

willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 45 • ISSUE 2 • FEBRUARY 2018

NUTRITIONISM:
THE CULTURE OF EXPERTS

IN THIS ISSUE: Local Spiralized Vegetables; Staff Picks;
Owner Services and Program Updates; and MORE!

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

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

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WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

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

Deli: 7:30am to 9:00pm

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

WILLY STREET CO-OP MISSION STATEMENT

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

WILLY STREET CO-OP BOARD OF DIRECTORS

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

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

BOARD MEETING SCHEDULE

ALL MEETINGS BEGIN AT 6:30pm UNLESS OTHERWISE NOTED

February 20th
March 20th
April 17th
May 15th
June 19th
AMP July 12th
July 17th

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

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CUSTOMER COMMENTS

Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to customer.comments@willystreet.coop 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!

PRODUCE ORIGINS

Q: I noticed that you sold organic bell peppers from Israel about a week ago. I am quite new to the Willy Street Coop and have not been shopping there as frequently as I wish, so I am not sure whether you regularly source products from so far away. I was wondering whether it will be more economical and environmental friendly to import the same product from a neighboring country, such as Mexico. Thank you for very much for your attention! Best wishes,

A: Thanks for writing! Though we do prefer to source produce (and other foods) from as close to home as possible, sometimes, in order to preserve a good supply, we have to look farther afield.

The Mexican pepper crop can sometimes gap as growers transition from one region to another. When this happens, we often get peppers from elsewhere, including Holland and Israel. These countries have invested heavily in infrastructure (greenhouses, etc.) for organic production of peppers, and their supply is generally pretty good.

We generally have a great Mexican pepper supply January through March or so. I hope this is helpful. Feel free to reach out if you have further questions. Best, Megan Minnick, Purchasing Director

INTEGRATED PEST MANAGEMENT

Q: We tried apples from Barthel (sp?) this year and have been blown away by how yummy they are. We've been supporting Ela for many years. I see that Barthel and Ela are both technically "conventional", but is one or the other better in terms of "almost-organic"/environmentally sensitive practices? I'm sort of hoping you'll say that Ela is closer to organic so that I have a reason to continue to support them even if their apples aren't as delicious. Thanks!

A: I'm afraid I don't have a clear answer for you. Both Ela and Barthel use IPM (Integrated Pest Management) practices to minimize the use of synthetic chemicals on their trees. I don't think we can say one is "more organic" than the other. They're quite

similar in that regard.

I can say that we won't be able to stock Barthel apples every year. Bob Barthel sells primarily to our sister co-op, Outpost Natural Foods in Milwaukee. During years that they have a larger crop than what Outpost can sell, we carry their apples to help move the crop, but most years we don't have the opportunity.

I'd suggest you enjoy whatever local apples you like best, and enjoy them now because they won't last much longer. Both are supporting small Wisconsin orchards that grow tremendous fruit! Best, Megan Minnick, Purchasing Director

RETAIL READY

Q: hi! I noticed you were featuring local people and their natural skincare products. How can I become a part of this? I make all my own soaps, lotions, face cleaner, etc. from the herbs I grow on our farm along with the beeswax we get from our bees :) I would love to find out about how I can get featured at the co-op. Thank you!

A: Hello! It sounds like you are talking about our Retail Ready Lab! If you are a local vendor who is preparing to sell product and would like to use Willy Street Co-op as a test market—the Retail Ready Lab is for you! Please review the Vendor Welcome Letter, and if you are interested, please fill out the application.

If you are already selling your products at other stores, and would like to be considered for a regular shelf spot email us at newvendor@willystreet.coop. Thank you!! -Angela Pohlman, Wellness Category Manager

STAFF BENEFITS

Q: Hi! My friend is a part time employee of the Co-op. She told me that she and other part-timers will be losing their benefits soon. This surprised me. I always took pride in the fact that the store where I chose to do all my grocery shopping treated their employees "better than average". Can you please explain the rationale behind this? I am seeing renovations and expansions, which are great, but I don't want to leave the PEOPLE behind! Thanks for your time.

A: Thanks for reaching out to us regarding your concerns. Many other Co-op owners share your interest in the welfare of our staff, and we take staff compensation very seriously. In serving these concerns, we have committed to offering higher starting wages across the board at the Co-op as we work to reach a livable wage for all Co-op staff.

In order to reward those staff who are in above-entry-level positions at the retail, we have also budgeted funds to increase their compensation as well so that they are not left out as entry-level wages rise. Unfortunately, keeping our business financially

sustainable and our prices competitive means that we need to control labor costs. In order to achieve that, we are working to transition more staff into full-time positions and to offer health and dental insurance as well as paid time off for those staff working 30 hours or more each week. The trade-off is that we will no longer offer these particular benefits to staff working less than 30 hours, a change that will lower our labor and insurance costs while ensuring that most of our staff can maintain coverage.

However, all staff, including part-timers, will continue to receive many other benefits, including an employee purchase discount, access to a 401(k) match, profit share, a longevity award, bereavement pay, and the ability to participate in the staff wellness program. We want to make this a gradual transition to allow for all staff to make arrangements necessary to their lifestyle. To that end, the change in benefits will not go into effect until July 2, 2018 for current staff, and during that time part-time staff will have the opportunity to take on additional hours if they so choose, and thereby continue to receive insurance and paid time off.

In regards to renovations and expansion, we see these as essential to ensuring that we can continue to serve our community and offer our staff a competitive compensation. In offering our Owners a better shopping experience and greater product selection, we expect to keep more Dane County grocery dollars in the local economy, serving the community and offering our staff a fair wage and benefits.

Thanks again for reaching out. -Anya Firszt, General Manager

HOT BAR FOOD FOR SENSITIVE EATERS

Q: Do you have any items on the hot bar/cooked area that are available for sensitive people and if not can you try to maybe have at least one at all times? Something that is all of these things: organic or beyond organic, gluten free, dairy free, soy free, and if meat based then like grass fed? Allergies suck but maybe there could always be like one option available.

A: Thanks for writing into us with your comment about providing more dishes on our hot bars that accommodate those who are living with many food sensitivities. My mother-in-law has a similar set of food requirements to those that you detailed out, so I am personally familiar with preparing food to meet that need.

We do our best to always have some items that are vegan and prepared without gluten or nuts on our hot bars at all locations. It is challenging to address the specific needs that you spell out in your comment—often the vegan and gluten-free dishes rely on things you cannot eat to create a wide appeal to those audiences. We

also source primarily organic produce with the exception of some canned items, but our composed dishes are not 100% organic because we select other ingredients based on cost and locality in addition to quality. We are also not an organic certified facility. We really strive to meet as many needs and diets as we are able with our prepared foods, unfortunately, we simply cannot meet them all or meet them all the time. We perform regular audits of our selections and make changes seasonally. While I can't make a guarantee, I will definitely keep your feedback in mind as we look at future product development.

Thanks for your patience in awaiting my response. -Patrick Schroeder, Prepared Foods Category Manager

POST OFFICE ANNEX

Q: Hi! I recall when Willy North was opening, you had looked into becoming some sort of a US Post Office annex. The timing wasn't going to work out for the store opening, but I am curious to know if that's something you're still thinking about doing. I think it would be a great service to have in the neighborhood! And, while I'm here, I just want to take a moment to tell you how much we love Willy North! We live just a few blocks away so we are *very* frequent visitors to the coop for groceries, supplies, the hot bar, and the salad bar. And maybe most of all, the draft Kombucha! Your people and products are wonderful. All the best,

A: Thanks for circling back on this, and I'm so glad to hear that you are enjoying Willy North too! Last we had heard from the US Postal Service in October of 2016, they had put a moratorium on new contracts for postal units and so it was completely out of our hands. I just checked with them again and the moratorium is still in place. I will probably check in again in about a year. I can report that we do sell stamps, and shoppers can purchase them at the Customer Service desk. Please let me know if there is anything else we may do for you! -Kirsten Moore, Cooperative Services Director

KINDNESS IS EVERYTHING

Q: I want to offer another perspective on "kindness is everything yard signs." Wikipedia defines non-partisan as:a lack of bias toward a political party. Black Lives Matter, No Human is Illegal, Women's Rights Are Human Rights, are all-partisan. There is a lack of integrity to say otherwise. These issues have a strong support of the Democratic Party and is therefore does not lack bias toward a political party.

I wish you would reconsider selling signs that support a bias toward one political party's bias. I am a conservative and enjoy the Willy Street Coop very much. In fact ma-

...for illnesses were eradicated by me due to purchases of organic foods at the coop.....your food saved my life. It is unfortunate politics become a part of it of its environment. Is there no place we can escape the very divisive messages by these organizations just mentioned above? I believe "quality food" should be your emphasis. There is no divisiveness in healthy eating for all political parties and all cultures. It is a unifying entity. Would appreciate hearing from you.

A: I received your feedback about the Kindness Is Everything yard signs and stickers from our Board President Holly Fearing, thank you so much for sending it. We define partisan as using Co-op spaces, funds, and time to endorse political parties and/or candidates for political office. The words on these signs and stickers do not meet our criteria of partisan, as these slogans were not created by or for specific political parties and are not an endorsement of any particular party or politician. The Wisconsin Alliance for Women's Health, the supplier of these products, is a 501(c)3 nonprofit charity that is also, by law, non-partisan. We chose to sell these signs on their behalf because their message is in alignment with the Cooperative Principles to be open to all without discrimination, and to support the sustainable development of our community. Part of being open to all and fostering sustainable community development is acknowledging and lifting marginalized voices. Grocers are not exempt: there are divides and barriers that exist in the food system for women, immigrants, and people of color (as examples of who you specifically mentioned) that deserve

to be heard and addressed. The Co-op was started by people who chose a business model designed for having a voice. While we are not partisan, we do sell products and take actions to meet our ends that can sometimes be construed as political, and we have done so throughout our time as a cooperative.

We do not seek to sell yard signs or other political action items, we sell them upon specific request. We also do not make money from these items, funds are always passed on to a 501(c)3 nonprofit charity. All asks to sell these types of products are reviewed on a case-by-case basis. As always, purchase of, or support for, any of the products we carry are always optional for all of our customers. I'm glad to hear that some of the products we sell have been of benefit to you and we appreciate being able to meet your needs and the needs of others. Please let us know if there is anything else we may do for you.
-Kirsten Moore, Cooperative Services Director

AMERICAN EXPRESS

Q: Would the co-op ever consider accepting American Express cards? I realize that the transaction cost of using American Express may be slightly higher for the co-op (and ultimately customers) than Visa or Master Card. At the same time, however, choosing to shop at the co-op instead of a grocery store that accepts American Express results in an additional cost to me of at least 6-8% return on my purchases in frequent flyer miles. I'm sure that I'm not the only owner/customer in this situation.

A: Hello. Thank you for your

inquiry about accepting American Express. We understand those who use American Express miss out on higher returns when they use a different form of payment. Unfortunately, the vendors who accept American Express are the ones who pay for that return by paying higher fees for American Express transactions. The fees American Express charges are 35-50% higher than Visa, MasterCard or Discover.

We are currently working to reduce our overall operating costs to remain competitive with other grocers so at this time we are not considering accepting American Express. If American Express would lower their fees to be closer to the fees charged by Visa/MasterCard/Discover then we would consider adding them as a tender.

Thanks again for your inquiry.
-Paige Wickline, Finance Director

ELECTRONIC CUSTOMER COMMENTS

Q: Request that customer comments & Responses be done electronically and online. Such a valuable resource & service!

Yet we are not having it be accessible, not searchable, & not quantifiable so that we can learn over time & leverage this resource.

A: Thanks for the suggestion. We offer both paper and online options to submit comments, and when we have email records for the customer, we do respond that way. We chose to keep the option for people to write paper comments in addition to contacting us online because that is most accessible to people who are at the store, and to people who are not as interested in using computers to communicate as others. We log all the comments internally and we do track comment

types, trends, and departments receiving comments for staff to use as a development tool. While we do reserve the right to publish any comment, we choose not to keep a public record of the comments for various privacy reasons: some comments are very personal with regard to specific nutrition and wellness interests, some comments are addressed to (or are about) specific staff, and some even discuss other customers. Even if we put labor into screening for removing names, we suspect some customers would be uncomfortable knowing that all comments would be published for public view, and this may lead to some customer concerns not being raised or addressed. Many of the comments are also very specific to individuals and are time-sensitive, like "do you have 'X' in stock currently," and "I'd like to special order X." These comments would not necessarily be useful to other customers, and the answers may be subject to change based on seasonality, availability or simply the passing of time.

We are looking into creating a standard FAQ page when we redo our website over the coming year, and feedback from customer comments would definitely influence what appears there. In the meantime, you can always go to the binders at the Owner Resources Areas of each store to see what people ask about on paper at each location, we put the vast majority of paper comments there. You can also find the comments we publish in the *Reader* in our archives at www.willystreet.coop/reader.

Please let us know if there is anything else we may do for you.

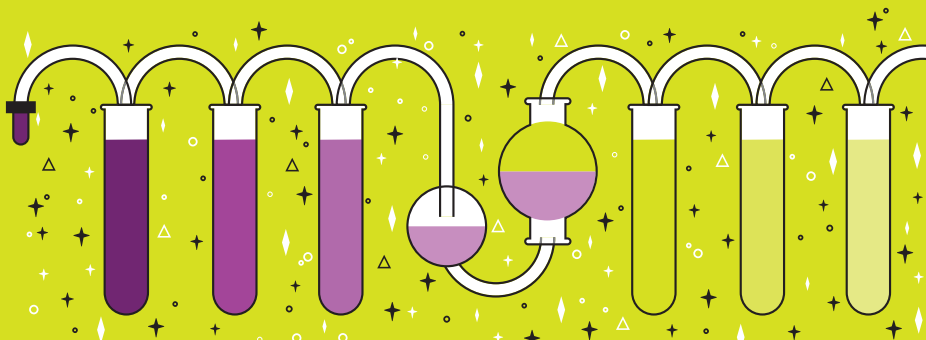
-Kirsten Moore, Cooperative Services Director



Help Us Grow More Local Food Vendors

The Retail Ready Lab is an opportunity for small local vendors to sell their products in our stores for a full month and receive beneficial feedback from customers and staff. Watch for the display in our stores, check out the products, buy them if you're interested, and let the vendors know what you think!

Learn more at willystreet.coop/RRL



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Nonprofit organizations receive a 20% discount on catering food orders.

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GENERAL MANAGER'S REPORT

Bond Drive; West Expansion; and More



by Anya Firszt, General Manager

Welcome February, the shortest month of the year! We are supposedly deep into the cold winter months, but with the warmer-than-usual January temperatures,

who knows what to expect weather-wise this month?

What you can expect this month at your Co-op between the Super Bowl, Wellness Wednesday, Mardis Gras and Valentine's Day—we can provide you ways to celebrate, and ways to stay well along the way.

Even though the Willy West expansion project is high on our list of priorities for the organization. I am also pleased to report the Willy North Juice and Coffee Bar project is well under way. By the middle of the month, you should be able to order a made-to-order "something something" at Willy North, same as our other two locations! I, for one, cannot wait to see the finished work and the fruits of our labor.

Also on the horizon this month is the beginning of the budgeting process for next fiscal year, at the same time we are working to manage this year's expenses to sales and strive to achieve better-than-budgeted goals. Additionally, work in-progress includes developing staff capacity, negotiating farmer and producer agreements for the coming growing season, overseeing the Community Reinvestment Fund awards, planning for the Annual Meeting & Party, and continuing to mentor those organizing a start up co-op in the Madison area, the Allied Community Co-op.

WEST EXPANSION PROJECT

In the January issue of the *Reader* we included a Willy West expansion site layout plan for you to review, as well as the announcement of the Bond Drive to start on January 15th, 2018. We have moved forward with finalizing the site plans, further developing the equipment list and merchandising plan, additional work includes color and surface finish decisions for cupboards, countertops, and work surfaces, bathroom fixtures, signage inside and out, Community Room kitchen design, and of

course floor treatments and coverings.

Our goal for the Bond Drive is to raise \$600,000 by April 30th, 2018, with the possibility of capping total Bond sales at \$800,000. It is with great enthusiasm that at the writing of this report by the end of the first week of the Willy West Bond Drive we raised \$287,500, nearly half our total goal. I imagine at the same rate of Bond sales we could reach our goal before this issue has reached your mail or inbox! I offer my thanks to Owners for your vote of confidence and willingness to buy Bonds to support this project!

WISCONSIN COOPERATIVE LAWS

I was asked by one Owner to provide an update to the Wisconsin cooperative law status that was announced last fall. In the October and November issues of the *Reader*, I shared with you information on the proposed changes to the Wisconsin Cooperative Law; Chapter 185. The bills calling for the amendment of Wisconsin Chapter 185 passed both the Wisconsin Assembly and Senate, with the Assembly Bill 353 being signed into law on November 27th, 2017. At this time, we do not expect the change to affect any of our policies.

BOARD MEMBER RESIGNATION

Dave Pauly, Willy Street Co-op Board member, tendered his resignation following the January Board meeting with news that he is moving to Sheboygan, Wisconsin to be closer to family. Thank you Dave for your years of service and commitment to the Co-op. Your astute business acumen and praise to staff for a job well done will be missed. The Board will discuss this month whether to appoint an owner to fill the vacancy or not. Stay tuned.

REMINDER: FACE-TIME WITH THE GM

Despite always having had an open-door policy, as a reminder I have scheduled time to be available for face-to-face conversations with Owners and other concerned members of the community. I am rotating between retail sites and the next such open-door session will be held at Willy West on February 16th, in the Community Room. I again welcome you to join me in sharing your ideas and concerns to make our Co-op the best it can be. I can also be reached at a.firszt@willystreet.coop.

BOARD REPORT

Board News & Introducing Stephanie Ricketts



by Jeannine Bindl, Board Member

BOARD ACTIVITIES

In November of 2017 your Board spent time with staff and Owners bagging groceries in preparation for the Thanksgiving holiday. It was a pleasure to work with staff and meet more Owners. In 2018 we plan to host monthly tabling events as Stephanie mentioned last month. We are excited to meet more Owners and staff at these events, please come say "Hi!" The tabling times and locations for March, April and May are available on our website.

2018 BOARD ELECTIONS

It may seem early, but we are finalizing the election process for the 2018 Board election cycle. This is an exciting time to participate on Willy Street Co-op's Board of Directors. If you have considered running in the past or are intrigued by the idea, come to a Board Information Meeting! Stay tuned for the Board Information Meeting schedule—it will be available on our website soon.

INTRODUCING STEPHANIE RICKETTS!

Stephanie is one of your newly-elected Board members, though she may be familiar to many of you already. She wrote many of our Board *Reader* Articles in 2017 and is a former employee of the Co-op. It was a pleasure to interview Stephanie; I am inspired by her passion for people and her positive outlook. I hope you enjoy learning about Stephanie as much as I did!



Stephanie Ricketts

Jeannine Bindl (JB): What was

your first memory of the Co-op?

Stephanie Ricketts (SR): When I was a freshman in college at UW-Madison, I remember taking the bus to the Co-op on the East side. It felt so far away! I walked into the store and was blown away by the produce and bulk foods sections. They were beautiful.

JB: How did you first learn about co-ops and which was the first co-op you joined?

SR: If you count credit Unions, my parents opened up a bank account for me when I was a kid at Bull's Eye Credit Union in Stevens Point. After that, Willy Street Co-op and the Phoenix (a housing co-op just off campus) were the next cooperatives that I joined. I lived in housing co-ops through most of my undergrad years, and made some of my best friends in those houses!

JB: Awesome! What are your favorite three foods from the Co-op?

SR: Everything in the produce section and bulk food aisle. As a vegan, I rely on the Co-op for their quality produce, bulk food and plant-based specialty items to make healthy and nourishing meals. I also love Ben & Jerry's non-dairy ice cream—it's so good! The hot bar is great for my busy evenings—specifically the vegan macaroni and cheese. I might eat it every single day if it was always available on the hot bar.

JB: Do you have any favorite food traditions?

SR: My dad is from a Swedish background and my mom is Lebanese. As a result we spend a lot of family time making specific foods—such as Swedish meatballs or rolling grape leaves—for holidays and other special events. I really enjoy the process of making food with family and friends.

JB: You have been an employee at the Co-op in the past. How does that impact your boardship? What perspective does it provide?

SR: I worked as the Executive As-



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sistant from 2008 until 2015. During this time I spent a lot of time with the Board of Directors, especially when I served as the Board liaison. My time in this role gave me a unique perspective of where we have been and makes me even more excited for where we are going.

JB: Besides being a Co-op Board Member, what else do you like to do with your time?

SR: I enjoy watching my cats be cats. I love spending time with my wife hiking and being outside. I also really enjoy crafting, from knitting to screen printing. Additionally, I am in the process of starting up a non-profit called Gather Madison with four other rad individuals. Gather Madison is the re-ignition of a non-profit that I founded a few years ago, called Eat for Equity Madison. Gather Madison will host community meals and then donate the profits to various non-profits in the Madison area. We are excited to start hosting meals,

with our first planned for March!

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

SR: The opportunity to do generative work is what I am most excited about. A lot of groundwork has been done in the past few years; I am excited to plan for the future. I am also passionate about driving positive change in the community. Two ways Willy Street Co-op can do that are: striving to make the Co-op an amazing place to work and great vendor relations.

Amazon's purchase of Whole Foods and Costco's involvement in the organic food market are examples of the challenges the Co-op will face. We need to continue focusing on what sets the Co-op apart.

JB: Is there anything else you would like owners to know?

SR: Thank you! Thank you for electing me.

Community Room Class Calendar

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

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



COOKING

COOKING WITH CHEF PAUL: MEDITERRANEAN CUISINE

Location: Willy East Community Room
Wednesday, March 7th, 6:00pm-8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

An essential ingredient in a Mediterranean diet is olive oil. To counter our winter blues, better our mood and lower inflammation, omega-rich olive oil may come to the rescue. Join Chef Paul in this class to sample olives and explore many ways to utilize olive oil. On the menu is: Herb Polenta with Chickpeas and Spinach; Pasta with Broccoli, Sour Cream and Walnut Pesto; and Blood Orange Olive Oil Cake.



DIY

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy West Community Room
Wednesday, February 7th, 6:00pm-8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

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

HOME CREAMERY SERIES: MOZZARELLA AND RICOTTA

Location: Willy East Community Room
Wednesday, February 14th, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$25 for Owners; \$35 for non-owners; register for the entire series as an Owner and get the sixth class free!

Join veteran home cheesemaker Linda Conroy as we curdle milk and stretch the curd. This class will provide a hands-on opportunity for participants to make two styles of ricotta, traditional and whole milk, as well as fresh mozzarella. Everyone will leave with recipes and cheese made in class.

HOME CREAMERY SERIES: FETA AND FARMER

Location: Willy East Community Room
Wednesday, February 21st, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$25 for Owners; \$35 for non-owners; register for the entire series as an Owner and get the sixth class free!

Join veteran home cheesemaker Linda Conroy as we transform curds into two similar but different styles of cheese. We will see each stage of the

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process, learn the nuance of each cheese, how to store them and when to add herbs. Participants will leave with recipes and cheese to take home.

HOME CREAMERY SERIES: CHEESE CURDS AND CHEDDAR

Location: Willy East Community Room

Wednesday, March 14th, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$25 for Owners; \$35 for non-owners; register for the entire series as an Owner and get the sixth class free!

Join veteran home cheesemaker Linda Conroy as we learn the foundations of making and aging these two classic styles of cheese. From curd to press to aging "cave," participants will learn to make cheese in their own kitchen. Everyone will leave with recipes and cheese curds made in class.



COOKING TOGETHER: TASTE OF THAI

Location: Willy West Community Room

Friday, February 2nd, 5:30pm-6:45pm

Location: Willy East Community Room

Friday, March 2nd, 5:30pm-6:45pm

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

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this cooking class for families to learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare Chef Lily's take on a mouthwatering meal inspired by the tastes of Thailand. Savory soup, fresh spring rolls, and sweet mango sticky rice are just a few of the delectable dishes that we'll explore. Vegetarian and nut-free.



HOW THE THYROID GLAND WORKS

Location: Lakeview Library

Wednesday, February 21st, 6:00pm-7:00pm

Location: Willy East Community Room

Tuesday, March 13th, 6:00pm-7:00pm

Ages: Any; adult supervision required

Instructor: Katy Wallace

Fee: Free Lecture; registration required

Are you fatigued, constipated, and have brain fog and wonder if it's your thyroid hormone levels? Come learn about how thyroid hormones, essential to every cell in the body, are produced, and how auto-immunity, stress and inflammation interfere. Katy Wallace, Traditional Naturopath of Human Nature, will present the roles of minerals and diet in supporting the thyroid gland.



HERBAL APPROACHES TO LYME DISEASE AND PREVENTION

Location: Willy West Community Room

Thursday, February 1st, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

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

There is much confusion about Lyme disease and how to prevent as well as treat it naturally. Join veteran herbalist Linda Conroy for this overview of how to play in the woods mindfully as well as how to respond when you have been exposed to the various infections that are related to tick bites. Everyone will leave with resources and information on how to access resources for further support. 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.



KIDS IN THE KITCHEN: CREATIVE CONFECTIONS!

Location: Willy West Community Room

Friday, February 9th, 4:30pm-5:30pm

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

Location: Willy East Community Room

Friday, February 16th, 4:30pm-5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. A confection is a delicious dish made with sweet ingredients, like cookies, cakes, candies, chocolates, to name a few. In this class, participants will have a blast compounding a variety of creative confections. Vegetarian and nut-free.

KIDS IN THE KITCHEN: RED FOODS!

Location: Willy East Community Room

Tuesday, February 13th, 4:30pm-5:30pm

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

Location: Willy West Community Room

Tuesday, February 27th, 4:30pm-5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Apples, beets, cherries, raspberries, kidney beans, tomatoes and a ton more, "what do these incredible ingredients have in common? They're all really red! In this class, participants will cook up multiple concoctions using all-natural red foods. Vegetarian and nut-free.

KIDS IN THE KITCHEN: GREEN FOODS!

Location: Willy East Community Room

Friday, March 9th, 4:30pm-5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Avocado, green beans, kiwi, kale, limes and basil, "what do these great groceries all have in common? They're all green, of course! In this class, participants will create a variety of delicious dishes using all-natural green foods. Vegetarian and nut-free.



SIMPLY CHEESE: THE CULTURE OF CHEESE

Location: Lakeview Library

Monday, February 12th, 2:00pm-2:45pm

Ages: 13 and older; adult supervision not required

Your Co-op's Own Instructor: Robert Halstead

Fee: Free; registration required

Join Co-op Services staff for this event all about cheese! This introductory course will cover many important facts about cheese, including how it is made, the varieties of milk used to make cheese, and different types of cheeses. You'll also learn how to serve cheese, pair it with wine, and how to make a cheese platter.

LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Lakeview Library

Thursday, February 1st, 10:00am-2:00pm

Location: Willy East Community Room

Tuesday, February 13th, 8:00am-2:00pm

Location: Willy West Community Room

Wednesday, February 21st, 10:00am-2:00pm

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

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room

Thursday, February 15th, 2:15pm-5:30pm

Location: Willy East Community Room

Tuesday, February 27th, 2:15pm-5:30pm

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

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

Are you enrolled in the Access Discount Program?




If so, it's that time of year to renew your Access Discount. Willy Street Co-op will be sending out renewal notifications to all current Access Owners at their email address on file or their last known mailing address.

To avoid a lapse in your enrollment, please stop by one of our Customer Service desks by March 31, 2018 to fill out your renewal form.

For more information about the Access Discount Program please contact the Owner Records Administrator at 608-251-0884 ext 2734 or ora@willystreet.coop.

Information about the Access Discount Program can be found at Customer Service desk and at www.willystreet.coop

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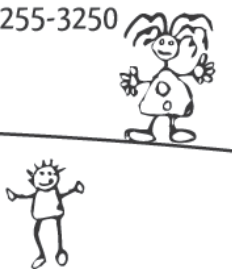
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THIS MONTH'S WELLNESS WEDNESDAY IS FEBRUARY 7TH

VALENTINE'S DAY NEWS

Fair Trade Flowers



by **Angela Pohlman,**
Wellness Category Manager

Many of us came to natural foods after a Social Justice awakening. For me, a big turning point in my life was joining the Student Farm-worker Alliance and going on a cross country tour with the Coalition of Im-mokalee Workers. It opened my eyes to how the demand for

cheap food has dramatically impacted the people who grow and harvest it.

It's not just food—concern for the conditions of workers has helped fuel the Buy Local movement, and Fair Trade Certified options began to grow into not just coffee and chocolate, but also clothing, bodycare products, and home goods.

The extension of the Fair Trade certification to flowers is very much needed. You've been asking us, and we finally will have it for Valentine's Day 2018!

WHY BUY FAIR TRADE FLOWERS?

Any of us who have strolled through a meadow picking flowers can imagine that the perfect job. The reality is much different. About 80% of cut flowers sold in the U.S. are grown in Latin America, South America, and Africa. The majority of employees are women and often these women are subjected to terrible working conditions, including exposure

to toxic agrochemicals, sexual abuse and extremely low wages.

FAIR TRADE CERTIFICATION PUTS THE PEOPLE FIRST

It guarantees the human rights of workers will be protected at all times. It allows the workers to organize democratically, ensures that workers are paid a fair price for their produce, and environmentally friendly growing practices are used.

WHY IS FAIR TRADE MORE EXPENSIVE?

Simply put, it costs more to do it right. On top of workers getting a fair wage, importers (like us!) pay a 10% Fair Trade premium on all purchases. These funds are invested in the com-

munity—paying for education for the workers' children, healthcare, daycare, and computer classes.

"For every Fair Trade Certified flower that we sell, a child is able to study here in Ecuador. There are so many children that cannot afford to go to school. For this reason,

it's very important to buy Fair Trade flowers, because our children are our future." - Mariana Esquinato, Vice President of the Workers Committee, Hoja Verde Farm

Fair Trade only works when there is a market for the product, and that is where you come in: Starting around February 8th, all three of our locations will have a three stem Fair Trade Rose Bouquet with filler for only \$18.99! Look for specially marked flower containers at our stores. This will be in addition to our regular flower options for the holiday.

Join us in supporting Fair Trade!



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You don't have to wait until March 6—you can donate now by going to www.thebigshare.org. You can support all the groups with a donation to CSW, or donate just to the nonprofits you choose.

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PRICE NEWS

Price Comparison Shopping


by Our Very Own Willy Street Co-op Mystery Shoppers

Here at Willy Street Co-op, we are constantly striving to offer the highest quality products at the fairest prices. One of the ways we ensure that we are on track is by regularly evaluating our prices in relation to our local competitors.

This month we'd like to offer a snapshot of our pricing on various items from each of our departments and how it compares to some of our in-town competitors. We mainly chose items that are considered staples and are purchased most frequently amongst our shoppers.

Here is a selection of products from our most recent pricing review, done in December of 2017. We have found that our Co-op pricing often falls at or below the average of our closest competitors, as you can see below. Prices are subject to change based on the market and may not be current at the time of publication. We recorded regular prices for each product, even if it was on sale, to get more accurate long-term data.

	National Organic Retail Chain	Locally Owned Conventional Chain	Willy Street Co-op
Organic bananas	69¢/lb	\$1.19/lb	\$1.19/lb
Organic 5 oz. salad mix	\$3.49	\$3.49	\$3.79
Organic navel oranges	\$2.99/b	\$2.29/lb	\$2.29/lb
Cedar Grove Mild Cheddar	\$5.99/lb	N/A	\$5.49/lb
Uplands Pleasant Ridge Reserve	\$28.99/lb	\$21.99/lb	\$22.49/lb
Organic boneless skinless chicken breast	\$9.99/lb	\$10.99/lb	\$11.49/lb
Grass-fed extra lean ground beef 80/20	N/A	\$7.99/lb	\$6.99/lb
Rotisserie chicken	\$7.99/\$9.99	\$8.49	\$9.99
Deli-sliced turkey	\$14.49/lb	\$12.49/lb	\$9.99/lb
Organic 15 oz. black beans	\$2.39	\$2.95	\$2.49
Muir Glen organic 28 oz. tomatoes	\$2.69	\$2.89	\$2.99
bionaturae 16 oz. dried pasta	\$2.99	N/A	\$2.49
Annie's Real Aged Cheddar Mac & Cheese	\$2.19	\$2.29	\$1.99
Organic 16 oz. peanut butter	\$3.99	\$5.45	\$4.99
Organic frozen 8 oz. blueberries	\$3.99	\$4.15	\$3.99
Ecos Free & Clear laundry detergent 100 oz.	\$12.99	\$14.19	\$11.99
Bulk organic rolled oats	\$1.49/lb	\$1.99/lb	\$1.29/lb
Bulk organic wheat flour	\$1.49/lb	\$1.99/lb	99¢/lb
New Century dozen organic large eggs	\$3.99	\$4.79	\$3.99
Organic half-gallon 2% milk	\$4.19	\$5.19	\$4.39
Dr. Bronner's Peppermint Bar Soap	\$3.29	N/A	\$4.49
Emergen-C effervescent vitamin supplement, 30pc	\$9.99	\$13.15	\$11.99



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THIS MONTH'S WELLNESS WEDNESDAY IS FEBRUARY 7TH

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PRODUCE NEWS

Local Spiralized Veggies!



by **Megan Minnick,**
Purchasing Director

It's no secret that eating locally through a Wisconsin winter is not an easy endeavor, especially when it comes to vegetables. Yes, there are some farms who are starting to grow spinach year-round in hoop-houses, and there are a smattering of local aquaponic and hydroponic farms

popping up. Yes, some of us manage to squirrel away a portion of the summer's bounty in our freezers or in canning jars, but in most cases, all of these things end up being delicious treats, carefully rationed through the long winter months.

STORAGE VEGETABLES

There's no getting around the fact that if you want to eat locally through a Wisconsin winter, you have to do what our pioneer ancestors did and look toward "storage" vegetables. These are veggies that are harvested in the fall and kept in root cellars or walk-in coolers through the winter: sweet potatoes, carrots, beets, winter squash, rutabaga, celeriac, turnips and others. These unglamorous vegetables provide the base of a locavore winter diet—something to be embellished by those frozen and canned preserves, or that precious winter spinach.

The hard truth is that there's really only so much of these root vegetables one can eat before they become terribly boring. Yes, I said it—boring. As the winter drags on into February and March even the most talented cooks and dedicated locavores start to exhaust their appetite for vegetable stews, roasts, and salads.

Just like for the home cook, the life of a produce manager gets pretty static this time of year. We always have those same local winter root vegetables through the winter months, and there's not a lot of excitement or change. Local food takes a backseat to the more exciting and vibrant fruits and veggies coming in from Mexico, California, and beyond.

VEGGIE NOODLES

That's why I was so excited to get that first email from farmer Richard Olden of Olden Organics in Ripon, Wisconsin. He wrote me inquiring if Willy Street Co-op might be interested in purchasing a product he was just starting to develop: spiralized veggie noodles using his

own locally grown veggies. I was intrigued. Instead of investing in hoop-houses or greenhouses to try and grow more things through the winter like most farmers do, Richard and his wife Tracy made an investment in a certified organic kitchen where they planned to turn their home grown vegetables into veggie noodles and other fresh items that give new life and excitement to those boring old winter veggies. Genius!

WHAT ARE VEGGIE NOODLES YOU ASK?

Spiralized veggie "noodles" are simply vegetables that are put through a machine that cuts them into long thin strands. These "noodles" can be sautéed, roasted, or boiled, and then used in almost any recipe that calls for pasta. It sounds a little crazy before you try it, but veggie noodles are delicious and really do serve as a nutritious, low-carb, gluten-free, local substitute for wheat-based pasta.

We're pleased to carry Olden Organics Red Beet, Butternut Squash, Sweet Potato, and Zucchini noodles in our Produce departments this winter. Because zucchini noodles are one of the most popular types of veggie noodles, Richard and Tracy have contracted with a farm in Florida to provide them with fresh zucchini through the off season (they'll switch to their own zucchini as soon as they are ready in the summer). The beets, sweet potatoes, and butternut squash are all pulled from the Olden's homegrown supply, and they are confident they'll have enough of these storage vegetables to spiralize for us through the winter.

If you want to get more adventurous, you can buy your own spiralizer (we sell several models) and spiralize almost any vegetable you can think of, and even some firm fruits like apples!

What to do with spiralized veggies? Here are a few 100% local recipe ideas to get your imagination going!

SWEET POTATO OR BUTTERNUT SPAGHETTI

Pick up a jar of Willy Street Co-op 100% local diced tomatoes. Let them cook for several hours with local onions, garlic, and ground pork (optional) to make a simple marinara. Serve over sautéed or lightly boiled butternut or sweet potato noodles. Top with local Parmesan cheese.

SPINACH & BEET SALAD

Head to a winter farmer's market to pick-up some local winter spinach. Top it with lightly sautéed red beet noodles and Roth Buttermilk

blue cheese, some local hard-boiled eggs, and your favorite salad dressing.

SWEET POTATO MAC AND CHEESE

Toss sautéed or lightly boiled sweet potato noodles with a simple home-made cheese sauce using Lonesome Stone milling flour (for the roux), Wisconsin butter, milk, and cheese.

BUTTERNUT SQUASH NOODLES WITH BACON AND BROCCOLI

Cook up some local bacon. Add butternut squash noodles and our own Willy Street Co-op 100% local frozen broccoli florets (available in the freezer aisle). Sprinkle with some local Parmesan cheese and serve!

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CAFÉ DU MONDE COFFEE AND CHICORY BLEND

This is the exclusive coffee and chicory blend served at the historic Café Du Monde/French Market Coffee Stand, a 24-hour market in New Orleans, Louisiana. Coffee blended with ground chicory root dates back in this country to the American Civil War, when there was a shortage on coffee. Now a tourist destination and national landmark, Café Du Monde's coffee and chicory is packaged and distributed around the world. Try their famous cafe au lait recipe, printed on the tin! Available at North.



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TIERRA FARM COFFEE

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FIELD ROAST MINI CORN DOGS

Vegetarian Field Roast frankfurters tucked inside a sweet cornbread batter; these little puppies crisp up nice and golden. Have them in your freezer for snacks! Available at Willy North and East.

BULK HONEY TOASTED PEANUT BUTTER

A new bulk nut butter at Willy North—honey toasted!



UPTON'S NATURALS CLASSIC VEGAN BURGER

New from Upton's Naturals in Chicago- a hearty, tasty vegan burger patty that's high in protein and free of GMOs. Ready for the grill, or pan fry- and top with all your favorite burger toppings! Available at East and West.

AVALON ORGANICS MOISTURIZING COCONUT SHAMPOO

This deeply moisturizing shampoo cleanses and nourishes hair with a yummy coconut scent. No sulfates; formulated with organic botanicals and essential oils. Look for the matching conditioner, too! Available at East, West, and North.



DESERT ESSENCE ANTI-BREAKAGE HAIR CARE SHAMPOO, CONDITIONER, AND HAIR MASK

Reduces breakage up to 61% compared to regular clarifying shampoo. This line is infused with Country Life Maxi-Hair plus biotin, keratin, and pro-vitamin B5 to help fortify and revitalize hair to minimize breakage, for stronger and softer hair. Available at East, West, and North.



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Sports Salts are formulated to keep athletes and outdoor enthusiasts hydrated, with minimized cramping during physical exertion. Great for taking before intensive workouts, long hikes, or long days in the sun. Sports Salts are Pink Himalayan sea salt with added magnesium and potassium. Available at East, West, and North.

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Bright and springy, these fun and floral porcelain cup candles will brighten up any room. Choose from three scents: Harmony (pure lavender), Rapture (patchouli and cassia), and Sensuality (palmarosa and lavender). Each have a 34-hour burn time and are made out of natural beeswax for a clean burn. Available at East, West, and North.



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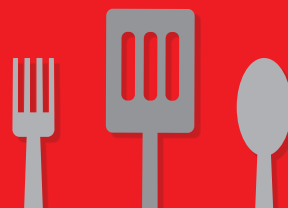
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EVERYONE WELCOME!



Health & Wellness co-op deals: Jan 31–Feb 13

THIS MONTH: FEBRUARY 7th!
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!





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Thayer's Rose Witch Hazel
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coop™ deals

co-op deals: January 31–February 13

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



Annie's Homegrown
Organic Shells and Real Aged Cheddar Mac & Cheese
6 oz • Save \$1.29
\$2.00 

Turtle Island Foods
Tofurky Deli Slices
All Kinds on Sale!
5.5 oz • Save 80¢
\$2.49 

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



Bionaturae
Organic Strained Tomatoes
24 oz • Save 99¢
\$2.50 

Woodstock Farms
Organic Frozen Tri-Colored Peppers
10 oz • Save 50¢
\$2.79 

So Delicious
Coconut Milk Yogurt
All Kinds on Sale!
5.3 oz • Save 49¢
\$1.50 



Angie's
Boom Chicka Pop Sea Salt Popcorn
4.8 oz • Save \$1.10
\$2.39 

R.W. Knudsen
Organic Mango Nectar Juice
32 oz • Save \$1.79
\$3.00 

Rebbl
Organic Super Herb Elixirs
All Kinds on Sale!
12 oz • Save 79¢
\$3.00 



Blue Diamond
Artisan Nut Thins
All Kinds on Sale!
4.25 oz • Save \$1.29
\$2.50 

Three Twins
Organic Ice Cream
All Kinds on Sale!
16 oz • Save \$1.79
\$3.50 

Beyond Meat
The Beef-Free Beyond Burger
8 oz • Save \$1
\$4.99 



Nature's Path
Organic Love Crunch Cereal
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Pacific
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Chicken, Turkey
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\$4.99 

Talenti
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16 oz • Save \$1.80
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Crofters
Organic Premium Fruit Spread
Concord Grape, Strawberry, Raspberry, Berry Harvest
16.5 oz • Save \$1-\$1.80
\$3.99 

Hope Hummus
Organic Hummus
All Kinds on Sale!
8 oz • Save \$1.60
\$2.69 

Organic Valley
Organic Grassmilk Yogurt
All Kinds on Sale!
6 oz • Save 29¢
\$1.50 



Ecover
Zero Dish Soap
25 oz • Save \$1.49
\$2.50/tx 

Garden Of Eatin'
Sesame Blues
7.5 oz • Save \$1.49
\$2.00 

Chocolove
Chocolate Bars
All Kinds on Sale!
2.9-3.2 oz • Save 99¢
\$2.00/tx 



Blue Sky
Cane Sugar Soda 6-Packs
All Kinds on Sale!
6-pk • Save \$1.20
\$2.29 

Brown Cow
Cream Top Yogurt
Maple, Vanilla, Plain
32 oz • Save \$1.49
\$2.50 

Canyon Bakehouse
7-Grain Gluten-Free Bread
18 oz • Save \$1.50
\$4.29 



The specials on this page are valid January 31–February 13

All Specials Subject to Availability

FEBRUARY

co-op deals: February 14-27

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



Theo Chocolate Bars

All Kinds on Sale!
3 oz • Save \$1.98/2

2 for \$5



Muir Glen Organic Tomatoes

All Kinds on Sale!
28 oz • Save \$1.34-\$2.14

\$1.65



GT's Kombucha

All Kinds on Sale!
16 oz • Save 98¢/2

2 for \$5



Lotus Foods Thai Rice Noodles

8 oz • Save \$1.10

\$2.69



Frontera Salsa

All Kinds on Sale!
16 oz • Save \$1

\$3.29



Siggi's Icelandic Style Yogurt

4.4-5.3 oz • Save \$2.16/4

4 for \$5



Earth Balance Coconut and Peanut Spread

Creamy, Crunchy
16 oz • Save \$1.50

\$3.99



Heartland Mill Bulk Steel Cut Oats

Rndm wt • Save 30¢/lb

99¢/lb



Bragg's Liquid Aminos

16 oz • Save \$1.10

\$3.69



Rudi's Organic Bakery English Muffins

Whole Grain Wheat, Multigrain With
Flax

12 oz • Save \$1

\$2.99



Earth Friendly Parsley Plus Spray Cleaner

22 oz • Save 80¢

\$2.49



Barbara's Bakery Multigrain Spoonfuls Cereal

14 oz • Save \$1.79

\$3.00



Natural Sea Light Chunk Tuna

Salt, No Salt Added
5 oz • Save \$2.98/2

2 for \$4



Alter Eco Salted Caramel Truffle 10-Pack

10-pk • Save \$2.30

\$5.99/tx



Cascadian Farm Organic Frozen Fruit

Blueberries, Strawberries, Sliced Peaches,
Harvest Berries, Raspberries

8-10 oz • Save \$1.98/2

2 for \$6



Happy Baby Organic Puffs

2.1 oz • Save 98¢/2

2 for \$5



Bearito's Yellow Corn Tortilla Chips

16 oz • Save \$1.40

\$3.39



Once Again Almond Butter

Crunchy, Smooth
16 oz • Save \$3.50

\$7.99



San Pellegrino Sparkling Fruit Beverage 6-Packs

All Kinds on Sale!
6-pk • Save \$1.80

\$3.99



Rice Dream Original Enriched Rice Drink

32 oz • Save 79¢

\$2.50



Seventh Generation Free & Clear Laundry Detergent

100 oz • Save \$6

\$9.99/tx



Wellness Grain-Free Cat Food

Turkey and Salmon, Chicken and
Herring, Turkey, Beef and Chicken

5.5 oz • Save 98¢/2

2 for \$3/tx



Westbrae Canned Beans

25 oz • Save \$1.30

All Kinds on Sale!

\$2.19



Pacific Soups

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

\$2.99



Availability. Sales Quantities Limited.

The specials on this page are valid February 14-27

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- * Foraging & Wild Crafting
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- * Water Harvesting, Management & Remediation
- * Plant Guilds & Forest Gardens
- * Natural Built Environment
- * Energy Systems
- * Invisible Systems, Social Permaculture & Community Building
- * Large & Small Scale Permaculture
- * Intensive Food Systems & Animals
- * Urban Permaculture Solutions
- * Biomimicry & Patterns
- * Participatory Education

Required Reading for all Students (Choose ONE):

Introduction to Permaculture by Bill Mollison, *Earth Users Guide to Permaculture* by Rosemary Morrow OR *Gaia's Garden* by Toby Hemenway

More info and registration at: MadisonAreaPermacultureGuild.org

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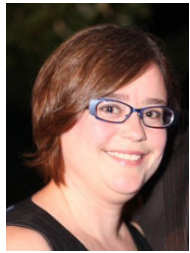
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Owner Service and Program Updates



by **Kirsten Moore,**
Cooperative Services Director

This year, our Owners are continuing their tradition of being generous supporters of the Co-op and the community, through lending us funding for capital investments that improve our services and donating to programs that support other Co-op

shoppers and organizations that enrich our community and environment. Here is an update on some major programs that you support, and information about how to get information about the tax deductible donations you have made throughout the year while shopping your Co-op.

BOND DRIVE UNDERWAY, \$600,000 GOAL

Our Bond Drive to support Willy West's expansion kicked off January 15th, and at press time we have already raised \$306,000 of our \$600,000 goal. The Bond Drive runs through April 30, and we will be capping bond sales at \$800,000. Bonds are an IOU from the Co-op that Owners can purchase. When a Co-op Owner purchases a bond, the Co-op is borrowing the money used to make that purchase for a limited time to complete a specific project. When the time's up, the Co-op pays back the Bond, with a stated rate of interest. This year, a three-year Bond earns 2.5% interest, a five-year Bond earns 3% interest and a seven-year Bond earns 3.5% interest. Owners interested in purchasing Bonds must be a resident of the State of Wisconsin and an Owner invested-in-full at the time of purchase. You may call any of our Co-op retail locations to make an appointment (Willy West: 608-284-7800; East: 608-251-6776; Willy North: 608-471-4422). Appointments to purchase Bonds can be made at our Central Office or Willy West. Bonds are a great way to lend support to Co-op capital projects and participate economically in the Co-op's future. For more information, visit www.willystreet.coop/owner-bond-drive or email bonds@willystreet.coop.

ACCESS DISCOUNT PROGRAM RENEWALS DUE MARCH 31ST, FPG QUALIFIER INCREASED TO 150%

Owners currently enrolled in our Access Discount Program will receive emails or letters mid-month letting them know that it is time for annual renewal. To continue receiving the 10% discount on purchases, all Owners who currently participate in the Access Discount program must renew their el-

igibility between now and March 31st, 2018. Owners interested in continuing to receive this benefit are asked to visit Customer Service at any retail location with their current eligibility materials to complete an enrollment form.

While enrolling in the Access Discount Program is free, if participating Owners are still in the process of making annual Owner equity payments and it's been more than a year since their last payment, they will be asked to make a small equity payment. As an Access Discount participant, Owners pay a reduced Ownership fee over a longer period of time: \$4 every year for an Individual, until the Owner pays a total of \$56, or \$7 every year for a Household (two adults living in the same house or apartment), until the Owner pays a total of \$91.

Owners are eligible to participate in the Access Discount Program if they participate in the QUEST FoodShare Program (SNAP), Medicaid (BadgerCare/SeniorCare), the Special Supplemental Program for Women, Infants, and Children (WIC), the Senior Farmers' Market Nutrition Program, the Low Income Home Energy Assistance Program (LIHEAP), FairShare CSA Coalition Partner Shares; receive Section 8 Housing Assistance from the Community Development Authority (HUD), Supplemental Security Income (SSI), or Social Security Disability Insurance (SSDI); or have annual gross income within the last year at or below 150% of the Federal Poverty Guideline (FPG). This is an increase from previous years, where the qualifier was below 130% FPG.

We are also working with the partner organizations in the Fruit and Vegetable Prescription Program to develop a way for those who have received a HungerCare Food Security Screening and screened positive for experiencing food insecurity at participating health-care facilities and clinics to participate in the Access Discount Program. This is a work in progress, and we will keep Owners informed as to how this could work in the future.

Questions about Access Discount Program renewal or enrollment can be sent to ora@willystreet.coop.

DOUBLE DOLLARS CONTINUES AT CO-OP THROUGH MARCH 13TH, VOUCHERS GOOD THROUGH MAY 31ST

We're in week 15 of the second year for our seasonal 21-week Double Dollars program at the Co-op. On Double Dollars Tuesdays through March 13th, any shopper using a FoodShare/QUEST card to purchase groceries is eligible to receive up to \$20 worth of Double Dollars coupons to use during future shopping trips. Double Dollars coupons are designed

to help with fresh food purchases, and are issued after customers shop, at the checkout line. For every \$5 spent using a FoodShare/QUEST card for any FoodShare/QUEST eligible items, the Co-op gives one \$5 Double Dollars coupon, up to \$20, good for any Produce Department purchases.

Double Dollars is a City of Madison program administered by the Community Action Coalition of South Central Wisconsin. In the late fall through mid-spring, Double Dollars are available for use at the Co-op. From mid-Spring through late fall, Double Dollars are available for use at a variety of local farmers' markets. Please visit www.willystreet.coop/double-dollars and www.cacscw.org/double-dollars for more information.

DOUBLE DOLLARS FUND \$10K HOLIDAY MATCH MET TO SUPPORT NEIGHBORHOOD FOOD PANTRIES

Customers can support Double Dollars at both the Co-op and the farmers' markets by making a cash donation using a Double Dollars Fund scan card at the registers or by simply bringing and reusing bags when checking out groceries. Since we started collecting donations and contributing the savings from customers reusing bags last April, we have provided \$54,428 to fund Double Dollars. Throughout November and December, we offered to match customer contributions to the Double Dollars Fund. We said that when you contributed to the Double Dollars Fund, we would do a 1:1 match up to \$10,000 using abandoned Owner equity to support our Pantries of Plenty neighborhood pantry partners: Bread of Life Food Pantry, Goodman Community Center Fritz Food Pantry, Lussier Community Education Center, Middleton Outreach Ministry, The River Food Pantry, and Wil-Mar Neighborhood Center. You met our match and exceeded it with a combined \$13,293.17 in cash donations and savings due to your reuse of bags! Thanks to you, each food pantry will receive \$1,667 to use on fresh items that are harder to come by in the winter season. We appreciate your support of the Double Dollars program and our neighborhood pantries.

COMMUNITY INVESTMENT FUND GRANT APPLICATION DEADLINE FEBRUARY 28TH

Applications for our Community Reinvestment Fund are now open, and we will be accepting applications from local 501(c)3 nonprofits and cooperatives through February 28th. We are seeking to fund projects benefiting Dane County with priority given to projects benefiting the Madison and Middleton metropolitan areas, organizations with limited access to funding, and projects that have not been funded by the grant program previously. Grants provide for innovative, hands-on, educational projects that impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for di-

versifying partnerships, collaboration and entrepreneurialism. Grants are competitive, and this year the Board has allocated \$25,000 from abandoned Owner equity to award. For more information and to download the application, visit www.willystreet.coop/community-reinvestment-fund.

FRUIT AND VEGETABLE PRESCRIPTION PROGRAM PILOT COMPLETED, EVALUATION UNDERWAY

Last calendar year, the City of Madison received a \$25,000 grant from Wholesome Wave to pilot a Fruit and Vegetable Prescription Program. The program lasted from February 1st through December 31st. During the pilot, the UW Health Northeast Family Medical Center used the HungerCare Food Security Screening to screen patients for experiencing food insecurity. If the patient screened positive, they received \$120 in \$2 vouchers for items in our Produce department to use within six months, and a \$4 equity voucher to become an Owner or make an equity payment and participate in the Access Discount Program. 420 patients received vouchers during the pilot. We are currently reviewing the overall usage of the program, the potential future of the program and next steps with our pilot partner organizations: the City of Madison, Public Health Madison and Dane County, Second Harvest HungerCare Coalition, UW Extension, and UW Health Northeast Family Medical Center.

OWNER DONATION REPORTS FOR FILING 2017 FEDERAL INCOME TAXES

It's tax season! Did you know that the donations you make at the registers when you shop the Co-op are tax deductible? It's true and during this time of year we are frequently asked for reports on customer donations from the previous calendar year. Donation reports are easy for us to provide if you're an Owner, and you may simply stop by Customer Service at any retail location or email ora@willystreet.coop with your Owner number to receive a copy. The report for 2017 will include information for customers who donated at the checkout lanes supporting Community Shares of Wisconsin via our Community CHIP program; Community Action Coalition using Double Dollars Fund scan cards; and Central Texas Food Bank and GlobalGiving for providing disaster relief in the wakes of Hurricanes Harvey, Irma, Katia, and the earthquake in the Chiapas region of Mexico.

THANK YOU FOR YOUR SUPPORT!

Whether we are growing our business or improving our services at existing locations, supporting shoppers experiencing food insecurity, or making contributions to our community, none of these things are possible without the efforts of you and our community partners. Thank you for your generosity.

NUTRITIONISM: THE CULTURE OF EXPERTS

by Andy Gricevich, Newsletter Writer

A BRIEF HISTORY OF DIETARY ANXIETY

Back in the old days—from 300,000 B.C. or so until about 70 years ago—we learned how to eat from our communities. Family members taught us what to hunt and gather and how to use it, and we shared meals with the people around us, sometimes in special seasonal celebrations. Around 12,000 years back, the establishment of grain-based agriculture drastically reduced the diversity of our diet. Nonetheless, we kept eating from gardens, orchards, pastures, rivers and oceans, and regional food traditions developed everywhere, passing down knowledge about how to prepare, combine and preserve food.

After World War II, big agriculture and the food industry exploded. Industrial-scale processing and the new interstate highways broke through the limits of region. Whole foods were transformed into packaged products with longer shelf lives. The corn, soy, sugar and wheat industries pushed the federal government to promote their commodities, leading both to subsidies for those crops (making them cheap and easy to incorporate into processed foods) and to the creation of the “food pyramid” many of us grew up with. At the same time, the postwar economy set in motion a shift away from home-cooked, communal meals and toward TV dinners and ordering out. Over the course of only one generation, many of our culinary traditions were lost.

Here we are in the 21st century, on the other side of that gap. We’ve figured out that an industrial diet isn’t so good for us. In an environment of unprecedented toxicity and rampant food allergies, we want to eat in ways that promote health, but we lack the guidance of a strong food culture. We feel that there must be a “right” way to eat (almost as a moral imperative), but it’s hard to sort it out in the face of the dizzying array of products, trends and fads that surround us. For help, we turn to specialists: dietitians, doctors, nutritional scientists and trusted food companies. While their recommendations may change and vary, these experts generally share an underlying perspective on nutrition—a set of assumptions that seem so obvious to most of us that we’re barely aware of them.

NUTRITIONISM

The modern study of nutrition

works in the way most laboratory science does: by breaking things down to their basic components, isolating them, and performing controlled experiments to draw conclusions. When it comes to food, specific nutrients (vitamins, fats, minerals, etc.) are tested to determine how they interact with specific bodily systems. It’s not impossible for scientists to zoom back out and ask about more complex interactions—but the elegance and simplicity of the most basic elements is seductive, though, and our dominant scientific culture (especially as popularly understood) tends strongly toward reductionism. We feel that the truth lies in the most whittled-down, directly measurable and quantifiable data.

When the explanatory methods of reductionist science get applied to the production and consumption of food, we have a culture of “nutritionism.” That term came to some prominence a handful of years back via Michael Pollan’s book *In Defense of Food*, where he borrowed it from the work of Dr. Gyorgy Scrinis. Nutritionism treats foods as vehicles for particular nutrients, which are judged “good” or “bad” on the basis of their effects on the human body. There’s no distinction between the sources of these elements; a nutrient’s a nutrient, in a jackfruit or a gel-cap.

Nutritionism sits well with mainstream medical culture, based on a model of the body as malfunctioning, and in need of pharmaceutical cures. Similarly, many dietary experts prescribe or produce the nutrient compounds they believe will cure our ills. We’ve internalized the medical model of nutritionism; if we hear that raspberry ketones burn fat, and we want to lose weight, we buy raspberries every time we shop—or take a daily dose of a ketone extract, without differentiating between the two, or considering what other foods might help us meet our goal. If we want a healthy diet designed for us, nutritional consultants can interview us, look at some data, and give us a personalized, scientific meal plan. We can shop and eat based on simple solutions to our problems, without the burden of choice.

Nutritionist thinking feels rational, comforting and solid. It breaks things down into language we can understand, and gives us tools for addressing particular health challenges. It also makes it easy for food scientists to design new products and supplements. If we need more vitamin D, we can add it to milk; our favorite corn chips can be enhanced with omega-3s or probiotic seasoning formulas. Food scientists can zero in on

widespread nutritional deficiencies; they can synthesize antioxidants to target the health issues that come with exposure to toxic chemicals in our everyday environment; they can remove components of foods thought to be harmful. It’s a direct, simple, targeted way to meet (and create) the demands of the food market.

DANGERS OF NUTRITIONISM

The nutritionist view feels empowering—but is the advice we get always reliable? It’s easy to forget that scientists make mistakes, missing factors or attributing an effect to the wrong cause. In itself, that’s no problem; critical review and revision are central to the scientific method. When nutritional science makes its way into the food market, though, mistakes can have serious consequences. Remember the opinion—still widespread—that margarine is better than butter? It took a long time for scientists to acknowledge that hydrogenated fats are bad for us, longer for that knowledge to filter into popular culture, and even longer for us to hear about how important naturally occurring fats are for our health. (Actually, margarine isn’t the best example; its promotion involved heavy lobbying and economic pressure on the FDA, and that’s not too unusual in the food industry. Money can indeed corrupt science).

Honest reductionist thinking still tends to downplay complexity, assuming that whole systems can be explained by their basic elements, even when the interactions of those elements aren’t yet well understood. In whole foods, one nutrient—like fiber or fat—might be necessary in order for our bodies to absorb an essential vitamin found in that food. That vitamin might only be accessible when the food is prepared in a certain way. A nutrient might also interact with different bodily systems in different ways, and its path to one part of the body or another might be determined, in part, by the way it’s ingested. Ignoring the natural interactions between nutrients can lead to products and dietary choices that fail to meet our needs.

It can also be potentially harmful. We evolved eating a varied, seasonal diet, and the plants and animals we ate evolved along with us through our selection and management. We’re set up to thrive on a changing diversity of micronutrients, antioxidants and

phytochemicals, not to eat only a few things all the time. Most edible plants are “superfoods” to some degree, and they also contain mild toxins; in fact, many essential nutrients are toxic in too large a concentration. When we eat seasonally, our bodies have the opportunity to achieve balance, purifying themselves of what’s accumulated over recent months while taking in what’s been in short supply. It’s possible that eating the same things year-round can hamper our ability to process them beneficially, leading to food allergies. Seasonality works to our advantage in other ways, too; for example, the berries ripening in summer are high in compounds that protect our skin from the sun, and those compounds aren’t as necessary in the winter. The pharmaceutical model of nutrition, at its extreme, tends to ignore our natural balance and rhythm.

There’s one more potentially unhealthy effect of nutritionism: rather than alleviating anxiety, it often increases it. Data and recommendations change all the time, and the field of choices grows and shifts almost constantly. Do we go for a diet that’s nutrient-based (low-carb, alkaline), food-based (paleo, vegan, juice), medical (the cancer diet), or cultural (the Mediterranean diet)? What are the highest priorities? Do we have to stop eating what we enjoy, or just change our portions? Every day we’re told that one compound can heal us, while another can kill us. This confusion and uncertainty can’t be good for our stress levels—and stress, so the experts tell us, is a serious killer.

EMPOWERMENT

Treating foods and bodies in terms of their smallest components creates opportunities not only for food scientists and researchers, but for marketing experts. The more quantified our eating becomes, the more our bodies themselves can be turned into statistical data, locations of potential profit. This process both supports and depends on the restricted role of eating in standardized culture, in which nourishment tends to get treated as one of our many daily tasks. It’s like the exercise we get in specialized, intensive bursts, rather than from varied movement throughout the day. Compartmentalization doesn’t account for the role of one kind of activity within the context of a whole life. The same lifestyle responsible for many modern ailments also makes

us feel less capable of understanding what we need for good health—thus our dependence on the culture of experts.

Since most of us are stuck with that lifestyle, how can we empower ourselves as eaters, without anxiety and constant homework? It might be largely a matter of a shift in perspective. Instead of seeing our bodies as problems to be solved, we could see them as intrinsically tending toward health, and make our goal an enjoyable diet that makes us feel good. We can consciously use expert knowledge; less reductionist nutritionists have studied the ways traditional diets are put together, as well as the lifestyle and health patterns that go with those food cultures. They've looked at the way our distant ancestors ate, in order to understand the needs and capacities of the human animal, and they generally agree on at least the basic principles: we're best off eating whole foods (especially plants), with plenty of variety, in quantities just large enough to satiate us, ideally in the context of a physically active life. From there, we can start to figure out our own individual needs.

There will still be challenges, of course. Many of us have developed food allergies or other health problems stemming from the ways we've eaten already, and it isn't always possible to determine whether they can be reversed. Many of the rest of us are so used to an industrial diet that we take the ways we feel for granted. Even the best expert advice can only go so far if we don't get back in tune with our bodies, and there's a range of strategies available to help us do

that. Consultants often recommend various "elimination diets," in which a number of foods are taken off the menu, then reintroduced methodically to see how we respond to them. Elimination diets are typically prescribed to diagnose allergies, but can also help us learn to pay attention to how we feel when we eat well.

Alternatively, we can go in the opposite direction, and begin eating more foods, focusing on variety and quality. That's what I did during a couple of years of basing my diet around a local, organic vegetable CSA (community-supported agriculture) share, and, ever since, I've felt like I know exactly what I need at any given time. Even though I wasn't a purist about my diet, and maintained a modest collection of bad habits, eating a variety of healthy foods in season got me back in tune with my body, so that I could tell what foods made me feel better and worse just by feeling. Today I have fun eating whatever I want (largely from the Willy Street Co-op's Produce, Bulk, Dairy and Meat departments), and I crave nourishing food in season.

The point of that story isn't that I have the perfect diet, nor the best way of becoming conscious of my needs. There are many paths to finding the right diet for you. Though we all share the most basic nutritional requirements, everyone's a little different, and I'm not qualified to tell you how to eat. You are! You may have particular issues that require the help of experts or nutritionally targeted products, but any of us can get in touch with our own needs—and we can probably do it best by exploring, trying things out, and enjoying

eating. We're humans before we're patients or consumers. Like our hunter-gatherer forebears, and like the originators of the world's great food traditions, most of us can have a splendidly healthy diet without even knowing what a nutrient is. The

knowledge we do have is icing on the cake. Let's eat cake! And if you do work with a nutritionist, make sure they keep your whole body and all aspects of your diet and activities in mind, like our exclusive nutritional consultant Katy Wallace.

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RECIPES AND DRINK RECOMMENDATIONS

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



Portabella Fajitas

Adapted from www.kitchenlibrary.com

- 2 cloves garlic (crushed)
- 1 1/2 tsp. ground cumin
- 1 t oregano (dried, crushed)
- 3 Tbs. lime juice
- 1 Tbs. olive oil
- 3 Tbs. water
- 10 oz. portabella mushrooms (thinly sliced)
- 1 bell pepper (medium red, yellow, or green, cut into thin strips)
- 1 poblano pepper (medium, cut into thin strips)
- 4 green onions (medium, diced)
- 6 tortillas (corn or flour)
- 1 lime (sliced into 6 wedges)

Notes: Use corn tortillas instead of flour in order to make this meal gluten-free.

Directions: In a large glass baking dish, whisk together garlic, cumin, oregano, lime juice, oil and water. Add mushrooms, peppers and green onions. Thoroughly coat and set aside to marinate for 15 to 30 minutes.

Wrap tortillas in foil and warm in a 350°F oven for about 10 minutes or until soft. Transfer entire marinade mixture to a hot skillet and sauté over medium-high heat, stirring occasionally for about 5 minutes or until peppers are tender and most of the liquid has evaporated. To serve, spoon mushroom filling into warm tortillas, garnish with lime wedges. Makes 4 servings.

Star Recommends: Thieuley Bordeaux: The typical Bordeaux blend of Merlot, Cabernet Franc and Cabernet Sauvignon with a great balance and a good tannic structure. Vanilla aromas give this wine its warm wood character. The ripe fruits that are underneath are full of red berries, touches of spice and acidity. This is a full-bodied wine.

Portabella-Lentil Burgers

Adapted from *Vegetarian Planet*

- 2/3 c. lentils, any type
- 6 oz. portabella mushrooms
- 2 Tbs. olive oil
- 1 1/2 c. onion, minced
- 2 cloves garlic, minced
- 1/2 tsp. ground cumin
- 1/2 tsp. salt, or to taste
- Freshly ground black pepper to taste
- 5 slices stale or toasted whole wheat bread
- 1/2 c. parsley, chopped

Directions: Bring lentils and two quarts of water to a boil, reduce heat and simmer 20-30 minutes or until tender. Drain the lentils thoroughly and set aside to cool. Clean mushrooms, and then finely chop the stems and caps. Heat one tablespoon oil in skillet and add onions. Cook until softened, about five minutes. Add the garlic, mushrooms and cumin and cook for five minutes more. Season with salt and pepper to taste and remove from heat. Break up the bread and put pieces into food processor bowl or blender; process into crumbs. Place two cups of the crumbs into large bowl, reserve remaining crumbs. Add lentils to processor and pulse until somewhat pasty. Transfer lentils to bowl with crumbs, stir in mushroom mixture and mix well, using clean hands. If mixture is too wet to shape into patties add some of the reserved breadcrumbs. Chill the mixture at least one hour and up to two days. Form the burger mixture into four patties. Heat the remaining tablespoon oil in a large skillet, preferably cast iron, over medium heat. Fry the patties until golden brown, about three minutes. Flip and cook about three minutes on the second side. Makes 4 servings.

Star Recommends: Reunion Malbec: This sustainably farmed, single vineyard estate wine is composed of 100% hand-harvested Malbec from the Los Sauces of Mendoza. It has a deep, concentrated red color with purple hints. It is a very expressive wine with ripe, fruity aromas of plum and cherry, as well as notes of chocolate. Reunion Malbec is soft and round on the palate with velvety and mature tannins; it has a well-balanced and full-bodied long finish.

Not-Quite-Kimchi Bright Eye

Adapted from *The Bright Eye Farm book*

- 1 small napa or Chinese cabbage, or bok choy, trimmed of greens
- 8 red radishes
- 3 cloves garlic, mashed
- 2 small hot peppers, finely chopped
- 2 Tbs. tamari or soy sauce
- 2 Tbs. vinegar
- 1 Tbs. sugar

Notes: Traditional Korean kimchi is fermented, or “pickled.” The complex process of fermentation can be explained very simply. In the words of Linda Ziedrich in her useful book, *The Joy of Pickling*: “Fermentation is a controlled decomposition of food, involving yeasts, molds, or bacteria in an aerobic or anaerobic process.” It sounds a little counterintuitive to preserve something by hastening its decomposition, I know. But the science actually makes sense. The bacteria that break down the cabbage in the fermentation process are actually converting the cabbage’s sugars into acid, which “preserves the food for some time in its partially decomposed form,” according to Ziedrich. This process increases the nutritional value of the food, by encouraging the proliferation of microorganisms (live active cultures) that increase levels of certain vitamins and aid in our digestion. Because this recipe is not fermented, you are not ingesting these live active cultures. It is, however, still a very nutritious and revitalizing dish. More information about the health benefits of fermentation may be found at www.wildfermentation.com.

Directions: Shred cabbage or bok choy into 1 1/2 inch pieces to equal about 2 to 3 cups. Slice radishes into thin pieces. Combine cabbage, radishes, garlic and hot peppers. Mix together tamari, vinegar and sugar, adjusting to taste. Drizzle over salad mixture and toss until well-coated. Cover and marinate overnight for more flavorful results.

Star Recommends: Seikou Udoku Shochu: The words “Seiko Udoku” mean “Work in the field in fine days and stay reading on rainy days.” Seiko Udoku was named after the wish to talk about and share your dreams, quietly and comfortably free from worldly cares, when drinking shochu. This shochu has a sophisticated sweet potato aroma, light and smooth, yet full of Umami flavor.

Spicy Ground Pork and Vegetable Stir-fry

Adapted from www.foodess.com.

- 5 Tbs. peanut oil (divided)
- 1 1/2 lb. ground pork
- 1 c. low-sodium chicken broth (warmed, divided)
- 3/4 c. peanut butter (smooth, natural)
- 1/4 c. soy sauce (or tamari)
- 1 Tbs. brown sugar
- 3 cloves garlic (minced)
- 2 green chiles (or jalapenos, seeded and minced)
- salt
- pepper
- 1/2 onion (medium, sliced)
- 1/4 napa cabbage (small, shredded)
- 4 carrots (peeled, julienned)
- 1/2 broccoli head (florets separated, stalks julienned)
- 1/3 c peanuts (roasted unsalted)
- 1 lime (sliced into wedges)

Directions: In a large wok or cast iron skillet over medium heat, heat 1 tablespoon of the peanut oil. When shimmering, add the pork and break it up with a spoon, cooking until cooked through and beginning to get crispy.

In a large mixing bowl, whisk together 3/4 cup of the chicken stock, the peanut butter, soy sauce, brown sugar, garlic, and chiles. Set aside.

Use a slotted spoon to transfer the cooked pork to a bowl. Discard the fat from the pan. Add the last 1/4 cup of chicken broth to the pan and bring to a simmer over medium heat. Scrape up any browned bits, then pour it into the bowl with the pork.

Add 4 tablespoons peanut oil to the pan and heat over medium-high heat. Add the onion, cabbage, carrots, and broccoli florets and stalks. Cook,

please drink responsibly.

stirring frequently, for 4 minutes, until the cabbage is tender. Return the ground pork and broth to the pan. Use tongs to combine, and cook until heated through. Serve hot, topped with ground peanuts, with lime wedges on the side. Make 4 large servings.

Star Recommends: Leitz Drangonstone: While Johannes' dry wines solidified his reputation in Germany and throughout Europe, no other wine made him as popular in the US as did Dragonstone. Coming from the Rudesheimer Drachenstein, the pure quartzite soil, being a silicate, lends a saltiness to the orange citrus-flavored wine which buffers the acidity and counterbalances the palpable sugar.

Grapefruit Yogurt Cake

Adapted from Ina Garten

1 1/2 c. all-purpose flour
2 tsp. baking powder
1/2 tsp. kosher salt
1 c. yogurt (plain, whole milk)
1 c. sugar (plus 1 tablespoon, divided)
3 eggs (extra-large)
1 Tbs. grapefruit zest (from 1 large grapefruit)
1/2 tsp. vanilla extract
1/2 c. vegetable oil
1/3 c. grapefruit juice (freshly squeezed)

Directions: Preheat oven to 350°F. Grease an 8 1/2x 2 1/2-inch loaf pan. Line bottom with parchment, and grease and flour the pan. Sift together the flour, baking powder and salt in a medium bowl. Whisk together the yogurt, 1 cup of the sugar, eggs, grapefruit zest, and vanilla in a large bowl. Slowly whisk the dry ingredients into the wet ingredients. Use a rubber spatula to fold the vegetable oil into the batter until well incorporated. Pour batter into prepared loaf pan and bake for 50 minutes, or until a toothpick inserted into the center comes out clean. Simmer the grapefruit juice and last tablespoon of sugar in a small pot over medium heat until the sugar dissolves and the mixture is clear. Allow the cake to cool in the pan for 10 minutes. Place on a wire rack over a sheet pan. Pour the grapefruit-sugar mixture over the cake and allow it to be absorbed. Let the cake cool, then enjoy. Makes 1 loaf.

Star Recommends: Blandy's 5 year Madeira: Pale, bright topaz color with a golden tinge, fresh with dry fruit, wood and citrus flavors with a fresh and nutty persistent finish.

Baked Tilapia with Grapefruit

Adapted from www.sheknows.com

4 Tbs. butter (melted)
2 tilapia fillets
1/4 tsp. salt
Black pepper (freshly ground, to taste)
1/2 c. bread crumbs
2 Tbs. sesame seeds
1/4 tsp. sage (miced)
6 grapefruit segments

Directions: Preheat oven to 350°F. Prepare a baking dish by greasing it with 1 tablespoon of butter. Place tilapia in the greased dish and season with salt and pepper.

In a small bowl, combine the breadcrumbs with 1 tablespoon of the butter, sesame seeds, and sage. Sprinkle over tilapia and bake for 6-8 minutes until just about cooked through. Arrange the grapefruit segments on the fish and brush with remaining butter. Bake for another 2-3 minutes or until fully cooked. Makes 2 servings.

Star Recommends: Chasing Venus Sauvignon Blanc: Vibrant, mouthwatering flavors of grapefruit, pineapple and lime zest fill the palate.

Yucatan-Style Chicken, Citrus, and Onion Stew

Adapted from www.saveur.com.

1 Tbs. coriander (ground)
1 Tbs. oregano (dried)
1 Tbs. coarse salt
1 Tbs. black pepper
1 1/2 tsp. cumin (ground)
1/4 tsp. cloves (ground)
1/4 tsp. allspice (ground)
14 tsp. cinnamon (ground)
1 c. orange juice (fresh)
1 c. grapefruit juice (fresh)
3/4 c. lime juice (fresh)
4 cloves garlic (minced, plus 20 whole cloves, peeled)
2 chickens (3-4 lbs each, cut into 8 pieces each)

4 chiles (stems removed, preferably Anaheims)
2 Tbs. canola oil
5 white onions (medium, halved and cut into 1/2-inch-thick slices)
2 c. chicken stock (reduced sodium)
8 tortillas (warm, for serving)

Directions: Combine the coriander, oregano, salt, pepper, cumin, cloves, allspice, and cinnamon. In a large bowl, whisk together 1/2 of the spice mix with the orange, grapefruit, and lime juices, and minced garlic. Add the chicken pieces and toss well to coat. Cover in plastic wrap, and refrigerate for at least 4 hours.

Heat a cast-iron skillet or grill over medium-high heat. Place the whole cloves of garlic and the chilies in the skillet. Cook, turning occasionally, until lightly charred on all sides, about 10 minutes for the garlic, and 25 minutes for the chilies. Transfer to a dish and set aside to cool.

Remove chicken from the marinade and reserve marinade. Working in batches, place in the hot skillet. Cook over medium-high heat for 8-10 minutes, turning once, until lightly charred on both sides. Transfer to a plate and set aside.

Heat the canola oil in a large stock pot over medium heat. Add the onions and remaining spice mixture. Cook about 15 minutes, stirring occasionally, until soft. Add the chilies and garlic, and the chicken. Pour in the reserved marinade and the chicken stock. Bring to a boil, then cover and reduce heat to medium-low. Cook about 20 minutes, until the chicken is cooked through. Uncover and cook another 15 minutes, until the liquid has slightly reduced. Serve hot, with warm tortillas. Makes 8 servings.

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

Winter Citrus Salad with Honey Dressing

Inspired by the New York Times.

2 blood oranges
1 grapefruit (Rio Star)
1 navel orange
1 pomelo
1 meyer lemon
4 tangerines (Satsuma)
Salt (to taste)
1/2 red onion (small, or 1 shallot, thinly sliced)
3 Tbs. olive oil
1 Tbs. vinegar (sherry)
1/2 tsp. honey
Lime juice (or lemon juice, to taste)
1/4 tsp. tarragon (fresh, finely chopped)

Notes: The easiest way to peel the citrus for this recipe is to cut off both ends at the poles so you have a flat surface to stand the fruit upright, then cut as close to the pulp as possible, slicing off the skin in strips and removing as much bitter pith as possible.

Directions: Peel the citrus (see note) and slice into wheels. Remove any seeds and spread out the fruit on a serving dish. Sprinkle with salt and sliced onion. In a small bowl, whisk up the olive oil, vinegar, honey, lime juice and tarragon. Taste and adjust the seasoning, drizzle over the citrus slices. Makes 4 servings.

Star Recommends: Foris Pinot Blanc: Crisp, clean and fresh, this showcases yellow apple lightly dusted with cinnamon. Nicely balanced and immaculately rendered, it's perfect for those occasions when Chardonnay is just a bit too heavy.

SEND US YOUR RECIPES

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





Staff Picks



AMANDA

Alaffia Virgin Coconut Hand & Body Cream—Refreshing Coconut

It has a light coconut smell to it; you won't walk around smelling like the beach all day long. The lotion is light and soaks in fast and makes my skin feel so soft! I LOVE IT! East and North only.



BOBBY

Willy Street Co-op Asian Noodle Salad

Full of great flavor.



SHARON

Dr. Bronner's Sal Suds

Years ago I gave up on harsh chemical cleaners, and this is the best biodegradable around. Sal Suds, baking soda, and vinegar are the only things I need to keep my house sparkling, and I have a reputation for being an aggressive cleaner. It is a fabulous degreaser, has a fresh scent, and a bottle goes a looooooong way. Read the label for its many uses.



Badger Balm for Sensitive Dry Skin

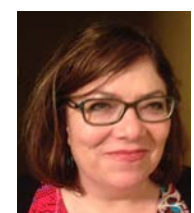
Beeswax and olive oil are the only ingredients in this miracle balm. I slather it on my arms and legs right after my morning shower. It provides real relief for itchy, dry winter skin. North and West only.



MICHAEL

Willy Street Co-op Chicken Piccata

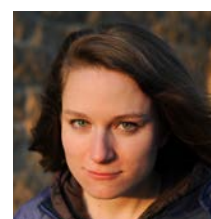
I am a fan of chicken dishes in general. I am also a fan of a good sauce or gravy. So, mix the two together with capers and spice—AWWW YEAH!



PAIGE

inesscents Perfume

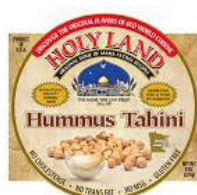
Beautiful aromatic botanical perfumes. The perfect little gift for friends, family, teachers...yourself! Each dram of perfume comes mixed in organic jojoba oil in a glass bottle with a roll-on dispenser. I love all the blends but my favorite is the Rose Sandalwood—a wonderful blend of earthy sandalwood and lush rose.



ANGELICA

Holy Land Tahini Hummus

Perfect creamy texture with just the right amount of zing. A great standard hummus.



ASHLEY

Honey Ginger Mad Maiden Shrub

This product is great for anyone looking for a unique cocktail experience! Impress your guests with easy-to-follow and delicious drink recipes from Mad Maiden's website. Their shrubs are also great for simple salad dressings.



Quince & Apple Preserves

These unique preserve flavors are a delight! I love giving the small jars away as hostess gifts.



ELLIE

RP's Frozen Ravioli

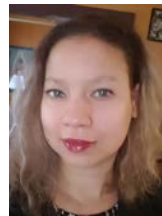
These are delicious, and one package makes a good-sized meal for two for a great price! Plus they're made locally!



EVAN

Gardein Turk'y Cutlets

Nice crispy breading and very versatile. You can make a sandwich, cut up for a salad, or eat it with gravy and mashed potatoes; there are so many options. My kids love it and would eat this and nothing else if allowed.



ASTORIA

Lady Alice Apples

Taste like they are injected with apple jam. They are not too crispy, not too soft.



TIFFANIE

Justin's Peanut Butter Cups

I love Justin's Peanut Butter Cups! Try them with smores. You will not be disappointed.



DEMETER

Willy Street Co-op Curry Mango Chicken Salad

I love this product! It's a great twist on a classic chicken salad. I like to put it in a tortilla with veggies to make a wrap!



LIZ

Califia Farms Cold Brew

Everything Califia Farms makes tastes amazing, but the cold brew is especially good. The flavor of the almond milk really complements the coffee, and since it's cold brew, there's no bitterness at all. Every variety has a unique flavor combination, and they've all



tasted fantastic. My favorite is the seasonal Peppermint Mocha Cold Brew.

Tandoor Chef Naan Pizza

These naan pizzas are the perfect size when you need a quick, small meal, and they're very tasty and satisfying. They cook up quickly in an oven, but if you're really short on time, you can defrost them in a microwave, and cook them for a few minutes in a toaster oven as well. They're my go-to when I know I won't have a lot of time for a meal.

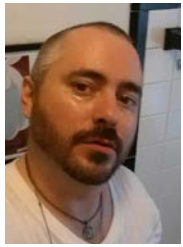


KELSEY

Mama Bella's Garlic Toast

This is the best garlic bread I have had in ages. It's amazing!!!! If you're not going to make your garlic bread from scratch, you gotta get this.





JESSE

Tierra Farm Organic Garlic & Herb Cashews

These cashews are to die for! Perfectly roasted and seasoned and incredibly addictive after you eat a few. It's definitely an extravagance of mine, but hey, you only

live once! Would be great for a gift or a party snack.



Saffron Road Tandoori Chicken Nuggets

Tender, juicy cuts of chicken that are so flavorful! Great for a snack on their own, but also works well thrown into a noodle or rice dish.



JACK

Renard's Morel & Leek Monterey Jack Cheese

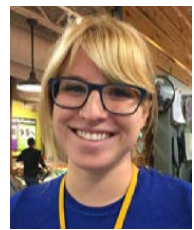
Sauté some button mushrooms and pile them between shreds of this cheese and two tortillas until melted. Heaven!



KATY

Cedar Grove Garlic and Dill Cheese Curds

Delicious, squeaky, and great alone or with one of our many choices of baguette!



ANNA

Willy Street Co-op Smoky Rosemary and Garlic Sausage

SO GOOD. Super great flavor, somewhat spicy with a great smoky taste. These are always a hit at a summer cookout. Plus they're made in-house!



MEGAN

Meyer Lemons

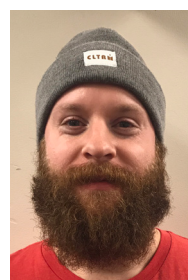
When Meyer lemons are in season they're the only kind of lemon I buy. They are sweeter and less acidic than regular lemons, with a distinct flavor unto themselves. They're so good, they almost make winter worth it!



JUSTIN

TDE Triple Cross Tangerines

The citrus TDE Triple Cross might be the most flavorful item we sell all year in produce. Sweet, sour, juicy, tangy and rich; in my opinion, this is pretty much as good as citrus gets... and it's really good!



FREDERICK

Willy Street Co-op Korean Chicken

I can say with certainty Korean Chicken can turn a frown upside down. It's absolutely delicious with a sweet kick and don't let this face fool you; it's a day changer. :)



BENJAMIN

Willy Street Co-op Creole Roasted Sweet Potatoes

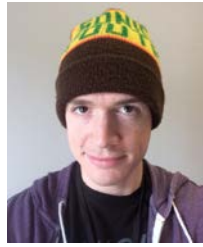
These sweet potatoes are so delicious and have a wonderful cake-like texture. I highly recommend them!



LIAM

Willy Street Co-op Hot Toddy Drink and Hot Toddy Concentrate

My co-workers don't want me to have caffeine so I regularly stop by the Juice Bar for a Hot Toddy. It's a great pick-me-up! East and West only.



ROBERT

Willy Street Co-op Sausage Feta Pocket

This is my favorite new-ish product in the entire store. The flavor and texture combination falls somewhere between an empanada and a calzone. The Italian Sausage keeps the feta flavor mellow, giving this pocket a unique flavor that I just can't



get enough of!

Karite Lips Shea Butter Lip Balm

When the drier seasons come to wreak havoc, my lips are often the first to notice. A coworker recommended this to me when it seemed that my dryness was beyond what regular lip balm could repair. Later that same day, after two to three uses, my lips were in the best shape they'd been in months. Now I use it year-round and never have issues. Karite Lips has the best value of any I've tried. East only.



Primal Pit Paste Royal & Rogue

Primal Pit Paste is the most effective natural odor protection I've found with no harsh chemicals, no aluminum, no propylene glycol, and no parabens! I'm interested in trying the other unique blends, but the Royal & Rogue has a familiar warm and earthy scent with hints of rosewood, frankincense, black Pepper, and sandalwood.



KATHERINE

Willy Street Co-op Earl Grey Latte

This is THE BEST Earl Grey Latte in town. The Juice Bar uses organic Rishi tea to make a perfect concentrate that is strong but balanced perfectly with a milk of your choice. It's the only thing I want to drink on cold winter days! East and West only.



WELLNESS WEDNESDAY THIS MONTH: February 7th

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

COMMUNITY REINVESTMENT FUND GRANTS AVAILABLE

Since 1992, the Willy Street Co-op has contributed \$402,000 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 cooperatives, sustainable agriculture, health and well-being, and/or social change. Grant applications and further details can be downloaded from www.willystreet.coop/community-reinvestment-fund.

The deadline for applications is February 28, 2018

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