

willy street co-op

READER



A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 49 • ISSUE 12 • DECEMBER 2022



THANK YOU!

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

As mentioned before, we are beginning to very slowly transition to mostly online and e-mailed copies of the *Reader* in order to save paper and to save money on postage. If you can and want to switch to receiving your copy by email, sign up here: willystreet.coop/emails. If you shop with us regularly, we'd love it if you'd pick up your copy of the *Reader* in one of our stores so we can reduce our postage costs. If you don't want either of these things, we will still happily mail it to you Thank you!

IN THIS ISSUE

Nifty Gifties; Winter Wines; Driftless Provisions; and More!

HOLIDAY HOURS

- December 24: Stores open until 6:00pm
- December 25: CLOSED
- December 31, New Year's Eve: Regular hours
- January 1, 2023, New Year's Day: CLOSED
- January 2, 2023: Stores open at 10:00am

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WILLY STREET CO-OP BOARD OF DIRECTORS

Sarah Larson
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Tatiana Dennis
Gigi Godwin
Anthony Hernandez
Jamie Schuberth
Carol Weidel
Ashwini Rao

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

BOARD MEETING SCHEDULE

October 26

November 30

January 25

March 23

April 27

June 28

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

WILLY STREET CO-OP MISSION STATEMENT

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

ADVERTISE IN THE READER

**Affordable rates, wide
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READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

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

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

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

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ADVERTISING: Liz Wermcrantz

COVER DESIGN: Hallie Zillman

SALE FLYER DESIGN: Hallie Zillman

GRAPHICS: Hallie Zillman

SALE FLYER LAYOUT: Liz Wermcrantz

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: l.wermcrantz@willystreet.coop

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

NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

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

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

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Customer COMMENTS

Write Us!

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

SELF CHECKOUTS

Q: With voting, we give our thoughts and try to guide our ideals. I am going to ask about something in addition and wanted to clarify why I am doing so before I do this:

This is mainly as one of the goals of the co-op is to be more open to the entire community. Additionally, as technology changes, while there are changes that are difficult to make, it would be good to identify these things now, and have a game plan for the transition.

This change will cut costs, and allow for more people who are anti-social, and people who are worried about not socially fitting in, to shop more freely.

With lower costs, it can help reduce the overhead which, perhaps, could help to reduce the cost of certain food items that could encourage additional patrons.

Now, I know that this is a sensitive subject with current employees, and I must admit, I am not a word-smith, or good at this so I will state it, sorry if it appears offensive, not my wish.

I am asking for a change in how the cash registers are run. I really enjoy going to other stores that have self checkout registers. I often find myself specifically not going to the coop because this is not an option. Recently, the Jennifer St. Market got self checkouts. This was fantastic. I may purchase from them more often now, even though the quality is not quite as high. And this bothers me. I would like to have high quality and self checkouts.

Additionally, I know your employees are very sanitary, but it bothers me that someone else has to touch my food at the coop. This is not required.

That said, I have had no specific negative interactions with those who run the registers. They are very personable. The thing is, I don't want that. I just want my food and to not have to interact with someone to get it. Do I like to interact occasionally? Yes, but I don't like being required to. And I know several others who never like to interact and never shop at the coop.

Perhaps there is a way that you can slowly implement this. Either with a singular "less than 6 item" self checkout or a partial checkout where you can scan some of your own items, that would be fantastic.

A: Thanks for reaching out and sharing your suggestions for installing self-checkouts at each of our stores. Currently, we have plans to install and go live with a self-checkout option mid-January of next year at our West store location. Our plan is to monitor the success of this additional offering as to see if it would be wise to bring to our East and North locations as well. Those additional decisions would need to be evaluated; however, there will be this option you suggested come mid-January at West. I hope this information was helpful and I appreciate your thoughtful comment. Best, Kristina Kuhaupt, Customer Experience Manager

CO-OP RECIPROCITY

Q: New to the area and have a membership for the Oshkosh Co-op. Does your co-op honor the Oshkosh membership?

A: Welcome to the area; we are excited you are here! Willy Street Co-op offers reciprocity of select Owner benefits to customers who belong to other grocery cooperatives. Customers who can demonstrate that they belong to another grocery cooperative when asked at the registers are eligible to receive the Owner Rewards sales that Willy Street Co-op Owners enjoy in addition to Co+op Basics and Co+op Deals sales available to all customers.

If you have further questions please feel free to reach out. Have a good day, Kristina Kuhaupt, Customer Experience Manager

PAPER VS. DIGITAL

Q: I'm contemplating signing up for the email version of the newsletter, but.....I like the option of paging through, putting down, and then coming back and picking up where I left off. Perhaps I'm showing my age here, but my brain functions differently when it comes to reading digital text vs paper text. I understand the need to limit our foot print, but having said that, I can see myself deleting the email version of the newsletter rather than having to struggle with digital text. Thank you.

A: Thank you so much for your email. I know a lot of people prefer the physical copy of the *Reader*, and we understand! We are hoping to reduce the number of issues we mail out, but if you prefer receiving the paper version, feel free to continue! You can also receive both email and in the mail if you'd like. The other option is to pick it up when you're shopping rather than getting it in the mail. But, you are also welcome to continue as it has been. It's up to you!

Thank you so much for letting us know! And I'm glad you enjoy the *Reader*! -Liz Wermcrantz, Editor.

BULK ORGANIZATION

Q: Any chance that the organization of bulk dry goods could be evaluated with an eye towards contamination?

For example, common use products such as kosher salt and cocoa powder are placed directly beside or beneath wheat flour products. It would be nice if sugars, salt, cocoa powder, and coconut flour were stored above or separately from allergens, though I know that bulk products are typically not recommended for people with dietary intolerances and allergies. Maybe place wheat flours alongside barley and other goods that already contain gluten?

A: Thank you for the suggestion regarding the bulk aisle. I do believe there are some changes we could make in this area to be more mindful of allergens and I will discuss this with the buyers and department manager. As you stated though, the bulk aisle is typically not recommended for people with dietary intolerances and allergies. It would be pretty challenging from a merchandising perspective (and shopping perspective) to attempt to isolate allergens. For instance, many gluten-free flours are made from another common allergen: tree nuts. In fact, I just learned the FDA classifies coconut as a tree nut when I thought it was a fairly benign fruit!

Thanks again! -Shannon Myers, Assistant Grocery Manager—West



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INKLING
STUDIO

A new gallery on Madison's South Side!

Matted and framed prints, and cards

Currently showing linocuts and silkscreens by owner Francis Stanton



See website for hours and map

ART GALLERY
901 Watson Av, #101
Madison, WI 53713

franstanpix.com
608-334-9037
A member of 14 South Artists





NEW BOARD MEMBERS

Q: It would be nice to have the new board members' profiles published again along with the election results so we can again familiarize ourselves with them. I did vote but am unsure if those I voted for won. I know their stories better than their faces. Many thanks

A: Great idea! I've updated our results webpage (www.wilystreet.coop/co-op-blog/2022-board-election-results) so that the names have links to the candidate statements. I'll plan to do this for the future elections as

well. -Brendon Smith, Communications Director

CO-OP TOURS

Q: I am a co-leader of a 9th grade Girl Scout troop. We are doing a unit on food. My question is this. Would we be able to take a tour of the coop? Sort of a behind the scenes look at what goes in to ordering the food, who you decide to use as a vendor, etc. Not sure if you ever do that kind of thing. Just let me know.

A: Thanks for thinking of the Co-op! We're not able to offer a tour

of the backstock space, but we would be happy to make arrangements to talk with the troop in our Community Room. We can still cover many of the topics you listed, and we can give a tour of the retail space to point out our focus on local producers and vendors. Please let me know if you would like to get something like this scheduled. Thanks, Liz Hawley, Education and Outreach Coordinator

CHIPPING

Q: I'm asked to chip each time at check-out. I don't mind, and I always say yes. But I wish there

was a way I could check "will chip every time," thus eliminating the need to be asked. Just a thought.

A: Thanks for reaching out! I appreciate your feedback, and your generosity in CHIPPING on such a regular basis. This feature you requested is something we have been looking into the past year because we would like to offer this ease of donating for our Owners. With our current Owner system platform it is not an available function; however, we are currently potentially pursuing new resources to make this happen for future options. Best, Kristina Kuhaupt, Customer Experience Manager

HOLIDAY STORE HOURS

<p>December 24: Stores open until 6:00pm</p> <p>December 31, New Year's Eve: Regular hours</p> <p>January 2, 2023: Stores open at 10:00am</p>	<p>December 25: CLOSED</p> <p>January 1, 2023, New Year's Day: CLOSED</p>
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Food as Gifts

Co-op Gift cards can be used on products, Ownership payments, or classes!

willy street co-op

<p style="text-align: center;">Mon-Comfort Food</p> 	<p style="text-align: center;">willy street co-op</p>	<p style="text-align: center;">Tues-Tex Mex</p> 
<p style="text-align: center;">Weekly Hot Bar Menu</p>	<p style="text-align: center;">Weds - Italian</p> 	<p style="text-align: center;">Thurs-East/Southeast Asian</p> 
<p style="text-align: center;">Fri-Indian Buffet</p> 	<p style="text-align: center;">Sat- BBQ</p> 	<p style="text-align: center;">Sun-Meat & Potatoes</p> 
	<p style="text-align: center;">Eat in the store or take it to go!</p>	



GENERAL MANAGER'S REPORT

Patronage Refund & Self Check-Outs

by Anya Firszt, General Manager

HELLO DEAR OWNERS,

December, the last month of 2022. This month there are more than a few holidays and events to celebrate. Hanukkah, Christmas, Kwanzaa, Boxing Day, New Year's Eve, and of course, the Solstice.

The Co-op has been stocking up on items to help you with your holiday feasts and gift-giving list. You'll find a wide selection of baking and cooking ingredients and supplies to spread joy and good cheer with your friends and family.

FY22 PATRONAGE

Cooperative Principle 3: Members' Economic Participation

"Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested."

Fiscal Year 2022 (FY22) ran July 5, 2021-July 3, 2022, and was a profitable year. We had income of \$1.1 million more than we had budgeted for. This surplus allowed us to continue to operate on a sound financial basis, pay our staff a profit share (totaling \$363,538), and now to

return a portion of the profit to Owners. We greatly appreciate your help in making it a successful year for your Co-op!

Per bylaw 6.5, your Board of Directors has voted to allocate part of the surplus, or profit, as a patronage refund, a portion of which will be distributed as a store credit. On January 16th, the 17,072 Owners who have purchased at least \$510 worth of eligible goods from the Co-op in the last fiscal year will receive a store credit. For every \$1000 spent, an Owner will receive \$3.91 in store credit. For example, an Owner that spent \$4,752 at the Co-op in the last fiscal year will receive a store credit of \$18.58.

This year's refund is a combination of 80% retained patronage equity, which is money held by the Co-op in each Owner's name and the rest, 20%, is issued as a store credit. The retained 80% of the total refund that is retained is reinvested in the Co-op and helps to secure our long-term financial health. If at some point in the future the Co-op felt that it no longer needed the retained patronage equity, the Co-op could choose to pay it out to Owners.

For those who have purchased

less than \$510, their patronage refund would have resulted in a store credit of less than \$2. The cost of distributing store credits below \$2 would outweigh the benefits.

Those who are being issued a store credit will receive an email or a letter in the mail between January 7th and 14th detailing your refund. Store credits will be available (for Owners receiving one) at the registers starting on January 16th. You may apply the credit towards a purchase, request cash back, or donate it. To ensure that only the primary (or secondary, for household accounts) Owner uses credits, you will be asked to present identification. All patronage store credits must be used by June 18, 2023.

WILLY WEST SELF-CHECKOUT STATIONS BEING INSTALLED

After a bit of a delay, Willy West plans to install four self-checkout stations in January 2023 as a pilot project. Depending on their rate of use, we may add a limited number at one or both stores as well. Self-checkout stations will allow customers another option for purchasing their products, speeding up checkout times for all

customers and improving traffic flow in our store. This change will not reduce current staff hours; bargaining unit employees who would have worked at a register lane will instead assist customers using the self-checkout stations.

The project will involve removal of two existing checkout lanes and the moving of some others; the store will remain open the whole time. We expect the self-checkout stations to be ready for customer use by the end of January or early February.

FY2022 ANNUAL REPORT

You can expect to receive our last fiscal year's annual report in your mailbox or inbox this month.

DATES TO THINK ABOUT THIS MONTH AND NEXT

- December 24, stores open until 6:00pm
- December 25, CLOSED
- December 31, New Year's Eve, regular hours
- January 1, 2023, New Year's Day, CLOSED
- January 2, 2023, stores open at 10:00am.

I hope you all have a wonderful end to 2022.



BOARD REPORT

Thank You & Step Up

by Tatiana Dennis, Board Member

THANK YOU

The holiday season is upon us, and as the year comes to an end, we want to thank each and every Owner for choosing the Co-op as your grocer of choice! Keep an eye out for deals on your favorite local products.

STEP UP

Over the past year, the Willy Street Co-op Board has continued working with Step Up Equity Matters. Step Up is an organization that centers recognizing bias, accepting personal and organizational responsibility, and disrupting biases creating a clearer path to equity. Through it all, I saw each and every Board member step up to the plate to learn how to show up for their entire community and all Co-op Owners.

As the Board continues to address cultural and racial biases, I want our Owners to know that we are committed to building a more inclusive and accepting environment.

FINANCIAL

Because the Co-op was profitable in the last fiscal year and doesn't have a major planned expense in the near future, the Board approved a patronage refund. Twenty percent of the total will be distributed to Owners in the form of a store credit and 80% retained for business needs, as allowed by our Co-op bylaws. You can read more about this in the GM Report above.

MY EXPERIENCE

Well, I officially have my first year of being on the Willy Street Co-op Board under my belt and am so grateful for the opportunity to serve my community. During my time on the Board, I have seen how devoted the Co-op is to our community and customers. Each day, we are eagerly working towards becoming a more sustainable, equitable grocer.

Congratulations to our newly elected Board members!



SARAH LARSON



MICHELLE "GIGI" GODWIN



ANTHONY HERNANDEZ



JAMIE SCHUBERTH



Community Room Calendar

Visit www.willystreet.coop/events to register and review COVID-19 Protocols.

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



COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Willy West Community Room
Thursday, December 1, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

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

COOKING WITH CHEF PAUL: HOLIDAY SIDES AND WINE PAIRINGS

Location: Willy West Community Room
Thursday, December 15, 6:00pm–8:00pm
Ages: 21 and older
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

No matter if you are planning a party big or small for the coming holiday season, this cooking class will help you reach the holidays easily and elegantly. Join Chef Paul for a menu of Fig, Fennel, and Feta; Glazed Sweet Potato and Pecans; Fish Roll with Bacon and Citrus; Beets and Pomegranate; and Roasted Chicken Breasts with Greens. To round out the party planning, wine pairings will be discussed and sampled. Ingredients/recipes may be modified based on seasonal availability.

COOKING TOGETHER: FLAVORS OF SOUTH KOREA

Location: Willy West Community Room
Friday, December 2, 5:30pm–7:00pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for folks of all ages! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. Contributors in this class will create a keen supper inspired by the flavors of South Korea. Savory snacks, beloved Bibimbap, glorious gochujang, majestic matcha, and kimchi may be explored.

COOKING TOGETHER: FLAVORS OF NORWAY

Location: Willy West Community Room
Friday, December 16, 5:30pm–7:00pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for folks of all ages! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, participants will build a nourishing nosh inspired by the flavors of Norway—lovable lefse, a stew called Lapskaus, a side of Surkal, Oslo Kringle, and more may be explored.

COOKING WITH CHEF PAUL: POTSTICKERS AND DUMPLINGS

Location: Willy West Community Room
Thursday, January 19, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 10

Join Chef Paul to learn how to make potstickers from scratch, a comfort food from his childhood memories, especially during the Lunar New Year. Chef Paul will demonstrate how to make your own wrappers, fillings, and dipping sauce! Chef Paul will also teach the basic pasta dough-making skills in the class, plus how to cook the dumplings and how to fry the pot stickers to golden brown perfection. Ingredients/recipes may be modified based on seasonal availability. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Willy West Community Room
Thursday, January 26, 6:00pm–8:00pm and Thursday, February 9, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 10

Inspired by Michael Pollan's book *In Defense of Food*, Chef Paul wants to teach helpful tips to get started eating more plant-based foods—from setting up your pantry to cooking techniques to replacing animal proteins with plant-based ones to adding more fiber into your daily meals. The options are limitless! Ingredients/recipes may be modified based on seasonal availability. Demonstration with limited hands-on opportunities.



CLASSIC OPÉRA CAKE WITH PIERRE FERLAND

Location: Willy West Community Room
Sunday, January 22, 1:00pm–3:30pm
Ages: 18 and older
Instructor: Pierre Ferland
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 10

Join Chef Pâtissier Pierre Ferland in this class to learn how to make Opéra cake from start to finish. Learn how to make all the components that make up this classic French gâteau. We'll start by making a coffee-flavored simple syrup followed by an almond sponge cake which is the basis of this cake. Then we'll make a coffee butter cream and dark chocolate ganache. Finally, we'll assemble all the components. Demonstration with limited hands-on opportunities.



COOKING TOGETHER: FLAVORS OF JAMAICA

Location: Willy West Community Room
Friday, January 13, 5:30pm–7:00pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. She combined that inspiration with her drive as a community cooking instructor. Lily offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a satisfying supper inspired by the Flavors of Jamaica—"Beef" Patties, Vegetable Rundown, Rice and Peas, Toto, and Sorrel may be explored. Hands-on.

COOKING TOGETHER: FLAVORS OF SCOTLAND

Location: Willy West Community Room
Friday, January 27, 5:30pm–7:00pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

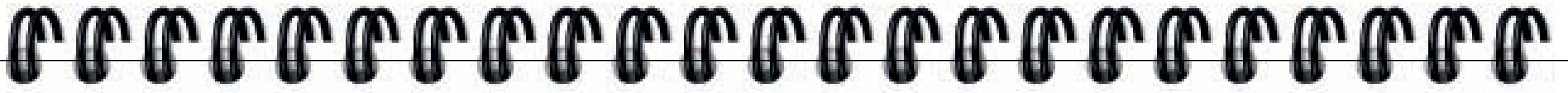
Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a majestic meal inspired by the Flavors of Scotland—the Carse of Gowrie Salad, Rumbledethump Pies, Scotch Broth, Shortbread, and Mulled Cider may be explored. Hands-on.



KIDS IN THE KITCHEN: PLENTIFUL PASTA!

Location: Willy West Community Room
Tuesday, December 6, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$10 for Owners; \$20 for non-owners





Join Chef Lily in this hands-on cooking class for kids. Pasta is a popular provender for people around the planet. Ramen, fideos, couscous, spaetzle, macaroni, and more—in this class, participants will prepare glorious global grub with plentiful pasta.

KIDS IN THE KITCHEN: RAD RICE!

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

Join Chef Lily in this hands-on cooking class for kids. Rice is a favorite food found and eaten by folks everywhere on earth. Arborio, basmati, black, sushi, wild rice, and more—in this class, participants will whip up recipes with rad rice from around the world.

KIDS IN THE KITCHEN: BREAK FOR BRUNCH!

Location: Willy West Community Room
Tuesday, January 3, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 9–12 years old
Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Winter break is here, and students are sleeping in. Soon they’ll be waking up hungry for a hearty meal. This means time for brunch—the cool combination of breakfast and lunch. In this class, participants will make a filling feast and take a Break for Brunch. Hands-on.

KIDS IN THE KITCHEN: FESTIVE FINGER FOODS!

Location: Willy West Community Room
Tuesday, January 17, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily in this hands-on cooking class for kids. Celebrations are still in swing with friends and family having fun. Make the party perfect with an assortment of awesome finger foods! In this class, participants will prepare tasty tidbits, satisfying snacks, and festive finger foods. Hands-on.

ture, LLC will present how Vitamin D and sun exposure help lower disease and mortality rates. Sun exposure supports resilient cells and better energy production and promotes balanced hormone production. Learn how to keep your vitamin D and light exposure levels optimal and protect against hypertoxicity of Vitamin D.

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

SLEEP, NATURALLY

Location: Zoom
Tuesday, January 24, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required

Looking to sleep better? Katy Wallace, ND of Human Nature, LLC, will discuss natural lifestyle changes for a good night’s sleep. Katy will discuss how key nutrients, hormones, and our light environment can be managed for better rest and relaxation.

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

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room
Wednesday, December 14, 1:30pm–4:45pm
Tuesday, January 31, 1:30pm–4:45pm
Location: Zoom
Friday, December 2, 1:30pm–4:45pm
Wednesday, January 11, 1:30pm–4:45pm

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

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



VITAMIN D AND SUN EXPOSURE

Location: Zoom
Wednesday, December 7, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required

Katy Wallace, Traditional Naturopath of Human Na-

willy street co-op
EVERYONE WELCOME!

Unless our parking lot is full, please leave the electric car stalls for electric cars.

Behind on your bill? MGE is here to help.

We’re here to work with you.
MGE representatives are here to help households and businesses that may need help. If you need assistance or have questions about your account, please visit the Customer Service section of mge.com or call us at (608) 252-7144.

Scams are on the rise. Make sure it’s us.
If you receive a call, email or visit that you suspect is fraudulent, please call MGE at (608) 252-7222.

Get free energy-saving advice.
MGE can provide expert advice for how to assess and manage your energy use. Email our Energy Experts at AskExperts@mge.com.

MGE is committed to safe and reliable service.
Lights out, power line down or other emergency? Call us at (608) 252-7111.
Smell gas? Leave immediately and call us at (608) 252-1111.



Your community energy company

GS3351 9/3/2020

Tenney Nursery & Parent Center
A Preschool & Community-based Parent Cooperative
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www.tnpckids.com
Pre-School age 2-5
Parent/Child Playgroup age 0-3
STATE LICENSED & CITY ACCREDITED





FINANCE DIRECTOR'S REPORT

Fiscal Year 2023 Operating and Capital Budgets

by Paige Wickline, Director of Finance

Our Fiscal Year 2023 (FY23) runs from July 4, 2022 through July 2, 2023. Each spring, management prepares an operating and capital budget for the next fiscal year that is presented to the Finance Committee for input and then forwarded to our Board of Directors for final approval.

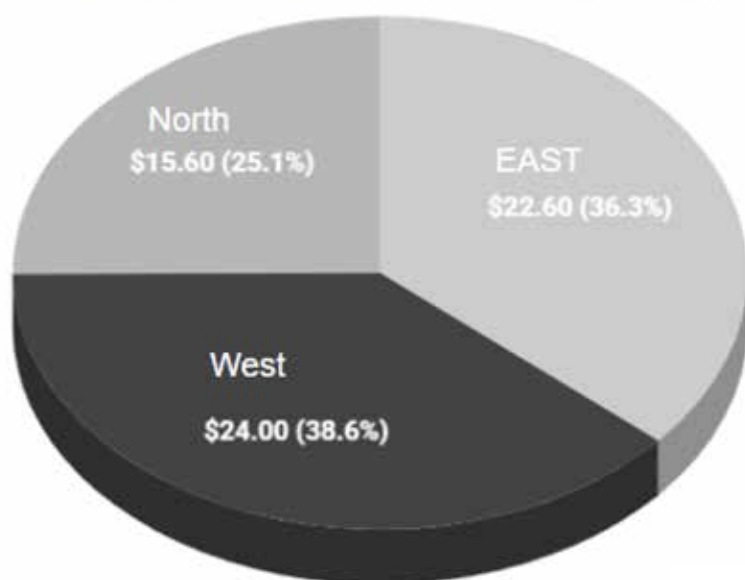
OPERATING BUDGET

Our operating budget is a projection of the sales revenue, cost of wages and benefits, and all other expenditures to run our Co-op. This budget is the blueprint that guides our expenditures and focus for the year.

FY23 Operating Budget		
	\$	% of sales
Sales	\$62,267,468	100.00%
Cost of Goods Sold	\$39,726,645	63.80%
Gross Income (Margin)	\$22,540,823	36.20%
Personnel Costs	\$15,251,270	24.49%
Other Operating Expenses	\$ 7,035,133	10.64%
Total Operating Expenses	\$22,286,403	35.79%
Income (Loss) from Operations	\$ 254,420	.41%
Other Income (Expenses)	\$ 142,623	.23%
Net Income (Loss)	\$ 397,043	.64%

Total Sales. The FY23 sales projections for our Co-op include modest sales growth of just under 3% growth over FY22. We anticipate inflation along with a small increase in transactions to drive sales growth. We are projecting 38.6% of our sales to be from our Middleton location, 36.3% from our East location, and 25.1% from our North location.

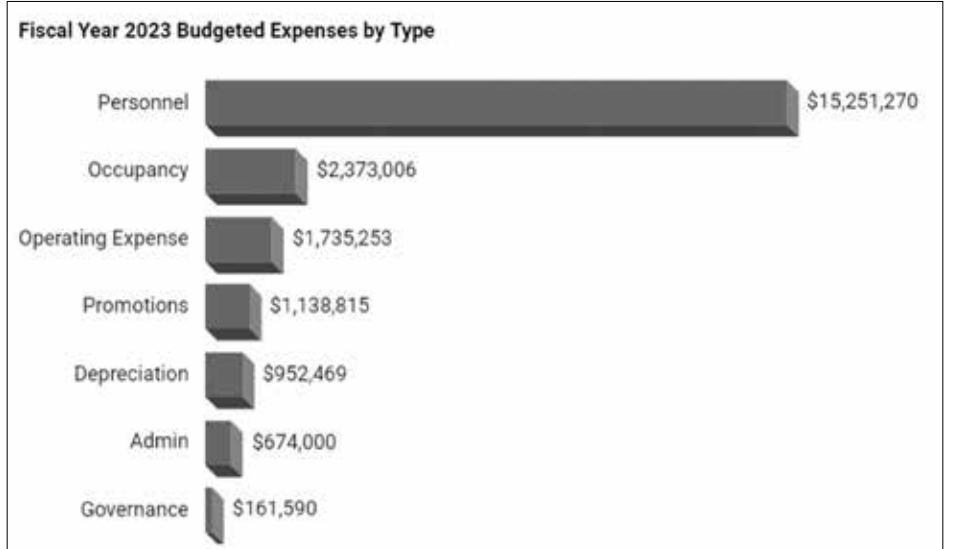
Fiscal Year 2023 Budgeted Sales By Location



Gross Income (Margin). Gross Income refers to the percent of sales dollars remaining after subtracting the cost of goods sold. Gross Income is the money used to pay for our operations. Gross Income can also be expressed as a percent of sales. Our gross income expressed as a percent of sales is budgeted at 36.2%, which is the same as the previous year's budget. To achieve this we will continue to focus on monitoring our sales mix and make targeted pricing changes where necessary.

Personnel. Personnel expenses include wages for worked hours, paid time off, and benefits. These costs are budgeted to be 24.49% of sales, which is slightly higher than FY22 wages and benefits. This increase is primarily due to wage increases for staff.

Other Operating Expenses. Other expenses related to running our Co-op include costs related to Occupancy, Operations, Promotions, Depreciation, Administration, and Governance. The total budget for all of these categories is \$7,035,133 in dollars and 10.64% expressed as a percent of sales. This is down slightly from the previous year of 10.96% as a percent of sales.



Income From Operations. Our income from operations is budgeted at \$254,420 or .41% of sales. This is down from the previous fiscal year 2022 income from operations of \$1,044,717 or 1.73% of sales. The difference in income from operations is primarily due to increased costs of labor and other expenses as the result of inflation.

Budget Focus. Our primary FY23 Budget Focus is to move past responding to challenges we encountered during the pandemic and realign our efforts on customer experience.

This includes efforts to ensure consistent product selection at our three retail locations, some minor modifications at each of our locations to improve how we merchandise products along with an increased focus on staff training and engagement.

CAPITAL BUDGET

The FY23 capital budget is \$1,882,500. These expenditures take into account a lead time for equipment delivery of up to 18 months. Many of these projects will not be complete in FY23 but the expenditure approval allows us to order equipment that will be available later in calendar year 2023 and early 2024. Some of the upgrades are related to minor reconfigurations of the interior of our retail locations to improve your experience as you shop the stores.

FY23 Capital Budget	
Item	\$
Unallocated Contingency Equipment	\$400,000
Unallocated Contingency Technology	\$100,000
East Improvements	\$104,000
East Planned Replacement of obsolete equipment	\$107,000
West Improvements	\$224,000
West Planned Replacement of obsolete equipment	\$71,000
North Improvements	\$454,000
North Planned Replacement of obsolete equipment	\$392,500
Co-op-Wide upgrade to wireless infrastructure	\$30,000
Total	\$1,882,500

We thank you for your ongoing patronage and support. If you have any questions regarding the FY23 budget, feel free to email me at p.wickline@willystreet.coop.



PRODUCER NEWS

Driftless Provisions



by **Nick Heitman,**
Meat & Seafood Category Manager

Charcuterie boards are a good way to highlight edibles from a variety of different food groups. Whether it be cheese, pickles, fruit, preserves, or salamis, there is something for everyone.

My go-to salami producer to build a



to 4.5 oz. With the completion of the new facility, they also have begun to offer custom processing for hunted or raised animals using their own recipes.

SALAMIS

Their salamis are all dry-cured, meaning they are shelf-stable! They do recommend refrigeration after



charcuterie board is Driftless Provisions, located in Viroqua, Wisconsin. Ryan and Kristen Wagner started the company with inspiration from the landscapes that surround the Driftless Region of the Viroqua area, and a commitment and passion for honoring local food systems.

THE BEGINNING

Ryan, an avid outdoorsman, began experimenting with salamis by preserving game he harvested as well as local hogs in a root cellar. With his recipes and Kristen's strong sustainable food background, they founded Driftless Provisions. They recently finished construction on a new facility and have updated their packaging and increased the size of the salamis

opening the package. Like all dry-cured salamis, they are best enjoyed sliced thin and served at room temperature. My personal favorite is the Saucisson Sec, which has few ingredients and allows the funkiness of the dry-cure process to stand out. Other flavors offered include Finnochionna, Soppressata, Chorizo, Loukanika, Elk Cacciatore, and Venison Salami Picante.

All three Co-op locations carry the salamis, and Willy West carries many of their other offerings like bacon, breakfast sausage, bratwurst, and andouille. I hope you consider adding some Driftless Provisions products to your charcuterie board this holiday season!

Double Dollars donations go twice as far in November & December!



Through December 31st, when you use a Double Dollars scan card, the Co-op will match up to \$15,000 and split matched funds between our five food pantry partners:

Goodman Community Center Fritz Food Pantry
Wil-Mar Neighborhood Center
The River Food Pantry
Lussier Community Education Center
Middleton Outreach Ministry

Just tell the cashier you'd like to donate!

COMMUNITY REINVESTMENT FUND GRANTS AVAILABLE

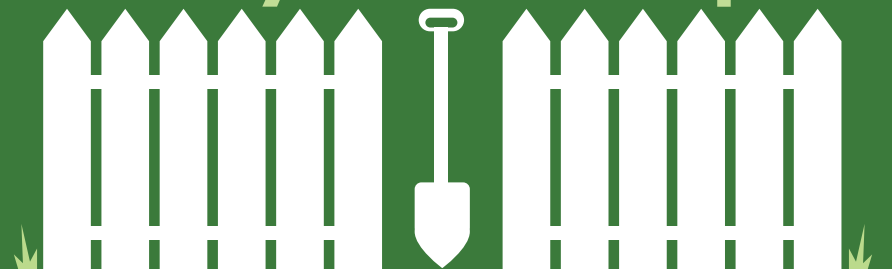
Since 1992, the Willy Street Co-op has contributed more than \$479,400 to local nonprofits and cooperatives to support developmental and educational projects for our community. Grants from the Community Reinvestment Fund may be awarded to projects supporting food justice or access, creating/developing Co-operative businesses, sustainable agriculture, health and wellbeing, and/or social change.

Grant applications and further details can be downloaded from:
www.willystreet.coop/crf



The deadline for applications is January 31, 2023.

willy street co-op



Community Reinvestment Fund

HOLIDAY STORE HOURS

December 24: Stores open until 6:00pm

December 25: CLOSED

December 31, New Year's Eve: Regular hours

January 1, 2023, New Year's Day: CLOSED

January 2, 2023: Stores open at 10:00am



WINE NEWS

Winter Wines



by **Dean Kallas,**
Grocery Category Manager

When summer fades and winter arrives, wine enthusiasts set aside their refreshing summer favorites for heartier varieties. Now chewy Cabernets and tannic Syrahs are brought up from the cellar. Now viscous reds served at room temperature, come into their own. Now the powerhouse wines of winter take center stage!

Winter wines warm you with their generous alcohol content. They reward each sip with a complex panoply of flavor. They bring cheer to the heart and fellowship to the dinner table. What better way to spend a long winter evening than curled up by the fireplace savoring the wines of the season?

I find a nice hearty red for any occasion is the Jaboulet Parallèle 45 Côtes du Rhône. This time of year we sell more Malbecs, more Pinot Noir, more Syrahs. If you are looking for something new, try our Pizzolato Cabernet Sauvignon. White wine drinkers tend to appreciate dry, oaky Chardonnays when the temperature starts to drop. Our Cline Chardonnay is especially tasty. For a middle alternative, consider a California Zinfandel like the Shannon Ridge High Elevation Zinfandel. Or you might like a slightly lighter malbec.

WHAT'S FOR DINNER?

A chill wind blows against the window panes. Inside, friends and

family gather for a warm meal and a glass of sturdy wine. If pasta is on the menu, be sure to match your wine to the color of the sauce. Lasagna pairs well with reds like Chianti or malbec. With fettuccine alfredo, serve a full-bodied white, like the Veramonte Chardonnay. Roast turkey is often served with Beaujolais, but you might try a fruity Rosé like our popular Jean de Roze Cinsault Rosé. When my Greek mother is cooking lamb, I usually bring a bottle of the Copertino Riserva, which is made with one of my favorites—although lesser known—grape varieties, the Negroamaro.

For lighter fare, stick to lighter wines. A fruity Riesling can be pleasant alongside rice and vegetables. When making stir fry, the boldness of the wine should not overwhelm the flavor profile of the dish. The more spices you use, the bolder the wine you can serve.

POP THE CORK AND SPREAD THE CHEER!

The season of celebration is here. Holidays and football, homecoming and New Year's Eve; there is always a good reason to raise your glass. But what to put in it? There is no wrong answer. Your Co-op has a bottle for every occasion and taste.

Mimosas are nice and refreshing and perfect with brunch. All you need is orange juice and a bottle of good prosecco. If old friends are back in town, consider a bottle of locally made favorite Wollersheim Prairie Fumé. When you are really in the mood to splurge, offer your guests a glass of our mighty Auctioneer Cabernet Sauvignon.

This is the perfect time of year for a wine-tasting party. Buy a few bottles of your favorite varietal, then invite guests to bring a bottle of the same. They will enjoy comparing them. You might even put each bottle in a numbered bag and invite guests to rate each anonymous selection. One need not be a

connoisseur to have an opinion. An enjoyable wine tasting can feature any wine—red or white, dry or sweet, even Champagne.

Champagne is not just for New Year's Eve, of course. Many people like to keep a bottle on hand for any happy news. Daughter scored the winning goal? Grandson made the Dean's List? For an extra delight, try garnishing your champagne with fresh fruit. Or mix sweet champagne with cognac and a dash of lemon for a classic Soixante Quinze.

Winter has never been my favorite season, but there is no denying that it is prime time for fine wine. Why let winter blues get you down when hearty winter reds are in season?

TASTING NOTES AND WINES TO TRY

The wines I am recommending here are at all of our stores. They represent some of the best winter wines in my opinion. I hope you have a chance to give them a try this season, because I believe you will enjoy them all!

Cline Chardonnay

Price: \$12.99
Size: 25.36 fl oz
Wine Varietal: Chardonnay
Country of Origin: California, USA
Tasting Notes: Peach, melon, butterscotch vanilla finish.

Veramonte Chardonnay

Price: \$11.99
Size: 25.36 fl oz
Wine Varietal: Chardonnay
Country of Origin: Chile
Tasting Notes: Made with organic grapes. Pear, lemon, papaya.

Donna Laura Bramosia Chianti Classico

Price: \$18.99
Size: 25.36 fl oz
Wine Varietals: 85% Sangiovese, 15% Merlot.
Country of Origin: Italy
Tasting Notes: Cherry, spice, cedar.

Inkarri Malbec

Price: \$14.99

Size: 25.36 fl oz
Wine Varietal: Malbec
Country of Origin: Argentina
Tasting Notes: Made with organic grapes. Blueberry, cherry, smooth.

Pizzolato Cabernet Sauvignon

Price: \$12.99
Size: 25.36 fl oz
Wine Varietal: Cabernet Sauvignon
Country of Origin: Italy
Tasting Notes: No sulfites added, organic and vegan certified wine. Red berry, herb.

Shannon Ridge High Elevation Zinfandel

Price: \$12.99
Size: 25.36 fl oz
Wine Varietals: Zinfandel
Country of Origin: California, USA
Tasting Notes: Certified sustainably farmed. Blackberry, plum, spice.

Antech de Limoux Réserve Brut

Price: \$15.49
Size: 25.36 fl oz
Wine Varietals: 90% Mauzac, 5% Chenin, 5% Chardonnay
Country of Origin: France
Tasting Notes: Sparkling. Apple, lemon, tart fruit.

Copertino Riserva

Price: \$12.99
Size: 25.36 fl oz
Wine Varietals: Negroamaro, Malvasia Nera
Country of Origin: Italy
Tasting Notes: Cherry, earthy, tobacco.

Iris Vineyards Pinot Noir

Price: \$21.99
Size: 25.36 fl oz
Wine Varietal: Pinot Noir
Country of Origin: Oregon, USA
Tasting Notes: Pomegranate, raspberry, plum.

Name: Auctioneer Cabernet Sauvignon

Price: \$27.99
Size: 25.36 fl oz
Wine Varietal: 77% Cabernet Sauvignon, 15% Petit Verdot, 8% Merlot
Country of Origin: California, USA
Tasting Notes: Plum, vanilla, cherry, blackberry.



Health & Wellness

co-op deals: November 30-December 13

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



Desert Essence Foaming Hand Soap Kit

All Kinds On Sale!
1 ea • Save \$2.50

\$5.99/tx

coop deals



Nordic Naturals Stress Relief Gummies

40 ct • Save \$5.50

\$16.49/tx

coop deals

Preserve POPi Shave 5 Razor System

1 ea • Save \$3.70

\$7.79/tx

coop deals

Avalon Organics Shampoo & Conditioner

All Kinds On Sale!

11 fl oz • Save \$5

\$6.99/tx

coop deals

Gaia Herbs Black Elderberry Gummies

40 ct • Save \$5.50

\$9.49/tx

coop deals

Garden of Life Dr. Formulated Probiotics Once Daily

30 cap • Save \$11

\$22.99/tx

coop deals

Aura Cacia Mineral Bath

All Kinds On Sale!

2.5 oz • Save \$1.29

\$2.50/tx

coop deals



Alaffia EveryDay Shea Body Lotion

Lavender, Vanilla, Unscented

32 fl oz • Save \$5

\$9.99/tx

coop deals



Host Defense MycoShield Spray

All Kinds On Sale!

1 fl oz • Save \$5

\$11.99/tx

coop deals



Country Life Vitamin D3 5000 IU

200 sg • Save \$8

\$13.99/tx

coop deals



co-op deals: December 14-January 3



South of France Liquid Soap

All Kinds On Sale!

8 fl oz • Save \$1.79

\$3.00/tx

coop deals



Andalou Naturals Shampoo & Conditioner

All Kinds On Sale!

11.5 fl oz • Save \$4

\$5.29/tx

coop deals



Natural Factors Stress-Relax Melatonin

3 mg Chewable

90 ct • Save \$3.50

\$4.49/tx

coop deals



MegaFood Blood Builder

60 tab • Save \$9

\$19.99/tx

coop deals

One With Nature Bar Soap

All Kinds On Sale!

7 oz • Save \$2.29

\$3.50/tx

coop deals

Booda Organics Booda Butter Daily Moisturizer

2.3 oz • Save \$5.50

\$8.49/tx

coop deals

Ancient Nutrition SBO Probiotics

All Kinds On Sale!

30 cap • Save \$5

\$19.99/tx

coop deals

Wyld CBD CBD Gummies

All Kinds On Sale!

40 ct • Save \$19

\$30.99/tx

coop deals



Tom's of Maine Simply White Toothpaste

Sweet Mint

4.7 oz • Save \$2

\$5.99/tx

coop deals



Solaray Magnesium Glycinate

120 vcap • Save \$11

\$12.99/tx

coop deals

coop™ deals

co-op deals: November 30-December 13



Annie's Mac and Cheese
Shells and White Cheddar, Classic, Four Cheese, Shells and Real Aged Cheddar
6 oz • Save \$3.98/2

2 for \$3

Earth Balance Organic Whipped Plant-Based Buttery Spread
13 oz • Save \$1

\$5.99

Organic Valley Organic Heavy Whipping Cream
16 fl oz • Save \$1

\$4.49



Greek Gods Greek Yogurt
All Kinds On Sale!
24 oz • Save 70¢

\$4.29

Hu Grain-Free Cookies
All Kinds On Sale!
2.25 oz • Save \$2

\$3.99

Evolution Fresh Organic Cold-Pressed Orange Juice
59 oz • Save \$1.30

\$7.99



Endangered Species Chocolate Bars
All Kinds (except Holiday Bars) On Sale!
3 oz • Save \$3.58/2

2 for \$4/tx

King Arthur Flour All-Purpose Unbleached Flour
5 lb • Save \$2.80

\$5.99

Dr. Bronner's Organic Coconut Oil
Whole, White
14 oz • Save \$2.50

\$7.99



Blue Diamond Nut Thins
All Kinds On Sale!
4.25 oz • Save \$1.29

\$3.50

Go Macro Bars
All Kinds On Sale!
1.8-2.5 oz • Save \$1.98/2

2 for \$5

Field Roast Plant-Based Mini Corn Dogs
10 oz • Save \$1.80

\$6.49



Crofter's Organic Just Fruit Spreads
All Kinds On Sale!
10 oz • Save \$1

\$3.99

Traditional Medicinals Organic Boxed Teas
All Kinds On Sale!
16 ct • Save \$1.50

\$4.49/tx

Cascadian Farm Organic Frozen Vegetables
Broccoli Florets, Sweet Peas, Shelled Edamame
10 oz • Save \$1.60

\$3.19



Muir Glen Organic Canned Tomatoes
All Kinds On Sale!
14.5 oz • Save \$2.58-2.98

2 for \$3

Koyo Ramen
All Kinds On Sale!
2-2.1 oz • Save 24¢

\$1.25

Frontier Organic Vanilla Extract
2 fl oz • Save \$3.50

\$8.99



Bionaturae Organic Tomato Paste Jar
7 oz • Save 80¢

\$1.99

Organic Rolled Oats
Rndm wt • Save 20¢/lb

\$1.79/lb

Yogi Tea Organic Boxed Teas
All Kinds On Sale!
16 ct • Save \$1.49

\$3.50/tx



Ecover Zero Liquid Dish Soap
25 fl oz • Save \$1

\$2.99/tx

La Riojana Organic Fair Trade Extra Virgin Olive Oil
25.5 fl oz • Save \$3

\$10.99

Seventh Generation Unscented Bathroom Tissue
12 pk • Save \$1

\$10.99/tx



The specials on this page are valid November 30-December 13

All Specials Subject to Availability. Sales Quantities Limited.

DECEMBER

co-op deals: December 14-January 3

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



Chocolove Chocolate Bars

All Kinds On Sale!
2.9-3.2 oz • Save \$1.58/2

2 for \$5/tx

coop deals.



Amy's Organic Canned Soups

All Kinds On Sale (except Chili)
14.1-14.5 oz • Save \$1.20

\$3.79

coop deals.



Bob's Red Mill Organic Unbleached White Flour

5 lb • Save \$3

\$7.49

coop deals.



Beyond Meat Classic Breakfast Sausage Patties

8 oz • Save \$1.20

\$4.29

coop deals.



Talenti Gelato

All Kinds On Sale!
16 oz • Save \$1

\$4.99

coop deals.



Immaculate Baking Company Organic Flaky Biscuits

16 oz • Save \$3

\$3.99

coop deals.



Kevita Organic Probiotic Beverages

All Kinds On Sale!
15.2 fl oz • Save 98¢/2

2 for \$5/tx

coop deals.



Justin's Chocolate Peanut Butter Cups

All Kinds On Sale!
1.4 oz • Save 50¢-.70¢

\$1.79

coop deals.

Amy's Burritos

All Kinds (except Gluten-Free) On Sale!
5.5-6 oz • Save \$1.60

\$2.69

coop deals.

Mom's Best Breakfast Cereals

All Kinds On Sale!
14-24 oz • Save \$1.29

\$3.50

coop deals.

Ithaca Hummus

All Kinds On Sale!
10 oz • Save 80¢-\$1.50

\$3.99

coop deals.

Silk Nog

32 fl oz • Save 50¢

\$2.99

coop deals.

Bionaturae Organic Canned Tomatoes

All Kinds On Sale!
28.2 oz • Save \$3.58/2

2 for \$5

coop deals.

Garden of Eatin' Tortilla Chips

All Kinds On Sale!
16 oz • Save \$2.30

\$4.99

coop deals.

Florida's Natural Orange Juice

All Kinds On Sale!
52 fl oz • Save 50¢

\$3.49

coop deals.

Mary's Gone Crackers Super Seed Crackers

All Kinds On Sale!
5.5 oz • Save \$2.70

\$3.79

coop deals.

Field Day

Organic Pastas

Elbow Macaroni, Spaghetti, Fusilli, Penne Rigate

LIMIT 2 OFFERS PER CUSTOMER

26 oz • Save \$1.99 When You Buy Two

Buy One at \$1.99

Get One Free

coop deals.



Field Day

Organic Cane Sugar

LIMIT 2 OFFERS PER CUSTOMER

24 oz • Save \$2.99 When You Buy Two

Buy One at \$2.99

Get One FREE

coop deals.



Field Day

Bath Tissue

LIMIT 2 OFFERS PER CUSTOMER

12 pk • Save \$8.99 When You Buy Two

Buy One at \$8.99

Get One FREE

coop deals.



Field Day

Organic Pasta Sauce

Tomato Basil, Italian Herb, Roasted Garlic, Marinara, Portobello Mushroom, Arrabbiata

LIMIT 2 OFFERS PER CUSTOMER

24 oz • Save \$2.99 When You Buy Two

Buy One at \$2.99

Get One FREE

coop deals.



Field Day

Organic Extra Virgin Olive Oil

LIMIT 2 OFFERS PER CUSTOMER

33.8 oz • Save \$12.99 When You Buy Two

Buy One at \$12.99

Get One FREE

coop deals.



Pacific

Organic Free-Range Chicken Broth

32 fl oz • Save \$1.50

\$3.99

coop deals.



Bubbie's

Sauerkraut

25 oz • Save \$2

\$6.99

coop deals.



Alden's

Organic Ice Cream

All Kinds On Sale!

48 oz • Save \$2

\$7.99/tx

coop deals.



The specials on this page are valid December 14-January 3

All Specials Subject to Availability. Sales Quantities Limited.

NIFTY GIFTIES



THE CO-OP CLASSIC GIFT GUIDE

THE KID-APPROVED GIFT GUIDE

Begin Again Kids Toys

Begin Again makes their toys with materials like rubberwood, hardwood, and water-based stain to help families move to plastic-free play. Their toys inspire play designed for the mind, body, and creative open-ended fun.

Folkmanis Puppets

Since the late 1970s, Folkmanis has been designing beautifully crafted puppets that help inspire creativity, teach children fine and gross motor skills and become a lovable companion for years to come.

Activity Sticker Books

Includes “Butterflies Of The World,” “In The Forest,” or “Garden Insects And Bugs.”

Mudpuppy Glow in the Dark Puzzles

Choose from “Frogs & Lizards,” “Rainforest,” and “Amazing Insects.”

Bingo Games

Have fun and learn something too with “Bug Bingo” or “Farm Bingo.”

MamaP Equality Kids Bamboo Toothbrush

Just a few ways this toothbrush is kid-approved: it is made with 95% less plastic than a conventional plastic toothbrush, the bamboo toothbrush handle is 100% compostable and recyclable, this purchase helps protect LGBTQ+ Equality and support the work of The Trevor Project.

Tey-Art Alpaca Socks

Tey-Art is committed to using natural and sustainable materials, like alpaca, and works only with factories and co-ops that are committed to fair trade labor. These vibrant and extra warm socks are made by skilled artisans in the Andes Mountains.

Silk Road Bazaar Felt Ornaments

Fiber artists in Kyrgyzstan use traditional hand-felting techniques to create fun and modern ornaments. Find a wide range of animal and food ornaments as well as famous figures like Vincent Van Gogh, Bob Marley, or Dolly Parton.

Andes Gifts Hats, Scarves & Mittens

Lifelong knitters in small Indigenous Andean communities make our soft and elegant winter wear. Each piece is handcrafted and supports rural communities in Peru and Bolivia.

Seracon Maple Syrup Candles

A Co-op favorite! These natural, paraben-free, Phthalates-free, organic soy wax candles are hand poured in Montreal that feature a wooden wick that crackles and fills your home with the delicious scent of warm maple syrup.

Eco Candle Co.

Hand-poured, small batch soy wax candles are from Appleton, Wisconsin! They come in a variety of colors and scents such as Fig & Oak and Firewood.



THE SKINCARE ENTHUSIAST'S GIFT GUIDE

Mad Hippie Vitamin C Serum

This award-winning serum uses a stable form of vitamin C and other antioxidant-rich ingredients to reduce the appearance of discoloration, plump and hydrate, provide a protective barrier and leave the skin looking glowy and fresh.

Weleda Skin Food Cream (2.5 oz Regular & Light)

Weleda's Skin Food Creams have been a bestseller since 1926. The plant-rich formula is the ultimate defense against dry skin and gives a luminous glow.

Nemat Amber Perfume Oil (5 ml & 10 ml)

Gifts of fragrance is a timeless occasion and the Nemat Amber Perfume Oil will leave a lasting impression. The warm scent of amber is perfect for winter and anyone who loves personalized gifts.

Inesscents CBD Botanically Infused Bath Soak, Lavender Scent

Give the gift of a blissful bathing experience. The CBD soothes muscles, while also healing and moisturizing the skin.

LuSa Lotion Bars

This locally-made moisturizer is ideal for hands and wonderful on feet.

Evan Healy Whipped Shea Butter for Lips

Evan Healy's organic Shea Butter for Lips is deeply moisturizing and uses raspberry seed oil, avocado and Moroccan argan oils.

Heritage Store Rosewater Mist

This cult-favorite facial mist is an instant hydration boost during cold, dry months.

Selections may be limited and vary by store.





THE FANCY SNACK LOVERS GIFT GUIDE

Nutcrack 8 oz Original

Nutcrack's classic candied pecans are sweet & salty - an instant hit for any snack lover out there. Made and enjoyed locally.

Quince & Apple Fig & Black Tea Preserves and Shallot Confit

Quince & Apples small-batch preserves are made with half the sugar of conventional preserves and combine unique flavors for a truly memorable experience. Pair the Fig & Black Tea Preserves with a baguette, goat cheese and prosciutto and enjoy the Shallot Confit with blue cheese or sharp cheddar.

Potter's Crackers Herbes de Provence & Caramelized Onion Crisps

These delicious, local and organic crackers are crucial in completing your fancy snack experience. Made with fresh ingredients and in small batches - these crackers are famous for good reason.

Mitica Marcona Almonds

Known as the "Queen of Almonds," Spanish marconas are sweet, plump, and flavorful with no bitterness. They are prepared in the classic Spanish way: peeled, fried in small batches, and salted.

Mitica Sweet Flatbread

A super traditional Spanish snack bread, Tortas de Aceite are essentially sweet flatbreads that are rubbed with olive oil and flavored with notes of anise. They are crunchy and sweet, and perfect to accompany a morning coffee or afternoon snack.

Hook's Aged Sheep Gouda

The Hook family has been making artisan cheese out of Mineral Point for over 45 years. The sheep milk gouda is mildly sweet, a little nutty and drier in texture.

Driftless Provisions Saucisson Sec

This French-style dry-cured salami is made with salt, pepper, and garlic and humanely-raised, heritage pork. Made in—you guessed it—the Driftless Region's town of Viroqua.

THE HOST WITH THE MOST GIFT GUIDE

Lapis Luna Cabernet Sauvignon

Full body, firm tannins, flavorful with balanced acidity. Dark fruit with light touches of spice and blueberry, with ripe cherries and a mouthfeel that's firm, velvety, and satisfyingly smooth.

Cline Cabernet Cabernet Sauvignon

Made from sustainably grown grapes on a family-owned and -operated vineyard. This wine jumps out of the glass. On the nose you are greeted with aromas of blackberry and mocha. Rich flavors follow, with blueberry, currant and notes of olives and rosemary. Pair this wine with full-bodied foods such as grilled steak or portabella mushrooms.

Big Dipper Wax Works Taper Candles

Add some natural light to your space with these handcrafted, pure beeswax taper candles available in a variety of colors.

Kalamazoo Candle Company Candles

These clean burning, soy wax candles are hand-poured by candlemakers in Michigan and come in interesting scents like Juniper & Moss and Balsam & Cedar.

Netherland Bulb Company Paperwhite & Amaryllis Bulb Kits

These amaryllis and paperwhite bulb kits come complete with bulb, plastic planter and a professional growing medium. All you need to do is add water and watch it grow!

Organic Satsumas

Considered one of the juiciest citrus fruits, the satsuma's sweet yet tart balanced flavor makes it ideal for a wide range of recipes. You can candy the peel, make into a glaze and pair with salmon, mix up a winter sangria, or simply peel and enjoy.

Gavioli Blood Orange Sparkling Juice

This Gavioli non-alcoholic sparkling juice is made from pressed grapes and the balanced sweet and sour flavor of blood orange juice. Perfect for special occasions.

Clasen's European Bakery Holiday Cookies

Local bakehouse Clasen's makes a variety of traditional European holiday cookies from scratch including Almond Spekulatius (a German windmill cookie), Vanillekipferl (an Austrian vanilla crescent cookie), and the Danish Spritz - a colorful mix of butter cookies.





CUSTOMER EXPERIENCE REPORT

Winter Well Wishes

by Kristina Kuhaupt, Customer Experience Manager

A HOPEFUL NEW YEAR

As I look back on the year I can hardly believe that it has been well over two years since the thrust of the pandemic began, all that it meant, and all that we as a community have endured. What it has shown me is that we are resilient, care for each other, and move forward with purpose even though the virus is not eradicated. When the pandemic started, I was working on a local retail sales floor on a daily basis, thus seeing and experiencing firsthand how this pandemic affected all of us, both staff and shoppers alike; and you know what I learned? Patience and hope. I want to personally thank all our customer-facing staff for another year of forging ahead with collective care and concern for our customers even when many tasks are in flux; you are truly appreciated! Thank you to our customers who have been with us during this entire time and have treated us like family; we appreciate your dedication to the Co-op's mission and your support!

WILLY WEST: MURAL INSTALLATION

Mid-October of this year, Willy West dedicated a stunning mural in partnership with DAMA (Developing Artists Murals and Alliances, formerly Dane Arts Mural Arts) pointing to "The Joy of Life." The artist, Maria Schirmer Devitt, beautifully illustrated our collective past, present, and future on this earth as we cycle through the seasons and contribute to the cycle of our food system; pointing to the truth that we all rely on nature,

each other, and paying respect to our food ecosystems. Consider reading the inspiring artist narrative below, it will give you a greater appreciation for the statement of this piece as you pass this mural when you shop at Willy West.

"THE JOY OF LIFE"

By: Maria Schirmer Devitt of DAMA WI

"I believe we all come from people who tended to the earth, and that the earth tended to us right back. We are in a moment where it feels like we have lost our way, I offer this mural as a reminder to imagine a way home.

"The bright star sun leads the way, a starting point for the life cycle.

"Then there are producers—the plants—they make their own food. Honestly, the magic of this boggles my mind. From the energy in the sun, they create food inside their green bodies. I included acorns of an oak savanna, one of the most endangered ecosystems that is native to Wisconsin. One of the defining characteristics of an oak savanna is the wide open space between the trees that allows the fire resistant oak branches to grow wide and for a myriad of other plants and creatures to flourish when the underbrush is cleared by fire.

"Then there are the consumers, like us and the animals, who rely on the producers to live. Their lives feed ours. One of my favorite times at the coop is the nascent spring when the ramps arrive in coiled bunches like soft little snakes sleeping. I was astonished to see them growing wild

at a state park this spring, their green and red leaves greeting me from the trail. Then there are the decomposers, the fungi, the mushrooms, often overlooked, but providing the vital service of transformation. They use energy from lives that were lived and make life from the dead. They show us that nothing is ever truly lost.

"But, it's not as linear as all that. The plants need us; the plants need the bees and the hummingbirds. We help them produce and reproduce. Their lives feed our lives. There are wildflowers that grace our state, trillium, blazing star, milkweed."

AND PARTNER FOOD PANTRIES: FINAL PUSH TO THE FINISH LINE

We are halfway through our two-month matching campaign to support the Double Double Dollars Fund and our five partner food pantries: Goodman Community Center Fritz Food Pantry, Lussier Community Education Center, Middleton Outreach Ministry, The River Food Pantry, and Wil-Mar Neighborhood Center. There are two simple ways to participate: Donate to Double Dollars using the \$1, \$5, \$10, or \$25 scan cards at the cash registers; or reuse bags for

Double Dollars donations go twice as far in November & December!

Through December 31st, when you use a Double Dollars scan card, the Co-op will match up to \$15,000 and donate matched funds between our five food pantry partners:

- Goodman Community Center Fritz Food Pantry
- Wil-Mar Neighborhood Center
- The River Food Pantry
- Lussier Community Education Center
- Middleton Outreach Ministry



Just tell the cashier you'd like to donate!

"Robin Wall Kimmerer, in her book Braiding Sweetgrass, describes cooperation of plants and humans together. In one chapter, she delves into 'The genius of indigenous agriculture, the three sisters. Together these plants, corn, beans, and squash—feed the people, feed the land, and feed our imaginations, telling us how we might live.' As one of three sisters myself, this wisdom resonates deep within me. Notice the tall oldest sister, the corn stalk supporting the middle sister, the climbing beans around her, and the youngest sister, the squash spreading out to shade their tender roots. They cooperate and contribute to one another's wellbeing, not competing. For more in depth reading, please read Braiding Sweetgrass; it is a love letter for life on earth.

"If you look closely at the mural, you will see footprints that were created by children in this community. Footprints show us where we have been, where others have been, and are only left when the soles of our feet touch the earth. We need your footprints on this earth, feeling the joy of life, helping us all get home.

"I want to show that we need everyone of us, I want to honor indigenous wisdom in agriculture, and offer footprints leading us home to ourselves and each other."

packing your groceries at checkout. Whenever you reuse a bag, we record 10¢ that we would have spent on a paper bag and instead contribute all those saved dimes to the Double Dollars Fund. When you support Double Dollars this November and December, we will match up to \$15,000 to provide gift cards for our local food pantries to use to purchase fresh foods that are not as easy to get in the winter months. This is a \$5,000 increase from last year to help relieve the effects of the pandemic over this time. As of this writing, the November part of the campaign was off to a great start, with \$4,279.10 for Double Dollars, and \$4,279.10 for our food pantries. Let's keep it up, and end the year off, propelling our community food needs in the right direction.

As a reminder, Double Dollars is a nutrition incentive program to help those using FoodShare/QUEST purchase fresh or frozen fruits, vegetables, legumes, and seeds and seedlings for growing edible plants. The Double Dollars season runs from October to May at the Co-op and June to November at participating farmers' markets. The Double Dollars Fund, with your cash donations and bag reuse combined, has provided over \$348,000 to the program since April 2017.

The Double Dollars match benefiting our food pantry partners is made possible through abandoned



and donated Owner equity. When Owners leave the Co-op, their equity invested belongs to them and they are given the option to have their equity refunded or to donate it to use for charitable purposes such as this match and the Community Reinvestment Fund grants.

MADISON READING PROJECT BOOK DRIVE THROUGH DECEMBER 10

Through December 10th Willy Street Co-op will be participating in the annual Community Book Drive to benefit Madison Reading Project to grant book wishes to local children this holiday season. Collection bins are in the foyer of each of our three stores. You can participate by dropping off new books in the bins, or by selecting a Book Wish from the bin to fulfill. With your help, Madison Reading Project will help ignite a love for reading by providing 15,000 free books to children in Dane County this holiday season. Visit www.madisonreadingproject.com.

Come to any of our locations and drop off a favorite book or two—thank you!

HURRICANE FIONA/IAN GLOBAL GIVING: THANK YOU!

A heartfelt thank you to all of you who contributed to our Hurricane Giving Drive from October 23-29th at our registers!! During this short amount of time, you helped raise \$4,255.58, which was matched dollar for dollar with the approval of our Board from our abandoned equity fund. This brought our final total raised to \$8,511.16. All monies were given to GlobalGiving, a nonprofit organization that supports other nonprofits by connecting them to donors and companies. GlobalGiving provides natural disaster support to medical facilities and first responders, and the funds donated by our customers were split equally between groups providing Hurricanes Ian and Fiona relief. Additionally, the Co-op donated \$500 to Cooperative Development Foundation (CDF) to raise funds for co-ops that are facing losses from some of the worst hurricanes in recorded history. These monies were

matched by National Grocers Cooperative for a total of \$1,000 to help cooperatives meet the needs of our neighbors in Puerto Rico, the Dominican Republic, Cuba, and Florida suffering from both hurricanes. If you are interested in contributing to this cause as well, please visit cdf.coop.



COMMUNITY REINVESTMENT FUND NOW SEEKING NONPROFIT AND COOPERATIVE APPLICATIONS!

Applications for the Community Reinvestment Fund (CRF) grant are now open, and we will be accepting applications from local 501(c)3 nonprofits and cooperatives through January 31. We continue to conduct the application process earlier so that organizations relying on funding for projects tied to the growing season will receive their funding earlier in spring. In addition, this year we evaluated the barriers to entry, qualifications, and total amount distributed based on our continued Diversity, Equity, and Inclusion work, thus broadening the potential impact of this cycle.

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 that promote food justice and/or access, creating/developing Cooperative businesses, sustainable agriculture, health and well-being, and social change.

The Community Reinvestment Fund Committee is interested in funding innovative, educational, and/or entrepreneurial endeavors that impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships and collaboration.

Grants are awarded to nonprofits and/or cooperative organizations

benefiting Dane County with priority given to organizations run, operated, and/or benefitting marginalized groups and organizations with limited access to funding. Preference may be given to endeavors benefiting the Madison and Middleton metropolitan areas and organizations that have not been funded in previous years by the Community Reinvestment Fund. Grants are competitive, and this year the Co-op's Board of Directors has allocated \$55,000 from abandoned Owner equity to award. For more information and to download the application, visit www.willystreet.coop/crf.

ACCESS COMMITTEE CANDIDATE SELECTION: WE NEED YOUR HELP!

The Co-op seeks two Owners-at-large to serve on the 2023 Access Discount Review Committee. The Access Discount is an Owner benefit for those who demonstrate that they have a financial need. When Owners enroll in the Access Discount Program, they receive 10% off groceries for a year, renewable annually. Assessing the program is important to ensure that our qualifiers align with changes to public and private benefit programs, to review whether everyone in our community feels like they can both shop and join the Co-op, and to make the Access Discount Program a continued resource for preventing food insecurity in our community. The bulk of committee work for the 2023 term will be completed between February and April; during your service, you will receive a 15% discount applied to your Ownership account as a thank-you for your participation and input!

Minimal time outside the meetings is required to review the agendas prior to meeting. Ideal candidates participate in Willy Street Co-op's Access Discount Program and/or have experience working in food justice, access, or security.

Please email k.kuhaupt@willystreet.coop no later than December 21, 2022 with a brief resume as well as your interest and qualifications to serve.

IN CLOSING—A WARM WINTER WISH

I want to wish you and yours a joyful end of the year filled with the magic of the season! Thank you for partnering with us throughout the year both in our efforts to provide locally sourced food and care for the community equally—your dedication to our cooperative efforts is truly appreciated! Cheers to a continued better world this New Year!

Many of you do not know me personally, but for those that do know, OneRepublic is my all-time favorite band for many reasons, but the main reason is that they create many thematic messages with lyrics that focus on the human condition/struggle. I encourage you as you close out the year, to listen to Better Days; it is a positive uplifting message inspired by the pandemic to look for the continued hope for a better future...collectively.

"Oh, I know that there'll be better days"

"Oh, that sunshine 'bout to come my way"

"May we never ever shed another tear for today"

"'Cause, oh, I know that there'll be better days"



YEAR IN 2022 REVIEW

by Ben Becker, Newsletter Writer

Oh, what a year it has been! In the short span of the last twelve months your Co-op has continued to grow and change. Many of these changes are clearly visible to our shoppers as they come to visit our stores. However, other major happenings are taking place behind the scenes as well. In celebrating the Co-op's 48th year, we can look back on all that has occurred.

EAST RETAIL SPACE

At Willy East location, it is pretty hard to miss a new set of aisles near the front of the store. 2022 witnessed the removal of the former Juice and Coffee Bar. In its place, our center store items have expanded. Among the new merchandise are a variety of chocolate and protein bars. You'll want to try brands like Alter Eco, which comes in varieties such as "Quinoa Crunch," "Classic Black-out," and "Burnt Caramel." In addition to its USDA Organic and Fair Trade certifications, Alter Ego is a certified B Corp that supports regenerative agriculture.

While this new section boasts a wider selection of chocolate, protein, and snack bars, many customers may be missing the old Juice and Coffee Bar. Not to worry! Our East Deli is continuing to brew fresh batches of coffee each day to fulfill your caffeine fix. You can find Just Coffee varieties at the back of the store for purchase. These dispensers are conveniently located close to our bakery items, so you can grab and go.

JUICE PRODUCTION

For those who have been searching for Hot Toddy Mix, you'll be excited to find that our fresh juices are back on the shelf! In order to meet the demand for our juice made in-house, Willy Street Co-op undertook a multi-month project to centralize production of our popular juice recipes. Starting in the spring and summer of this year, all juice production was discontinued at our East and North locations. During that time, our West Deli expanded into a dedicated juice production area where we created the new operational structures necessary to make juicing

as efficient and productive as possible. This transition was successful in no small part thanks to the dedication of our Deli staff and managers. Their hard work and ability to experiment made this big change possible in a very short time. As a result, customers can once again find old favorites such as Green Zinger and Apple Jack readily on hand.

The juice news doesn't stop there! Our juice production has continued to innovate this year by introducing some exciting technology. Our juices are now no longer made exclusively through centrifugal processing, but we have also incorporated cold pressing equipment. The ability to cold press juice carries a number of benefits. Shifting more of the juice-making to a cold press will optimize the yield we can realize from raw produce. This ensures that we can provide juice to our Owners with the best value possible. The cold press also has a milder impact on the chemistry involved in juicing. Less heat is added, so more of the vitamins and minerals are retained from the fruits and vegetables used. This also extends the products' shelf life, so Owners can find fresher products on our shelf with more consistent availability with a reduction in potential food waste. Some customers have even reported finding the flavor is better!

PROFIT SHARE

As a cooperative, Willy Street Co-op has many ways and means to keep our local economy thriving. One avenue is to keep profits in the pocket of our employees. For each financial quarter that our Co-op sees a profit, a portion of those proceeds is distributed out to staff through our profit-sharing program. Should the Co-op achieve a profit for the entire fiscal year, employees will see an additional distribution on their paychecks. In this way, our business's profits don't benefit a small group of shareholders or executives but recognize all of those working hard to serve our customers. With the financial success our cooperative achieved in Fiscal Year 2022, staff enjoyed some of the perks, as a portion of the

operating surplus was divided among our employees.

PATRONAGE

It isn't just our staff members who get to enjoy the perks of profitability. Because Willy Street Co-op is incorporated as a cooperative, it has a unique ability to pay dividends to its Owners that other corporations don't. While the standard corporate model pays out capital gains based on the number of shares an Owner holds in the company, cooperatives can equitably distribute retained earnings based on how much the Owner-shoppers contributed to the bottom line. This is done through patronage refunds. Owners will receive a non-taxable rebate based on how much they spent at our stores over the past year. Due to a financially successful fiscal year that ended in July, a recommendation for patronage distributions was presented to, and approved by, our Board of Directors. Co-op Owners will see patronage refunds become available to them in the next few months. Read more about this in the General Manager's Report on page 5.

ANNUAL MEETING FORMAT

In 2021, the Board voted to move the Annual Meeting from July to October. While in prior years, this event was long held at McPike Park as part of La Fete de Marquette, this marked a change for former Annual Meeting and Party, or AMP. Unfortunately, during the Coronavirus pandemic that had far-reaching impacts on social gatherings, Willy Street Co-op was unable to host an in-person annual meeting in either of the years 2020 or 2021. This also meant that the tradition of holding the event at the first night of the local festival could not happen either. In order to accommodate this disruption, staff worked closely with our Board of Directors to hold the annual meeting online. While these meetings were unfortunately not connected to the live music, food carts, or beer tents of La Fete, Owners were still able to connect and participate in this shareholder session and to learn about the state of their cooperative.

With the change in scheduling, the 2022 Annual Meeting presented an opportunity to connect with other parts of our community in a way it has never before. In October, the Annual Meeting took place at the Middleton Performing Arts Center, a mere stone's throw away from our Willy West. This incredible venue allowed us to host our meeting within a state-of-the-art facility where Owners could attend and hear from both the Board and management in a way they have never done before. At the same time, the Annual Meeting was broadcast to online participants as well, marking the first time this event has taken place within a hybrid format. We were excited to make this event happen in partnership with the Middleton and Cross Plains School District and with Bunky's catering, who made a special effort to provide refreshments for attendees.

CHANGES TO CO-OP BOARD ELECTIONS

A change to our Annual Meeting schedule also resulted in a shift to the annual board election cycle. Because the Willy Street Co-op bylaws require that "Directors will be elected during a voting period that...includes the Annual Meeting," the election took place during October as well. Formerly serving Board members saw an extension in their term, as turnover was delayed until election results were announced. We were fortunate to have a competitive election with multiple candidates applying for seats on the board. In addition to the regular three seats that carry a three-year term, this year an additional seat was open. This extra seat with a two-year term was formerly held by Anthony Hernandez, who was appointed by the board to serve as an interim director. Anthony has now been elected to a full three-year term, along with new Board member Jamie Schuberth. Board members Sarah Larson and Gigi Godwin have also been re-elected and will be serving a second term. We are also saying goodbye to departing directors Michael Chronister, Ann Hoyt, and Jeannine Bindl who left the Board this year after several years of service.



Recipes

Roasted Chicken with Celery Root and Onion

Adapted from *Everyday Food*

A one-dish meal with a sensational blend of flavors, from the mellow celeriac to the lively crushed red pepper

Prep. 1h 30m

Ingredients:

1 chicken
salt
pepper
1 red onion, chopped
1 celery root, chopped
1/2 tsp. crushed red pepper flakes
4 tsp. lemon zest
4 Tbs. lemon juice

Directions:

Preheat the oven to 425°F. Generously season the chicken with salt and pepper. Tuck the tips of the wings under the chicken and tie the legs together with twine. Place in a metal roasting pan and roast for 20 minutes. Remove the chicken from the oven and place the onion and celeriac around the chicken. Using a wooden spoon, toss the vegetables in the pan, coating well with the pan drippings.

Sprinkle the vegetables with crushed red pepper flakes and salt and pepper. Put the pan back in the oven and roast, flipping the vegetables after about 15 minutes. Let cook about another 30 minutes, or until the juices run clear when the chicken is pierced between the breast and the leg, and the vegetables are tender. Let the chicken rest for about 10 minutes before carving. Sprinkle the chicken and vegetables with the lemon zest and juice upon serving.

Butternut Squash and Tomato Soup

Adapted from www.bonappetit.com.

Tomato adds depth and unexpected favor to this creamy squash soup. Serve with grilled cheese sandwiches for a filling meal.

Prep. 1h 30m

Ingredients:

2 Tbs. olive oil
1 butternut squash, halved
2 cloves garlic
1 onion, chopped
2 tsp. ginger, minced
2 tsp. salt
1/2 tsp. turmeric
28 oz. whole peeled tomatoes
1 1/2 c. chicken broth
black pepper

Directions:

Preheat oven to 400°F. Coat baking sheet in 1 tablespoon of the olive oil. Place the squash, cut side down, on the baking sheet, and place one garlic clove under each squash half. Roast about 45 minutes, until tender throughout. Scoop out the squash flesh and set aside, with the roasted garlic. Discard the squash skins.

Heat the last tablespoon of oil in a large, heavy pot over medium heat. Add the onion, and sauté until softened, about 5 minutes. Stir in the ginger, salt, and turmeric. Stir about 30 seconds, until fragrant. Add the roasted squash and garlic, and stir to coat in spices. Add the tomatoes and the chicken broth. Bring to a boil, then reduce heat to a simmer and cook, stirring occasionally, for 20 minutes. Use an immersion blender or a regular blender to purée soup until smooth. If using a regular

blender, allow to cool a bit first, and blend in batches. Season to taste with salt and pepper, and serve hot.

Ambrosia Citrus Salad with Coconut

Adapted from David Tanis's *A Platter of Figs*

What a perfect winter dessert! Seasonal citrus pairs up with pineapple and shredded coconut in a simple, not too sweet fruit salad. Note that it only takes a few minutes to prepare, but it's best when allowed to sit for a couple of hours to let the flavors develop.

Prep. 3h

2 grapefruit
2 blood oranges
2 navel oranges
8 kumquats
1/2 pineapple
sugar
1 c. coconut

Directions:

1. Slice the tops and bottoms off of the grapefruit, blood oranges, and navel oranges. Slice off the peel, making sure to remove all the white pith. Work over a bowl while you section the grapefruit into wedges, slicing between the membranes. Squeeze the grapefruit rind into the bowl to catch all its juice. Slice the blood oranges and navel oranges into thin rounds, and set them in the bowl with the grapefruit. Add the sliced kumquat and diced pineapple, and gently toss to combine. Add a tiny bit of sugar if you like. Cover, and set aside for 2-3 hours. When ready to serve, add in the shredded coconut. Enjoy!

Celeriac Potato Hash Browns with Jalapeno and Cheddar

Reprinted with permission from *From Asparagus to Zucchini*

A rich and indulgent breakfast treat from our friends at FairShare CSA Coalition

Prep. 45m

1/4 lb. bacon
1 Tbs. canola oil
1 c. celeriac, chopped
3 c. russet potatoes, chopped
3 c. onions, chopped
3 Tbs. jalapeños, minced
salt and pepper
1 Tbs. butter
1 c. cheddar cheese, grated

Directions:

Cook bacon in a large skillet until crispy. Drain on paper towels and crumble it. Remove all but 1 Tbs. bacon drippings from the pan. If not using bacon, add canola oil to the pan. Bring a pot of salted water to a boil and parboil celeriac and potatoes about 6 minutes, then drain. Sauté onions in reserved bacon drippings or in oil until lightly browned, about 10 minutes. Stir in jalapeños and cook another 2 minutes. Remove all of the vegetables from the pan and mix in a bowl. Season generously with salt and pepper. Melt 1/2 Tbs. of butter in a clean skillet over medium heat. Spread half of the celeriac mixture in the pan, press it down with a spatula, and cook for 10 minutes. Carefully lay a plate over the pan and invert potatoes onto the plate, then slide them back into the pan. Sprinkle half cheese over the top of the hash browns and cook for 10 more minutes. Invert the hash browns onto a plate and keep warm, while you repeat the process with the remaining butter, celeriac mixture and cheese. Serve hot.



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we'll give you a \$25 gift card!

New Owner must give your name and email address and/or phone
number when signing up.

Gift cards may take up to 60 days before ready for pick-up. Offer for Willy Street Co-op Owners only.

HOLIDAY STORE HOURS

December 24: Stores open until 6:00pm

December 25: CLOSED

December 31, New Year's Eve: Regular hours

January 1, 2023, New Year's Day: CLOSED

January 2, 2023: Stores open at 10:00am





Staff Picks



AMANDA

Tey-Art Alpaca Socks

These are the softest socks! So comfy your feet will thank you. They make great gifts or pamper yourself.

Lotus Foods Rice Ramen Noodles

These noodles are great for making ramen soup at home. It pairs well with the Co-op's housemade bone broth for a nice flavorful bowl of soup.

Folkmanis Puppets

Who doesn't love a puppet? It doesn't matter how old you are, these are the best gifts. We have dogs and wolves and llamas oh my! We have owls and lizards and turtles oh my! I even saw a life cycle of a butterfly. You never know what animal is going to be here.



EMERY

Satsuma Mandarins

They taste great, so sweet and juicy. They are easy to peel with just your hands, so they are great for kiddos to eat without extra help. Not to mention they make great healthy snacks and are easy to put in a lunch for school or work.



CAITLYN

Silk Road Bazaar Felt Ornaments

These cute ornaments are hand-felted and hand-stitched by artisans in Nepal. I got the Dolly Parton and Julia Child ornaments to put on my tinsel tree last year. Can't wait to add to my collection this year! Also make fun gifts.

Vitruvian Farms Shiitake Mushrooms

Looking to add some more umami in your life? These locally grown mushrooms will give savory dishes a rich, meaty and buttery flavor.



JOE

Siete Grain Free Mexican Wedding Cookies

I was excited to see a grain-free version of one of my favorite types of cookies. The blending of almond, tapioca, and other flours with coconut oil and pecan pieces is perfect.



CARLEY

Willy Street Co-op Carribean Queen Juice

I love our fresh orange juice already, but then with that kick of ginger and extra citrus from the lemon to round out the flavor, it really just makes this juice such a winner. We just recently were able to bring this juice back into a constant rotation again and I am so excited about it. It has been my go-to afternoon treat.



BEN

Ember Foods Samosa 2-Pack with Chutney

This is such a delicious and comforting dish. When you heat them up they smell amazing and taste even better! The combination of cumin, potatoes, and green chiles makes for a satisfying meal.



ABIGAIL

Kalamazoo Candles Obsidian Scented

I'm obsessed with the obsidian-scented candle from Kalamazoo! To be honest, I'm obsessed with most of the scents they offer. Straight from Michigan, these candles are long lasting, 100% soy, and are fragrant—but not sickeningly smelly. They also make great gifts (hint, hint)!

Little Secrets Peanut Butter Dark Chocolate Pieces

Wow, wow, wow. My favorite candy we carry. We can't get past a week without eating at least a whole bag in Health and Wellness at North. Creamy peanut butter encased in candy-coated chocolate that is totally better than the non-Fair Trade-certified options out there.



FARM FRESH SWAG

Shop local goods at CSACOALITION.ORG/SHOP

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Great for gifts - or just treat yourself!

**Third Space Happy Place IPA**

The old adage is that the easy choice is not always the right one. It might be easy to overlook this flagship IPA in the crowded sea of new and exciting local beers, but it would also be a mistake. It's a perfectly balanced brew that knocks my socks off each and every time. Whenever I find a can in my hand, I am truly in my happy place.

SHANNON**Santa Cruz Sangria Spritzer**

Get your mimosa, minus the alcohol, on for brunch or anytime in need of a celebratory beverage. You can always add vodka for those who want the alcohol!

LAURA**Willy Street Co-op Hot Bar Queso Dip**

I love making my own loaded nachos on Taco Tuesdays and pouring this queso all over the veggies, taco beef, and tortillas chips!

NICHOLAS**Willy Street Co-op Spicy Collard Greens**

I love heating these greens up for lunch with a slab of our Southern Fried Tofu. They are chewy, flavorful, and nutritious and an excellent addition to any fried meal, as the juices are perfect for dipping as well. The spice level is moderate but definitely palatable. It's making me hungry just talking about them!

ANGELICA**Miyoko's Cheese Wheels**

It's a great food to bring and share with friends and family. Its got a great flavor and any of the varieties are a hit with my family.

EVAN**Clasen's Frosted Sugar Cookies**

I love love love frosted sugar cookies! I pretty much have to have one every time I see one. Some are better than others, of course. These are delicious in a very classic sense...just what you'd expect. I personally don't care much about the decorations on them, but our local Clasen's cookies are SO dang cute and certainly at a higher artistic level than most. Who wouldn't love you if you surprised them with one?! Not me (hint, hint)!

AMY**ETHICAL
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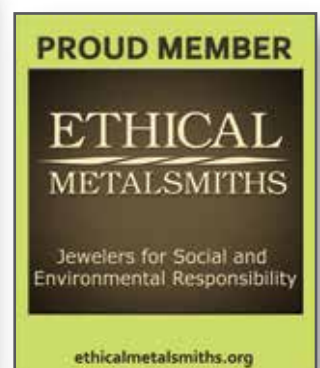
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Studio Jewelers is a local, woman-owned jewelry gallery founded in 1981 and located on Regent Street, two blocks east of Camp Randall Stadium. We have a store full of beautiful handmade jewelry pieces, a warm, friendly staff, and three in-house designers ready to work with you. Realizing dreams is our specialty! Our knowledge, experience, and dedication to the highest standards of craftsmanship have earned us the 2022 People's Choice Award for Best Jewelry Store. Next time you're thinking about jewelry, come to Studio Jewelers!

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Studio Jewelers

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Staff Picks



1 Mount Fishtail Marlborough Sauvignon Blanc

I tried this wine when I needed to go to a dinner party and did not want to keep bringing the same wine every time. This white wine is a reasonable price and has a light, crisp flavor filled with hints of passion fruit, elderflower, gooseberry, and fresh mint. If you like it as much as I do, buy six of them at once and stock up to save 10% on your wine purchase. Plus, you get one of our durable wine bags for free!! Keep Calm and Wine On. Cheers! • **Kristina**

2 B&E's Trees Bourbon Barrel-Aged Maple Syrup

Aging this maple syrup in bourbon barrels elevates the flavor to the divine. It's also notable that the owners, Bree and Eric, created an off-grid farm. • **Maria**

3 Booda Butter Daily Moisturizer

Booda Butter gets my skin through the long, dry Wisconsin winters. It's more effective than any other lotion/balm/butter I've used on my hands and it smells amazing. The unrefined organic cocoa butter gives it a light, natural chocolate aroma (I think it smells like brownies). I love that it's vegan, organic, fragrance- and dye-free, and only has five ingredients. • **Hahna**

4 Chemex Coffee Maker

I love the simplicity of it and that it fits in with many other housewares without the extra counter top clutter. I am also a sucker for plastic-free products! • **Jess**

5 Chestnuts

They are good for roasting or braising. Seasonal and limited supply. • **Paul**

6 Nutcrack Carmelized Pecans

First, a warning. These caramelized pecans are seriously addictive. Second, they makes an awesome gift for just about anyone without a nut allergy. Nutcrack goes great on a cheese board, but unless you get more than one you'll probably finish them before you get your board set up. • **Dan**

7 Fix Tart Cherry Grenadine

All of their syrups are great and will up your cocktail/mocktail game, but the cherry one is my favorite. Add it to your Old Fashioned; you will thank me. • **Amanda**

8 Siren Shrub Co. Tart Cherry Sparkling Shrub

As someone who doesn't drink alcohol, I'm always on the look out for an interesting non-alcoholic drink that isn't soda. Siren Shrub Co's Sparkling Shrubs are such a nice non-alcoholic drink option for special occasions! The flavor is complex and pleasant not super sweet like sodas or juices. I would compare the taste to kombucha but with more prominent fruit and herb taste. For those who partake, the shrub can be used as a mixer in a cocktail (there are cocktail recipes on their website) but they're amazing on their own. I also love that Siren Shrub Co. a local and woman-owned business! • **Hahna**

9 Tony's Choclonely Chocolate Bars

I almost always buy one of these yummy chocolate bars for my dad for any gift-giving occasion as they are his favorite. I have to say, he has awesome taste! This are big, chunky bars which is great because they last a *little bit* longer than a typical size bar. With awesome flavors like Dark Milk Pretzel Toffee and Dark Pecan Coconut, these are a guaranteed hit with your friends, family, and loved ones! • **Abigail**

10 Pacha Froth Bombs
Relax and unwind with a Froth Bomb from Pacha. There are several scents to choose from all of which are crafted with essential oils and ingredients that will leave your skin feeling refreshed and rejuvenated. Take some time for yourself, soak your loins, and escape from reality for a little bit. You deserve it!! • **Sara**

13 Pomegranates
To me, one of the best winter gifts I can receive is digging into a pomegranate to devour the beautiful, nutritious jewels inside. Full of minerals and vitamins, this is a fruit that will sustain you and bring you a bit of joy during the darkest days of winter! • **Laura**

16 Potter's Caramelized Onion Crackers
If you're looking for the perfect cracker for a cheese plate, this is the one! Potter's Crackers are made with organic and locally sourced whole wheat flour, milk, and butter in Madison, Wisconsin and most of their produce also comes from small, local farms. This flavor goes with so many cheeses, but I recommend it with Dream Farm's Farmstead Goat Cheese! • **Lacey**

11 SFL Raclette
In many parts of Europe, Raclette is a household name like cheddar, gouda or Swiss is to Americans, but not a lot of people know about it here. A semi-soft, raw-milk, washed-rind alpine cheese with a mild fruity flavor, Raclette is made for melting above all. It's fantastic heated over baked or boiled potatoes or broccoli, and its classic companion is the cornichon. • **Matt**

14 Celestial Seasonings Holiday Tea
Every year I stock up on Candy Cane Lane and other teas that come out around the holidays. They are all decaffeinated blends of green or black tea and spices and are naturally a little sweet. • **Caitlyn**

17 Castelvetroano Olives
My new favorite olive, which is saying a lot, own their spotlight. That bite! No mush, but firm. Light on the salty, they are mild and creamy. Castelvetranos are the highlight of any snack plate (warm with feta and olive oil, omg!) Better in flavor with the pits still in them, but now available here without, they are the perfect olive for Olive-Haters. I dare you to try one. Olive-Hater! • **Amy**

12 Bleu Mont Bandaged Cheddar
Aged at least a year in an underground cave, this cheddar strikes the perfect balance between sweet caramel flavor and toasty nuttiness. The mossy finish from the rind adds another layer of complexity to this classic English style cheddar. Pair it with the fancy IPA of your choice and settle in. • **Dan**

15 Fever Tree Ginger Ale and Ginger Beer
These come in 4-packs and they are just the perfect size for mixers or on their own! • **Laura**

18 Driftless Provisions Saucisson Sec
This locally made, shelf-stable line of salamis make the perfect addition to any charcuterie board. Slice them on-the-bias about 1/4 inch thick and allow them to come up to room temperature to fully appreciate the funky flavors and unique spice blends of each salami. • **Nick**

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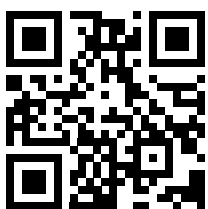
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Your \$300 bonus will be deposited into your new non-interest-bearing account within 90 days after you complete the two easy steps above. Of course, you'll need to keep your accounts in good standing and actively use your new accounts and services (5+ transactions per month). While we truly value our current clients, this special offer is only available to households that have not received a similar bonus in the past and don't currently have a checking account with us. **Offer expires on August 31, 2022.**



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