

willy street co-op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI  
VOLUME 45 • ISSUE 4 • APRIL 2018



**IN THIS ISSUE: Run for the Board; Greener Products; Earth Week Information; West Expansion Update; and More!**

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# willy street co-op 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.

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

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**WEBSITE:** www.willystreet.coop

**BOARD EMAIL:** board@willystreet.coop

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

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

& Sat-Sun: 7:30am-6:00pm.

Deli: 7:30am to 9:00pm

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

## WILLY STREET CO-OP MISSION STATEMENT

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

## WILLY STREET CO-OP BOARD OF DIRECTORS

Holly Fearing, President  
Patricia Butler  
Bruce Slaughenhaupt  
Jeannine Bindl, Vice President  
Brian Anderson  
Meghan Gauger  
Emma Cameron  
Stephanie Ricketts

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

## BOARD MEETING SCHEDULE

ALL MEETINGS BEGIN AT 6:30pm UNLESS OTHERWISE NOTED

April 17th  
May 15th  
June 19th  
AMP July 12th  
July 17th

As always, Board meetings are held at the Central Office beginning at 6:30pm.

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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!

### PROPER TERMINOLOGY

**Q:** *Hello, I was at Willy North today browsing the body products section for the first time in a while, and I love that you carry reusable menstrual products like the Diva Cup and reusable cloth pads, as well as lines of organic disposable period products. It's great to see those in a brick and mortar store and not just online (diva cups have been more mainstream lately but this was the first time I've seen cloth pads in a store). Thank you for promoting those products, and placing them at eye level so they're a little more attention-grabbing and may make people more likely to make the switch if it's something they're comfortable with. I do have a suggestion for your menstrual product section. The label for the section is "feminine hygiene," which is the standard in most stores, however, I would like to offer the alternative of changing this sign to something more gender neutral, such as "period care" or "menstrual products." Using a euphemism does not help remove the stigma surrounding menstruation, and may also cause trans men or non-binary shoppers to feel uncomfortable. It is a small thing, but one of many that could detract from a person's perception of self-worth. If you have time, I would suggest reading this article: <https://lunapads.com/blog/2017/01/3-reasons-to-quit-saying-feminine-hygi...> as I know what I'm suggesting might sound like a non-issue, but making small changes like these are a way we can contribute to the period-positive movement and help include all people who menstruate, not just those who identify as female. Anyway, thank you for reading and for offering alternative products that are safer for our bodies and the environment!*

**A:** Hello!! Thank you for writing!

I agree, I think using the phrase "Feminine Hygiene" is not inclusive nor pride-inducing. It's been on my mind for a while to change it, so thank you for bringing this up! I'm going to begin conversations internally, and hopefully we'll see a change in the coming months.

Thank you! –Angela Pohlman, Wellness Category Manager

### TUESDAY DEALS

**Q:** *I was wondering if on Tuesdays when you have the Double dollars, if you could post on social media Facebook Instagram etc. About some of the deals you have that day. It takes me just under an hour to get to the store and it would be great to do so meal planning beforehand. Thanks for the consideration.*

**A:** I apologize that I didn't respond to your email more promptly! We have been trying to figure out a way to do this and haven't yet figured out a good process to get this done consistently while balancing with the other things to promote. Are you signed up to receive the Owner Rewards flyer? If you aren't already, that gets sent out each Monday—you can sign up at [www.willystreet.coop/rewards/](http://www.willystreet.coop/rewards/) subscribe and unsubscribe at any time. (I have attached this week's flyer as an example.) We are also working on more opt-in notifications and will keep this in mind as something to tie in. We are working on shifting some social media posts around and may have more room to post sale reminders in conjunction with Double Dollars reminders.

Have a nice week! –Brendon Smith, Communications Director

### WAREHOUSE DISTRIBUTION

**Q:** *Willy St. needs to study feasibility of opening warehouse distribution and sharing proportionate costs with other interested co-ops esp in terms of operations"*

**A:** Thanks for taking the time to write! We do work with other co-ops to leverage our buying power mostly through our membership with NCG (National Cooperative Grocers). Since many co-ops across the US are members of NCG, NCG is able to negotiate for competitive pricing from large distributors. One example of this is our grocery bags. All co-ops that are a part of NCG get their bags from the same vendor and NCG works with that vendor to get us a discount. Another example is our Co-op Deals program. NCG leverages the buying power of co-ops from across the country to negotiate these deals. NCG's role is to provide centralized resources and support to co-ops so that we can be stronger together.

Partnering with NCG is a good solution because they can negotiate for pricing that we couldn't get on our own while allowing us to stay focused on what we do best; selling groceries.

We are having the conversation internally about what our role should be in the local food supply chain and how that fits in with our strategic

plan. As always, we will continue to stay in the loop with changes to our local food supply and consider opportunities that are aligned with our long term goals.

I hope this helps to provide some insight. Have a great day! –Matt McHugh, Logistics Director

### FOOD SHARE POLICIES

**Q:** *Hello! I work at a non-profit in Madison supporting adults with disabilities. I am seeking info about your program that offers extra Food Share allowances—I remember reading about double Food Share dollars, but I don't know all the details. Would you please clarify your Food Share policies so that I can inform the individuals I support? Also—do people need to be a member to use their Food Share cards at Willy Street Co-op or to get the extra allowance? Are the Food Share policies the same at all 3 stores? Thank you for all the wonderful healthy, affordable, and delicious foods you offer our community!*

**A:** Thanks so much for reaching out! We have a few different programs that your clients may appreciate.

If you have clients interested in FoodShare, and are not sure that they qualify, we host Second Harvest once per month at each of our locations to offer information about FoodShare and registration assistance. They take both pre-made and walk-in appointments, and they also support Spanish speaking customers. For more information, please visit our website at [www.willystreet.coop/events](http://www.willystreet.coop/events).

If your clients are already using FoodShare, they may be interested in our Double Dollars Program. On Tuesdays through March 13, customers using FoodShare when they shop are eligible to receive \$5 per every \$5 they spend on FoodShare in vouchers towards produce purchases, up to \$20. The vouchers are good for anything in our Produce department, and expire May 31. They can be redeemed anytime the customer shops, and customers can use as many vouchers as they have or wish in one or multiple shopping trips. The program is administered by Community Action Coalition and in partnership with the City, County and participating local farmers markets. From June to November, Double Dollars are available at the farmers' markets for FoodShare benefits participants, and from October-May, Double Dollars are at the Co-op. The program is primarily funded when people reuse shopping bags when they shop the Co-op, and we also offer the opportunity for customers to make cash donations to support the program as well. More information is available at [www.willystreet.coop/double-dollars](http://www.willystreet.coop/double-dollars).

Anyone using FoodShare can participate in Double Dollars, they need not be a Co-op Owner.

We also have an Access Discount Program, which offers 10% off all groceries and a reduced payment for Co-op Ownership to all Owners who demonstrate low income or that they are experiencing food insecurity. Interested customers can both sign up for Ownership for as little as \$4 per year, and apply for the Access Discount at the Customer Service desk at any location. You can view details about the program and current qualifiers at [www.willystreet.coop/ownership](http://www.willystreet.coop/ownership). Many Owners sign up for Access using their FoodShare/QUEST card as the qualifier.

We accept FoodShare from any customer and offer the Access Discount and Double Dollars at all of our locations. Please let me know if there is anything else we may do for you or if you would like us to send you some materials about the programs to share! Have a nice weekend. –Kirsten Moore, Cooperative Services Director

### PRODUCT QUESTIONS

**Q:** *As someone who eats meat infrequently, I haven't had much occasion to consult with the meat dept. I did have product questions twice recently at the North store, and everyone I've spoken with has been helpful and accommodating. In one case, the question needed to go to the seafood buyer who contacted me later with the needed info. Today, I spoke with the man who does the cool smoking, had my questions answered with an offer to custom smoke some chicken rear quarters without salt. Thanks to these folks for being willing to follow up with such fine service. As a general comment from an old person who has always been prone to retain fluid with excess salt (age definitely increases that propensity), I wonder if there is any possibility of offering lower salt options in the hot and salad bars. I really enjoy the dishes offered but need to exercise care in consumption. Just wondering how offering lower salt options would be received. Alternately, a serving-size with basic nutritional data would be highly useful. Thanks for any consideration you may give this as it has been on my mind for a couple of years anyhow. Kudos to staff at East and North for consistently good service—rarely do I stop at Middleton. Thanks all. PS. Produce is where I generally have most questions for staff, and they are consistently able to answer.*

**A:** Thanks for the thoughtful feedback and your suggestion, I appreciate your patience as I did some research for you. We do not currently have plans to offer a specifically

low-sodium line of prepared foods, but our Prepared Foods Category Manager, Patrick Schroeder, has noted your request for future reference when we consider the development of new products. Nutritional information is something we do not currently have the resources to provide directly to the consumer. What we can do is provide recipes, which can be input into online nutritional calculators like the one at [www.myfitnesspal.com/recipe/calculator](http://www.myfitnesspal.com/recipe/calculator). It's not an elegant solution, but it is the one we have right now. If there is something specific you would like the recipe for, please let us know and we can see what we can do for you.

I've shared your positive feedback about the service you have received with our store directors at East and North. We really appreciate hearing that you have had consistent and quality customer service. Have a great weekend! -Kirsten Moore, Cooperative Services Director

## MANGOES & BANANAS

**Q: Hi there! I have a twofor for you today. :-)** 1. Do you have your in-house packaged dried mangoes back in stock? The last time I was there, they were sold out. My 3yo just informed me he's "dying" without them, so apparently I need to make an "emergency" run tomorrow if they're back in. :-) 2. Do you have any idea when you'll get the Equal Exchange un-gassed bananas back in stock? My son is allergic to the ethylene gas that bananas are treated with, and reacts to the Ecos bananas. (I'm not sure

if they're gassed or not.) He does great with the Equal Exchange un-gassed bananas, though. Any idea when they might be back? They're a huge and rare treat for him! Thank you so very much.

A: Thanks for writing. Hopefully you already got some, but the dried mango is definitely in stock at Willy East!

Regarding the bananas, I'm not sure why your son would have a reaction to the Ecos label bananas but not the Equal Exchange. Both (and indeed all bananas you'll find in supermarkets in the US) are treated with ethylene gas for ripening. Because they are shipped via barge from the tropics, they have to be picked extremely green. The ethylene is applied right before they are shipped to our stores so that they ripen correctly. If they didn't get that treatment, they would not ripen to yellow at all, but would turn black.

The only difference between the two banana labels is that they are treated with ethylene at two different distributors warehouses. The Ecos come from Albert's Organics in Prescott WI, and the Equal Exchange come from J&J Distributing in the Twin Cities. To my knowledge both Albert's and J&J use identical processes to ripen the bananas.

Albert's is our primary banana supplier, and we really only use J&J to fill in when Albert's runs low, so it's tough to tell you exactly when we will have the Equal Exchange in stock. I hope this is helpful information. Best, Megan Minnick, Purchasing Director

## INDIVIDUAL DONUTS

**Q: Just a suggestion... sell some of Greenbush donuts individually.**

A: We would love to but Greenbush does not sell them individually. If they decide to and we have the space to merchandise them, we might. Thank you for the inquiry. Amanda Ikens, Owner Resources Coordinator

## FROZEN BREAD

**Q: Udi's bread should be frozen to keep longer—other vendors keep frozen—customers forced to drive to other store for frozen bread—put one loaf back (refused to buy).**

A: Thanks for letting us know that you would prefer to buy Udi's bread frozen. We offer the Udi's bread refrigerated and not frozen as a service to our customers. We want gluten-free bread to be available ready-to-use for those who would like it. However, this product does come in frozen and we would be happy to sell it to you that way if we have some on hand in the back. Feel free to ask next time you are in and looking for a frozen loaf! -Liz Patterson, Assistant Grocery Manager—East

## RAW PEANUTS

**Q: Quick question: I am in need of raw in-the-shell peanuts. I know that many people have peanut allergies but I have looked all over for these as I want to make traditional southern boiled peanuts. Your staff was so kind, last time I inquired, to call some of your competitors to see if they have them since it**

didn't seem as though you carried them. So far, it seems no one in Madison has them, of which I am aware.

**Do you know of a reason that those of us with a need for them might not be able to get them here or why you might not carry them? I assume the demand might be rather small, but I would love to be able to get my hands on some from a local source (even though they are not grown in WI.) Again, these would need to be raw and in-the-shell.**

**Is it possible that you might be able to get them for custom and/or individual purchase? I would be looking for a pound or two at a time (only a couple of times a year) to make some fantastic, authentic, southern cajun boiled peanuts to help me keep my southern traditions alive. :-) Just let me know.**

A: We have them lightly roasted in the shell, but you are correct, these are hard to find raw. I assume most people like them roasted and salted, and have not seen them raw in these parts, most likely because peanuts are not an agricultural product in the Midwest. We buy CB's Nuts, lightly roasted peanuts in a shell, through our distributor, but they have a nice online catalog. In fact, you can find the raw ones on their website for purchase. It is a peanut boiling kit, with a 1.5 lb bag of peanuts. I hope that will fit your needs for now.

I appreciate you sending us your comments and questions!!

Have a great day!! -Dean Kal-las, Grocery Category Manager

**We have distributed all the Double Dollars coupons we have.**

**The coupons can be used through May 31st, 2018.**



**willy street co.op CATERING**



*Great for Graduation*

See our catering menu at Customer Service or go to [willystreet.coop/catering](http://willystreet.coop/catering)

## GENERAL MANAGER'S REPORT

### Earth Day; Board Elections; and More



by Anya Firszt, General Manager

I am writing this update on a sunny afternoon in late March with the sweet anticipation of what April has in store for us—warmer days, more daylight, along with a few days to celebrate, including April Fool's Day, Earth Day and, not to be forgotten, tax day.

#### EARTH DAY

Earth Day was first celebrated on April 22, 1970; this year we will observe the 48 years of Earth Day with a few in-store events. Bulk grocery products are on sale at 10% off (excluding coffee) for the week of April 16–22, so it is a great time to stock up for the spring! We will also highlight our producers that support environmentally sustainable practices including Organic Valley, Just Coffee, and Tankabar. To learn more about the ways in which these producers contribute positively to the environment, check out page 9.

#### WILLY WEST REMODEL AND EXPANSION

As you all must know by now, Willy West is expanding! We are moving into the vacated store fronts located to the west of the current site, adding about 5,100 square feet to the total operating space.

Construction is slated to start by the middle of this month, beginning with demolition work in the vacated space. The Deli, Juice & Coffee Bar, Cheese, Beer & Wine sections, and the checkout lanes/Customer Service desk footprint of the store will experience the most disruption. Thank you for your patience as we begin to make our way through the multiple phases of construction. If all goes as planned, we should be wrapping things up in mid-October. Should the thought of noise, construction or disruption to your regular routine make you cringe (although we aim to keep these to a minimum as much as we are able), please consider shopping at Willy East or Willy North.

#### OPERATIONS

I wanted to share with you a brief update on how well your Co-op is managing our business. We are a year and a half into tenure of our third store, Willy North, which is seeing performance even better than budget. Through our investment in expansion at Willy West, we will continue to champion the support of sales growth as well as improved services to our customers. We now have four seasoned site directors (including our Kitchen Director) committed to working with

Co-op employees and management to shepherd the Co-op into the future. You can take pride in the work this group is doing to manage expenses, provide leadership to personnel, identify efficiencies, and provide expanded goods and services to you, our Owners.

#### ANNUAL BOARD ELECTIONS

Are you interested in serving on our Board of Directors? Three seats are up for election in the coming fiscal year, with terms lasting three years. If you are considering applying, keep the following dates in mind: candidate statements are due June 1; voting runs July 1 through 6:00pm on July 17. Owners are invited to cast a ballot by mail, in person at the stores, at the Annual Meeting & Party (AMP), or online.

This year's applicants should be aware of the requisites they must meet before running. Requirements for running include attending one Board orientation session on one of the upcoming dates, either April 21, 1:00-2:00pm, or on May 21, 6:00-7:00pm. Candidates must also have attended at least one Board meeting, with the remaining ones taking place on April 17, and May 15. Board meetings are held at the Co-op's Central Office located at 1457 E. Washington Ave and begin at 6:30pm.

Because we need your current email address if you plan to vote online, this is your annual reminder to check in with the staff at Customer Service to update or add yours today.

#### ANNUAL MEETING & PARTY (AMP)

It's not too early to mark your calendar for the 2018 AMP! The AMP marks the opening night of La Fete de Marquette—a four-day music festival organized by the Wil-Mar Neighborhood Center celebrating community with lots of music, crafts, local cuisine, ice cold beer, wine, and family fun! This summer festival is scheduled for Thursday, July 12 at Madison's Central Park! Festivities begin at 4:00pm. The retails will not be closing early.

#### IN CLOSING

If you are looking to interact with me about operational issues, take note that Facetime with the GM has shifted from Monday evening to Sunday afternoon. The next scheduled time is Sunday, April 15 at Willy North from 2:00–3:00pm. I look forward to seeing you at Willy West in May! You can also reach me by emailing a.firszt@willystreet.coop, or calling me on my direct line: 608-237-1210.

With the change in weather, getting outside more is a must! Start planning for seedlings! They will be here before you know it.

## BOARD REPORT

### Run for the Board; Ends Report; and More



Stephanie Ricketts, Board Member

Happy Spring! Here is the latest news from your Board of Directors.

#### RUN FOR THE BOARD

Have you ever wanted to become more involved with your Co-op in a leadership capacity? Consider running for your Willy Street Co-op Board of Directors! This July, there will be three open seats, and each seat is for a three-year term.

#### WHY RUN FOR THE BOARD? HERE ARE JUST A FEW REASONS

- You will join a great group of people who love the Co-op and are motivated to ensure the Co-op's success now and into the future.
  - The Board represents all Owners of the Co-op, and we are best represented when Owners with diverse perspectives serve.
  - The Board works to shape the vision for the Co-op, while monitoring the Co-op's financial health, and working on strategic policies. This is exciting work!
- There are some requirements for running for the Board—please check out the application packet on our website: willystreet.coop. Applications are due June 1.

Questions about running for the Board? Contact Board Administrator Ben Becker at b.becker@willystreet.coop

Speaking of your Board, just a reminder that you can meet some of us at the stores—April 14 at Willy West from 12:00pm-2:00pm, and May 12

at Willy East from 12:00pm–2:00pm. We look forward to meeting you!

#### CHANGES ON YOUR BOARD

As previously reported, our former Board Vice President moved on to other adventures, leaving an open seat and open VP slot. I'm pleased to tell you that Board member Jeannine Bindl has stepped up to serve as our new Vice President. Thank you, Jeannine, for taking on this role!

Your Board also voted unanimously to appoint Dan Ramos Haaz to fill the vacated seat until our Board elections in July. Dan has previously served on the Board and is currently the Chair of the Finance Committee. Welcome, Dan, and thank you for serving.

#### ENDS REPORT

Finally, I'd like to give an update on our Ends report. Your Willy Street Co-op follows a set of principles called the Global Ends Policy. Our Ends Policy states:

Willy Street Grocery Co-op will



Board member Stephanie Ricketts shares the table with staff member Robert Halstead.

be at the forefront of a cooperative and just society that:

- has a robust local economy built around equitable relationships;
- nourishes and enriches our community and environment; and
- has a culture of respect, generosity, and authenticity.

At our February Board meeting,

#### MEET YOUR BOARD OF DIRECTORS

Spring is a great time to get out and about, enjoy the season's first veggies and...meet Your Board of Directors! We invite you to stop by to meet some Board members and have a snack while you're shopping. We may not know what aisle the organic volcano rice is in, but we will be ready to answer questions about your Board's job duties, what it's like to run for the Board, or just to say hi to you and thank you for supporting Your Coop.

Come and see us on these dates:

April 14, Willy West, 12:00pm-2:00pm

May 12, Willy East, 12:00pm-2:00pm

we reviewed the Ends Report for FY17, prepared by General Manager Anya Firszt. There's not enough room here to list all of the amazing things that the Co-op accomplished in service to these Ends, but to highlight just a few:

- Your Co-op worked with other neighborhoods to help them revitalize local economies (eg. Northside Planning Council and Allied Drive).
- Through Owners' generosity, your Co-op gave \$243,592 via Community CHIP to Community Shares of Wisconsin. These funds help over 60 local non-profits.
- Your Co-op sponsored Literacy Network's Literacy Kitchen and

English For Health programs offering opportunities to talk about cultural cuisine and learn to navigate the food system when English is a second language.

None of these things would be possible without the contributions of Co-op Owners and staff. I am continually impressed with how hard the staff works every day to make the Co-op a great place to shop, and I am grateful for our Owners for stepping up and supporting the Co-op, as evidenced by our recent successful bond drive for the Willy West expansion. Thank you! I look forward to the many great things we'll do together this year and beyond.

**MADISON'S OLDEST ZINEFEST**

www.madisonprintandresist.wordpress.com

**PRINT AND RESIST**

MADISON WI  
APRIL 28th

Saturday, April 28th  
11 am - 4:30 pm  
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**Tuesday & Thursday: 7:30AM-7PM**  
**Saturday: 8AM-Noon**  
**Closed Sundays**

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northsideanimalhospital.vetsuite.com  
2121 North Sherman Avenue • Madison, WI 53704

**RUN FOR THE BOARD!**  
(SEE PAGE 5 FOR MORE INFORMATION)

**Community Room Class Calendar**

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

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



**BAKING WITH CHEF PAUL: GOURGÈRES & PÂTE À CHOUX**

Location: Willy East Community Room  
Wednesday, April 25, 6:00pm-8:00pm  
Ages: 18 and older  
Your Co-op's Own Instructor: Paul Tseng  
Fee: \$10 for Owners; \$20 for non-owners

Pâte à Choux is a versatile dough used to make many savory or sweet dishes—have you ever wondered how to make cream puffs?! They can be filled with many things including ice cream, pastry cream or whipped cream, and on the savory side, add cheese to make gougère balls or fill with different salads to celebrate summer in a different way. Join Chef Paul to learn to make all these tasty appetizers from scratch.



**SIX SPICES: INDIAN VEGETARIAN BRUNCH**

Location: Willy East Community Room  
Monday, April 9, 6:00pm-8:30pm  
Ages: 18 and older  
Instructor: Neeta Saluja  
Fee: \$20 for Owners; \$30 for non-owners

Join Chef Neeta Saluja to learn to prepare a delicious vegetarian Sunday brunch to enjoy at home with friends and family. The depth of flavors and richness of the dishes will keep anyone satisfied well into dinnertime. On the menu: Garbanzo Beans with Tamarind Sauce; Poori, Indian fried bread; and Halwa, dessert prepared with cream of wheat, ghee and sugar. Vegetarian.

**COOKING WITH CHEF PAUL: THAI CURRY FROM SCRATCH**

Location: Willy East Community Room  
Wednesday, April 18, 6:00pm-8:00pm  
Ages: 18 and older  
Your Co-op's Own Instructor: Paul Tseng  
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul to learn to make curry paste, the key element in Thai cooking, from scratch! He will then use the paste for a braising sauce to complete a Thai curry meal. Vegetarian-friendly.

**SINGAPORE STREET FOOD WITH MADAME CHU**

Location: Willy East Community Room  
Thursday, April 19, 6:00pm-8:00pm  
Ages: 13 and older; adult supervision not required  
Instructor: Josey Chu  
Fee: Free; registration required

Madame Chu's Southeast Asian condiments are unique and flavorful. Join Josey, Madame Chu herself, as she demonstrates her favorite Singaporean street food—Nasi Lemak (Coconut Rice) served with Madame Chu's Sambal Nyonya on tofu, tempeh or fried fish. Come and learn how to cook her family recipes passed down through many generations. Non-vegetarian, vegetarian, vegan and gluten-free options.

**SIX SPICES: VEGAN AND GLUTEN-FREE INDIAN DISHES**

Location: Willy East Community Room  
Thursday, April 26, 6:00pm-8:30pm  
Ages: 15 and older; adult supervision required

**Support your local homebrew shop!**

Order at [wineandhop.com](http://wineandhop.com) and select a pick-up location

or

1919 Monroe Street      1129 E. Wilson Street

Instructor: Neeta Saluja

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

In this class learn how to make vegan and gluten-free dishes delicious and flavorful by using simple Indian cuisine techniques. We will be making black-eyed pea soup (Daal) with cumin-flavored rice and curried cauliflower with red potatoes. Vegan and gluten-free.

### HOME CREAMERY SERIES: SOFT-RIPENED CHEESE

Location: Willy East Community Room

Wednesday, April 11, 6:00pm–8:00pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$25 for Owners; \$35 for non-owners

Join veteran home cheesemaker Linda Conroy as we learn to add mold to cheese. We will make and sample a simple mold-ripened goat cheese that can easily be replicated at home. Participants will leave with recipes and cheese to finish ripening at home.



### LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy East Community Room

Wednesday, May 9, 6:00pm–8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

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



### COOKING TOGETHER: FLAVORS OF SPRING

Location: Willy East Community Room

Friday, April 6, 5:30pm–6:45pm

Ages: 5 and older; registration for adults and children required

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this hands-on cooking class for families and learn about different foods, how to follow recipes and how to use a variety of tools. Asparagus, peas, rhubarb, cherries, mushrooms and more—springtime is just around the corner, and in this class we will prepare a fantastic feast that will celebrate its arrival by using ingredients that are synonymous with the season. Vegetarian.

### COOKING TOGETHER: TRADITIONAL TACOS

Location: Willy East Community Room

Friday, May 4th, 5:30pm–6:45pm

Ages: 5 and older; registration for adults and children required

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this exciting hands-on cooking class for families. Tacos happen to be Lily's favorite food, and in this class she will show you how fun and easy it is to make traditional tacos by creating handmade corn tortillas using a press from Mexico. Participants will also prepare a variety of flavorful fillings and fresh-squeezed limeade to round out the feast. Vegetarian.



### HOLISTIC APPROACH TO FATS AND CARDIOVASCULAR HEALTH

Location: Lakeview Library

Thursday, April 19, 6:00pm–7:00pm

Ages: Any; adult supervision required

Instructor: Katy Wallace

Fee: Free; walk-ins welcome

Join us for a holistic view of fats—those that inflame and those that heal. Katy Wallace, traditional Naturopath of Human Nature, LLC will present information about cholesterol particle size, triglycerides and advanced glycation end products in relation to foods. The presentation will also cover how to optimize your lipid levels and health, naturally.



### KIDS IN THE KITCHEN: FOOD ART!

Location: Willy East Community Room

Tuesday, April 10, 4:30pm–5:30pm

Ages: 5–8; adult supervision not required

Location: Willy East Community Room

Tuesday, April 17, 4:30pm–5:30pm

Ages: 9–12 years old; adult supervision not required

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Fish and flowers made from fruit? Butterflies and bears made from bread? How about critters or cars crafted from cheese and crackers? Chef Lily can't wait to see what the kids will come up with! Participants in this class will create edible and artful images using a variety of foods. Vegetarian.

### KIDS IN THE KITCHEN: RAINY DAY RECIPES!

Location: Willy East Community Room

Friday, April 20, 4:30pm–5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. April showers bring May flowers, and in this class, participants will prepare multiple rad recipes

### LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Lakeview Library

Thursday, April 5, 10:00am–2:00pm

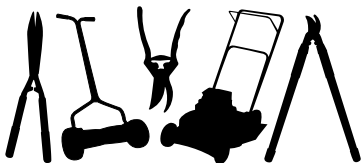
Location: Willy East Community Room

Thursday, April 19, 8:00am–12:00pm

Is money tight? You may be eligible for FoodShare benefits on a QUEST Card! FoodShare is a federal benefit, like social security, that provides extra money for groceries to low-income individuals and families. The benefits comes on an easy-to-use debit-like card that can be used at the Willy Street Co-op, many farmers' markets, and most major grocery stores. The income guidelines are higher than you might think: individuals earning \$11+ per hour and working 40 hours per week may qualify. To find out if you may be eligible, please call 1-877-366-3635 for a confidential screening and to schedule an appointment to apply at Willy Street Co-op. During your appointment, a FoodShare Outreach specialist will assist you with an application, answer questions, and connect you with other great community resources. Walk-ins welcome. Se habla Español.

### GET AN EDGE ON SPRING.

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### What's for lunch?

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

that are perfect for a cool rainy day inside—spring soups, nourishing noodle dishes, comforting cookies and much more! Vegetarian.

### KIDS IN THE KITCHEN: LIKEABLE LUNCHES!

Location: Willy East Community Room  
 Friday, April 27, 4:30pm–5:30pm  
 Ages: 5–8 years old; adult supervision not required  
 Instructor: Lily Kilfoy  
 Fee: \$10 for kids of Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids ages 5–8 years old. Sometimes even the most creative cooks get stuck in a rut when it comes to lunchtime. In this class, participants will whip up some Lily’s favorite fun recipes to shake up the routine. Vegetarian.

### KIDS IN THE KITCHEN: SENSATIONAL SUSHI!

Location: Willy East Community Room  
 Tuesday, May 8, 4:30pm–5:30pm  
 Ages: 9–12 years old; adult supervision not required  
 Location: Willy East Community Room  
 Tuesday, May 15, 4:30pm–5:30pm  
 Ages: 5–8 years old; adult supervision not required  
 Instructor: Lily Kilfoy  
 Fee: \$10 for Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this exciting hands-on cooking class for kids. Did you know that sushi means rice and not fish? Learn this and a whole lot more in this popular class. Attendants will also prepare a rainbow of delicious fillings, and create their own sushi rolls using rice, nori and a bamboo sushi mat. Vegetarian and gluten-free.



**PRESERVATION**

### EXPLORING THE ART OF JAPANESE PICKLE-MAKING

Location: Willy East Community Room  
 Sunday, April 8, 10:30am–12:00pm  
 Ages: 8 and older; adult supervision required  
 Instructor: Patrick Monari  
 Fee: \$20 for Owners; \$30 for non-owners

Japan is well known for sake, miso and soy sauce, which form a keystone of Japanese cultural identity. However, few people are aware of Japan’s rich pickle-making history. Join Patrick Monari to learn the background on vegetable fermentation in Japan, and how we can use Japanese pickling methods to diversify home ferments. He will also teach the class to make a Japanese pickle called nukazuke using local ingredients.



**HEALTH & WELLNESS**

### SPRING CLEANSE WORKSHOP

Location: Willy East Community Room  
 Tuesday, April 24, 6:00pm–8:30pm  
 Ages: Any; adult supervision required  
 Instructor: Michelle Jolly  
 Fee: \$59 for Owners; \$69 for non-owners

Learn how to choose foods to reboot yourself with a 10-day cleanse and address underlying conditions and patterns of stress that limit you. Join Michelle Jolly, Health Coach of Human Nature, LLC, to learn how to naturally push toxins out and rebuild healthy cells in your body with whole foods. Take home a workbook with instructions, recipes, clean eating tips, detox tools and more! This class can be customized to any level—beginners and advanced welcome.

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**ENVIRONMENT NEWS**

**Companies Positively Impacting the Environment**



by **Megan Minnick, Purchasing Director**

**M**ost of us are concerned about climate change, and thinking about tackling it feels overwhelming. Luckily, there is a strong movement to make changes to positively impact the environment. One place to find these inspiring stories is the book *Drawdown*. The subtitle says it all “The most comprehensive plan ever proposed to reverse global warming.”

The book covers the things you would expect—alternative energies such as solar, wind, geothermal—and a few unexpected suggestions, such as a plant-rich diet and educating girls. They list 80 different concepts that give one hope and excitement—there is so much more we can be doing and it is thrilling. The book is at all three stores, so pick up a copy and get inspired!

Some of the suggestions in the book are aimed at consumers making choices about who they buy from.

**CLIMATE COLLABORATIVE**

The Climate Collaborative is a group of concerned businesses from the natural products industry working collaboratively to catalyze bold action, amplify the voice of business and promote sound policy to reverse climate change. You can find out more on their website here: [climatecollaborative.com](http://climatecollaborative.com).

Here is a short list of 10 vendors we carry that are doing something about climate change (there are many more, of course!):

**ANNIE’S**

“As a food company, we recognize our dependence on thriving natural resources to grow the food

that goes into our products every day. Agriculture is one of the biggest drivers for climate change, but it can also be one of its greatest solutions. We strive to be part of the solution and we believe the journey starts with healthy soil in organic, regenerative farming systems. Through our Climate Collaborative commitments, we’re building on our longstanding support of organic to address climate change from the ground up.” -Shauna Sadowski, Senior Manager of Sustainability at Annie’s.



**EO PRODUCTS**  
Focused on making products with the best ingredients with least impact on the planet.



**MEGAFOOD**  
This supplement company makes vitamins from food (imagine that!), and they partner with organic and domestic farmers to create their products.

**NATURE’S PATH**  
“How we leave the earth is our collective legacy.” -Arran Stephens. This cereal company has six key sustainability principles they follow: grow organic; become carbon neutral; zero waste; preserve water; educate; inspire and engage; give back.

**ORGANIC INDIA**  
“Organic India joined the Climate Collaborative as a visible way to show our longstanding commitment

to environmental regeneration. We believe in promoting wellness not just for our customers, but for everyone on the planet, and for our global ecosystem. #togetherwewill reduce atmospheric carbon levels and restore the health of our global ecosystem, for ourselves and future generations.” -Kyle Garner, CEO, Organic India USA



**ORGANIC VALLEY**  
“Our current political climate requires businesses to step up and work for the changes we know are necessary.” -George L. Siemon, CEO, Organic Valley. Not only are there cows on their farms, they also are working towards Carbon Farming.



**REBBL**  
“REBBL is built upon the principle that humanity and the natural world have vital interconnections. We were founded to create a future without human trafficking by addressing its root causes, and one of the biggest causes is climate change. Through the Climate Collaborative, we are inspired and supported in driving collective industry-wide action to reverse these effects.” -Sheryl



O’Loughlin, CEO, and Dani Dhanoa, Sourcing and Impact Manager, REBBL.

**U-KONSERVE**  
By purchasing a U-Konserve product, you not only are purchasing a reusable food container, which in itself is a great step, you are also contributing to their 1% for the Planet—a non-profit that gives money to vetted, trusted nonprofits that work to benefit the environment.



**TANKABAR**  
A Native owned business that promotes returning buffalo to the Great Plains. Buffalo ranching is less destructive to the environment than cattle and actually help to restore plants and grasses, sequestering carbon.

**VERIDITAS**  
By PRANAROM  
Passionate about organics. All of their products are certified organic by ECOCERT ICO and USDA. It takes 2,000 pounds of lavender to make one gallon of lavender essential oil. Essential oils require a huge amount of land mass.

This is just a quick list; there are so many companies doing good work. Support them!

Every Thursday, we have a sale on one product from our Meat Department.

**We like to call it**

Check Facebook, Twitter, or the Meat department counter for that week’s sale. Quantities limited and for Willy Street Co-op Owners only.

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## GROCERY NEWS

# Hard-Boiled Egg Recipes



by Ansley Knoch, Purchasing Assistant

**S**pring is finally here! Even though I'll miss the snow, I have to admit I love when the weather starts to warm up a bit and I start wanting to eat everything fresh and green! After all the cozy, warming, slow-cooked goodness of winter, it feels so invigorat-

ing to dig into a bowl of cold, crispy, greens, tossed in a light, herby dressing. And what better protein to pair with such fresh, light fare than hard-boiled eggs? They're fast and easy and, if you have chickens in the backyard, starting to get quite plentiful this time of year.

I know that I often have more hard-boiled eggs than I know what to do with come April and there are really only so many ways to serve egg salad, so this month I've collected three delicious and delightfully varied ways to feature hard-boiled eggs (without any mayonnaise at all!).

### SPRINGY SALAD WITH PICKLED BEET HARD-BOILED EGGS

The eggs for this have to be prepared the day before, but the deli-

ciousness is so worth it!

#### Pickled Beet Hard-Boiled Eggs

6 hard-boiled peeled eggs  
16 oz. jar of pickled sliced beets  
1 small sweet onion, sliced  
3/4 c. sugar  
3/4 c. apple cider vinegar  
1/2 tsp. salt

#### Salad

4 pickled beet hard-boiled eggs  
1 head butter lettuce, washed and chopped  
Microgreens, sprouts, and/or watercress  
8 oz. smoked salmon, sliced  
1 c. chopped pickled beets  
4 radishes, thinly sliced  
1 small cucumber, thinly sliced

#### Lemon Dill Dressing

1 bunch dill, chopped roughly  
Juice of 1 lemon  
1/3 c. extra virgin olive oil  
1 clove garlic, minced

#### Directions for the Pickled Eggs:

Drain the juice from the pickled beets into a pot. It should be about 1 cup. Mix in sugar, salt, and apple cider vinegar and bring to a boil. Turn down to a simmer and cook for 10 minutes. Mix peeled eggs, sliced drained beets, and onions in a bowl or jar and pour hot juice mixture on top. Seal in a jar or in a bowl with a lid. Keep in the refrigerator for at least a day.

#### Directions for Dressing:

Blend all dressing ingredients together in a blender or food processor until puréed. Season with salt to taste.

#### Directions for Salad:

Place lettuce in a large bowl. Toss with microgreens/ sprouts/ watercress. Top with smoked salmon, pickled beets, radish, cucumbers, and eggs. Drizzle with dressing and serve.

### FAST WEEKNIGHT RAMEN

I know, I know, usually ramen calls for soft-boiled eggs, but this totally works too!

2 hard-boiled eggs  
2 packs forbidden rice ramen noodles (or noodles of choice)  
6 oz. shiitake mushrooms  
Chives  
Collard greens  
1 Tbs. tamari  
1 tsp. (or more if desired) chili sauce  
1 1-inch piece of ginger, finely chopped  
2 cloves garlic, minced  
1 mounded Tbs. red miso  
4 c. chicken, beef, or broth of choice  
Salt, to taste

Optional toppings: sliced cooked chicken or pork, thinly sliced carrots, bean sprouts

**Directions:** Heat a little olive oil in a large pot over medium heat and add the garlic and ginger, cooking for a minute or two, until softened. Add the broth and tamari, cover, and bring to a boil. Meanwhile, chop the mushrooms and collard greens. Add the ramen and cook, following the instructions on

the package. Remove from heat, add collards and mushrooms, and season with salt to taste. Once the collards are bright green and the mushrooms are softened, stir in the miso and chili sauce, then divide the noodles into two large bowls. Peel the hard-boiled eggs and slice in half. Top each bowl with 2 egg halves, chives, and any other desired toppings.

### SCOTCH EGGS

These pack quite a protein punch! They're great party food but make a great brunch side too.

8 large hard-boiled eggs  
1 raw egg  
16 oz. sausage of choice  
Salt and pepper to taste  
Panko bread crumbs

**Directions:** Heat the oven to 400°F. Cover a baking sheet with parchment paper and set aside.

In a medium bowl, combine the sausage with salt and pepper. Separate the sausage mixture into eight equal portions. In a small bowl, beat the raw egg. Fill a second small bowl with panko bread crumbs. Remove the eggs from the refrigerator and peel them. Take one boiled egg and cover it completely with one of the sausage chunks. Dredge the sausage covered egg in the beaten raw egg, then roll it in the bread crumbs and place it on the baking sheet. Repeat with all of the remaining eggs and sausage chunks, refilling the panko bread crumb bowl as needed.

Put the baking sheet in the oven and bake for 20 minutes, or until the bread crumbs are crispy and golden. Remove them from the oven and allow to cool for 5 minutes before serving.

## DELI NEWS

# New Products in the Deli Every Month



by Patrick Schroeder, Prepared Foods Category Manager

we've gotten larger and our focus has been on meeting demand and sustaining, rather than creating new things that excite us.

### 30 STEPS

In order to get back to a place where innovation happens, we have

**I**nnovation in food is important. I believe it is what has made our Prepared Foods program successful. Innovation in the Deli, Bakery, and Juice Bar has historically been driven by a singular, creative force: our staff. That same staff has struggled to get their amazing ideas turned into regular offerings as

had to study what it takes to make a new product. At first take, it seems simple: find a recipe and make it. Our analysis shows that it actually takes about 30 individual steps to bring a new Prepared Foods product from conception to successful introduction in our stores! We've spent the past year honing our skills, building the systems, and spreading out the knowledge to our staff of how to execute these 30 steps. Now we're ready.

### WE'RE READY

This spring we will be releasing new products in Prepared Foods every month. You will hear about those products here, in the *Reader*, in the stores (look for signs with "NEW"), during samplings at the end of each month, and over social media. You'll even get to hear directly from those who are doing the creating. We can't wait to share our creations with you. Stay tuned!

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## HOUSEWARES NEWS

# Five Greener Clean Products We Love



### TWIST SCRUB SPONGES 100% PLANT-BASED SPONGES

#### Why We Love Them:

These sponges, made with a combination of plant materials hemp, agave, and cotton, will break down (or biodegrade) in landfills much faster than

by  
**Melissa Reiss,**  
Purchasing  
Assistant



sponges made of synthetic materials such as polyurethane. They are also a natural, unbleached color instead of using artificial dyes which could harm the environment. They are also as - if not more - durable than synthetic sponges. One side is a standard, porous, sponge, and the other is a dense scrubby that will tackle grime. For use in the kitchen, bath, or outdoors!



### BIOKLEEN BAC-OUT STAIN & ODOR ELIMINATOR

#### Why We Love It:

Stain removal without harsh, synthetic chemicals. Live enzymes in this solution actually eat away stains and organic matter on clothing or in

carpets instead of covering them up. Perfect for pet potty accidents, any food stains or spills (including red wine!), and cloth baby diapers. No scrubbing- just pour, let soak, and wash as usual. No artificial fragrance or colors. A family-owned company since 1989, and made in the USA!



### IF YOU CARE HOUSEHOLD GLOVES

#### Why We Love Them:

A more sustainable version of cleaning gloves, these high quality, multiple-use gloves are made from Fair Trade-certified rubber!

### FOUR NUTS BY NATURE SOAP NUTS

**Why We Love It:** Soap Nuts are nature's complete laundry detergent! Actually called soapberries, they are the nut of a species of shrubs and small trees in the lychee family.



Machine-safe and hypoallergenic, just toss a handful into the cloth bag (included), throw in your dirty clothes, and wash as usual. These fragrance-free nuts contain saponin, an all-natural surfactant, to clean your clothes just like laundry detergent. You get 87 washes per bag of nuts! And after they are done, you can compost them! This a small, locally-owned company as well.



### REBEL GREEN CLEANING PRODUCTS

**Why We Love Them:** A full line of safe and effective cleaning products from glass spray, fruit and veggie wash, laundry detergent, to hand soap. Essential-oil scented—no harsh, artificial fragrances here! Nice, perky-but-not-overpowering scent profiles such as Peppermint & Lemon and Lavender & Grapefruit. Rebel Green is a family-owned, independent company based out of Milwaukee. They are "committed to investing in our local communities and in domestic manufacturing by creating all our products in the U.S., whenever possible" and are "committed to working with as many local manufacturers as possible and only those who share our same eco-friendly production methods." A percentage of their sales go to clean air, clean water, and clean food initiatives. Learn more at rebelgreen.com. Cleaning products available at Willy East only, dish soap available at Willy North.

willy street co-op

FOLLOW US ON:



## WEBSITE NEWS

# Our New Website



by  
**Ellie Habib,**  
Webmaster

**F**or the past several months, we've been hard at work developing a new website for the Co-op with the help of local web design company Greenleaf Media. Last year, we sent a survey out to Owners to get your thoughts on our current website, and what

you would like to see in our new one. We read each response carefully and took your comments to heart. So, I'm proud to announce that our new website is almost finished! It should go live this month. Our goal was to create a new website that is well-designed, easy-to-use, and informative. It will be different, but I'm confident that our Owners will be happy with the change.

One thing you may notice is missing from the new site is our product listings. That's because we are also working on an e-commerce website, where customers can order groceries online and have them delivered. We wanted to have both the new website and the e-commerce site launch at the same time, but unfortunately that didn't work out because of the complexity of e-commerce. Although we know the product listings were useful, they were

never accurate for all stores. The best way to find out if we carry a product is still to call your store and ask! We hope you don't mind the temporary inconvenience.

Here's a preview of some of the features you'll see on the new website.

#### WHAT'S NEW:

- Online class registration. We've gotten requests for this from staff and Owners alike, and it's finally happening!
- A news page, so you can keep up with everything that's going on at your Co-op.
- An easy way to see what's on sale each week at the stores.
- A brand new way to read the monthly *Reader*.

#### WHAT'S STAYING THE SAME:

- All the information that's currently on our site will be on the new website, and it will be easier to find
- You can still sign up to become an Owner online.
- Hot bar menus will be on the website and updated daily.
- You'll still be able to search our large recipe collection.

The Co-op has been growing and updating so much over the past few years. It's time for our website to catch up! With this new website, we hope to give customers the same experience online as they get in our stores: fresh, local, with great customer service!



**Wellness**

**Wednesday**

10% off all Wellness and Bodycare items for Owners the first Wednesday of every month.

**THIS MONTH:  
April 4**



### ENDANGERED SPECIES ELEPHANT BAR

A new bar variety from Endangered Species, this is the first American-made chocolate using fully traceable Fair Trade-certified cocoa from West Africa! 60% cocoa for a smooth, lighter dark chocolate, blended with salted peanuts for a classic sweet and salty combination. Learn how you can help elephants on the inside label! As always, this company donates 10% of net profits to foundations that help conserve wildlife and rainforests that are endangered. Available at East, West, and North.



### GT'S COCOYO YOGURT

Made with organic, raw Thai young coconut meat, which has been cultured until it becomes a fluffy and tangy consistency, like yogurt. Contains 15-30 billion active probiotic cells per serving. Yeah, it's vegan! Available at East and West.



### FULL MOON DOG TREATS

These treats for your pup are made using human-grade ingredients. What does that mean? According to them, "If it's not good enough for us to eat, it's not good enough for our pets." While other pet foods can be made with low-grade, non-certified meat, Full Moon uses USDA-certified, antibiotic-free, white meat chicken breast sourced from family farms in the US. No corn, wheat or soy fillers in these chewy treats! These treats are for doggies only. Sorry, humans. Available at Willy North.



### KETTLE BRAND SMOKED SALT ALMOND OIL POTATO CHIPS

These chips are fried in 100% almond oil and sprinkled with wood-smoked salt for a deeply savory, smoky crunch. Available at East, West and North.



### NEW BARN BARISTA ALMONDMILK

Professional baristas helped to develop this non-dairy creamer that produces luscious micro-foam, rich texture, and pleasantly smooth mouthfeel. It has a delicate almond flavor, with a touch of sweetness that perfectly complements coffee, tea and chocolate preparations. Available at Willy North.



### DENTAL LACE

"Did you know that if everyone in the U.S. flossed their teeth according to ADA recommendations, every year our empty floss containers alone would fill a landfill the size of a football field that is 6 stories high!" That is why we are now offering a reusable and refillable floss container from Dental Lace. The floss is made of 100% silk. Available at East, West and North.



### CARLSON'S OMEGA-3 FISH OIL

We are excited to say that Carlson Fish Oil is now at all three stores! Check out their Omega-3 Fish Oil—the very finest! It has won numerous awards for its taste and quality. We carry the delicious lemon flavor. Available at East, West and North.



### SCHMIDT'S BAR SOAP

New bar soaps that are free of sodium lauryl sulfate, phthalates, parabens, triclosan and artificial fragrances. Six different scents, including scent-free. Each bar has a unique, natural exfoliant, from apricot seed to volcanic sand! Certified sustainable palm oil and totally vegan. Available at East, West and North.



### WELEDA DEODORANT

New roll-on deodorants from Weleda! Three different essential oil-based scents. Contains no aluminum salts, parabens, sodium lauryl sulfate or propylene glycol. Twenty-four hour freshness! Available at East, West, and North.



# coop™ deals

# APRIL

## Health & Wellness co-op deals: April 4-17

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





**Zum Goat's Milk Bar Soap**  
All Kinds on Sale!  
3 oz • Save \$1  
**\$3.99/tx**



**Nordic Naturals Ultimate Omega**  
1200mg Omega-3  
180 ct • Save \$16  
**\$53.99/tx**

### Andalou Naturals Shampoos or Conditioners

All Kinds on Sale!  
11.5 fl oz • Save \$8.58/2

**2 for \$10/tx**



### If You Care Unbleached Cheesecloth

2 square Yards • Save 80¢

**\$2.19/tx**



### Host Defense Organic Lion's Mane

60 cap • Save \$12

**\$19.99/tx**



### New Chapter Turmeric Force

60 veg caps • Save \$9

**\$23.99/tx**



### Alacer EmergenC

1000 mg Vitamin C  
All Kinds on Sale!  
30 pc • Save \$2

**\$9.99/tx**



### Tom's of Maine Whole Care Toothpaste

All Kinds on Sale!

4.7 oz • Save \$2.50

**\$3.99/tx**



### Bulletproof XCT Oil

16 oz • Save \$8

**\$13.99/tx**



### Dr. Bronner's Pure Castile Soap

All Kinds on Sale!

32oz • Save \$7

**\$9.99/tx**



## co-op deals: April 18-May 1



### W. S. Badger All Suncare

All Kinds on Sale!  
2.9 oz

**25% off**



### One with Nature Dead Sea Bar Soap

All Kinds on Sale!  
7 oz • Save \$4.38/3

**3 for \$9.99/tx**



### Natural Vitality Natural Calm

All Kinds on Sale!  
8 oz • Save \$8.00

**\$14.99/tx**



### Organic India Ashwagandha Organic

90 cap • Save \$10.00

**\$17.99/tx**



### Natural Factors Coenzyme Q10

100mg  
60 sg • Save \$7.00

**\$12.99/tx**



### Preserve Toothbrush

Ultra Soft, Soft, or Medium  
1 pc • Save \$2.38/3

**2 for \$4/tx**



### Manitoba Harvest Organic Hemp Pro Fiber Powder

16 oz • Save \$4

**\$12.99/tx**



### Kiss My Face Fluoride-Free Toothpastes

All Kinds on Sale!

4.1-4.5 oz • Save \$1.80

**\$3.99/tx**



### Klean Kanteen All Products at least

**20% off**



### Acure Towelettes

Coconut+Argan,  
Soothing Micellar  
30 ct • Save \$1.50

**\$4.99/tx**



PURPLE = LOCAL

# coop™ deals

co-op deals: April 4-17

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



**Annie's Homegrown Mac and Cheese**  
Classic, Shells & White Cheddar, Low Sodium, Bunny Pasta with Yummy Cheese, Shells & Real Aged Cheddar, Bernie's Farm  
6 oz • Save \$1.14  
**\$1.65**



**Frontera Salsa**  
All Kinds on Sale!  
16 oz • Save \$1.00  
**\$3.29**



**Rudi's Organic English Muffins**  
All Kinds on Sale!  
12 oz • Save \$1.00  
**\$2.99**



**Eden Organic Beans**  
All Kinds on Sale!  
15 oz • Save 84¢-1.14  
**\$1.65**



**Arrowhead Mills Pancake and Waffle Mix**  
Multigrain, Buttermilk  
26 oz • \$1.40  
**\$3.39**



**Earth Balance Coconut and Peanut Spread**  
Creamy, Crunchy  
16 oz • Save \$1.50  
**\$3.99**



**Stretch Island Fruit Leather**  
All Conventional Kinds on Sale!  
.5 oz • Save 25¢  
**40¢**



**Cascadian Farm Organic Frozen Vegetables**  
All Kinds on Sale!  
10 oz • Save 49¢-79¢  
**\$2.00**



**Pacific Soups**  
All Kinds on Sale!  
17-17.6 oz • Save \$1.10-1.30  
**\$2.69**



**Kettle Organic Potato Chips**  
Lightly Salted, Salt and Fresh Ground Pepper  
5 oz • Save 99¢  
**\$2.00**



**Rx Bar Protein Bars**  
All Kinds on Sale!  
1.83 oz • Save 50¢  
**\$1.99**



**Kite Hill Almond Yogurt**  
All Kinds on Sale!  
5.3 oz • Save \$0.49¢  
**\$1.50**



**C2O Coconut Water**  
17.5 oz • Save 79¢  
**\$1.50**



**Clif Bar Energy Bars**  
All Kinds on Sale!  
2.4 oz • Save 25¢  
**\$1.00**



**California Olive Ranch Everyday Extra Virgin Olive Oil**  
16.9 oz • Save \$3.00  
**\$8.99**



**Brown Cow Cream Top Yogurt**  
Plain, Vanilla, Maple  
32 oz • Save 99¢  
**\$3.00**



**Foodstirs Organic Brownie Mix**  
13.9 oz • Save \$2.00  
**\$3.49**



**Kevita Organic Probiotic Drinks and Tonics**  
All Kinds (except Master Brew Kombucha) on Sale!  
15.2 oz • Save 50¢  
**\$2.29**



**Santa Cruz Organic Lemonade**  
32 oz • Save 99¢  
**\$2.00**



**Organic Valley Organic Lactose-Free Half & Half**  
32 oz • Save 70¢  
**\$3.79**



**Ripple Plant-Based Milk**  
All Kinds on Sale!  
48 oz • Save 80¢  
**\$3.49**



**Blue Diamond Nut Thins**  
All Kinds (except Artisan) on Sale!  
4.25 oz • Save \$1.00  
**\$2.29**



**Seventh Generation Dish Liquid**  
All Kinds on Sale!  
25 oz • Save \$1.49  
**\$2.50/tx**



**Talenti Gelato**  
All Kinds on Sale!  
16 oz • Save \$2.29  
**\$3.50**



The specials on this page are valid April 4-17

All Specials Subject to Availa

# APRIL

## co-op deals: April 18–May 1

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



### Annie's Dressings and Vinaigrette

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

**\$2.99**



### Terra Chips Plantain Chips

Sea Salt, Sweet  
5 oz • Save \$1.00

**\$2.29**



### Blake's Frozen Pot Pies

All Kinds on Sale!  
8 oz • Save \$1.80

**\$3.99**



### Amy's Frozen Burritos

All Kinds on Sale!  
5.5-6 oz • Save 49¢

**\$2.50**



### Lightlife Smoky Tempeh Strips

6 oz • Save \$1.10

**\$3.69**



### Cascadian Farm Granola Bars

All Kinds on Sale!  
6.2-7.4 oz • Save \$1.99

**\$3.00**



### Nature's Path EnviroKidz Cereal

All Kinds on Sale!  
10-11.5 oz • Save \$1.60

**\$3.39**



### Green Valley Organics Whole Milk Kefir

32 oz • Save 80¢

**\$4.49**



### Yogi Tea

All Kinds on Sale!  
.85-1.27 oz • Save \$1.49

**\$3.00/tx**



### KIND Bars

All Kinds on Sale!  
1.4 oz • Save 70¢

**\$1.29**



### San-J Tamari Soy Sauce

10 oz • Save \$1.20

**\$2.99**



### Bearito's Tortilla Chips

White, Yellow  
16 oz • Save \$1.29

**\$3.50**



### Justin's Nut Butter Snack Packs

All Kinds on Sale!  
1.3 oz • Save 50¢

**\$1.49**



### Pacific Organic Almond Milk

All Kinds on Sale!  
32 oz • Save \$1.10

**\$2.39**



### Endangered Species Chocolate Bars

All Kinds on Sale!  
3 oz • Save \$1.29

**\$2.00/tx**



### Goodbelly Probiotic Fruit Drink

All Kinds on Sale!  
32 oz • Save \$1.00

**\$2.49**



### Organic Valley Organic Cottage Cheese

2%, 4%  
16 oz • Save 70¢

**\$4.29**



### Muir Glen Organic Tomatoes

All Kinds on Sale!  
28 oz • Save 99¢-1.79

**\$2.00**



### Daiya Vegan Cheese-Style Shreds

All Kinds on Sale!  
8 oz • Save \$1.10

**\$3.39**



### Sir Kensington's Mayonnaise

Classic, Chipotle, Sriracha  
10 oz • Save \$1.80

**\$3.99**



### Earth Friendly Ecos Laundry Detergent

All Kinds on Sale!  
100 oz • Save \$3.00

**\$8.99/tx**



### Mary's Gone Crackers Super Seed Gluten-Free Crackers

All Kinds on Sale!  
5.5 oz • Save \$1.30

**\$3.99**



### Wallaby Organic Whole Milk Greek Yogurt

All Kinds on Sale!  
5.3 oz • Save 49¢

**\$1.50**



### Zevia Stevia Soda

All Kinds on Sale!  
6 pack • Save \$1

**\$3.99/tx**



Availability. Sales Quantities Limited.

The specials on this page are valid April 18–May 1



# willy street co-op

## EARTH WEEK

### April 16th-22nd

# 10% OFF BULK PRODUCTS

Excluding bulk coffee.

Baking Supplies, Beans, Cereals, Culinary Herbs, Dried Fruit, Dried Pasta, Grains, Granolas, Lotions, Maple Syrup, Medicinal Herbs, Nut Butters, Nuts, Pasta, Popcorn, Oils, Rices, Seeds, Shampoos & Conditioners, Shoyu, Snack Mixes, Soaps, Spices, Sprouting Seeds, Sweeteners, Tamari, Teas and more!

## Bulk up for the Earth!

It takes enormous resources and energy to produce all of those cans, boxes, cartons and labels—almost all of which wind up in our landfills. Even recyclable food packaging takes energy to produce and recycle (and some of it still ends up in landfills). **You're making a significant environmental difference by buying in bulk.** Bulk products are usually less expensive per ounce because you're not paying for that packaging (or advertising).

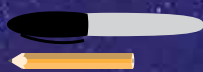
## How to buy in bulk

**1** Fill any clean empty container with as much as you need.

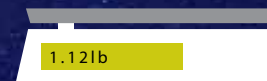


Write the tare weight on your container.

**2** Write the PLU # labeled on the bin, using provided supplies. (masking tape, twist ties, & markers)



**3** At checkout, a cashier will make sure you don't get charged for the weight of the container!



**Look for our Simply Bulk Guide for bulk cooking times and suggested servings. Located in the Bulk aisle or at [willystreet.coop/bulk-department](http://willystreet.coop/bulk-department)**

## Use your reusable shopping bags during Earth Week and you could win one of 10 \$25 gift cards.

Owners using at least one reusable bag are automatically entered; non-owners can stop by the Customer Service desk to enter. One entry per shopping transaction. No purchase necessary.

**Pick up a free door hanger to remind yourself to bring your bags to the store.**



**+ Watch for signage throughout the stores highlighting our many sustainable practices!**



## Now it's even easier to get your Reader emailed to you!

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conference

NELSON INSTITUTE FOR  
ENVIRONMENTAL STUDIES



MONDAY, APRIL 23, 2018  
MONONA TERRACE COMMUNITY  
AND CONVENTION CENTER

REGISTRATION NOW OPEN

## RUN FOR THE BOARD!

(SEE PAGE 5 FOR MORE INFORMATION)

## West Expansion Update—Project Planned to Start Mid-April



by **Kirsten Moore,**  
Cooperative  
Services  
Director

**T**hanks to your voting last July to support expanding Willy West into the vacant space next door, and then your backing the project with \$674,500 in Owner bond purchases, we are just about ready to begin the construction phase of our West expansion project! The construction schedule and timing are still a work in progress, though we do have enough information currently to give you a general idea of what you might expect this spring and summer at Willy West to look like.

### WORK ON EXTERIOR AND NEW SPACE — COMMUNITY ROOM, BATHROOMS, BACKSTOCK

We plan to start construction on the west side of the store (in the currently

vacant space), and on the exterior. The exterior facade, near the outdoor seating area, will be extended to include the new part of the store. The new space will also need to be prepared for us to move in: the floor will need to be lowered 8" to our current store level, the new backstock and Community Room will be built, and we plan to install the new bathrooms before we remove the existing bathrooms. Some things that you may notice at this time include reduced access to the outdoor patio; relocation of cheese, beer, wine, and Deli grab-and-go items; and you may experience some noise from behind the wall of the new space. If all goes as planned, we can begin demolition in the new space as early as April 16.

### JUICE BAR, CHEESE DEPARTMENT, DELI, COMMONS AND BATHROOMS

Once we have the new Community Room and new bathrooms completed, we can begin removing

the existing bathrooms, and replacing the existing Community Room with the newly extended commons and the new staff office. We will also continue work in the new space so that we can relocate our Juice Bar and Cheese department, as well as replace a large cooler and freezer unit in our Deli and install our new customer-facing beer cooler. The new Community Room will have two entrances: one near the new commons, and one near the Cheese department. This means that customers will be able to access the new bathrooms through the new Community Room while we are finishing work where the current bathrooms and Community Room are located. At this time, you may notice some traffic/travel patterns in the store changing, and the removal of our current express checkout lanes. It is also possible that services in the Deli, Juice Bar and Cheese may be briefly interrupted or suspended while we finish refrigeration work, take down the wall to the new space, and move into the new Juice Bar location. Whenever we become aware of any interruptions of service, we will do our very best to keep our in-store

signs, website, and social media updated for your knowledge and planning.

### BEER & WINE, GROCERY AISLES, AND THE WELLNESS DEPARTMENT

After the new Juice Bar and Cheese departments are in operation, customers should be able to enjoy access to our new beer cooler and wine displays. We also expect to have our new bathrooms and new Commons open and completely accessible by this time. Once customers can access the bathrooms from the front of the store, the new Community Room will be closed to customers so that we can use the space for storing construction equipment and supplies for the remainder of the project. During this part of the project, we'll begin work rearranging and widening the grocery aisles, relocating the Wellness department and building a new Wellness reference desk. As we move the aisles, certain portions of the retail floor will also be refinished. This means that traffic patterns in the store may change a bit more frequently during this portion of the project. We plan to make use of the newer space to ensure that while we are widening the aisles and sprucing up the floor, displaced products will have room to

### New exterior extension



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remain organized and as easy to find as possible. We are still in the process of assessing the work that will need to be done on the floors. When we complete that assessment, we will know whether we will keep the store open throughout this portion of the project or whether it would be more efficient, affordable and comfortable for customers and employees if we close the store for one to a few days to move the shelves and refinish floors. We will keep you posted via our website and social media if we become aware of any dates or unusual times the store would be closed!

### CHECKOUT LANES, CUSTOMER SERVICE DESK, AND COMMONS

Finally, when the grocery aisles are moved and the Wellness department is completed and in its new home, we will have space to begin installing our new checkout lanes, to rebuild our Customer Service desk, and to install a new self-service counter/waste receptacle and maintenance closet in our existing Commons. Our hope is to keep at least four registers functioning throughout the transition to the new lanes and to move them as infrequently as possible. We will work on checkout lanes from west to east while the new Customer Service desk is built. The rest of the store should be mostly set up at this time, and when work on this area is complete, you will be able to enjoy a bigger, more comfortable Willy West with wider grocery aisles, two more full checkout lanes, more space to enjoy a meal or have a beverage, and a new Community Room with a commercially certified teaching kitchen.

### TIMELINE AND PLANS ARE SUBJECT TO CHANGE!

The floor plan and design for Willy West's expansion is set. However, if you've ever done your own construction project at home or at work, you know that even the best laid plans and schedules can change with new information and discoveries. While we anticipate construction starting in mid-April and would like our project to be completed by mid-October, it's entirely possible that we will start later, some things may take longer or shorter than anticipated, and some scheduling and planning may shift as we get into the thick of the work. We have communicated to our construction partners our desire to wrap up the project before we get busier in fall, and our goal is to keep you as informed as possible so that you can plan your visits accordingly. For the latest updates on West expansion, visit our website at [www.willystreet.coop/willy-west-expansion](http://www.willystreet.coop/willy-west-expansion), find us on Facebook, and follow us on Twitter. You may also call us at 608-284-7800 during store hours to find out what's happening, and we'll have up-to-date in-store signs to keep you informed as well.

Thanks again to all of our Owners who provided us with feedback about things we could improve at Willy West, to those of you who voted, to those of you who purchased Owner Bonds, and to all of you that continue to choose to shop with us! Our Owners and your business make these improvements to your shopping experience possible, and we are looking forward to making Willy West a bigger and even better place for you to shop.

## WHAT DO YOUR CHIP GIFTS ACCOMPLISH?

They build a local movement for social and environmental justice.

Your gifts support Community Shares of Wisconsin (CSW) and its 65 member nonprofits.

25 years ago, Citizens for Safe Water Around Badger (CSWAB) posted a billboard on Highway 12 near the Badger Ammunitions Plant in Sauk County to urge public support of environmental restoration in the area. After years of advocacy and coalition-building, the lands around Badger Ammunition are



Photo: Citizens for Safe Water Around Badger

being restored. CSWAB continues to work hard to ensure government authorities are held accountable for past pollution at the plant, and neighboring communities have safe drinking water.



Photo: Wisconsin Literacy

When Layla and Katie earned their high school equivalency from Literacy Green Bay's Children First Family Literacy program, they took advantage of GED Ready and Subject Test vouchers provided by Wisconsin Literacy. Layla, originally from Somalia, plans to enroll in the Diagnostic & Medical Sonography program at Northeast Wisconsin Technical College. Katie plans to enroll in a Vet Tech program.

Wisconsin Democracy Campaign has galvanized a county-level movement for redistricting reform. In 2017 alone, at least 27 county boards passed resolutions calling for fair voting maps, bringing the total to 35 of 72 counties stating their support for instituting a nonpartisan process for legislative and congressional redistricting for Wisconsin.



Photo: Wisconsin Democracy Campaign

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

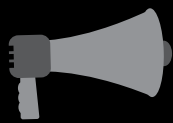
Thank you!



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

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**RUN FOR THE BOARD!**  
(SEE PAGE 5 FOR MORE INFORMATION)

# Organic Milk

By Jim Goodman, Wisconsin Dairy Farmer



Jim and Rebecca Goodman

[Editor's note: this article was shared with us by a Willy Street Co-op Owner. We have written about organic standards and the challenges inherent in producing organic food, especially when many Americans expect their food to be inexpensive, however this article offers something that we haven't: the extended perspective of a farmer. Jim Goodman's milk isn't available to us, but his story is very similar to those we've heard from small organic farmers whose products we sell. Jim mentions Aurora Dairy; about 10 years ago, we carried Horizon Organics milk, which receives milk from Aurora Dairy. We ended up dropping the product due to the same concerns Jim raises. This article, originally published in *The Milkweed*, has been reprinted and edited for length with permission of the author.]

**T**he first day our milk was sold as certified organic, we thought we had it made. The market for organic milk was growing and there was no reason to believe the growing consumer demand would not continue. Whole Foods, Trader Joe's, even regular supermarket chains were looking to get at least some organic product on their shelves and for starters, that usually meant dairy.

We learned there was a lot to be said for growing your own feed as opposed to purchasing it. There was a learning curve, but using pasture as part of a crop rotation of hay, grain and cover crops—at least once you figured it out—made you wonder why you ever needed pesticides at all.

There are accepted organic farming practices that work and most farmers learn how to manage their farms, learn from each other and follow the rules. That is important, following the rules; rules are, after all, based on management practices that work. No doubt organic farmers in New England have more difficulty growing grain that we do here in the Midwest, but since organic cattle are mostly out on pasture, no grain or minimal grain feeding can work.

Grazing dairy cattle in the parts of the West can be a problem too. In some areas it can be difficult to meet the pasture requirements of 30% dry matter intake from pasture during the

grazing season, but I have seen small organic dairies that have figured it out. That's a problem most of us east of the Mississippi don't generally have, but then Western farmers don't have to worry quite so much about moving snow and keeping water running when it drops to -20 either. We all have our management challenges.

The USDA's National Organic Program (NOP) puts rules for organic production in place. They need to be followed, so farmers have to find a way. NOP is, per their website, "a regulatory program housed within the USDA Agricultural Marketing Service. We are responsible for developing national standards for organically-produced agricultural products. These standards assure consumers that products with the USDA organic seal meet consistent, uniform standards."

Pretty straightforward, developing standards and assuring that organic products meet those "consistent, uniform standards." Wouldn't it be grand if all organic certification agencies and the USDA actually enforced those standards? If all organic products with the USDA Organic seal actually met those standards?

Well, that would be a perfect world scenario and unfortunately, that is not the world we live in. If one's wages were cut 30% with no reduction in workload, that would be a big deal. Yet, that is exactly what organic dairy farmers have seen happen to

their pay price over the past year. And the salt in the wound is the fact that, according to USDA Ag Marketing Service data, organic dairy prices at the retail level have actually gone up over the past year.

Most consumers of organic food are lured by the labels showing cows grazing next to a little red barn, that is what they want to buy, products from happy cows owned by profitable farmers that respect the rules, the environment and their animals. And a lot of organic milk is still produced that way: the barns are not always red, but most organic farmers still fit the image their customers see on the label.

But recent articles in the *Washington Post* describe a fact many small organic farmers have protested for at least ten years: there are many organic farms milking thousands of cows in operations that are little different than conventional confinement operations. *Post* reporters, during several visits to Aurora dairy in Greeley, Colorado found only a few hundred cows grazing at any one time out of a herd of 15,000.

It is cheaper to produce milk this way, but it is not organic; they are not following the regulations. Organic certification is based on a yearly inspection, so there is a lot of trust involved and in the case of these industrial organic farms, the trust has been betrayed. USDA has done little

more than give Aurora a slap on the wrist.

Aurora's website states that "Aurora Organic Dairy is a leading producer and processor of high quality organic milk and butter for retail store brands." These would be stores such as Walmart, Costco and Target. The sheer volume sold in these mega-stores does undercut a fair organic milk price and the fact that there are questions about the integrity of organic milk from these industrial organic farms, seems to make little difference to the mega-retailers.

These cows are not meeting the grazing standards, but they are eating something. The feed is supposed to be organic; organic farmers must provide paperwork proving the organic integrity of grown or purchased feed. Which brings up the question of who is growing all this organic feed and if they are actually following USDA organic standards?

While the laws of supply and demand should encourage US organic farmers to increase production as well as encourage more farmers to convert to organic production, it is not happening. US production accounts for about 60% of the organic corn and 20% of the soybeans needed to satisfy market demand. And while demand for organic grain is increasing about 15% a year, the deficit has and continues to be filled by lower priced imported grain from the Black Sea Region of Eastern Europe.

Why? Imported grain is cheaper, despite shipping costs. And it is cheaper because it is not organic. Peter Whoriskey reported in the *Washington Post* (May 12, 2017) that "The label said 'organic' but these massive imports of corn and soybeans weren't." He describes a shipment of conventional soybeans from Turkey to California last year that, somehow in transit, became organic. At least the documentation said it was organic. This remarkable transformation boosted the profit margin on this one shipment by over \$4 million.

When simply providing a false organic certificate can make conventional grain organic, it is easy to see why organic grain farmers are losing money and why many are giving up on organic production entirely. Organic grain prices, like organic milk prices, are unsustainable; farmers cannot survive. Over the past couple

of years prices have fallen 30 to 50%.

If consumers believe it is organic, if they believe USDA is insuring its integrity they will pay more and industry will profit. Organic farmers with integrity may lose out to fraudulent imports, CAFO (concentrated animal feeding operation) organic dairies and poultry operations, but as long as Walmart can sell the myth it's okay. Pressure on USDA seems to work; there is very little action to correct the situation and we can continue to expect low milk prices and another harvest season of continuing low grain prices.

Those of us who still uphold that image of small red barns have struggled with drought, flooding and oppressive heat, but we have pastured our cattle as required by the NOP. We continue to grow our crops by the rules and we don't keep our cattle, poultry or pigs in confinement.

We have provided a product that consumers expect when they buy

organic and we make it work economically—without cutting corners. How much longer we can do this really depends on whether or not USDA decides that organic rules need to be followed by everyone, no matter how big their farm is, or what country they farm in.

**About the Author:** *Jim Goodman and his wife Rebecca run a 45-cow organic dairy and direct market beef farm in southwest Wisconsin. His farming roots trace back to his great-grandfather's immigration from Ireland during the famine and the farm's original purchase in 1848. A farm activist, Jim credits more than 150 years of failed farm and social policy as his motivation to advocate for a farmer-controlled consumer-oriented food system. Jim currently serves on the policy advisory boards for the Center for Food Safety and the Organic Consumers Association,*

and is a board member of Midwest Environmental Advocates and of the Family Farm Defenders.

*He is the past chair of the USDA North Central Region Sustainable Agriculture, Research and Education Administrative Council and a member of the USDA National Re-*

search, Extension, Education and Economics Advisory Board.

*Jim's writing and speaking focus on the principals of Food Sovereignty the fact that food, like health care or education is not a commodity, but rather a basic human right.*

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## RECIPES AND DRINK RECOMMENDATIONS

DRINK RECOMMENDATIONS FROM STAR LIQUOR, 1209 WILLIAMSON STREET, 255-8041



### Sliced Steak with Arugula

Adapted from *Gourmet*.

- 1/2 c. arugula
- 1/3 c. olive oil
- 2 cloves garlic (large, smashed)
- 1 sprig rosemary (large)
- 1 lb. boneless top loin steak (or sirloin, 1-inch thick)
- 1 tsp. salt (divided)
- 3/4 tsp. pepper (divided)
- 1 shallot (large, thinly sliced crosswise)
- 1 1/2 Tbs. balsamic vinegar
- 1 1/2 Tbs. red wine vinegar

**Directions:** Place the arugula on a large serving platter and set aside.

Heat the olive oil in a large skillet over high heat. Add the garlic and rosemary, and heat, turning occasionally, for 4 minutes. Remove garlic and rosemary and discard.

Slice the steak crosswise into 1/8-inch-thick slices. Toss with 3/4 teaspoon of the salt and 1/2 teaspoon of the pepper. Add the steak to the skillet and cook in olive oil over high heat, tossing with tongs to color evenly. Cook for 1 minute total for medium-rare. Use the tongs to arrange the steak over the arugula. Add the shallot to the hot oil in the skillet, stir in the balsamic and red wine vinegars, and sprinkle with remaining 1/4 teaspoons of salt and pepper. Cook the shallots for 2 minutes, then pour the contents of the skillet over the steak and arugula. Serve immediately. Makes 4 servings.

**Star Recommends: Rabble Cabernet Sauvignon—Fresh boysenberry aromas are lifted by dried dill, black pepper and black olive on the spice-driven nose of this bottling. Tangy plum and under-ripe berry flavors pop on the tense palate, where anise, oregano and marjoram round out the experience.**

### Crispy Peanut Tofu Stir-Fry over Cauliflower Rice

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

This crispy tofu is baked, not fried, and glazed with an easy sauce that only has five ingredients. If you've never tried cauliflower rice, it's a game-changer—so fast and yummy, and a great way to get more vegetables in your diet! Use gluten-free soy sauce, and this recipe is gluten-free as well as vegan.

- 12 oz. tofu (extra-firm, drained)
- 2 1/2 Tbs. sesame oil (divided)
- 1 small head of cauliflower
- 2 cloves garlic (minced)
- 1 c. soy sauce (or tamari)
- 4 Tbs. light brown sugar
- 1 tsp. chili garlic sauce
- 2 1/2 Tbs. peanut butter

**Directions:** Wrap the tofu in a dishtowel or paper towels, place on a cutting board, and top with a heavy weight. Allow to sit for at least 15 minutes, and up to 45.

Preheat oven to 400°F. Line a baking sheet with parchment paper.

Cube the tofu, and arrange on the parchment-lined baking sheet in a single layer. Bake for 25 minutes. Remove from oven and set aside to cool. In a large bowl, whisk together 1 1/2 tablespoons of sesame oil, soy sauce, brown sugar, chili garlic sauce, and peanut butter. Taste and adjust the seasoning as needed. Add the tofu, once cooled, to the bowl of sauce. Toss to coat in the sauce, and let sit for at least 15 minutes.

Use a large box grater or a food processor to shred the cauliflower. If

using a food processor, don't over-shred it, just shred it to the texture of rice.

Heat a large skillet over medium heat. Use a slotted spoon to spoon tofu into the skillet, and add a little sauce on top to coat. Cook, stirring frequently, for 3-4 minutes, until browned (don't worry if some sticks to the pan). Transfer to a dish and set aside.

Rinse the skillet under hot water and scrape to remove any residue. Heat over a medium flame and add a drizzle of sesame oil to the pan. Add garlic and cauliflower rice and stir. Cover the pan and cook, stirring occasionally, until slightly browned and tender, 5-8 minutes. Stir in a few spoonfuls of the peanut sauce.

Serve the cauliflower rice topped with the peanut tofu. Makes 2 servings.

**Star Recommends: Brash Higgins Riesling/Semillon—Only 3 cases to the entire state of Wisconsin. Star bright in color with a clear straw/green tinge. The nose is like a sea breeze, thanks to the sandy, marine fossil laden soils, with hints of lime blossom, and oyster liquor. A refreshing rush of minerality keeps things taut on the palate; textured layers of salinity and citrus intermingle followed by a laser beam of tangy, margarita pucker. This field blend has all the emerald exuberance of Riesling cut with the lemony flesh of Semillon.**

### Quinoa and Mango Salad

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

- 1 c. regular, red or black quinoa, rinsed well in a strainer
- 2 c. water
- 3 mangoes
- 1 large red onion, halved stem to root and slivered
- 1 can black beans, rinsed and drained
- 2 c. micro greens—if not available, mesclun, spring or baby greens are fine, rinsed and dried
- 3 Tbs. chopped cilantro
- 1-2 avocados, halved, pitted and sliced
- 1 Tbs. olive oil
- Salt and pepper, to taste

**Lemony-Ginger Dressing**

- 3-4 tsp. lemon juice
- 3-4 Tbs. olive oil
- 1/2 tsp. freshly grated ginger (or 1 tsp. ground ginger)
- Salt and pepper, to taste

**Directions:** Preheat oven to 400°F. Cook the quinoa: In a saucepan, bring quinoa and water to a boil. Reduce the heat to a simmer, cover, and cook until most or all of the water is absorbed, about 12-15 minutes. Strain the quinoa. Rinse it under cold water. Fluff it every so often while preparing the other ingredients.

Toss onion slivers with 1 tablespoon olive oil, salt and pepper. Roast for about 30 minutes. Remove when they are soft and nicely colored. Let cool. Pit and dice mangoes.

Make the dressing: Whisk the olive oil into the lemon juice. Whisk in the ginger and add salt and pepper to taste.

Assemble the salad: Mix the quinoa, mango (and juices), black beans, and cilantro together. Spread the micro greens on a large plate and layer the quinoa mixture over the greens. Top with the roasted onions and the avocado slices. Drizzle the dressing over the salad and serve.

**Star Recommends: Conundrum White—This wine is both exotic and bright, a blend of Chardonnay, Sauvignon Blanc, Semillon, Muscat Canelli and Viognier. It lures you in with scents of apricot, pear and honeysuckle, and if you're paying attention, orange and lemon meringue pie. Initial sweetness is balanced by natural acidity, and we love the hint of oak that plays with flavors of peach, apple and citrus.**

### Mango Chicken Curry

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

- 2 Tbs. vegetable oil
- 1 large onion, chopped (1 1/2 to 2 cups)
- 1/2 red bell pepper, chopped
- 2 garlic cloves, minced
- 2 Tbs. fresh minced ginger
- 2 Tbs. yellow curry powder
- 1/2 tsp. ground cumin
- 2 mangos, peeled and diced
- 2 Tbs. cider vinegar or white vinegar
- 1 13.5 ounce can coconut milk\*
- 1 1/4 pound skinless boneless chicken thighs or breasts, cut into 1-inch pieces

please drink responsibly.



1/3 cup golden raisins (optional)

Salt and pepper

Cilantro for garnish

**Directions:** Cook onions, bell pepper, garlic, ginger, spices: Heat oil in a large sauté pan over medium heat. Add onions and bell pepper cook, stirring occasionally, until soft, about 5 minutes. Add the garlic and ginger and cook for another minute.

Add the curry powder and cumin, cook for a few more minutes. Add a little more oil if anything begins to stick.

Add the vinegar, coconut milk, and one of the two chopped mangoes to the pan. Increase the heat and bring to a boil, then lower the heat to maintain a low simmer for about 15 minutes, stirring occasionally.

Purée sauce: Remove pan from heat. Scoop the sauce into a blender. Purée the sauce, pulsing until smooth. Return the sauce to the pan.

Add chicken pieces and raisins to the pan. Return to a low simmer. Cover the pan and let cook for 8-10 minutes. Chicken should be just cooked through. Use a knife to cut open the largest piece to check.

Add remaining chopped mango to the pan. Stir in the cream, if using. Cook at a very low temperature for another minute or two, uncovered. Do not let boil.

Serve over rice. Garnish with cilantro.

**Star Recommends: Roche de Bellene Bourgogne Chardonnay Vieilles Vignes—This white Burgundy comes from old-vine parcels in the Côte de Beaune and Côte Chalonnaise. The vines have an average age of 48 years and, as with all the wines, harvesting is done by hand. For this cuvée, about half is vinified in stainless steel and half in used oak barrels. This gives a nice balance of fresh fruit with a light touch of oak.**

## Arugula and Roasted Chickpea Salad with Feta

**Adapted from Bon Appetit.**

1 12-oz. can chickpeas, rinsed, drained, divided

5 Tbs. olive oil, divided

Kosher salt and freshly ground black pepper

1 Tbs. (or more) fresh lemon juice

2 tsp. dried mint

1 tsp. red wine vinegar

5 oz. arugula (about 7 cups)

1/4 c. fresh mint leaves

1/4 c. thinly sliced red onion

3 oz. feta cheese, crumbled

**Directions:** Preheat oven to 400°F. Place half of chickpeas on a rimmed baking sheet, drizzle with 2 Tbs. oil, and toss to coat. Season with salt and pepper. Roast until chickpeas are golden brown and crispy, 20–23 minutes. Let cool; set aside.

Whisk remaining 3 Tbs. oil, 1 Tbs. lemon juice, dried mint, and vinegar in a small bowl. Season vinaigrette with salt, pepper, and more lemon juice, if desired.

Combine remaining chickpeas, arugula, fresh mint, and onion in a large bowl. Drizzle vinaigrette over and season with salt and pepper; gently toss to coat. Divide salad among plates or bowls. Garnish with reserved roasted chickpeas and feta.

**Star Recommends: Montefresco Pinot Grigio—A wine of acidity and depth, Montefresco delivers far beyond your standard Pinot Grigio—a distinctly stony, mineral-driven personality and overall sense of structure. White stone fruits, slate, crushed rocks and flowers meld into the tense finish.**

## Herb-crust Cauliflower Steaks with Beans and Tomatoes

**Adapted from epicurious.**

1 large head of cauliflower (about 2 pounds)

1/2 c. olive oil, divided

2 tsp. kosher salt, divided

1 tsp. freshly ground black pepper, divided

8 oz. green beans, trimmed

3 garlic cloves, finely chopped

3/4 tsp. finely grated lemon zest

1/3 c. chopped parsley, plus more for serving

1/3 c. panko (Japanese-style breadcrumbs)

1/4 c. freshly grated Parmesan

1 15-oz. can white beans, rinsed, drained

1 c. golden or red cherry tomatoes (about 6 ounces), halved

3 Tbs. mayonnaise

1 tsp. Dijon mustard

**Directions:** Arrange racks in middle and upper third of oven; preheat to 425°F. Remove leaves and trim stem end of cauliflower, leaving core

intact. Place cauliflower core side down on a work surface. Using a large knife, slice in the center from top to bottom to yield 2 (1") "steaks;" reserve remaining cauliflower for another use.

Place cauliflower on a rimmed baking sheet. Brush both sides with 1 Tbs. oil; season with 1/4 tsp. salt and 1/4 tsp. pepper. Roast on middle rack, turning halfway through, until cauliflower is tender and browned, about 30 minutes.

Meanwhile, toss green beans with 1 Tbsp. oil, 1/2 tsp. salt, and 1/4 tsp. pepper on another rimmed baking sheet. Arrange in a single layer, then roast in upper third of oven until green beans begin to blister, about 15 minutes.

Whisk garlic, lemon zest, 1/3 cup parsley, and remaining 6 Tbsp. oil, 1 1/4 tsp. salt, and 1/2 tsp. pepper in a medium bowl until smooth. Transfer half of mixture to another medium bowl. Add panko and Parmesan to first bowl and mix with your hands. Add white beans and tomatoes to second bowl and toss to coat. Whisk mayonnaise and mustard in a small bowl.

Remove sheets from oven. Spread mayonnaise mixture over cauliflower. Sprinkle 1/4 cup panko mixture evenly over cauliflower. Add white bean mixture to sheet with green beans and toss to combine. Return sheets to oven and continue to roast until white beans begin to crisp and panko topping starts to brown, 5–7 minutes more.

Divide cauliflower, green beans, white beans, and tomatoes among plates. Top with parsley.

Note: In order to cut large, 1" "steaks" from a head of cauliflower, the center root must remain intact. To serve 4, use 2 large heads of cauliflower.

**Star Recommends: La Playa Sauvignon Blanc—A delicate pale gold. On the nose, aromas of lemon, fresh pineapple with hints of lavender. It is a bright well balanced wine with a clean minerality on the finish.**

## Cauliflower-Crust Pizza with Tomatoes And Mozzarella

**Adapted from epicurious.**

1 small head of cauliflower (about 1 pound), coarsely chopped

1 large egg, lightly beaten

1 c. grated Parmesan (about 3 ounces)

3/4 c. finely ground almond meal or almond flour

1 garlic clove, finely chopped

1/2 tsp. dried Italian seasoning

1/2 tsp. kosher salt

1/4 tsp. freshly ground black pepper

1 1/2 c. shredded part-skim mozzarella (about 5 ounces), divided

Vegetable oil (for brushing)

1/2 c. marinara sauce

1/4 c. basil leaves, torn

1/2 tsp. red pepper flakes (optional)

**Directions:** Arrange a rack in middle of oven; place pizza stone or inverted (if rimmed) baking sheet on rack. Preheat to 425°F.

Pulse cauliflower in a food processor fitted with the blade, or grate using the medium holes of a box grater, until fine crumbs form and are rice-like in texture. Transfer to a clean kitchen towel and tightly squeeze to remove as much liquid as possible.

Mix cauliflower, egg, Parmesan, almond meal, garlic, Italian seasoning, salt, and black pepper in a medium bowl until mixture holds together when pinched.

Line pizza peel or second baking sheet with parchment paper; generously brush with oil. Form cauliflower mixture into a 12" circle with your hands on parchment. Using a rolling pin, make thickness as even as possible. Carefully slide parchment onto preheated pizza stone or baking sheet.

Bake cauliflower crust until golden brown and firm to the touch, rotating halfway through, 20–22 minutes. Remove from oven. Sprinkle with 1

## SEND US YOUR RECIPES

**We'd love to include your recipes in the Reader. If we print yours, we'll give you one of our tote bags free as a thank you! Send your recipes to [I.wermcrantz@willystreet.coop](mailto:I.wermcrantz@willystreet.coop)**



1/4 cups mozzarella. Top with sauce, using the back of a spoon to spread over cheese. Sprinkle with remaining 1/4 cup mozzarella.

Slide pizza back onto pizza stone or baking sheet and continue to bake until bubbly and browned in spots, 5–7 minutes. Top with basil and red pepper, if using. Let sit 5 minutes, then cut into 6–8 wedges.

Pizza can be made 3 days ahead; transfer to a resealable container and chill. Reheat in a 350°F oven until warmed through.

**Star Recommends: Montauto Maremma Toscana—Elegant violet and cherry aromas and a ruby red color. Dry and fresh on the palate, with firm acidity. A wine with balanced tannin content and a well-balanced structure on the whole.**

### Tres Leches Cake Recipe with Mango Cream

Adapted from [aspicyperspective.com](http://aspicyperspective.com).

#### For the Tres Leches Cake Recipe:

- 1 c. all purpose flour
- 1 1/2 tsp. baking powder
- 1/2 tsp. sea salt
- 1/2 c. unsalted butter, softened (4 ounces)
- 1 c. sugar
- 2 tsp. vanilla extract
- 5 large eggs
- 12 oz. can evaporated milk
- 14 oz. can sweetened condensed milk

1/3 c. heavy cream

#### For the Mango Cream:

- 2 1/2 c. heavy cream
- 2 ripe mangoes
- 2/3 c. sugar
- pinch of salt

**Directions:** For the tres leches cake recipe: Preheat the oven to 350 degrees F. Grease and flour two 8-9 inch cake pans and set aside.

Mix the flour, baking powder and salt together in a small bowl. Using an electric mixer, cream the butter and sugar together until light and fluffy, 3-5 minutes. Then add the vanilla.

Crack the eggs into a measuring pitcher. Then with the mixer running, alternate adding the eggs and flour mixture until just combined. Scrape the bowl and mix again for 30 seconds.

Divide the cake batter evenly between the two pans and bake for 20 minutes, until golden on top. Remove the cakes from pans and cool for 20 minutes. Meanwhile, whisk the evaporated milk, condensed milk and cream together. Set aside.

Once the cakes are cool, place one on a cake platter and the other on a sheet of foil with the edges turned up to form a shallow bowl. Poke both cakes with a fork thoroughly, to help the milks absorb. Slowly pour half the tres leches mixture over each cake and allow them to sit and soak it all up while you make the Mango Cream.

**For the Mango Cream:** Peel both mangoes. slice one into thin strips and set aside as the garnish. Cut the second off the pit and place in the blender with 2/3 cup sugar and a pinch of salt. Purée until smooth.

Pour the puree into a small sauce pan and place over medium-high heat. Bring to a simmer. Stir and simmer for 3-5 minutes until thick. Then place in the fridge to cool.

Using a clean bowl and electric mixer, whip the heavy cream until firm peaks form. Then gently fold in the chilled mango puree.

**To assemble:** Scoop about half the Mango Cream on the cake that's on the platter. Spread the Mango Cream evenly, then carefully flip the second cake layer on top and remove the foil. Spread the remaining mango cream on the top and decorate with fresh mango slices.

**Star Recommends: Lustau East India Solera Sherry—East India is an appealing deep tawny brown, and offers a complex, mature nose of burnt sugar, spices, raisins, chocolate, walnuts and orange peel. It is sweet and full-bodied, with a smooth, almost treacle-like consistency, but good balancing acidity. There is a faint rancio character that adds complexity, and a fresh, everlasting finish.**

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# Staff Picks



## DEAN

### My Magic Mud Activated Charcoal Toothpaste

I love this toothpaste! It leaves my teeth feeling like I just went to the dentist and that feeling lasts far longer than with conventional paste. Plus, it's fun to look in the mirror while brushing and snarl at the black-toothed zombie in there!



## ANGELA

### Willy Street Co-op Libido Support

Having kids and working full time takes a toll. I tried this supplement without much hope that it would do much, however within a few days I found that I had a bit of my groove back. Nothing overwhelming, nice and gentle, but very present. Try it and get you some. Ooooh yeaaaa.

### Sweet Earth Get Cultured! Breakfast Burrito

A burrito stuffed with kim chi, edamame and tofu? Sign me up!! This is so yummy, with amazing textures, just a little bit of heat (add more!), and could easily be eaten at anytime of day. North and West only.



## LAURA

### Evan Healy Whipped Shea Butter for Lips

This is so moisturizing with very minimal scent. It is my number one for making sure my lips are taken care of.



## ANNA

### Frontier Chamomile Tea

The chamomile flowers look so beautiful in my cup of tea. They are fragrant and delicious and the tea is so relaxing.



## JUSTIN

### Lotus Foods Bulk White Jasmine Rice

Staple in my weekly diet, simple in flavor and preparation. A bowl of this rice with butter, salt and pepper is all I need—when I need carbs, that is. East and North only.



## KATY

### Frontier Bulk Bay Leaves

Our bulk bay leaves are a great value. Buying bay leaves in bulk can save a customer more than six dollars compared to buying a jar. This is truly one of the best deals of our bulk section in my opinion!



## ANSLEY

### Lonesome Stone Milling Bulk Buckwheat Flour

This flour makes excellent pancakes and waffles and it is gluten-free! East only.



## SARAH

### Bulk Spinach

A Produce staff member turned me on to our bulk spinach one day when she saw me going for the bagged kind. Now I'll never go back! It's always super fresh and delicious, and I like that I can get exactly as much or as little as I need.

### Bulk Peanut Butter

Nothing beats the flavor of freshly ground peanut butter. After trying this stuff, I'll never go back to the jar. And getting to grind your own peanut butter is kind of fun!



## FORREST

### Organic Dried Cranberries

Perfect as portable snack, with salads, and baking. I love the concentrated flavor and chewiness for snacking.

### Asparagus

A taste of spring!



## MATT

### Frontier Bulk Fine Ground Himalayan Pink Salt

I never really thought about salt much until I tried the Frontier Pink Himalayan salt we sell in the bulk aisle. It really brings any dish to life. The flavor is head and shoulders above any other salt I've tried. I especially enjoy it on popcorn!



## EVAN

### Coconut Date Rolls

Quick and easy filling snack for the whole family.



## JACK

### Yogurt Almonds

An act of justifiable civil disobedience at every movie screening.



## CARLEY

### NessAlla Komucha in bulk

This female-owned, Madison-based company is amazing. Their product is such high-quality, and their flavors never let me down. I love being able to reuse my growler and fill up on a new flavor or an old favorite. The Hibiscus Ginger Cardamom is my go-to flavor, but I tried the Salted Grapefruit Mandarin on a whim one day and was not disappointed at all.



## KASIA

### Roasted Salted Bulk Almonds

These nuts are a delicious, semi-healthy snack, especially paired with dried cranberries and sharp white cheddar cheese. I take them to munch on at school, and they taste better than any junk food. Well worth the steep price—and you can get any amount you want!



## KELSEY

### Ling Ling Potstickers

I love these chicken potstickers. They are easy to make and delicious on their own or as a side. There is also a veggie version for vegetarians to enjoy!



**SARA****Gitto White Tortillas**

These are the best tasting and easiest to use (don't rip when wrapping). They are a local business out of Watertown, WI and certified organic. I love them as burritos, quesadillas or even just as a side warmed up with some melted butter. Try as a lunch wrap with peanut butter, honey and bananas! Yum.

**RITA****Inka Chips Plantain Chips**

I love these! They are salty and sweet and good to eat on their own or with hummus.

**DEAN****Jackson's Honest® Purple Heirloom Potato Chips**

These are made with coconut oil and heirloom purple potatoes, which were first cultivated by the Incas. Purple potatoes are rich in antioxidants, polyphenols, and potassium. Really amazing flavor!!

**AMANDA****Good Health Peanut Butter Filled Pretzels**

Great road snack or just something to tide me over til dinner. I shared them with a friend who thought we stopped carrying them; we still have them, they just changed their packaging.

**MEGAN****Mexican Peaches**

These little peaches are my favorite ugly ducklings of the Produce department. They show up in early spring—the first organic peaches of the year. They're always small, green, and sometimes wrinkly—not what we're trained to look for in a peach. What a surprise when you bit into one and taste their intense sweet, rich and delicious peachy-ness. Sometimes I

think their ugly exterior makes their exceptional flavor even better!

**MARNIE****Local springtime spinach**

Local springtime spinach is usually spinach that has been wintered over from the previous fall or planted very early in the spring. It is very tender, sweet and mild and is a great reminder that we have made it through another winter. I use it in salads, sauté it with butter and lemon, or eat it right out of the bag.

**JUSTIN****Pixie Mandarins**

As spring comes to Wisconsin citrus season starts to fade. One of the last citrus varieties we get in are Pixie Mandarins; luckily they also happen to be one of the best. Rich and sweet—the select growers of this delicious fruit wait until the end of the season to harvest this mandarin so that it achieves its peak flavor. I like to load up on these flavor bombs as my

last citrus before stone fruit season takes hold.

**GIANOFER****Tamaleria el Poblano Tamales**

I usually have it all worked out. I plan on bringing my lunch every day, and for once, show a little restraint. However, when the Deli busts out the tamales, Peanut Chicken, or Chicken Tikka Masala...all my newfound frugality flies out of the window. Too good to pass up. Dang.

**DAN****Cesar Cheese's Sharp White Cheddar**

This is a delicious sharp cheddar for a great price.

**AMY****Frontier Bulk Smoked Paprika**

I use this spice often. Have you tried it?! Its many uses bring a wonderful, smoky, exotic flavor to your dish. I rate it Gourmet Flavor without the Foodie Effort! East and West only.

**Diestel Peppered Roasted Turkey Breast Slices**

So, it's really tasty. NO SUGAR in the peppered variety! Low Sodium, non-GMO, no gluten, no carrageenan, no MSG! Yes AWESOME! The pastrami turkey is also a nice change. Happy Sandwich! East and West only.

**Tillen Farms Maraschino Cherries**

Skip the neon cherries and treat your Old Fashioned self and your Kiddie's Cocktails to these!

**LEAH****BelGioioso Fontina Snacking Cheese**

My o- the-go snacky snack! I buy a package of them at the beginning of the week, and have them ready for when I need it. Cultured pasteurized milk, salt, and enzymes are the only ingredients and they have SEVEN grams of protein for the 70 calories these little gems have! North only.

**Eggplant Tote**

THE BEST TOTE EVER. I use mine for everything. As a purse. For grocery shopping. For a gym bag. For a library bag. It is the perfect size to fit everything! It is sturdy, durable and washes fantastically. Eco-friendly and affordable, meaning you can show your Willy Street Co-op love everywhere you go while cutting down on paper and plastic bag use!

**Rushing Waters Smoked Salmon**

Sundays are brunch day in our household and we like to add this smoked salmon to our spread. This perfect smokey fish pairs well with cheeses on a cheese board or thrown on top of a side salad. North only.

**Shire City Fire Cider**

How do I start my morning? With a dose of Fire Cider! This quick kick of infused apple cider vinegar is a great wake up call. It doesn't take much for the immune boosting powers. While I can't say that it is why I haven't been sick this year, I'm sure it contributed to my ability to avoid all the gross germs this year.

**Bulk Trail Mix**

Trail mix of any kind is a fantastic snack that we keep around our house to take for anything from hiking to long errand days. I love that we have so many different varieties available, so I switch it up often!!

**SHAWN****Juli's Apple Butter**

I've known Juli (pronounced Yoo-lee) for a few years now (we were coworkers at my last job) and have loved her produce, so I was ecstatic when I saw her name on our Retail Ready Lab list! The apples from her CSA farm, Two Onion Farm, has always been top-quality, so I knew her Apple Butter would follow suit. Sure enough, I was right!

**Willy Street Co-op Vegan Spinach Dip**

When I found out I had to remove dairy from my diet, a dark cloud descended over my life. Then one day, as I was browsing the hummus on my lunch break, a ray of sunshine broke through in the form of vegan spinach dip. I eat it with Stacy's® Simply Naked® chips for lunch, and I can't get enough of it!

**Nature's Plus Say Yes to Dairy chewables**

I'm lactose intolerant and I've tried a bunch of different lactase enzyme supplements, but these take the cake. Not only are they chewables (so I don't have to swallow a chalky pill), but they taste like melted vanilla ice cream! Lactose-intolerant-dairy-lover tested, girlfriend approved.

**JODECI****T.N. Dickinson's Witch Hazel**

This product is GOLDEN!! I highly recommend this astringent for any skin type. I suffer from severe acne and oily skin and after adding this product to my skin care routine has significantly decreased red tones, and incoming bumps. It also does not take much and is affordable.



**ANNA**

**Willy Street Co-op Pizza Dough**

I really love our pizza dough. It can be a bit tricky to roll out, but man, the final result is completely worth it. It's super tasty and rises perfectly. Highly recommend!

**Paqui Tortilla Chips Nacho Cheese Especial**



We looovee these in the Front

End. They are a huge flavor explosion and absolutely delicious. Whenever we buy a bag for the Front End office they are gone within minutes.



**PATRICK**

**Willy Street Co-op Horseradish Roast Beef Sandwich**

Caramelized onions and Roth Horseradish Havarti. So good.



**DUSTIN**

**RP's Spinach Linguine**

All of RP's pasta is super good. The green spinach linguine adds a nice touch of color to any pasta dish!

**Willy Street Co-op BBQ Tempeh Pizza**



Local Tempeh, Hand Tossed Crust, Triple Crown BBQ

Sauce! What's not to like?!? East only.

**Four Elements Calendula Neroli Cream**

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



**FLORA**

**Hook's 5-Year Cheddar**

It has an intense, rich, sharp flavor. It melts surprisingly well for an aged cheddar, especially when mixed with other cheeses, but it's great cold as a snack with crackers (or on its own, frankly). It's a staple at my household and hard to not love.



**JOSH**

**Willow Creek Bacon**

The flavor is second to none and it's an easy add with lots of things. Perfect for many sandwiches, pasta, salads, you name it.



**SERENITY**

**Driftless Organics Sunflower Oil**

Flavorful, versatile, reasonably priced, and best of all: local! I buy it from the bulk aisle. This has replaced olive oil as my go-to oil, and I use it in cooking and in things like salad dressings.



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**willy street co-op**

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