

willy street co•op

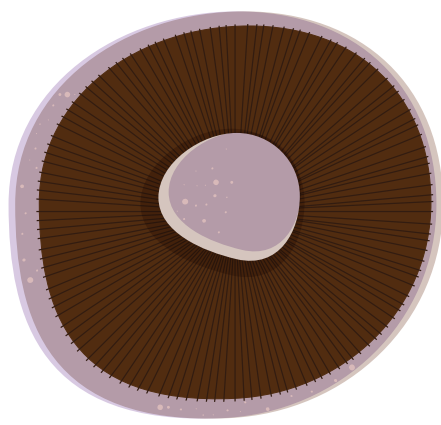
READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

VOLUME 54 • ISSUE 2 • FEBRUARY 2024



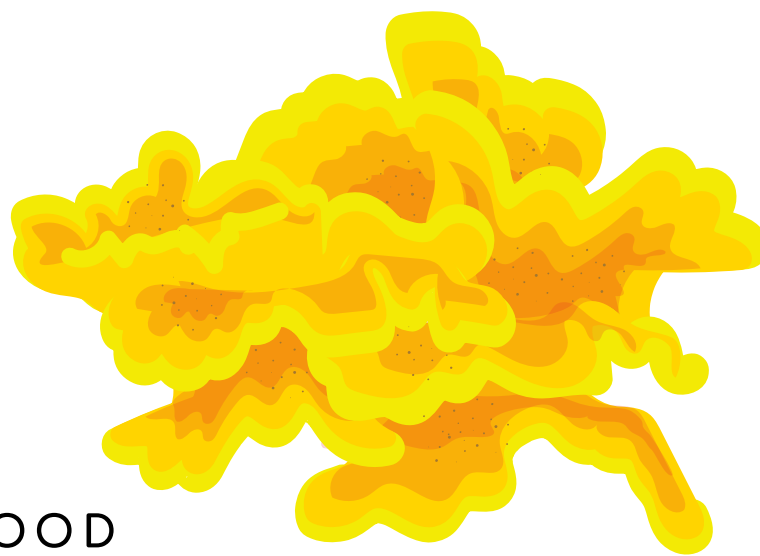
SHIITAKE
Lentinula edodes



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MOREL
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CHICKEN OF THE WOODS
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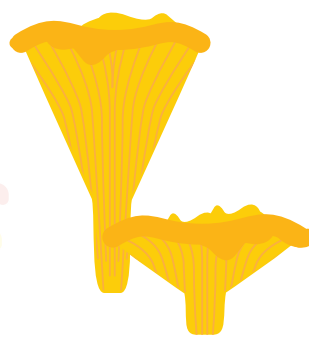
MUSHROOMS AS FOOD AND MEDICINE



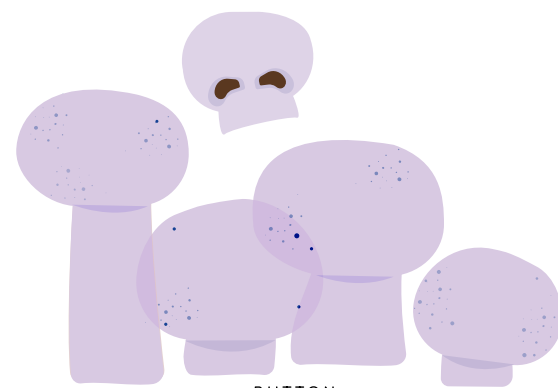
OYSTER
Pleurotus ostreatus



LION'S MANE
Hericium erinaceus



CHANTERELLES
Cantharellus cibarius



BUTTON
Agaricus bisporus

IN THIS ISSUE:

Interviews with the Owners of Madison Chocolate Co. and Soul Brew Kombucha, Non-Alcoholic Beverages, Continuing a Powerful Charitable Legacy, and more!

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Ashwini Rao

Nancy Ranum

BOARD CONTACT INFO:

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

BOARD MEETING SCHEDULE

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

March 27

April 24

June 26

July 24

WILLY STREET CO-OP MISSION STATEMENT

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

ADVERTISE IN THE READER

Affordable rates, wide reach, discounts for non-profits and Owners. Find info here: willystreet.coop/advertising.

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READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

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

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

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

EDITOR & LAYOUT: Brendon Smith

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: b.smith@willystreet.coop

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

NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 7:30am-9:00pm; Willy West: 8:00am-9:00pm; Willy North: 8:00am-9:00pm every day

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Customer COMMENTS

Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to customer.comments@willystreet.coop or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the Reader; publication does not necessarily indicate an endorsement of views stated in a customer's original comment. Many more comments can be found in the commons or in the binder near Customer Service. Thank you!

MEXICAN AVOCADOS

Q: Please try to source avocados outside of Mexico due to the dangerous working conditions. Thank you!

A: Willy Street Co-op is committed to sourcing avocados from Equal Exchange, who work with a cooperative of small scale, family run avocado farms that are committed to practices supporting the environment, and their communities! Check out some of the articles from Equal Exchange: (links at the bottom of answer) it's not all doom and gloom in the avocado business! Like so many things in big media, the focus is on the negative: it's what people want to read, and what makes money. Articles like this are really informative, but if people don't know there are alternatives, are they going to change? Are they just going to stop buying avocados? It would be nice if the NYT did some promoting of Equal Exchange and the many others that are doing great things! Like Willy Street Co-op, they are such a small percentage of the food chain, and unlike the Avocado Commission, do not have the millions and millions of dollars it takes to reach a larger audience. Oh well....We do our best regardless. You can learn more at:

- www.info.equalexchange.coop/articles/michoacan-challenges
- www.info.equalexchange.coop/articles/truly-responsible-sourcing
- www.info.equalexchange.coop/articles/monarchs
- www.info.equalexchange.coop/articles/cooperatively-grown-avocados-interview-profosmi

Thanks for sharing, stay positive, and have a great day! -Andy Johnston, Produce Category Manager

BURRITOS OF THE CHICKEN VARIETY

Q: I am a longtime east sider, and a big fan of the chicken lunch burrito - thanks for creating them for us. Not wanting to sound fussy, but thought you might like to know: Occasionally, the foil wrapper does not cover the entire burrito. Again, not a huge issue (and if i am such a stickler, i should probably closely scrutinize the burrito wrapper coverage, prior to putting the delicacy in my shopping basket, right?) But i also tend to be more trusting of co-op products. Anyhow, tonight as i was bagging my groceries, i noticed a small bit of burrito peeking out at the edge of a fold in the foil wrapper. The foil was not torn. It just seemed to be a wrapping issue. (We're talking about an area of burrito exposure, if you will, smaller than the size of 25% of a dime. Small.)

Not wanting to be "that customer" i just wrapped the 99% foil-wrapped burrito in a copy of the Cap Times, put it in my bike pannier, and rode home. This happened to me one time before, maybe a year ago. Definitely a first world issue. Not a massive issue. I realize they are hand-made with care, and then hand wrapped. All by hardworking humans. All of whom i appreciate.

Again just thought you might like to know.

Thank you for being an entity i can trust, and a place i genuinely enjoy shopping! When i am working out of town, i miss the co-op, and wish every decent-size city were fortunate enough to have a co-op. Thanks!

A: Thank you so much for this important feedback. I'm so glad you enjoy the Chicken Burritos. We bring them in from Elegant Foods who make them for us right here in Madison. I know a handful of people have told me this is one of their favorite offerings in the Deli. They sell so fast at lunch time that it sometimes seems like we just turn around and they are gone.

That being said, I would like to apologize for the poor wrapping that you have been experiencing. We have two sizes of the foil that we use, and for all of the other burritos we sell the smaller size works just fine. With the Chicken Burritos however the larger size is what the cooks should be using. I'll check in with everybody on the team and make sure we are all on the same page. Hopefully this will remedy the situation.

Thank you again for taking the time to fill out a customer comment. We really appreciate the helpful information. Gratefully, Bob Smith, Willy East Deli Manager

BURRITOS OF THE BREAKFAST VARIETY

Q: Willy Street's own Breakfast Wraps are WAY better than the "Elegant Foods Bakery Chorizo Breakfast Burrito" that I got this morning. Much too salty, to start off with, and the taste just was not enjoyable. Bring back your own!

A: Thank you for taking the time to send us your feedback about our breakfast items in the Willy West Deli. I am pleased to let you know that we absolutely still make our house-made breakfast wraps on a regular basis! However, we have been trying out some new products in order to offer more variety. This also allows us to continue to offer you breakfast options on days when staffing levels might make our house made breakfast unachievable. We are really happy to hear your feedback about our house-made breakfast, thank you again for taking the time to provide it to us! -Renee Strobel, Willy West Deli Manager

WRAPPED IN PLASTIC

Q: Yes! You have the most wonderful looking baked goods but I never buy them because they are all wrapped in some form of plastic. I am on a mission to get plastic out of my life and I would think the Co-op would be as well. Why not have a case housing the baked goods so people could reach in with tongs and take one out and put it in a little paper sandwich bag Please consider your use of plastics and your support of the petroleum industry and our environment.

A: Thanks for reaching out about plastic use in our bakery departments. We used to have our baked goods inside of a bakery case, not wrapped in plastic. A lot changed for us at the beginning of the pandemic in 2020 and we had to make the switch from bakery cases at that time. The plastic does help keep the product more fresh, but we totally understand the desire for less plastic use. We've been discussing the possibility of switching back to bakery cases and will continue to explore the pros and cons of that option in the upcoming months. It's certainly helpful to have feedback such as yours as we evaluate the possibility of this change. I appreciate you taking the time to write in! -Liz Muñoz, Director of Product

WASHABLE CRAYONS IN BULK AISLE?

Q: I recently read a book called zero waste home. In her book the author recommended a number of novel strategies for reducing waste. Using washable crayons in the bulk section was particularly ingenious. No more sticker goo to clean up, pens or tape to consume. The Co-op would save \$ by switching the bulk section over to this great hack.

A: Thank you for sharing your idea for reducing waste in the bulk aisle! In the new year, we are planning to work on initiatives to reduce waste and improve sustainability in the stores. The bulk aisle is one area we planned to address, so we will consider your suggestion as an option for improvement! We appreciate you taking the time to write to us! -Kristin Esselstrom, Willy East Store Director

NO VEGAN/VEGETARIAN LOVE?

Q: I was excited to see that your latest issue of the newsletter featured an article called "Eating For the Climate." However, upon reading, was really saddened to see that there was no mention of veganism, vegetarianism, or even just reducing animal product consumption at all. Instead there was a focus on "restorative grazing." I get it, not everyone is going to become vegan or vegetarian, but there is no doubt that the amount of animal products consumed in this country is unsustainable and has a direct link to climate change.

I read this article after reading your bit about cheeses to see that you had mentioned plant-based cheeses in that section. I thought that was awesome, as they're a totally great addition to charcuterie boards, etc., and liked that they were included (even if the author called vegans/vegetarians "lunatics" in the same breath).

A: Thanks for sharing your concerns; I asked Andy Gricevich, the author of the "Eating for the Climate" article, to respond to your first point, and he does so below. Regarding your second point, that was admittedly a poor choice of words for the writer to use and I apologize for us printing it.

Andy writes: "Hello, and thanks for writing!

"It's my policy to refrain from making specific dietary recommendations in my articles for the Reader—aside from a regular emphasis on eating locally and seasonally, and putting some trust in long-standing food traditions. I certainly don't mean to dismiss vegetarianism and veganism; I spent a fair portion of my life as a near-vegan, primarily for ethical and environmental reasons. As you point out, it seems uncontroversial that our society's high consumption of animal products is ecologically harmful, and that, in general, a plant-centered diet represents a move in the right direction. My assumption is that most of my readers, regardless of their actual choices, would agree, and that I don't need to belabor the point.

"In my article, I chose to focus on drawing distinctions in less clear-cut areas. There's a lot of nuance to get into. Take soybeans, which, farmed on a large scale, are pretty destructive to soil health, due to heavy tillage and minimal crop rotation. Arguably, a vegan diet based heavily on soy (and not all are) could be seen as a less beneficial way to



“eat for the climate” than a diet that includes pastured meat from animals raised in a holistically-aware way. It would, however, be clearly superior to a diet that includes a lot of conventionally-farmed beef or dairy (in fact, the conventional meat industry is heavily dependent on corn and soy, the majority of which is grown for livestock, and not humans). I also tried to point out that, although organic agriculture tends to be much more “climate-friendly” than conventional vegetable and fruit farming, there are distinctions to be drawn here as well: between heavy- and low-tillage, high-density methods, or between the way perennial and annual plants function in their ecosystems, especially as regards their effects on the climate.

“My hope is that the article contributes in some way to the making of thoughtful choices about what we eat, ideally by presenting information and perspectives that might be less familiar to many readers, but which seem meaningful in regard to the issue at hand. Thanks again for your feedback!”

I’ll echo Andy’s sentiment: thank you for writing us! -Brendon Smith, Marketing & Communications Director

STACKS ON STACKS

Q: Hello, I was wondering if the Double Dollars coupons are stackable or can I only use one \$5 coupon at a time?

A: Thanks for reaching out and asking! Yes, you can use as many Double Dollars as you would like during your shopping trip.

For even more detailed information about how the Double Dollar program works, feel free to visit willystreet.coop/double-dollars. Have a great day! -Kristina Kuhaupt, Customer Experience Manager

AW, BUTTERSTICKS

Q: Would it be possible to stock the Kerrygold packages that are 2 individual butter sticks? E.g., <https://www.kerrygoldusa.com/products/unsalted-butter-sticks>. If not, could I special-order? Thank you!

A: Thank you for your questions! Unfortunately only select varieties of the Kerrygold are available for us to sell because of the laws the State of Wisconsin has in place. The State of Wisconsin requires that all butter has on its label a print grade by either

State of Wisconsin or USDA, such as “Grade A” or “Grade AA.” Not all of the Kerrygold butters are graded as such.

I appreciate you letting us know what you are looking for in our stores! Have a wonderful week! -Dean Kalas, Grocery Category Manager

BICYCLE BENEFITS

Q: Yes - in order to promote our Co-op values re environmental sustainability - please allow bicycle benefits 7 days a week!! This is a wonderful community incentive that directly helps protect against climate change.

A: Thanks for your question! Between our very low profit margins (we budget to make less than a penny on each dollar that customers spend) and the relatively high proportion of our customers who bike, we cannot afford to offer the incentive seven days a week at this time. We will be reviewing our Bike Benefits incentive again this winter and it’s possible that we may be able to figure out a way to broaden the incentive, but so far we haven’t been able to do so. -Brendon Smith, Marketing & Communications Director

PICKING UP THE READER IN THE STORE

Q: How can I reduce paper and postage costs by receiving the READER in the store, rather than by mail? I will pick it up. I do not want to receive it by email.

A: Thank you for reaching out about being removed from the paper mailing list for the Reader. I have updated your account. Have a great day! -Rosalyn Murphy, Owner Records Administrator

Note: If you are interested in helping us save money on postage, the paper version of the Reader can be picked up at any of our retail locations. You can also subscribe to our emailed version of the Reader at www.willystreet.coop/emails or by stopping by the Customer Service desk; that helps us save on printing costs as well as reducing paper usage!

SALAD BAR & HOT BAR LOVE

Q: Hello! I eat salad bar/hot bar every day and I LOVE IT. I get a combination of salad and a hot item and it’s always delicious and affordable. Yesterday I had my usual arugula/shredded carrots and beets/peas/celery/excellent croustons along with the Sierra Madre chicken and it was amazing. I want the world to know how wonderful the food is. Thanks.

A: Thank you so much for your comment! We’re all so glad you enjoy our East Salad bar and hot bar! So many great people work hard to bring this to our shoppers, and it’s rewarding to hear from folks like yourself that it is enjoyed. Making good food is everything we’re about in the prepared foods program. Happy eating! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

GENERAL MANAGER REPORT

Aubergine Opening, Contract Negotiations, West Meat Room & More!



by Anya Firszt, General Manager

Hello February! This month, like most, we have a lot going on at the Co-op, as well as a few reasons to celebrate. Before I share an update for the month ahead, there are a few updates from last month that I’d

like to share.

As you know, the second week of January we had a significant snowfall, not Madison’s greatest single-day snowfall on record, but great enough, which was followed by extreme cold temperatures. The extreme weather had an impact on the Co-op and you too, I imagine. We adjusted store hours, services, and deliveries to deal with the severe weather. I am grateful to the staff for their part in dealing with added complications brought on by the weather.

Also last month, the production kitchen walk-in freezer needed a repair. This kind of repair was no small feat; it required emptying out the walk-in, shutting off the unit, waiting for it to come to room temperature, performing the repair work, then turning the unit back on, and letting it get down to temperature. My compliments to the team for the terrific job they did addressing the repair while maintaining the production schedule for the stores.

AUBERGINE OPENING THIS MONTH

We are pleased to announce that Aubergine (across the street from Willy East) is opening this month! Classes are scheduled starting the second week of this month. We will have a grand opening celebration on Friday, March 8; we’ll share details here next month and on our website..

Check it out during our regular open hours every Tuesday and Thursday from 11-2pm starting February 15th. You can also find scheduled Aubergine events on our website at willystreet.coop/events.

WEST MEAT ROOM REPAIRS

This month, Willy West’s Meat

department room will be undergoing some repairs starting in late February and continuing into early March. While the repairs are ongoing, some product offerings will be relocated or may be temporarily unavailable. We thank you for your patience as we complete this necessary maintenance work.

UNION CONTRACT NEGOTIATIONS

This month we will begin bargaining our third contract with the United Electrical Radio and Machine Workers of America (UE). Our last two-year contract with the UE was ratified in March 2022. Stay tuned for updates as we move through this important work.

A FEW THINGS TO CELEBRATE

Black History Month is an annual celebration of achievements by African Americans and a time for recognizing their central role in U.S. history.

Carter T. Woodson was inspired to research, document, and promote the accomplishments of Black Americans after participating in Illinois’s 50th anniversary celebration of emancipation. He was instrumental in founding the Association for the Study of Negro Life and History in 1915 and *The Journal of Negro History* in 1916.

In 1926, Woodson announced Negro History Week, choosing February partially because it was the month that included both of the dates on which Abraham Lincoln’s and Frederick Douglass’s birthdays were celebrated, but wanting it to be more than a recognition of two great leaders. He hoped to expand consideration of Black history beyond one week; he even spoke of transitioning to “Black History Year.” It wasn’t until 26 years after Woodson passed away, in 1976, that a US president officially declared February to be Black History Month. President Gerald Ford said that it would allow people to “seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor throughout our history.”

Here are a few resources that I found informative:

- si.edu/events/black-history-month
- npr.org/2022/02/01/1075623826/why-is-february-black-history-month
- npr.org/2022/02/26/1082532955/why-does-black-history-month-matter
- nmaahc.si.edu/explore/initiatives/black-history-month-2024

A few additional things to celebrate this month are Wellness Wednesday (on February 7), the Super Bowl (February 11), Valentine’s Day (February 14), and the increasing minutes of sunshine every day! Whatever you choose to celebrate this month, we have nearly everything you need to help you eat and stay healthy; we also have a wide and varied selection of indulgences to tempt your tastebuds.

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BOARD REPORT

Patronage Refunds for Second Consecutive Year



by Isabel Spooner-Harvey, Board Member

The Board is thrilled to announce that, thanks to all our loyal Owners and talented management, the Co-op had another profitable fiscal year and is able to share the wealth by providing a patronage refund

store credit. The patronage refund store credit rewards Owners who have invested in the Co-op by spending at least \$537 over fiscal year 2023. Owners who meet the qualifying criteria have received a letter or email explaining how to redeem this benefit.

For those who have purchased less than \$537, their store credit would have been less than \$2. The cost of distributing store credits below \$2 would unfortunately outweigh the benefits, so the Co-op implemented this threshold. We hope this exhibits fiscal responsibility and empowers Owners to actively participate in our continued growth.

At Willy Street Co-op, "Owner" is not just a title; offering store credits means we can thank Owners for helping make it a successful year for the Co-op. This method of surplus income distribution is the foundation for making our Co-op a community asset whose real bottom line is service to Owners.

In contrast to the business model of big box stores and global chains, shopping at Willy Street Co-op keeps money in our community. Instead of sending profits to a corporate headquarters that might be in an entirely different state, contributing to the ludicrously high pay of a single executive, or issuing dividends to stockholders, we redistribute surplus profit directly back to Owners who live and work right here in the Madison area.

You can choose to reinvest that profit back into the Co-op by using it as a store credit, ask for it as cash back at the Customer Service desk, or donate it to the Double Dollars Fund. Whether you choose to recycle your patronage refund back into the Co-op, help support others, or put it away for a rainy day, it is entirely up to you. By prioritizing conscious purchasing decisions, Owners contribute to the co-op's success and keep money circulating in the community.

It is so incredibly affirming to see that the Co-op can be profitable while remaining committed to ethical business practices, providing high-quality, locally sourced products, and minimizing environmental impact. Thank you to all our loyal Owners for making a second consecutive year of patronage refunds possible.

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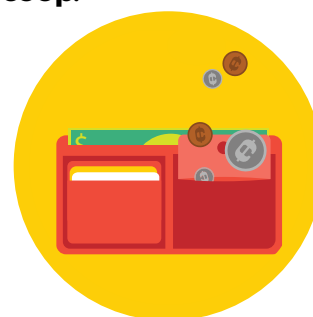
It's that time of year to renew your Access Discount!

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 31st, 2024 to fill out your renewal form.

For more information about the Access Program, please contact the Owner Records Administrator at **608-284-7794** or ora@willystreet.coop.

Information about the Access Program can be found at the Customer Service desk and at www.willystreet.coop/access-program

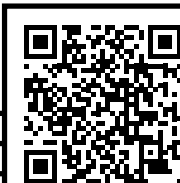


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Co-op Class Calendar

Visit www.willystreet.coop/events to register.

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



COOKING WITH CHEF PAUL: FRIED RICE FOR DINNER

Location: Lakeview Library
Thursday, February 8, 6:30pm–7:30pm
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to learn how to transform your leftover rice into a new delicious meal! This class will show each step, from rice selection to cooking and ingredient preparation to tasting the final product. A simple yet delicious fried rice bowl will delight our dinner table whether vegan or meat or anything in between. Demonstration only. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on January 25.

SOUS VIDE BASICS

Location: Aubergine, 1226 Williamson St.
Friday, February 9, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Are you curious about the “sous vide” cooking method? Join the Co-op's own Mike Tomaloff for an introduction to this unique culinary method. We will discuss the preparation and processes involved in creating incredible cuisine through the process of slow and low cooking that can transform your meals from special events to everyday dining. Demonstration only.

WINTER COMFORT FOODS

Location: Willy West Community Room
Friday, February 23, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Keep warm this winter with cozy comfort foods! Mike will demonstrate mushroom roulade, rich potato and bacon chowder, and a take on his Aunt Hattie's classic Polish kapusta (braised cabbage with kraut and mushrooms). Demonstration with limited hands-on opportunities

COOKING WITH CHEF PAUL: CAST IRON 101

Location: Willy West Community Room
Thursday, February 29, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef Paul to learn how to season, clean, and maintain your cast iron skillet—one cooking pan you shouldn't be without! On the menu: flatbread pizza, blackened salmon, steak fajitas, and berry cobbler—all made in cast iron! Ingredients/recipes may be modified based on seasonal availability. Demonstration only.

COOKING WITH CHEF PAUL: SPRING ROLLS

Location: Lakeview Library
Thursday, March 14, 6:30pm–7:30pm
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to learn the envelope-forming technique to make fresh spring rolls—a perfect way to enjoy the produce of the spring season! Demonstration only. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on February 29.

COOKING WITH CHEF PAUL: STEAMED BUNS AND SEA VEGETABLE SOUP

Location: Willy West Community Room
Thursday, March 21, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

A traditional Bao-zi will delight our palate. Join Chef Paul Tseng to learn to make and form the yeast dough and a variety of fillings—savory, vegetarian, or sweet. The umami taste of sea vegetables will complement the steamed buns perfectly. Ingredients/recipes may be modified based on seasonal availability. Demonstration only.

COOKING WITH CHEF PAUL: DUCK DEMYSTIFIED

Location: Aubergine, 1226 Williamson St.
Thursday, March 28, 6:00pm–8:00pm
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Feeling intimidated by the prospect of cooking duck? Join Chef Paul for a class to learn how! He will show you the proper way to fabricate duck and the cooking techniques to apply to this type of poultry. On the menu: Duck Breast with Citrus Sauce; Orange, Cranberry, and Walnut Salad; Duck Confit; Curry Rice with Duck; and Soba Noodles with Duck. Ingredients/recipes may be modified based on seasonal availability. Demonstration only.



MUSHROOMS IN THE KITCHEN AND APOTHECARY

Location: Aubergine, 1226 Williamson St.
Thursday, March 21, 6:00pm–8:00pm
Instructor: Linda Conroy
Ages: 12 and older; adult supervision required
Fee: \$55 for Owners; \$65 for non-owners

Capacity: 20

Mushrooms are delicious and healing. Join Linda Conroy to learn about the healing qualities of mushrooms and how to prepare them for both food and medicine. In the hands-on portion of this class, we will make mushroom beverages, a mushroom “pate,” a mushroom-infused vinegar, and an extract. Recipes will be provided, and samples will be enjoyed!



CHOCOLATE TRUFFLES WITH PIERRE FERLAND

Location: Aubergine, 1226 Williamson St.
Wednesday, February 7, 6:00pm–8:30pm
Ages: 14 and older; adult supervision required
Instructor: Pierre Ferland
Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Join Chef Pâtissier Pierre Ferland to learn a quick and easy way to temper chocolate and make a basic ganache as well as give it distinctive flavor profiles. We'll start the class by making the ganache followed by how to temper chocolate. Then you'll learn how to shape the ganache, coat it with tempered chocolate, and finish the truffles by rolling them into cocoa powder. Demonstration with limited hands-on opportunities.

CLASSIC CHERRY PIE AND LEMON MERINGUE PIE WITH PIERRE FERLAND

Location: Aubergine, 1226 Williamson St.
Wednesday, March 13, 6:00pm–8:30pm
Ages: 14 and older; adult supervision required
Instructor: Pierre Ferland
Fee: \$30 for Owners; \$40 for non-owners





Capacity: 10

Join Chef Pâtissier Pierre Ferland in this class to learn how to make classic cherry pie and lemon meringue pie. From mixing to baking, this class will cover everything you need to know to make these two classic pies. This class will cover the basics of pie-making as well as making pie filling from scratch. Demonstration only.



KOMBUCHA BREWING FOR BEGINNERS

Location: Aubergine, 1226 Williamson St.
Thursday, February 8, 6:00pm–7:00pm
Instructor: Vanessa Tortolano
Ages: 12 and older; adult supervision required
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 20

Join Vanessa Tortolano, the original co-founder of NessAlla Kombucha, to learn the basics of beverage fermentation and how to make your own probiotic Kombucha at home. Class includes a kit with everything you need to start your first batch of kombucha. Demonstration with limited hands-on opportunities.

KOMBUCHA II

Location: Aubergine, 1226 Williamson St.
Thursday, February 8, 7:15pm–8:15pm
Instructor: Vanessa Tortolano
Ages: 12 and older; adult supervision required
Fee: \$25 for Owners; \$35 for non-owners
Capacity: 20

Already know how to brew kombucha? Curious about what you can do with extra SCOBY? Want to know what can be made with the vinegar? How do you fix mistakes and brews that aren't quite right? Join kombucha brewer and expert, Vanessa Tortolano for this intermediate class on troubleshooting, innovative ways to use your kombucha, and how to make other products. Basic Kombucha Brewing for Beginners not required, but basic kombucha-brewing knowledge is recommended. Demonstration with limited hands-on opportunities.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy West Community Room
Thursday, February 15, 6:00pm–8:00pm
Location: Aubergine, 1226 Williamson St.
Thursday, February 22, 6:00pm–8:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 8

Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. 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. Hands-on.

THE HOME CREAMERY CULTURED MILK AND SIMPLE CHEESE

Location: Aubergine, 1226 Williamson St.
Wednesday, February 21, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Instructor: Linda Conroy
Fee: \$65 for Owners; \$75 for non-owners
Capacity: 20

Making your own dairy products is fun, easy, and healthy. Join Linda Conroy to learn how to make yogurt, kefir, cultured cream, and butter. Once we learn to make these, we will learn to transform them into soft spreadable cheese. Samples will be enjoyed at the end of class and everyone will take home a culture to get them started at home.



COOKING TOGETHER: FLAVORS OF HONG KONG

Location: Willy West Community Room
Friday, February 9, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older; registration for adults and kids required
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner; \$20 for Owners; \$40 for non-owners

Capacity: 14

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor to offer a multi-age experience exploring flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the flavors of Hong Kong—Dim Sum, Sweet and Sour, Wonton Soup, Milk Tea, and Pineapple Bun may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.

COOKING TOGETHER: FLAVORS OF COLUMBIA

Location: Willy West Community Room
Friday, March 8, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older; registration for adults and kids required
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner; \$20 for Owners; \$40 for non-owners
Capacity: 14

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor to offer a multi-age experience exploring flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the flavors of Columbia—Arepas, Frijoles, Avocados, Plantains, Mote de Queso, y Polvorosas may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.



KIDS IN THE KITCHEN: SNOW DAY SNACKS!

Location: Willy West Community Room
Tuesday, February 20, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner; \$20 for Owners; \$40 for non-owners
Capacity: 12

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. The frigid cold is here, and our fingers are crossed for more than flurries. That's because hibernating at home means we can make snow day snacks—something baked up bubbly for a blizzard, an arrangement of appetizers in case of an avalanche, tidbits of tasty treats for when it turns to ice, and more! In this class, participants will prepare for a polar vortex and make snow day snacks. Hands-on.

KIDS IN THE KITCHEN: FRUIT ART!

Location: Willy West Community Room
Tuesday, March 5, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 9–12 years old
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. We won't mix or measure muffins, or simmer soups on the stove. Imagine incredible, edible images, instead. Get a picture in your head because this class is for creating fruit art—flowers fashioned from berries, green groves of grapes, the sun sliced from an orange, and more! In this class, participants will make a mouth-watering masterpiece of fruit art. Hands-on.

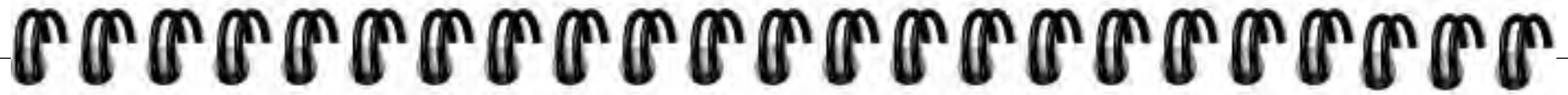


KIDS IN THE KITCHEN: LUCKY LUNCH!

Location: Willy West Community Room.
Tuesday, March 19, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner

Capacity: 12
Join Chef Lily in this hands-on cooking class for kids. Winter may be waning, but maybe the weather is still wearing you out. No matter who you are, you could really use a lucky lunch—noodles for a long life, a rainbow of





produce that will make you feel rich, a gold mountain cupcake, something green for good measure, and more! In this class, participants will find fortune and food and cook a lucky lunch. Hands-on.

BALANCING BLOOD PRESSURE

Location: Zoom
Wednesday, February 7, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required
To succeed in lowering blood pressure naturally, it helps to combine dietary changes with natural supplements and activities. Join Katy Wallace, Naturopathic Doctor, of Human Nature, LLC, in a presentation of multiple ways to lower blood pressure.

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.

ANTI-INFLAMMATORY EFFECTS OF LIGHT

Location: Zoom
Wednesday, March 20, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required
Most people are familiar with the anti-inflammatory effects of different foods, but did you know that light is anti-inflammatory, too? Scientists have discovered the benefits of light include improvements in cognitive decline, sleep, energy, mood, hormone balance, hair, skin, bone, muscle, and anti-aging. Join Katy, Wallace, ND, for a discussion of the benefits of light.

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.



VALENTINE'S SELF-CARE YOGA CIRCLE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.
Tuesday, February 6, 5:00pm–6:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Mourning Dove Wochos

Fee: \$15 for Owners; \$15 for non-owners
Capacity: 8
Embrace self-care this Valentine's season and prioritize YOU. Connect body and mind with guided reflection, gentle yoga with self-love affirmations, and relaxation. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

HEART OF WINTER RESTORATIVE YOGA

Location: Wil-Mar Neighborhood Center
Thursday, February 15, 5:00pm–6:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Mourning Dove Wochos
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 8
Lay back and rest or be gently guided into restorative yoga poses for relaxation adapted for your body. Let the thoughts of the day and to-do lists fall to the side, calm your beautiful nervous system, and allow yourself to be the priority. We will end with a mini sound bath. All bodies, identities, and abilities are welcomed and valued.

SELF-CARE YOGA CIRCLE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.
Tuesday, March 12, 5:00pm–6:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Mourning Dove Wochos
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 8
In a gentle and nurturing environment, release the pressures of the day, connect body and mind, and prioritize you. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SPRING EQUINOX RESTORATIVE YOGA

Location: Aubergine, 1226 Williamson St.
Tuesday, March 19, 5:00pm–6:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Mourning Dove Wochos
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 8
Lay back and rest or be gently guided into restorative yoga poses for relaxation adapted for your body. Let the thoughts of the day and to-do lists fall to the side, calm your beautiful nervous system, and allow yourself to be the priority. We will end with a mini sound bath. All bodies, identities, and abilities welcomed and valued.

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson Street
Tuesday, February 20, 1:30pm–4:45pm
Location: Willy West Community Room
Friday, March 15, 12:30pm–3:45pm
Location: Zoom
Wednesday, February 28, 1:30pm–4:45pm
Wednesday, March 6, 1:30pm–4:45pm

Behind on your bill? MGE is here to help.



We're here to work with you.

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

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If you receive a call, email or visit that you suspect is fraudulent, please call MGE at (608) 252-7222.

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

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Aura Cacia Mineral Bath
All Kinds on Sale!
2.5 oz • Save \$3.29 on 2

Buy One, Get One
FREE 

2 for \$3.29^{+tx}




Om Lions Mane Mushroom Gummies
60 ct • Save \$10

\$18.99^{+tx} 

Booda Organics 
Booda Butter Lip Balm
1 ea • Save \$3.99 on 2
Buy One, Get One
FREE 

2 for \$3.99^{+tx}

The Honey Pot 
Organic Moisturizing Lubricant
2 fl oz • Save \$3
\$10.99^{+tx} 

NOW GABA 750 mg
100 cap • Save \$8
\$11.99^{+tx} 

Kleen Kanteen Rise Tumbler 16 oz
All Colors on Sale!
1 ea • Save \$10
\$19.99^{+tx} 

Moon Valley Organics Lotion Bar
All Kinds on Sale!
1.9 oz • Save \$4
\$8.99^{+tx} 



evanhealy Wild Carrot Nourishing Eye Balm
.5 oz • Save \$6.50
\$22.49^{+tx} 



Oregons Wild Harvest Milk Thistle
90 cap • Save \$12
\$19.99^{+tx} 



Nordic Naturals Ultimate Omega - D3
60 ct • Save \$8
\$20.99^{+tx} 



co-op deals: Feb 14 - Feb 27



Alba Botanica Hawaiian 3-in-1 Towlettes
25 ct • Save \$3.20
\$4.79^{+tx} 



Xlear Spry Xylitol Gum
All Kinds on Sale!
100 pc • Save \$1.80
\$6.49 



Herb Pharm Kava Extract
1 fl oz • Save \$8.50
\$10.99^{+tx} 



Natural Factors Ultimate Probiotic 12/12 Formula
All Kinds on Sale!
60 cap • Save \$11
\$18.99^{+tx} 

Dr. Bronner's Lip Balm
All Kinds on Sale!
1 ea • Save 79¢
\$2.50^{+tx} 

Tey-Art Alpaca Socks 
All Kinds on Sale!
1 pair • Save \$7 - \$8
\$15.99 - \$18.99^{+tx} 

Garden of Life myKind Organics B-12 Spray
2 fl oz • Save \$7
\$13.99^{+tx} 

Host Defense MycoShield Spray
All Kinds on Sale!
1 fl oz • Save \$2
\$15.99^{+tx} 



Alaffia 
Pure Unrefined Shea Butter
Unscented
11 oz • Save \$3
\$8.99^{+tx} 



Alacer Emergen-C
Raspberry, Super Orange
30 pc • Save \$3
\$12.99^{+tx} 

coop™ deals

co-op deals: January 31 - February 13



Against the Grain
Gluten-Free Pizzas
All Kinds on Sale!
22.4 - 24 oz • Save \$12.99 on 2
Buy One, Get One
FREE
2 for \$12.99



Muir Glen
Organic Tomatoes
28 oz • Save \$5.29 - \$5.79 on 2
Buy One, Get One
FREE
2 for \$5.29



Native Forest
Organic Simple Coconut Milk
13.5 oz • Save \$3.79 on 2
Buy One, Get One
FREE
2 for \$3.79



Reed's
Real Ginger Ale
4 pk • Save \$5.79 on 2
Buy One, Get One
FREE
2 for \$5.79



The Good Crisp Co.
Potato Chips
All Kinds on Sale!
5.6 oz • Save \$3.99 on 2
Buy One, Get One
FREE
2 for \$3.99



Simply Organic
Organic Mild Taco Seasoning
1 oz • Save \$1.99 on 2
Buy One, Get One
FREE
2 for \$1.99



Miyoko's Creamery
Plant-Based Cultured Butter
8 oz • Save \$5.29 on 2
Buy One, Get One
FREE
2 for \$5.29



Bequet
Caramels
Celtic Sea Salt, Classic, Salt Chocolate
3.6 oz • Save \$1.50
\$4.49+tx

Field Roast
Plant-Based Mini Corn Dogs
10 oz • Save \$2.30
\$5.99

Chocolove
Chocolate Bars
All Kinds on Sale (except XO & Valentines!)
2.9 - 3.2 oz • Save \$2.58 on 2
2 for \$4+tx

ECOS
Ultra Ecos Laundry Detergent
All Kinds on Sale!
100 fl oz • Save \$3
\$12.49

Food Should Taste Good
Tortilla Chips
All Kinds on Sale!
5.5 oz • Save \$1.30
\$2.99

Larabar
Bars
All Kinds on Sale!
1.6 - 1.7 oz • Save 98¢ on 2
2 for \$3

Once Again
Organic Roasted Tahini
16 oz • Save \$2.50
\$8.49

Tucson Tamale
Tamales
All Kinds on Sale!
10 - 11 oz • Save \$2.30
\$5.49

Ardor
Organic Sparkling Energy Water
All Kinds on Sale!
12 oz • Save 90¢
\$2.39

Cascadian Farm
Organic Hash Browns
16 oz • Save \$1.50
\$3.99



Crofter's
Premium Organic Fruit Spread
All Kinds on Sale!
16.5 oz • Save \$2.30
\$4.49



A Dozen Cousins
Seasoned Beans
All Kinds on Sale!
10 oz • Save \$1
\$2.99



Justin's
Chocolate Peanut Butter Cups
Milk, Dark
1.4 oz • Save 64¢
\$1.65+tx



Imagine
Organic Broth
All Kinds on Sale (except Bone Broth!)
32 oz • Save \$1.70
\$2.99



Simple Mills
Almond Flour Crackers
All Kinds on Sale!
4.25 oz • Save \$1.80
\$3.99



Amore
Italian Tomato Paste
4.5 oz • Save 70¢
\$2.79



Banza
Chickpea Pasta
All Kinds on Sale!
8 oz • Save \$1.30
\$3.49



The sales on this page are valid January 31 - February 13

All Sales Subject to Availability. Sales Quantities Limited.

FEBRUARY

co-op deals: February 14 - February 27

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Amy's Burritos

All Kinds on Sale (except gluten-free)!
5.5 - 6 oz • Save \$1.29

\$3

coop deals.



Ben & Jerry's Ice Cream

Cherry Garcia, Half-Baked,
Phish Food, The Tonight Dough
16 oz • Save \$1.50

\$4.99

coop deals.



Kettle Brand Potato Chips

All Kinds on Sale!
5 oz • Save 99¢

\$3

coop deals.



Lesser Evil Himalayan Pink Salt Popcorn

4.6 oz • Save \$1.20

\$2.79

coop deals.



Good Culture Double Cream Cottage Cheese

16 oz • Save 80¢

\$4.99

coop deals.



Harmless Harvest Organic Raw Coconut Water

16 oz • Save 70¢

\$4.29

coop deals.



Garden of Eatin' Tortilla Chips

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

\$4.49

coop deals.



GT's Organic Kombucha

All Kinds on Sale!
16 oz • Save 79¢

\$3^{+tx}

coop deals.

Bionaturae Organic Pasta

16 oz • Save \$1.98 on 2

2 for \$5

coop deals.

Caboo Tree-Free Bathroom Tissue

12 pk • Save \$2

\$10.49

coop deals.

Natural Sea Light Chunk Tuna

5 oz • Save 69¢

\$3

coop deals.

Paqui Tortilla Chips

All Kinds on Sale!
7 oz • Save \$1.50

\$3.99

coop deals.

Sir Kensington's Classic Mayonaise

12 oz • Save \$3.30

\$5.99

coop deals.

Brown Cow Cream Top Yogurt

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

\$3.69

coop deals.

Quorn Meatless ChiQin Nuggets

10.6 oz • Save \$1.80

\$4.49

coop deals.

Choice Organic Tea

All Kinds on Sale!
16 ct • Save \$1.99

\$3

coop deals.

Cascadian Farm Organic Frozen Vegetables

Broccoli Florets, Kale,
Sweet Corn, Sweet Peas
10 oz • Save \$1.20

\$2.99

coop deals.



Hu Kitchen Chocolate Bars

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

\$3.79^{+tx}

coop deals.



Kind Bars

All Kinds on Sale!
1.4 oz • Save 98¢ on 2

2 for \$3

coop deals.



RW Knudsen Morning Juice Blend

32 oz • Save \$1.80

\$3.49

coop deals.



San Pelligrino Sparkling Beverage

All Kinds on Sale!
6 pk • Save \$1.30

\$5.49

coop deals.



Planet Oat Oat Milk

All Kinds on Sale!
52 oz • Save 50¢

\$3.29

coop deals.



Bragg Organic Raw Apple Cider Vinegar

16 oz • Save \$1.20

\$3.79

coop deals.



Epic Pork Rinds

All Kinds on Sale!
2.23 - 2.5 oz • Save \$1.30

\$2.99

coop deals.



The sales on this page are valid February 14 - February 27

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GROCERY NEWS

Q&A with Madison Chocolate Co.'s Megan Hile



by Jess
Catherine,
Product
Merchandiser

I met Megan shortly before she began a Community Supported Chocolate business, similar to a farm that operates a CSA (Community Supported Agriculture), where customers pay a fee for a weekly, biweekly, or monthly box of

produce. She had this chocolate share, and I thought it was so cool. We both had dreams of owning a small business: I needed to write a business plan and she was determined to open a brick and mortar shop. We both found WWBIC—Wisconsin Women's Business Initiative Corporation. It was a great way for us to get our business plans complete and learn some valuable skills about the whole process.

I had the opportunity to catch up with one of Madison's award-winning chocolatiers just after the new year. Megan is the founder and owner of Madison Chocolate Company. You can find them among our selection of local chocolates at all three of our locations!

When did you know you wanted to be a chocolatier? Was it a trip or experience you had and how did you get started?

I first knew I wanted to be a chocolatier in 2012. Two years prior I began studying the art of chocolate work and after an internship in Ecuador working with cacao, I came back ready to make a career change. I was taken with how chocolate is a blend of science and art. To work with chocolate, you must be precise, however also lean into your creative side. It was a chance for me to express my creative side and also run a small business. I began with a CSC—Community Supported Chocolate—in 2012. I had seasonal subscription boxes: three months in the fall and spring as well as holiday boxes. I do not remember how people found me. I do know that to this day, 12 years later, those same clients are still amazing supporters of Madison Chocolate Company.

WWBIC is a statewide program that opens the doors of opportunity by providing underserved individuals who are interested in starting, strengthening or expanding business-

es with access to critical resources such as responsible financial products and quality business and financial training.

What was it like working out of FEED Kitchens?

I began working in RP's Pasta kitchen and then transitioned into the FEED Kitchens. I was one of the first tenants and they really worked with me to help me get started. It was great to have extra space and also meet amazing other small producers here in Madison. Many of us have since moved into our own brick and mortar.

When did you know it was time to open your own brick and mortar store? You have a second location? What is the difference between the two, if any?

I knew it was time to open a brick and mortar as I was ready to take the risk. Our first shop opened on the corner of Monroe Street and Glenway in spring of 2017. We just opened up our second location at 552 Odana Road. Both share similar elements and are also unique. We pride ourselves in creating creative, joyful community spaces. Both are small cafes that serve specialty coffee and gluten-free treats. There is a lot of attention to detail which helps create a unique experience for every person that walks through our door. At Odana we have three times the production space and are growing our gluten-free bakery program for our cafe. We have come a long way from a one person business. Currently MCC has over 35 amazing employees that help staff both cafes, bakery, and chocolate production.

What's the most popular product (of what we sell)?

For our Co-op clients, they LOVE The London Chew and our Be-Twixed Bar. The curry coconut and caramel of The London Chew wins people over all the time.

What is your personal favorite?

My personal favorite... always a tough question. Our truffles are absolutely amazing, and when I want a boost or moment of peace and quiet, I turn to any of our truffle flavors. Caramels are always wonderful as well and our liquid Passion Fruit Caramel is a Good Food Award winner; this hits the spot of sweet and tart.

Any new products on the horizon?

Yes, we have two new truffle flavors we hope to launch yet this winter... hopefully one for Valentine's Day!



Madison Chocolate Co. owners Megan Hile (left) and Bridgette Dodge



MADISON
CHOCOLATE CO



GROCERY NEWS

Non-Alcoholic Beverages



by Nick Heitman, Meat, Seafood, Beer, Wine & Spirits Category Manager



LAKEFRONT (NA BEERS)
All the goodness of a legit IPA, amber, or dark beer, but non-alcoholic! Lakefront Brewery has been hand-crafted beer in Milwaukee since 1987.

LEITZ EINS ZWEI ZERO (CHARDONNAY, PINOT NOIR AND SPARKLING REISLING)
Known for being one of the finest wine producers in Germany, Weingut Eins Leitz has introduced Eins Zwei Zero: alcohol-free versions of the original wine. It's grown, harvested, and fermented before undergoing delicate vacuum distillation to remove

alcohol and preserve classic wine-like characteristics.

UNTITLED ART (NA BEERS)
No alcohol, all flavor! These favorite styles are brewed to full fermentation before the alcohol is removed through state-of-the-art filtration. All that remains is authentic craft taste.

KUL MOCKS (NA CANNED COCKTAILS)
Creating KUL MOCKS wasn't just about the beverages, it was about creating the experience of drinking a cocktail, without the alcohol. The Wisconsin-based brand stems from the

vision of husband and wife duo Nate and Danielle Goss who were overjoyed when they found out they were expecting their first child. As a couple who took pleasure in socializing over cocktails, they began seeking non-alcoholic options for Danielle. In the process, they quickly realized that booze-free cocktails and ready-to-drink mocktails were hard to find or non-existent in stores, bars, and restaurants.

HOP WTR (NA BEERS)
HOP WTR's brewer-approved blend of Citra, Amarillo, Mosaic, and Azacca hops delivers a citrusy, piney flavor reminiscent of your favorite

IPA, without booze. They team their hops up with mood-boosting, stress-busting adaptogens and nootropics and infuse it all in crisp and hydrating sparkling water.

ATHLETIC BREWING CO (NA BEERS)
A quintessential and timeless IPA crafted to showcase the strong personalities of malt and hops in perfect balance. A major award winner too including 'Best Non-Alcoholic Beer USA' at the World Beer Awards.

GROCERY NEWS

Interview with Soul Brew's Alesia Miller



by Dean Kallas, Grocery Category Manager

Where did you grow up?

I am a true Milwaukeean. I grew up on the northwest side of Milwaukee, but was fortunate enough to be a part of the chapter 220 integration program that bussed black and brown students into suburban school districts.

It was because of this program I was able to see my community through a different lens and started seeing the disparities. There were different levels of access created for different populations of people especially when it came to food options, this troubled my heart. It's always been my mission to help others, bring people together and heal hearts for the betterment of our community.

How did you get interested in making kombucha?

What started as a way to self heal from a diagnosis of pre-diabetes and severe acid reflux has exploded into an entire movement. After trying some on market brands and not enjoying the experience, I almost stopped drinking kombucha, but the benefits superseded the taste and smell. When I saw how my wellness was changing and the fog was clearing as a result of a better gut it was a no-brainer. I had to share this with my community. I just wanted to do it my way. I wanted to create amazing flavor profiles and give a great sensory experience all while offering a low-sugar alternative.

How would you best describe what kombucha is to someone who has never tried it?

Kombucha is a blend of green and black teas that have been fermented. It's a bubbly clean gut happy elixir full of probiotics and enzymes to protect and promote a healthy digestive system. However, all kombucha is not created equally. Soul Brew Kombucha just happens to be low in sugar and delicious all while being good for you too.

What are the medicinal benefits from drinking kombucha on a regular basis?

Kombucha promotes a healthy lifestyle. If drunk on an empty stomach in the morning it can assist with balancing out the digestive tract and has

been said to assist those with type 2 diabetes. The antioxidants in kombucha can help improve insulin sensitivity and reduce blood glucose levels. It supports a healthy immune system by combating bad bacteria with good bacteria and winning.

Did you encounter any hurdles getting your company up and running in the highly competitive beverage industry?

Any new brand has hurdles, so as a new black-owned kombucha brand in a competitive market I've definitely battled with systemic barriers, cultural perceptions, and access to resources. We are small so budgeting for market penetration, creating strategies for consumer acceptance, and then keeping up with the competition all created/creates obstacles. However, my faith is strong and my passion keeps me sane as we continue to look to the future and align ourselves with people and resources that will foster growth and success.

Can you describe the process for deciding what flavors to make your kombucha?

Crafting a diverse and culturally resonant lineup of kombucha flavors is a thoughtful and intentional process for our brand. Rooted in real-life stories and a commitment to connecting people to the rich tapestry of our preventative culture, our flavor development strategy is a dynamic journey. Whether it's drawing from traditional ingredients, historical events, or artistic expressions, the goal is to create a bridge between the beverage and community. With flavors like "Hot girl/boy summer," with a profile made from jalapeño (vitamins A and C), local basil from Hundred Acre (blood flow/cholesterol), strawberries (antioxidants), pineapple (fights inflammation) and mint (aids digestion), we connect it for taste, healing, and culture.

What is the best part of your work?

The best part of my job is knowing that everyday I have the unique opportunity to celebrate culture,

contribute to the local community, and be a catalyst for positive change and building legacy for my own family. Being a change agent in my community and coming up with new flavor experiences is definitely the low-sugar icing on the cake.

What are your favorite ingredients to work with and why?

My favorite ingredient is ginger. As simple as it sounds, this amazing root vegetable was a catalyst to assist with my health issues when starting Soul Brew Kombucha. It aids bloat, nausea, and has even been said to help lower stress causing compounds.

When did you start making your kombucha? What was the inspiration behind them?

July 2018 is when I brewed my very first batch. After hearing about its wonderful healing properties and actually seeing them in action, I just wanted to create a flavor that was less offensive and could be appreciated by a novice.

Which of all your creations are you most proud of?

To date, I am most proud of our canned Black Lives Matter (BLM). Not only does the can depict a scene that my son and I are in from 2020 alongside Bucks players, coaches, ownership, management, and staff took part in a protest march, but it was also the first "social" flavor we developed. We were able to make a strong statement with a sweet refrain.

What motivates you to keep creating?

This journey has been amazing so far. The best rewards are the testimonials, emails, and comments made about how Soul Brew Kombucha improved their lives or how before SBK they didn't like kombucha, but now they have added it into their life. Having the opportunity to positively affect the lives of others keeps me motivated.



What line of work were you in before starting Soul Brew?

Before the development of SBK, I was a music teacher as well as a performer. I taught music in the Milwaukee school system for 7 years and private voice for over 20. I have performed for Bucks games, at the Milwaukee Repertory theater in the Whitney Houston tribute, sung lead with Eddie Butts, and even been a signed artist. I definitely believe that dreams never expire. All too often CEOs give up their childhood dreams. I choose to balance the two. I have some amazing shows lined up for the 2024 season with the Bel Canto Chorus and the River Arts Main Stage.

Do you have any new products in development?

Yes! 2024 is our year of product expansion!! We are increasing our line of canned kombucha to create a 4-pack Rhythm Variety Pack (GMP, Teacher's Aid, BLM, and Cherry Bomb). We have some other really awesome creations in the pipeline, I just can't tell all of the goods. You will just have to stay tuned.

Consult with your healthcare practitioner before making changes to your diet.





MUSHROOMS AS FOOD AND MEDICINE

by Andy Gricevich, Newsletter Writer

Note: this article does not provide professional medical advice, and is not intended to substitute for information and recommendations given by a health care provider.

Fungi fascinate. There are more species in their kingdom than in any other. They live almost everywhere, mostly hidden from view as networks of threadlike mycelium underground, within wood and even inside rock. Some can destroy crops and control insects, while many partner with trees and smaller plants to protect and feed them, piping water and nutrients over great distances, keeping soil chemistry in balance. As many as 80 to 90 percent of land plants depend on fungal partnerships in order to live, and we wouldn't have rich forest and prairie soils without the fungi that break down dead organic matter. They're incredibly adaptable, evolving so quickly that mycologists—people who study fungi—can't keep up with the emergence of new species. They can survive nuclear meltdowns and—in the form of lichen, a symbiotic organism that's a fusion of fungal, bacterial and algae species—the depth of space and the passage through Earth's atmosphere.

We encounter fungi most often in the form of mushrooms: essentially the fruit of the fungus, made of densely layered mycelium, emerging when the fungus needs to make spores to spread its population to new areas. There's a resurgence of interest in hunting and identifying mushrooms, and many new growers are appearing on the scene, providing farmers' markets, restaurants, and grocery stores with delicious and distinctive food. Along with this comes a steadily increasing interest in the health benefits of fungi—a controversial area, to be sure, but one with deep roots in the folk medicine traditions of many cultures, and promising contemporary research. Mushrooms are weird, and that's becoming a motivation for passion, rather than the fear that has characterized some streams of our culture.

IN THE KITCHEN

For those who love them, mushrooms are especially prized for their stand-out umami flavors—the rich, deep, meaty, complex tastes that can send a dish over the top. Folks who dislike them typically object to their texture,

which they think of as slimy. Here the problem and its solution are simple: most of us have been taught to undercook mushrooms! A well-cooked mushroom has been lightly salted and sautéed in butter or oil until it's given up all its water and becomes delectably golden-brown and chewy. This takes differing amounts of time, depending on the species and the size of the individual mushroom, but is typically accomplished by either starting with high heat for a few minutes (stirring frequently) and finishing on low, or the reverse. Cooked this way, mushrooms are ready for inclusion in anything from stir-fries and soups to omelets, gravies, and savory pies, or simply eaten on their own. They're also fabulous grilled, or stewed for a long time with sour cream (mushrooms are very friendly to dairy, and not at all opposed to vegan substitutes).

Nutritionally, it's important that edible mushrooms are fully cooked. Their cell walls are composed of chitin, a compound that also makes up the shells of many sea creatures. Chitin gives mushrooms the strength to push up through soil, wood, and even rocks. In its raw form, chitin is essentially indigestible, while after cooking it breaks down to some extent, making other nutrients available to our bodies and supplying gut-friendly fiber. Additionally, many mushrooms contain carcinogens or other toxic compounds that are deactivated by heat.

While dehydration doesn't quite do the trick on its own, using dried mushrooms in dishes can be another good way to get them into a meal. Most often, they're reconstituted by soaking in warm or hot water; the mushrooms themselves are then either cooked or discarded, and the soaking liquid is used for soups, stews, or sauces. A recent craze in mushroom cuisine has been to grind dried mushrooms to a powder in a blender or coffee grinder. Processed this way, they can make an incredible seasoning for just about anything, or a fantastic thickener for soups.

At your Co-op, you're usually able to find some of the most frequently cultivated fresh culinary mushroom species, typically grown on compressed sawdust (other growing media most often include logs and wood chips). Gourmet's Delight

supplies the familiar *Agaricus bisporus*, or button mushroom, in its three forms: the common white mushroom, fully mature portobello, and the brown strain of the same species known as cremini. Vitruvian Farms grows wonderful oyster, shiitake, and lion's mane mushrooms.

Oysters (of which there are many species) feature a unique aroma and a mild flavor. They're best on their own, in dishes in which other flavors don't overpower them, or as a means to "stretch" smaller quantities of more intense, rare, or expensive mushroom species. As with many mushrooms, the texture will be drier and firmer with smaller individual caps. Shiitake, perhaps the most frequently consumed gourmet mushroom worldwide, is an exception. Even large shiitake mushrooms tend to be firm and meaty in texture, cooking up beautifully in little time, and perfect simply simmered for a few minutes in a miso broth or other soup stock. Their distinctive flavor and much-touted medicinal benefits have made them a staple of many Asian cuisines for a very long time, and they're now readily available in the United States. If their undersides are exposed to sunlight for a day, they've also been found to produce large quantities of vitamin D.

Lion's mane is a fabulous mushroom whose widespread cultivation is fairly recent. Its fascinating form—like a cluster of tiny white icicles or teeth—is surpassed by its flavor, highly reminiscent of crab or lobster. As with many mushrooms, the flavor is more potent in its wild form, but definitely present in lion's mane grown indoors. It benefits from lower-heat cooking, allowing the delicate teeth to brown gradually, and makes for a great dish with seafood, or wherever seafood might be employed.

In a good year, you might also find fabulous wild mushrooms on the shelf, like unparalleled morels and chanterelles. At the farmers' market, you may find chicken of the woods in the summer and hen of the woods in the fall, and

can purchase other cultivated varieties from growers like Fungi Farmers and MicroMyco. In stores, countertop grow kits are now readily available as well, most frequently producing oyster and lion's mane varieties. The kits contain a block of growing medium (usually sawdust or grain) inoculated with fungal mycelium, and, after being soaked overnight and misted daily, can produce multiple crops of mushrooms in a home kitchen.

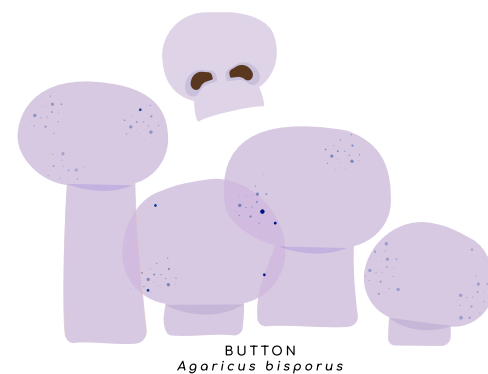
There's also a growing industry of fungus-based meat substitutes, whose first appearance on the market came from the Quorn company. Quorn employs a technique in which the mycelium of *Fusarium venenatum* is fermented to produce a high-protein, high-fiber base for food products. While there's some concern about infrequent allergic reactions to the mycelium, mycoproteins are being manufactured by an increasing number of companies seeking sustainable and nutritious alternatives to meat, soy, and wheat. In any case, fungi certainly deserve a place in our diets, and they're more accessible than ever to those who aren't ready to head out into the woods to forage them for themselves.

MYCOMEDICINE

Edible fungi are undeniably nutritious. Low in calories, mushrooms provide a range of vitamins, minerals, antioxidants, and fiber, and—as with plant foods—that makes them beneficial “food as primary medicine.” Going beyond simply treating mushrooms as a food, there's been an explosion of interest in the health-supportive potential of fungi in the form of

supplements and beverages. Mushrooms have a very long tradition of medicinal use in many cultures, and modern researchers are additionally intrigued by the fact that the fungal and animal kingdoms share

closer evolutionary roots than either has in common with plants, and that fungi, dealing with stresses at least somewhat similar to those we face, may generate compounds that protect us in parallel ways.



BUTTON
Agaricus bisporus

Many scientists, including some trained mycologists, claim that the entire idea of mycomedicinals is nothing but irresponsible snake oil. Others continue to look into the possible effects of compounds found in fungi on a variety of bodily systems and health issues, and luminaries like Paul Stamets of Fungi Perfecti unabashedly and broadly tout the medicinal benefits of fungi. Research largely focuses on the wide variety of polysaccharides, or complex carbohydrate molecules, found in the cell walls of mushrooms, particularly those called beta-glucans. Scientists study these compounds for effects ranging from immune support and anticancer activity to mood regulation and enhanced brain activity, and supplement companies market their fungal products accordingly.

Mycomedicinals appear on the shelf in three main forms: as capsules, powders, and tinctures. It's important to remember that the supplement industry is largely unregulated, so research is important when choosing a fungal product for health support. Tinctures are typically made by steeping mushrooms in high-proof alcohol, cooking the same mushroom species in hot water, then combining the two resulting liquids at a ratio that keeps it shelf-stable. Each step extracts different compounds from the mushroom. Making powders and capsules can employ either or both processes (in which case the water is removed and the alcohol cooked off), and the resulting product will be listed as "extract" on the label. Some powders merely dehydrate and grind mushrooms, resulting in a product that, while it may offer nutrients, has not been processed to make beta-glucans and other compounds accessible.

There's debate among mycomedicinal producers over which form of a fungus is used to make a given product. Most mycomedicinals use a base of rice bran or other grain, inoculated with fungal mycelium and cultivated indoors; this substrate is then put through one of the processes outlined above. This method allows for a high degree of quality control. It's also much more efficient and economical than inducing the mycelium to produce fruiting bodies in the form of actual mushrooms.

Critics like Tero Isokauppila, CEO of the mycomedicinal company Four Sigmatic, cite research indicating that actual mushrooms contain much higher concentrations of beneficial compounds than does the mycelium alone. They also point out that it's impossible to separate threads of mycelium (which are only one cell-width in diameter) from the growing medium, resulting in a product that's as much as 50 percent grain. Furthermore, Isokauppila compares fungi grown on grain to cattle fed corn and soy, rather than grass, significantly changing their nutritional profile;

Four Sigmatic uses only mushroom fruiting bodies grown on wood in its coffees and beverage powders.

On the other hand, the company has been sued by the state of California for not including a lead warning on its labels; though the amounts found in their products are very low, it's a fact that fungi are exceptional at uptaking whatever's found in their environments, and that the indoor growing method favored by companies like Fungi Perfecti allows producers to ensure a clean product (Four Sigmatic now includes a lead warning, and insists that it has its mushrooms lab-tested). Again, any supplement requires investigation to ensure that we're purchasing a high-quality product.

SOME FAVORED SPECIES

There's an array of fungi used most frequently in mycomedicinals, each with its own claimed benefits. Reishi has been one of the most revered mushrooms in Asia for many centuries, and is studied for immune-supportive effects as an antimicrobial, an anti-tumor, and an antioxidant, as well as a capacity to produce a calm energy, among other virtues. Chaga—long-used in Russia and now extraordinarily popular in the U.S.—is a fungus that grows mostly on birches, and is touted as a potent anti-cancer medicine, especially due to a compound called betulin, which it extracts from the bark of its host trees and renders bioavailable to us (betulin is also found in the birch polypore mushroom, abundant in our region, where chaga occurs farther north).

Maitake, or Hen of the Woods, has also been investigated for anti-cancer properties, and has been shown to regulate blood sugar.

Turkey tail gets special attention for anti-tumor and immune-enhancing activity. Studies indicate that lion's mane (and its close relatives) may stimulate the regrowth of neurons, with potential for the treatment of Alzheimer's, senility, and brain trauma. Cordyceps, a fungus that parasitizes insects, is favored particularly by athletes

for its ability to increase respiration and blood flow.

MUSHROOMING POSSIBILITIES

In addition to food and supplemental medicine, there's a fascinating and varied movement taking place to work with fungi in various ways. Psychoactive mushrooms are on their way to legitimization as a tool in treating an array of psychological challenges. Many mushroom cultivators are excited about the possibilities of mycoremediation, using fungi to clean up polluted environments, uptaking heavy metals and even breaking down toxic chemicals into harmless states. It's an exciting time for interaction with the fungal kingdom in all its fascinating, crucial, and often delectable glory.



SHIITAKE
Lentinula edodes



MAKE CHANGE HAPPEN

THE BIG SHARE® — TUESDAY, MARCH 5

Advance social and environmental justice by supporting the nearly 70 member nonprofits of Community Shares of Wisconsin during The Big Share.

It only takes a few minutes to give online and with a minimum donation of only \$5, it is easy to get involved. Take your advocacy to the next level by creating a personal fundraising campaign now to support your favorite member nonprofits.

Follow Community Shares of Wisconsin or #CSWBigShare on social media for announcements about events, donation matches, Power Hours that award top fundraising nonprofits with bonus cash, and more.

Join us for The Big Share and make change happen.



Photo provided by Wheels for Winners

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CUSTOMER EXPERIENCE NEWS

Continuing a Powerful Charitable Legacy



by Kristina Kuhauput, Customer Experience Manager

I want to wish you a Happy New(ish) Year! Although January has now come to an end, and potential New Year resolutions have been thought about or maybe tried on for size or even attempted, I want to encourage you on your continued wellness journey with your local Co-op throughout the entire 2024 calendar year.

Many years ago, I walked into Willy West on a whim during this same type of journey. I was tired of eating unbalanced meals and was looking for something to help me be more consistent, rather than year after year making a goal, following it for a couple of early months in the year, and then dropping off as the stress of my daily schedule kept increasing. Well, needless to say, the Co-op did me right! I was able to find healthier lunch options, while I guzzled down my vitamins with a freshly squeezed juice in our common space day after day.

This consistency created a habit that turned into a momentum for positive yearly change. Little did I know at the time, but what I was experiencing was Cooperative Principle #5 (access to Education, Training, Information) in action.

Better lunch options turned into a gradual curiosity for what makes a cooperative way of buying groceries not only good for the community at large but for me personally. There were so many informational, financial, and educational resources throughout the

store that helped change the trajectory of how I looked at and bought food on a weekly basis.

This personal experience is a small example of one version of what wellness can look like, but there are many forms, and the Co-op is here to help. If this intrigues you, feel free to check out more examples of how Co-op offerings could make a difference in your own personal wellness journey found at willystreet.coop/find-your-wellness. It just might be the catalyst that propels your goals to tangible, sustainable change.

DOUBLE DOLLARS AND PANTRIES OF PLENTY RESULTS

Throughout November and December, you helped us raise \$12,381 for Double Dollars. Thank you for your generous support during this holiday season! 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 neighborhood pantry partners: Goodman Community Center Fritz Food Pantry, Lussier Community Education Center, WayForward Resources, The River Food Pantry, and Wil-Mar Neighborhood Center. You met our match with cash donations and savings due to your reuse of bags! Thanks to you, each food pantry will receive funds 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. This means that a total of \$22,381 has been put into our local giving economy to help support those who are food insecure and looking to prioritize nutrition during these long winter months.

As a reminder, Double Dollars is a nutrition incentive program to help those using FoodShare/QUEST purchase fresh or frozen fruits, vegetables, legumes, and seeds and seedlings for growing edible plants. The Double Dollars season runs from mid-October to May at the Co-op, and June to November at participating farmers' markets. The Double Dollars Fund, with your cash donations and bag reuse combined, has provided over \$417,600 to the program since April 2017.

The Double Dollars match benefiting our food pantry partners is made possible through abandoned and donated Owner equity. When

Owners leave the Co-op, their equity invested belongs to them and they are given the option to have their equity refunded or donated to use for charitable purposes such as this match and the Community Reinvestment Fund grants. Thank you to all for leaving a footprint of charitable legacy that helps positively impact your community one donation at a time, and adds up to create lasting powerful change year after year!

HOLIDAY GIVING UPDATE

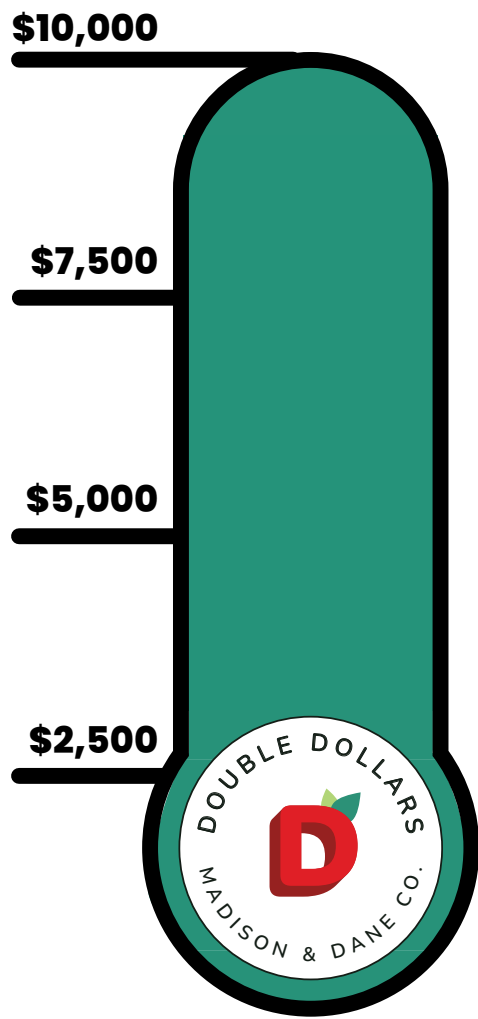
During this season of giving, you helped contribute to Madison Reading Project to help distribute thousands of books this holiday season to local Dane County children. Thank you to everyone who either dropped off a book(s) at our stores or financially contributed via their QR code! If you are still interested in donating, please see madisonreadingproject.com. Additionally, you were able to help contribute collectively 623 items of winter gear to Middleton area residents this holiday season through the City of Middleton's Keeping Neighbors Warm collection drive. Lastly, this year we were able to bring back Santas Without Chimneys. Thank you for helping make hundreds of children smile this season! If you would like more information on this nonprofit organization, please visit santaswithoutchimneys.org.

Finally, throughout the entire year, you helped CHIP® at our registers, with a 1% donation of your total grocery bill, helping support Community Shares of Wisconsin. In the 2023 calendar year, you helped raise \$320,131 for 70 nonprofits that bring awareness and change for local social and environmental justice. Thank you for your generosity for all Co-op supported programs this year; it is truly heartwarming and appreciated!

As a reminder during this upcoming tax season, we encourage you to request your donation summary from our Customer Service desk staff at each of our stores. Thank you to our loyal Owners for year after year embodying what it means to fulfill Principle #7 (Care and Concern for the Community)!

REMINDER: ACCESS PROGRAM RENEWALS DUE MARCH 31

The Access Program is an Owner benefit available to those with a financial need and offers a 10% discount on your purchases as well as a longer time period to pay any outstanding Owner equity (\$4 per year for Individual Owners; \$7 per year for Household Owners). Additionally, you will receive one free class per year. When you enroll in the Access Program, the benefit is available throughout the calendar year. If you still have a financial need at the end of the year, you must renew by March 31 in order to continue receiving the benefit. Current Access Program participants will receive reminders in mid-February, and those who have not renewed by mid-March will receive a second reminder. To



Staff from the Wil-Mar Neighborhood Center.



Staff from Goodman Community Center Fritz Food Pantry.



Staff from WayForward Resources.



Staff from Lussier Community Education Center.



Staff from The River Food Pantry.



protect the privacy of our Owners, we do not provide renewal reminders at the registers.

Applying for the Access Program is quick and easy at the Customer Service desk, and you do not need to bring any special information with you. Following completion of a simple form, you will sign that you agree to the terms of service. You may qualify if you are receiving support from:

- FoodShare/QUEST Program (SNAP)
- Medicaid (BadgerCare/Senior Care)
- Special Supplemental Program for Women, Infants, and Children (WIC)
- Section 8 Housing Assistance/Community Development Authority (HUD)
- Senior Farmers' Market Nutrition Program
- Supplemental Security Income (SSI)
- Social Security Disability Insurance (SSDI)
- Low Income Home Energy Assistance Program (LIHEAP)
- FairShare CSA Coalition Partner Shares
- Free or Reduced School Lunch and Breakfast Program
- Wisconsin Shares Child Care Subsidy Program
- Wisconsin Works
- Heat for Heroes
- Early Head Start/Head Start

You may also qualify to enroll in the Access Program if your annual gross income within the last year has been at or below 150% of the Federal Poverty Guideline (FPG). FPG charts are available on the Access Program form.

The Access Program is supported by our annual sales income, and cur-

rently, that equates to .55% of our sales. In FY2023 the Co-op distributed \$346,084 in discounts via the program to 1,549 Owners, which was a .04% increase over last year. To learn more about our Access Program, please visit our website under the Ownership tab. Questions about Access Program renewal or enrollment can be sent to ora@willystreet.coop.

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PAUL O'FLANAGAN**

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- you can unsubscribe any time you wish.

As a reminder, there will be no updates from the Access Program Renewal Committee this year since this committee functions in two-year cycles. If you were interested in the work done last cycle, please read the July 2023 Customer Experience piece, found at willystreet.coop/july-2023/2023-access-discount-review-committee-update.

Referenced websites

santaswithoutchimneys.org
madisonreadingproject.com
willystreet.coop/find-your-wellness
willystreet.coop/july-2023/2023-access-discount-review-committee-update

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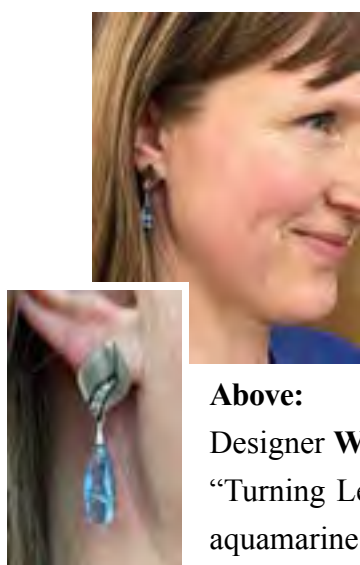
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Serving our clients and community with skill and heart is what we have done for more than 40 years. Which may be why we were awarded the 2022 People's Choice Award for Best Jewelry Store in Dane County. So come to the warm, cozy shop on Regent Street, where we've been for 35 years. We'd like to meet you, and we think you'll enjoy the Studio Jewelers difference.



Above:
Designer **Whitney Robinson** models her "Turning Leaf" earrings with detachable aquamarine icicle drops. More from the Turning Leaf collection can be seen at right. *Whitney welcomes custom commissions.*



Studio Jewelers

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The Big Share is March 5

by Community Shares of Wisconsin staff

On Tuesday, March 5, Community Shares of Wisconsin and its nearly 70 member nonprofits will host The Big Share®, an online day of giving focused on social and environmental justice. Now in its tenth year, the annual campaign is themed “Make Change Happen” and aims to raise over \$800,000 and engage 5,000 donors. Visit thebigshare.org for details.

“Community Shares of Wisconsin is a hub for supporting the local causes we care about most,” said Board President Bernie Hoes. “All donations help make change happen. With a minimum donation of \$5, we hope to engage all individuals looking to get involved. The Big Share amplifies your donations with matches and nonprofit bonuses, making it a great tool for people who want to work for systemic change.”

It’s easy to donate to your favorite nonprofits. Visit thebigshare.org to search for nonprofits by name or by issue area. A gift to Community Shares supports all member nonprofits. Individuals who want to donate early can give any time between now and March 5.

Take your advocacy for social and environmental justice to the next level by creating your own fundraising campaign to support your favorite Community Shares member nonprofits. The fundraisers that raise the most money or secure the most donors will win extra prizes for the nonprofit they are supporting. To become a fundraiser, visit communityshares.com/peer-to-peer-page.

The Big Share Live, a day-long telethon, returns in 2024 as an in-person event at Art Lit Lab on March 5. You’re invited to join the in-person event or watch a livestream on thebigshare.org or YouTube. The Big

Share Live will feature local entertainment, educational programming, and more from Community Shares’ member nonprofits. Enjoy the fun, make a donation, and help participating nonprofits win bonus cash prizes.

Follow Community Shares of Wisconsin on social media for ways to engage with the Big Share leading up to March 5, including the kickoff event featuring dueling pianos at the Ivory Room Piano Bar on March 4 at 6:00 p.m. Ticket information will be listed on thebigshare.org. Both the kickoff and the full day of events on March 5 will have a special focus on donor-led experiences, allowing donors, supporters, and nonprofits to interact, and opportunities to come together and celebrate ten years of The Big Share.

“Ten years in, we know that The Big Share is the best opportunity for the community to demonstrate its commitment to the causes we care about most including voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, and much more,” said Executive Director Cheri Dubiel. “Join us on March 5 to be part of this collective effort.”

Since 1971, Community Shares of Wisconsin and its members have worked together to advance social justice and protect the environment in Wisconsin. Together they envision a future where people come together to ensure every member of our community is safe, healthy, and able to thrive.

The Big Share’s principal partner is Madison Community Foundation. Media sponsors are The Cap Times, Triple MMM 105.5, and News 3 Now. Special thanks to Willy Street Co-op for their support of Community Shares of Wisconsin through the Community CHIP® program.



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