

willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

VOLUME 57 • ISSUE 5 • MAY 2024

Urban Triage's Supporting Healthy Black Agriculture Program

SPECIAL STORE HOURS
 Monday, May 27 (Memorial Day):
 stores open until 7pm

IN THIS ISSUE:
 Memorial Day Sale Flyer, AAPI Inclusive Trade Vendors,
 What Does Organic Really Mean for Me, and more!

PRSR STD
 U.S. POSTAGE
 PAID
 MADISON, WI
 PERMIT NO. 1723

willy street co-op

1457 E. Washington Ave • Madison, WI • 53703

POSTMASTER: DATED MATERIAL

CHANGE SERVICE REQUESTED

WILLY STREET CO-OP BOARD OF DIRECTORS

Sarah Larson

Tatiana Dennis

Gigi Godwin

Anthony Hernandez

Ike Ross

Isabel Spooner-Harvey

Carol Weidel

Ashwini Rao

Nancy Ranum

BOARD CONTACT INFO:

board@willystreet.coop; all-board@willystreet.coop (includes the GM, Executive Assistant, and Board Administrator)

BOARD MEETING SCHEDULE

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 and select the Board category for details.

June 26

July 24

September 25

October 25

WILLY STREET CO-OP MISSION STATEMENT

Cultivate and empower community, customers, employees, and suppliers through cooperative principles and practices.

ADVERTISE IN THE READER

Affordable rates, wide reach, discounts for non-profits and Owners. Find info here: willystreet.coop/advertising.

willy street co-op

FOLLOW US ON:



willy street co-op

READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

East: 1221 Williamson Street, Madison, WI 53703, 608-251-6776

West: 6825 University Ave, Middleton, WI 53562, 608-284-7800

North: 2817 N. Sherman Ave, Madison, WI 53704, 608-471-4422

Central Office: 1457 E. Washington Ave, Madison, WI 53703, 608-251-0884

EDITOR & LAYOUT: Brendon Smith

ADVERTISING: Brendon Smith

COVER DESIGN: Hallie Zillman

SALE FLYER DESIGN: Hallie Zillman

GRAPHICS: Hallie Zillman

SALE FLYER LAYOUT: Eric Wehrheim

PRINTING: Wingra Printing Group

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 b.smith@willystreet.coop or mailed to Willy Street Co-op's Central Office according to submission requirements.

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: b.smith@willystreet.coop

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

NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 7:30am-9:00pm; Willy West: 8:00am-9:00pm; Willy North: 8:00am-9:00pm every day

IN THIS ISSUE

- 3 Customer Comments
- 4 This Month's Co-op News
- 5 The Vital Goals of Diversity, Equity & Inclusion
- 6-8 Co-op Class Calendar
- 9-11 Co-op Deals
- 12 Memorial Day Sale Flyer
- 13 Condiment Recommendations for Grilling
- 14 Asian American/Pacific Islander Inclusive Trade Vendors
- 15 What Does Organic Really Mean For Me?
- 17 An Interview with Mad Maiden Shrub's Janet Chen
- 18-19 Urban Triage's Supporting Healthy Black Agriculture Program



Customer COMMENTS

Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to customer.comments@willystreet.coop or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the *Reader*; publication does not necessarily indicate an endorsement of views stated in a customer's original comment. Many more comments can be found in the commons or in the binder near Customer Service. Thank you!

NOT FEELING GRUNGY

Q: Piped in music currently - quite distressing sound has great impact on people. Recently I find music over PA systems unpleasant. Grunge music? Not only does it affect my inner experience, it impacts my experience of being in this place. I perceive "grunge" music more suitable for young people. Older people I suspect like myself are negatively impacted by "dissonant" sound. Also I notice what for me is unpleasant music much more frequently of late, now at this time I am hearing PA system music far more compatible, but I had to put up with a very long period of distressing noise and I can still feel that distress inside me- it takes some time to clear it out of my "system."

A: Thanks for sharing your feedback about the music. We use a wide variety of music styles in our playlist, and we recognize every customer will eventually encounter a song or song style they dislike. We keep track of all comments about our music and that helps us in determining how and when to make adjustments—we will take this feedback into account when we next update our playlist. Thanks again! -Brendon Smith, Marketing & Communications Director

SOMETHING FISHY

Q: I would like more information about the fish oil products available in the stores. Oxidation (going rancid) is an issue in the fish oil supplement market, as described in *The Guardian* in 2022. Carlson's, which is carried at the Co-op, was specifically name-checked in the article as having high levels of oxidation. What information does each brand share about their oxidation testing? It would be interesting to test the a sample of the products after they arrive at the store, especially in summer, because heat increases oxidation. Which products are kept refrigerated throughout shipping? I am interested in taking a fish oil supplement, but only if I can trust it. Thank you! Here's the *Guardian* article: [theguardian.com/environment/2022/jan/17/revealed-many-common-omega-3-fish-oil-supplements-are-rancid](https://www.theguardian.com/environment/2022/jan/17/revealed-many-common-omega-3-fish-oil-supplements-are-rancid).

A: Thanks for contacting us regarding your question about fish oil oxidation. I read the *Guardian* article that you sent and searched for some additional articles on the topic. I did notice the *Guardian* article, along with others, mention the testing of fish oil capsules. The Carlson Labs fish oil that we carry is in liquid form, which we store in the refrigerator (along with probiotics).

That being said, here is what Carlson Labs says about their fish oil products: "We source the highest quality Arctic cod off the coast of Norway using traditional, sustainable methods. The same day they're caught, our cod are transported to a highly regulated Norwegian facility for processing and purification. Carlson Cod Liver Oil is bottled with a touch of

vitamin E and is given a nitrogen flush to remove oxygen and to prevent oxidation. And like all Carlson omega-3s, it's tested by an FDA-registered laboratory for freshness, potency, and purity."

The brand that dominates our fish oil sales, for both capsules and liquid, is Nordic Naturals. They have an extremely helpful FAQ section on their website with lots of information about their products. Here is the link to the "Fish Oil Manufacturing Process": nordic.com/faq-process. I hope this information is helpful! Be well. -Sara Berg, General Merchandise Category Manager

GOLD RIBBON FOR WILLY NORTH

Q: I think Willy Street North has reached the point of being the best of the 3 stores. It is superior in hot bar selection at any time. It has the friendliest and most thoughtful staff that is trustworthy. It has the superior friendly and comfortable eating lounge always with friendly customers, it has big plastic glasses for water too.

A: Thank you so much for taking the time to share your thoughts about Willy North! It is wonderful to hear how much you enjoy the store and our staff. I will be sure to share your compliments with everyone on the team. Thanks again! -Jenny Skowronek, Willy North Store Director

WISHES FOR FISHES

Q: I buy the local Superior salmon and the sea trout (I think it's the North Rd/Norwegian) in your seafood dept. Just wondering what are their farm-raising practices.

- Are any of the fishes' red coloring comes from the food they feed the fish?
- Any antibiotics used?
- With the Norwegian sea trout farm, is it a big or small fish farm?
- Do both farms feed their fish food containing Omega-6?

A: Thank you for your recent questions regarding seafood products you purchase from us. The Superior Fresh Wisconsin Farm-Raised salmon is Atlantic salmon. These salmon are fed a certified organic, non-GMO diet. This feed includes a natural source of astaxanthin, which is the primary carotenoid that provides the red pigmentation in the fish. You can read more about astaxanthin on this blog post from Superior Fresh's website, www.superiorfresh.com/blog-reference/you-are-what-you-eat. The fish does not contain omega-6s. As far as farming practices, I recommend watching the video from Wisconsin Foodie on PBS about Superior Fresh on YouTube, as it goes in-depth and provides some great information.

As for the sea-trout, I was able to get information from our primary seafood vendor regarding its farming practices and location, leroyseafood.com/en/fjord-trout/journey. The primary source for this fish is Leroy seafood in Norway.

Please let me know if you have any other questions, and have a great week! -Nick Heitman, Meat, Seafood, Beer, Wine & Spirits Category Manager

NEED FOR SEEDS

Q: The seed bombs from Big River Organics are labeled "wildflower seeds" but contain zinnias, cosmos, and perhaps other seeds that are NOT WILDFLOWERS. These are not invasive species but nonetheless should not be advertised as "wild" unless totally native to this region.

A: Hello! I'm Abigail, the General Merchandise Manager here at Willy North. I have received your comment about the Big River Organics seed bombs we sell. Thank you for the information about the seeds in the product. I have reached out to the vendor and to pass along your concern, and here is her response:

"It is my pleasure to provide seed bombs to the Co-op community!"

"Each orb is handmade in Cassville, Wisconsin, using a mix of my vermicompost (worm poop), red clay and Pitt Moss from Pittsburgh PA - a sustainable recycled paper alternative to peat moss."

"I use native wildflower seeds sourced from Prairie Nursery in Westfield Wisconsin - a beloved nursery providing pure live seed and plants since 1972."

"I put several of these seeds in each seed bomb as well as several varieties of annuals: zinnias, cosmos, sunflowers as they are also beneficial for pollinators, especially butterflies. Although not native to Wisconsin, they are not invasive and are long blooming providers of nectar and pollen."

"I collect annuals seed from my gardens but if necessary I also purchase USA grown, non GMO seed to supplement my seed collection."

"Thank you for supporting a woman owned business in rural Wisconsin! Keep those questions and gardens coming! Sue Krause, Big River Organics"

-Abigail Schmick, Willy North General Merchandise Manager

CHEESE PLEASE!

Q: Is the Cheese Bracket just gone forever? This is my saddest pandemic loss--which makes me pretty lucky I know but WE WANT CHEESE IN CONTEST FORM! It's fun and it encouraged me to try and buy so many new cheese. Thanks for all you guys do!

A: Thanks for emailing us! We certainly hope that it's NOT gone forever. We had discussed possibly bringing it back this year, but couldn't quite work out all of the pieces to our satisfaction—we didn't want to bring it back and have it go poorly. We hope to bring it back next year. I'll share your request with other decision-makers to let them know. Have a nice weekend! -Brendon Smith, Marketing & Communications Director

LEAD IN SPICES

Q: I'm wondering if your powdered cinnamon and ginger are tested for lead and other dangerous substances. I've heard that organic labeling doesn't mean it's safe. Thank you.

A: I hope your week is going well!!

Thank you for your question and comments!! I reached out to our major spice provider, Frontier Co-op and asked them about the testing they do and here is what they said:

"Thank you for your inquiry. At Frontier, we strive to ensure that our products meet all regulatory requirements as well as our high internal quality specifications and, of course, the expectations that our customers have come to expect from Frontier products. All ginger and cinnamon is tested for heavy metals, including lead. Additionally, we also assess the sensory profile, microbiological status and chemical analysis to



confirm quality and authenticity. "Although there is no specific FDA standard for lead in food, based on the FDA's guidance documents, we require all food ingredients to contain less than 1 part per million (ppm) lead. Lead is a ubiquitous compound that occurs widely in the environment and consequently can be found at some level in almost all food products. Frontier conducts its own independent sampling and testing of products we receive from our suppliers. Please let us know if you have any further questions."

I hope this helps answer your question and addresses your concerns. Frontier is an awesome company and we are proud to be working with them! Have a great week! -Dean Kallas, Grocery Category Manager

SETTING THE BARS TOO HIGH

Q: I raised the issue "Hazardous Inaccessible Protein Bars Display" in December. I was delighted to see you've improved the display when I shopped last Thursday.

A: Thank you for your original comment about the Protein Bar display at East. Our merchandising team was able to take another look at the set and make improvements. I'm glad to hear that you found it to be a positive change! We appreciate you writing in and bringing it to our attention! -Kristin Esselstrom, Willy East Store Director

RECEIPTS AT SELF-CHECK-OUTS

Q: Love the self check outs when I don't have any bulk items. Will we be able to refuse a printed receipt at the self check out one day? I appreciate being able to refuse receipts when checking out with an employee!

A: I am happy to hear that overall you enjoy our new self-checkout options! I agree with you, it would be nice to have this option, however, currently the cost to create this system function is prohibitive. Our IT team is looking into ways to potentially provide this option in the future because it is something in time we would like to add to our self-checkout shopper offerings.

Thanks for bringing it to our attention! Have a great day. -Kristina Kuhaupt, Customer Experience Manager

NUTRITIONAL INFORMATION ON CO-OP BAKERY ITEMS

Q: I have always loved the coop bakery "fresh" baked goods, however I can no longer buy these items without a printed daily value label on them. I am sure that I'm not the only owner that feels this way and hope that you will consider adding a printed nutrition label to these items, or at least make it available to owners online.

A: Hello, I received your comment

about getting nutritional information added to our bakery items. This is definitely something we'd like to be able to offer at some point. I will look into this and see what it will take to be able to do this. Thanks for writing in! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

CHADS DESIGN BUILD

Renovate Your Space

Building a Better World. One Remodeled Home at a Time.

- Porches/Decks
- Sunrooms
- Kitchens
- Whole Home Remodels
- Additions
- Bathrooms
- Lower Levels

Call Today!
608-221-1799
ChadsDesignBuild.com

GENERAL MANAGER REPORT

This Month's Co-op News



by Anya Firszt, General Manager

think it's safe to say that spring has sprung!

You can find at all three of our stores locally sourced and organically grown plant starts, from West Star Organics and Voss Organics, for your garden or seeds from Seed Savers

Exchange. We also have tons (literally) of Purple Cow Organic compost growing mixes and soil enhancing products to give your brown thumb a boost.

This month Wellness Wednesday falls on May 1st, and we're offering Owners 15% off your wellness and body care purchases (instead of the usual 10%). Perfect timing for a Mother's Day (Sunday, May 12th) gift idea!

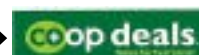
SALES FLYER

You'll notice some changes to our Co-op Deals sales flyer on pages 9-11 of this issue and to sales signage in our stores. We've also changed the name of our "Owner Rewards" sales to "Owner Deals"—you can expect the same Owner-only sales that you're used to.

Old sales programs



New sales programs



We're also adding a "Fresh Deals" program with extra sales for all customers. If you're not an Owner, you get Co-op Deals and Fresh Deals sales; if you're an Owner, you get all sales.

And, I think you'll be happy to hear that we're adding more sales overall!

METCALFE'S NO LONGER A LOCAL, FAMILY-OWNED GROCERY STORE

As you may have seen, Metcalfe's Market announced that they sold their stores to SpartanNash, a Michigan grocery and wholesale operation, which owns 144 grocery stores, including Fresh Madison Market. This is a bittersweet farewell to a local, family-owned grocery, which highlights the challenges of operating a small independent grocery chain. This ownership transfer means fewer independent grocery stores located in the greater Madison area.

Willy Street Co-op continues to be a locally-owned and operated consumer cooperative. We have impressive staying power, after 49 years (and counting). We are stronger together with peer support from other co-ops, marketing and promotions support from the National Co-op Grocers as well as preferred pricing, and you, our loyal ownership.

MEAT AND SEAFOOD FLOOR REPAIR

Recently an Owner asked me about the mystery around the reduced service in the meat/seafood department at Willy West last month. No mystery per se; the floor was replaced in the meat cooler and processing room. The work was completed on time and budget. My thanks to the team for a job well done.

FY23 PATRONAGE

If you have not yet claimed your FY23 patronage, there is still time. You have until June 16, 2024 to use it as a store credit (on purchases), receive cash back, or donate to Double Dollars. We've distributed roughly 95% of total patronage to Owners, leaving 5% (or \$12,000) undistributed. Don't miss out on this Owner benefit.

NATIONAL CO-OP GROCERS (NCG)

NCG is celebrating its 25th anniversary! NCG is a business services cooperative for retail food co-ops located across the country. Willy Street Co-op has been a member of NCG since its inception and continues to reap the benefits of shared marketing and promotional programs and services, as well as purchasing power.

Until next month, get outside!

Week-long camps June 17 - August 23 (Ages 5-15)

Join Us for a **FUN SUMMER** filled with Compassionate Programming at Heartland Farm Sanctuary in Stoughton!



Exploring the sanctuary

Visiting with our rescued animal residents

Exploring gardening and breathing in fresh air

Making connections and showing compassion for all

hearlandfarmsanctuary.org/summerprograms-2/



BOARD REPORT

The Vital Goals of Diversity, Equity & Inclusion



by **Anthony Hernandez,**
Board Member

In recent years, Willy Street Co-op has prioritized organizational improvement, focusing particularly on fostering Diversity, Equity, and Inclusion (DEI). Regular updates have highlighted the strategic progress toward this vital goal,

with the leadership team consistently communicating the significance of DEI and transparently detailing the investments made to advance these objectives.

While the primary aim has been to ensure a welcoming and respectful environment for all, emphasizing DEI also yields tangible benefits for our company's bottom line and long-term success. We've underscored to our partners and vendors that prioritizing DEI is integral to our business practices and future endeavors.

This commitment to DEI aligns with a broader trend seen across various industries nationwide, reflecting a societal shift towards creating environments where diversity is embraced, equity is promoted, and inclusivity is fostered to enable individuals to thrive and maximize their potential within organizations.

However, effecting change is no easy feat, and what works for others may not necessarily suit the unique needs of our Willy Street Co-op community. Our leaders are pioneering innovative solutions tailored to our community values, recognizing that there's no definitive guidebook

for navigating this transformative journey.

As we strive towards our DEI goals, we continually challenge ourselves to assess how this initiative enhances our organizational practices, influences our definitions of success, and fosters growth while remaining true to our commitments and values. This ongoing process of learning and reflection underscores our understanding that frontline teams play a pivotal role in realizing change, as they implement DEI policies and programs at the core of our organization.

Central to our efforts is ensuring that managers and staff recognize how DEI enhances their work and contributes to positive outcomes. Managers are particularly invested in fostering inclusive team dynamics to achieve shared goals, understanding that well-trained, supported, appreciated, and respected staff are better equipped to excel.

Conversations with Willy Street Co-op's leaders reveal a collective commitment to supporting the DEI initiative, prioritizing inclusivity, high standards, and locally tailored solutions.

Leadership permeates every facet of Willy Street Co-op, from frontline employees to those working behind the scenes, as well as in our community and vendor relationships. Our aim is to cultivate and sustain an organizational environment where everyone feels safe, welcomed, and respected, aligning closely with our community's values.

While integrating DEI priorities into our work culture presents significant challenges requiring dedication and patience, the investments made will undoubtedly yield substantial returns in the long run.

RESOURCES TO LEARN MORE

DEI at Willy Street Co-op
www.willystreet.coop/DEI

DEI Dashboard (metrics that we're tracking)
www.willystreet.coop/dei-dashboard

DEI Statement
The Eight Cooperative Principles that guide our daily work are rooted in equity. Principle One, "Voluntary, Open Ownership," means that we are open to all without gender, social, racial, political, or religious discrimination. Principle Seven, "Concern For The Community," leads us to work for the sustainable development of our communities. We prioritize diversity, equity, and inclusion to reflect our employees, customers, partners, and suppliers as well as the communities we serve.

The Eight Cooperative Principles
www.willystreet.coop/8-principles

TOGETHER WE TRANSFORM OUR COMMUNITY

Community Shares of Wisconsin funds systemic change.



When you say YES to Community CHIP® at Willy Street Co-op your donation supports the nearly 70 member nonprofits of Community Shares of Wisconsin, including these organizations working toward affordable and accessible housing in our community.

Bayview Foundation
Common Wealth Development
Fair Housing Center of Greater Madison
Housing Initiatives
Legal Action of Wisconsin
Madison Area Community Land Trust
Project Home
Tenant Resource Center

COMMUNITY
CHIP
COMMUNITY SHARES OF WISCONSIN

 COMMUNITY
SHARES
OF WISCONSIN

communityshares.com

ATTORNEY **PAUL O'FLANAGAN**

Coop member,
**PROGRESSIVE & LOCAL
LAW FIRM OFFERING:**

WILLS, TRUSTS, TAX,
ESTATE PLANS, PROBATE,
GUARDIANSHIP & FAMILY
ASSISTANCE TO FOLKS
AT REASONABLE COST.
FREE HOUSE CALLS.

CALL: 608-630-5068



Co-op Class Calendar

Visit www.wilzystreet.coop/events to register.

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@wilzystreet.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: SUSHI FROM SCRATCH

Location: Aubergine, 1226 Williamson St.

Thursday, May 16, 6:00pm–8:00pm

Location: Willy West Community Room

Thursday, May 30, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

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

Capacity: 10

The foundation of sushi is the rice. Join Chef Paul to learn to prepare well-balanced sushi rice, to learn the story of sushi, and to taste the exquisite flavor of umami. He will demonstrate the technique for forming maki rolls. All the condiments from real wasabi to homemade pickled ginger will be provided. Demonstration with limited hands-on opportunities.

MARVELOUS MUSHROOMS

Location: Aubergine, 1226 Williamson St.

Friday, May 17, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Mike Tomaloff

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

Capacity: 10

Join Mike to delve into some delicious dishes using mushrooms. This overview of mushroom cookery includes a roasted mushroom roulade with crispy puff pastry, oysters of phyllo dough; oyster mushroom and bay scallop stew with crusty baguette; and rich duxelle with toast points. Demonstration with limited hands-on opportunities.

RUSHING WATERS RAINBOW TROUT

Location: Aubergine, 1226 Williamson St.

Tuesday, May 21, 6:00pm–8:00pm

Location: Willy West Community Room

Thursday, May 23, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Mike Tomaloff

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

Capacity: 10

Rushing Waters rainbow trout are farmed less than 50 miles from Madison, and the Co-op is proud to be a purveyor of this local delight. Join Mike T. for a lesson in selecting and cleaning, and then demonstrating preparations of this delicious freshwater fare, including pan-fried with hazelnut crust and hot-smoked.

ANY DAY WISCONSIN FISH FRY

Location: Willy West Community Room

Thursday, June 13, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Mike Tomaloff

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

Capacity: 10

Have Friday fish fry any day of the week! We'll deep fry some beer-battered fish, whip up some tartar sauce, shred cabbage for classic coleslaw, and of course, make some tasty fries.

MEDITERRANEAN NIGHT

Location: Aubergine, 1226 Williamson St.

Monday, June 10, 6:00pm–8:00pm

Location: Willy West Community Room

Tuesday, June 18, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Mike Tomaloff

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

Capacity: 10

Falafel, baba ganoush, tangy yogurt sauce, hummus, and homemade pita make a fabulous feast of regional delights. Join Mike T. to make some of his favorites with you!

COOKING WITH CHEF PAUL: "WHOLEISTIC" CHICKEN

Location: Willy West Community Room

Friday, June 20, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

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

Join Chef Paul to learn how to fabricate a whole chicken into breasts, tenders, thighs, wings, and legs. He will then turn those into many tasty dishes from coconut chicken rice, garlicky chicken wings, and béchamel chicken. Demonstration only.

COOKING WITH CHEF PAUL: THE ROLLING SCONES

Location: Aubergine, 1226 Williamson St.

Thursday, June 27, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

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

Capacity: 10

Scones contain more than just starch. Join Chef Paul for a demonstration on how to turn scones into a whole meal, from bacon and chive to soufflé omelet and mushroom to roasted beef and greens. Demonstration only.



LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Aubergine, 1226 Williamson St.

Thursday, May 23, 6:00pm–8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

Capacity: 8

Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. Join Chef Paul as he guides you through hands-on knife skills, including the major cuts, slices, and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with. Hands-on.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library

Thursday, June 13, 6:30pm–7:30pm

Your Co-op's Own Instructor: Paul Tseng

Fee: Free; registration required

Capacity: 12

Once your knife skills have improved, your cooking will be more efficient and more delicious. Join Chef Paul for a demonstration on how to dice, julienne, and chiffonade vegetables and fruits. Chef Paul will also discuss how to choose, care for, and sharpen knives. Register at madisonpubliclibrary.org events.

FORAGERS WALK: WILD FOOD/WILD MEDICINE

Location: Willy North

Tuesday, April 30, 5:00pm–7:00pm

Location: Willy West

Thursday, May 16, 5:00pm–7:00pm

Ages: 12 and older; adult supervision required

Instructor: Linda Conroy





Fee: \$22 for Owners; \$32 for non-owners

Capacity: 25

Join herbalist and forager Linda Conroy to explore the wild plants that grow around us. We will learn about common and uncommon wild plants that can be used for food and medicine. Identification techniques, as well as ways to prepare plants for optimal nutrition and healing will be discussed. Dress appropriately for the weather and wear comfortable walking shoes. Interactive walk.



THE HOME HERBAL APOTHECARY

Location: Aubergine, 1226 Williamson St.

Tuesday, May 7, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$55 for Owners; \$65 for non-owners

Capacity: 20

Making your own remedies is easy and fun. Join veteran herbalist Linda Conroy for this informative and interactive class. We learn about, sample, and make infusions, sprays, lozenges, and tinctures. Everyone will take home what we make, recipes, and the confidence to work with herbal remedies at home! Lecture and hands-on.

HERBAL FIRST AID KIT: LEARN, MAKE, AND TAKE

Location: Willy West Community Room

Thursday, June 6, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$40 for Owners; \$50 for non-owners

Capacity: 20

Participants will learn about herbs for common first aid issues (i.e. cuts, scrapes, bites, nausea, allergies, and more). As we learn, each person will prepare remedies to take home. Everyone will leave with a spray, infused oil, salve, lozenge, tincture, tea blend, dry herbs, and a handout with recipes and instructions. Hands-on.



SPROUTS: LET'S ROLL: NOODLES AND DUMPLINGS

Location: Aubergine, 1226 Williamson St.

Monday, May 20, 4:00pm–5:30pm

Location: Willy West Community Room

Wednesday, May 22, 4:00pm–5:30pm

Ages: 5–11 years old; adult supervision not required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$15 for Owners; \$25 for non-owners

Capacity: 10

Let's roll up our sleeves and roll out some noodles! You'll get to make but-tery homestyle noodles from scratch, and then help Chef Mike grate some cheese for the Co-op's (not so) secret recipe—mac and cheese!

SPROUTS: DIY ICE CREAM SANDWICHES

Location: Aubergine, 1226 Williamson St.

Tuesday, June 4, 4:00pm–5:30pm

Location: Willy West Community Room

Wednesday, June 5, 4:00pm–5:30pm

Ages: 5–11 years old; adult supervision not required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$15 for Owners; \$25 for non-owners; click here to register

Capacity: 10

Join Chef Mike to prepare two kinds of ice cream, and cookies and brownies to sandwich them between—all from scratch!

SPROUTS: EGGS-PLORATION

Location: Aubergine, 1226 Williamson St.

Tuesday, June 11, 4:00pm–5:30pm

Location: Willy West Community Room

Wednesday, June 12, 4:00pm–5:30pm

Ages: 5–11 years old; adult supervision not required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$15 for Owners; \$25 for non-owners

Capacity: 10

Let's talk eggs! Come out of your shell and join Chef Mike for the basics of how to cook eggs, and explore some of the 101 ways to cook 'em including egg in a basket, egg salad sandwiches, and creme brulee! Bonus: dozens of egg puns!

SPROUTS: SIMPLY SANDWICHES

Location: Aubergine, 1226 Williamson St.

Wednesday, June 19, 4:00pm–5:30pm

Ages: 5–11 years old; adult supervision not required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$15 for Owners; \$25 for non-owners

Capacity: 10

Classic grilled cheese toasted to melty perfection, fried peanut butter and banana, Elvis Presley's favorite snack, and a tasty apple and avocado sandwich are all on the menu. Take your lunches to a new level with Chef Mike!

SPROUTS: PICNIC IN THE PARK

Location: Willy West Community Room

Thursday, June 27, 4:00pm–5:30pm

Ages: 5–11 years old; adult supervision not required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$15 for Owners; \$25 for non-owners; click here to register

Capacity: 10

Join Chef Mike to make a plan for your next picnic! Pinwheel sandwiches, ambrosia salad, and crispy kale chips will give us plenty of energy for the playground.

SPROUTS: WE ALL SCREAM FOR ICE CREAM

Location: Aubergine, 1226 Williamson St.

Monday, July 1, 4:00pm–5:30pm

Ages: 5–11 years old; adult supervision not required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$15 for Owners; \$25 for non-owners

Capacity: 10

Chill out with Chef Mike as we take ice cream recipes for a spin. Traditional custard is on the menu, along with non-dairy alternatives, all flavored with fruits and flavorings from the Co-op!



NUTRITION TIPS FOR REDUCING INFLAMMATION

Location: Zoom

Wednesday, May 22, 12:00pm–1:00pm

Instructor: Katy Wallace

Fee: Free; registration required

Learn how to manage and reduce inflammation through dietary choices. Join Katy Wallace, ND of Human Nature, LLC in a discussion of dietary tweaks that maximize health progress. Discover which foods help reduce pain and auto-immune behavior while clarifying skin, and supporting gut, brain, and hormone health.

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.

NUTRITION TO BUILD MUSCLE, A KEY TO HEALTHY AGING

Location: Zoom

Tuesday, June 11, 12:00pm–1:00pm

Instructor: Katy Wallace

Fee: Free; registration required

Healthy muscles are critical for fostering health and longevity. Increased muscle mass supports mitochondrial, cognitive, and metabolic health, among other things. What can you do if you work out and still don't see much gain in muscle or improvements in health markers? Join Katy Wallace, ND, of Human Nature, LLC for a discussion of foods and supplements that safely support building a healthy body.

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.



SELF-CARE YOGA FOR CARETAKERS WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center

Thursday, May 9, 5:00pm–6:00pm

Ages: 18 and older

Instructor: Mourning Dove



Fee \$15

Capacity: 8

In a nurturing environment, release the pressures of the day, connect body and mind, and prioritize YOU. Designed especially for those who care for others. Guided reflection, gentle yoga with affirmations, and relaxation. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SELF-CARE YOGA CIRCLE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.

Tuesday, May 21, 5:00pm–6:00pm

Ages: 18 and older

Instructor: Mourning Dove

Fee: \$15

Capacity: 8

In a nurturing environment, release the pressures of the day, connect body and mind, and prioritize YOU. Guided reflection, gentle yoga with affirmations, relaxation, and community. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SELF-CARE YOGA: SUMMER SOLSTICE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.

Thursday, June 20, 5:00pm–6:00pm

Ages: 18 and older

Instructor: Mourning Dove

Fee: \$15

In a nurturing environment, embrace the longest day of the year with this solstice-themed yoga class. Release the pressures of the day, connect body and mind, and prioritize YOU. Guided reflection, gentle yoga with affirmations, and relaxation. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson Street

Wednesday, June 5, 2:15pm–5:30pm

Location: Willy West Community Room

Tuesday, May 7, 1:30pm–4:45pm

Location: Zoom

Wednesday, May 15, 1:30pm–4:45pm

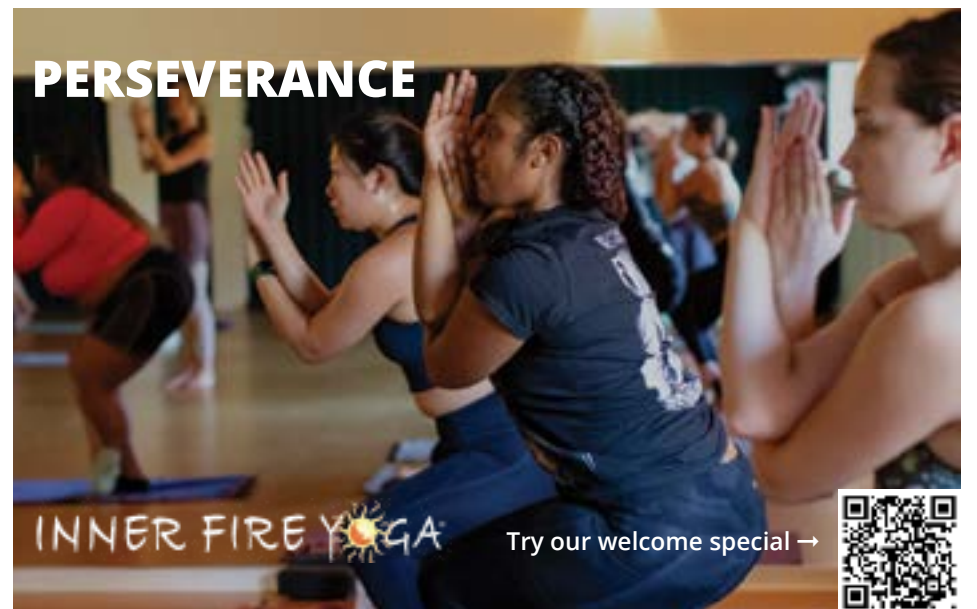
Wednesday, June 12, 1:30pm–4:45pm

Fee: \$55 for Owners; \$90 for non-owners

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 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior.

To register for the next available opening, email info@humannaturellc.com or call 608-301-9961.



There is only one Studio Jewelers.

Serving our clients and community with skill and heart is what we have done for more than 40 years. Which may be why we were awarded the 2022 People’s Choice Award for Best Jewelry Store in Dane County. So come to the warm, cozy shop on Regent Street, where we’ve been for 35 years. We’d like to meet you, and we think you’ll enjoy the Studio Jewelers difference.



Above: Designer **Whitney Robinson** models her “Turning Leaf” earrings with detachable aquamarine icicle drops. More from the Turning Leaf collection can be seen at right. *Whitney welcomes custom commissions.*



Studio Jewelers

1306 Regent Street, Madison, WI 53715 • 608-257-2627 •



Health & Wellness

co-op deals: May 1 - May 21

Want to get an email reminder about Co-op Deals sales?
Sign up at www.willystreet.coop/emails.
You can unsubscribe at any time.



Aura Cacia
Bubble Bath
Relaxing Lavender
13 fl oz • Save \$3.50
\$6.49+tx



Nordic Naturals
Vitamin D3+K2
Gummies
60 ct • Save \$7
\$17.99+tx

Weleda
Salt
Toothpaste
2.5 oz • Save \$1.80
\$5.99+tx

evanhealy
Rosehip Treatment
Facial Serum
0.5 fl oz • Save \$8
\$29.99+tx

Peepers
Focus
Readers
1 ea • Save \$9
\$17.99

Host Defense
MycoBotanicals
Brain
60 cap • Save \$3
\$23.99+tx

Badger *i*
Organic
Sleep Balm
0.75 oz • Save \$1.50
\$4.49+tx

Moon Valley Organics *i*
Organic
Lotion Bar
1.9 oz • Save \$3.50
\$9.49+tx

Alacer
Emergen-C
Raspberry, Super Orange
30 pc • Save \$2
\$13.99+tx

Organic India
Organic
Ashwagandha
90 cap • Save \$6
\$15.99+tx



co-op deals: May 22 - June 4



Andalou Naturals
Shampoo
11.5 fl oz • Save \$2
\$5.99+tx



Radius *i*
Source Toothbrush
with Replacement Head
1 ea • Save \$3
\$6.99+tx



OM
Organic Lion's Mane
Mushroom Powder
3.5 oz • Save \$4
\$17.99+tx



Bach
Rescue
Remedy
0.7 fl oz • Save \$10
\$18.99+tx

Pranarom
Organic Essential Oil
Diffusion Blend
Peace
5 ml • Save \$2.50
\$8.49+tx

The Seaweed Bath Co.
Body Cream
6 fl oz • Save \$2.50
\$9.99+tx

Natural Factors
Ultimate Probiotic
12/12 Formula
60 cap • Save \$9
\$20.99+tx

simply tera's *i*
Pure Whey
Protein
24 oz • Save \$9
\$28.99



Alba Botanica
SPF 50 Sheer
Mineral
Sunscreen
3 fl oz • Save \$5
\$7.99+tx



Oregon's
Wild Harvest
Turmeric
120 cap • Save \$23
\$29.99+tx

PURPLE = LOCAL *i* = INCLUSIVE TRADE

co-op deals: May 1 - May 21

Our Co+op Deals sales have a new look (green background color on sales signs instead of red), but they're the same great sales for everyone!



Ben & Jerry's
**Ice Cream &
Non-Dairy Dessert**
16 oz • Save \$1.50
\$4.99



Feel Good Foods
**Gluten-Free
Dumplings**
10 oz • Save \$1.50
\$7.49



Nature's Path
**Organic
Waffles**
7.4 oz • Save \$1.30
\$2.99



Bionaturae
**Organic
Durum Pasta**
16 oz • Save \$1.98 on 2
2 for \$5



Cascadian Farm
**Organic
Frozen Fruit**
8 - 10 oz • Save \$2.99
\$4



Annie's Naturals
**Organic
Dressings**
8 oz • Save \$2.80
\$3.99



Clif Bar
Builders Bars
2.4 oz • Save \$1.58 on 2
2 for \$4



California Olive Ranch
**Medium Global
Blend Extra Virgin
Olive Oil**
25.4 oz • Save \$7
\$14.99



Crofter's
**Organic Premium
Fruit Spread**
16.5 oz • Save \$2.30
\$4.49



Chocolove
**Chocolate
Bars**
All kinds on sale except XO bars
2.9 - 3.2 oz • Save \$1
\$2.79+tx



Nixie
**Organic
Sparkling Water**
8 pk • Save \$1.50
\$4.49



Essentia Water
**Electrolyte
Enhanced Water**
50.72 fl oz • Save \$1.98 on 2
2 for \$4



Food Should
Taste Good
Tortilla Chips
5.5 oz • Save \$1.30
\$2.99



Kettle Brand
**Party Size
Potato Chips**
13 oz • Save \$2.30
\$4.49



Simple Mills **i**
**Almond
Flour Crackers**
4.25 oz • Save \$1.80
\$3.99



Mi-Del
Snaps
10 oz • Save \$1.80
\$3.99



De La Calle
**Organic
Tepache**
12 oz • Save \$1.58 on 2
2 for \$4



A Dozen Cousins **i**
**Seasoned
Beans**
10 oz • Save \$1
\$2.99



Siete **i**
**Refried
Beans**
16 oz • Save \$2.58 on 2
2 for \$4



Evolution Fresh
**Organic
Cold-Pressed
Orange Juice**
59 oz • Save \$2.30
\$6.99



Kevita
**Organic
Probiotic Drinks**
15.2 oz • Save 70¢
\$2.79



Perfect Bar
**Energy
Bars**
2.18 - 2.5 oz • Save \$1.98 on 2
2 for \$5



Greek Gods
**Greek
Yogurt**
24 oz • Save \$1.20
\$3.79



MAY

Want to get an email reminder about Co-op Deals sales? Sign up at www.willystreet.coop/emails. You can unsubscribe at any time.

co-op deals: May 22 - June 4



Wildwood
Organic Baked Tofu
7 oz • Save \$1
\$3.79

coop deals

Lotus Foods
Organic Ramen
2.8 oz • Save \$1.58 on 2
2 for \$3

coop deals

Beyond Meat
Plant-Based Links Brat Original
14 oz • Save \$2.80
\$6.99

coop deals



Harmless Harvest
Organic Raw Coconut Water
16 fl oz • Save \$1
\$3.99

coop deals

Brown Cow
Cream Top Yogurt
32 oz • Save \$1
\$3.79

coop deals

Miyoko's Creamery
Organic Vegan Mozzarella
8 oz • Save \$1.50
\$6.49

coop deals



Ardor
Organic Sparkling Energy Water
12 oz • Save \$1.58 on 2
2 for \$5

coop deals

Silk
Almond Milk
64 oz • Save 50¢
\$3.99

coop deals

Nancy's
Organic Plain Grass-Fed Yogurt
24 oz • Save \$1.30
\$4.49

coop deals



Talenti
Gelato & Sorbetto
16 oz • Save \$1
\$4.99

coop deals

Solely
Organic Fruit Jerky
0.8 oz • Save 98¢ on 2
2 for \$3

coop deals

Boulder Canyon
Potato Chips
5 - 6.5 oz • Save \$1.20-\$1.50
\$2.79

coop deals



Mountain Valley
Spring Water
33.8 oz • Save 70¢
\$2.29

coop deals

Mary's Gone Crackers
Organic Gluten-Free Super Seed Crackers
5.5 oz • Save \$1.50
\$4.49

coop deals

Garden of Eatin'
Tortilla Chips
16 oz • Save \$2.50
\$4.49

coop deals



Maya Kaimal
Organic Everyday Dal
10 oz • Save \$1.49
\$3.50

coop deals

Santa Cruz
Organic Lemonade
32 oz • Save \$2.98 on 2
2 for \$5

coop deals

Newman's Own
Fig Newmans
10 oz • Save \$1.30
\$4.49

coop deals



The Good Crisp Company
Potato Crisps
5.6 oz • Save \$1
\$2.99

coop deals

Wasa
Crispbread
9.5 - 9.7 oz • Save \$1
\$3.29

coop deals

HOP WTR
Hop Water
6 pk • Save \$2
\$8.49

coop deals



Woodstock
Organic Pickles
24 oz • Save \$1.80
\$5.49

coop deals

Justin's
Almond Butter Squeeze Packs
1.15 oz • Save 49¢
\$1.00

coop deals

Organic Valley
Organic Grassmilk Milk
64 oz • Save \$1.00-\$1.30
\$5.49

coop deals



Sales on this page valid May 22 - June 4. All sales subject to availability. Sales quantities limited.

Memorial Day Sales *Are for Everyone!*

Monday 5/20/24 - Monday 5/27/24

Fox Heritage Farms
Specialty Brats

\$6.49/lb

Everyone Saves: \$2.00/lb



Willy Street Co-op
Traditional Macaroni Salad

\$5.99/lb

Everyone Saves: \$1.00/lb



Pretzilla
Pretzel Sausage Buns 4 Pack

10.4 oz

2 for \$5

Everyone Saves: \$2.58 on 2



Willy Street Co-op
Traditional Potato Salad

\$5.99/lb

Everyone Saves: \$1.00/lb



Beyond Meat
Plant-Based Links Brat Original

14 oz

\$5.99

Everyone Saves: \$3.80



Willy Street Co-op
Traditional Coleslaw

\$5.99/lb

Everyone Saves: \$1.00/lb



Potosi Brewing Company
Beer

6x12 fl oz

Select varieties on sale.

\$8.99

Everyone Saves: \$2.00



Fresh Deals are sales for Everyone!

The sales on this page are valid 5/20/24 - 5/27/24.
All sales subject to availability; sales quantities limited.



MEAT & SEAFOOD NEWS

Condiment Recommendations for Grilling



by **Nick Heitman**,
Meat, Seafood, Beer, Wine & Spirits
Category Manager

Grilling season is upon us, and it's time to start thinking about putting together menus for your next weekend barbecue. Whether you are tailgating at a baseball game or having friends over for a backyard barbeque, the Co-op has lots of options to satisfy any palette and get you ready for summer. I've chosen some of my favorite condiments we've got available to pair with a protein that I think they compliment well. I hope you'll give them a try and find a new favorite way to elevate your next outdoor cooking experience!



KEWPIE MAYONNAISE *AND* **GRASS FED BEEF BURGER**

We put kewpie on just about everything in our house (poke bowls, fresh sliced tomatoes, cucumber salad) but my favorite way to use it is on a grilled hamburger along with any other traditional condiments or toppings. The richness and smooth texture of the all-yolk sauce along with umami from the MSG it contains takes anything you put it on to the next level.



THAT PICKLE GUY **MILD MINCED GIARDINIERA**

AND **WILLOW CREEK PORK ITALIAN SAUSAGE**

Having spent a decade living in Chicago and enjoying more than a few late-night Italian beefs, I discovered that the spicy, crunchy, briny condiment most associated with an Italian beef sandwich also works great on grilled sausages. Try the minced version for easier application to a sausage on a bun!



TRIPLE CROWN **BLACK GARLIC BBQ SAUCE**

AND **BEELER'S BABY BACK RIBS**

I'm really not a big fan of most store-bought barbecue sauce. Most of the time, they are too sweet, overly-spicy, or filled with ingredients that I can't pronounce. This sauce is my exception to that rule, as it's completely unique in that it has fermented garlic in the blend. The ultra-savory, soy sauce-like flavors from the garlic add a great element when basted on baby back or spare ribs when finishing on the grill or in the oven.



THE DELICIOUSER **DEER CAMP SEASONED SALT** *AND* **SKUNA BAY SALMON**

Truthfully, I love this seasoning blend on just about everything that's being cooked over live coals, but having recently applied it generously to a couple filets of well-marbled Atlantic salmon and tossed them on the grill, I think this is my favorite way to utilize this unique spice blend. Don't be intimidated by the Szechuan peppercorns!



MAILLE DIJON MUSTARD *AND* **BELL & EVANS CHICKEN**

This French Dijon really is superior to anything else on the shelf. Use it in your Caesar dressing, or as a condiment on a hot dog (please, no ketchup!). I grill chicken at least once a week during the summer, and a simple marinade of Dijon, lemon juice, olive oil, and fresh herbs is all you need to elevate your simple boneless skinless chicken breast to something delicious.

**This month
we're highlighting our
Asian American/
Pacific Islander
Inclusive Trade vendors.**



Mother in Law's
Kimchi



Madame Chu
Southeast Asian
Sauces



Mad Maiden
Shrubs



Red Boat
Fish Sauce



Indicates a vendor is 51% owned, controlled, and operated by people who are women; Black, Indigenous, and/or Persons of Color; LGBTQIA+; veterans; and/or persons with disabilities.



Indicates a vendor operates within 150 miles of the State Capitol building or anywhere in Wisconsin.

For more information about our Inclusive Trade Program, see www.willystreet.coop/inclusive-trade

willy street co-op



FOR THE MAY
**Wellness
Wednesday**
OWNERS GET
15% OFF
BODY CARE & WELLNESS
PRODUCTS
Instead of the usual
10% off!



Sale for Owners only May 1st, 2024.

willy street co-op

FOLLOW US ON:



CUSTOMER EXPERIENCE NEWS

What Does Organic Really Mean For Me?



by Kristina Kuhaupt, Customer Experience Manager

Here at the Co-op we have sold many organic products since 1974 in all different departments—but why? Why do we prioritize this label when selecting goods to sell? It might seem like a buzzword to the wellness industry, but in fact, it has distinct rules,

regulations, and thresholds intended to protect what we choose to consume through our nutritional food dollars. Many know that organic products, especially produce items, tend to cost more than conventional, but understanding more in-depth all the components working behind the scenes to protect what you eat might help ease concerns when potentially spending a bit more for an item.

All fresh produce, meat, dairy, packaged foods, beverages, textiles, fibers, leather, cosmetics, skincare, and personal products containing the USDA Organic seal are free from petroleum-based artificial fertilizers, pesticides, herbicides, genetic modifications, sewage sludge, irradiation, and genetically modified organisms. These products must have at least 95% certified organic content to be labeled as organic and use the USDA Organic seal. Products with at least 70% certified organic content can be labeled “made with” organic ingredients, but they cannot use the USDA Organic seal. If you are purchasing meat, you can be assured that the animals were fed organic feed without growth

hormones. Additionally, there is a regulation requiring adequate proof of time outdoors and humane treatment. Not only during transportation but also in stores, organic products must be handled separately when transporting these goods so there is no cross-contamination.

Organic certification requires farmers to follow strict soil and water conservation practices, and producers must keep careful records showing that they follow these practices. Additionally, there is an inspection by a third-party certifier each and every year, which the farmer must pay for. Another reason why costs for organic items tend to be higher is because this farming practice does not use synthetic insecticides to manage pests; instead, these farmers tend to rely on insects and birds to help ward off diseases, which usually means 5–34% lower crop yield. Plus, produce can only be called organic if it’s certified to have grown on soil that had no prohibited substances applied for three years prior to harvest. Because of these practices, organic farming better helps combat greenhouse gas emissions, soil erosion, and water pollution compared to traditional farming. Additionally, organic practices actually can help store carbon in the soil and reduce greenhouse gas emissions. This in turn protects biodiversity, soil health, and water quality.

The rest of this article is intended to guide you through the four pillars of the USDA Organic label so that when you are shopping, you can determine the difference between one product and another. Before going into those specifics, let’s dive into the USDA’s National Organic Program in general.

The United States Department of Agriculture has something called the National Organic Program (NOP). According to [USDA.gov](https://www.usda.gov), “NOP is a federal regulatory program that develops and enforces consistent national standards for organically produced agricultural products sold in the United States. NOP also accredits third-party organizations to certify that farms and businesses meet the national organic standards. These certifiers and USDA work together to enforce the standards, ensuring a level playing field for producers and protecting consumer



confidence in the integrity of the USDA Organic Seal.” Within this program, they have a Strengthening Organic Enforcement rule that is in place to protect the integrity of the global organic supply chain. This is done through federal enforcement of the production, handling, and sale of organic goods.

THE 4 PILLARS: PROTECTED, INSPECTED, TRACED & SHAPED

The USDA Organic label is protected by law, inspected by experts, traced from farm to store, and shaped by public input to solidify consumer trust.

Protected

This label is the only government-backed marketing claim for organic food sold in the United States. Only foods produced according to the USDA organic standards can display the organic seal, according to [USDA.gov](https://www.usda.gov). To have this label on packaging, the product must meet organic standards of farming, production, and handling practices. The great thing about this label being trademarked is that it allows the USDA to enforce criminal penalties for those who would put this seal on fraudulent products. Additionally, this program investigates consumer complaints against potentially fraudulent products and conducts a thorough investigation so that you can feel safe in what you are purchasing.

Inspected

This program hires USDA-accredited organic farm certifiers who visit each business and farm every year to validate that they are continuously meeting the organic standards. Additionally, farms can expect surprise inspections from time to time.

Traced

Next, you can be sure that all certified organic items are traced from farm to store. In March of 2023, a new rule went into effect called The Strengthening Organic Enforcement Rule, which further strengthened the organic control systems by improving farm-to-market traceability and actively leaning into the enforcement of organic regulations. This was done to ensure continued consumer trust by detecting and shutting down fraud before it can even reach the store; this process uses an Integrity Database system to continuously monitor such operations.

Shaped

The final pillar is that the process of certified organic is continually shaped by public input. Public feedback is not only welcomed but encouraged! If you are an expert in this community, you can volunteer to serve on the National Organics Standards Board to give input and help that board advise policy. Lastly, both experts and the public are welcome to attend biannual National Organic Standards Board public meetings where your recommendations are taken into account. The next meeting is scheduled in Milwaukee from April 29-May 1st: <https://www.ams.usda.gov/event/national-organic-standards-board-nosb-meeting-milwaukee-wi>.

If you happen to be in the Portland, OR area in October, check out their meeting found at www.ams.usda.gov/event/national-organic-standards-board-nosb-meeting-portland-or.

We all have to prioritize stretching our food dollars, and it is acknowledged that organic can be more expensive in certain grocery categories than conventional products. No nutrition choice should ever be judged when making shopping decisions; however, I hope this article has given you some resources on what goes on behind the scenes when you see a certified organic label on the item you purchase and what that means for you when making food choices.

RESOURCES TO LEARN MORE

www.treehugger.com/organic-farming-history-time-line-and-impact-5189324

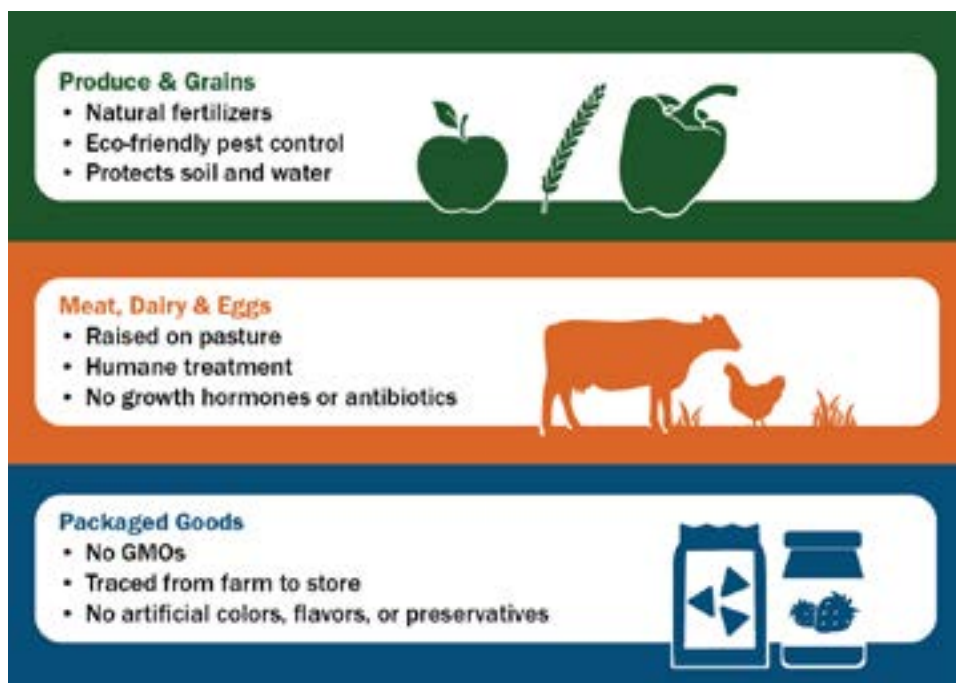
www.ams.usda.gov/services/organic-certification/organic-basics

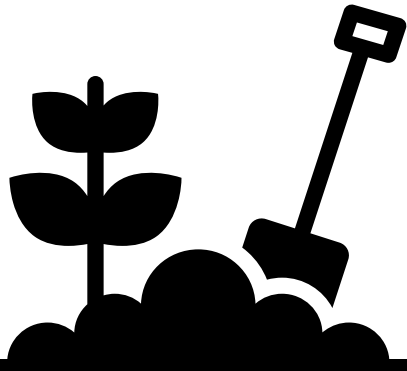
www.usda.gov/media/blog/2012/03/22/organic-101-what-usda-organic-label-means

www.ams.usda.gov/about-ams/programs-offices/national-organic-program

www.ams.usda.gov/rules-regulations/national-list-allowed-and-prohibited-substances

www.ams.usda.gov/rules-regulations/strengthening-organic-enforcement

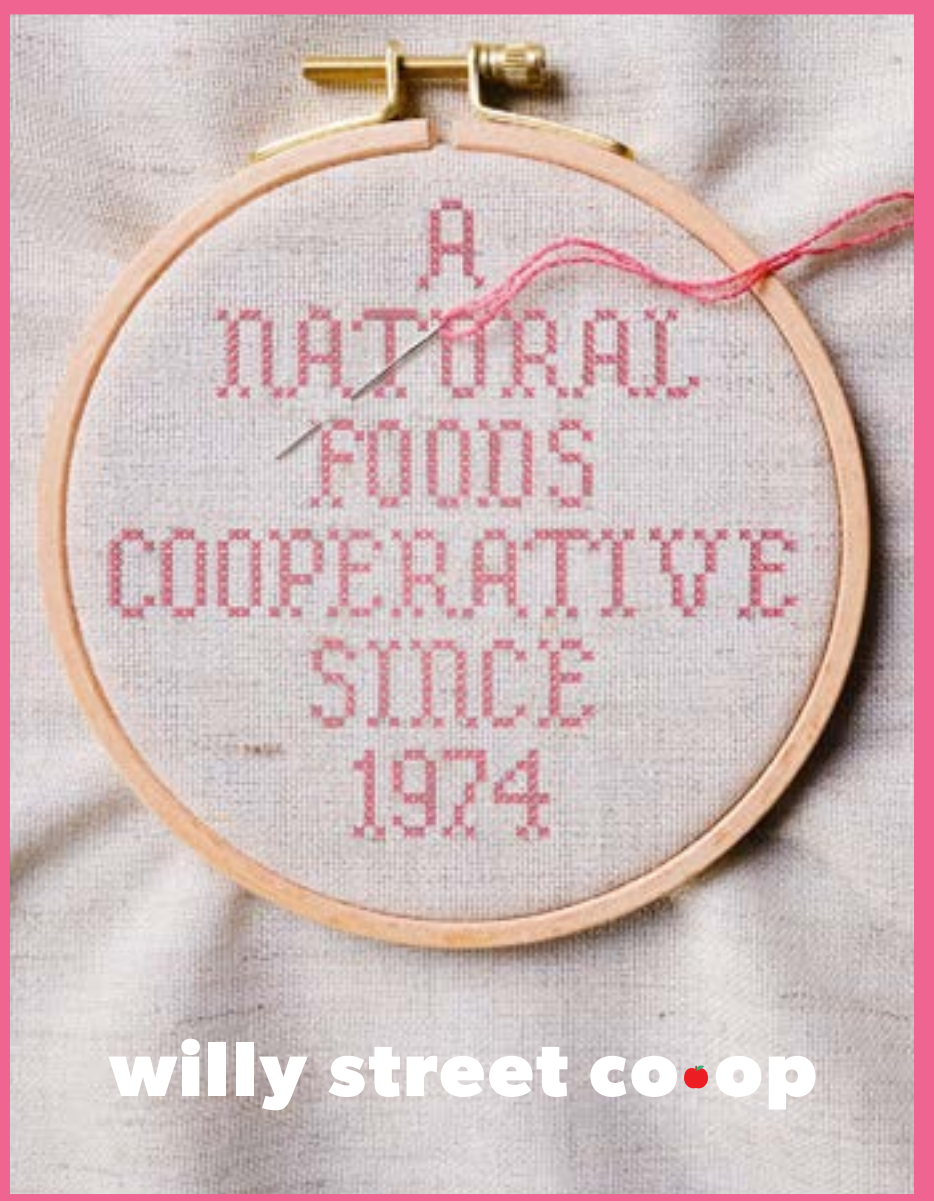




Dig Safely. Plant Wisely.



Know what's below.
Call before you dig.



willy street co-op

Marquette-Atwood Neighborhood Art Walk
Sunday, May 5, 2024 11:00 A.M. to 5:00 P.M.



Come enjoy a spring day!

Jewelry - Ceramics - Watercolor - Textiles - Graphic Art - Oil - Sculpture - Lino-Cut Prints - Candles - Pottery - Illustration - Photography - Ink - Acrylic - Paper Assemblage - Mixed Media - Mobiles - Painted Furniture - Fiber - Batik - Greeting Cards

50 Artists at 32 residential locations

Find our Map at www.marquette-atwoodartwalk.com

Salstone Landscapes



Native Gardens.
Edible Gardens.
Tree and Shrub
Planting.
Stone Patios and
Pathways.

Contact us at : salstonelandscapes@gmail.com
text or call: 608 535 6049

willy street co-op



Local & Organic Plant Starts available for a limited time!



From Voss Organics and West Star Organics!



Advertise in the Reader

Reach over 34,000 Co-op Owners.

Affordable rates, wide reach, excellent returns.

Discounts for non-profits, Owners and for multiple insertions.

Find info here: willystreet.coop/advertising

willy street co-op



VENDOR PROFILE

An Interview with Mad Maiden Shrub's Janet Chen



by Micky Ellenbecker, Purchasing Assistant

Janet Chen is the founder and owner of Mad Maiden Shrub and has been making drinking shrubs in Madison for more than 10 years. We are honored to feature Janet for the month of May, which is Asian American and Pacific Islander Month! Thank you so much, Janet!

I think there is still some confusion about what drinking shrubs are exactly. Can you explain for those who might be new to the world of shrubs?

It is derived from the Arabic word "sharbat," which is a drink made from sugar and water. A "shrub" is a concentrated syrup made with fruit and apple cider vinegar, and it adds a flavor punch to both cocktails and mocktails. The basic equation is to add one part shrub to five parts sparkling water, juice, tonic, or any other beverage of your choice. Shrubs are primarily seen on cocktail menus, and bartenders use them as seasonal offerings in winter months when fresh fruit is not available or as a non-alcoholic beverage option. Some of my customers like to make their favorite cocktails with a sour twist using a shrub. My product is less sweet than other cocktail syrups, so it can also be added to juice.

What's the origin story of Mad Maiden Shrub?

The beginning came from a media article and from a very talented person. The media article was from the *New York Times*, where two of my friends had read about ginger shrubs. I made a honey ginger shrub for the first time from that article. The very talented person was Leah Caplan, who helped found Death's Door Distillery and is someone who could see what someone needed to fulfill a potential. Leah went on to connect me to Cricket Design to help with the branding process. Branding felt like a make-over, but really it was just plain good branding. The words of the brand had more than one meaning and all applied: Mad-Made in Madison; Mad impulsive; Mad different; and Mad fake angry.

We offer your mainstay flavors, Cranberry and Honey Ginger, at all three of our stores. Where do you source your ingredients for these flavors?

The Honey Ginger now has a little more ginger bite, but not too spicy. The organic Peruvian ginger is sourced through Blue Fortune Farm, a local garlic farmer who imports ginger. The honey is from Gentle Breeze Orchard based in Mt. Horeb, WI. Sourcing of apple cider vinegar and cranberries has not been as consistent, partly because I have not figured out how to do that yet. But also as an added-value producer, I cannot solely depend on one farm if they don't have a full crop. I still need the potential to scale up. I do buy up on local apple cider vinegar from Turkey Ridge Farm when it's an option.

How has creating your products at the FEED Kitchens influenced your business?

Initially, I started out in Sons of Norway kitchen doing everything by hand, but FEED Kitchens allowed me to scale up without getting my own space or having to use a co-packer. At FEED Kitchens I can use their equipment to sanitize, make large batches, and use their industrial appliances. It took a long time to investigate and adjust things. When I started, I did not have enough experience to be a good team member nor be a good client. Being a user at FEED Kitchens allowed me to explore options, learn about changing customer needs, and plan some flexibility for those needs. It helped clarify what I do not know and to avoid false overconfidence. Years later, renting a shared kitchen elsewhere or trying to find a co-packer is a possible option for me.

What is your favorite shrub application(s) or recipe(s)?

A fruit flavored drink with my Honey Ginger Shrub provides ginger edges, such as Peach-Ginger kombucha, Apple Ginger Shrub, or Watermelon Shrub. The honey and apple cider vinegar is acidic, so the subsequent drink feels like it is beginning to ferment but it's non-alcoholic. First, start with Peach kombucha or watermelon juice or fresh apple juice. Add some sparkling water to fizz it and cut the sweetness. Use 5 parts mixture of fruit juice, tea and/or sparkling water to 1 part Honey Ginger Shrub. A low alcohol variant of that is Moscato Punch. Start by mixing Moscato with seltzer or buy a Moscato Asti. Use 5 parts Moscato Asti to 1 part Honey Ginger Shrub. Garnish with lime and orange wheels.

And just for fun, when you were a kid, what did you want to be when you grew up?

I fit into a scanner category: people who don't necessarily know what they want but jump from thing to thing. In the process of investigation, clues and pieces reveal sequence, empowerment, ethical behavior. Sounds like a White Witch. Now I want to be an old lady martial artist. Similar. Different. And neither.



Urban Triage's Supporting Healthy Black Agriculture Program

by Ruthanna Hutton-Okpalaeké, Urban Triage Agriculture Program Manager

Every morning, I start my day with a cup of tea, accompanied by a ritual that may seem surprising to many in the realm of agriculture. Instead of immediately tending to fields, my mornings often revolve around meetings, seminars, and computer work. While this isn't my favorite aspect, I've come to recognize its pivotal role in enhancing crop production. Within these digital and collaborative spaces, I delve into learning innovative harvesting techniques, researching cost-effective yet safe pest deterrents for children, and crafting grant proposals aimed at advancing our agricultural practices and opportunities. It's a unique blend of traditional farming values and modern technological integration that sets the stage for a productive day ahead.

Through advocacy, transformative education, collaboration, and connecting to nature, Urban Triage's Supporting Healthy Black Agriculture (SHBA) workgroups address the root of health disparities and inequalities in our community while providing the space and opportunity for healing for Black families.

SHBA is a workgroup series designed to empower and inspire breakthroughs and transformation centering

Black communities. Our workgroup teaches the basics of growing food and the entrepreneurial benefits/opportunities in the agriculture field. Our mission is to build sustainability back into agriculture while providing bonding time and healing space for Black families and opportunities for community members to learn about agriculture from the Black experience. To make our work more impactful, we dive into the many societal pressures that keep Black people from pursuing agricultural careers such as land access and culturally relevant training. Each participant who graduates from the program leaves with the skills they need to start their own garden, Urban Triage works to provide every participant who wishes to have one a garden set up of their own so they can put their new skills into practice.

One of my favorite memories from the program is when we had a young student who was 7 years old and afraid of spiders—we find quite a few in the garden. One day we identified all the insects we could find in the garden and a spider was caught in a bug net. We had Insect Ambassadors, a UW Graduate group, working with us that day. One of their graduate students took the spider out of the bug

net, explained what they do in the garden, and assured that they can't bite you. The boy asked to hold the spider in his own hand. At first he screamed with his hand fully extended, but he didn't move. Eventually he calmed down to the point where he could get a good look at the spider before it hopped off his hand and into the grass.

Another one of my favorite stories from this program is when one of our participants asked if we could grow peanuts. She grew up in the south and loved boiled peanuts—something I've never seen in the midwest. My initial reaction was no, we couldn't grow them. Oftentimes I find when you've been doing something for a while it narrows your capacity to see new possibilities. These fresh ideas in the garden made me think that I better do my research! As it happens, some people have been breeding cold-hardy peanut varieties that do well in our growing zone. So we have been growing peanuts for the last two seasons and plan to continue.

Supporting Healthy Black Agriculture is only one of Urban Triage's programs. Urban Triage is a community-based nonprofit organization nestled in Madison's south side and serves clients from all over Dane County, and it is dedicated to responding to its

community's immediate needs. Over the last three years, we have been expanding and refining our programs, driven by a mission to transform culture, institutions, and communities to ensure a humane future.

Our primary programs are Housing Navigation Services, designed to provide compassionate, caring, and culturally conscious services to individuals and families experiencing housing insecurity and homelessness. This, along with Unhoused Youth, works to address the challenges our unhoused community faces on a daily basis and offers paths to security and stabilization.

Urban Triage also offers community-centered work groups that address and work through the many systemic challenges in our communities. These programs are designed to create positive changes in the participants and help turn the anxiety and frustration these systems cause into manageable steps to make change.

Urban Triage Agriculture programs were born out of requests from clients wanting more accessible healthy food options, to increase food security as our clients found stabilization in other aspects of their lives. The pilot program to this request was Supporting Healthy Black Agriculture.



SHBA takes place at the Farley Center for Peace Justice and Sustainability, a nonprofit dedicated to promoting ecological sustainability, social justice, and peace. The Farley Center programs support new and beginning farmers with land access through their Incubator Farm, an ideal launching point for new farmers. They also offer beekeeping programs for adults and children. On the farm, they offer shared tools and equipment that help farmers determine what scale to work at and what they will need to get to their desired scale. These supportive services significantly lower the barrier to entry to starting an agricultural business making it more feasible to start.

This was an ideal location for Urban Triage to launch its agricultural programming. Being an accessible location in the city, it offered the flexibility for Urban Triage to launch its programming while modeling the steps Urban Triage’s participants can take to establish their own businesses. It also allows Urban Triage to experiment with their growing techniques in a collaborative environment with

many other farmers. Creating the opportunity to harness decades of farming experience to refine their growing operations. Currently, Urban Triage is working to reduce tillage, a practice that minimizes and works to remove the need for annual or biannual tilling of fields while maintaining crop productivity. This practice reduces erosion and improves soil fertility all of which fosters a more regenerative farming system that requires fewer inputs and produces less waste.

The Farley Center also supports community involvement in local food systems by offering educational tours of their farm and using the space to support local artists and farmers simultaneously by hosting collaborative events throughout the year. At the close of their first season at the Farley Center, Urban Triage threw a celebratory Harvest Festival that is now held annually in September. This festival is for all community members to come to the farm and celebrate the land we work on and the history of Black and Indigenous people in agriculture. The festival offers soul food, a land blessing and acknowledgment,

and hosts local dancers, singers, acrobats, and many other artists in a celebration of the land and our continued stewardship of it.

While SHBA helps community members get involved with and understand their local food systems there was a desire by previous participants to start agricultural businesses. This led to the creation of our Specialty Crop Program. This is a business-intensive course focusing on specialty crops. Covering all aspects of business, planning, execution, product branding, marketing, and managing your business to scale.

Farm Business Development grew from the launch of SHBA, a program designed to support existing Black Farmers in Wisconsin with support services. Less than 1% of Wisconsin’s over 60,000 farmers are Black according to census data and only make approximately \$2,000 compared to \$17,000 in farm income of the average white farmer. These statistics inform the need for supportive services for Black farmers to build stability and sustainability in their operations. Urban Triage supports

Black farmers in finding grants, connecting to technical service providers, marketing, and other needs based on the client.

Urban Triage believes that everyone deserves the opportunity to learn to grow their own food and about the food systems they participate in and should have access to their local food systems. With the support of volunteers and community members and partners, they continue to strive to expand a more sustainable and accessible local food system.

Presently, we are attentively monitoring the fluctuating weather, but it hasn’t deterred the Agriculture team from starting seed planting, bed planning, and preparing for another season of growth and programming. Spring offers an excellent opportunity for involvement, whether you’re interested in volunteering or enrolling in one of our programs. To sign up for SHBA: <https://form-usa.keela.co/supporting-healthy-black-agriculture-2024-application>. To volunteer with us: <https://form-usa.keela.co/volunteer-with-us>. Learn more at www.urbantriage.org.

WHAT’S GOING ON IN THE PHOTOS

1. Harvested beets
2. SHBA students in class
3. SHBA graduation
4. Weeding
5. Planting collards into cardboard
6. Flower workshop
7. Painting signs for the field



A SPECIAL OFFER
FOR NEW CUSTOMERS!

RECEIVE

\$250

WHEN YOU START BANKING WITH US.



Lake Ridge
Bank™

JUST FOLLOW THESE TWO EASY STEPS:

- 1 OPEN** a Forward Checking account and at least one additional deposit product, like a savings or money market account. Our Forward Checking account makes your banking simple with no minimum daily balance requirement and no monthly maintenance fee.
- 2 MOVE** your direct deposit, like a payroll or Social Security deposit to your new checking account to start taking advantage of the many benefits Lake Ridge Bank offers. Our ClickSWITCH® tool makes it easy to move your direct deposit, automatic payments and more!

Your \$250 bonus will be deposited into your new Forward Checking account within 90 days after you complete the two easy steps above. Of course, you'll need to keep your accounts in good standing and actively use your new accounts and services (5+ transactions per month). While we truly value our current clients, this special offer is only available to households that have not received a similar bonus (one bonus per household) in the past and don't currently have a checking account with us. Complete these requirements within 90 days of account opening to receive your bonus. **Offer expires on June 29, 2024.**



IT'S EASY.

JUST SCAN THE QR CODE
AND USE THE CODE **BANK250**
TO OPEN YOUR ACCOUNT
ONLINE TODAY.

If you prefer to open your account in person, stop by any of our convenient locations or call (608) 223-3000 to talk to a Banking Advisor.

OUR TRUSTED TOOLS MAKE YOUR BANKING EASIER.



35,000 +
Surcharge-free
ATM Network



Digital Wallet
Venmo, Apple Pay,
PayPal,™ Google Pay,™
and Samsung Pay®



Text and
Email Alerts



Mobile Deposit
Deposit a check using
your smartphone.



Credit Sense
Your Credit Score and
a whole lot more.



Send money by
text or email to
friends and family.



MEMBER
FDIC

6430 Bridge Road, Monona, WI 53713 • lakeridge.bank



Petinary

Excellent Pets Deserve
Excellent Care

1014 Williamson St
608.255.1239

www.petinaryclinic.com

Quality Veterinary Care on Willy St Since 1981



100 years of Service

ACE
Hardware Center

1398 Williamson St. 257-1630

acewilly@tds.net

Not just Realtors® - but your neighbors and friends.

We know this community and we know real estate.

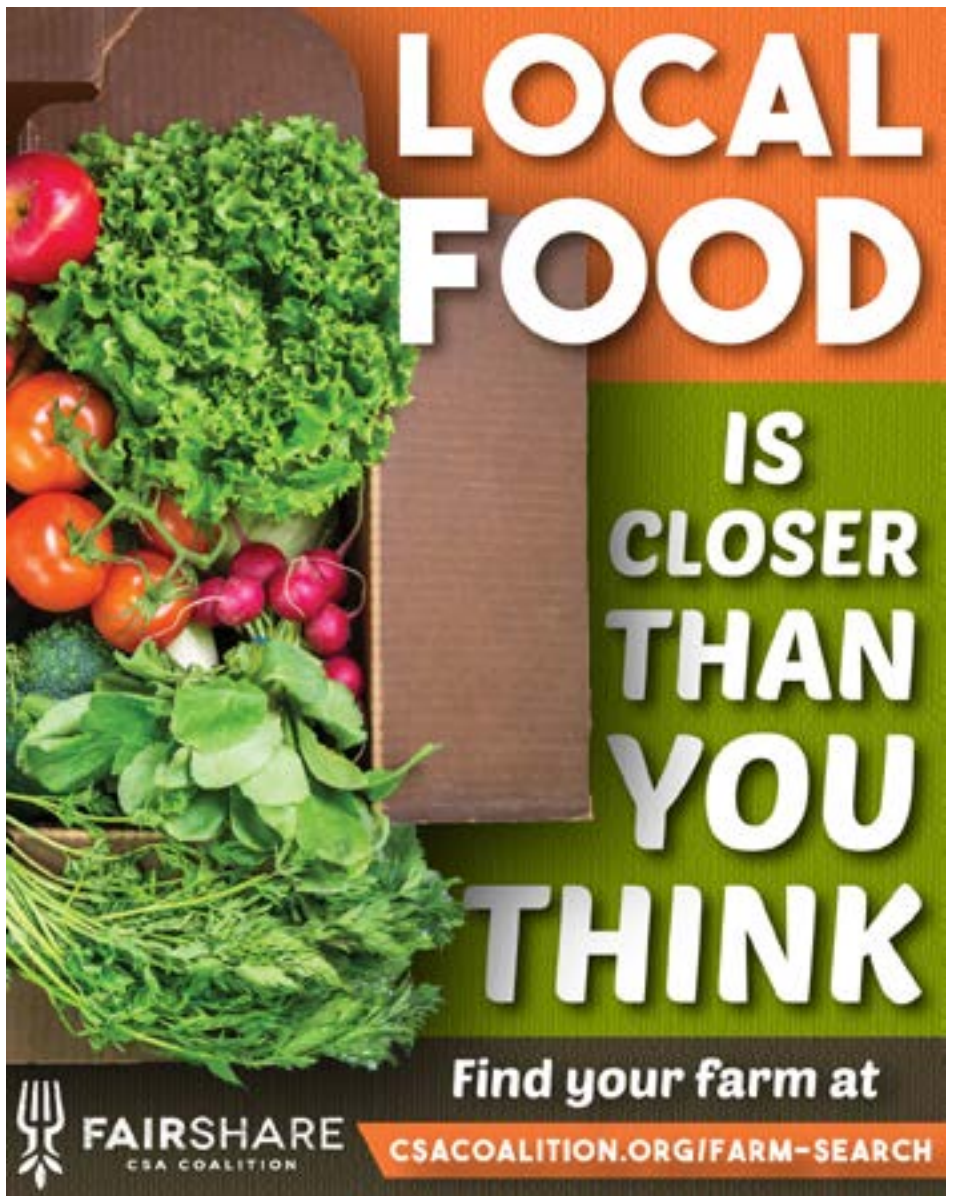
Powerful Results. Real People.



www.LauerRealtyGroup.com | 608.467.3220

LOCAL
FOOD

IS
CLOSER
THAN
YOU
THINK



Find your farm at



CSACOALITION.ORG/FARM-SEARCH

BETHKE
HEATING & AIR CONDITIONING, INC

EMERGENCY
SERVICE 24/7
251.2222

- Furnaces • Boilers
- Air Conditioners • Humidifiers
- Duct Cleaning • Maintenance Plans • Ductless Mini-Splits

FINANCING AVAILABLE

Locally Owned. Locally Operated.

BethkeHeating.com



Help Save a Tree

Go to willystreet.coop/ emails to sign up to get the Reader via email. For every 1,000 Owners who switch from a printed newsletter to the email version, we'll save one tree per month.

