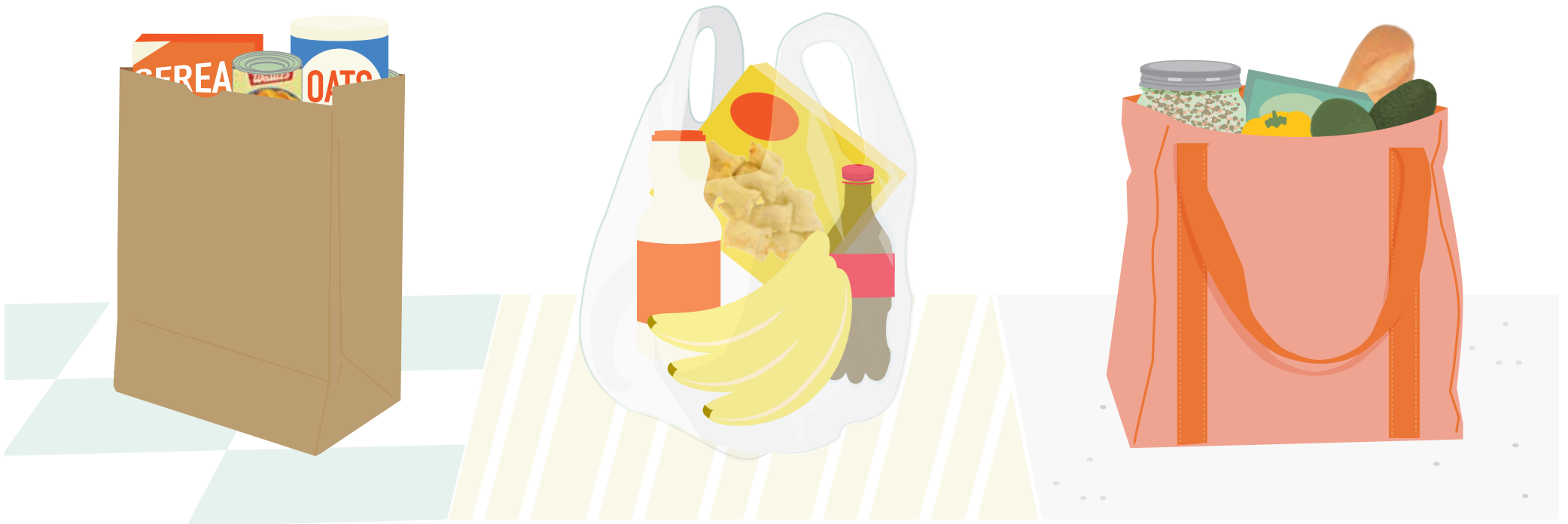


willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 47 • ISSUE 4 • APRIL 2020



The Age of Groceries:

Generations of Food Culture

SEE WILLYSTREET.COOP FOR
COVID-19 RESPONSE UPDATES.

IN THIS ISSUE
COVID-19 Response; Gardening; Plastic-Free Products; Grilling; and more!

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willy street co-op READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

East: 1221 Williamson Street, Madison, WI 53703, 608-251-6776
West: 6825 University Ave, Middleton, WI 53562, 608-284-7800
North: 2817 N. Sherman Ave, Madison, WI 53704, 608-471-4422
Central Office: 1457 E. Washington Ave, Madison, WI 53703, 608-251-0884

EDITOR & LAYOUT: Liz Wermcrantz

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

SUBMISSIONS

All advertising submissions must be reserved and arranged with the editor by the 10th of the month previous to publication. All advertisement copy must be submitted 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.

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

SEAFOOD CENTER: EAST: 608-294-0116 WEST: 608-836-1450

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: l.wermcrantz@willystreet.coop

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

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

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

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

Deli: 7:30am to 9:00pm

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

WILLY STREET CO-OP MISSION STATEMENT

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

WILLY STREET CO-OP BOARD OF DIRECTORS

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

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

BOARD MEETING SCHEDULE

**Tuesday, April 21 (may be
online-only)**
Tuesday, June 16
Tuesday, July 21

As always, Board meetings are held at the Central Office beginning at 6:30pm (unless otherwise noted). Dates are subject to change. Please see www.willystreet.coop/events/board-of-directors to confirm.

IN THIS ISSUE

3-4	Customer Comments	8	Spring Gardening	Among Cooperatives— The Up & Coming Food Co-op Conference
5	COVID-19 Response; Collective Bargaining; and More!	9	Grilling with Smoky Flavor	
5	Union Contract; Run for the Board; and More!	10	Forget the Plastic!	14-15 The Age of Groceries: Generations of Food Culture
6-8	Community Room Calendar	12	New Products	16-17 Recipes
		13	Cooperative Principle Six: Cooperation	18-19 Staff Picks

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**EVERYONE
WELCOME!**



CUSTOMER COMMENTS

Write Us!

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

PRODUCT AVAILABILITY

Q: *Hi, my husband is out shopping and he said the store was out of some stuff we need, like bulk beans and lentils. Do you know when more of those will be available?*

A: Under normal circumstances we would likely be able to tell you for certain when our next deliveries will arrive. Unfortunately, the COVID-19 Pandemic has put a large strain on the food industry. Grocers everywhere are running out of product faster than expected and distributors are having trouble keeping up with orders. So even when we do order the products we are out of, we don't always receive what we've ordered. At this point in time, the very best thing that you can do if you are looking for something in particular, is to call the store and ask if the product is in stock. Items that we know are going to be out of stock long term are listed on our Coronavirus Prevention Measures page at www.willystreet.coop. I wish I had a better answer, please let us know if there is anything else we can do for you. Be well! -Kirsten Moore, Cooperative Services Director

OPEN DURING THE PANDEMIC

Q: *As an owner I believe that you should be closed. Do the employees even have an option to be working? I doubt they all feel comfortable in doing so. Everyone in the neighborhood is closing to flatline this pandemic. The Willy Street Co-op should be in solidarity with that closure. A lot of employees don't really have a choice and will risk working during this for a paycheck. As head of the coop you should make that choice for their safety and for everyone else's safety.*

A: Thank you for your feedback. Because we are a grocery store, I feel an obligation for us to remain open along with other grocery stores, with reasonable precautions in place. Employees do have the option to take paid sick leave time and not come in to work, and we have been working with our employees' union to expand those options further. If/when we have

insufficient staffing to open a store or keep it open, we will close it as needed. Until then, we will continue to remain open so that our customers and Owners can get groceries. -Anya Firszt, General Manager

BE CAREFUL

Q: *I appreciate the update that you sent and all of the precautions that you are taking. I will say that I was really disturbed yesterday while shopping at the Middleton co-op. Many of your staff members were talking or laughing amongst themselves in different departments, as if there was nothing different going on. My cashier and the bagger were laughing and joking around as I was checking out. The more voice that is used, the more a mouth is open, the more likely that saliva will be expelled. I realize this is a very dark time and appreciate their light and friendly attitudes. But please, keep the talking at a minimum if not at all. In my opinion that would be one of the first signs on your front door. Please do not talk unless absolutely necessary. I appreciate your attention to my concern.*

A: These are challenging times for all of us at the Co-op and in the grocery industry. We are on the front lines as one of the only types of businesses that can remain in somewhat regular operation during this global pandemic because we provide food. While remaining open to ensure that people have access to this health necessity in our neighborhoods, our co-workers are making rapid changes to the way they do their jobs: ensuring as much social distancing as possible; experiencing inventory turnovers we have never experienced in our region; shutting down various offerings due to public orders; and managing far more transactions at the registers than normal. This while also worrying about our families, communities, and risks to our personal health. I can assure you that not a single employee believes there is nothing different going on. Though we understand your fears, and maybe some of us share them, we have no intention of asking any of our co-workers or shoppers not to laugh or talk. Mental health is important, and friendliness and humor are some of the few ways to get through these stressful times, especially for workers. Thank you for understanding, and good health to you. -Kirsten Moore, Cooperative Services Director

PROTECTING EMPLOYEES

Q: *I am writing to ask what the Co-op is doing during the health crisis to protect the employees who are basically on the front lines serving co-op members*

and other customers. Is hazard pay something that is being considered? Are workers being allowed to stay home with pay if they are at all sick—virus or otherwise? Are they allowed to wear protective gear like gloves when interacting with the public like at the registers? As an owner, I very much value the work you all do at all times, but especially want to both express my gratitude to you all now—and make sure you are being properly looked after. Thank you!

A: Great questions. We have reduced our store hours so that our employees have more time to do non-customer service-related tasks while customers are not in the store, limiting overall exposure. We are also working out implementing occupancy limits of 50 customers at a time. The directive from management has been that there will be no repercussions for employees related to COVID-19 leave. We have actively been encouraging employees who experience symptoms or who have family members with symptoms to stay home, and we have worked with the union to come up with a mutually agreeable plan to provide pay and expanded leave benefits for COVID-19 related absences. We have also coordinated with the employees' union to allow for flexible scheduling so that we can change hours as needed to protect customers and employees, and request employees to volunteer if they are healthy to work more hours to allow for others to remain home. We are also reaching out to temp agencies to potentially put to work people who are in need of employment while they are laid off during this time, which will provide relief to our employees who may be working with less staffing than usual. Finally, we are increasing cross-training in high demand roles like cashiering, to reduce the burden and leaving options open to reassign employees to other sites as needed. We look forward to continued conversations and coordination with the employees' union as time progresses regarding these issues. Regarding gloves and masks: yes, all employees are allowed to wear them if they so choose. To wear a mask, employees are required to check in with their managers so that they can complete a voluntary use form per OSHA regulations. Thank you for your concern and we hope you and your family and neighbors are staying healthy during this time. -Kirsten Moore, Cooperative Services Director

OVER-60 HOURS

Q: *We were in the first wave of over-60s at Willy West this morning and wanted to commend you and your staff for the thoughtful*

steps you have taken to minimize the likelihood of transmission of the novel coronavirus. One suggestion, however: the reversal of the entrance/exit doors, we feel, was a mistake. People enter the store—logically and by habit—into the produce section, not to the check-out lines. That's how the flow is designed. The reversed doors mean that people entering the store necessarily have to cross paths with people who are leaving, creating more contact/transmission opportunities. The regular entry/exit system avoids all of that. Everyone was pleasant and everything went smoothly. Thank you for making one aspect of these difficult times a little less worrisome.

A: Thanks for the kind words and your suggestion. I checked in with Willy West about your concern, and they totally agree! They have already switched it back. We appreciate your support while we're experimenting with these new ideas. Have a nice and healthy weekend! -Kirsten Moore, Cooperative Services Director

FOODSHARE

Q: *I was wondering if this co-op accepted food share? Also is there any qualifications to shop here such as volunteering, membership cards etc., or can customers come and go?*

A: All three of our retail locations accept FoodShare benefits. While anyone can shop our stores, I would highly recommend you consider an Ownership for two reasons. 1. You get our best sale pricing on hundreds of items per week. 2. As an Owner, you can enroll in our Access Discount Program. Using FoodShare is one of the main ways that people qualify for this program which gives shoppers 10% off all of their purchases and allows for lower equity (Ownership) payments- \$4/year for Individuals and \$7/year for Households.

To sign up for Ownership with the Access Discount activated right away, simply stop by the Customer Service desk at any of our locations and the paperwork can be filled out in just a few short minutes, with your 10% discount activated for your first shopping trip.

Please let me know if you have further questions. Hope you're having a great week! -Robert Halstead, Owner Records Administrator

THANK YOU FOR THE SERVICE

Q: *I called in to say that I was so happy with the service I received at Willy West literally a few minutes ago. The staff is terrific! Thank you all.*

I also noticed the customers wore their serious face. Some

signage to the effect: Keep smiling. Goes a long way in relaxing people. In contrast, the staff, particularly at the cashier counters were friendly, gracious, and just plain amazing. They were in good spirits. I appreciate the safety precautions. So thoughtful.

A: Thanks for the kind words of support! They mean a lot to our

whole Co-op during this strange and difficult time. You're right, positivity can make a huge difference. I'll pass your suggestion along. Have a safe and healthy weekend! -Kirsten Moore, Cooperative Services Director

DEFINING LOCAL

Q: Wondering if our annual

report numbers that show our percentage of local sales includes the in-house bakery sales as well. I have heard that National Coop Grocers (NCG) defines local with in-house bakery and was wondering if we have figures that include and do not include those sales. What is our stance on how in house sales with ingredients far away but are produced locally? Appreciate any insights we might have! In cooperation,

A: Thanks for the question—it's a good one! I'm not aware of an NCG definition of local. We use our own definition, which defines local as anywhere in Wisconsin or within a 150 mile radius of the State Capitol building. Within that, we have three levels of local—these are identified at the shelf for local items in our stores:

- 100% Local: Items that are entirely grown or raised within our local area. This includes things like fresh produce, meat, and locally grown grains.

- Essentially Local: Items that have at least 50% of their ingredients (by weight) grown or raised within our local area. This includes things like Vitamin D milk where the milk is local but the Vitamin D added is not, or apple butter made with local apples and imported spices.
- Locally Prepared: Items that are prepared locally from non-local ingredients. This includes things like locally roasted coffee, and our in-house deli and bakery items.

The local percentage that is published in our Annual Report includes all three levels of local. It is possible to report on the different levels. I don't have those numbers readily available, but I would estimate that roughly 15% of our sales are from 100% Local items, 5% are from Essentially Local items, and 16% are from Locally Prepared items. I hope this helps answer your question! Best, Megan Minnick, Purchasing Director

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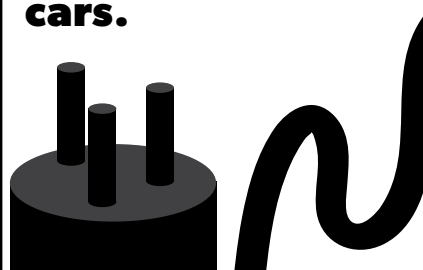
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RUN

for the **willy street co-op**
Board of Directors

See willystreet.coop or the Owner Resources Area in the stores for details.



Deadline for applications: June 1st at 12pm.

Candidates are required to attend a Candidate Orientation Session and a Board meeting to be eligible to run.

Please see the website or Board candidate application for dates!



Instead of Wellness Wednesday, we are offering a Wellness Any Day Virtual Coupon!

willy street co-op Owners
GET 10% OFF
Wellness or Bodycare products
on any one transaction they choose during the month of April.

No paper coupon needed!

Discount can only be used one time 4/1/20-4/30/20 per Individual or Household Owner account. Coupon will not work again on an Owner account after being used; please plan your purchases accordingly. Not valid for online orders. No cash value.

 **Just tell the cashier at check out that you would like to use this virtual coupon.**

GENERAL MANAGER'S REPORT

COVID-19 Response; Collective Bargaining; and More!



HELLO APRIL
*"An ounce of prevention is worth a pound of cure."
"Better safe than sorry."
"Necessity is the Mother of invention."*

by Anya Firszt,
General Manager

In response to COVID-19, we have made a number of changes to how we do business. We anticipate even more changes will be necessary to keep pace with the evolving regulatory requirements issued by the State of Wisconsin to try and slow/stop the spread of COVID-19.

Please check our website at www.willystreet.coop for real-time updates.

COVID-19 PREVENTATIVE MEASURES AT THE CO-OP

We have taken a number of preventative measures to address minimizing personal contact between customers and staff from adjusting open hours to temporarily shutting down service counters, the Salad/Hot/Olive Bars and Bulk departments to installing social distancing mechanisms throughout the stores. The full list is extensive, more than what can be included here, and could be wildly out of date by the time this issue of the *Reader* is published. Please check out our website for COVID-19 operational updates regarding open hours, delivery and pick up services, customer limits, etc. I should also mention that we have canceled Wellness Wednesday this month and, instead, created a virtual Wellness Any Day coupon. That means, on any one transaction in April, each Owner account can get 10% off Wellness and Bodycare items in that transaction. Just let your cashier know that you would like to use your virtual coupon.

You may notice your newsletter is a little shorter this month—the whole center section of sales pages aren't there. Vendors and distributors are not able to commit to fulfilling all orders, and some of them have canceled planned sales. You may still find some products at discounted prices in our stores, but we simply cannot advertise them because we cannot guarantee their availability.

A NOTE ABOUT HOURS OF OPERATION

Our open hours are from 10:00am-8:00pm daily until further notice with a 50 customer limit. We are asking (not requiring) that the first hour of business (10:00am-11:00am) be reserved for elderly shoppers or those shoppers with compromised immune systems. Thank you in advance for your consideration and understanding

to support these shoppers.

Additionally, we have expanded our online delivery and pick-up service to address an increase in the demand for this service, which can also help limit the number of people shopping in the stores. See shop.willystreet.coop.

HEARTFELT THANKS AND APPRECIATION

Our employees are providing essential and invaluable service to you and our communities in order to ensure we can remain open for business. We owe each and every employee a debt of gratitude for reporting to duty and being on the front lines so you can buy groceries. We have received a record number of customer comments singing the praises of staff during these challenging times. Please join me and show your thanks and appreciation for our staff the next time you are shopping.

And, do everything you possibly can to keep yourself and our staff healthy and safe. If you have never been a rule follower, now is the time to embrace and practice social distancing and good hand hygiene!

On behalf of the entire Co-op, thank you for your patience and understanding as we navigate the COVID-19 Pandemic together.

COLLECTIVE BARGAINING AGREEMENT

The Willy Street Co-op employee members of the UE Local 1186 ratified their first union contract on March 16, 2020. This two-year contract establishes pay rates and increases, benefits, and policies for hourly members of the bargaining unit that augment the previously agreed to attendance and sick benefit agreement. We are presently working through the necessary action items to ensure pay rates, vacation and other contract agreements are implemented.

TEMPORARY AGREEMENTS

Immediately following ratification of the contract, the UE Local 1186 met with management to establish a number of temporary agreements (TAs) to deal with the COVID-19 Pandemic. These will be in place until April 16, 2020 when they will be renewed, modified, or discontinued.

These TAs include the House version of the Families First Coronavirus Response Act, mainly providing additional sick benefit and expanded FMLA to all employees, not just bargaining unit employees. We also agreed with the UE to establish volunteer sign-up lists for bargaining unit staff working the same or next day (quicker turnaround), and the ability to meet staff shortfalls with temporary hires.

Until next month, stay well.

BOARD REPORT

Union Contract; Run for the Board; and More!



by Jeannine Bindl,
Board President

Hello Willy Street Co-op community. April has arrived, hopefully with some sunshine! Thank you for being part of our community.

UNION CONTRACT

A couple weeks ago, the Board was notified that our union staff voted on and approved the union contract negotiated by bargaining teams. Thank you to everyone who was involved in the process. Many people put in an incredible amount of time and effort to make this happen in such a short period of time. Willy Street Co-op has once again exceeded expectations. Thank you also to the Owners who spoke up during the negotiation; our Co-op is stronger when we all participate.

BOARD MEETINGS

March 17 was the date of our last Board meeting. To avoid further spread of COVID-19 we canceled our Board meeting and dealt with any time-sensitive agenda items via email. These Board decisions will be reflected in the April meeting minutes. So far, these decisions consisted of a vote on disbursement of equity and continued participation in the National Co-op Grocers.

We are working now to make sure that everything is in place for our next meeting to be executed electronically if we are unable to meet in person. We are also working to ensure Owners can listen to the Board meeting electronically, should we not be meeting in person. Please check the Co-op's website and social media platforms (such as Facebook and Instagram) for more information as the April Board meeting gets closer. The date for that Board meeting is April 21, 2020.

BOARD RETREAT

In lieu of a Board meeting in February, we met for a full day Board retreat. At our retreat we continued to learn about grocery industry trends,

strategic planning and preferred shares, to name a few topics. We also had the opportunity to learn more about and practice using generative decision-making. If you haven't already, look it up! Generative decision-making is a useful way to move through the decision-making process in a group setting.

MINUTES AND AGENDAS POSTED IN STORES

We continue to work to make our Board and Co-op stronger. Strategic planning, our governance policies, and ways we can communicate with Owners are some of the topic areas we are investing in right now. One new way we are trying to communicate with Owners is posting our meeting agendas and minutes in stores. This information and details on running for the Board of Directors is available in stores, please check with the Co-op Services staff for the specific location at your site.

THANK YOU

As always, thank you for your continued support of our Cooperative. Things seem to be changing rapidly; your continued support of our local Madison economy is important and appreciated. Please do not hesitate to reach out to your Board with questions, comments, or concerns at board@willystreet.coop or allboard@willystreet.coop (includes some of our management team). Cheers to you and the spring season on its way!

RUN FOR A SEAT ON THE BOARD

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

- April 21, 2020
- June 16, 2020

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



THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 4 for details.

WHAT DO YOUR CHIP GIFTS ACCOMPLISH?

They build a local movement for social and environmental justice.

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



Photo: Dane County TimeBank

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

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



Photo: Common Wealth Development



Photo: Tenant Resource Center

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

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for details.

WE EXPECT CLASSES TO RESUME BY THE FIRST CLASS DATE LISTED BELOW. IF WE NEED TO CANCEL CLASSES, WE WILL NOTIFY THOSE WHO SIGNED UP IN ADVANCE AND REFUND ANY FEES.

Community Room Class Calendar

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

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



COOKING

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Lakeview Library

Thursday, May 7, 6:00pm–7:30pm

Ages: 13 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

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

Join Chef Paul to explore the unlimited choices of plant-based meals.

SIX SPICES: INDIAN VEGETARIAN

Location: Willy East Community Room

Tuesday, June 2, 6:00pm–8:30pm

Ages: 13 and older; adult supervision required

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

Join Chef Neeta Saluja to learn to prepare a variety of vegetables using Indian cooking techniques. On the menu: Eggplant and Mushroom Curry, Peas Pullav, and Cucumber Raita. Vegetarian and gluten-free.

SIX SPICES: QUICK CHICKEN CURRY AND HANDMADE FLATBREAD

Location: Willy West Community Room

Thursday, June 18, 6:00pm–8:30pm

Ages: 13 and older; adult supervision required

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

Join Chef Neeta Saluja to learn to make this simple yet delicious chicken curry with peanut sauce. To accompany the curry, she will also prepare whole wheat flatbread, cooked under the broiler to give the taste and look as if they are cooked in an open Tandoor oven. A cabbage and tomato salad seasoned with fresh curry leaves and mustard seeds will round out the meal.

DIY

LEARNING WITH CHEF PAUL: VERSATILE CAST IRON, PART 1

Location: Willy East Community Room

Thursday, May 14, 6:00pm–8:00pm

Ages: 13 and older; adult supervision required

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

Have you been wondering how to use, season, or restore your cast iron pan? Chef Paul can help! Bring your pan along to class, and Paul can help address any questions you may have about how to treat your cast iron. To round out the class, Chef Paul will demonstrate how to make cornbread in cast iron.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy East Community Room

Thursday, May 28, 6:00pm–8:00pm

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.

LEARNING WITH CHEF PAUL: VERSATILE CAST IRON, PART 2

Location: Willy East Community Room

Thursday, June 18, 6:00pm–8:00pm

Ages: 13 and older; adult supervision required

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

Once you have your cast iron seasoned, you can use it for just about anything! Join Chef Paul for a full meal made in cast iron—pork chops with vegetables, baked chicken, and a fruit pie!



COOKING TOGETHER: FLAVORS OF SOUTH AFRICA

Location: Willy West Community Room
Friday, May 8, 5:30pm–7:00pm
Ages: 5 and older; registration for adults and kids required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners

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

COOKING TOGETHER: FLAVORS OF IRAN

Location: Willy East Community Room
Friday, June 5, 5:30pm–7:00pm
Ages: 5 and older; registration for adults and kids required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on family friendly cooking class. Learn about different foods and where they come from, how to follow recipes, and how to use cool tools. This class will introduce incredible ingredients found in Iran as participants cook Chef Lily's take on Persian cuisine, including Fesenjan, sweet and savory spices, dishes of fragrant rices, kabobs, and more. Vegetarian.



WILD FOOD/WILD MEDICINE PLANT WALK

Location: Willy East Community Room and Jenifer Street
Saturday, June 6, 10:00am–12:00pm
Ages: 10 and older; adult supervision required
Instructor: Linda Conroy

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

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



KIDS IN THE KITCHEN: TORTILLA THROW DOWN!

Location: Willy West Community Room
Friday, May 1, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Location: Willy East Community Room

Friday, 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 hands-on cooking class for kids. Did you know that tortillas are actually flatbread? Learn more about this Mexican marvel by making masa dough from corn flour and water. Chef Lily will teach you how fun and easy it is to make traditional tortillas using an authentic press. Participants will also fix flavorful fillings and a fresh drink for this tortilla throw down. Vegetarian.

KIDS IN THE KITCHEN: BENTO BOX BRILLIANCE!

Location: Willy East Community Room
Tuesday, May 12, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy East Community Room
Wednesday, May 27, 2:15pm–5:30pm
Tuesday, June 9, 2:15pm–5:30pm
Location: Willy West Community Room
Wednesday, May 20, 2:15pm–5:30pm
Wednesday, June 3, 2:15pm–5:30pm

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

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

Location: Willy West Community Room
Tuesday, May 19, 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. The name bento box belongs to a brilliant container comprised of cool compartments. It was cleverly created centuries ago and is still a commonly celebrated component of Japanese cuisine. In this class, participants will produce diverse dishes perfect for packing their very own Bento Box. Vegetarian.

KIDS IN THE KITCHEN: EDIBLE ART EXHIBIT!

Location: Willy West Community Room
Tuesday, June 9, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Location: Willy East Community Room
Tuesday, June 16, 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. We won't measure and mix muffins, or see soup simmering on the stove, because this unique class is all about art made from food! Participants will be presented with a plethora of previously prepared foods, perfect for producing marvelous masterpieces of the mind. Vegetarian.

KIDS IN THE KITCHEN: STUPENDOUS SUMMER SQUASH!

Location: Willy West Community Room
Friday, June 19, 4:30pm–5:30pm
Ages: 9–12 years old; adult supervision not required
Location: Willy East Community Room
Friday, June 26, 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 Chef Lily in this cooking class for kids. The season of sunshine is in full swing and green gardens are already growing gigantic summer squash! Participants in this class will work in groups to make a marvelous meal using stupendous summer squash in every delicious dish. Zoodles from the zucchini, pizza prepared with pattypan, cookies containing crooknecks, and more will be explored. Vegetarian.

VITAMIN D AND SUNLIGHT FOR VITALITY AND LONGEVITY

Location: Lakeview Library
Tuesday, May 12, 6:00pm–7:00pm
Ages: Any; adult supervision required
Instructor: Katy Wallace
Fee: Free; register at www.madisonpubliclibrary.org/events

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

LEARN ABOUT AND REGISTER FOR FOODSHARE

Location: Willy East
Thursday, May 21, 9:00am–1:00pm
Thursday, June 18, 9:00am–1:00pm
Location: Willy North
Thursday, May 7, 10:00am–2:00pm
Thursday, June 4, 10:00am–2:00pm
Location: Willy West
Friday, May 8, 9:00am–12:00pm
Friday, June 12, 9:00am–12:00pm

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



GET TO KNOW CBD OIL

Location: Willy West Community Room
Thursday, June 4, 6:00pm–7:00pm
Ages: Any; adult supervision required
Instructor: Katy Wallace
Fee: Free; registration required

What is cannabidiol (CBD) oil and how does it affect the body? These questions as well as guidance on selecting a quality CBD or full hemp extract will be covered by Katy Wallace, Traditional Naturopath of Human Nature, LLC. Katy will also cover tips for proper use and effective dosing.

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



COOKING, BAKING, AND PRESERVING WITH HONEY

Location: Willy West Community Room
Monday, May 11, 6:00pm–8:00pm
Ages: 13 and older; adult supervision required
Fee: \$20 for Owners; \$30 for non-owners

Join Linda Conroy to learn new techniques for incorporating honey into baking, cooking, and preserving herbs as well as fruit. Participants will make an infused honey to take home and samples of baked goods and canned fruit put up with honey will be shared.



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Instead of Wellness Wednesday, we are offering a Wellness Any Day Virtual Coupon!

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GARDENING NEWS

Spring Gardening



by Megan Minnick, Purchasing Director

If there's one word that sums up my advice for April gardeners, it's patience. Those first warm, sunny spring days can easily cast a spell that lulls you into thinking that it's time to start planting your veggie seeds and starts, but

most experienced home gardeners have learned the hard way to resist this springtime urge, and prudently wait until all chances of winter are past.

The wait isn't easy, but it's worth it. There's nothing sadder than a cold tomato plant that dies before it has a chance to grow; or a whole row of carrot seeds that fail to germinate because the soil was too cold.

It may seem like planting early increases the chances of an early harvest, but that's generally not the case. Even if that cold tomato plant survives, its growth will be stunted. A tomato plant set out in late May in optimal conditions will probably outpace the growth of that early tomato, simply because it's a healthier and more vigorous plant.

SO WHAT SHOULD YOU PLANT IN APRIL?

We carry a small but well curated selection of organic seeds from Seed Savers Exchange in Iowa. Spinach, arugula, lettuce, kale, radishes, peas, and beets can be direct seeded this month, although it's generally best to wait until after April 15. Keep an eye on the extended forecast: If it's April 10, with clear, warm weather predicted for the next few weeks, you're probably safe. Conversely, if it's April 16, and there's a late snowstorm predicted, it's a good idea to wait.

Organic, locally grown vegetable seedlings from Voss Organics and West Star Organics will be arriving at our stores later this month. Plants that are suitable for April planting outdoors include perennial herbs (not basil!), broccoli, cauliflower, cabbage, Brussels sprouts, kale, leeks, and collard greens. Late April is a good rule of thumb for planting these seedlings, but make sure to watch the weather forecast.

Whether starting from plants or direct seeding, make sure you fence off your garden from wildlife. Rabbits love nothing more than your young, tender plants after a long cold winter.

Everything else—tomatoes, peppers, cucumbers, melons, and more—should wait until late May when all chance of frost is passed and soil temps have risen—unless you are planning to plant in a

container that can be moved indoors when the weather threatens. Madison's last average frost date is May 10, but we often have frosts after that date, so as always, keep an eye on that forecast!

So, it's the beginning of April and it's a beautiful, sunny, warm day. Your back yard or community garden plot is calling you, but you've made up your mind to resist the urge to plant. There's a lot that you can do in the garden while you wait for planting time, and getting these things done now will make the rest of the growing season easier and more successful.

SPRING CLEANING

Some people clear out last year's dead plants and debris in the fall. I'm generally so busy harvesting and preserving veggies in the autumn that garden cleanup just seems like too much. Rather than scramble to do it all at harvest time, I let the cleanup wait until spring, when the old plants have died back and are easier to wrangle.

PREPARE YOUR SOIL

This one can't be stressed enough: healthy soil is the most important part of a successful garden. Soil preparation can be done in a number of ways. Some people prefer the no-till method where compost and other soil amendments are spread over the soil without digging them in; some (like myself) prefer the more traditional methods of working compost into the soil with a shovel or pitchfork. Once you've prepared your beds, mulch them with straw or marsh hay to prevent the loss of nutrients from you newly added compost and to get a head start on weed prevention.

PLAN OUT YOUR GARDEN AND SET OUT YOUR PLANT SUPPORTS

I find it so much easier (and more enjoyable) to plan my garden while I'm actually in the garden. I generally have an impressionistic garden map drawn out, but it always changes when I'm actually outside marking off my rows and beds. It's also a good idea to go ahead and set out any supports that your future plants will need such as tomato cages and bean trellises—this will save you time and effort later.

HARDSCAPING

These are things like stone or brick edging for beds, pathways, or anything else that uses a permanent material to define parts of your garden. Now is the time to tackle hardscaping projects, because you probably won't have time later in the summer, and the job gets harder as plants start to take the garden over.

GRILLING NEWS

Grilling with Smoky Flavor



by **Jeremy Johnson,**
Meat & Specialty Category Manager

Grilling season is upon us! The biggest trend in grilling this year is pellet grills. Pellet grills use indirect heat to cook food with the help of a convection fan, somewhat like an oven. To power the fan, and other features of these electric grills, they

use little wood pellets for heat, and they add a great smoky flavor. They are usually a bit more expensive than a gas grill, so if you are interested in adding smoky flavor without going out and buying a new grill or smoker, you have options.

WOOD CHIPS

The first option is the most common, wood chips. Wood chips are easy to use. You soak them in water then add them to the coals or a smoker box to produce an aromatic smoke that envelops the interior of the whole grill. This is perfect for foods that are cooked low and slow like brisket or ribs, and it can even add a hint of flavor to things like burgers or steaks that are usually cooked hot and fast.

WOOD PLANKS

The second option is wood planks. Plank grilling is a method in which food is placed on a wooden board that has been set over indirect heat on a grill. It's a great way to ensure that your dish gets a deep, wood-smoked flavor. Plank grilling totally beats out the standard wood chip routine because the food directly contacts the charred plank. The flavor will vary depending on the type of wood you choose. Cedar, cherry, hickory, pecan, maple, apple, and alder work best.

HOW TO USE THEM

Like with the wood chips you'll need to treat the plank to a long soak in water. This helps prevent the wood from catching on fire while you cook. You'll still need to watch for occa-

sional flare-ups, so keep a water bottle handy while you grill. The best way to soak your planks is to submerge the wood in a baking dish or rimmed sheet pan for about an hour. Use a heavy can to keep them from floating. Flip occasionally to make sure they're evenly soaked. For more flavor, try adding wine or apple juice to the water.

Place your pre-soaked planks on the grill over direct medium heat. Cover and let the plank heat for three minutes. Some light smoke should begin to emerge from the wood. You'll know it's ready when the plank begins to blacken. Slightly charring the planks gives the dish a deeper flavor.

Carefully flip the planks over so the blackened side faces upward. Move the planks to indirect heat, add your food to the plank and begin cooking. If you prefer your wood less toasty, skip this step and begin cooking over indirect heat. This method works great with fish, chicken, fruit, and veggies.

When finished, let the planks cool completely. Scrub clean under cold water, scraping off any remaining residue. If you run into a stubborn spot you can use sandpaper, do not use soap or the next time you use the plank you will taste it.

WOOD WRAPS

The third option is wood wraps (thin pieces of wood used to infuse the wood flavor). These are a newer trend in the food industry. The food is steamed in the wrap and infused with the natural flavor of the wood smoke. As with the wood chips and planks, you want to soak the wraps for about five minutes, and then place seasoned food on the wrap, parallel to the grain of the wood. Fold edges of the wrap toward each other and secure with natural twine. Place wraps on a preheated grill. Close the lid, and do not leave it unattended. Cook food as desired. Times will vary. Present food inside the grilling wrap and let each guest open their own wrap. Discard wraps after use. Wraps are especially great for vegetables and seafood. But the best part about wraps is being creative! Wrapped chicken, dessert, shrimp—you name it.



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Forget the Plastic!

[Editor's Note: We want you to know that this article was written before we knew the full scope and impact of the COVID-19 pandemic. Some mentioned products may no longer be available in our stores. We also acknowledge that the message of plastic reduction may not feel very relevant right now. We hope, in reading this article as it was written, you might take a moment to hear about something unrelated to the virus and find a few moments of relief or distraction.]



by Jess Catherine, Merchandising Assistant

Have you been wondering how to cut down on plastic?

Then you're in luck! The Co-op has a wide array of products that are recyclable or have compostable packaging that is sourced from recycled materials. I want to share some products that are raising the bar in the zero-plastic movement. Let's start with the impossible-to-recycle tube.



BOODA BUTTER ECO-BALM

A vegan lip and body moisturizer that comes in a biodegradable paper tube and is sustainably packaged! Try

all three: Purely Naked, Enlightened Mint and Creamy Cocoa!

BOODA BUTTER—EVERYTHING!

I love this brand. They carry many products in petite glass jars

with metal lids. I can't understand why companies go the extra mile to offer glass, only to slap a plastic lid on it. Kudos to Booda Butter!

MOON VALLEY ORGANICS HERBAL LOTION BAR

Moon Valley's lotion bar is available in four scents: Lemon Vanilla, Lavender, Bergamot Geranium and Coconut Lemon. How to use: Hold the moon in your hands. As it warms, breathe in deeply. Melt bar into dry, chapped areas of skin, including cuticles—anywhere that needs soothing and protecting. Keep a tin next to the sink and enjoy this luxurious experience whenever your hands need some extra tending.

Fun Fact: this herb farm has a four-acre pollinator sanctuary to help bees, hummingbirds, and butterflies thrive with an expanding habitat.

PACHA SOAP COMPANY

Purposeful products (and unique displays!) that are artfully handcrafted with natural, premium ingredients that cleanse and nourish the body while inspiring self-care and self-love. Every purchase supports transparent, ethical sourcing, clean water initiatives, hygiene education, and small business opportunities across the globe. Grab a block or a bundle and enjoy the Pacha ritual.

HIBAR SOLID SHAMPOO & CONDITIONER

Who knew this bar could be salon-quality? I might be a total sucker for well-branded and packaged quality goods too though. Three variations for most hair types: Maintain (green), Moisturize (blue), and Volumize (orange). No plastic, no sulfates, parabens, phthalates, or silicones either, and great if you are travelling!

BAUDELAIRE NATURAL SEA SPONGE

This particular species, known as a "wool sponge," is prized for its softness, durability and the rich lather it produces. 100% wool sea sponge (*Spongia officinalis*, not produced from wool). Biodegradable, environmentally safe and sustainably sourced, and how cool is this—naturally bacteria-inhibiting!



now is the Precious Woods—smoked wood, nutmeg, musk and ylang ylang blossoms. I might just have to scoop up one of their Nag Champa Candles this next round.

SWEDISH DISHCLOTHS

Crafted from ultra-absorbent, biodegradable materials, Swedish dishcloths are an eco-friendly alternative to single-use paper towels. Each dishcloth provides the equivalent of 17 paper towel rolls, and can be cleaned in the dishwasher after each use. Best of all? You can compost them when you're finished!

IF YOU CARE PAPER SANDWICH BAGS

Made in Sweden from unbleached pulp of Scandinavian spruce trees—a natural, renewable resource—these bags are greaseproof and provide a natural barrier which makes the bags ideal for nuts, potato chips, cookies, and sandwiches that use butter, mayonnaise, or oil. The bags are also suitable for use in the microwave. They are uncoated, not treated with petroleum-based paraffin wax, soy, or any other type of wax. Plus, who says you can't use them multiple times?

BEE'S WRAP BEESWAX WRAPS

This is a reusable and biodegradable alternative to plastic wrap that helps reduce toxins in our food storage and unnecessary waste in our landfills. Wrap bread, cheese, vegetables, or cover a bowl! When I make my own bread, this is the best option I have found to keep the loaf fresh. Read care and instructions before rinsing!



FULL CIRCLE BUBBLE UP DISH SOAP DISPENSER AND BRUSH SET

Small but mighty, this sink-side workhorse creates lush suds that make dish time easy. The ceramic base springs into action, then stores neatly on your counter to keep the bamboo brush clean.

ECONUTS WOOL DRYER BALLS

Keep your laundry fresh with this natural alternative to dryer sheets. These Wool Dryer Balls soften fabrics and decrease drying time by up to 50%! They also last for hundreds of loads.

ECO CANDLE CO.

Choose from two sizes of Eco Candle bliss—6 or 16 ounces packaged in a recycled glass jar with a natural, kraft paper lid. 100% soy candle hand-poured in Appleton, Wisconsin. Phthalate-free fragrance and essential oil blends. Natural paper, cotton or hemp wicks—no lead. Glassware and all packaging made in U.S. with midwest-grown soybeans. My favorite scent right



REUSE WHAT YOU HAVE

Remember that it's not about buying all the zero-waste products that you can. Reuse what you can, and as products break down, replace them with more sustainable choices. It can take a while to make this full transition but every step in this direction helps and maybe inspires another to do the same.



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\$9.00/ea



Owner Rewards sales for Willy Street Co-op Owners only. Sales quantities may be limited. Non-sale prices guaranteed through 4/28/20.

Support your local farms and enjoy the spring weather!

willy street co-op



We want you to know that we chose to highlight these New Products before we knew the full scope and impact of the COVID-19 pandemic. Some of these products may no longer be available in our stores. We will focus on New Products again when it makes sense to do so. In the meantime, please take care of yourselves.



MOON VALLEY ORGANICS BAR SHAMPOO AND LOTION

Herbal Bar Shampoos that yield twice as many washes as a liquid bottle without the waste! Solid lotion in a bar; rub it in your hands to melt the luscious oils. Moon Valley is dedicated to protecting pollinators by using organic ingredients, creating pollinator sanctuaries and donating 10% of their profits to nonprofits that protect our precious pollinators.



PATAGONIA PROVISIONS MUSSELS & WILD MACKEREL

Patagonia Provisions has brought us more sustainable canned seafood options! Look for their Mussels: Lemon Herb, Savory Sofrito, or Smoked, all in olive oil. Farm-raised, but never with any antibiotics or fertilizer—just delicious. Their Wild Mackerel is hook-and-line-caught and considered one of the most environmentally responsible fish to harvest. Rich in Omega-3 fats, B-12, and lots of other important nutrients. Roasted Garlic Mackerel and Lemon Caper Mackerel. I'm drooling on the keyboard just typing it!

AVAILABLE AT WILLY EAST

Beeler's Lil Bites
 Dr. Formulated Stronger Bones
 Ancient Nutrition SBO Probiotics
 Thayer's Witch Hazel Toning Towelettes—Unscented or Rose Petal
 Sprout Living Epic Plant Protein—Original, Vanilla Lucuma, or Chocolate Maca
 Acure Unicorn Shimmer Shampoo & Conditioner
 ECOS Free & Clear Hand Soap 18 fl oz
 Serenity Kids Baby Food Squeeze Pouches

AVAILABLE AT WILLY WEST

Beeler's Lil Bites
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 Ancient Nutrition SBO Probiotics
 Sprout Living Epic Plant Protein—Original, Vanilla Lucuma, or Chocolate Maca
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 Almond Breeze Unsweetened Original Almond Milk 96 oz
 Seeds of Change Organic Aromatic Jasmine Rice
 Pacific Chicken Bone Broth with Chamomile & Lavender
 Lotus Foods Masala Curry Rice Ramen Noodle Soup
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AVAILABLE AT WILLY NORTH

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 Gilles Frozen Custard
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 Langers Winter Blend Frozen Juice Concentrate
 Langers Summer Blend Frozen Juice Concentrate
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 Bob's Red Mill Sweet White Rice Flour
 Bob's Red Mill Barley Flour
 Bob's Red Mill Unsweetened Shredded Coconut
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COOPERATIVE SERVICES NEWS

Cooperative Principle Six: Cooperation Among Cooperatives

THE UP & COMING FOOD CO-OP CONFERENCE



by **Liz Hawley,**
Education
and Outreach
Coordinator

Cooperative Principle Six: Cooperation Among Cooperatives—“Cooperatives serve their Owners most effectively and strengthen the cooperative movement by working together through local, regional, national, and international structures. You are more

successful when you cooperate with others who know how to cooperate.”

Principle Six was in the spotlight in early March when nearly 300 fellow cooperators descended upon Madison to further the cooperative movement at the Up & Coming Food Co-op Conference. This group of people represented co-ops from across the country that are in different stages of starting up, from the nascent stages where the problem the group is trying to address is recognized, and the idea of a co-op as the solution is born; to co-ops that are in the feasibility and planning stages who are talking about market studies and pro formas; to co-ops in their construction phases and preparing to open their doors.

WHERE IT ALL BEGAN

Eleven years ago, Indiana Cooperative Development Center (ICDC) and Bloomingfoods Market Co-op in Bloomington, Indiana joined forces to offer a training event for start-up food co-ops. Both organizations were receiving calls and requests for assistance from a number of start-up groups, and so was born Up & Coming/Up & Running. That first training event was one day and had 35 attendees including speakers. For the first seven years, Up & Coming/Up & Running was held in Bloomington and co-hosted by ICDC and Bloomingfoods. By 2016, the conference had outgrown the space and was looking for a new home. ICDC

reached out to Food Co-op Initiative (FCI) and a new partnership was formed, and then they moved on to identifying a new food co-op to host the event. They approached Outpost Natural Foods in Milwaukee, and after Outpost agreed, the conference moved to Milwaukee for three years and thrived under this new partnership. At the expiration of the three-year commitment, the conference was again looking for a new food co-op to host. In 2020, the conference moved to Madison, where Willy Street Co-op will serve as host for three years. This year, registration was at an all-time high—more than 290 people representing 65 new start-up co-ops from 27 states.

HOST DUTIES: TOUR AND NETWORKING RECEPTION

As host, we welcomed co-ops from across the country—from Sitka Food Co-op in Sitka, Alaska to SoLA Food Co-op in Los Angeles to North Flint Food Market in Flint, Michigan. As the host co-op, we were given the opportunity to lead a tour bus full of people around our city.

First, we visited Food Enterprise and Economic Development (FEED) Kitchens on Madison’s north side. Here the group learned about how the FEED facility, which includes five commercial kitchens, is an incubator for food businesses, nonprofit organizations, vocational training programs, and individuals seeking to prepare food to sell to the public. This facility also has a training kitchen available for nonprofit groups and cooking teachers to teach food service and preparation skills so that people can get work in the foodservice industry.

A number of Willy Street Co-op’s vendors prepare their products in FEED Kitchens, including Mango Man Salsa, Ernie’s African Kick Sauce, Mojo’s Majik, and Madame Chu condiments. Willy Street Co-op also carries baked goods made by those in the FEED Bakery Training Program, which is a job training pro-

gram that serves un/under-employed residents of Dane County by providing baker training and job placement services to program participants.

From FEED Kitchens we traveled just down the road to Willy North. This tour stop provided insight and visuals for newly emerging co-ops to consider. We discussed many things—from city grants, store design, merchandising, product selection, to the Access Discount program and Double Dollars. The tour attendees were so curious about our Co-op, and they really picked our brains about the thought process behind planning and opening our third store. It was enjoyable for those of us leading the tours to reminisce about the time we spent planning and preparing to open Willy North and to remember what the store was like when we first walked in the doors and the changes we have made since opening. Since we opened in 2016, the store has changed tremendously; we’ve added a Juice & Coffee Bar, a made-to-order sandwich station, an extra register, a conference room, and offices. It has certainly been a journey!

Once again we loaded up the bus and traveled to Just Coffee Cooperative. Just Coffee Cooperative is a worker-owned coffee roaster dedicated to creating and expanding a model of trade based on transparency, human dignity, and environmental sustainability. They work to build long-term relationships with small-scale coffee growers to bring you great coffee. Just Coffee was founded to work with Zapatista coffee farmers in Chiapas, Mexico when coffee prices were at an all-time low, but they found it was not easy to find partnerships with local roasters and regional importers. So the founders took an unconventional approach and began buying coffee beans from the farmer co-op in Mexico and roasting their own coffee. When Just Coffee first began distribution in Madison, they delivered all of their product by bicycle, but over the years they have grown and are now available nationwide, which makes bike delivery logistically challenging.

Following the tour, Willy Street Co-op hosted a networking reception at Delta Beer Lab. This reception was an opportunity for cooperative organizers to share stories and challenges about their journeys to open

new stores in their neighborhoods. Seeking advice from others who had recently gone through this process was both inspirational and cathartic—starting at the beginning stage of community organizing through opening the doors to a new store can take years! We were also able to feature a number of local vendors who have national distribution at the reception, connecting them with potential new retail outlets.

THE WORKSHOPS

The conference itself features workshops for co-ops at all three development stages as defined by FCI—stage 1: organizing (brings about the organization), stage 2: feasibility and planning (brings about the business plan), and stage 3: implementation (brings about the open store and satisfaction of owner/member needs). Over the course of three days, consultants and co-op peers offered more than 50 workshops to help guide these new co-ops in their journey to open a store; topics ranged from feasibility studies to hiring the general manager to creating a welcoming co-op culture. Our Willy Street Co-op experts presented workshops and shared their knowledge as well—Principle Six in action!

After months of planning for the conference, I am filled with gratitude for everyone who helped make it a success—Willy Street Co-op staff who served as session monitors and our experts who shared their knowledge in workshops, tour stop hosts, vendors, and of course, ICDC and FCI. Putting on a conference takes many hands, and we could not have done it without any one of you!

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The Age of Groceries: Generations of Food Culture

By Ben Becker, Newsletter Writer

CANNIBAL SANDWICHES VERSUS AVOCADO TOAST

How does time, and the age of an eater, influence a food trend? Certainly, different philosophies and ideals held by separate groups of people might inform something as essential as what they choose to eat. High calorie diets rich in grains, protein, and dairy may be more suitable to agrarian lifestyles requiring shorter food chains and higher expenditures of physical energy, while those living in a more cosmopolitan time or place might value lighter fare or more diverse flavors. As the world turns, changes in technology, knowledge, science, and changes in availability may also inform food trends. What a strange time we live in where residents of Wisconsin might enjoy mangoes, a luxury less accessible to past generations. Our ability to reshape the way we reach our food can influence and popularize trends, or even lead to their decline. Consider the case of the cannibal sandwich. Also known as “tiger meat” or “steak tartare,” this appetizer of raw lean ground beef served on rye cocktail bread with sliced onions, salt and pepper, and sometimes a raw egg was long popular at parties in the Midwest, especially in Wisconsin. Yet, despite its regional popularity, younger generations are increasingly less likely to have even heard of this adventurous hors’ d’oeuvres. As new food science has emerged along with the risk of E. Coli and other dangerous bacteria associated with it, the CDC and USDA have encouraged partygoers to pass on raw meat. In fact, foodborne illness outbreaks have intermittently been reported in Wisconsin as a result of consuming raw meat since the mid-1980s, putting the future of this regional tradition in question.

Compare this carnivorous delicacy to the more recent rage for avocado toast. This Instagram favorite has become so popular in recent years that it has become synonymous with Millennials and their eating habits. So why have North Americans suddenly gone crazy over this dish that relies on a fruit from California and Mexico? Certainly, this phenomenon couldn’t happen without our ability to rapidly transport products across thousands of miles under refrigeration. However, this kind of food supply chain existed for de-

cadecades before avocados became commonplace in the midwest. The rise of avocado toast also speaks to a shift in values and beliefs about nutrition, aligning with an emphasis on healthy fats for proper nutrition, simplicity in preparation, and the environmental sustainability of a vegetarian diet. So how do these food trends take root, and what makes us associate different foods and ideas with different age groups? Just as economies, cultures and ideas change with the way we live our lives from age to age and the influence of shifting markets, technologies, and means of communication, so goes our food system and the way we understand it.

SUPERMARKETS AND SHOPPING TRENDS

The very idea of the marketplace has become more complex over the last century. The market in which Americans buy their groceries is often not the communal collection of vendors in the town square or the small general store. The way we procure our food today has its seeds in the original supermarket. Starting this trend was the first Piggly Wiggly that opened in Memphis, Tennessee in 1916. The store introduced the self-service model, which was a departure from how grocers had traditionally operated. Prior to this new shopping model, clerks would select and bag items from a list which shoppers provided. Piggly Wiggly fixtures such as shopping baskets contributed to an experience in which customers exercised more choice in what they wanted to buy. The store’s expanded sales floor afforded customers a decrease in prices as the sales of multiple food items were consolidated under one roof. This model also introduced branding to the grocery business, including the introduction of recognizable employee uniforms.

Supermarket chains gained momentum during World War II, as small stores closed their doors as their proprietors went off to fight. Post-war increases in wealth continued to fuel the supermarket phenomenon, as shoppers bought refrigerators and cars. The post-war boom also brought changes to the supermarket as well, with the introduction of shopping carts, marketing toward children, and the development of a more sophisticated approach to

merchandising. This era also gave rise to innovations in how food was stored, packaged, and consumed. In particular, shoppers suddenly had access to the TV dinner, which Swanson pioneered and marketed as a meal that did not require tedious preparation, departing from the need to invest time and effort into whipping up dinner from fresh or canned ingredients.

The emergence of the supermarket has had a profound impact on our society and culture. Yet, while we take it for granted the way in which we buy food everyday, the impression that this institution is static is an illusory one. Even in more recent generations, we can see the supermarket continue to evolve. One ongoing trend is the continued growth in size and consolidation of stores and franchises. For example, while the median supermarket was only about 35,000 square feet in the mid-’90s, its counterpart after two decades has grown to nearly 43,000 square feet. This growth has been in part fueled by the demand for more options which are both fresh and healthy. An important sector of this growth has been products bearing organic brands. As organic sales continued to grow by double digits over recent decades. The organic market became a niche that conventional markets and grocery stores could no longer ignore, and as organics became more mainstream the brand was increasingly co-opted beyond its original health and natural food stores. The emergence of organics from niche to mainstream segment of the market has its roots in one generation’s rebellion against the ideas of others. The idea of organic itself began with the rejection of industrialized agriculture reliant on chemical inputs which gained dominance in the twentieth century. Yet the growth of this brand can in part be credited to the public’s concern for healthy food. This concern is not unique to any one generation, but the understanding of what healthy eating is often has been.

A CHANGING IDEA OF NUTRITION

Our ideas about nutrition seem to constantly be in flux, with new health and diet fads appearing every few years. While new science and information can drive our views on

what constitutes a healthy lifestyle and responsible dining options, market forces also have a way of driving our most official and often the most trusted recommendations. By taking a long view of our evolving diet philosophy, we can see that the prevailing wisdom on nutrition can be observed as something dynamic. This is best exemplified by “the basic food groups,” an institution we may mistakenly believe to be set in stone, but is as shifting and easily influenced as the government which established it. Depending on what generation you are a member of, you may think about the food pyramid when considering the food groups, as for many American this was the primer by which proper nutrition was introduced to them at a young age. So it may be surprising to learn that the U.S. Department of Agriculture ditched the pyramid back in 2011, in favor of the current guidelines known as “MyPlate.”



GUIDE TO GOOD EATING

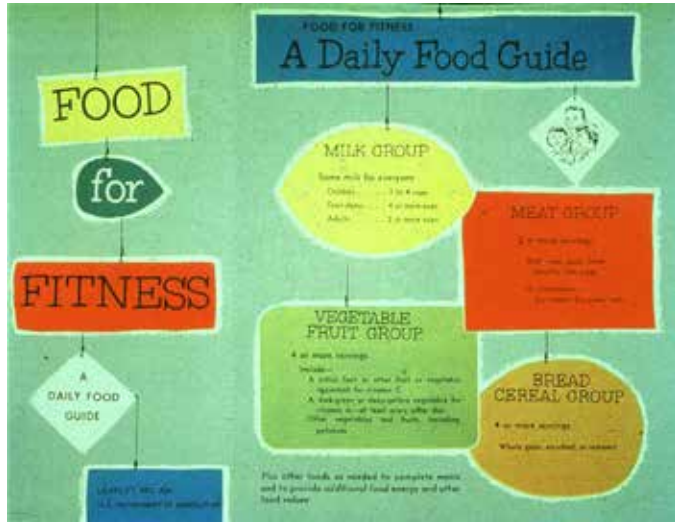
If this seems arbitrary or unnecessary, consider that the food pyramid was not the original nutritional framework, nor were the four (or five) food groups we know today. Early in the twentieth century, the USDA began to establish nutritional recommendations for healthy Americans through the Farmer’s bulletin, in which they printed articles on “Food for Young Children,” “How to Select Foods,” and “What the Body Needs.” It wasn’t until the 1940s that the government began to condense this information into a more easily marketable format, with the introduction of “Guide to Good Eating,” which set forth a foundational diet in the image of a wheel shape. This guide also premiered several well known nutritional tenets, such as daily servings, and a whopping seven food groups, including a whole section for butter and fortified margarine. The basic seven food groups rotat-

ing around the wheel was considered complex for its time, but it had yet to include information on specific serving sizes. This wheel would be spun off into a new framework starting in 1956 into A Daily Food Guide describing “Food for Fitness.” This new prescription which was used through the '60s and '70s introduced specific serving sizes for different age demographics and simplified food categories into the Milk, Meat, Bread,

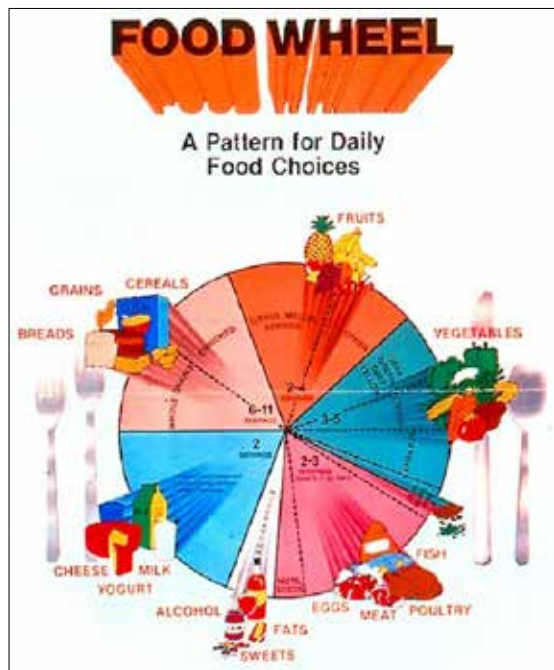
food groups made a strong comeback in 2011 with the new MyPlate model. The visuals of this model were intended to help consumers structure their meals by matching up to the proportions on the plate. This makes veggies your biggest slice of the diet, and places dairy as a smaller part of a healthy meal. The way that nutritional frameworks prescribed by our government influence what we think is healthy and also reflect the

changes in how we eat from one age group to another.

From age to age, the various divides in food preferences that define each generation have been shaping the marketplace. These differences in attitudes toward nutrition, health, sustainability, as well as distinctions in flavors and preferences have



and Vegetable/Fruit Group. The “Food for Fitness” guide was focused on meeting an adequate foundation for a healthy diet, but guidance on fats, sugars and calorie counts weren’t included. In 1979, the USDA released a tighter, more inclusive framework for a “Hassle-Free Daily Food Guide.” Along with the basic four food groups, a fifth group was added to include Fats, Sweets & Alcohol under a new header. In 1984, the nutritional guidelines came full circle with the return of the Food Wheel. Under this model, a total diet approach complete with moderation and recommended daily calories levels were provided. This approach would carry over and be restructured in 1992 under the Food Guide pyramid. The food pyramid demonstrated visually recommended proportions for each food group, with grains and cereals making up the foundation of a healthy diet, and greater moderation of fish and proteins. It also separated fruits and vegetables into distinct categories. In 2005, the pyramid morphed to slim down prior levels of protein and carbs while bulking up on vegetables and fruits, and recommended a regimen of physical activity. The five



informed what food producers focus on. The size and buying power of different generations can also shape the marketplace. A large segment of Americans, over 100 million, are over 50 years old, and in general they prefer to focus on the “basic four food groups” and a culinary fare resembling traditional European fare. These facts cannot be ignored when chefs set their menus, especially when you consider that in 2010, consumers between 55 and 64 were the biggest spenders per capita at restaurants and other foodservice business

while visits from young adults were falling. Compare this to Millennials and Gen Xers are much more likely to make meals at home. Further distinctions emerge when we examine the dining habits of Millennials, who statistically speaking have developed preferences for gourmet foods, foods from cultural traditions that are less Eurocentric, and the convenience of takeout. However, Millennials are the largest growing segment of grillers, but have utilized their barbecues to cook up pizzas, roasts, and appetizers as an alternative to burgers and steaks. Millennials also lead other departures from market conventions of Baby Boomers and Generation X. These market changes take several forms. First, Millennials are more likely to describe themselves as inexperienced cooks as compared to older age groups. Second, along with Generation X, Generation Y has more self-declared foodies looking to try new recipes. This inclination towards the gourmet also goes hand-in-hand with a preference for fresher ingredients, as Millennials ditch the canned or frozen goods. Finally, Millennials will often engage with online apps and ordering as a means to procure groceries or carryout. These characteristics have given rise to several new market innovations. For example, meal delivery kit companies such as Blue Apron and Home Chef have emerged along with in store meal kits to provide fresh ingredients and instructions allowing consumers without much confidence in their culinary experience to enjoy cooking sophisticated dishes at home. Other emerging markets include delivery apps such as GrubHub, and home delivery for grocery orders, allowing

technology-prone shoppers to place orders without navigating store aisles or perhaps without leaving home.

However, while the habits of younger generations may be driving the marketplace, it is worth noting that this doesn’t so much create a divide between age groups as leading innovations enjoyed by everyone, as new market trends are increasingly adopted by older consumers. While new shopping innovation and means of procuring food continue to change, emerge, and sometimes die out, all age groups will need to continue to contend with an ever-changing marketplace while adventurously experimenting with new avenues. However, as we inevitably come to take these once revolutionary practices for granted as normal and entrenched, it will continue to be interesting to look back on how we got here, what ideas, beliefs, and technologies brought us to this place, and how they can inform where we are going.

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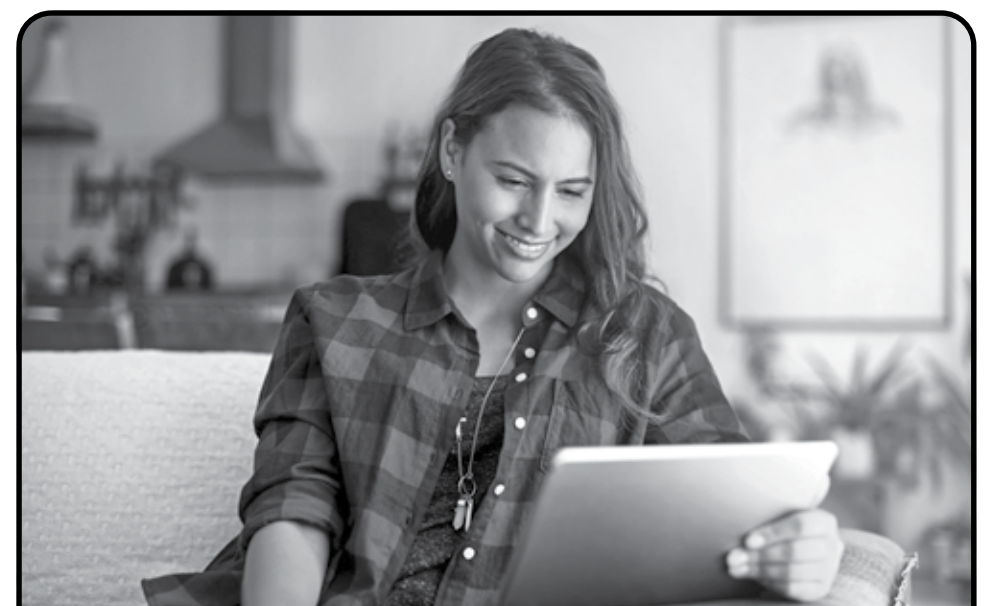
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RECIPES

BLTs with Green Garlic Aioli

Adapted from www.epicurious.com.

These are BLTs with a twist: pancetta, mizuna or arugula, and a light and fresh aioli made with green garlic.

- 1/4 c. olive oil
- 2 Tbs. green garlic
- 1/4 tsp. salt
- 3/4 c. mayonnaise
- 2 tsp. lemon juice
- 6 oz. pancetta
- 12 slices bread
- 1 bunch mizuna
- 3 tomatoes, sliced

Directions: Preheat oven to 450°F. In a food processor, blend the olive oil, green garlic, and salt. Add 2 tablespoons of the mayonnaise and blend well. Transfer to a small bowl and whisk in the rest of the mayonnaise and the lemon juice.

Arrange the pancetta on two rimmed baking sheets in a single layer. Bake about 10 minutes, until crisp. Transfer to paper towels to drain.

Place toasted bread on a work surface and spread each slice with aioli. Arrange the mizuna on 6 of the slices of toast, then top with the tomatoes, then pancetta. Top with the remaining slices of toast, aioli side down. Slice each sandwich in half, and serve.

Slow-Cooked Rib Eye with Green Garlic-Parsley Butter

Adapted from www.winespectator.com.

A compound butter with green garlic, parsley and shallots accompanies this tender rib eye.

- 2 c. chopped green garlic
- 1 lb. unsalted butter
- 1 c. chopped flat-leaf parsley
- 1 c. minced shallots
- 1/2 tsp. lemon zest
- 1/4 c. lemon juice
- 2 Tbs. Worcestershire sauce
- 1 Tbs. kosher salt
- 2 tsp. black pepper
- 1 center-cut rib eye roast
- 2 tsp. anchovy paste
- canola oil
- 15 fresh thyme sprigs
- 15 fresh rosemary sprigs
- 1 garlic bulb, cut in half

Directions: Prepare a large bowl of ice water (about half ice), and bring a large pot of salted water to a boil. Place the green garlic in a fine mesh strainer, and submerge the strainer in the pot of boiling water for just 7 seconds. Transfer the strainer (with the green garlic in it) to the ice water bath until completely chilled. Drain excess water and spread the green garlic on a clean kitchen towel and pat it dry.

Place the green garlic in a blender and blend on high for 3-5 minutes, until smooth, adding up to a tablespoon of water if needed to keep the blades moving. Transfer to a large mixing bowl. Add the butter, parsley, shallots, lemon zest, lemon juice, Worcestershire sauce, kosher salt, black pepper, and anchovy paste. Use a rubber spatula to incorporate all the ingredients, blending well until thoroughly combined (this will take a couple minutes—you can also use a stand mixer fitted with a paddle attachment).

Divide the butter into two portions, and place each one on a sheet of parchment or wax paper. Roll the bottom half of the paper over the butter, and with one hand hold the bottom layer in place and with the other hand pull the covered butter toward you. Wrap your fingers tightly around the butter to roll it up. Twist the ends of paper to seal, and chill in the fridge until hard, about 2 hours. Remove one of the rolls from the fridge about 25 minutes before serving.

Preheat oven to 250°F. Set a rack in a roasting pan.

Sprinkle the rib eye with a generous amount of salt and pepper. Heat a cast-iron skillet over high heat. Pour in about 1/4 inch of canola oil. When hot, place the beef fat-side-down in the oil. Sear until golden brown, 3-5 minutes. Sear the same way on all sides, then remove from heat.

Arrange the thyme and rosemary sprigs across the rack in the roasting pan. Set the two garlic halves on top. Place the rib eye on top of the garlic and herbs with the fat side facing up. Roast for 2 hours 45 minutes, until an instant read thermometer inserted into it reads 125°F. Let rest in the roasting pan for about 25 minutes before transferring to a cutting board to carve.

While the beef is resting, baste several times with pan juices.

Carve the rib eye into 6 slices, and serve each slice with a 1/2-inch disk of green garlic-parsley butter.

Tofu with Green Garlic, Shallots and Soy Sauce

Adapted from www.food52.com.

With a simple pot of steamed rice, this tofu dish makes a perfect week-night dinner. The tofu is pan-fried, then tossed in a sauce fragrant with ginger, shallots, chiles and lots of green garlic.

- 1/2 c. grapeseed oil
- 3/4 lb. firm tofu, cubed
- 2 Tbs. cornstarch
- salt
- 5 Tbs. unsalted butter
- fresh ginger, grated
- 2 serrano chiles
- 3 bunches green garlic, minced
- 5 shallots, minced
- 1/4 c. soy sauce
- 1 Tbs. brown rice vinegar
- 1 Tbs. sugar
- black pepper
- steamed rice

Directions: In a large bowl, toss the tofu with the cornstarch and a large pinch of salt.

Line a plate with a few layers of paper towels. In a large, well-seasoned wok or cast iron skillet, heat the oil over medium-high heat. Fry the tofu in oil until golden brown all over, about 3 minutes on each side. (Do this in batches to avoid crowding the pan if needed.) Drain the tofu on the paper towel-lined plate, and set aside. Discard all but 1 tablespoon of oil from the skillet. Return pan to medium heat, and add the butter. When melted, stir in the ginger, chiles, green garlic, shallots, and a pinch of salt. Cook, stirring, until tender, about 10 minutes. Stir in the soy sauce, brown rice vinegar, sugar and black pepper. Return the tofu to the pan. Cook, stirring, until heated through, 2-4 minutes. Toss to coat in the sauce. Serve hot, over steamed rice.

Penne with Roasted Green Garlic, Pancetta, and Arugula

Adapted from www.nytimes.com.

Here's a pasta dish that's perfect for spring: not too heavy, with the lively combination of green garlic and arugula.

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

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

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

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

Shaved Asparagus and Arugula Salad

Adapted from Canal House Cooks Every Day.

Be sure to use Pecorino in this salad for a nice, creamy dressing—other cheeses won't work as well.

- 1 1/2 c. finely grated Pecorino Romano
- 1/2 c. extra-virgin olive oil
- salt

pepper
1 lb. asparagus
4 oz. arugula

Directions: Place the Pecorino in a large bowl. While whisking, slowly drizzle in 1/2 cup of boiling water. Then, still whisking, slowly drizzle in the olive oil. Taste and season with salt and pepper.

Slice the tips off the asparagus and slice each one lengthwise in half. Use a vegetable peeler to shave each asparagus stalk into long thin ribbons (you'll need to press hard—try placing the asparagus flat and peeling that way). Place the asparagus in a large bowl and toss with several tablespoons of the dressing. Add the arugula and toss to coat. Season to taste with more salt and pepper as needed.

Vibrant Spring Socca with Basil-Arugula Pesto

Adapted from www.food52.com.

1 c. chickpea flour
1 1/2 c. water
2 Tbs. olive oil
1 Tbs. chopped fresh parsley
1 1/2 tsp. salt
1 c. basil leaves
2 c. arugula
1/2 c. walnuts
1/4 c. nutritional yeast flakes
2 cloves garlic
black pepper
salt
2 c. sugar snap peas
1 c. snow peas

Directions: In a medium bowl, whisk together the chickpea flour, 1 cup of water, 1 1/2 tablespoon of olive oil, parsley, and salt. Whisk until the batter is smooth. Set aside, and allow to rest for 30 minutes.

In a blender or food processor, combine the basil, arugula, remaining 1/2 cup of olive oil, remaining 1/2 cup of water, walnuts, nutritional yeast, garlic, and a sprinkle of salt and pepper. Blend until smooth, adding more olive oil or water a bit at a time if needed. Turn broiler on to high, and place a rack 5 inches below the flame. Lightly grease a cast iron skillet, and place below the broiler for 1-2 minutes, until hot. Carefully remove the skillet and pour in the prepared chickpea batter, swirling the skillet to make an even layer. Place under the broiler and broil for 5-10 minutes, checking every 3 minutes to avoid burning. Remove from broiler when socca is golden brown. Allow to cool for 2-3 minutes, then transfer to a serving dish. Top with pesto, and sugar snap and snow peas. Serve.

Meyer Lemon Farro Salad with Asparagus, Almonds, and Goat Cheese

Adapted from www.thekitchn.com.

Meyer lemons infuse this salad with yummy fragrant flavor.

16 oz. farro
1 lb. asparagus, cut into one-inch pieces
1/4 c. olive oil
1 c. almonds
4 oz. goat cheese
2 Meyer lemons, juiced and zested
1 Tbs. walnut oil
salt
pepper

Directions: Bring a large saucepan of salted water to a boil. Stir in the farro and cook until tender, stirring occasionally, about 20 minutes. Drain well, place in a large bowl, and set aside. In a large sauté pan, heat 2 tablespoons of the olive oil over medium heat. Add the asparagus in a single layer, and cook until crisp-tender, about 1-2 minutes. Drain and add to the bowl of farro. Add the almonds, goat cheese, and lemon zest to the farro and asparagus. In a small bowl, whisk together the Meyer lemon juice with the remaining 1/4 cup of olive oil and walnut oil. Add salt and pepper to taste. Pour over the salad and toss. Taste, and adjust the seasonings as necessary. Serve at room temperature. This will keep well in the fridge, but the flavors will intensify.

Perfectly Light Asparagus

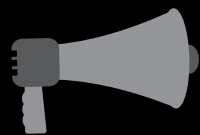
Adapted from www.biscuitsandsuch.com.

Good springtime asparagus doesn't need a lot of preparation to become a stellar part of a meal.

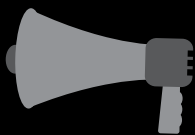
2 lemons
1 bunch asparagus
2 Tbs. grated Parmesan
1 Tbs. olive oil
salt
pepper

Directions: Bring a 1/2-inch of water to a simmer in a wide sauté pan. Add the juice of one lemon. Arrange the asparagus in the pan, and cook for 5 minutes, or until bright green. Use tongs to transfer the asparagus to a serving dish. Squeeze the remaining lemon over the asparagus, and top with Parmesan. Season with salt and pepper, and serve.

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willy street co-op

Please consider using a Double Dollars Fund scan card to make a donation when you shop.



Funding for Double Dollars will decrease dramatically due to our temporary ban on reusable bags. We contribute 10¢ to the Double Dollars Fund for every reusable bag you use when you shop, and 5¢ for each paper bag. We can do so because we don't have to spend that money on paper bags, but—due to precautions we are taking—that money is being spent on bags now.

The Double Dollars Fund helps those using FoodShare/QUEST purchase more fruits and vegetables at Willy Street Co-op and at many local farmers markets.



willy street co-op



Staff Picks



JOE
Enviro Products
Premium Shower Filter



I noticed the difference right away when I put one of these on my shower—no more chlorine smell! The replaceable filter lasts so long I keep forgetting to replace it.



EMILY
Acure Brightening Glow Lotion



Dry hands are my winter nemesis, so a moisturizing lotion is key and this one does the trick! It's non-greasy, smells like a freshly-peeled orange, and keeps my hands soft better than any other lotion I've used. The results are worth the price point!



ANGELA
Humble Sensitive Deodorants



Since having a baby, my body chemistry changed and I now have very sensitive skin, and deodorant has been a nightmare. Every product I have tried, no matter how sensitive it claims to be, will give me a rash. Enter Humble: I didn't have much hope for this product, but I have been using it for about eight months now and I have had no rash. NO RASH! The scents are lovely, and the ingredients are simple and understandable. Highly recommended.

Cascadian Farm Organic Cherry Berry Blend 32 oz.

So, my favorite dessert right now is "Fruit Cereal." I take frozen fruit—Cherry Berry is my favorite—sprinkle/drizzle a sweetener (honey, coconut sugar, whatever you like), and pour milk (cow, goat, pea, whatever) over it. Mix it all together and the milk partially freezes around it making ice cream-like indulgence. Ugh, so good. And, the 32 oz. bag is a great value!



HALLIE
Rally Energy Mints



I like to call these my MOM MINTS. For moments when you want a boost but don't want to drink a cup of coffee. 6pm rolls around and I start to wonder how I'll make it through books and bedtime with my 6-year-old. These caffeinated mints help me tackle that without keeping me up all night!



LIZ
Wisco Pop! Organic Grapefruit Soda



The most delicious beverage in the world. Sweet but not too sweet. Tangy grapefruit with a hint of lime. Super refreshing and so so good!



CATE
Willy Street Co-op Olive Bar

Yummy! I really like that the selection on the olive bar is different at all three of the stores. This way I can treat myself to my favorites at each of the stores. Great snack; great for entertaining; great with crackers and hummus.

Kettle Brand Himalayan Salt Potato Chips

I LOVE these chips! They are super crunchy with the perfect amount of salt. Plus they are cooked in 100% avocado oil, which I consider a plus. Great with soup, a sandwich, or all by themselves. The bag size is small enough that I don't feel piggish about eating the whole thing, yet big enough that I can share if I'm feeling generous



Some Honey Cranberry Honey

I really enjoy the flavor of this honey...no, it does not taste like cranberries but it does offer a sweet, earthy flavor that is just a touch different than the clover and wildflower honey. Plus, bonus, Some Honey Co. is based in New Lisbon, Wisconsin.



Woodstock Organic Sweet Relish

This is a great go-to relish! It is organic and made with organic cane sugar which is a huge plus. The price point is fair for the quality. While not as crisp as some sweet relishes it is NOT mushy either!



MELISSA
Once Again Organic Lightly Sweetened Sunflower Seed Butter

This sunflower seed butter has just the right amount of sweetness, and I really like the consistency compared to other brands. And, not only does it taste amazing, the company is employee-owned and committed to sustainability. Check out their neat backstory on their website.



ANGELICA
Willy Street Co-op Juice & Coffee Bar Toddy Spritzer

The synergy of the ginger plus the bubbly water makes this refreshing cold beverage delightful at any time of year. To fully knock this drink out of the park, it is sweetened with local honey and includes fresh lemon juice!

Rebbl Cold Brew with Maca

This coffee drink elates me without pushing me over the edge. It brings on a state of energy and sociability with slowness and ease. Its smooth flavor contributes to the general pleasantness of the beverage, without any excessive sweetness. Perfect for an evening of hard work, or in preparation for a night on the town!



MEGHAN
GT's Watermelon Wonder Kombucha

This is my current favorite kombucha! The flavor is just right to fulfill my sweet craving and also gives me the boost that I need for the day. Plus, it comes in individual and larger bottles, which makes it perfect for any occasion!



LAURA
Just Coffee Half Caff

If you're like me and are a bit caffeine sensitive and prefer the buzz more of tea than coffee (but love the coffee flavor and still want a bump!), this might be the perfect roast for you. It's also a truly delicious roast—smooth and malty and roasted by a super-cool Fair Trade, organic company right here in Madison!



Voss Organics Herbs

Wow! I seriously can't believe the unique herb offerings from Voss Organics! In addition to the usual basil, thyme, sage, etc., they also offer feverfew, valerian, patchouli, and horehound, which are herbs I would have otherwise counted on having to special order online. It's been such a treat being an herbalist and new homeowner to start my medicinal garden with herbs offered right at my local Co-op! We may have Voss plants in early April depending on the weather. Look for more deliveries and options mid-to-late April. Selection and availability varies by store.



PATRICK

Little Secrets Milk Chocolate Crispy Wafers

Learn from my error. Don't buy these! They're just too good. You won't be able to stop. These "little secrets" will turn into big problems. Seriously, everything about these is spot on! I've long since accepted that I have a candy problem—that being that my mouth wants those conventional candies I grew up with, but now I want cleaner



ingredients and sourcing. And these, regrettably(?) fit the bill perfectly!



PHIL

Olli Salumeria Genoa Snack Pack

It's like an adult lunchable with high-quality meat (pork raised without antibiotics). Great quick snack that will stick with you.



Quorn Nuggets

These are my go-to easy-to-make dinner/snack. Vegetarian but somehow tastes better than most chicken nuggets!



BENJAMIN

Matt's Chocolate Chip Cookies

These have been my favorite cookies since I was a kid! I love that they are soft-baked which is rare for a store-bought cookie. Made without anything artificial, they have quality ingredients like vanilla, date paste, eggs, and of course chocolate chips. They aren't in every grocery store and I've so glad the Co-op carries them.



EMILY

Cedar Road Meats Peppered Bacon

This bacon comes with a built-in peppery kick. It is super delicious in a BLT, crumbled over a salad, or added to any breakfast sandwich!



AMANDA

Bell & Evans Cornish Hen

These are so easy to prepare and are so juicy! You won't believe it! You can bake or grill these whole or try and use a spatchcock method of cutting. These little birds are a great way to try out that cooking technique. It shortens the cooking time.



Troy Mendota Mix

This is a mix of sprouted lentils, peas and garbanzo beans. Great on salads! I like that it is available all year long and I get to support an awesome local producer.

Carr Valley Airco cheese

This is made from goat, cow, and sheep milk. It has a light smoked flavor. I enjoy it with crackers, a sliced baguette, or cut off a chunk and eat it beside a breakfast of eggs and potatoes.



ANDY

Local Oyster Mushrooms

Mushrooms are amazing beings, and the oyster mushroom is exceptional in its role in ecological processes, as well as its probable benefits to humans. In any case, oyster mushrooms are beautiful, mild, and delicious. I like to fry them in hot bacon fat or oil until they turn golden brown and chewy—or mix with other wild or cultivated mushrooms and bake for a long time with dill and sour cream.



MOURNING DOVE

Baby Bok Choy

The new love in my life? Baby bok choy. That's right, baby. Rinse and place stalks in a pot with a little water and a little tamari. Cover and cook on med-med/hi heat until tender. This is a super easy (and umami-bursting) way to get your greens. Fill the pot, as they will cook down quite a bit.



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