn! A time of hot chocolatey mornings, and toasty marshmallow evenings, and, best of all, leaping into leaves!"

On the near horizon we can enjoy the local, organic harvest, cooler nights, at least two more neighborhood festivals, the Northside Festival and Willy Street Fair, and, for some, school is back in full swing for students and teachers alike. Ah, fall.

### OPERATIONAL UPDATES

You may have noticed that change is afoot at Willy East and we are in the throes of removing the Juice & Coffee Bar. In its place we will be installing shelving to offer additional packaged grocery products and improved traffic flow through the store. We anticipate the project to be completed in October just in time for the holidays.

We are in the final planning stages for a couple projects at Willy North—to replace the two bathrooms with three gender-neutral bathrooms, and to enlarge the staff break room. This work will likely take place at

the beginning of the new calendar year, starting in January and ending in March.

### EAT LOCAL MONTH 2022

We are champions of local food year-round, but we created Eat Local Month in September to give it an extra boost. That's when we see the largest amount of local fruit and vegetables in our stores—sometimes as many as 100 local products! We'll be sharing stories from our local farmers and vendors, free product samples, giveaways, and extra sales on local foods. Check out the ad on page 12 for more information.

### OWNER DRIVE

Many of you may have heard about, and participated in, our Equity Drive that happened this August, where Owners could make a payment on their remaining equity balance. Thank you to all who participated and kept investing into the Co-op; it was very much appreciated!

This month, we are conducting an Ownership Drive during the entire Eat Local month. Many non-owners may be coming through our doors to see what the Co-op is all about due to high-value local vendor sales and incentives. We want to show them what the Co-op has to offer with our quality products, local partnerships, and excellent, personalized service that you, as Owners, have come to know

and love (32,800 plus Co-op Owners and going strong!) compared to their previous grocery shopping experiences. For all newly signed up Owners this month, their administration fee will be waived if they pay their total equity in full; an exciting perk! I wanted to let you know of this drive so that if you have friends, family, and/or co-workers that you feel would be interested in committing to ownership, this would be a particularly beneficial month to do so. As always, when you refer someone to become an Owner, you will receive a \$25 Co-op gift card to be picked up at our Customer Service desk as a thank you. This is an unlimited perk of being an Owner; so let's spread the Ownership love this month!

### NORTHSIDE FESTIVAL

Owners, if you plan to attend the Northside Festival at Warner Park on Saturday, September 17, stop by Willy North to get a Festival Perks Pass (if you haven't already gotten one for another festival)! The Pass will give you half-price food and beverages 2:00pm-5:00pm during the Northside Festival, plus we'll give out gift bags to the first 330 Owners who show up with a Pass. Learn more about the Passes and the Northside Festival at [www.willystreet.coop/owner-festival-perks](http://www.willystreet.coop/owner-festival-perks).

### ANNUAL MEETING

This year's Annual Meeting is scheduled for Tuesday, October 11 at the Performing Arts Center in Middleton. We plan to share highlights of last fiscal year and financial results, as well as introduce Board candidates, and draw prizes for those in attendance. You can attend in person or virtually by registering in advance (details to follow).

### BOARD ELECTIONS

Next month, you have an opportunity (and responsibility) to cast your ballot for the Board of Directors elections. There are four open seats (three: three-year terms and one: two-year term) that need to be filled. Look for candidate statements, voting instructions for paper as well as online instructions in the October *Reader*. Voting runs October 1–26, with the election results announced at the Special Owner Meeting scheduled for Wednesday, October 26.

Reminder: in order to cast your ballot online, we need your current email address, which you can update at the Customer Service desk or send an email to the Owner Records Administrator at [ora@willystreet.coop](mailto:ora@willystreet.coop).

### MARK YOUR CALENDAR

- Labor Day, September 5: stores are closing at 7:00pm
- Annual Meeting: Tuesday, October 11



## BOARD REPORT

# 2022 CCMA Conference

by Michelle "Gigi" Godwin, Board Member

**F**rom June 9–11, 2022, I had the privilege of representing Willy Street Co-op as a Board of Director in person at the CCMA (Consumer Cooperative Management Association) conference. This year's CCMA was titled "Rooted: Renewing Our Cooperative Identity," and the conference was held in Sioux Falls, SD.

### P6

This CCMA was primarily paperless, as us attendees used the conference app Whova for selecting our daily sessions, texting others to meet up for break-out sessions or lunch, note-taking, and photo-sharing. Another feature of Whova was that attendees could upload a picture of themselves, include a resume or CV, their links to social media, and any other information in the form of a short bio. As I perused people's

profiles, I started to notice a commonality among many attendees: A passion for P6. "My special interests are pottery, plants, and P6." "I am all about P6." "P6, y'all!"

I had to stop and ask myself, just what is this P6? And then I remembered. P6 is the sixth of the Seven Cooperative Principles: "Cooperation Among Cooperatives." Both the UW Center for Cooperatives and the International Cooperative Alliance define P6 as such: "Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures." In a nutshell, P6 creates sounder operating practices.

Though food cooperatives like Willy Street Co-op are autonomous and independent from other cooperatives, we still bring our abilities, ideas, and contributions to the

table to work together in harmony with other such entities to create an even larger and stronger network of cooperatives. Willy Street Co-op co-exists and works with other co-ops that strive toward the common goals of providing access to a variety of food products and options (organic, locally sourced, high-quality) that members of the community seek out and want. Not only do members/owners benefit greatly from that cooperative connectivity, the cooperative movement itself also benefits as a whole, while making democracy, sustainability, Fair Trade and fair labor practices more successful and viable.

P6 also pertains to Co-op Board members, too. While at CCMA, I was part of several informal pop-up discussions on how to "Build a Better Board." I am proud to say that Willy Street Co-op is very well-rec-

ognized in the co-op community and was often cited as a key example of a how a sound and thriving food cooperative operates. I was asked many questions related to the Board, from as basic as "how many individuals serve on your Board?" and "how often do you meet during the calendar year?" to more in-depth inquiries like "what Board committees have you created?" and "how have you been reaching out to members since the beginning of the pandemic?"

While all of the CCMA sessions that I attended were important and informative, I did feel immense satisfaction during informal Board networking. I tried my best to answer any questions thoughtfully and clearly, and to provide any resources that I could think of. Email addresses were exchanged and new connections—plus lasting friendships—were made as well. P6 y'all!



# Community Room Calendar

Visit [www.wilystreet.coop/events](http://www.wilystreet.coop/events) to register and review COVID-19 Protocols.

**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 email [education@wilystreet.coop](mailto:education@wilystreet.coop) 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: FARMERS' MARKET FINDS

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

This class will showcase the bounty of local ingredients in season during the month of September! Join Chef Paul to learn the best cooking techniques to amplify these wonderful local ingredients. On the menu: Sautéed Greens with Mushrooms and Nuts, Braised Lamb Shank with Root Vegetables; Oven-Fried Chicken with Bok-Choy Slaw, and a green salad with sunflower oil vinaigrette. Ingredients/recipes may be modified based on seasonal availability.

## COOKING WITH CHEF PAUL: PLANT-BASED MEALS

**Location:** Willy West Community Room  
**Thursday, September 22, 6:00pm–8:00pm**  
**Ages: 12 and older; adult supervision required**  
**Your Co-op's Own Instructor: Paul Tseng**  
**Fee: \$10 for Owners; \$20 for non-owners**

Have you been thinking of eating more plant-based meals? Join Chef Paul to learn helpful tips to get started—from setting up your pantry to cooking techniques to replacing animal proteins with plant-based ones to adding more fiber into your daily meals. The options are limitless! Ingredients/recipes may be modified based on seasonal availability.

## COOKING WITH CHEF PAUL: KIMCHI & KOREAN BBQ

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

With a great culinary tradition, Korean cuisine is largely based on rice, vegetables, seafood, and meat. Join Chef Paul to learn how to make quick kimchi, Korean BBQ sauce for noodles, rice, protein, and vegetables. Ingredients/recipes may be modified based on seasonal availability.

## COOKING WITH CHEF PAUL: ALL THINGS CURRY

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

Should you use curry powder or paste? Is there any difference? Join Chef Paul to learn to make curry powder and paste from scratch and how to apply them in cooking. On the menu: Coconut Salmon Curry, Green Mango Curry Chicken, Red Curry Beef with Rice Noodles, Coconut Noodle Bowl with Vegetables (vegan). Ingredients/recipes may be modified based on seasonal availability.



## SEASONAL PIES FROM SCRATCH WITH PIERRE FERLAND

**Location:** Willy West Community Room  
**Wednesday, October 19, 6:00pm–8:30pm**  
**Ages: 12 and older; adult supervision required**  
**Instructor: Pierre Ferland**  
**Fee: \$20 for Owners; \$30 for non-owners**

Join Chef Pâtissier Pierre Ferland in this class to learn how to make traditional Pumpkin Pie from real pumpkin and Tart Tatin. You'll learn the process start to finish, from making the pie dough from scratch, to blind baking a pie shell, to making fresh pie fillings, and finally baking the pies to perfection.

## SEASONAL PIES FROM SCRATCH WITH PIERRE FERLAND

**Location:** Willy West Community Room  
**Wednesday, November 2, 6:00pm–8:30pm**  
**Ages: 12 and older; adult supervision required**  
**Instructor: Pierre Ferland**  
**Fee: \$20 for Owners; \$30 for non-owners**

Join Chef Pâtissier Pierre Ferland in this class to learn how to make Tart aux Citron and a Chocolate Pear Tart. You'll learn the process start to finish, from making the pie dough from scratch, to blind baking a pie shell, to making fresh pie fillings, and finally baking the pies to perfection.



## COOKING TOGETHER: FLAVORS OF ISRAEL

**Location:** Willy West Community Room  
**Friday, September 9, 5:30pm–7:00pm**  
**Instructor: Lily Kilfoy**  
**Ages: 5 and older**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily Kilfoy in this hands-on cooking class for families and folks of all ages! Learn about different foods, where they come from, how to follow recipes, and how to use kitchen tools. In this class participants will prepare an incredible feast inspired by the flavors of Israel—lovable latkes, favorite falafel, honored hummus, savory shakshuka, renowned rugelach, and more may be explored.

## COOKING TOGETHER: FLAVORS OF PAPUA NEW GUINEA

**Location:** Willy West Community Room  
**Friday, September 23, 5:30pm–7:00pm**  
**Instructor: Lily Kilfoy**  
**Ages: 5 and older**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily Kilfoy in this hands-on cooking class for families and folks of all ages! Learn about different foods, where they come from, how to follow recipes, and how to use kitchen tools. In this class participants will prepare a mouthwatering meal inspired by the flavors of Papua New Guinea.—keen Kaukau, kingly Kaima Bona Gatoi, enticing eggdrop soup, tropical Talautu, and more may be explored.

## COOKING TOGETHER: FLAVORS OF MADAGASCAR

**Location:** Willy West Community Room  
**Friday, October 14, 5:30pm–7:00pm**  
**Instructor: Lily Kilfoy**  
**Ages: 5 and older**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily Kilfoy in this hands-on cooking class for families! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, Lily will make her take on a memorable meal influenced by the incredible ingredients of majestic Madagascar. Rice, the staple of Malagasy cuisine, the vaporous vanilla bean, bountiful bananas, classic tomato Lasary, Loaka, the name of any side dish, Mofo, noodles known as Minsao, and more may be explored. Vegetarian.

## COOKING TOGETHER: FLAVORS OF THE YUCATAN

**Location:** Willy West Community Room  
**Friday, October 28, 5:30pm–7:00pm**  
**Instructor: Lily Kilfoy**  
**Ages: 5 and older**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily Kilfoy in this hands-on cooking class for folks of all ages! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, participants will create a marvelous meal inspired by the flavors of Mexico's Yucatan Peninsula—Panuchos, pickled red onions, achiote marinade, mouthwatering Marquesitas, and more may be explored.



## KIDS IN THE KITCHEN: BACK TO SCHOOL BREAKFAST!

**Location:** Willy West Community Room  
**Tuesday, September 13, 4:30pm–5:30pm**  
**Instructor: Lily Kilfoy**  
**Ages: 9–12 years old**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Breakfast is the most important meal of the day, and since it's back to school time cooks will need new creative ideas for their morning meal—a take on toast, exciting eggs, super food smoothies, and more. In this class, participants will whip up a back to school breakfast.

## KIDS IN THE KITCHEN: MUFFIN TIN MADNESS!

**Location:** Willy West Community Room  
**Tuesday, September 27, 4:30pm–5:30pm**  
**Instructor: Lily Kilfoy**







**Ages: 5–8 years old**

**Fee: \$10 for Owners; \$20 for non-owners**

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Of course you can make muffins in muffin tins, but did you know that you can create other delicious dishes in them as well? Chef Lily loves to make wonton cups, pot pies, mac and cheese, and more using the nifty pans. In this class, participants will prepare multiple recipes using muffin tins.

**KIDS IN THE KITCHEN: TRICKY TREATS!**

**Location: Willy West Community Room**

**Tuesday, October 11, 4:30pm–5:30pm**

**Instructor: Lily Kilfoy**

**Ages: 9–12 years old**

**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily in this hands-on cooking class for kids. Carrots in the confections, spinach in the sweets, beets in the baked goods, and cauliflower in the custard?! In this class, participants will play pranks by hiding healthy ingredients in a variety of tricky treats.

**KIDS IN THE KITCHEN: SPOOKY SNACKS!**

**Location: Willy West Community Room**

**Tuesday, October 18, 4:30pm–5:30pm**

**Instructor: Lily Kilfoy**

**Ages: 5–8 years old**

**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily in this hands-on cooking class for kids. Freaky finger foods, horrifying hors d’oeuvres, nighttime nosh, ghoulish goodies, and dreadfully delicious drinks?! In this creepy class, participants will prepare spooky snacks that will make a monster’s mouth water.



**NATURAL ALLERGY AND HISTAMINE RELIEF**

**Location: Zoom**

**Wednesday, September 21, 12:00pm–1:00pm**

**Instructor: Katy Wallace**

**Fee: Free; registration is required**

Learn how low-histamine foods can bring relief from allergic responses. Katy Wallace, Traditional

Naturopath of Human Nature, LLC, presents natural approaches, including natural supplements and foods, that aid the body in naturally lowering histamine levels.

This class is not designed to and does not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes provided by Willy Street Co-op are for informational and educational purposes only and are not meant to replace medical consultation with your physician.



**SIMPLY LOCAL: HIGHLIGHTING OUR LOCAL FOOD PRODUCERS**

**Location: Willy West**

**Wednesday, September 7, 1:00pm–1:30pm**

**Location: Willy North**

**Wednesday, September 7, 1:00pm–1:30pm**

**Location: Willy East**

**Thursday, September 8, 1:00pm–1:30pm**

**Your Co-op’s Own Instructor: Customer Experience Staff**

**Fee: Free**

Supporting the local food system is one of Willy Street Co-op’s main missions. Join Co-op staff to learn about what local means to us and for a tour through the Co-op that features local businesses and products.

**SIMPLY BULK: UNDERSTANDING THE BULK AISLE**

**Location: Willy North**

**Wednesday, October 12, 2:30pm–3:00pm**

**Location: Willy East**

**Thursday, October 13, 1:00pm–1:30pm**

**Your Co-op’s Own Instructor: Customer Experience Staff**

**Fee: Free**

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

**INDIVIDUAL NUTRITION CONSULTATIONS**

**Location: Willy West Community Room**

**Wednesday, September 28, 1:30pm–4:45pm**

**Friday, October 21, 1:30pm–4:45pm**

**Location: Zoom**

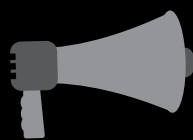
**Wednesday, September 14, 1:00pm–4:00pm**

**Wednesday, October 26, 1:30pm–4:45pm**

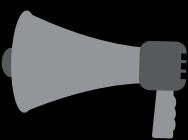
An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a consultation regarding your health goals, as well as lifestyle and food choice suggestions geared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

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

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**Hardware Center**

**1398 Williamson St. 257-1630 [acewilly@tds.net](mailto:acewilly@tds.net)**



**Co-op Preschool Openings Available!**

We’ve provided local families with social, play-based, part-time, mixed-age preschool for over 50 years!



**Free Monthly Playgroup!**

Check our facebook for upcoming dates



**UNIVERSITY HOUSES PRESCHOOL PARENT COOPERATIVE**

6033 Odana Road | (608) 238 3955 [kmbeck@uhpparentcooperative.org](mailto:kmbeck@uhpparentcooperative.org) [uhpparentcooperative.org](http://uhpparentcooperative.org)







## CUSTOMER EXPERIENCE REPORT

# A Locally Driven Experience

by Kristina Kuhaupt, Customer Experience Manager

### SEPTEMBER EAT LOCAL MONTH: GET TO KNOW YOUR LOCAL VENDORS

September is here! For many, it may conjure up memories of back-to-school days. At the Co-op, it signals highlighting and honoring our local vendors. This is a wonderful month to spread the word about becoming an Owner to your friends, co-workers, and family. Not only do you get a \$25 Co-op gift card for your referral, but your referred new Owner can also take advantage of all the local Owners-only sales we have going on during this special month. Owners can save up to \$100 on local products through our Owner Rewards in addition to the yearly average savings of \$100 when you spend at least \$40 per week at the Co-op. Below are 10 local vendors whose products will be on sale for part of September.



## VITRUVIAN

**Vitruvian Farms: 5 oz. Chef's Mix and 5 oz. Lettuce Blend on sale 8/29-9/4—a nutritious, clean start to your day!**

Vitruvian Farms is an organic permaculture farm in McFarland, Wisconsin, where they focus on local, sustainable, organic farming practices. They pride themselves on their food being grown only 15 miles from their homebase where plant-based goods are harvested, washed, and shipped usually within one day so that your food is as fresh as possible. They do not use any artificial chemicals when maintaining their farm, rather, they use natural minerals and compost to provide a consistently healthy soil. The farm utilizes technology to bring down the cost of organic produce without the use of pesticides and unsafe farming practices. If you have ever wondered what



their logo and name refers to, you will have to travel back in time to the First Century BCE where a Roman architect, engineer, and writer named Vitruvius was a pioneer in bringing to

light that all human endeavors should incorporate balance and beauty in their work. Around 1490 Leonardo da Vinci brought life to this concept when he drew and created the concept of the Vitruvian Man. Vitruvian Farms believes in bringing stability, utility, and beauty into all farming practices to create a unified balance in products and farm. Check out their website at [www.vitruvianfarms.com](http://www.vitruvianfarms.com) to learn more about their CSA, farmers' market presence, and online additional offerings and options.



**Salad Girl Dressing: All dressings are on sale 8/29-9/4—try a new flavor to pair with your Vitruvian greens!**

Salad Girl Dressing is produced in East Troy, Wisconsin, about an hour drive from Madison. Here Pam and Jim Powell are celebrating 15 years of producing organic, fresh, refrigerated salad dressings with homemade, artisan, fresh organic vinaigrettes and seasonal, organic ingredients. They produce 11 unique flavors that do not contain any preservatives, cane sugar, soy, or corn syrup. Their dressings are organic, dairy-free, gluten-free, certified kosher, and non-GMO. For additional information and to see their full line of products please visit: [www.saladgirl.com](http://www.saladgirl.com).



**Wonderstate Coffee: 12 oz. Organic Harvest Blend on sale 9/5-9/11—a morning jolt never tasted so good!**

Wonderstate Coffee has multiple cafe locations and a roastery residing in Viroqua, Wisconsin, about a two-hour drive from Madison. Since 2005, they have been dedicated to producing spectacular coffees that spark a connection, inspire curiosity, and build integrity across the communities

they serve as an industry leader in fair compensation for farmers. As one of the first 100% solar-powered coffee roasteries in the world, they support resilient agriculture, and in 2017, they paid the highest published minimum price guarantee to farmers, which was more than 80% above Fair Trade conventional minimum price and over 50% higher than Fair Trade organic prices. Your consumer coffee dollars go towards a living wage! Extra credit to those readers who know what their logo "bug" pays homage to...hint: They are a timeless Wisconsin humming choir background to our summer days and evenings. For more information on this caffeinated product, please check them out at [wonderstate.com](http://wonderstate.com) and/or if you live in the Madison area, stop at their Capital Square Cafe which opened in 2020 and is located at 27 W. Main St., Madison.

### Potter's Crackers

organic artisan crackers delivering the flavors of Wisconsin

**Potter's Crackers: All varieties of crackers on sale 9/12-9/18—it's a great time to stock up for fall charcuterie boards!**

Potter's Crackers, located in Madison, is a mother/son-created small business with a passion for creating a cracker that highlights abundant flavors unique to Wisconsin and deserving to be paired with high-quality Wisconsin cheeses. This business is now run by a long-time Potter's employee, with conservation and land stewardship front and forward values as they create small-batch, handmade crackers, crisps, and oysters with the finest local organic ingredients and featuring the best Wisconsin grains and dairy. They work with local producers of whole-wheat flour, milk, and butter to create their award-winning products. Take a closer look at featured pairings and all product varieties at [www.potter-crackers.com](http://www.potter-crackers.com).



**The Quince & Apple Company: All 6 oz. Quince & Apple preserves on sale 9/12-9/18—pair these delicious preserves with Potter's Crackers for a perfect flavor match!**

The Quince & Apple Company produces small batch artisan foods, utilizing all-natural ingredients and traditional methods from their Madison-based kitchen since 2009. The husband/wife team that created this company, prides themselves in offering preserves, syrups, and nuts that are subtle, well-balanced and not overly sweet. They are perfect

for pairing with your favorite crackers, yogurt, cheeses, and cocktails. During our sale, try a Good Food Award-winning product that is exclusively crafted in small batches in their kitchen with fresh, all-natural ingredients. Their preserves are made with cane sugar, are 100% non-GMO, and have half the sugar of conventional preserves. It is a subtly sweet staple that is sure to make you smile. To find out a new flavor you would like to try, visit their website before you make your trip to the Co-op: [www.quinceandapple.com](http://www.quinceandapple.com).



**Hook's Cheese Company: Hook's Cheddar Cheeses on sale 9/19-9/25—staple award-winning cheeses to add to your burgers, boards, and afternoon power snacks!**

Hook's Cheese Company is a family-run business, producing more than 60 types of cheese. They have been winning awards for their Mineral Point, Wisconsin locally produced cheeses since 1982. Julie Hook is still the only woman to win the overall world champion award for Colby cheese at the World Cheese Championship! This year, they won the top award for the Best Cheese Producer from *Madison Magazine's* Best of Madison Readers' Poll! This team produces high-quality dairy products through rigorous testing and monitoring during the cheese-making and aging processes. They use milk from local cows, sheep, and goats so that you can experience all different tastes and textures. Learn about all their cheeses at [hookscheese.com](http://hookscheese.com) and/or visit their booth at the Dane County Farmers' Market on Saturdays.



**Underground Meats: Underground Meats are on sale 9/19-9/25—traditionally made sausages with unique spice pairing will make any carnivore foodie happy!**

Underground Meats is a Madison-based company that provides small batch meats from the very best, ethically sourced ingredients since 2009 by owner Johnny Hunter. Their meats are handmade with pasture-raised and humanely treated





pigs, cows, and goats. Some of their featured favorites are: Black Garlic (a 2022 Good Food Award Finalist, made with black garlic and mushroom powder), Calabrian (a 2020 Good Food Award Winner made with Calabrian chillies, prepared three different ways), and Aahleworst (German-style meat made with rum and coriander)—mmmmm! If you are interested in their various monthly subscription services and/or to learn more about all their offerings, visit [undergroundmeats.com](http://undergroundmeats.com).



**Willow Creek Farms: Willow Creek Pork Shoulder on sale 9/26-10/2**

**Fox Heritage Farms: Fox Heritage Pork Shoulder on sale 9/26-10/2 —both pork options are great for preparing a special meal during the weekend with friends and family!**

Willow Creek and Fox Heritage Farms are located together in Prairie du Sac, Wisconsin. Here, you will find purebred Berkshire hogs that are raised locally, sustainably, and humanely to produce the best taste and texture for their many products. Their hogs are able to roam freely on green Wisconsin pastures with no genetically modified plants present. This means that the hogs are in an environment that does not ring noses nor are they confined to an animal feeding operation, thus no antibiotics or animal by-product food is used to support these hogs. Additionally, you can be assured that their processing facility is USDA inspected where hogs are custom-processed for each order. They also have their own custom-designed wood smoker to create very moist and flavorful ham and bacon. Feel free to browse their website to look at

all their offerings and meat boxes that can be purchased: [willow-creekpork.com](http://willow-creekpork.com).

**Mango Man: Mango Man Salsa/Sauces is on sale 9/26-10/2—a great addition to spice up and give an extra punch to your meals!**

Chef Thony, the Madison-based small business owner of Cafe Costa Rica food cart and catering, created his own line of salsa/sauces which make a great addition to any meal to give it a punch of Latin flavor that will transport you without having to travel. For catering options please check out his website: [mango-man-cooks.square.site](http://mango-man-cooks.square.site).

One special note, Chef Thony recently was in a serious vehicle accident, impacting himself and critical business equipment. There is a GoFundMe page ([gofund.me/3e43be40](https://www.gofundme.com/3e43be40)) to help support this important local small business.

**FREE SIMPLY LOCAL TOURS AT THE CO-OP:**

We will be providing a tour at each of our three stores, guided by our seasoned and knowledgeable Owner Resources Coordinators, during Eat Local Month. We would prefer that you register through our class registration form ([www.tinyurl.com/WSC-class-registration](http://www.tinyurl.com/WSC-class-registration)) so that we can plan our tours appropriately; however, if you see this tour happening while you are shopping and want to jump in, please feel free to do so and learn more about what local means at Willy Street Co-op and how to spot those products as you are making your shopping purchases. Also learn why it is important to buy and shop local, and experience a department-by-department guide on how to make locally minded and informed decisions based upon your shopping needs.

**Our tour dates are as follows:**

- West Store: September 7 from 1:00-1:30pm
- North Store: September 7 from 1:00-1:30pm
- East Store: September 8 from 1:00-1:30pm

**A PARTING BENEFIT: SPECIAL ORDERS**

We have decided to end the special order benefit for Co-op Owners as of September 1, 2022 because it is no longer sustainable. The benefit allowed Co-op Owners to work with us to order a limited selection of products that we don't carry in the store. Very few Owners took advantage of

this benefit, and it tends to be easier for Owners to find and order the products online. The benefit was created before ordering products online was a relatively easy option. We will continue to work on adding more Owner-only sales and discounts to replace this service.



**THREE REASONS TO EAT LOCAL:**

- 1 You're supporting local farmers & vendors. Many small farms were struggling even before the pandemic.
- 2 It keeps money circulating in the community, which helps keep people employed & more financially secure.
- 3 Local foods tend to be fresher & more nutritious than food shipped across the country or farther away.

**At Willy Street Co-op, more than 1/3 of the products the Co-op purchases are local!**

**OUR 3 LEVELS OF LOCAL:**

- 100% LOCAL:** Grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison. Completely and truly local.
- ESSENTIALLY LOCAL:** At least 50% of the ingredients are grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison.
- LOCALLY PREPARED:** There may be ingredients grown elsewhere, but this food was processed or assembled by a local company.

**Interested in trying something different? Get new ideas from our Staff Picks!**

**Check the back of this issue or signs on the shelf.**

**willy street co-op**

**WHEN RECYCLING INSIDE & OUTSIDE OUR STORE:**

- NO plastic bags
- NO dirty plastic containers
- NO coffee cups
- NO dirty plastic cups
- NO napkins
- NO food

**willy street co-op**

**WHEN IN DOUBT, THROW IT OUT!**

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**by Melissa Reiss,**  
**Purchasing Assistant**

**H**ere's another round of new products you'll find at the Co-op. Please note that not all new products are available at all three stores. For each product, I have indicated at which store you'll find them.

**GROCERY**

**Culina Yogurt**

Plant-based yogurt with an 18+ hour fermentation process for a thick and tangy taste. Coconut is the base for this delightfully dairy-free yogurt. Five flavors to choose from: Sour Cherry Almond, Blueberry Lavender, Strawberry Rose, Bourbon Vanilla, and Plain. Available at Willy West.



**Forager Project Cashewmilk Kids' Yogurt**

New product from this popular plant-based yogurt brand: kids' yogurt in a squeeze pouch! Convenient, on-the-go snack that's packed with probiotics, calcium and essential vitamins D, A & B12, all in an organic cashew-based, dairy-free yogurt. Three flavors: Strawberry, Mango, and Berry Berry. Available at Willy West.



**Once Again Graham Cracker Nut Butter Sandwiches**

Check these out! Each cracker sandwich pack contains 2 cracker sandwiches. Perfect for lunch boxes, backpacks, and



convenient on-the-go snacking. Certified organic and gluten-free! Choose from peanut butter or sunflower butter. Available at all stores.

**True North Energized Sparkling Water**

Harnessing energy from Guayusa, Ginseng, Guarana, and Green Tea, these drinks provide a natural lift with caffeine. Also containing vitamin C, Vitamin A, Zinc, as well as B3, B5, B6, and B12 vitamins, they're full of immune-boosting antioxidants. Zero sugar, sweeteners, and calories. No artificial flavors or colors. Choose from the following flavors: Black Cherry, Grapefruit Lemonade, Cucumber Lime, and Watermelon. Willy North only.



**Grillo's Pickles**

Okay, these pickles are legit. They are fresh, so you'll find them in the refrigerated section. Crisp and delicious and in a generously sized container. Perfect for pairing alongside a stacked burger or for snacking right out the jar. Classic Dill Spears and Hot Dill Spears. Available at Willy East and North.



**Haven's Kitchen Sauces**

Fresh, flavorful sauces ready for your imagination! You'll find these in the refrigerated section.

According to the package, you can get about five meals per pouch—more if you're a single person and you use just a dash at a time! And speaking of the package, it's in a plastic squeeze pouch, which, according to their website, has a smaller carbon footprint than glass or plastic bottles.



Available at Willy North.

- Red Pepper Romesco—Roasted sweet Piquillo peppers and Calabrian chilis gives this sauce a bright red-orange color and pep-

pery zest, without being very spicy-hot. One of the serving ideas on the back of the package was to toss with pasta, so I grabbed the best pasta there is—some fresh, locally-made egg campanelli from RP's Pasta Company. I prepared the pasta according to the directions on the package, then tossed it with around two teaspoons of this sauce. I added in some steamed zucchini on the side, because, let's face it—we're swimming in zucchini right now—and topped it with some shredded asiago cheese. It was a tasty summery pasta dish. You can also use this sauce on sandwiches and as a marinade.

- Chimichurri—A fresh take on the zesty South American herb sauce, starring parsley and oregano, with capers and chili flakes.
- Gingery Miso—A smooth, salty-sweet sauce. Starring ginger, white miso, rice vinegar and a dash of toasted sesame oil.



**Purple Carrot Sweet Corn Elote Bowl**

I'm a big fan of elote aka "street corn." That's why I had to try this one when I saw it in the freezer at Willy North. It's a bit of a variation on the traditional—first of all, it's vegan. So that means plant-based versions of mayonnaise and cheese. In addition, this bowl contains chickpeas, pumpkin seeds, and quinoa along with roasted corn. I will say I was a bit skeptical that I would enjoy it without the dairy, but I was pleasantly surprised! This bowl has 12 grams of protein, so it's filling enough for a meal. Willy North only.

**WELLNESS**

These new Wellness products are available at all stores.

- Nordic Naturals Stress Relief Gummies: Stress Relief Gummies offer the stress-relieving properties of herbal ashwagandha along with vitamins C and D3 in delicious, mixed-berry flavored gummies that help the body maintain a healthy response to physical and mental stressors. Certified vegetarian, pectin-based and gelatin-free. No artificial coloring, flavoring, or preservatives.



- Willy Street Co-op Chewable Antacid, 60 count

**SPECIAL STORE HOURS**

All Stores Closing at 7:00pm on September 5 for Labor Day





# willy street co-op

## LOCAL PRODUCE AVAILABILITY

Grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building.



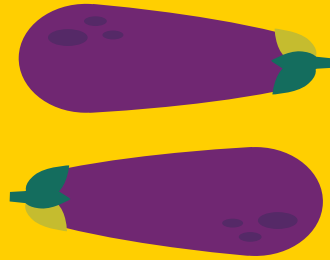
Chart reflects planned availability; unseasonable weather and supply changes could affect availability.

Item Name	Sept	Oct
Apples	x	x
Arugula	x	x
Baby Bok Choi	x	
Beans, Green	x	
Beets, Bunched	x	x
Blueberries		
Bok Choi	x	x
Broccoli	x	x
Brussels Sprouts	x	x
Burdock Root	x	x
Cabbage	x	x
Cantaloupe	x	
Carrots, Bulk	x	x
Cauliflower	x	
Celeriac, Bulk	x	x
Chard, Swiss	x	
Collard Greens	x	
Corn, Sweet	x	
Cucumbers	x	
Dandelion Greens	x	
Eggplant, Globe	x	
Fennel	x	x
Garlic	x	x
Herbs	x	x
Jerusalem Artichokes		x
Kale	x	x
Leeks	x	x
Lettuce	x	
Mustard Greens	x	
Onions, Sweet	x	x
Parsnips	x	x
Peppers	x	
Peppers, Poblano	x	
Peppers, Spicy	x	
Potatoes, Fingerlings	x	x
Potatoes, Purple	x	x
Radish, Beauty Heart	x	x
Radish, Daikon	x	x
Radish, Red	x	
Rhubarb		
Rutabaga	x	x
Salad Mix	x	
Scallions	x	
Shallots		x
Spinach	x	x
Squash, Summer	x	
Tah-tsai		x
Tomatillos	x	
Tomatoes, Heirloom	x	
Turnips	x	x
Watermelon	x	
Squash, Zucchini	x	



willy street co-op

# EVERYONE WELCOME!



Watch for

# NEW

product signs to see what we've recently added to our store.

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Savings Emailed!

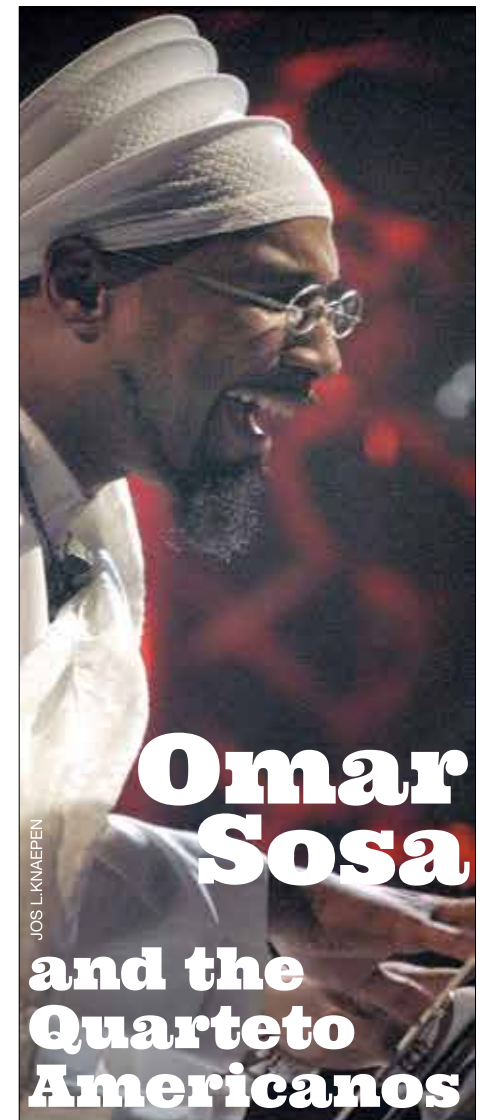


See what's new & tasty in produce or what's on sale for Owners each week!

[www.willystreet.coop/emails](http://www.willystreet.coop/emails) to sign up - you can unsubscribe any time you wish.

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**Omar Sosa**  
and the Quarteto Americanos



Omar brings his new Quarteto Americanos, featuring Bay Area artists Josh Jones on drums, Sheldon Brown on saxophones and Cuban bassist Ernesto Mazar Kindelán. With this ensemble, Omar fuses a wide range of jazz, hip-hop and electronic elements with his Afro-Cuban roots to create a fresh and original urban sound - all with a Latin jazz heart.

7:30 PM / CAPITOL THEATER

**WEDNESDAY  
SEPTEMBER 21**



## ADVERTISE IN THE READER

Affordable rates, wide reach, discounts for non-profits and Owners.

Find info here: [willystreet.coop/advertising](http://willystreet.coop/advertising).



# LOCAL SALES



Owners can save \$100 on local products 8/29/22-10/2/22

## WEEK 1 : 8/29/22-9/4/22



**Vitruvian Farms**  
Origin: Mc Farland, WI  
**Organic Lettuce Blend & Chef's Mix**  
5 oz  
**\$3.79/ea**  
Owners save: \$1.00/ea



**Salad Girl**  
Origin: East Troy, WI  
**Organic Salad Dressing**  
8 oz • All Kinds on Sale!  
**\$4.99/ea**  
Owners save: \$1.30/ea

## WEEK 2 : 9/5/22-9/11/22



**Wonderstate Coffee**  
Origin: Viroqua, WI  
**Organic Harvest Blend Coffee**  
12 oz  
**\$11.99/ea**  
Owners save: \$2.00/ea



**Willy Street Co-op**  
Origin: Madison, WI  
**Pecan Roll**  
1 pc • Made from Scratch!  
**\$2.49/ea**  
Owners save: \$1.00/ea

## WEEK 3 : 9/12/22-9/18/22



**Potter's Crackers**  
Origin: Madison, WI  
**Crackers**  
5-8 oz • All Kinds on Sale!  
**\$3.99/ea**  
Owners save: \$1.00/ea



**Quince & Apple**  
Origin: Madison, WI  
**Fruit Preserves**  
6 oz • All Kinds on Sale!  
**\$5.49/ea**  
Owners save: \$2.00/ea

## WEEK 4 : 9/19/22-9/25/22



**Hook's Cheese Company**  
Origin: Mineral Point, WI  
**Cheddar Cheese**  
Rndm Wt • All Varieties  
**10% OFF**  
Owners save: 10%



**Underground Meats**  
Origin: Madison, WI  
**Salami**  
2-10 oz • All Flavors  
(Selection may vary by site)  
**10% OFF**  
Owners save: 10%

## WEEK 5 : 9/26/22-10/02/22

**Willow Creek**  
Origin: Prairie du Sac, WI  
**Bone-In Pork Shoulder**  
Rndm wt  
**\$5.79/lb**  
Available at Willy East & Willy West only  
Owners save: \$1.00/lb

**Fox Heritage**  
Origin: Prairie du Sac, WI  
**Bone-In Pork Shoulder**  
Rndm wt  
**\$4.79/lb**  
Available at Willy North only  
Owners save: \$1.00/lb



**Mango Man**  
Origin: Madison, WI  
**Salsa**  
12 oz  
**\$6.49/ea**  
Owners save: \$2.00/ea



# SEPTEMBER IS EAT LOCAL MONTH



All September long, we are making it even easier for you to eat local.

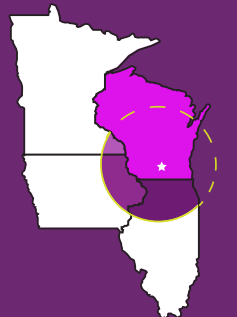
- Highlighting local products throughout our stores.
- Adding more sales on local products.
- Inviting more local farmers and vendors into our stores to sample their products and answer questions.
- + Giving away 30 tote bags full of local foods!

Join us in supporting local farmers & producers while enjoying sales, samples, and giveaways!



At Willy Street Co-op, more than 1/3 of the products the Co-op purchases are local!

We define "local" as within 150 miles of the State Capitol building or anywhere in Wisconsin.



## Find even more Local Sales each week!

For full list, see the flyers in the store or at [www.willystreet.coop/owner-rewards](http://www.willystreet.coop/owner-rewards) starting on Monday each week. You can also get them sent to you! Visit [willystreet.coop/emails](http://willystreet.coop/emails) to subscribe.



**NOT AN OWNER? BECOME ONE TODAY FOR \$10.**

[www.willystreet.coop/ownership](http://www.willystreet.coop/ownership)

**willy street co-op**

Sales for Willy Street Co-op Owners Only. All specials subject to availability.



## Health & Wellness

co-op deals: August 31-September 13

Want to get an email reminder about Co-op Deals sales? Sign up at [www.willystreet.coop/promotions/co-op-deals](http://www.willystreet.coop/promotions/co-op-deals). You can unsubscribe at any time.



### Andalou Naturals Shampoo & Conditioner

Age Defying Treatment  
11.5 oz • Save \$4.29

**\$5.00/tx**

coop deals



### Garden of Life Raw Protein & Greens

Vanilla & Chocolate  
19.3-22 oz • Save \$11

**\$29.99**

coop deals

### Aura Cacia Organic Castor Oil

4 fl oz • Save \$2.30

**\$3.49/tx**

coop deals

### Inesscents Mustard Detox CBD Bath Soak

3.5 oz • Save \$2

**\$7.99/tx**

coop deals

### ZUM Aromatherapy Room & Body Mist

Sandalwood-Citrus

4 fl oz • Save \$2

**\$7.99/tx**

coop deals

### Nordic Naturals Complete Omega

60 ct • Save \$5

**\$13.99/tx**

coop deals

### Dr. Bronner's Hand Sanitizer

Lavender

2 fl oz • Save \$1.79

**\$3.00/tx**

coop deals



### Schmidt's Deodorant

Charcoal & Magnesium

2.65 oz • Save \$1

**\$6.99/tx**

coop deals



### MegaFood B12 Gummies

Ginger

70 ct • Save \$7

**\$11.99/tx**

coop deals



### Wyld CBD CBD Gummies

All Kinds on Sale!

20 ct • Save \$14

**\$20.99/tx**

coop deals



## co-op deals: September 14-October 4



### Xlear Kids Spry Tooth Gel

2 oz • Save \$1.30

**\$4.49/tx**

coop deals



### Booda Organics Booda Butter Deodorant Cream

2.4 oz • Save \$2.50

**\$5.49/tx**

coop deals



### Oregon's Wild Harvest Organic Dandelion Root

90 cap • Save \$7

**\$10.99/tx**

coop deals



### Yerba Prima Daily Fiber Caps

180 cap • Save \$8

**\$10.99/tx**

coop deals

### Nubian Heritage Bar Soap

All Kinds on Sale!

5 oz • Save \$1.80

**\$4.49/tx**

coop deals

### Pranarom Facial Mist

Calm, Clear & Glow

4 fl oz • Save \$3

**\$13.99/tx**

coop deals

### Natural Factors Stress-Relax Melatonin 3 mg Chewable

90 ct • Save \$3.50

**\$4.49/tx**

coop deals

### Gaia Herbs Adrenal Health Daily Support

60 cap • Save \$13

**\$18.99/tx**

coop deals



### Alaffia Body Lotion

All Kinds on Sale!  
32 fl oz • Save \$5

**\$8.99/tx**

coop deals



### Host Defense MycoShield Spray

All Kinds on Sale!  
1 fl oz • Save \$5

**\$11.99/tx**

coop deals

# coop™ deals

co-op deals: August 31-September 13



## Hope Organic Hummus

All Kinds On Sale!  
8 oz • Save \$1.30

**\$3.49**

## White Mountain Foods Organic Bulgarian Whole Milk Yogurt

16 oz • Save 80¢

**\$4.49**

## Terra Chips Veggie Chips

All Kinds On Sale!  
5-6 oz • Save \$1.29

**\$3.50**



## Tony's Chocolonely Organic Fair Trade Chocolate Bars

All Kinds On Sale!  
6.35 oz • Save \$1.49

**\$3.50/tx**

## Once Again Conventional Almond Butter

Crunchy, Smooth  
16 oz • Save \$3

**\$9.99**

## Forager Organic Unsweetened Plain Cashewgurt

24 oz • Save 80¢

**\$4.99**



## Essentia Electrolyte-Enhanced Water

50.72 oz • Save \$1.98/2

**2 for \$4**

## Bonne Maman Fruit Preserves

All Kinds On Sale!  
13 oz • Save \$1.50

**\$4.79**

## Koyo Ramen

All Kinds On Sale!  
2-2.1 oz • Save 25¢

**\$1.00**



## Native Forest Organic Simple Coconut Milk

13.5 oz • Save \$1.10

**\$2.69**

## Beyond Meat Plant-Based Beef Grounds

16 oz • Save \$3

**\$7.49**

## Alden's Organic Ice Cream

All Kinds On Sale!  
48 oz • Save \$1

**\$7.99**



## Mediterranean Organic Olives

All Kinds On Sale!  
8.5 oz • Save \$2.29

**\$3.50**

## Cascadian Farm Organic Frozen Vegetables

Sweet Corn, Broccoli Cuts,  
Peas, Green Beans  
16 oz • Save \$1.99

**\$3.00**

## Cosmic Bliss Dairy-Free Frozen Dessert

All Kinds On Sale!  
BUY ONE GET ONE FREE  
14 oz • Save \$7.49 when you buy 2

**2 for \$7.49**



## Kettle Brand Potato Chips

All Kinds (except organic) On Sale!  
5 oz • Save \$1.50

**\$2.29**

## Hilary's Eat Well World's Best Veggie Burger

6.4 oz • Save \$2.98/2

**2 for \$5**

## Vita Coco Pure Coconut Water

BUY ONE GET ONE FREE: LIMIT 6  
16.9 oz • Save \$2.99 when you buy 2

**2 for \$2.99**



## California Olive Ranch Everyday Extra Virgin Olive Oil

25.4 oz • Save \$6

**\$11.99**

## Nature's Path Organic Cold Cereal

All Kinds On Sale!  
10.6-14 oz • Save \$2.29

**\$3.50**

## Garden Of Eatin Tortilla Chips

All Kinds On Sale!  
16 oz • Save 80¢

**\$4.99**



## Rudi's Organic Bakery Organic Bread Loaves

Whole Wheat, Sourdough,  
White, Multigrain Oat  
22 oz • Save 80¢-\$1

**\$4.49**

## Primal Kitchen Pasta Sauce

All Kinds On Sale!  
23-24 oz • Save \$2

**\$5.99**

## Blue Diamond Nut Thins

All Kinds On Sale!  
4.25 oz • Save \$1.80

**\$2.99**



The specials on this page are valid August 31-September 13

All Specials Subject to Availability. Sales Quantities Limited.



# SEPTEMBER

## co-op deals: September 14-October 4

Want to get an email reminder about Co-op Deals sales? Sign up at [www.willystreet.coop/promotions/co-op-deals](http://www.willystreet.coop/promotions/co-op-deals). You can unsubscribe at any time.



**Chocolove  
Chocolate Bars**  
All Kinds (except XO Bars) On Sale!  
3.2 oz • Save \$1.58/2  
**2 for \$5**/tx  
coop deals.

**Mountain Valley  
Spring Water**  
All Kinds On Sale!  
33.8 oz • Save \$1.58/2  
**2 for \$4**  
coop deals.

**Woodstock  
Organic Pickles**  
All Kinds On Sale!  
24 oz • Save \$2.30  
**\$4.99**  
coop deals.



**San-J  
Teriyaki Sauce**  
10 oz • Save \$1  
**\$2.99**  
coop deals.

**Mom's Best  
Cereal**  
All Kinds On Sale!  
14-24 oz • Save \$1.29  
**\$3.50**  
coop deals.

**A Dozen Cousins  
Seasoned Beans**  
All Kinds On Sale!  
10 oz • Save \$1  
**\$2.99**  
coop deals.



**Justin's  
Peanut Butter Cups**  
All Kinds On Sale!  
1.4 oz • Save 64¢  
**\$1.65**  
coop deals.

**Steaz  
Organic Iced Tea**  
All Kinds On Sale!  
16 oz • Save 98¢/2  
**2 for \$3**  
coop deals.

**Late July  
Tortilla Chips**  
All Kinds On Sale!  
10.1 oz • Save \$1.29  
**\$3.00**  
coop deals.



**A2  
Milk**  
All Kinds On Sale!  
59 oz • Save 70¢  
**\$3.79**  
coop deals.

**Florida's Natural  
Orange Juice**  
All Kinds On Sale!  
52 oz • Save 49¢  
**\$3.50**  
coop deals.

**Diana's Bananas  
Dark Chocolate-Covered Bananas**  
10.5 oz • Save \$1.50  
**\$4.29**  
coop deals.



**Mary's Gone Crackers  
Organic Super Seed Crackers**  
All Kinds On Sale!  
5.5 oz • Save \$2  
**\$3.99**  
coop deals.

**Arrowhead Mills  
Buttermilk Pancake & Waffle Mix**  
26 oz • Save \$1.60  
**\$5.39**  
coop deals.

**Kevita  
Organic Probiotic Drinks**  
All Kinds On Sale!  
15.2 oz • Save 98¢/2  
**2 for \$5**/tx  
coop deals.



**Greek Gods  
Greek Yogurt**  
All Kinds On Sale!  
24 oz • Save 79¢  
**\$3.50**  
coop deals.

**Daisy  
Sour Cream**  
8 oz • Save 30¢  
**\$1.49**  
coop deals.

**Seventh Generation  
Bathroom Tissue**  
12 pk • Save \$3  
**\$8.99**/tx  
coop deals.



**Mike's Mighty Good  
Ramen Cups**  
All Kinds On Sale!  
1.6-1.9 oz • Save \$1.58/2  
**2 for \$4**  
coop deals.

**Nocciolata  
Hazelnut Chocolate Spread**  
9.52 oz • Save \$1.50  
**\$4.99**  
coop deals.

**Gardein  
Seven Grain Crispy Tenders**  
9 oz • Save \$2  
**\$4.49**  
coop deals.



**Yogi Tea  
Organic Boxed Tea**  
All Kinds On Sale!  
16 ct • Save \$1.49  
**\$3.50**/tx  
coop deals.

**Biokleen  
All-Purpose Cleaner**  
32 oz • Save \$1  
**\$3.99**/tx  
coop deals.

**Wildwood  
Organic Super Firm Tofu**  
16 oz • Save \$1  
**\$2.99**  
coop deals.



The specials on this page are valid September 14-October 4

All Specials Subject to Availability. Sales Quantities Limited.



## PRODUCE NEWS

# Thank You Farmers!



by **Micky Ellenbecker,**  
**Purchasing Assistant**

It can be easy to conjure up warm and fuzzy back-to-the-land daydreams and romanticize the life of the farmer. They get to be their own boss; they work out in the beautiful countryside in the fresh air, with the wind in their hair and the sun at their backs; they are surrounded by the sounds of nature rather than the bustle of the city; and they get to eat those first strawberries and cherry tomatoes of the season, still warm off the vine; and then having the pleasure of selling the fruits of their labor to you and me. While there are likely many moments such as these that all farmers experience, they are often just moments amongst a tornado of other tasks. Farmers' and the crews' days also include very long hours in hot and muggy weather, harvesting in the rain because if there isn't lightning there's still work to be done. Their bodies are sore from crouching, bending, reaching, and repetitive movements. Hoophouses are full of mosquitoes that are sucking them dry, and they are running irrigation for the seventh day in a row because the rain still hasn't come to do the work for them. Morning alarms sound at 4:00am to get to farmers' market on time. Equipment needs to be fixed just when it's needed most. Their fingers are constantly crossed that a storm doesn't come through and destroy their hard work and livelihood. And, if you're certified organic (which most of our farmers are) then they have to keep fastidious records of all their practices to prove their organic integrity. I know this is sounding quite dramatic, but I really want to illustrate the respect that our farmers deserve in an economy and culture that doesn't put value on essential and meaningful physical labor that farmers and their crews provide.

Many farmers and their crews love what they do and feel fortunate to be able to do it, but they are having to give 110% for two-thirds of the year. We want to take this moment to thank them and recognize them for that hard work! We are fortunate to work with so many skilled farmers who are growing nutritious and delicious food for us year after year in an ever-changing landscape. Their work

is tremendously important to our local economy and resiliency. Climate change is requiring them to adapt to weather conditions that are becoming more extreme, and they are having to adapt quickly in order to survive and keep supplying our local food systems. Yet farmers remain some of the most optimistic and motivated people I've come across.

These farms have been the cornerstone of all the high-quality local and organic produce that has passed from their farms, onto our shelves, and into your carts and bellies. Some have been working with us for a handful of years, while others have partnered with the Co-op for nearly as long as the Co-op has been open (we're celebrating 48 years this October, so that's a loooong time)!!!! So thank you again farmers for supplying the Co-op and the community with food that takes our health and the health of our ecosystems to heart when heading out for another day in the fields. We might literally starve without you!



**Rami Aburomia and crew of Atoms 2 Apples**

### **ATOMS 2 APPLES: MT. HOREB, WISCONSIN**

**Signature crop: apples**

Owner Rami Aburomia says this about being a tender of apples: "From the day we plant an apple tree in the ground, that tree is responding to the weather and environment. Wisconsin's wild weather determines when the tree breaks bud in the spring, if the flowers survive spring frosts, what pest and disease pressure will be, (say it quietly)... hail, and when the apples will be ready for harvest. So we do this little jig of growing the most delicious fruit we can on the dance floor of Southern Wisconsin. The 4-6 months that an apple has been exposed to the sun, rain, and wind tells a story, and makes it a lively, crisp and juicy piece of fruit."

### **BARNARD FARMS: STURGEON BAY, WISCONSIN**

**Signature crops: cherries, peaches, apples**

Barnard Farms consists of a father/daughter team, Jim and Susan Barnard, and they have been providing the co-op with the special fruits of Door County for a handful of years.

We are fortunate to have this very special microclimate in Wisconsin and even more fortunate that we have farmers that are willing to make the long drive to Madison each week to resupply us with their very special fruits.



**Cory Secher and Susan of Carandale Fruit Farm**

### **CARANDALE FRUIT FARM: OREGON, WISCONSIN**

**Signature crops: Concord grapes, aronia berries**

We originally partnered with Dale and Cindy Secher of Carandale farm and worked with them for many years, and now the reins have passed to their son Cory Secher. Dale, Cindy, and Cory have made their top priorities to produce safe, nutritious fruits and have always strived to do it in an environmentally sustainable way. Their farm is also known for their research and trialing of rare and unusual fruits to help strengthen the local food shed and crop diversity for producers and consumers.



**Cassie Noltnerwyss of Crossroads Community Farm**

### **CROSSROADS COMMUNITY FARM: CROSS PLAINS, WISCONSIN**

**Signature crops: sweet corn, lettuce, scallions, Brussels sprouts, fennel**



**Driftless Organics crew**

Co-owners Mike and Cassie Noltnerwyss started their farm as two motivated environmentalists that wanted to grow life-giving nurturing food and have expanded their mission to include providing free CSA shares to those in need and collecting and distributing reparations fees for BIPOC farmers.

### **DRIFTLESS ORGANICS: SOLDIERS GROVE, WISCONSIN**

**Signature crops: broccoli, potatoes**

Brothers and co-owners Josh and Noah Engel have the unique story of starting out as potato farmers at ages 9 and 11 in 1993 on a plot of land on their parents organic dairy farm, and nearly 30 years later they are still going strong.



**Bob Willard of Ela Orchard**

### **ELA ORCHARD: ROCHESTER, WISCONSIN**

**Signature crops: apples**

Owner Bob Willard says: "We at Ela Orchard enjoy growing apples and bringing them to the Willy Street Co-op. We have been doing so for over 40 years. That to us is amazing. We greatly appreciate all of the produce people we interact with and the people who make Willy Street Co-op run, and all of the customers/friends who eat our apples." Last year, Bob's barn burned down (the Co-op donated to the fundraiser) and it was the first season we did not sell his apples in my 13 years working here. We are really looking forward to being able to support him again this year!







**Richard De Wilde of Harmony Valley Farm**

**HARMONY VALLEY FARM: VIROQUA, WISCONSIN**

**Signature crops: basil, eggplant, cilantro, root crops, shallots, ramps**

Harmony Valley is another partnership that has been on the books for a good 40 years. Owners Richard DeWilde and Andrea Yoder somehow make farming (and adulting at that) look easy and we are always impressed with their level of organization and their beautiful produce.

This relationship is the very foundation of life itself. Second comes our relationship with the land from which this bounty springs forth. We have a choice as growers to live with reverence for our mother earth or we can choose to try to dominate. We choose reverence, we choose love, we choose to recognize the inherent abundance built into this complex biosphere. When you choose to eat our vegetables you also choose reverence and love. Know that your food choice allows our family to exist, to tell our story as second generation farmers. Your food choice allows us to continue the life long journey of discovery on this land we love. Thank you for helping us operate as a certified organic and beyond farm since 2004!"



**David Bachhuber and crew of Lovefood Farm**

**LOVEFOOD FARM: STOUGHTON, WISCONSIN**

**Signature crops: fresh herbs, heirloom tomatoes, cherry tomatoes**

Owner David Bachhuber followed his dream of leaving a desk job and starting his own farm (though still a self-proclaimed lover of spreadsheets). His first three years were at the Farley Center incubator farm and then was lucky enough to buy land in Stoughton, which now makes it possible for him to shower us with all the cherry tomatoes we could ask for.



**Jason Thimmesch, his kids, and some neighbors**

**JASON THIMMESCH: LA FARGE, WISCONSIN**

**Signature crop: Brussels sprouts**

While Jason has a very specialized niche with us as one of our primary Brussels sprout producers, he grows a lot of them and he grows them well. Those Brussels have likely found their way from his Driftless fields into your Thanksgiving meals over the years.



**Robert and Summer Schultz and family of New Traditions Homestead**

**NEW TRADITIONS FARM: HILLSBORO, WISCONSIN**

**Signature crops: blueberries, onions, green beans, sugar snap peas**

Robert Schulz's thoughtful words: "Since a young kid, I've always felt that I wanted to be a part of a village, or a tribe. With this feeling I believe I needed to have essential skills to serve this village or community that I'd live in. Becoming a teenager and getting into my twenties, these feelings became more intense. I knew I'd start a homestead and farm.

I love and honor nature. I was in



**Joy Miller and Rufus Hauke of Keewaydin Farms**

**KEEWAYDIN FARMS: VIOLA, WISCONSIN**

**Signature crops: pumpkins, zucchini, cucumbers**

Owner Rufus Hauke on farming: "In my humble opinion there is nothing more sacred than our relationship with the foods which nourish us.



**Tracy and Richard Vinz and crew of Olden Organics**

an interview years back and said that "farming was a domesticated connection to nature." At our New Traditions Homestead, we try to make decisions that are in tune with nature and live with the intention to support, and not disrupt, our land's natural environment. It's not an easy task! It takes constant awareness and many decisions to be sensitive and not controlling.

It's a great feeling to provide healthy, clean food for folks. It's not only about physical health. It's about artistic expression, environmental action, and being a part of a village, and a community of an intentional social movement."

**OLDEN ORGANICS: RIPON, WISCONSIN**

**Signature crops: pre-cut fruits and vegetables**

Olden has done an amazing job of creating a niche market for themselves. They grow their own produce for their pre-cut fruit and vegetable line that is processed at their on-farm kitchen. When they run out of their own produce, they buy more to be able to keep their staff employed year round. Why do Tracy and Richard farm? They say "We are gluttons for punishment; we are optimists and the next season is always going to be the best; and farming is not a job, it is a way of life."

the field like conventional cranberry operations. This ensures a long shelf life.



**Tristan Martin of Sungarden Greenhouse**

**SUNGARDEN GREENHOUSE: LANCASTER, WISCONSIN**

**Signature crop: hydroponic basil**

Owner Tristan Martins provides us with greenhouse-grown basil when it's no longer available from our other farmers' fields. He also has a unique business model in that he offers consistent job training and employment to individuals with disabilities.



**Cranberry harvest at Reusch Century Farm**

**RUESCH CENTURY FARM: VESPER, WISCONSIN**

**Signature crop: cranberries**

Owner Brian Ruesch has coined their farm "The world's smallest organic cranberry bog, right here in Central Wisconsin." Their cranberries are of great quality because they dry harvest them rather than flood



**Steve Pinkus of Tipi Produce**

**TIPi PRODUCE: EVANSVILLE, WISCONSIN**

**Signature crops: watermelon, carrots, sweet and hot peppers, kale, cabbage**

Tipi Produce has been in partnership with the Co-op for at least 40 years, which means that Steve Pincus could share histories about the Co-op that no Co-op staff member would have knowledge of. Steve once described our partnership in this way: "We're like an old married couple; steady, productive, and still in love." Tipi has been wowing staff and mem-







**Troy Farm crew**

bers alike with his years of good quality carrots and watermelon, and we're going to keep buying them as long as he'll keep growing them for us.

**TROY FARM/ROOTED: MADISON, WISCONSIN**

**Signature crops: fresh herbs, sprouts**

Troy Farm is unique in that it is an urban farm part of the larger non-profit Rooted, and has been a cornerstone of Madison's Northside for many years. Paul Huber, farm director, describes their efforts as such: "At Rooted and Troy Farm, we are committed to growing organic food and making it accessible as well as providing opportunities on land for collaboration, learning, gathering and fun!"

**TWO ONION FARM: BELMONT, WISCONSIN**

**Signature crops: currants, gooseberries, apples**

Owners Chris and Juli McGuire:



**The McGuire family of Two Onion Farm**

"Things that delight and sustain us during the hard work and difficult times of farming are: the miraculous and abundant growth of our trees, the cherished companionship of our children and wonderful employees, appreciation from the community, and good tasting apples!"

**VITRUVIAN FARMS: MCFARLAND, WISCONSIN**

**Signature crops: specialty mushroom, microgreens,**



**Shawn Kuhn and Tommy Stauffer of Vitruvian Farms**

**salad mixes**

Co-owners Tommy Stauffer and Shawn Kuhn are motivated to make farming a year-round endeavor for

themselves and their staff, and also have hopes for adding an on-farm store in the future to sell both their crops and the products of many other local producers.

**WISCONSIN GROWERS COOPERATIVE: BLACK RIVER FALLS, WISCONSIN**

**Signature Crops: Sweet Potatoes, Leeks, Winter Squash**


Father and daughter Al and Kayley Weinrich serve as the coordination team for this all-Amish cooperative consisting of about 30 family farms. Every piece of produce is grown with the help of good old fashioned horsepower. No tractors here! One farmer offered that "Watching the produce grow and



**Al and Kayley Weinrich of Wisconsin Growers**

ripen is good for the soul."





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A Preschool & Community-based Parent Cooperative

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## COMMUNITY CHANGE-MAKER Awards

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**Thursday, September 22, 2022**  
5pm · Union South and online  
RSVP at [communityshares.com](http://communityshares.com)

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Join us as we celebrate local leaders and organizations who are advancing social and environmental justice in our community. This hybrid event will take place in person at Union South and online.

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**Dana Pellebon**  
*Nominated by OutReach LGBTQ+ Community Center*  
Winner of the Liesl Blockstein Community Leadership Award

**Phyllis Greenberger**  
*Nominated by Disability Rights Wisconsin*  
Winner of the Sally Sunde Family Advocate Award

**Elisabeth Lambert**  
*Nominated by ACLU of Wisconsin Foundation*  
Winner of the Linda Sundberg Civil Rights Defender Award

**Wisconsin Environmental Health Network**  
(the environmental arm of Physicians for Social Responsibility Wisconsin),  
**Midwest Environmental Advocates,**  
and **River Alliance of Wisconsin**  
Winners of the CSW Collaboration Award, for using the power of the law to protect the health of Wisconsin communities.

**R. Richard (Dick) Wagner**  
Winner of the CSW Lifetime Achievement Award, for being instrumental in the movement for LGBTQ equality in Wisconsin and especially in Dane County. Awarded posthumously.

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**SPECIAL STORE HOURS**  
All stores closing at 7:00pm on September 5 for Labor Day



# State of the Food Economy

by Ben Becker, Newsletter Writer

Inflation is regarded as a tax on everyone. As the price of goods and services increases, regular folks have little choice but to reduce their spending and forego many of the things they previously enjoyed. With surges in fuel costs, it seems the only ones coming out ahead are the oil companies. Not only do Americans have to forsake long drives to afford basic necessities, but they are hurting from the ripple effects left by the cost of energy needed to produce, manufacture, and transport the products we rely on. The cost of food is a prime example, as the global economy feels the aftershocks of war, disease, and other disasters. As the worldwide network experiences this shake-up, our local food economy is seeing both an opportunity and a challenge to feed folks here in Wisconsin.

## GRAIN

Often framed as a commodity, with prices reflecting factors such as famine or drought on the global scale, grain is not what most think of

when picturing locally grown food. However, buying locally raised grain can provide a hedge against rising food prices, especially as international supplies are interrupted. With Ukraine, Europe's breadbasket, under siege, escaping the commodity mindset for this good couldn't come at a better time. "The war in Europe has caused some disruption in grain supply chain," states Alyssa Hartman, Executive Director of the Artisan Grain Collaboration "although not a major impact on the upper midwest." In resisting the push and pull of foreign markets, Midwest grain production exemplifies the resilience of local and regional food economies. It is also an industry challenged by COVID but able to improve the quality and availability of food Midwesterners can enjoy as a result. Says Hartman, "Stakeholders in the regional grain community saw an uptick in sales during the pandemic, with greater purchases in grain and flour and also more knowledge." As consumers increase their awareness of locally raised and processed grain, so too has the infrastructure necessary to provide it emerged. The pandemic has also led to more processes and systems allowing providers and businesses to reach customers, and those remain in place.

## MEADOWLARK COMMUNITY MILL

Maintaining these systemic changes requires not just growers but infrastructure. To that end, Meadowlark Community Mill in Ridgeway has taken on a pivotal role in the regional grain system. The mill provides a market for eight different organic farmers in the nearby Driftless region. Not only does this create a market for farmers, but it also means midwest consumers have access to a greater variety of local grain. Whether buying for a bakery or home, Meadowlark boasts a higher quality of flour than can be found elsewhere. Madison

shoppers are likely to find artisan grains in such products as Origin Bread and Giant Jones Beer. Meadowlark flour is also available for Co-op shoppers looking to stock up on this item in bulk.

## EGGS

Locally sourced flour is just one of many bulk items that can help Co-op shoppers combat the cost. Co-op grocery buyers are continuing to look to local wheat vendors to avoid the price surging of inflation rampant in the international market. Something as innocuous as eggs provide a case study for instability in massively centralized food chains. For larger, consolidated animal operations, avian flu outbreaks have led to a loss in egg production and skyrocketing prices. Meanwhile, small free-range operations benefit from the healthier layers on their farms. Without the challenges of an unhealthy environment making their birds pandemic prone, local egg providers can keep their prices more consistent. The result is that local, organic, and free-range eggs are more competitively priced, while also boasting greater flavor and quality.

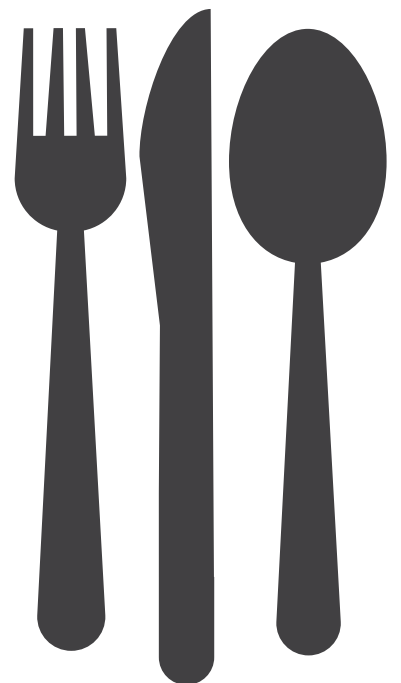
## LABOR SHORTAGES & COST INCREASES

Unfortunately, many center-store items suffer the negative effects created by the volatility of the larger economy. Labor shortages continue to be a challenge to producers and other employers. "A lot of local companies are having a hard time finding help," observes Dean Kallas, Grocery Category Manager for Willy Street Co-op, "so whether you're trying to grow ingredients or make them into a product, it's hard to get those produced in time. That combined with lots of rising costs from the cost of fuel to ingredients has been a huge issue. This has been true even for bigger companies with larger scale." Willy Street Co-op is by no means

immune to such economic impacts. Although benefitting from a vibrant regional food infrastructure through which local product is sourced, rising prices can still be felt. "I have seen more cost increases in the past year than in the 10 years previous," states Kallas, "Managing and keeping up with these has been a challenge."

## PRODUCE

Local produce is also seeing an impact from the forces influencing our food economy. Many of these forces can still be traced to the influence of COVID, with growers continuing to cope with interruptions in the supply chain, the cost of farm labor, and increases in the price of fuel. There are a handful of farms



struggling to maintain a necessary labor force. However, farms that are well established are seeing staff continue to return to help out. While many segments of the food economy are passing on increased labor costs to the customer, this is less of an issue for produce growers. Changes to the supply chain have in some ways benefited local growers too. As domestic and global supply chains





have broken down, consumers are looking to more resilient local food networks from which to procure safe, quality food. This shift is exemplified by the growth of farmers' markets. Community Supported Agriculture is also seeing a strong subscription level two years into the pandemic. Produce farmers are still challenged by the larger economic trends, however. The impacts of inflated fuel costs felt across the nation do still present a financial challenge for farmers. For produce growers, that has resulted in a 5% increase in the cost of goods when selling to retailers.

While costs of goods are on the rise due to the pressures farmers are facing, there are still opportunities to beat inflation. By buying local produce in season, customers will enjoy better value for their dollar. A clear example of this is the cost of lettuce. Out-of-season lettuce from a distant distributor can run as much as \$4.99 a head. However, the price for local lettuce can still be as low as \$2.99. The value of local seasonal produce benefits from greater availability during the growing season, but it is also a reflection of product quality as well. Just ask our Produce Category Manager, Andy Johnston: "When you take into account the quality of the product you are getting and the nutritional value of that item, you are getting the highest quality product when you purchase locally at a reasonable price, compared to the larger national supply chain." By going with produce grown within the local supply chain, customers enjoy greater shelf life for their purchases, not to mention more flavor and nutritional value. The taste of a tomato at the peak of the summer is a good illustration. Currently, our shelves are filled with heirloom tomatoes of every size, stripe, color, and flavor, all boasting peak taste.

This offering won't last, however, as the changing of the seasons will leave tomatoes behind in favor of new winter produce.

This month is the perfect time to take advantage of local growing seasons that provide for peak quality and availability. Throughout September, the Co-op's "Eat Local Month," shoppers will see nearby farms featured as we bring in later summer and early autumn crops. These will include peppers and zucchini, which will make their last big showing before the days turn cool. Heading into October, summer varieties will give way to winter squash and fall favorites such as beets and onions. In marketing this

**"Willy Street Co-op has been a huge force in connecting directly with farmers and local processors and using locally grown and raised products" notes Co-op Owner and Food System Scientist Sarah Lloyd.**

transition in the local growing season, Willy Street Co-op enjoys a big opportunity for farmers and customers alike. Growers have an opportunity to sell surplus crops and get ready for their next season. Customers can enjoy the abundance and value of the produce at its absolute peak of freshness.

**COMMUNITY REINVESTMENT**

While investing in your Co-op can pay you back directly, it also creates an opportunity for us to enrich our community. Our Community Reinvestment Fund (CRF) committee has a special responsibility to distribute small grants each year to local programs and projects. This special fund is derived from funds contributed by

former Owners. When Co-op Owners decide to discontinue their membership, they have the option to receive a refund of their equity or to donate it. Those donated funds are collected and held in trust. The principle and interest from these donated funds are distributed back to the community with oversight from our board of directors. To manage this distribution it appoints its CRF committee which will consider applicants for the available grants.

One of the most direct ways in which our Cooperative supports a robust local economy is through its work to bring the local product to market. Such a fact is likely to come

as no surprise to many of our Owners and partners, as this important facet of Willy Street Co-op's work has become synonymous with our reputation. "Willy Street Co-op has been a huge force in connecting directly with farmers and local processors and using locally grown and raised products" notes Co-op Owner and Food System Scientist Sarah Lloyd. Providing shelf space for foods and products sourced from nearby ensures that small, Wisconsin businesses and producers have a consistent avenue for bringing their wares to market. This sets us apart from other grocery retailers who are only too happy to use the term local for products from large, far-flung producers. Our ability to work with smaller producers combined with our system of transparency

about where your food comes from means that Co-op shoppers can be certain they are buying truly local products.

While farmers, processors, and cooperative retailers work to improve the resilience of our local food economy, perhaps no voice is more powerful than that of the customers. With that in mind, continuing to choose locally raised and manufactured goods is an important way to keep your dollars in the community, and to ensure the freshest and best quality products remain available into the future. Consumers don't just have influence at the register either. Making local, sustainable choices also extends to how we invest and donate charitable funds. To do so, start by making prudent and community-minded decisions about what your money goes to. Avoid risky investment vehicles such as cryptocurrency and non-fungible tokens (NFTs). Not only can the volatility of such investments leave you without a nest egg, but the blockchain technology they utilize also has an astonishingly high carbon footprint. Bitcoin alone consumes more energy than the entire population of Argentina! Instead, safeguard your local economy and the environment by seeking out locally based and Socially Responsible Investment opportunities. Cooperatives provide an avenue through which you gain greater decision-making power over what your money is used for. You can also help fund the future of the food system by donating to organizations such as Fairshare CSA, that work to support farmers right here in our community. Together, we can build a food economy and infrastructure that is more resilient, independent, and able to provide sustenance and opportunity to our community.



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On September 22, Community Shares of Wisconsin (CSW) will honor local leaders and organizations who are advancing social and environmental justice in our community. The annual Community Change-Maker Awards event will take place at Union South and online. The public is invited to attend the event. For more information and tickets visit [communityshares.com](http://communityshares.com)

Tickets purchased in support of this event help Community Shares award six nonprofits \$1,000 each. To further the inspiring and critical work they do in our community, the Change-Maker Award winners will each select a nonprofit to receive \$1,000 and the three winners of the Collaboration Award will each receive \$1,000.

### CHANGE-MAKER AWARD WINNERS

- Dana Pellebon, nominated by OutReach LGBTQ+ Community Center - Winner of the Liesl Blockstein Community Leader-

- ship Award
- Phyllis Greenberger, nominated by Disability Rights Wisconsin - Winner of the Sally Sunde Family Advocate Award
- Elisabeth Lambert, nominated by ACLU of Wisconsin Foundation - Winner of the Linda Sundberg Civil Rights Defender Award

### CSW COLLABORATION AWARD WINNERS

Midwest Environmental Advocates, River Alliance of Wisconsin, and Wisconsin Environmental Health Network (the environmental arm of Physicians for Social Responsibility Wisconsin), for using the power of the law to protect the health of Wisconsin communities.

### CSW LIFETIME ACHIEVEMENT AWARD WINNER

R. Richard (Dick) Wagner, for being instrumental in the movement for LGBTQ equality in Wisconsin and especially in Dane County. Awarded posthumously.

### DANA PELLEBON

Dana Pellebon is an activist, artist, and educator. Steve Starkey of OutReach LGBTQ+ Community Center describes Pellebon as a giver of time, energy, compassion, and expertise. As the Co-Executive Director of the Rape Crisis Center, a member of the OutReach board of directors, and a newly elected member of the Dane County Board of Supervisors, Pellebon's dedication to her community is clear. On her role at the Rape Crisis Center, Pellebon says, "It is here that I'm firmly in place." Pellebon's impact is woven into the grassroots work happening throughout Dane County.

### PHYLLIS GREENBERGER

Phyllis Greenberger has been a tireless champion for children and youth with disabilities since she began at Disability Rights Wisconsin over 30 years ago. A creative problem solver and fierce advocate, Greenberger uses her extensive knowledge of systems and resources to improve the lives of children in need of support and accommodations. Lea Kitz, Executive Director of Disability Rights Wisconsin, describes Greenberger's ability to find a moment of opportunity in every negative pronouncement from a school, system, or facility, as "her magic." In one of her many accomplishments, Greenberger worked to secure \$100,000 in home modifications for a client that made it possible for the young man to return from a short-term treatment center to an accessible home.

### ELISABETH LAMBERT

Elisabeth Lambert's work as a teacher prior to attending law school prepared her for a career focused on advocating for children experiencing discrimination within their schools. Lambert understands that for students to thrive in school they need strong advocates. In her role as the Equal Justice Works Fellow at ACLU of Wisconsin, she represents students and families dealing with discriminatory practices within the school system. Lambert's approach is simple: children are required to go to school, by law, and "when public schools

tolerate discrimination and harassment...these schools are denying or failing to see those children's humanity."

### SPILLS LAW

Midwest Environmental Advocates, River Alliance of Wisconsin, and Wisconsin Environmental Health Network (the environmental arm of Physicians for Social Responsibility Wisconsin) collaborated to defend and uphold the Spills Law when Wisconsin Manufacturers & Commerce, the largest business lobbyist in Wisconsin, sued the Department of Natural Resources in an attempt to undermine the law.

The Spills Law serves to protect the people of Wisconsin by monitoring the levels of toxic chemicals in the waterways. If the law were undermined, it would have devastating impacts on the people of Wisconsin. Low-income communities and communities of color, which are more likely to be near industrial waste cleanup sites, would be especially impacted. As Beth Neary, M.D, Co-President of Wisconsin Environmental Health Network states, "Our participation in this case is about defending the legal protections that keep Wisconsinites from toxic contamination, especially those who are most vulnerable."

### R. RICHARD (DICK) WAGNER

R. Richard (Dick) Wagner will be posthumously awarded the Community Shares of Wisconsin Lifetime Achievement Award for his instrumental work for LGBTQ+ equality in Wisconsin. In his 33-year-long career, he served as the first openly gay member of the Dane County Board of Supervisors, chaired the first Governor's Council on Lesbian and Gay Issues in 1983, and joined the Board of Fair Wisconsin to fight the constitutional amendment against marriage equality in 2005. Upon his retirement, he published two books about gay history in Wisconsin. Megin McDonell, Executive Director of Fair Wisconsin, will accept this award on Dick Wagner's behalf.

Watch for **NEW** product signs to see what we've recently added to our store.

**willy street co-op**

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# Recipes

## Black Bean and Corn Burgers

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

These very tasty veggie burgers will be a hit at the dinner table.

Prep. 45m

### INGREDIENTS:

1 yellow onion, chopped  
1 clove garlic, minced  
1 Tbs. olive oil  
3 c. black beans  
1 1/2 tsp. cumin  
1/2 tsp. smoked paprika  
1 tsp. chili powder  
1 tsp. salt  
black pepper  
2/3 c. bread crumbs  
3/4 c. corn

### DIRECTIONS:

1. Heat the olive oil over medium heat. Sauté the onion and garlic, stirring occasionally, for 8-10 minutes, until soft and fragrant. Stir in 2 cups of the beans, then add the cumin, paprika, chili powder, salt, and pepper. Sauté until heated through.
2. Preheat oven to 350°F.
3. Transfer the bean mixture to the bowl of a food processor along with the bread crumbs. Pulse until well combined, but still has texture. Don't let it turn mushy. Transfer the mixture to a large bowl. Fold in the last cup of beans and the corn, using your hands, if necessary, to incorporate. Taste, and adjust seasoning if needed.
4. Shape the mixture into 4 large (or 6 smaller) patties. If the patties are not holding together, add a bit more breadcrumbs. Arrange the burgers on a baking sheet, and bake for 30-35 minutes, until golden, flipping once halfway through. Serve on toasted buns with your favorite toppings.



## Chicken Tortilla Soup

Adapted from *Rapid City Journal*

Serve with cornbread and salad on the side for a quick meal.

Prep. 15m

### INGREDIENTS:

1 Tbs. olive oil  
2 cloves garlic  
1/2 c. each red and green bell pepper, chopped  
1/2 c. onion, chopped  
1 tsp. cumin  
28 oz. chicken stock  
12 oz. chicken breasts, cut into cubes or strips  
4 corn tortillas  
2 tsp. chili powder  
1 can diced tomatoes  
1 can black beans  
4 tsp. cilantro  
1/2 c. cheddar cheese  
4 slices fresh lime

### DIRECTIONS:

1. Preheat oven to 400°F.
2. Cut tortillas into 1/2-inch strips using kitchen shears. Place on ungreased baking sheet and bake for 7 to 8 minutes until crisp. Watch to make sure they do not scorch.
3. Heat oil in a heavy 4-quart saucepan over medium heat. Add chicken; cook and stir 3 minutes.
4. Add onion and peppers and cook about five minutes. Stir in garlic, chili powder and cumin.
5. Cook and stir 2 minutes more. Stir in beans, broth and tomatoes. Bring to a boil. Reduce heat and simmer 20 minutes.
6. Divide tortilla strips among 4 bowls. Ladle soup over tortilla strips and top with cheese and cilantro.
7. Garnish each bowl with lime slice to squeeze juice into soup, if desired.



## Chimichurri Noodles with Shrimp, Sweet Corn, Seared Tomatoes

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

Light zucchini noodles are tossed with a sauce that's similar to pesto—made with lemon, parsley, and garlic, it is a bright, flavorful sauce that's good on everything. For a taste of summer in the dark days of winter, keep the extra sauce this recipe makes in the freezer.

Prep. 10m; Cook. 20m

### INGREDIENTS:

1 1/2 c. fresh parsley  
1/4 c. lemon juice  
2 Tbs. red wine vinegar  
2 cloves garlic  
2 Tbs. dried oregano  
2 tsp. crushed red flakes  
2/3 c. olive oil + 1 Tbs. salt  
pepper  
2 zucchini  
1 corn ear  
1 c. grape tomatoes, halved  
8 oz. shrimp

### DIRECTIONS:

1. Combine the parsley, lemon juice, vinegar, garlic, oregano, crushed red pepper, and 2/3 cup olive oil in the bowl of a food processor. Process until it forms a sauce, but is still full of texture. Taste and season with salt and pepper. Set aside.
2. Use a mandoline, julienne peeler, or (best!) a spiralizer to make long thin strips of the zucchini. Place in a large bowl and toss with enough of the chimichurri to coat. Set aside.
3. Place the corn kernels in a large bowl.
4. Heat the remaining tablespoon of olive oil in a large skillet over medium-high heat. Place the tomatoes, cut side down, in the skillet and sear until they begin to soften and turn golden. Add to the bowl of corn. In the same skillet, sear the shrimp over medium-high heat about 1 minute on each side, until pink and opaque. Season with salt and pepper and add to the bowl of tomatoes and corn. Add the zucchini noodles to the pan, and toss over medium heat until just warmed. Transfer the zucchini noodles to the bowl of tomatoes, corn, and shrimp, drizzle with another dollop of chimichurri, and toss to combine.
5. Serve immediately, with more chimichurri at the table if you like.



## Mexican Stuffed Peppers

Recipe reprinted with permission from *Simply in Season*

These will become a favorite weeknight dinner!

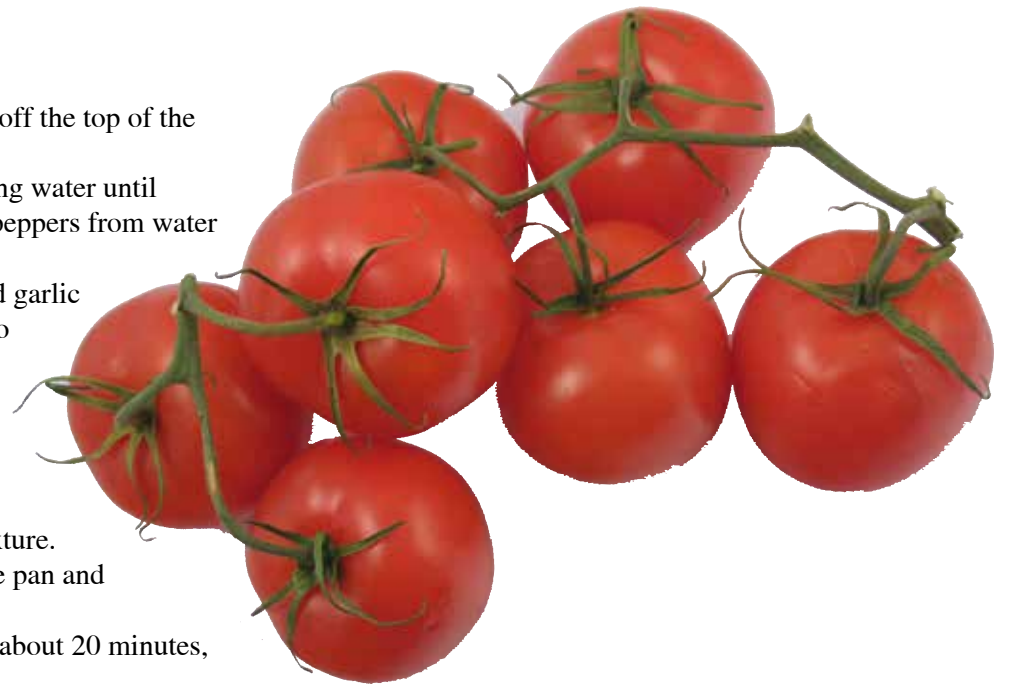
Prep. 45m

### INGREDIENTS:

4 bell peppers  
1 Tbs. oil  
1/3 c. onion, chopped  
2 cloves garlic, minced  
2 c. tomatoes, chopped  
1 jalapeño pepper, minced  
2 Tbs. parsley, chopped,  
1 Tbs. oregano  
1 tsp. cumin  
1/2 tsp. salt  
1 bay leaf  
2 c. corn  
1 1/2 c. black beans  
1/4 c. Parmesan cheese

### DIRECTIONS:

1. Preheat oven to 350°F. Cut 1/2-inch off the top of the peppers and discard seeds.
2. Steam whole peppers in 1-inch boiling water until tender, about 5-8 minutes. Remove peppers from water and set aside.
3. In a large frypan, sauté the onion and garlic in the oil. Add the tomatoes, jalapeño pepper, herbs and spices and cook 5 minutes. Add the corn and black beans and simmer 10 minutes.
4. Place peppers in an oven-proof dish so that they stand upright, cut ends up. Stuff peppers with vegetable mixture. Any extra filling can be placed in the pan and baked next to the peppers.
5. Sprinkle cheese on the top and bake about 20 minutes, or until heated through.



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## Apple Crumble

Adapted from Nigel Slater's *Tender, Volume 2*.

Apples are cooked once in a skillet before being topped with crumble and baked. The long cooking time turns the apples caramel-scented, sweet, and sticky.

Prep. 2h

### INGREDIENTS:

4 apples, thinly sliced  
2 Tbs. lemon juice  
9 Tbs. butter  
2/3 c. sugar  
1 1/4 c. all-purpose flour

### DIRECTIONS:

1. Preheat oven to 350°F.
2. Toss the apples with the lemon juice and 1/3 cup of the sugar.
3. Melt 2 tablespoons of the butter in a heavy skillet over medium-high heat. When the butter stops foaming, add the apples with any juices. Arrange the apples in a single layer in the skillet, and let cook, undisturbed, until the juices thicken and the apples begin to turn golden. Gently stir once or twice, until the apples are lightly golden.
4. Transfer the apples to a 9x9-inch baking dish. If any sticky bits remain in the skillet, add a tablespoon or so of water to the pan, and stir over low heat until they dissolve. Pour into the baking dish.
5. Place the flour and remaining 7 tablespoons of butter in a medium bowl. Use your fingertips to rub the butter into the flour until the mixture looks like fine breadcrumbs. Stir in the remaining 1/3 cup of sugar. Drizzle in a tablespoon of water, and shake the bowl from side to side until some of the mixture sticks together in lumps. Spoon the topping evenly over the apples in the baking dish. Bake until pale golden, about 45 minutes to 1 hour. Serve warm, or at room temperature.



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## Ratatouille

Recipe from Ashland Food Cooperative for the Co-op Advantage Program

Versatile and delicious!

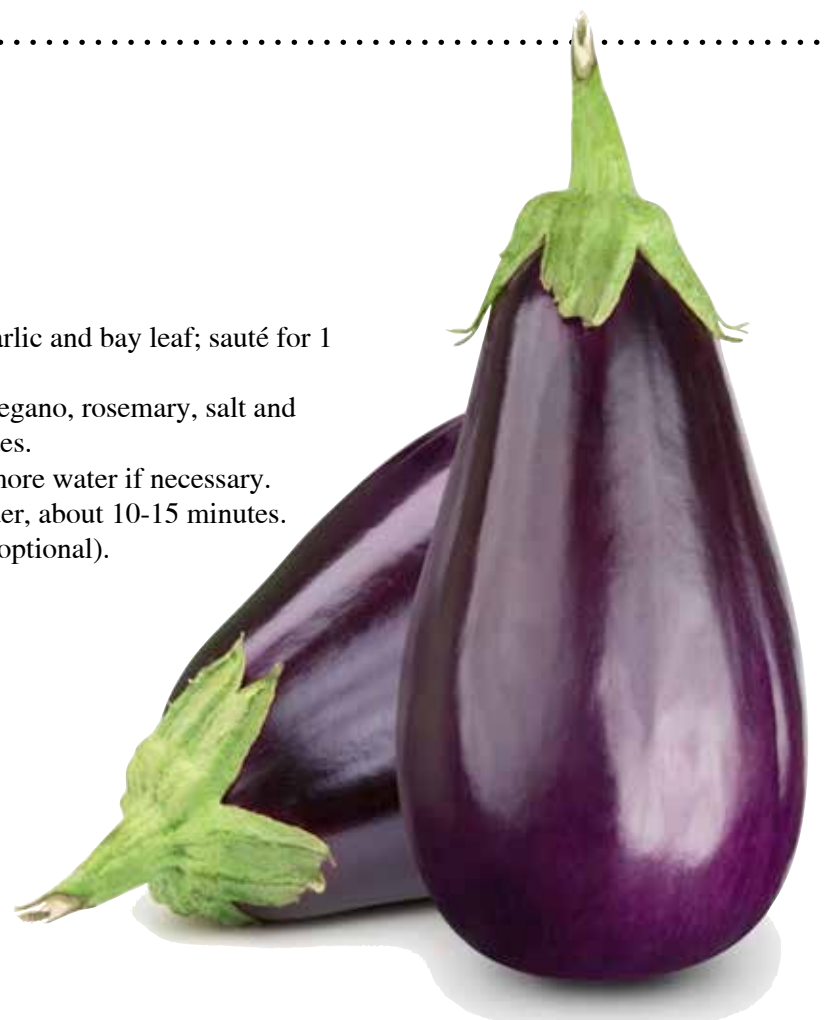
Prep. 30m

### INGREDIENTS:

1/4 c. olive oil  
1/4 c. fresh basil, chopped  
1 bay leaf  
1/4 c. dry red wine  
1/4 c. tomato paste  
1/2 tsp. dried oregano  
2 medium eggplants, cut into cubes

### DIRECTIONS:

1. Heat oil in large soup pot.
2. Add onions and sauté them for 5 minutes. Add garlic and bay leaf; sauté for 1 minute.
3. Add eggplant, wine, tomato paste/water, basil, oregano, rosemary, salt and pepper. Mix well, cover and simmer for 15 minutes.
4. Add peppers, zucchini, and tomatoes. Add a bit more water if necessary. Simmer, covered, until all the vegetables are tender, about 10-15 minutes.
5. Top with your favorite cheese and fresh parsley (optional).







# Staff Picks



### Pinn Oaks Lamb Shanks

This cut of meat is best for slow cooking and makes the most flavorful dish. I love to braise this with onions, carrots, garlic, tomatoes, wine, chicken and beef broth and top with some fresh rosemary and thyme. Wish I had some right now.

**AMANDA**



### Maple Valley Organic Dark Robust Maple Syrup

This maple syrup is awesome because it's local, tastes better than sugar in everything, and you can use a mason jar to save on wasteful packaging. Try mixing with some tahini for a nut-free apple dip!



**MOURNING DOVE**



### Ember Foods Moong Masala Meatballs

This is one of our newest products from Ember Foods and it's delicious! Locally made beef meatballs cooked in a masala sauce, and it's as good as something you'd find in a restaurant! I like to pair it with some of the other Ember Foods items like the Chicken Tandoori Salad or some rice and naan. You can even wrap it in some naan with some paneer cheese and it's like an Indian meatball sandwich! I hope everyone who likes Indian food gives these a shot!

**JONATHAN**



### Vitruvian Farm Sunflower Shoots

These have such a pleasant flavor, whether on their own or atop a salad or a grilled chicken sandwich or an omelet. I also like to eat them one at a time. They have a nice shelf-life. At restaurants they will put on, like, five sprouts. At home, I like a big pile because I'm worth it! You're worth it too.

### Angelic Bakehouse Beet Wraps

All their wraps taste great, actually. A nice alternative to tortillas or bread. I enjoy them as a sandwich wrap but also warmed up to scoop my scramble. I especially like the texture, which is whole-sprouted-grain-hearty. They last a good time in the fridge too!

**AMY**



### Willy Street Co-op Veggie Cream Cheese

Our Production Kitchen makes an amazing cream cheese that has large chunks of veggies so that your toast or bagel has a bit of fresh crunch in the morning!

**KRISTINA**



### Pretzilla Pretzel Bun

Hands down the best pretzel bun I've had. Use this on burgers, bison burgers, turkey sandwiches, really anything that could benefit from a savory and salty bun, this is the choice. My favorite sandwich on this bun is a bison burger with muenster cheese.



**COLIN**



### Willy Street Co-op Pizza Dough with Willy Street Co-op Pizza Sauce

Almost every week I find an easy, affordable meal to make using these locally produced products. I've found that size of packaged dough and sauce makes two or more pizzas for a lot less than delivery. Best yet, you can clear out the leftovers in your fridge on top of a pizza! (Cooks well on a cookie sheet with oil. Put the cheese on last after 5-8 minutes of cooking time for best results.)

**FORREST**



### El Rey Lemon Tortilla Chips

These chips are dangerous. Perfectly crisp and lemony. They don't stay in my house for long.

### Willy Street Co-op Zucchini Bread

Perfectly moist and not too sweet. Delicious quick snack or breakfast.



**LIZ**



### Cress Spring Body Care Pearl Rose Daily Cleanser and Mask

This locally made product has become my go-to product, especially after wearing a mask for the day. I mostly use it as a cleanser and then treat myself to a mask from time-to-time. A little bit goes a long way; cleans really well without drying out my skin or causing any irritation.



**THAYER**



### EcoCandles

Eco Candles use "phthalate-free fragrance and essential oil blends," so you can trust what you are smelling. After being scarred from the unnatural scents of mid-2000s high school body sprays, these candles have renewed my relationship with Warm Vanilla. Other scents I love are Honey Mango, Citrus Squeeze, and (to my surprise) Spa Day. Made from Midwest-grown soy, these lead-free candles come from Appleton, Wisconsin!



**ANGELICA**





### Upton's Naturals Seitan

I love seitan, so I love all of Upton's Naturals seitan products, but my favorite is their Chorizo-Style Seitan. Upton's seitan is low-fat, low in carbs, dairy-free, vegan, and high in protein. I use it in wraps, in sandwiches, on salads, in chili, as a breakfast side, and in stir-fry (but I could really just sit and eat an entire chunk of it, out of the package). What is seitan, you ask? According to the Upton's Naturals website, "Seitan is a traditional Japanese food made by rinsing the starch away from wheat and retaining the protein." It is very hearty and has a real "meatiness" to it. So, if you like seitan for seitan's sake or, if you are looking for a great alternative to meat, give Upton's Naturals seitan a try!



MEL



### Mango Man Salsa

I LOVE THIS SALSA! I have yet to find something I don't like it with. I use it as marinade for chicken, shrimp, or pork. Especially great when making pulled pork! I use it for sauce over everything even rice and beans. I have even used it over greens as a salad dressing! Spicy, tangy, slightly sweet, and full of flavor.

HALLIE



### Wonderstate Coffee Driftless Blend

The Wonderstate Driftless Blend is so smooth, and is the perfect blend for any time of the year. It makes a great hot coffee for cold mornings, or a refreshing iced coffee or cold brew for hot summer days. When you open the bag, make sure to take a deep breath and smell the comforting aroma. It comes in bulk or in two bag sizes.



MEGHAN

### LuSa Organics Garden Shampoo Bar

The LuSa Organics Shampoo Bars can be found in a box by the shampoo or on the shelf of soap without extra packaging. I personally love the garden scent. I have been using this shampoo bar for 4+ years and love it. My hair smells good, feels good, and my hair stylist tells me my hair feels so healthy. It is easy to use, made from organic ingredients, and helps eliminate plastic waste. LuSa Organics is based out of Viroquo, Wisconsin, making it a very local company, too!



### Pasture Patterns Eggs

There are so many eggs to pick from, but this farm is an easy choice! Hens are moved through organic pasture in Mount Horeb, and are out in sunshine and fresh air (check out their website for a really nice video showing the process.) I also love that they are small-scale and committed to sustainability, and all eggs are delivered within 30 miles of the farm.



LACEY

### Dreamfarm Cracked Pepper Chevre

Dreamfarm is a small and sustainable organic farm in Cross Plains, Wisconsin. Their fresh-style goat cheese is made from milk sourced only from their farm in small batches with many of the steps done by hand. Willy Street Co-op is extremely lucky in that we are the only retail market that offers this amazing cheese! Highly recommended with Potter's Crackers Caramelized Onion Crackers.



### Atoms to Apples Liberty Apples

Sounds like an heirloom variety, but it is actually a modern American apple variety developed specifically for disease resistance. Makes beautiful pink applesauce because of the skin and flesh color if you include the skin.

### Atoms to Apples Crimson Crisps

Extremely crisp. Very good, rich flavor. Sweet/sharp and spicy. It has such a complex, rich flavor and is very, very crisp. Beats Honeycrisp hands down. Locally grown from Atoms to Apples

PHILIP



### Stoney River Soap Bars

Stoney River's Soap Bars are hand-made in small batches with ingredients like non-GMO olive oil and honey. They all have a natural, subtle scent, and look pretty in a soap dish. Stoney River is also woman-owned and locally made in Oxford, Wisconsin.



CAITLYN

### Origin Breads Sourdough Sandwich Loaf

Any loaf from Origin Breads is amazing. The sourdough is made with wild yeast, and they source their grains from Meadowlark Organics in Ridgeway, Wisconsin and Meadow Lark Community Mill in Lone Rock, Wisconsin, grinds the flour using an old-world stone-milling technique. Then it is hand-formed and baked just down the street from Willy East on East Washington Ave.



### Organic Red Beets from Crossroads Community Farm and New Traditions Homestead

It's a well-known fact in the food world that beets are delicious, but some of you still choose not to eat them. Come on.....they're good for you. No? If you're a card-carrying beet hater, please try the beet/tahini/goat cheese axis. I've actually converted several stubborn anti-beet types into shameless beet lovers by adding some nice goat cheese and a savory lemon tahini dressing to the roasted red roots they refuse to touch, usually with some quinoa or in a wrap. You'd be amazed at how they sniff skeptically and try a bite, then thank me and apologize for being so pigheaded.

MATT



### Vitruvian Farm Pea Shoot Microgreens

I love a good pea shoot. They add a really great crunchy element to a salad and have a subtle sweetness that I really enjoy. They're also packed with nutrients, which is a nice bonus. I have yet to have a product from Vitruvian that I didn't enjoy.



CARLEY

### Simple Soyman Firm Tofu

Best tofu ever. I always have a few blocks of this prepped in my freezer and one in my fridge for a quick summer dinner. It has such a good texture and takes on flavor so well (spicy peanut tofu spring rolls, always and forever). I also love that it's made in Milwaukee. Wisconsin-made is the best.



### Deer Creek The Blue Jay Blue Cheese

This local award-winning QUINTUPLE cream blue cheese is decadent, delicious, and ultra creamy. It is made with crushed juniper berries, giving it bright, earthy notes—making it the perfect pairing with wild game like venison, bison, or elk. Try this on top of an elk burger with red onion or smear it on a cracker with braunschweiger—you WILL NOT be disappointed!

COLLIN



# Locally Loved

LOCAL  
Staff Picks



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



**Olivia's Apples & The Maple Farm**  
**Pristine Apples**  
All the tangy sweetness of a Sour Patch Kid, but with the healthful fiber of actual plant matter. The perfect snack.



**Diffless Dreams**  
**Caramel with CBD**  
Dang...these work! I've never been so chilled out from CBD before, and these are so delicious. I ate half and that was good for me! Although it's a little hard to stop because they're so tasty. All Wisconsin grown and produced. This is the perfect treat! ("chef's kiss")



**Yum Butter**  
**Cashew Butter with Chia Seeds, Hemp Seeds, & Goji**  
I love their whole line, but really love the added nutrients with the seeds. I love that they also make it in pouch form so you can easily travel with your favorite local nut butter. Great for camping or eating in a hammock and squeezing it onto a banana.



**Underland Meats**  
**'Nduja**  
A spicy pork spread that is perfect with a slice of cheese on crackers. Careful, or you'll eat it all in one sitting! (which I have never done...never...)



**Willy Street Co-op**  
**Toddy Concentrate**  
Use the Co-op's Toddy Concentrate to make a very refreshing beverage. Another name for it might be Fizzy Super Ginger Lemon Kaffee. One 16oz bottle has four splitters servings. Just mix one part toddy concentrate with three parts club soda or a parking water!



**Madame's**  
**Ginger Garlic Sauce**  
I cook a lot. This sauce is so good that I have four jars in my fridge. I add it to sauces, use it for a really easy stir fry, and marinate meats in it. Every time Josey is in the store to sample she gives me more ideas...and I buy another jar.



**Don't Beak**  
**The Rattlesnake Cheese**  
A deliciously tangy cheese whose spiciness is evened out by the cooling citrus of tequila! Delicious on all burgers—regular or veggie, shredded on top of tacos or burritos, etc., etc.!



**Patti's Crackles**  
**Cranberry Hazelnut Crisps**  
I LOVE ALL THE CRISPS, but I especially love the Cranberry Hazelnut because of the sweet/tartness of the cranberries. It pairs so nicely with the saltiness of cheese! These also look really nice on any cheese spread/board.



**Satoshi's**  
**Pizza**  
These are my current fave frozen pizzas. The crusts on these are SO GOOD. If you're looking for a little something more unique than your typical frozen pizza, give these a try! I also like that they are made by a small business in Milwaukee. The Classic Cheese Crust is my go-to. I like the simple nature of a cheese pizza, but if I'm feeling it, I'll add pickle/jalapeno or banana peppers.



**RP's**  
**Parmigiano Reggiano Raviolini**  
I just love these little bites of cheese-filled pasta so much! I'm a pasta addict on the regular, but these are super fresh and an package is a perfect amount to share with a loved one so you don't have that starch hangover.



**Fossalia's**  
**Classic Spaghetti Sauce**  
Locally made from Ross's Pizza owners, this is our family's go-to sauce. It's just got a nice kick and seems more flavorful than the more basic lines we carry. I just wanted to let you know about it :)





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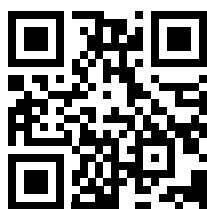
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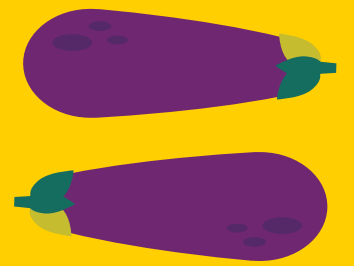
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