

willy street co•op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI  
VOLUME 44 • ISSUE 12 • DECEMBER 2017

## CHANGES AT YOUR CO-OP

**SPECIAL STORE HOURS**  
December 24th: closing 6:00pm  
December 25th: closed  
December 31st: regular store hours  
January 1st: closed

**IN THIS ISSUE: Nifty Gifties; Tea;  
Operating & Capital Budgets; and MORE!**

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**READER**

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

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**WEBSITE:** www.willystreet.coop

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

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

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

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

Deli: 7:30am to 9:00pm

Seafood Center-East and West: Monday-Saturday, 8:00am to 8:00pm; Sunday,

8:00am to 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.

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**WILLY STREET CO-OP BOARD OF DIRECTORS**

Holly Fearing  
 Dave Pauly  
 Patricia Butler  
 Bruce Slaughenhaupt  
 Jeannine Bindl  
 Brian Anderson  
 Meghan Gauger  
 Evan Cameron  
 Stephanie Ricketts

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

**BOARD MEETING SCHEDULE**

ALL MEETINGS BEGIN AT 6:30pm UNLESS OTHERWISE NOTED

December: no meeting  
 January 16th  
 February 20th  
 March 20th  
 April 17th  
 May 15th  
 June 19th  
 AMP July 12nd  
 July 17th

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

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# CUSTOMER COMMENTS

## Write Us!

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

## DELI MENUS

**Q:** *I understand that from time to time the deli runs out of things early. But for the last three Fridays they have run out of the “Fishless Fish Filet” (may have the name wrong). To me it seems reasonable to expect that “Today’s Menu” means “today” and I would in general expect items to be still available through the stores evening traffic (at least 6pm). So it seems like poor planning when something is constantly out earlier in the day. I appreciate the work of the people in the deli, but I think a better job could be done in keeping the hot bar stocked with items from that day’s menu. Thanks*

**A:** Sorry our hotbar menus do not always reflect on the website. We guarantee the online menus until 1:00pm each day. The reason for this is that our hotbar sales can fluctuate greatly from day to day and from dish to dish. Our buyer does their best to anticipate what is going to sell each day, but sometimes we have folks come in and grab 5 or 10 pounds of something off the hot bar, or unbeknownst to us, everyone wanted a certain dish that day. Our buyer has 10+ years of experience and still has trouble predicting human nature of what will sell vs. what will not. Our hot bar sells an average of 200 lbs. per day, but sometimes that number can be as high as 400 lbs. on a busy day and as low as 100 lbs. on a slow day. We do our best to order for what we think will sell in a day; sometimes we mess up or a dish sells better than anticipated and runs out in the late afternoon or evening.

We have recently worked with our IT department to start updating our online menu throughout the day rather than just in the morning. Thanks for reaching out and making us aware of this issue, and also for the appreciation of the hard work that deli folks do! Thanks! -Dustin Skelley, Deli Manager-East

## TIP JAR

**Q:** *Thanks for the great service making my tea...wish there was a tip jar. I would definitely add to it!*

**A:** Thanks for the positive feedback! I’ve shared it with the Juice Bar staff at West. While it’s true that a tip jar would be nice, we do have a staff

of over 400 who are all working hard to provide great customer service at the Co-op (many who make similar wages as our Juice Bar employees) and we don’t feel it would be fair to provide opportunities to tip some employees and not others. Our starting wage is currently \$12/hour and we are currently working organization-wide to further increase that starting wage. The continued patronage and feedback from customers like you goes a long way to achieving our goals, and we appreciate it! Thanks again for taking the time to share your good experience with us. -Kirsten Moore, Cooperative Services Director

## COMMUNITY BULLETIN BOARD

**Q:** *hi:) i just wanted to say i am disappointed that you guys keep taking down my bulletin board ad which had a date on it and was taken down before a month after that date (and there was nothing that i can possibly think of that i did wrong...) and for always removing the business cards too.. i spend soooo much money at the coop every week and am a huge supporter of you and it was just a little disappointing to see that other people can post their stuff but mine gets taken down for no apparent reason? i know it’s not that big of a deal but i think that the community board should be exactly that, to help community members connect to other local businesses etc. and maybe it’s a little too regulated?*

**A:** Thank you for sharing this feedback. I’m sorry to hear that something you’ve posted on one of our community bulletin boards has been taken down less than a month after you posted it. We agree, it’s important to have this space for community members to share, and we have developed our policy over time, making changes to ensure there is ample chance for many community members to use and share the boards.

Without knowing the content of what you posted, or which store’s board you were using, it’s challenging to say why this may have happened. It is possible we made a mistake, it is possible that another customer has taken your postings down without telling us, or something else may have happened. Regarding the business cards, you are more than welcome to put them in the binders we have provided for sharing them. We don’t keep them on the boards since the boards are popular and we want to make sure that there is enough space to share with everyone who would like to post something.

I’ve passed your feedback along to our Owner Resources Coordinators and Managers on Duty as a reminder to make sure that we leave posters with a date on them up for a full month. Please let me know if there is anything else we may do for

you. -Kirsten Moore, Cooperative Services Director

**Q:** *Hi, I was wondering if CBD oil is legal in Wisconsin. My friend sent me a text saying it was available at your stores.*

**A:** Thank you for the question—yes, our CBD oil is perfectly legal as the CBD is derived from industrial hemp, and not marijuana. We have it at all three stores! Let me know if you have any other questions. Thank you! -Angela Pohlman, General Merchandise Category Manager

## LOCAL EGGS

**Q:** *I shop at both the North and East locations, but prefer to shop at East. At the North I’ve purchased “Papa’s Pullets Egg Farm” eggs. They state they are hormone free, cage free, free of any animal by-product fee AND they are from Wisconsin-Platteville. Phil’s Eggs are very similar, but they’re from Illinois and they’re \$1 more than Papa’s. Why don’t we have Papa’s at Willy East and why do we even bother to carry Phil’s? Obviously, Papa’s is more local and cheaper!*

**A:** Hope your week is going well! We brought in the Papa’s Pullets Egg Farm products for North when it opened, so we could have a cheaper option. I am not sure they can produce more for us for East, but I will check in and see if we can add them. Phil’s has been with us for a long time and they are in Northern Illinois, about 80 miles from us. We can get them 5 days a week, which is a significant advantage. Thank you for your comments and request!! -Dean Kallas, Grocery Category Manager

## PRODUCT INGREDIENTS

**Q:** *First, I love the Willy St Co-op. It makes buying groceries so much easier because I do not need to read labels to ensure I am not buying something packed with a bunch of stuff I do not want in my food, along with supporting good companies and their products. However, I was recently surprised to see partially hydrogenated vegetable oil as an ingredient in the pre-made sandwich wraps. This is one of the ingredients I try to avoid completely, and I always assumed the Co-op would be somewhere I would not need to worry about reading labels to make sure it was not an ingredient. Another product I take issue with is Schweppes tonic water because it is packed with High Fructose Corn Syrup. The Co-op carries other fabulous tonic waters made with cane sugar or other natural sweeteners and I do not understand why it needs to carry Schweppes. Further, this is a product you can find at just about any grocery store, gas station, liquor store, etc., so there should*

*not be an overly large demand for the co-op to carry it. Again, I love the Co-op, but I believe these products are an unnecessary step in the wrong direction for what the Co-op carries. I would love to see Schweppes tonic dropped which hopefully would result more consumption of the high quality, naturally sweetened tonic waters. As far as the wraps go, I imagine the hydrogenated oil is an ingredient in either the tortilla or a spread which I think could be avoided rather easily. I look forward to your response. Thank you.*

**A:** Thank you for writing to us with your concerns. First, I’d like to thank you for pointing out the labeling error regarding our pre-made sandwich wraps. I checked in with our Prepared Foods Category Manager Patrick Schroeder, and he noted that we switched over to IndianLife Organic Wheat Tortillas this past summer, and they do not contain hydrogenated oils. It would appear that at least one of the labels for our wraps had missed our ingredient update. If you can let us know which wrap you were specifically interested in, we can make doubly sure that the ingredients are now correct.

I’ve also shared your concerns about Schweppes tonic water with the Grocery Department. The Co-op is a consumer-owned grocery cooperative, which means that we carry products that customers request we sell. We have been selling both foods deemed natural and foods that are produced with more conventional ingredients for years, and will continue to do so in order to remain inclusive and convenient by meeting a wide variety of customer needs and tastes.

We are strong advocates of reading labels, because producers can change their ingredients without notice to anyone. Knowing that we have some shoppers who are very concerned about what they consume for health reasons or otherwise, we believe reading labels is by far the safest way to ensure that you are only purchasing those products that are acceptable for you. We do have a class called Simply Labels that we run on occasion for those who wish to learn more about how to navigate labels more efficiently, and you can find scheduled dates and times in our *Reader* and online.

Please let us know if there is anything else we may do for you. Thanks again! -Kirsten Moore, Cooperative Services Director

## WHERE’S THE BEEF?

**Q:** *I’m not sure if the message I tried to send yesterday went thru or not. I have some feedback, take it with a grain of salt. The Willy roast beef should always be in stock, because it’s the best quality of all your cooked beefs and it’s local (the grass fed one.) if this means*

*making more of it and less of lesser quality meats that are in the same category you should do that. GMOs & pesticides are a disappointment to see in a store that's trying to be the good in the world. I would like to not see them in the store. If people want them they can go to the plethora of other stores in town that sell that toxicity and contribute to the destruction of life. Lastly, the music you play in the west store has been really, from my perspective, negative and mainstream pop culture radio music, and I am just suggesting that maybe consider playing some more instrumental or more loving less mainstream, less annoying music. Maybe some jazz or oldies? Anything that isn't that annoying pop radio music that you'd hear at the frat houses? I come to the coop to try to escape the toxic pop culture and don't like that it has infiltrated the coop. Sorry if this sounds harsh, just wanted to give some feedback. Love the coop though*

A: Thank you for your feedback! I am currently working with our Deli team to make sure we are making roast beef on a consistent basis. There are times when product is unavailable or other factors come into play but we will continue to strive to always have this product on hand and available for purchase.

When we decide what products to carry in the store, we do our best to carry a variety of products that meet various needs and price points so that we can be accessible to our many shoppers. That's one of the reasons that we are not an exclusively organic store. Our goal is to provide for all of our customers and give them the

options that help them to spend their money in ways that are best for them or their families.

We periodically review our in-store music selections and make updates at that time. We will certainly take your feedback into account for the next review.

Thank you so much for sharing your feedback with us. We will continue to strive to be better every day.

If you have any other questions or concerns please let me know. You may respond to this email, email me directly at l.hardy@willystreet.coop or call me at 608-284-7780. -Lindsey Hardy, Store Manager-West

### THANKS FOR THE SOAP

*Q: A big thank you to Lily at the North store for helping me find a new soap, after my long-term product was discontinued. Not only did she turn me on to a really good alternative, it was a product I can feel a lot better about purchasing AND, she soothed my weary mood over the inevitable 'natural' brands. Change is inevitable and sometimes good things can come of it.*

A: Thanks for sharing your compliments! I've passed them on to Lily and her supervisor to enjoy. Have a great day and enjoy the soap! -Kirsten Moore, Cooperative Services Director

### ACCESSIBILITY

*Q: Wish the outside seating had chairs with backs openings for those in wheelchairs.*

A: Thank you for your comment. Two of the six tables we installed on the patio at Willy North have three benches, leaving one side open for wheelchair accessibility in compliance with ADA requirements.

Sorry that the chairs do not have backs on them. Hopefully you will be able to make yourself comfortable on the seats we have. Sincerely, Jeff Dempsey, Assistant Store Director—North

### NORTH PATIO

*Q: I love that new little patio area out front! It is adorable. Great use of plants/landscaping. It all makes it so fun to come here. Very, very nicely done.*

A: Thank you for your comment. We are very happy to hear that you like the new patio area at Willy North. We love it too, and look forward to having it be enjoyed for years and years to come! Sincerely, Jeff Dempsey, Assistant Store Director—North

### BAGEL WOES

*Q: Everything bagel! Everything bagel!! Everything bagel!!! Please.*

A: Bagels have been a huge problem for our deli the last few years. Unfortunately there are no bagel purveyors in town that are able to deliver to us. That means it's on our us to figure out how to get a fresh product in the store. We were getting fresh bagels from Bagels Forever here at East, but because of how our delivery driver works (i.e. going to North, then East, then West, then East, then North...) we couldn't get bagels here at East until 9am or 10am. This was such a drag because this was way too late for all the bagel lovers such as yourself.

This week we launched a move to have bagels on the shelf when the store opens, the only way this was feasible was to offer frozen bagels that we bake off every morning. I had a lot of doubts as to whether or

not this was the best option, but our team felt strongly that we needed to have bagels on the shelf right when the store opens, and that if a frozen option was the only route to make this happen then so be it. Unfortunately Bagels Forever does not offer the everything bagel in a frozen variety, so we were unable to continue carrying that product.

With that in mind, we did lower our bagel prices so that they're super affordable. Also I am in the process of bringing in some really awesome artisan spreads and jams to pair with the bagels that will hopefully make them more exciting and appealing to customers. I know it's not quite an everything bagel though. Lastly, Underground Butcher has been piloting a bagel program at their store a few blocks down Willy. We have expressed interest in carrying their product as soon as they are able to get it into regular production. I look forward to building and fostering a relationship with them to help make their program a success and so that fresh bagels can make a triumphant return to our shelves. Best Wishes, Dustin Skelley, Deli Manager—East

### CROWDED COMMONS

*Q: The Commons is so confining and (at times) claustrophobic, that shopping carts should be banned from the interior (and strollers too). Respectful people park along the outer wall, but the self-entitled and privileged always ruin it for others.*

A: We can review our signage in the Commons and request that customers leave their carts outside the Commons. Thanks for the suggestion! -Kristin Esselstrom, Store Director—East



Look for gift tags throughout our stores for great ideas about holiday gifts.

**willy street co-op**

**Donate to Double Dollars and Willy Street Co-op will donate the same amount to our food pantry partners!**

You can donate \$1, \$5, \$10 or \$25 directly to the Fund by giving a cashier one of these cards.



Through December 31st, when you use a Double Dollars scan card the Co-op will match up to \$10,000 and split it evenly between our six food pantry partners: **Goodman Community Center Fritz Food Pantry, Wil-Mar Neighborhood Center, Bread of Life Food Pantry, The River Food Pantry, Lussier Community Education Center, and Middleton Outreach Ministry.**

## GENERAL MANAGER'S REPORT

### Project Updates; In Memoriam; and More



by Anya Firszt, General Manager

**M**erry December, one and all! One of the many things I appreciate about December is what a fun month it is to share delicious treats and the kindness of humanity. The season of so many celebrations, we're always pleased and honored

to be a part of your food traditions. As always, I'm looking forward to seeing as many of you as possible over the coming weeks as I spend more time in the retail doing what I love—bagging groceries and being helpful.

#### THINGS TO CELEBRATE HERE AT YOUR CO-OP

- Willy North reached their first \$200K week in sales in October.
- We raised \$44K in equity in October.
- Ownership continues to grow steadily.
- Road construction season is OVER!
- Willy North patio is done!

#### UPDATES TO ONGOING PROJECTS

- The Willy North Juice Bar project has been delayed until after December, in order to keep the floor less congested during our busiest time of the year.
- The Willy West remodel has us closing in on the scope of work and budgeting. We've gone through several proposed floor concepts to take into account optimal flow of customers and goods, optimizing aisle width, and introduction of new services. Look for more information about these developments in January 2018.
- Owners, you can expect to see your Annual Report delivered before the end of the calendar year.

#### AFTERTHOUGHTS FROM THE WILLY EAST BEER & WINE APPLICATION

As you may have heard, Willy Street Co-op was awarded a license to sell beer, wine and cider at the Common Council meeting on October 31st. A small display has been added on the retail floor at East.

Throughout the conversation around the license to sell beer and wine at Willy East, I was inspired to provide more opportunities and accessibility to Owners to communicate with me directly. Despite always having had an open-door policy, I'm now scheduling time on Mondays at

6:30pm to be available for face-to-face conversations with Owners and other concerned members of the community. The first such open-door session will be held at Willy East on December 18th, in the Community Room; January 22nd at Willy North, and February 19th at Willy West. I welcome you to join me in making our Co-op the best it can be.

#### WISCONSIN CHAPTER 185, UPDATE ON POTENTIAL CHANGES TO THE WISCONSIN COOPERATIVE LAWS

The Wisconsin Assembly and Senate passed bills changing some aspects of Wisconsin's Statute 185 Cooperative laws. We're still discussing the implications for us, but do not expect to alter any of our policies because of these changes. See [willystreet.coop/cooperative-bills](http://willystreet.coop/cooperative-bills) for details.

#### IN MEMORIAM

It is with a heavy heart that I share with you the passing of two staff members in the last couple of months. Retired employee Gene Hahn passed away on September 18th, and Shawn Poellinger of our North store, passed away on October 31st.

Gene was hired in the summer of 1991 as a bookkeeper, and for the next 25 years worked in one capacity or another in the Finance department of the Co-op. I can, without hesitation, say that were it not for his tenacity, financial acumen and love of the cooperative business model, our Co-op would not be where we are today.

Shawn started with us when we opened Willy North and quickly became a valued member of our Co-op family. A special thanks to our Owners for supporting an early close at Willy North to allow over 35 staff and others to travel to La Crosse to attend Shawn's memorial service to show their love for Shawn, his son and extended family and friends.

While it is difficult to say goodbye to our friends, it's important to remember the gifts they brought to us and treasure their memory.



Gene Hahn



Shawn Poellinger

## BOARD REPORT

### Annual Audit and Introducing Meghan Gauger



by Stephanie Ricketts, Board Member

**W**elcome to winter, fellow cooperators! We're in the thick of the holiday season now, and I want to thank each and every one of you for including Willy Street Co-op in your celebrations. Whether you're picking up a few acorn squash to roast for the fam or taking a break from the kitchen at our hot bar, thank you for being a part of this cooperative community!

#### ANNUAL AUDIT

Your Board has been settling into a regular flow of business as a new group of nine. At the October meeting, we reviewed the report from Willy Street Co-op's annual audit. Each year the Co-op brings in an independent CPA firm to conduct a financial audit. The audit takes a deep dive into the Co-op's accounting practices and financial statements to look for any inconsistencies, mistakes, recommendations for better practices, etc. It is a big deal for our Finance department, and the organization as a whole. I am happy to share that the 2017 auditors issued us a clean bill of financial health, with no additional recommendations for changes to our internal controls. In addition, Co-op management and staff reduced the expected 2016-17 operating loss by nearly 40%! That is an exceptional accomplishment—give a staff member a high five next time you're in the store!

#### POLICY REPORTS

The Board also reviewed two policy reports, on B2 (Planning and Financial Budget) and B3 (Asset Protection). As you can probably guess from their titles, both of these policies deal with ensuring the Co-op is in good financial health. The Board approved both monitoring reports, and found that management is in compliance with each policy. Curious about what exactly those policies are? You can find them here: [tinyurl.com/yc6n3pld](http://tinyurl.com/yc6n3pld) and [tinyurl.com/y7u9cczf](http://tinyurl.com/y7u9cczf).

#### INTRODUCING MEGHAN GAUGER

Speaking of the Board, did you know that the 2017 election resulted in five new Board members being seated? Meghan



Gauger is one of those new Board members, and I had the pleasure of interviewing her for our new Board member intro series.

#### Stephanie Ricketts (SR): What was your first memory of the Willy Street Co-op?

Meghan Gauger (MG): My first memory of Willy Street Co-op was probably from shopping there, back when the Co-op was located across the street, in the former Social Justice Center.

#### SR: How did you first learn about cooperatives, and what was the first co-op you joined?

MG: I grew up in Milwaukee, and had been a long time shopper at Outpost Co-op. When I was growing up, natural and organic foods were still very much counterculture things, and I was very interested in all things counterculture. Outpost was the first co-op I ever heard of.

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

MG: As an Owner, I rely on Willy Street Co-op for quality products and great discounts! I really value the great Owner benefits, like the discounts and the chance to be involved with the Co-op through voting, being on committees and serving on the board. I also rely on Willy Street Co-op for environmentally sustainable practices.

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

MG: The cowgirl cookies are definitely #1. I also love the produce section and the cheese case.

#### SR: Do you have any favorite food traditions?

MG: Not really—I like to eat almost anything, almost any time of the year! I can't really think of any food traditions—I just like to eat.

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

MG: Finding exhilaration and solitude in nature. I love to hike, and I am particularly passionate about the southern Utah wilderness.

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

MG: It's exciting to be a part of the Board and learn more about the Co-op from the perspective of guiding the organization. I'm excited to learn more about ways that we can make the Co-op better, while keeping the things that we do well. I think that we have a lot of opportunities to learn more about our Owners' needs and how to serve them. The biggest challenge in the next few years is definitely keeping our competitive

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advantage in an increasingly competitive marketplace.

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

MG: It's a privilege to serve on the Board, and I appreciate the opportunity. I really respect our Own-

ers and shoppers for the commitment they've made to shop at the Co-op. Everyone has a choice in where they shop, and I am deeply appreciative that we have such a strong Owner and customer base that chooses to be a part of the Co-op.

## Community Room Class Calendar

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

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

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**willy street co-op**

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**willy street co-op**



**VEGAN CHEESE-MAKING**

Location: Willy East Community Room

Tuesday, December 5th, 6:00pm-8:00pm

Location: Willy West Community Room

Tuesday, December 12th, 6:00pm-8:00pm

Ages: 16 and older; adult supervision not required

Instructor: Cara Moseley

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

Join Cara Moseley to learn a basic vegan cheese recipe that can be used in place of dairy cheese in many culinary applications. Learn several cheese flavor variations and some practical savory dishes this versatile vegan cheese can be used for. Students will enjoy samples and leave with several recipe ideas. Vegan, gluten-free and grain-free.

**HOLIDAY CHEESE-MAKING**

Location: Willy East Community Room

Wednesday, December 6th, 6:00pm-8:00pm

Ages: 8 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$35 for Owners; \$45 for non-owners

Join Linda Conroy to learn how making cheese for the holidays can be fun and easy. Whether you want to make cheese for a cheese tray or offer it as a unique gift, this class will inspire you not only to make cheese, but also to add herbs and other condiments. Samples will be provided and everyone will take home cheese that we make in class. Vegetarian.



**COOKING TOGETHER: AWESOME APPETIZERS**

Location: Willy West Community Room

Friday, December 1st, 5:30pm-6:45pm

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

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this exciting cooking class for families. Learn about different foods, kitchen safety, how to follow recipes and how to use different tools. Appetizers are small delicious dishes that are eaten before a meal. Or, if you're like Lily, you love to make a meal of them alone. In this class, participants will work together to craft a variety of awesome appetizers.

**COOKING TOGETHER: TASTY TREATS**

Location: Willy East Community Room

Thursday, December 14th, 5:30pm-6:45pm

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

Instructor: Lily Kilfoy

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

Location: Willy West Community Room

Wednesday, December 6th, 9:00am-1:00pm

Location: Lakeview Library

Thursday, December 7th, 10:00am-2:00pm

Location: Willy East Community Room

Tuesday, December 12th, 8:00am-12:00pm

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

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

Join Chef Lily Kilfoy in this exciting cooking class for families. In this class, we'll work together to create confections that will incorporate a variety of healthy ingredients. Participants will get to exchange and take home multiple tasty treats.

### COOKING TOGETHER: FLAVORS OF THE RAINBOW

Location: Willy East Community Room

Friday, January 5th, 5:30pm-6:45pm

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

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this cooking class for families to learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare a magnificent meal that reflects the colors and flavors of the rainbow using ingredients like red peppers, yellow squash, orange carrots, blueberries and purple cabbage. Vegetarian and nut-free.



### HORMONE BALANCE, NATURALLY

Location: Willy East Community Room

Wednesday, December 13th, 6:00pm-7:00pm

Ages: All ages welcome; adult supervision required

Instructor: Katy Wallace

Fee: Free; registration is required

Do you suspect your hormones are out of whack? Katy Wallace, Traditional Naturopath of Human Nature will present four priorities to focus on to balance your

hormones naturally, without the need for replacement- or bio-identical hormones.



### KIDS IN THE KITCHEN: EDIBLE GIFTS!

Location: Willy East Community Room

Friday, December 8th, 4:30pm-5:30pm

Location: Willy West Community Room

Friday, December 15th, 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'll make savory and sweet snack mixes, popcorn and date balls, cookies, quick breads and cheese spreads. There is nothing quite as nice as a homemade gift, especially one that can be eaten. In this class, kids will work together to create edible gifts. Vegetarian and nut-free.

### KIDS IN THE KITCHEN: SNOW DAY!

Location: Willy East Community Room

Tuesday, December 12th, 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. Winter is here, and everyone is wishing for that magical snow day. In this class, participants will work together to prepare multiple recipes that are perfect for when that blustery blizzard hits. Vegetarian and nut-free.

### KIDS IN THE KITCHEN: FANTASTIC FRUITS!

Location: Willy West Community Room

Tuesday, January 9th, 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. Or-

anges, melons, berries, bananas, pineapples, peaches and plums—which is your favorite? In this class, we'll use fantastic fresh fruits as we whip up delicious dishes that highlight the healthy ingredients. Vegetarian and nut-free.

### KIDS IN THE KITCHEN: LUCKY FOODS!

Location: Willy East Community Room

Friday, January 12th, 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. Pomegranate, black-eyed peas, cake, grapes, greens, soba noodles, ring-shaped foods and more—can you guess what these things all have in common? They're all considered lucky foods for celebrating the new year. In this class, participants will create recipes using different lucky foods. Vegetarian and nut-free.



### SIMPLY MEAT: AN INTRODUCTION TO THE MEAT DEPARTMENT

Location: Willy West Community Room

Tuesday, December 5th, 1:30pm-2:30pm

Ages: 13 and older; adult supervision not required

Your Co-op's Own Instructor: Katie O'Connell-Jones

Fee: Free; registration required

Join Co-op Services staff to learn about the farmers who supply our Meat department and their animal welfare practices. We will discuss our different offerings in the meat case and coolers, including some lesser-known cuts. We'll also provide tips on how to prepare different cuts of meat.

### SIMPLY LABELS: DECODING PRODUCT LABELS

Location: Willy East Community Room

Thursday, December 7th, 6:00pm-7:00pm

Ages: 13 and older; adult supervision not required

Your Co-op's Own Instructor: Amanda Ikens

Fee: Free; registration required

Do you know how to read a nutrition label? Do you have special dietary interests such as vegan, gluten-free, food allergies or fair trade? Join Co-op Services staff for an introductory course on labels you might encounter while shopping for your groceries. We'll help decipher label meanings on food products, and participants will walk away more confident as they navigate the grocery aisles and make food selections.

### INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room

Wednesday, December 6th, 2:15pm-5:30pm

Location: Willy East Community Room

Friday, December 15th, 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](mailto:info@humannaturellc.com) or call 608-301-9961.



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**FINANCIAL NEWS**

**Fiscal Year 2018 Operating & Capital Budgets**



**by Paige Wickline, Finance Director**

**T**he Fiscal Year 2018 (July 3rd, 2017-July 1st, 2018) budget was prepared by management, reviewed by our Finance Committee and approved by our Board at their June 2017 meeting. This budget reflects a full year with three retail stores and a

co-op learning how to find ways to be more efficient and sustainable as we continue to grow.

We anticipated we would have operating losses the first few years after we opened Willy North and this is reflected in our current budget where we plan for a net loss of \$-853,000. At the time we put the budget together, we were still reviewing how well we were managing our Fiscal Year 2017 expenses, where we budgeted for a loss of \$-1.1 million. Our actual loss was much less at \$-694,000, which is great news for a co-op with a new store. Given how well we did in Fiscal Year 2017 compared to our budget, we anticipate we will also do better than our budget in Fiscal Year 2018, meaning our loss may be slightly less this year than our loss in Fiscal Year 2017.

**Total Sales**

The Fiscal Year 2018 sales projections for our three retail sites and catering are based on our current sales trends, changes in the Madison grocery market and input from a 2017 market research report from Dakota Worldwide. The budget shows a sales increase of 3.2% year-over-year with most of the growth coming from Willy North.

**Gross Margin**

Gross margin refers to the the percent of sales remaining after subtracting the cost of goods sold. Gross margin dollars are the funds used to pay for our operations. Our gross margin of 35.9% is the same as the previous fiscal year. We do not anticipate any significant changes to our product mix or our pricing.

**Personnel**

Personnel expenses include labor hours and benefits and are budgeted to be 26.46% of sales, which is slightly lower than the previous year. This includes an increase in our starting wage to \$12 per hour in September and pay increases for staff later this Fiscal Year. We continue to focus on ways to improve labor efficiencies to fund increases in our starting wage.

**Capital Budget**

The Fiscal Year 2018 approved capital budget is \$774,410 excluding the proposed \$2,225,000 Willy

West expansion project. The Willy West expansion project was approved by our Owners in July and can move forward once the financial projections and funding plan are approved by our Board. Items included in the capital budget typically involve significant investments to support strategic initiatives, such as sales growth and/or operational efficiency, equipment replacement or facility improvement.

Our focus for this year's capital investments are on upgrades

at Willy North along with purchases of equipment and software to improve labor efficiency. The upgrades for Willy North include the addition of a juice/coffee bar, a sandwich station in the deli along with replacing produce coolers and a new phone system. This will bring the product and service offerings at Willy North on par with our East and West stores.

If you have any questions regarding the FY2018 budget, feel free to email me at [p.wickline@willystreet.coop](mailto:p.wickline@willystreet.coop).

Approved FY18 Operating Budget		
	\$	% of sales
Total Sales	\$51,097,904	100.00%
Cost of Goods	\$32,729,644	64.05%
Gross Margin	\$18,368,260	35.95%
Personnel Costs	\$13,522,187	26.46%
Other Operating Expenses	\$5,758,459	11.27%
Total Operating Expenses	\$19,280,646	37.73%
Income (Loss) from Operations	-\$912,386	-1.79%
Other Income (Expenses)	\$259,500	0.51%
Willy North Pre-Opening Expenses	-\$200,478	-0.39%
Total Other Income (Expenses)	\$59,022	0.12%
Net Income (Loss)	-\$853,364	-1.67%

Approved FY18 Capital Budget		
Item	Cost	Comment
Blast Chiller	\$14,273	East Deli - Equipment will create labor efficiencies in the Deli.
Bone Saw	\$5,229	East Meat - Equipment will create labor efficiencies in the dept.
Cooler Upgrade	\$60,475	East Produce Dept - current equipment is at end of life.
Cooler Upgrade	\$64,900	North Produce Dept - current equipment is at end of life.
Website	\$20,000	Create new website on sustainable platform.
Cooler \$ Shelving	\$17,500	East - Beer and Wine
Deli Scales	\$36,000	East - Replace equipment at end of useful life
Internal Communications Software	\$15,000	Upgrade of current solution to one that is part of G Suites
Phones	\$14,250	North - replace phone system with same technology at other sites
Deli Expansion	\$150,000	North - add a juice/coffee bar and made to order sandwich station
Hand Dryers	\$14,000	East/West/North energy efficient hand dryers in bathrooms
Electronic Marquee	\$28,000	Upgrade Marquee at West to electronic sign - current sign at end of life.
Grease Trap	\$10,000	East - Replace equipment at end of useful life
Nightshades for open coolers	\$60,000	All sites - night shades on coolers provides energy savings
Frosty Freezer Door Replacement	\$4,588	East - repair that will extend the useful life of equipment
North Receiving Awning	\$10,195	Will improve safety by preventing ice build up outside receiving door.
Unallocated Contingency Funds	\$250,000	Fund for unanticipated capital investment - for example need to replace a freezer or cooler that breaks and we are unable to repair
Sub-total	\$774,410	
Willy West Proposed Expansion	\$2,225,000	Pending Board approval of financial projections
<b>Total</b>	<b>\$2,999,410</b>	

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## HOUSEWARES NEWS

# Andes Gifts: Community-Based Knitting Projects at 13,000 Feet



by  
**Mellissa  
Reiss,  
Purchasing  
Assistant**

**L**ooking for a great gift item for a loved one to sustain our Wisconsin Winters? Or perhaps a warm, cozy accessory for yourself? It's that time again at the Co-op—Andes Gifts are here! Each year as the temperatures drop, we stock the Co-op with a wide variety of knit hats, gloves,

mittens, scarves, and leg warmers from an organization called Andes Gifts. Sure, you'll find knitwear in many stores this time of year, but these knits have a story that will warm your heart as well as your head and hands. Read on to discover what makes these accessories so special.

## BEGINNING

Our story begins in the highlands of Peru and Bolivia. Many of the indigenous Aymara and Quechua women who live here work full-time in addition to raising children, cooking, and cleaning the home. Those who live in rural areas often commute by bus into the city for work.

It is in these highlands where

alpacas originated and were first thought to have been bred for meat and fiber.

## ALPACA FIBER

Alpaca fiber is considered a luxury fiber these days. It is several times warmer than sheep's wool when made into garments. Clothing made from 100% alpaca fiber is

**"I am a 21 year old agronomy student from southern Peru. Knitting for Andes Gifts allows me to pay my way through school. My dreams are to improve the agricultural practices in my rural community and to teach other women to knit. There are few job opportunities where we live. Thank you for supporting us." -Zenaida**

**"My 5 kids and I live in the altiplano of southern Peru. Women have very few work opportunities here. Knitting is one of our best options to improve our quality of life. The 35 women in our knitting cooperative work for Andes Gifts because they pay us well and we have work year round. Knitting is one of our best options to improve our quality of life" -Eleuteria**

odor-resistant and moisture-wicking, yet lightweight. People who have allergies to sheep's wool can often wear items made from 100% alpaca. However, alpaca fiber is usually blended with other fibers such as wool, nylon, or acrylic when spun into yarn for garment-making. This is because clothes and accessories

made from 100% alpaca have a tendency to lose shape and "sag," due to lack of elasticity in their fiber.

Named after this region's mountains, the Andes—the longest continental mountain range of the world—Andes Gifts brings together local women and alpaca fiber.

## WOMEN WHO KNIT

The women who knit for Andes Gifts are able to work from their homes or in close proximity to home in group knitting circles, year-round. Rather than a 9-5 job, they are able to knit at their own pace, whenever they are able to. This allows them to tend to the needs and whims of

## ON-THE-JOB TRAINING

Andes Gifts provides on-the-job training for those who have not yet learned the skill of knitting. They are taught traditional Andean knitting techniques to produce beautiful, colorful, and useful knit accessories for people of all ages. The finished products reflect the natural fibers and rich cultural heritage unique to the highlands of central South America. From googly-eyed monster hats (in child and adult sizes) and fun animal scarves, to elegant, lightweight fingerless mitts, to classic, basic knit hats, there is truly something for everyone.

I personally own two of the 100% alpaca hats (in different colors), which have lasted me several winters. I enjoy the lightweight feel of the hat, while also keeping me quite warm. And even though I am now a knitter myself, they remain my go-to hat. There are also alpaca/acrylic blended hats, which are bulkier, yet also as warm. Some are lined with a layer of fleece inside for extra softness.

## AT THE CO-OP

Check out the variety at all Co-op locations, while supplies last. When we run out (usually in late winter), they're gone until next November, when we receive our yearly shipment of Fair Trade knitwear.

## LEARN MORE

Learn more about Andes Gifts, including a few short videos containing interviews and featuring some artisans at work, visit their website: [www.andesgifts.com](http://www.andesgifts.com).

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## SPECIAL STORE HOURS

December 24th: closing 6:00pm

December 31st : regular store hours

December 25th : closed

January 1st: closed

**PRODUCE NEWS**

*lovefood*



**by Megan Minnick, Purchasing Director**

**T**he privilege of working with and supporting small local farmers and producers is one of the biggest reasons I get out of bed and come to work each day. This work is central to who we are and what we do at Willy Street Co-op. In the spirit of this, I often speak at conferences

and workshops for beginning vendors, to give them tips about how to successfully work with retailers.

After one of these speaking engagements, in August of 2015, I was approached by David Bachhuber, a beginning farmer with a dream. I was struck at the time by how excited and passionate David was, and how certain he was that he would attain his goals.

David described to me his idea for a business called Lovefood. He planned to grow all kinds of organic herbs and vegetables with an emphasis on flavor. At that point, he didn't have anything more than a dream—no land outside of his own backyard on Madison's East

Side, no plants in the ground, and no firm marketing or business plan. He asked for my card and for any advice I could offer him, which I gladly gave.



**WHAT'S IN A NAME**

The name Lovefood stemmed from the time of the birth of Da-

vid and his wife Abby's daughter, Soleia. With Abby busy tending to the new baby, David stepped in and did the bulk of the family's cooking during that busy first year of their daughter's life. The food he cooked became a daily act of love as well as nourishment for the new family, and they took to calling it Lovefood.

**NEXT STEPS**

Since that first meeting, David and I kept in touch, and I did my best to provide what support I could as he quickly turned his dream into reality. He acquired land at the Farley Center, a farm incubator near Verona, worked to get it organically certified, and planted herb starts in 2016. I wrote a letter of support for his application for a USDA Value

Added Producer Grant, which he was awarded. This grant gave him the resources he needed to write a successful business plan, and develop his logo, brand, and packaging.

**DISCOVERY SESSION**

In the spring of 2017, I attended a "Discovery Session" for Lovefood. This amounted to a panel of "experts" (including myself) who were presented with the close-to-finalized business, marketing, and branding plan for Lovefood. We gave feedback about what we saw, and helped David give his new business some final tweaks.

**ON THE SHELVES**

Then, finally, in the autumn of this year, Lovefood herbs finally hit our shelves! I've never worked with a farmer who has put as much care, attention, and thought into developing their business, and the end product shows it.

Because fresh herbs can't be harvested year round in Madison, David decided to partner with a high-quality organic herb grower on the West Coast (Jacob's Herbs) to supply herbs in the off-season. To make it very clear which herbs are locally grown and which aren't, the herbs from Jacob's have a "Trusted Partner" logo printed on the back, along with some information about that farm.

Look for Lovefood herbs on our shelves year-round. Each time you add some of these flavorful herbs to your own food, you are not only nourishing yourself and your family, but spreading that love to David, his family and beyond!



**Abby, David & Soleia.**



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### YOUNG MOUNTAIN TEA

The story of Young Mountain Tea began with its founder, Raj Vable, working with a nonprofit to create dignified rural livelihoods at the border between India and Nepal called the Kumaon region. The first tea planted here was in the 1850s, but cultivating it was eventually abandoned, as exporting from the region proved difficult due to its location far from ports. The plants thrived in the wild, and in the 1990s, cultivation was revived to create livelihood for local communities. In 2013, Young Mountain Tea was born to make this tea available in retail markets. Organic tea, direct trade. Look for four varieties in the boxed tea aisle at West and East.



### HIPPEAS CERTIFIED ORGANIC CHICKPEA PUFFS

This puffed snack is high in fiber and protein so you're not just consuming empty calories—a very satisfying snack! Vegan White Cheddar flavor (all sites), Black Pepper (East and West only)



### LITTLE SECRETS PEANUT BUTTER DARK CHOCOLATE CANDIES

These are delicious gems of soft, creamy peanut butter enrobed in dark chocolate, covered in a crunchy, bright candy shell. No artificial colors or ingredients! Fair Trade certified cocoa. Available at East, West and North.



### ORGANIC VALLEY HARD-BOILED EGGS

Free-range, certified organic hard-boiled eggs in a convenient, grab-and-go twin pack! Already peeled, they are ready to pack into your box lunch. They supply six grams of protein each, along with beneficial omega-3 fatty acids. Available at East and West.



### NEW CHAPTER GOLDEN BLACK SEED

What is Golden Black Seed? It's actually a blend of turmeric (which is where the "Golden" comes from), and Black Seeds (Nigella). This herbal blend has many benefits. It supports cholesterol levels that are already in the normal range, healthy blood sugar levels, and normal blood pressure. It also works at the cellular level to improve antioxidant levels which rids the body of free radicals, which supports healthy aging. It also works to balance inflammation. Available at East, West and North.



### BIG DIPPER WAX WORKS ORNAMENTS

Beeswax candles in the shape of ornaments carved with winter animal themes: Rejoice with a Fox, Wonder with a Deer, Cheer with a Polar Bear. Gorgeous ways to brighten up your winter. Available at East, West and North.



**BIG DIPPER**  
WAX WORKS

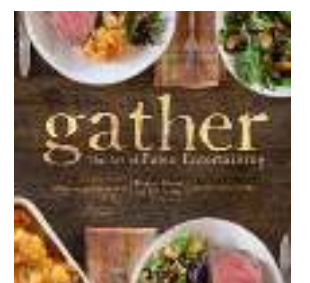
### MAGGIE'S ORGANIC WOOL SNUGGLE SOCKS

Just what it says on the tin—these socks are super snugly and warm. Thick cushion, made in North Carolina with organic merino wool. Machine washable. A feel good gift all around! Available at East, West and North.



### GATHER: THE ART OF PALEO ENTERTAINING

From the best selling authors Hayley Mason and Bill Staley. This book is a lovely guide to making celebratory paleo-friendly dishes all year round. Recipes that are easy and delicious—great for a Saturday brunch to a whole family feast. This book can not only guide you through the holiday season, but it can also make a great gift. Available at East, West and North.



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through JANUARY



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in back

# coop™ deals

# DECEMBER

## Health & Wellness co-op deals: Nov 29–Dec 12

**THIS MONTH: DECEMBER 6th!**  
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!



### Aura Cacia Essential Oils

All Kinds on Sale!  
.5 oz • Save up to 20%

up to  
**20% off**



### Spry Chewing Gum

All Kinds on Sale!  
10 pc • Save 30¢

**69¢/tx**



### Alaffia All Travel-Size Products

All Kinds on Sale!  
2 oz • Save 98¢

MIX & MATCH  
**2 FOR \$5/tx**



### Enzymatic Therapy Chewable DGL

All Kinds on Sale!  
100 tab • Save \$5

**\$9.99/tx**



### Herban Cowboy Deodorants

All Kinds on Sale!  
2.8 oz • Save \$2.30

**\$5.99/tx**



### Weleda Skin Food

2.5 oz • Save \$6

**\$11.99/tx**



### Alba Botanica Maximum Dry Skin Formula Lotion

32 oz • Save \$7.20

**\$11.99/tx**



### W.S. Badger Classic Lip Balm

4-pk • Save \$1.50

**\$6.99/tx**



### Natural Vitality Calm Plus Calcium

Raspberry Lemon

8 oz • Save \$9

**\$14.99/tx**



### New Chapter Turmeric Force

60 ct • Save \$10

**\$22.99/tx**



### Garden of Life myKind Organic Gummy Multivitamins

120 pc • Save \$6-\$14

**\$25.99/tx**



### Oregon's Wild Harvest Organic Echinacea Goldenseal

90 cap • Save \$7

**\$14.99/tx**



## co-op deals: Dec 13–Jan 2



### Every Man Jack Bodywash

All Kinds on Sale!  
13.5-16.9 oz • Save \$1.80

**\$5.99/tx**



### Dr. Bronners Bar Soap

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

**\$2.99/tx**



### My Magic Mud Whitening Peppermint Toothpaste

4 oz • Save \$3.30

**\$5.99/tx**



### W.S. Badger Beard Oil

1 oz • Save \$2.50

**\$10.99/tx**



### Bach Rescue Remedy Stress Relief Pastille

1.7 oz • Save \$4

**\$6.99/tx**



### Herb Pharm Soothing Throat Spray

1 oz • Save \$4

**\$9.99/tx**



### Acure Body Lotion

All Kinds on Sale!  
8 oz • Save \$3.30

**\$5.99/tx**



### Tea Tree Therapy Eucalyptus Chest Rub

2 oz • Save \$2.30

**\$6.99/tx**



### Natural Factors Tranquil Sleep Chewables

60 tabs • Save \$11

**\$21.99/tx**



### Spectrum Organic Ground Flaxseed

14 oz • Save \$2.80

**\$5.99/tx**



### Rainbow Light One Multivitamin - Women's or Men's

150 tab • Save \$13

**\$39.99/tx**



### Alaffia Fair Trade, Hand-Woven Grass Baskets

All Kinds on Sale!

1 ea • Save \$4

**\$34.99/tx**



**PURPLE = LOCAL**

All Specials Subject to Availability. Sales Quantities Limited.

# coop™ deals

co-op deals: November 29–December 12

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



Annie's Homegrown  
**Organic Macaroni & Cheese Shells And Real Aged Cheddar**  
6 oz • Save \$1.79  
**\$1.50** 

Go Macro  
**Organic Bars**  
All Kinds on Sale!  
1.8-2.5 • Save 80¢  
**\$1.99** 

Earth Friendly  
**Dishmate Dish Liquid**  
All Kinds on Sale!  
25 oz • Save 99¢  
**\$2.50** 



Dr. Bronner's  
**Organic Fair Trade Coconut Oil**  
30 oz • Save \$6.20  
**\$12.99** 

Julie's  
**Organic Fudge Bars**  
4 oz • Save \$1.30  
**\$3.99** 

So Delicious  
**Coco Whip**  
Regular, Lite  
9 oz • Save \$1  
**\$2.99** 



Brown Cow  
**Cream Top Yogurt**  
All Kinds on Sale!  
5.3 oz • Save 19¢  
**80¢** 

Crofter's  
**Organic & Biodynamic Fruit Spreads**  
Apricot, Blueberry, Strawberry  
10 oz • Save \$1.50  
**\$2.99** 

Nature's Path  
**Organic Waffles**  
All Kinds on Sale!  
7.4 oz • Save 99¢  
**\$2.50** 



Cascadian Farm  
**Organic Frozen Veggies**  
Sweet Corn, Broccoli Cuts,  
Garden Peas, Cut Green Beans  
16 oz • Save 79¢  
**\$2.00** 

Tierra Farm  
**Organic Chocolate Covered Almonds**  
6 oz • Save \$1  
**\$5.79** 

Talenti  
**Gelato**  
All Kinds on Sale!  
16 oz • Save \$1.80  
**\$3.99** 



Equal Exchange  
**Organic Fair Trade Chocolate Bars**  
All Kinds on Sale!  
2.8 oz • Save 79¢  
**\$2.50** 

Heavenly Organics  
**Organic Honey**  
All Kinds on Sale!  
12 oz • Save \$2  
**\$5.79** 

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



Frontera  
**Tortilla Chips**  
All Kinds on Sale!  
10-12 oz • Save 50¢-70¢  
**\$2.79** 

Foodstirs  
**Organic Chocolate Brownie Mix**  
13.9 oz • Save \$2  
**\$3.49** 

Greek Gods  
**Greek Yogurt**  
All Kinds on Sale!  
24 oz • Save \$1  
**\$2.99** 



Santa Cruz Organic  
**Organic Applesauce**  
23 oz • Save \$1  
**\$2.99** 

Green Forest  
**Bathroom Tissue**  
12-pk • Save \$3  
**\$7.99** 

Wholesome Sweeteners  
**Organic Powdered Sugar**  
16 oz • Save \$1.40  
**\$3.39** 



Pomi  
**Tomatoes**  
Strained, Chopped  
26.45 oz • Save \$1.10  
**\$2.69** 

Organic Prairie  
**Organic Pepperoni Slices**  
5 oz • Save \$1.30  
**\$4.99** 

Newman's Own Organics  
**Fig Newmans**  
All Kinds on Sale!  
10 oz • Save \$1.40  
**\$3.39** 



The specials on this page are valid November 29–December 12

All Specials Subject to Availability

# DECEMBER

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

## co-op deals: December 13–January 2



### Drew's Organic Salsa

Mild, Medium  
12 oz • Save \$1

**\$2.99**



### Alter Eco Organic Fair Trade Chocolate

2.8 oz • Save \$1.29

**\$2.50/tx**



### Native Forest Organic Pineapple

Chunks, Crushed, Sliced  
14-15 oz • Save \$1.30

**\$2.69**



### Good Health Veggie Stix or Chips

6.75 oz • Save \$1

**\$2.99**



### Immaculate Baking Company Organic Cinnamon Rolls

17.5 oz • Save \$2

**\$3.99**



### Imagine Organic Broth

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

**\$2.69**



### Bob's Red Mill Organic Flour

Whole Wheat, Unbleached White,  
Whole Wheat Pastry  
80 oz • Save \$2

**\$6.49**



### Earth Balance Organic Whipped Buttery Spread

13 oz • Save 80¢

**\$3.49**



### Cascadian Farm Organic Cereal

All Kinds on Sale!  
8.6-14.6 oz • Save \$2

**\$2.99**



### Kettle Brand Organic Potato Chips

Lightly Salted, Salt & Pepper  
5 oz • Save 99¢

**\$2.00**



### Bela Olhao Sardines in Spring Water

4.25 oz • Save \$1

**\$2.29**



### Garden Of Eatin' Tortilla Chips

16 oz • Save \$1.49

**\$3.50**



### Organic Valley Organic Pasture Butter

16 oz • Save \$1.80

**\$4.99**



### Alden's Organic Organic Ice Cream

All Kinds on Sale!  
48 oz • Save \$2.50

**\$5.99**



### Mountain Valley Spring Spring Water or Sparkling Water

33.8 oz • Save 64¢

**\$1.65**



### Santa Cruz Organic Organic Juice

Concord Grape, Orange Mango

32 oz • Save \$1.40

**\$3.39**



### Organic Prairie Organic Brown & Serve Pork Links

8 oz • Save \$1

**\$5.99**



### Muir Glen Organic Canned Tomatoes

All Kinds on Sale!  
28 oz • Save \$1.34-\$1.64

**\$1.65**



### Rudi's Organic Bakery Organic English Muffins

12 oz • Save \$1

**\$2.99**



### Theo Chocolate Organic Peanut Butter Cups

Dark Chocolate, Milk Chocolate  
1.3 oz • Save 80¢

**\$1.69/tx**



### Organic Valley Organic Egg Nog

32 oz • Save 70¢

**\$3.79**



### Woodstock Farms Organic Frozen Mangoes

10 oz • Save \$1.50

**\$2.99**



### Terra Chips Sea Salt Plantain Chips

5 oz • Save \$1.29

**\$2.00**



### Zevia Soda 6-Packs

All Kinds on Sale!  
6-pk • Save \$1

**\$3.99/tx**



Availability. Sales Quantities Limited.

The specials on this page are valid December 13–January 2

# Nifty Gifties

The holidays are a time for togetherness, family, food, love, and frantically searching for gifts for everyone on your list. We're hoping to help make things a little easier with a short list of some products we think would make a great gift! We have it broken up by prices so you can quickly find ideas that meet your budget.

## GIFTS UNDER \$10



### INDIGO WILD MINI BARS: \$2.79

Great little soap bars for travel, or for little gifts! Don't let the size fool you, they pack a scent punch.



### BACK TO THE ROOTS GARDEN-IN-A-CAN: \$6.79

Great gift for kids to grow food all year round!



### BISON LETTERPRESS HOLIDAY CARDS: \$4.29-\$4.79

Choose from classic styles to ones with recipes!



### COSE NUOVE SWEDISH DISH CLOTH: \$5.99

Normally I would think of this gift as boring, but have you used one? Buy one for someone, then use it to do their dishes.



### COSE NUOVE POT GUARD: \$6.29

Adorable little dudes to create a steam vent on your pots.



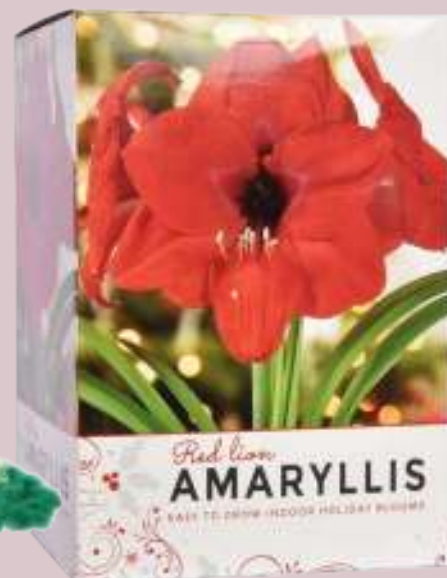
### SLINGSHOT POCKET PLANNER: \$7.99

Classic planner, fits in your pocket!



### ANDES FINGER PUPPETS: \$2.99

For the person who loves Fair Trade and has cold fingers.



### NETHERLAND BULB COMPANY AMARYLLIS INDOOR BLOOMING KIT: \$7.99

This kit has everything you need to grow a beautiful blooming flower in the middle of winter.



## GIFTS UNDER \$20



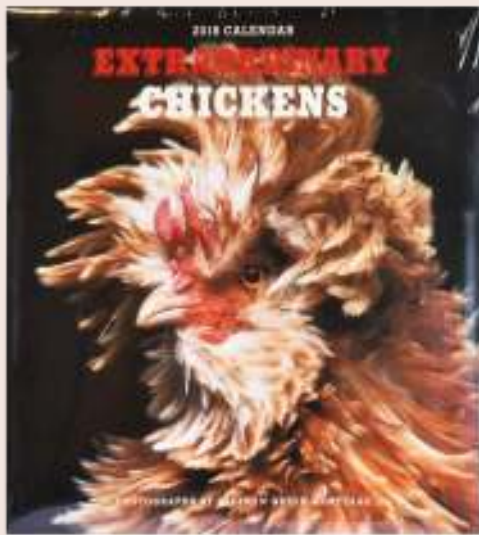
### WISCONSIN CANDLE COMPANY TUMBLER CANDLE 10 OZ: \$17.99

Give the gift of something made in Wisconsin! Amazing smells in beautiful packaging.



### EVOLUTION SALT LAMPS: RANGE FROM \$19.99-\$37.99 (PICTURED \$19.99)

Beautiful lamps with a gentle glow. Lots of eye catching shapes!



### CALENDARS

We have a range of sizes and styles that meet every budget. From the adorable to the absurd.



### GLOW IN THE DARK 100 PIECE PUZZLES!: \$11.99

Amp up your puzzle game and impress your kids by putting puzzles together in the dark!

## GIFTS UNDER \$30



### LIFE IN A NORTHERN TOWN: \$29.95

We have locally authored books, including this one! Beautiful pictures, delicious recipes. It's a great book to curl up with this winter.



### ORCHARD STREET PRESS FLOUR SACK TOWELS: 3 PC: \$22.99

Gorgeous towels to sop up the kale juice on your counters! Made in Milwaukee.



### FAT TOMATO: LOCAL RECYCLED WOOL HOT PAD: \$24.99, OR OVEN MITT: \$29.99

So many varieties to choose from, each of them hand made!



### BISON LETTERPRESS CALENDARS: \$23.99-\$26.99

Handsome calendars to adorn walls. Printed on recycled paper and handmade.



### ANDES ADULT HATS: RANGE FROM \$21.99-\$28.99

You can't go wrong with winter gear, especially when it is Fair Trade!

## GOING-ALL-OUT GIFTS



### JEWELL HOLLOW WOODCRAFT WISCONSIN CUTTING BOARDS \$44.99-\$69.99

Locally made from Wisconsin trees; every piece is beautifully unique.



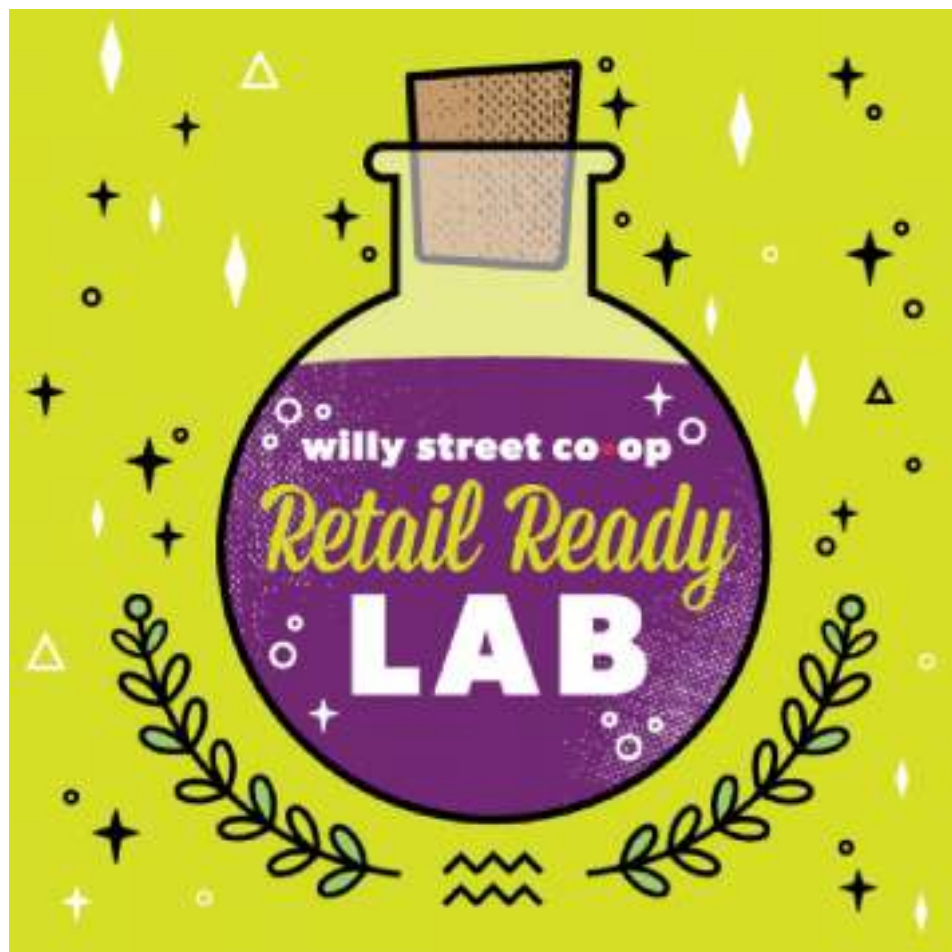
### ALAFFIA BASKETS \$38.99

Hand-woven grass baskets from the Alaffia Cooperative in Togo, Africa. Look on the inside of your basket; you'll find the signature of the woman who created it!



### ANDES SCARVES: \$32.99

Keep your turkey gobbler warm while also supporting Fair Trade employment!



**T**he Retail Ready Lab is an opportunity for small local vendors to sell their products in our stores for a full month and receive beneficial feedback from customers and staff. It is also an opportunity for us to make data-driven decisions about new product lines to adopt! This month we have two Retail Ready Lab participants to introduce you to.

### CURADOR BITTERS COMPANY

**Who are they:** Max Jewer

**Where are they from:** Madison, Wisconsin

**What they make:** Bitters for use in cocktails, tonics, or cooking.

**Learn about them in their own words:** "I'm a Wisconsin native and bitters fanatic, and I recently decided to turn my passion into a local business. After years of experimenting, I have four recipes I'm very confident in, and I've done most of the graphic design work/prep necessary to produce them on a large scale. My roadblocks so far have mostly been understanding the state and federal laws concerning alcohol-based non-beverages. I have recently started working to produce my products at the FEED Kitchens here in Madison."

**About their Products:** "We make four types of bitters for cocktails or use in tonics and cooking: Lemon, Black Walnut, Gentian, and Tamarind Lime. There are over a dozen ingredients in each, all natural and fresh (local when possible)."

### TWO ONION FARM

**Who are they:** Juli McGuire

**Where are they from:** Belmont, Wisconsin

**What they make:** Juli's Organic Apple Butter and Apple Sauce

**Learn about them in their own words:** "Two Onion Farm is a certified

organic, diversified, small family farm growing vegetables and apples in Southwest Wisconsin. We, Chris and Juli, the farmers, have been growing produce for our CSA members since 2005. In 2012 we started planting a small apple orchard, and we currently have over 600 apple trees. This fall you may have found our organic apples at the Willy Street Co-op. We are experienced, passionate and dedicated farmers who strive to grow high-quality, nourishing food for our community while being good stewards of our land."

**About their Products:** "Our apple butter and applesauce are cooked from organic apples grown in our own orchard and seasoned gently with spices (the only non-local ingredients in the product), and we do not add sugar.

Juli's Organic Apple Butter and Applesauce are locally processed in Viroqua, using Juli's recipes. Both are cooked from a variety of apples for a rich, complex flavor. Juli's Organic Apple Butter is excellent on toast, bread, and pancakes, and you probably don't need a serving suggestion for the applesauce!

Look for these two vendors in each of our stores at our Retail Ready Lab Displays! Then be sure to give your feedback via the paper comment box or online [willystreet.coop/retail-ready-lab](http://willystreet.coop/retail-ready-lab).

### RESULTS FROM OUR SEPTEMBER RETAIL READY LAB EXPERIMENT!

#### Nami Chips, Viroqua, WI—Graduate of the Retail Ready Lab!

We are happy to announce that we will be bringing in three of Nami's varieties of dehydrated whole food, nutrition-packed chips: the Butternut Curry, Shiso Tomato, and Sunny Garden. Nami had some great feedback from our owners:

- Nami Chips were given an average rating by respondents of 8.5 out of 10.
- 60% of commenters purchased a bag, and all who purchased said they'd purchase again!
- 91% of commenters said they would recommend Nami Chips to a friend.
- One commenter said, "Great idea! I like this brand more than Mary's Gone Crackers. Nami Chips are more flavorful and have a more satisfying texture."

#### Cress Springs Body Care—Graduate of the Retail Ready Lab!

We are also happy to announce that we will be bringing in a selection of Cress Springs Body Care products: all of the stores will soon be carrying the lip balm. Willy East and Willy West will be carrying the Facial Care cream and possibly some of the Body Care creams. Cress Springs had some great feedback from our Owners:

- Cress Springs Body Care products were given an average rating by respondents of 9 out of 10.
- 55% of commenters purchased one of the body care products, and all who purchased said they'd purchase again!
- 88% of commenters said they would recommend Cress Springs to a friend.
- One commenter said, "LOVE the lip balm!"

If you are a small, local vendor and you are interested in applying, please email [newvendor@willystreet.coop](mailto:newvendor@willystreet.coop).

### WINE CORNER

by Pam Puckett, Willy North Wine Buyer

#### MAS FI BRUT CAVA

Cava is Spain's answer to Champagne. Mas Fi comes from the Masachs family's 105-acre estate and is made in the méthode traditionnelle. The family started cultivating grapes at the turn of the century and established Cavas Masachs in the 1920s. Controlling the process from beginning to end allows the family to produce a higher-quality wine. Mas Fi Brut has fine bubbles, notes of white flower, citrus and fresh stone fruit.



### SPECIAL STORE HOURS

December 24th: closing 6:00pm

December 25th: closed

December 31st: regular store hours

January 1st: closed

## Double Dollars every Tuesday for customers using FoodShare/QUEST!

Every Tuesday through March 13th 2018, any shopper using their FoodShare/QUEST card to purchase groceries is eligible to receive up to \$20 worth of Double Dollars Coupons.

*Some restrictions apply. See Customer Service for more information.*



## Service Initiatives That You Can Support and Other Updates



by **Kirsten Moore,**  
**Cooperative Services Director**

**A**s we make our way through the middle of the holiday season, we continue to reflect upon, work on, and seek new ways to provide service to our community. Here are some continuing and new service initiatives we have going on

at your Co-op, and ways that you can get involved.

### SUPPORT DOUBLE DOLLARS AND NEIGHBORHOOD FOOD PANTRIES

Last month we started matching your donations to the Double Dollars Fund 1:1, and in the first two weeks of matching, your contributions raised a combined \$1,754 to support Double Dollars and our neighborhood food pantries. Right now, and through December 31st, we will continue to match any donation to the Double Dollars Fund made by using the scan cards at the cash registers, up to \$10,000. When you donate to the Double Dollars Fund, which supports our program that helps those using FoodShare/QUEST purchase more fresh foods at the Co-op and participating farmers' markets; your Co-op will make an equal donation that supports our partner food pantries: Bread of Life Food Pantry, Goodman Community Center Fritz Food Pantry, Lussier Community Education Center, Middleton Outreach Ministry, The River Food Pantry, and Wil-Mar Neighborhood Center. After the matching donation drive is over, we will split our match evenly among the six pantries and they will receive Co-op gift cards to help them purchase fresh foods that are sometimes harder for pantries to come by during the winter season. This match is made possible through our charitable

fund that is supported by abandoned equity. Thank you for your contributions to the match so far, and for all your support of the Double Dollars Fund, which has currently raised over \$40,000 for the program.

### NCG CO+OP BASICS GOODNESS GIVEAWAY: ENTER TO WIN!

National Cooperative Grocer (NCG), our national co-op of food co-ops, is also getting involved in supporting our neighborhood food pantries at food co-ops nationwide. From November 29th until December 12th, we will offering NCG's Goodness Giveaway, when you can both win groceries and give groceries. Customers can enter for a chance to win \$75 worth of Co+op Basics products at each store location, and when customers win, NCG will also give \$75 to each location in your honor to our local food pantries, listed above. There's no purchase necessary to participate. Stay tuned to our social media on Facebook, Twitter, and Instagram or look for details in the store to find out how to enter to win!

### SANTAS WITHOUT CHIMNEYS

Autonomous Solidarity is back for a fourth year at the Co-op with Santas Without Chimneys (SWC) to collect gifts for homeless and highly mobile children and youth in the Madison Metropolitan School District (MMSD) at all three of our retail locations. SWC is an independent, all-volunteer, "ask-based," crowd-sourced and non-faith-based holiday donation drive organized with the assistance of MMSD's Transitional Education Program and district social workers. SWC seeks to bring cheer and giving, and one of the greatest sources of support for gift donations comes in the form of dropboxes at local businesses. If you are interested, you may bring items such as cozy blankets (no bed comforters); kids socks, gloves, mittens, hats, scarves, new hair accessories,

teen and pre-teen cosmetics, new or like-new books, or new art supplies to any of our locations and drop them in SWC's designated drop boxes in the foyers. For more information, please visit [www.santaswithoutchimneys.org](http://www.santaswithoutchimneys.org). Drop boxes will be at the stores through December 17th.

### COMMUNITY REINVESTMENT FUND SEEKS 2018 COMMITTEE MEMBER

Since 1992, the Willy Street Co-op Community Reinvestment Fund has been making a difference in the quality of life for our community by funding developmental and educational projects for 501(c)3 nonprofits and cooperatives. Grants are awarded via a committee with members representing the Willy Street Co-op Board, Co-op Services employees, and Owners-at-large.

The Co-op seeks one Co-op Owner to serve on the CRF grant committee. Committee members must be available from 6-9pm between March 19th and April 6th for two meetings. Time outside of meetings is required to review documents and a reception for the grant winners and committee members will be scheduled the week of May 21st. Ideal candidates have backgrounds in at least one of the following program focuses: food justice and/or access, creating cooperatives, sustainable agriculture, health and well-being, and/or social change.

To be considered for the committee, please email [g.fields@willystreet.coop](mailto:g.fields@willystreet.coop) no later than December 17th with brief resume details and information about your interest and qualifications to serve.

If you are part of an organization wishing to apply for a grant, the applications will be available on our website this January, and more information will be available in the January *Reader*. In the meantime, you can find information about the Community Reinvestment Fund at [www.willystreet.coop/CRF](http://www.willystreet.coop/CRF).

### ACCESS DISCOUNT QUALIFICATIONS EXPAND JANUARY 1ST

Owners who have a financial need can apply for the Access Discount Program and shop with a 10% discount to buy food and other products at the Co-op. Every two years, the Co-op convenes an Access Discount Review Committee to assess

the Access Discount Program and ensure that it is serving Co-op Owners experiencing low-income or food insecurity to the best of its capacity. The committee is comprised of members representing the Board, Co-op Services and Finance employees, and Owners-at-large who have backgrounds in food security or serving populations with low-income and/or have participated in the Access Discount Program themselves. Thanks to the committee's review in Fiscal Year 2017, we are pleased to announce that we will be expanding the qualifications Owners may use to enroll in the program. Starting January 1st:

- Owner using their income level to enroll will be able to participate if they can demonstrate that their annual gross income within the last year is at or below 150% of the Federal Poverty Guideline (FPG). The current qualification to enroll in the program using income level is 130% FPG.
- We will be working with and identifying local nonprofits and health care clinics who either use income verification to enroll clients in their services or the HungerCare Coalition's Food Security Screening Tool to create partnerships that allow for these groups to certify qualification for the Access Discount Program.

Owners may also continue to use participation in one or more of the following programs to qualify for the Access Discount: FoodShare/QUEST Program (SNAP); the Fruit and Vegetable Prescription Program; Medicaid (BadgerCare/SeniorCare); the Special Supplemental Program for Women, Infants, and Children (WIC); Section 8 Housing Assistance (HUD), Senior Farmers' Market Nutrition Program, Supplemental Security Income (SSI), Social Security Disability Insurance (SSDI), the Low Income Home Energy Assistance Program (LIHEAP), and FairShare CSA Coalition Partner Shares.

The Committee will convene again in Fiscal Year 2019, and we look forward to continuing to provide and improve this program for Owners.

### LANGUAGE TRANSLATION SERVICES AVAILABLE AT THE CO-OP

As a co-op serving many community members throughout Dane

Order Online  
[wineandhop.com](http://wineandhop.com)

Free Eastside pick up at:

Madison, WI

Madison's Homebrewing and Wine Making Headquarters for over 40 Years

HAVE A KITCHEN PROJECT? INTERESTED IN "GREEN" OPTIONS?

WE SPECIALIZE IN SPECIFYING & SUPPLYING CABINETS FOR OUR DESIGNS THAT ARE:

- MADE WITH LOW VOC, NO-ADDED-FORMALDEHYDE PLYWOOD BOXWORK (MADE IN THE U.S.A!)
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County, we recognize that providing opportunities to remove language barriers is important to providing customer service and making everyone feel welcome to shop at our store. Last Fiscal Year, we translated our Ownership brochures, information about Double Dollars, and the Owner contract into both Spanish and Hmong. You can ask for these materials in these languages at our Customer Service desk. We are currently working on updating our Access Discount Program brochure and application, and when those updates are completed, they too will be translated into Spanish and Hmong. We also have Spanish language brochures about a whole host of food topics available from NCG and you can find their brochures at [www.willystreet.coop/know-your-food](http://www.willystreet.coop/know-your-food) or you may ask Customer Service to print a copy for you.

We also added a new service that we are really excited to offer: on-demand language translation. Now, when Co-op shoppers who have low

to no English speaking skills, Customer Service can help with a simple phone call to LinguaLinx Language Solutions. When we make the phone call, employees and customers can have a conversation with a translator available on-demand to speak the language the customer would prefer to speak. It's a low-cost and low-tech solution to an issue that both employees and Owners have been seeking to resolve. If you know customers who may benefit from this service, please have them see Customer Service for assistance.

### KINDNESS IS EVERYTHING YARD SIGNS

Your Co-op supports providing an outlet for non-partisan political action materials and information. Last year, we started selling yard signs with a message that "No Matter Where You Are From, We're Glad You're Our Neighbor," on behalf of Geneva Campus Church and FairShare CSA Coalition. We began selling their signs about a year ago when asked,

and the signs are still available for \$10 each. To date, we have sold 1,492 of their yard signs.

We are now also selling the "Kindness is Everything" yard signs and stickers distributed locally by the Wisconsin Alliance for Women's Health, which will also be the organization that benefits from the sales. Stickers cost \$5 and yard signs cost \$15. Both the stickers and the signs say "In this house, we believe: Black Lives Matter, Women's Rights are Human Rights, No Human is Illegal, Science is Real, Love is Love, No Matter Your Faith or Ability, Kindness is Everything." The sign and sticker design was a gift to the Wisconsin Alliance for Women's Health from local artist Kristin Joiner. We opted to sell these signs on the behalf of Wisconsin Alliance for Women's Health because they had a message that is in line with our Ends Policies and the Cooperative Principles and is not politically partisan.

For more information about the Wisconsin Alliance for Women's

Health and their "Kindness is Everything" campaign, please visit [www.supportwomenshealth.org/kindnessiseverything.html](http://www.supportwomenshealth.org/kindnessiseverything.html). If you are a representative of an organization that is interested in distributing signs, postcards, stickers or buttons at the Co-op, you are welcome to contact us to see if your materials and information meet our criteria. Politically partisan, or candidate-specific items and messages that are non-secular are excluded from this privilege, and merchandising space is also taken into account when proposals are made.

Both FairShare CSA Coalition and the Wisconsin Alliance for Women's Health are member nonprofits of Community Shares of Wisconsin, who also benefit from Community CHIP at our checkout lanes. You can find both the "Neighbor" and "Kindness is Everything" yard signs merchandised outside of Willy East and Willy West, and near the checkout lanes and food donation shelf at Willy North. The "Kindness is Everything" stickers are available at Customer Service at all locations.

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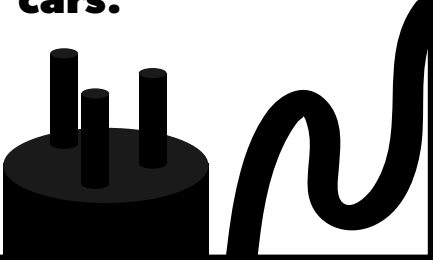
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### OUR OWNERS MAKE A DIFFERENCE

Whether you are supporting Double Dollars or entering to win a giveaway both supporting our local food pantries, or whether you are involved with our committees or spreading the word about the services we offer, or whether you simply shop the store regularly and sometimes take part in supporting our local nonprofits and the messages they share, your Co-op appreciates you and the difference that your support makes for our community. Enjoy the rest of your holiday season!

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# Tea

by Alexandra Kois, Newsletter Writer

**A**s chilly weather settles over Wisconsin, warming up with a hot drink becomes an excellent way to start the morning, or take a pause during a busy day. There is something special about curling up with a book and a cup of tea on a crisp afternoon, especially when life seems to move so quickly during this time of year. While many of us are comfortably familiar with coffee and hot chocolate, it can feel a bit overwhelming to dive into the world of tea with so many different varieties to choose from. What better way to celebrate the changing of the seasons than to taste different types of tea and discover your favorites! A warm and welcoming mug of tea can be made with just one tablespoon of loose leaves. Although there are countless varieties, all tea is harvested from the same shrubby plant species called *Camellia sinensis*. Most teas are categorized as either white, black, green, oolong, or Pu-erh. Don't get intimidated by the thousands of tea cultivars and hybrids—just focus on these main categories, which each have their own distinct and basic characteristics.

## WHITE TEAS

In the early springtime, the youngest shoots of the tea plant are collected before the leaf buds fully open. White tea is often called “silver needle,” in reference to the protective white hairs on the unopened buds, which give the dried tea leaves a silvery appearance. After being harvested, these leaf buds are left

out to dry in the sun, and then slowly pan-heated to remove any remaining moisture. This delicate tea is best developed when left to steep for about five minutes in water that is not yet boiling; the bitter compounds within the tea are released in water that is too hot, so 170°F is an excellent temperature to aim for. A soothing cup of white tea has a delicate, floral, and sweet flavor, which is elegantly enhanced with a spoonful of honey or agave nectar. This tea has the least amount of caffeine per cup, and serves as a gentle afternoon pick-me-up without the jitters.

## BLACK TEAS

Just as the inside of an apple turns brown after sitting out for too long, moisture within tea leaves reacts with air in a process called oxidization. In contrast to white teas, black tea leaves are fully oxidized, creating a deeper and more complex taste. Harvested tea leaves are thoroughly bruised or rolled to expose the leaves' moisture to the air before being pan-heated. This process allows leaves to develop a mahogany color, which trickles into the brewed tea as well. Black teas are best steeped in boiling water, so that all of the flavors can be released from the leaves. A morning cup of black tea will have a

robust, bold, and smoky flavor that stands up well against added spices, dried flowers, or milk.

## GREEN TEAS

Once tea leaves grow to reach their full size, they are carefully harvested from the tea plant to produce green tea. Tea harvesters are careful not to bruise the leaves, thus preventing oxidization. They are then quickly pan-heated to remove moisture and retain the leaves' dark green color. Green tea is similar to white tea in its minimal processing. The young buds of white tea, however, provide a more mild flavor, while the maturity of green tea leaves offer a more substantial taste. Just like white tea, green tea should be steeped for about five minutes in water that is below boiling, as to keep your mug of tea from becoming too astringent. Water that is too cold will prevent all of the tea's flavors from being fully extracted. A steaming mug of green tea has a stimulating, fresh, and earthy flavor. I find that green tea is best savored without any added sweeteners in order to fully appreciate its vibrancy.

## OOLONG TEAS

Sitting somewhere in between

green and black teas, oolong teas have a wide variety of flavors, colors, and scents. A balanced sip of oolong tea begins where mature tea leaves are harvested, then gently bruised as to allow the leaves to only partially oxidize. Leaves are then rapidly heated to halt the oxidization process and retain unique flavors. The partial oxidization of oolong tea gives tea harvesters a broad range of flavor notes to highlight. Additionally, added essential oils merge neatly with oolong teas, which can further accentuate different aromas. These teas can reach a number of tastes, like caramel, fresh fruit, or chocolate. My favorite ceramic mug, handmade by my sister, is often filled with the blossoming warmth of Rishi's Jade Oolong tea.

## PU-ERH TEAS

Pu-erh tea leaves begin their journey in the same fashion as green tea leaves, where they are picked and quickly pan-heated to prevent the leaves from becoming oxidized. After tea leaves are fully dried, they are tightly packed down into small bricks and aged. By stimulating natural microorganisms to flourish within the tea leaves, the aging process allows the packed tea bricks to ferment. Pu-erh teas can vary greatly in taste due to the differences in aging conditions, the types of microorganisms within the leaves, and the amount of time the tea is left to age. Some have mossy and musky notes, while others are more fruity and sweet. Unlike the others, Pu-erh teas are not too picky about their brewing; you can experiment with your steep temperatures and times to bring out different flavors within the tea. A few sips provide a day-dreamy intermission in my day, where I can reflect on the entangled flavors of this aged tea.



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# CHANGES AT YOUR CO-OP

by Ben Becker, Newsletter Writer

**O**n the warm summer evening of July 18th of this year, tallies were taken, numbers were added, and two Owner referendums on Willy Street Co-op's future were decided. With 77.23% of those Owners who voted, the Ownership approved a potential expansion project to take place within three years. With an even greater majority, 84.75% of the Owners turning out supported the use of funds up to \$2,250,000 in order to remodel and expand the Middleton store located at 6825 University Avenue. Since this referendum took place, Willy Street Co-op staff have partnered with other businesses and stakeholders to explore what such an expansion would look like. On November 28th, just a few days before this article reaches your hands, these efforts will have culminated in the ultimate decision on this project, as the Willy Street Co-op Board of Directors will have met to vote on final approval of this project and the contingent lease signing.

## CHANGES AT YOUR CO-OP

A possible expansion of the West retail is one of the many changes and transitions currently taking place within your grocery cooperative. As we make the march towards and into the new year, be prepared to see your Co-op grow and change with you. As the world around us changes in every facet, including how we buy food and connect to our community, Willy Street Co-op is taking strides to keep up and better provide for its Owners. Through these changes, we are excited to not only offer a greater product selection, but better merchandising, an enhanced shopping experience, and the further achievement of our organization's goals and ends.

## LESSONS LEARNED FROM PAST PROJECTS

The most notable and most visible alteration at our retail sites is the possible expansion and remodel of the Willy West. Having completed the remodel project at Willy East and the expansion to Willy North in just the past few years, the Willy Street Co-op staff tasked with overseeing the

West expansion project have gained a wealth of experience in facing the challenges to staff and customers that ongoing construction and rearrangement of store layouts can create. By acknowledging lessons learned from previous projects, the West Expansion Project team will be better prepared than ever to work efficiently and effectively with construction partners and other other stakeholders in planning and implementing the planned transition. This experience will mean that changes to the store will come with as little disruption as possible to customers and staff, keeping the store atmosphere safe and comfortable, and also sticking closely to planned deadlines and budgets for the project.

## WEST REMODEL

Should the remodel project move forward, Willy West would see physical changes in layout throughout the store. Starting at the front of the store, the Customer Service desk would be moved to a greater distance from the entrance. This change would produce greater flow for traffic entering and exiting the store with less crowding and bumping into other customers. Restrooms would also move to the front of the store adding greater access and additional wash facilities. We are working with design team to widen our aisles, allowing customers to maneuver with ease without feeling cramped. The Deli and Cheese departments would change, with the addition of two new refrigerated cheese cases and new order counters for the Coffee and Juice Bar.

Community areas could also see some potential improvements with changes to the seating and a new Community Room with the possible inclusion of industrial kitchen facilities. Finally, the back of house will benefit from the expansion of product storage, allowing for better inventory control, greater backstock capacity, and more maneuverability for staff.

While all of these improvements could happen in the future at the Middleton store, at this time the project team continues to focus on the research phase of the project with the primary goal being to stay on budget while working to optimize the project both for customers and staff. Says

West Store Director Lindsey Hardy on the project, "Our focus at West right now is to give the best customer service experience that we can while working through a time of transition." If the Co-op Board moves to approve expenditures for the project and move forward on a new lease agreement at their most recent Board meeting, then customers could see changes at the store in the coming spring summer of the new year, possibly as early as March.

## ADDITIONS AT NORTH

While the West store is under consideration for a remodel, the North retail store in Sherman Plaza has undergone several improvements of its own. Customers are invited to stop by Willy Street Co-op's newest location on Madison's North Side to check out a fresh exterior, complete with a new patio with outdoor seating and landscaping. Owners can also take a look at some great changes to the interior of the store as well. In the Produce section, a new cooler case has just been installed which will create better efficiency in energy use and a higher level of temperature consistency. This new case is also designed to more effectively merchandise produce and has an improved misting system. This means that customers can expect to enjoy higher quality and freshness as the produce will hold better for longer on our shelves.

When checking out, customers may notice the addition of digital screens displaying information about Co-op sales and events. These new digital signs are easier to read and easier to update with new information. Not only does this save resources in the form of physical signage, but according to North Store Director Jenny Skowronek, it brings more efficiency since "we no longer have to print signage and can provide updates in no time."

Along with these new developments, the North store has even more to come. The Packaged Grocery section is undergoing a reset in response to customer purchases and requests, so Owners can enjoy a better selection of the products they want. Willy North's Deli will also begin to offer made-to-order hot and cold sandwich-

es that can be eaten in our Commons area or on the run. In addition to this convenience, customers who have been waiting for freshly brewed coffee and other drinks will be excited to see construction of a new Juice Bar following the winter holidays.

## NEW ENDCAPS AND BEER AND WINE OFFERINGS AT EAST

In addition to the amenities mentioned above, we are excited to make a long-requested change to our product selection at Willy East. On October 31st, 2017, the Madison Common Council voted to approve our application for a Class A Beer & Liquor license. This marks the conclusion of a long application process necessary to return alcoholic beverages to the shelves at East after a decades-long absence. Shoppers can now enjoy the convenience of purchasing beer, wine and cider at all of our retail locations, instead of just Willy North and Willy West.

While this change at East might come as a surprise to some Owners, it was spurred on by Owner input. Store Manager Kristin Esselstrom notes that she has received numerous emails from Owners who are supportive of this expansion in our product selection. Consumers can now look forward to a small selection of beer, wine and cider popping up near our dairy and meat aisles at East. While our licensing has been completed, there is still much to do in order to fully and safely provide alcohol for sale. Staff will go through additional training and certification necessary to oversee beer and wine purchases. The initial selection of product will also remain unrefrigerated until a new cooler can be installed. Customers should keep a look out for these products as we move into the holiday season.

## STORE CLERK MODEL

In addition to product selection, our stores are seeing some notable changes in staffing structure. Starting back in late September of this year, all three stores adopted the new store clerk model which had previously only been incorporated at Willy North. This new model in staffing

structure has promoted all entry level employees to the position of store clerk. In taking on this new role, staff will be trained in multiple departments and areas rather than only having expertise in one section of the store. By increasing the training every staff person receives, we will be better able to serve customers with a greater and more diverse product knowledge. What this change means for customers is that they may start to see their favorite cashier slicing cheese or stocking bananas, and eventually service departments will be more empowered to address customer questions or needs.

This transition is far from complete, as the gargantuan logistical task of centralizing all scheduling and training will take many months to complete. While this change will prove challenging and require some time to work out all the kinks, staff will be able to build new skills and increase their knowledge-base, participate within the store at a broader level, and potentially gain access to positions throughout the organization that were previously less attainable due to limits of experience. Another benefit is that with all staff members having the ability to take on various roles, we will see more flexibility and maneuverability in scheduling so it will be even less likely that a department will go understaffed due to emergencies or sickness. While mastering this model will present a great challenge to staff and managers, the benefits promise to be well worth it, not only in better serving customers but in creating a streamlined and efficient operation that will better reward our workers.

## PROGRESSION TO A LIVABLE WAGE

In creating the store clerk model for Willy North, one of the major goals was to provide a level of efficiency in staffing that would allow the the new store to open at a lower expense, placing a smaller burden on our budget as it slowly began to build sales. Expansion of the store clerk model to all sites was intended to create those same efficiencies without sacrificing our commitment to great customer service. In gaining these efficiencies, Co-op management can divert funds towards one of the organization's primary goals, that of pursuing a livable wage for every employee.

In 2015, Willy Street Co-op transitioned from its previous living wage calculation formula to a new livable wage formula prescribed by National Cooperative Grocers. This new livable wage calculation prescribes a higher standard of living to be accessed through compensation, one that is inclusive of maintaining insurance and investing in savings, in addition to just meeting the day-to-day basics of purchasing food, clothing and shelter. The new calculation set the base livable wage at \$13.62 per hour for a full-time employee, a significant jump from our then starting wage of \$10.69. Our financials

did not allow for an immediate shift up to this new pay rate; however, managers are committed to reaching the livable wage over the next few years. On January 9th, 2017 all staff saw their wages raised to above \$11.50 per hour, the first step in a balancing act between providing for staff while remaining fiscally secure in an increasingly competitive sector. With the advent of the store clerk model, we saw our starting wage rise again to a base rate of \$12.00 per hour at the end of September, closer to our goal.

## ENERGY AUDITS

In addition to operational efficiencies achieved through our investment in better trained and well compensated staff, Willy Street Co-op is pursuing a trimmer waistline along with a greater level of environmental sustainability by taking a hard look at energy consumption at each location. During the month of October, the store directors and facilities staff of the Co-op met with our contacts from Madison Gas and Electric in order to perform an energy assessment at each of our stores as well as the Production Kitchen. They did a walkthrough at each site in order to scrutinize areas of energy use including lighting, heating, ventilation, air conditioning systems, refrigeration, appliances such as our kitchen stoves, ovens and hood fans, and other equipment like our electric pallet jacks.

In observing areas in which improvements can be made and efficiencies gained, we hope to achieve several objectives. First, by optimizing our HVAC systems throughout the stores, we can provide a more comfortable shopping experience for customers and a better working environment for staff. Second, by identifying areas of energy use that can be either reduced, changed to a cheaper energy source, or delayed to off-peak hours (times of the day when the demand for energy is less and the cost of use is lower) we can create savings in our operational expenses, which could make their way into the pockets of Owners and staff. Finally, and most importantly, by reducing our energy footprint, we reduce our dependency on non-renewable and carbon-based fuels. The impetus to pursue this originated from strategic and business planning efforts by our Board and managers. Over the next few years, the Co-op will work to both establish benchmarks and implement specific projects to improve environmental sustainability. The results of the energy assessments will prove essential to establishing benchmarks and may also point to projects to pursue that can augment our efficiencies and decrease our impact on the planet. These efforts are paramount to accomplishing our Ends of "nourishing and respecting the community and environment."

## TRANSITION

Times of transition can be difficult, challenging and sometimes

downright scary, but as we move forward into the future, the Co-op is both intrepid and enthusiastic about the changes to come. Behind the scenes, our operations continue to evolve, as staff gain access to more training and financial incentives as well as utilizing technology for more sophisticated and efficient means of communicat-

ing both with each other and the community. Owners will also begin to see a fresher face, as our aisles offer better product selections but also as new trends in our signage and other communications continue to emerge. As the world turns, your Co-op is excited to grow with you, both as a grocery store and a community.

# 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 66 member nonprofits.

**The Rock River Coalition** (RRC) helps citizens across the Rock River Basin to protect streams and rivers by collecting critical information about stream health. Together, the RRC and its partners supported 263 citizen volunteers who monitored stream health at 129 different sites.

*Photo: Rock River Coalition*



**The Fair Housing Center of Greater Madison**, which began serving Dane County in 1998, is a satellite office of the Metropolitan Milwaukee Fair Housing Council (MMFHC). In 2017 MMFHC celebrates 40 years as a nonprofit, membership-based organization that promotes fair housing throughout the state

by combating illegal housing discrimination and by creating and maintaining racially and economically integrated housing patterns. They assist victims of illegal housing discrimination and provide fair housing outreach across Wisconsin.

**1000 Friends of Wisconsin** works to build great neighborhoods across the state.

They partner with the Mellowood Fdn to encourage youth in Madison's Meadowood neighborhood to be engaged, productive citizens with job skills and a sense of personal responsibility. They are paid to care for garden plots that grow food for the community and



*Photo: Deborah Nemeth*

they also assist with neighborhood beautification and invasive species removal. UW-Extension provides horticulture, nutrition, and work skills education.

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# RECIPES AND DRINK RECOMMENDATIONS

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



## Lentil and Sausage Soup

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

With a loaf of crusty whole grain bread, this hearty soup makes a wholesome dinner for a cold winter's night. It's filled with flavor from garlicky sausage, red wine and marjoram, and best of all is easy to make.

- 1 1/2 c. French green lentils, picked over and rinsed
- 2 bay leaves
- 3 Tbs. olive oil, divided
- 1 lb. Italian pork sausage
- 1 large onion, chopped
- 4 cloves garlic, smashed and chopped
- salt
- 3 celery stalks, with leaves, chopped
- 1 Tbs. dried marjoram
- 1/2 c. full-bodied red wine
- 4 large carrots, cut into 1/4-inch dice
- 4 c. chicken stock
- 3 Tbs. ketchup
- 2 c. chopped spinach (if using frozen, use 1 1/2 cups instead)
- 1/4 c. chopped parsley
- black pepper
- red wine vinegar

**Directions:** Place the lentils in a large pot and cover with 3 cups of water. Add the bay leaves. Bring to a boil over high heat, then lower the heat and simmer for 15 minutes.

Warm 2 tablespoons of the oil in a large soup pot over medium-high heat. Stir in the sausage and brown, stirring frequently. Transfer the sausage to a cutting board and slice into 1/4-inch-thick slices. Set aside.

Add the remaining tablespoon of oil to the soup pot over medium heat. Stir in the onions and garlic and a pinch of salt. Cook, stirring occasionally, until the onions are tender. Stir in the celery and marjoram, and cook for another 3 minutes, stirring. Pour in the wine and cook until it has reduced by half. Add the lentils with their cooking water to the soup pot, then pour in the chicken stock, cooked sausage, carrots. Bring to a boil, then reduce the heat and simmer until the lentils and carrots are tender, and the broth is rich and concentrated, about 30-45 minutes.

Ten minutes before serving, stir in the ketchup, spinach and parsley. Simmer an additional 5 minutes, then add some black pepper and a splash of red wine vinegar. Taste and adjust the seasoning if needed. Serves 4, with lots of leftovers.

**Star Recommends: Colossal Reserva: Wine Spectator 91 "Colossal" is defined by something gigantic in place and time. Made from selected grapes grown in wide and beautiful areas of Casa Santos Lima vineyards, this full bodied blend of Touriga Nacional, Syrah, Tinta Roriz and Alicante Bouschet features intense color with ripe black fruit and spicy flavors, well balanced with smooth tannins and a long, full and pleasant finish." -G.S.**

## Celery Gratin

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

Celery is often used alongside many other ingredients, but this simple gratin brings its delicious flavor to the spotlight, and pairs nicely with roasted meat or chicken.

- 1 lb. celery, about 8-10 stalks, thinly sliced crosswise
- 3/4 c. grated Pecorino, divided
- 3/4 c. heavy cream
- Salt
- Pepper
- 1 c. coarse breadcrumbs
- 3 Tbs. chopped parsley

2 Tbs. olive oil

**Directions:** Preheat oven to 400°F. Lightly grease a large casserole dish. Combine the celery, 2/3 of the cheese and the cream in a large mixing bowl. Season with salt and pepper. Transfer to the casserole dish and bake until tender, 30-35 minutes.

In a small bowl, combine the remaining cheese with the breadcrumbs, parsley and olive oil. Season with salt and pepper. Sprinkle the breadcrumb mixture evenly over the celery and return to the oven for another 10 minutes, until the top is lightly browned. Let rest 5 minutes, then serve. Serves 4.

**Star Recommends: Poggio Anima Nero d' Avola: Ruby colored with fragrances of cherries, plum and blueberry. This is a universally gratifying wine. It's well balanced with red fruit, spice and soft tannins.**

## Pomegranate Braised Short Ribs

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

With pomegranate molasses and pomegranate seeds, this is a celebration of the ruby red fruit. The short ribs are braised long and slow, and turn succulent and flavorful. Serve with fluffy couscous for a special meal.

- 2 lbs. beef short ribs, cut in four pieces
- salt
- black pepper
- 2 onions, chopped
- 1 c. beef stock
- 1/2 c. pomegranate molasses
- 3 sprigs fresh rosemary
- 2 medium carrots, peeled, chopped
- 1 bunch cilantro, trimmed, chopped
- 1 c. pomegranate seeds

**Directions:** Season the short ribs liberally with salt and pepper. Warm a large, heavy pot with a lid over medium-high heat, and starting with the sides with the most fat on them, sear the short ribs all over until golden. Transfer the ribs to a plate. Add the onions and a splash of beef stock to the pot and sauté for 1-2 minutes, using the back of a wooden spoon to loosen up the browned bits on the bottom of the pan. Stir in the pomegranate molasses. Return the short ribs to the pot and turn to coat in pomegranate molasses. Add the rosemary sprigs and the remaining beef stock. Cover and simmer gently for about 1 1/2 hours, until the short ribs are tender. Baste the ribs with sauce periodically and flip them over halfway through the cooking time. Fold in the carrots after 1 hour of cooking. Check the pot occasionally and add a bit of water if needed.

If the short ribs are very fatty, you may want to skim some of the fat from the top of the sauce before serving.

Serve hot, topped with the chopped cilantro and pomegranate seeds. Serves 4.

**Star Recommends: Tikal Patriota Malbec Bonarda: Bright medium ruby. Aromas of blackberry, black cherry, licorice pastille, cocoa powder and dark chocolate. Plush, supple and sweet, with broad blackberry and spicy oak flavors nicely framed by well-integrated acidity. The Bonarda component serves to fill out the wine's mid-palate, giving it a silky smoothness. Not at all overly sweet on the back end, which shows solid tannic support. A fairly large-scaled, generous blend to drink now or hold, and an outstanding value. 90 Points Vinous**

## Sweet Potatoes with Coconut and Pomegranate

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

Sweet potatoes and rich coconut milk are a great pairing, and adding pomegranate seeds and lime juice to the mix is even better!

- 4 sweet potatoes
- 1/2 c. coconut milk (canned, light is fine)
- 1/4 c. toasted unsweetened coconut flakes
- 1 c. pomegranate seeds
- 2 Tbs. chopped cilantro
- salt
- lime wedges

**Directions:** Preheat the oven to 400°F. Place the sweet potatoes on a baking sheet and prick all over with a fork. Roast about 45 minutes, until tender. Set aside to cool for a few minutes.

Slice the tops of the sweet potatoes open. Divide the coconut milk among the sweet potatoes and give each one a gentle stir to help the coconut milk soak in. Top the sweet potatoes with the coconut flakes, pome-

**please drink responsibly.**



granate seeds and chopped cilantro. Season with salt, and serve with lime wedges. Serves 4.

**Star Recommends: Hunter's Pinot Noir Rose: Pure, fresh, ripe berry fruit in this charming Pinot Noir rosé from New Zealand's Marlborough. This Gold medal winner is from one of the top family cellars there, which every year wins oodles of medals and trophies. Elegant, crisp and delectable.**

## Chocolate Pomegranate Bark

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

This is a fun recipe to make with help from kids. As written, it calls for almonds and pomegranate seeds, but there's no reason why you couldn't use coconut flakes, pistachios, or any combination of dried fruit and nuts. Make it vegan with dairy-free chocolate.

14 oz. dark chocolate  
1 1/2 c. pomegranate seeds  
1 c. dry roasted almonds

**Directions:** Line 2 baking dishes with parchment. Melt the chocolate in a double boiler or in the microwave. Fold half of the pomegranate seeds and almonds into the chocolate. Spread the chocolate mixture into the baking dishes, as thick or thin as you'd like. Scatter the remaining pomegranate seeds and almonds onto the chocolate and gently press to make them stick. Refrigerate until firm, 2-3 hours. Break the bark into pieces, uneven is just fine.

Store in the refrigerator in an airtight container for up to 2 weeks, or in the freezer for up to 6 months. Serves 8.

**Star Recommends: Quinta Infantado Ruby Port: Elegant and rich, this dark, juicy port has an excellent balance of fruit, acid, sugar, and tannin. Not too sweet, not too big, it is all-around easy to drink and enjoy.**

## Cider-Braised Pork Chops with Apple and Rutabaga

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

Cider-braised pork chops are quite common in Britain, with lots of regional variations. Adding apples and rutabagas impart sweetness to the dish, and make it a hearty, one-pot meal.

2 pork loin chops (boneless or bone-in)  
salt  
pepper  
1/2 Tbs. butter  
1/2 Tbs. olive oil  
1/4 lb. smoked bacon  
1 small onion, diced  
3/4 lb. rutabaga, trimmed, cut into chunks  
1 large apple, cored, cut into chunks  
1 tsp. Dijon mustard  
12 oz. hard cider  
1/2 tsp. dried thyme

**Directions:** Preheat oven to 400°F. Pat the pork chops dry and season both sides with salt and pepper.

Combine the butter and olive oil in a large ovenproof skillet over medium-high heat. Sear the pork chops all over, cooking just 2-3 minutes per side, until browned. Transfer to a plate and set aside. Add the bacon and onion to the pan and cook until the onion softens and the bacon is cooked through but not crisp, 2-3 minutes. Stir in the rutabaga, apple and mustard, and cook 2 minutes before returning the pork chops to the pan, nestling them in amongst the vegetables. Pour the cider into the skillet, then sprinkle with thyme. Cover with a lid or aluminum foil, and bake for 25-30 minutes, until the pork is cooked through and the rutabaga is tender. Serves 2, generously.

**Star Recommends: Chateau Grand Cassange Rouge: Light aromas and round, ripe flavors of red and black fruits, herbs, tobacco, and black pepper. This lovely blend of 60% Grenache and 40% Syrah was aged in concrete.**

## Baked Garlic and Herb Shoestring Rutabagas

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

Sweet, savory and nourishing all at the same time. All you need is a spiralizer to make these shoestring rutabagas.

2 lbs. rutabagas, peeled, ends trimmed off  
3 Tbs. olive oil, divided  
1/4 tsp. salt  
black pepper  
6 cloves minced garlic

2 Tbs. finely grated Parmesan or nutritional yeast flakes

1/2 c. chopped fresh parsley

**Directions:** Preheat oven to 400°F. Line a baking sheet with parchment. On the finest setting, run the rutabagas through a spiralizer. Place the spiralized rutabagas on the baking sheet and drizzle with 2 tablespoons of the olive oil, the salt, and some pepper to taste. Toss to coat, then arrange in an even layer. Bake 30-35 minutes, until the rutabagas are tender, darker in color, and slightly translucent.

In a small skillet, heat the remaining tablespoon of olive oil over medium heat. Stir in the minced garlic and cook 1-2 minutes, until fragrant and lightly golden. Remove from heat.

Transfer the cooked rutabagas to a serving bowl and drizzle with the garlic and herb oil. Sprinkle with Parmesan or nutritional yeast and the chopped parsley. Serve immediately. Serves 4.

**Star Recommends: Fess Parker Chardonnay: Aromas of citrus, lemon cream and honey combine with toasty oak, nutmeg, yellow apple and orange blossom to create this refreshing Chardonnay. On the palate, flavors of citrus, green apple, honey, light cream and cantaloupe, with great texture, bright acidity and balance, making this Chardonnay a great food-friendly wine.**

## Roasted Rutabaga Pasta with Creamy Cashew Sauce

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

This pasta is a perfect balance of rich and nutritious—comfort food that you can feel good about. And apart from the time you'll need to soak the cashews (two hours), this takes less than an hour to make.

1 c. raw cashews  
1/2 c. low-sodium vegetable broth  
2 clove garlic  
juice of 1 lemon  
1 tsp. salt  
1/2 tsp. pepper  
2 Tbs. olive oil  
2 lb. rutabaga, trimmed, diced into 1/2-inch cubes  
12 oz. linguine  
2 bunches of kale, stemmed and sliced into thin ribbons  
crushed red pepper

**Directions:** Place cashews in a bowl and cover with water. Let soak for 2 hours. Preheat oven to 400°F.

Spread the rutabaga in a single layer on 1 or 2 baking sheets and drizzle with olive oil. Roast until tender and lightly golden-brown, 25-35 minutes.

Cook the pasta in a large pot of boiling water according to package directions. Two to three minutes before the pasta is done, add the kale to the pot, using tongs to submerge it completely in water. Set aside 1 cup of the pasta water, then drain the pasta and kale in a colander.

In a blender, combine the drained cashews, vegetable broth, garlic, lemon juice, salt and pepper. Add 1/2 of the pasta-cooking liquid, then blend until smooth, adding some or all if the remaining pasta water to achieve a smooth and creamy sauce.

Place the pasta and roasted rutabaga in a large serving bowl and toss with the sauce. Serve sprinkled with crushed red pepper. Serves 4.

**Star Recommends: Gen 5 Ancestral Red: The meaty, spicy aromas of this medium-bodied wine are quickly followed by a flood of ripe, grapy fruit flavors that seem lightly sweet as they coat the sides of the mouth. It's big in flavor and rather soft and easy in texture.**

## SEND US YOUR RECIPES

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





# Staff Picks

## ANDY

### Chestnuts

A perfect, classic holiday snack many of us have never had. Delicious and sweet raw (and easy to shell), and divine roasted. Highly nutritious and versatile, chestnuts also make a great soup—just the beginning of the possibilities of this regionally native food.



## MEGAN

### Organic Bautista Dates

We work directly with the Bautista family who farm these amazing dates in Southern California. These are the freshest, sweetest, softest, and most flavorful dates I have ever tried, and I've tried a lot of dates in my day! Date season runs from the late autumn through early winter, and these are in such demand that they always run out before the winter is done.



## ANNA

### Satsumas

Unpopular opinion: I really don't like fruit. I KNOW it's absurd but it's just not my jam. However, these are my favorite things ever. So for a few months out of the



year I slam like three to five a day. They are so sweet, tangy, juicy, just all-around perfect. You can't go wrong with them.

### Spicy Avocado Inari

This is my favorite offering from our sushi selection. Such a great flavor combo with a little tang from the rice wine vinegar and heat from spicy mayo that tops it. Plus the creamy avocado just puts it out of this world. It's my pay-day splurge!

## EVAN

### Willy Street Co-op Vegan Gluten-free Apple Pie

I ate about 6 last year and each one was better than the last. Great consistency and the topping is great. 10/10 would recommend.



## ANDIE

### Weleda Everon Lip Balm

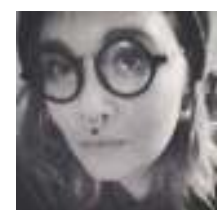
Feels great, works great, lasts forever!



## ABIGAIL

### Rishi Cinnamon Plum Tea

Holy cats, this tea is so delicious. It tastes like someone took autumn and squeezed it to death, producing this warming, heavenly liquid byproduct. Simply, autumn in a cup. Locally produced in Milwaukee by Rishi



Tea—you know you can count on amazing quality and flavor. Goes excellently with cozy sweaters and fuzzy socks.

## ANGELA

### Epic Smoked Salmon Maple Bar

They changed the formula, and now it is so delicious. Great texture, fantastic flavor, and energizing! A great snack when you are wrangling toddlers and only have one hand to eat.



### Back to the Roots Garden-in-a-Can Organic Basil

Great project for kids in the fall/winter!! Give them a little plant to take care of, then rip it to pieces over spaghetti.



### Wildbrine Kimchi Sriracha

A delicious hot sauce that also provides probiotics? Sign me up. Drizzle this on everything!! North and West only.

### Siggi's Triple Cream Lemon Yogurt

Low sugar, but still sweet, ultra creamy, luscious, nummy num nums.



## ANSLEY

### Willy Street Coop Ginger Apricot Lamb Sausage

This is my all time favorite sausage!! It's not overwhelmingly ginger-y or apricot-y so it pairs well with anything. I've served it plain on a pretzel bun, cut up over beans and rice, and added it to stew. Seriously 100% delicious.



### Wishgarden Serious Relaxer

Especially come holiday season, I can find myself wound a little too tightly. When there's no time for a yoga class or meditation retreat, Serious Relaxer is the best way for me to chill out and keep going.

### Ancient Nutrition Turmeric Bone Broth Powder

You guys, this stuff is great! There's no sugar, no chocolate or vanilla flavoring, just SO MUCH PROTEIN! Plus turmeric! I like to add a serving to the water before I cook my rice, the flavor is great and subtle and now my rice has protein, win win win.



## IAN

### Willy Street Co-op Hearth Oven Pizza

Our hearth oven pizza is very good. The crust is rich and our toppings are delicious. Willy East only.



## KJERSTIN

### Fresh-ground peanut butter

Best peanut butter on the planet, bar none. Plus, nothing at all is added, just freshly mashed up peanuts. When I first started buying it, I thought I'd need to mix in a bit of salt but for me it is perfectly delicious as is!



### Willy Street Co-op Mexican Hot Chocolate (from Juice Bar)

Spicy, chocolate-y and fantastic! And adding a shot of espresso... top class.

## RACHEL

### Willow Creek Farms Braunschweiger

Braunschweiger is already a favorite of mine, but with this one having bacon in it as well, it's gone up a notch for me! There are so many ways to enjoy, one of my preferred being on toast or crackers with mustard (if you're feeling adventurous, add some jam in addition! It's surprisingly good). It makes for a great add on to a snack platter.



## CARMEN

### Mt. Sterling Co-op Creamery—Country Jack with Jalapeño Pepper

Oh my god! This cheese is so smooth, spicy and delicious. I usually slice it up and eat it with crackers. It's such a fun little snack throughout the day. North and West only.





**ASHLEY**

**Willy Street Co-op Hot Toddy Concentrate**

Forget to plan ahead to bring a dish or drink to a holiday gathering? You'll love the house-made Hot Toddy Concentrate from the Juice Bar. The Hot Toddy Concentrate comes with instructions on how to serve with hot or sparkling water and is a great mixer for adult beverages, too! It's full of good healthy ingredients (ginger, honey, lemon) for cold season as well. This drink is a crowd pleaser for all types of diets.



**CARLEY**

**Orchard Street Apparel Sweatshirts**

Not only do these sweaters and shirts have really well done designs and are incredibly well made, they are basically like wearing a warm, fuzzy cloud around for the day and it is AMAZING. I cannot recommend these sweaters enough for when you want to look cute, but also want to feel like you're wearing pajamas. These sweaters/shirts would also make great presents... (If anyone wants to buy me a few more, I'm ready.)

**House-Made Hazelnut Syrup**

I don't mean to brag, but the hazelnut syrup made in house at the Juice Bar is basically the greatest syrup ever. I typically don't like sweet beverages, but this changed the game. It is such a wonderfully complex syrup that we really do take pride in making from scratch. There is nothing better than drinking an almond milk mocha with hazelnut syrup. Trust me.



**BRENDON**

**Roelli Cheese Dunbarton Blue**

This cheese is locally made (Shullsburg, Wisconsin) and everything I'm looking for in a blue cheese: strong but not overpowering, with the bite of a cheddar. It's hard to pick just one cheese, but for me this is it. There's a reason it won our first Cheese Challenge!



**JAKE**

**Clasen's Pretzel Slider Buns**

They taste fresh for days, and they taste great.



**KASIA**

**Roasted Salted Bulk Almonds**

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



**DANIEL**

**Kite Hill Mushroom and Ricotta Ravioli**

Kite Hill is really making a name for itself in the alternative cheese world. I love these raviolis. Great mushroom flavor, combined with Kite Hill goodness. Wrapped up in a little al dente pillow.



**KATHERINE**

**Daiya Pumpkin Spice Cheezecake**

This holiday flavor is perfect to indulge on your own or share with friends! Layer it with nuts, chocolate and coco-whip and treat yo-self!



**KELSEY**

**Califia Farms Cocoa Noir Cold Brew Coffee**

A magical and delicious combination of coffee, chocolate and almond milk. North and West only.



**Wisconsin Candle Company Candles**

Local soy candles that look pretty and smell great! I love when we get new scents in and have to try them all. Currently my fave is the Brandy Old Fashioned!



**KELLY**

**RXBAR Maple Sea Salt**

I'm so glad a co-worker told me to try the RXBar Maple Sea Salt bars! Now they are my go-to staple for a quick breakfast on the way to work. The maple flavor is not overwhelming and is complimented nicely by a pinch of salt. Added bonus: you know EXACTLY what the bars are made of.



**LIZ**

**Willy Street Co-op-Branded Mason Jars**

These are perfect for the gift giving! Fill them with local treats for your loved ones and you have the perfect holiday gift from Madison.



**THIS MONTH:  
December 6th**

**Refer an Owner,  
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**Know someone who should be a Willy Street Co-op Owner? If someone you refer becomes an Owner, we'll give you a \$25 gift card!**

**willy street co-op**

*New Owner must give your name and email address and/or phone number when signing up. Gift cards may take up to 60 days to be created and distributed.*

# Natural

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- \* Urban Permaculture Solutions
- \* Biomimicry & Patterns
- \* Participatory Education

Required Reading for all Students (Choose ONE):  
*Introduction to Permaculture* by Bill Mollison, *Earth Users Guide to Permaculture* by Rosemary Morrow OR *Gaia's Garden* by Toby Hemenway

More info and registration at: [MadisonAreaPermacultureGuild.org](http://MadisonAreaPermacultureGuild.org)

<b>SPECIAL STORE HOURS</b>	December 24th: closing 6:00pm December 31st: regular store hours	December 25th: closed January 1st: closed
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