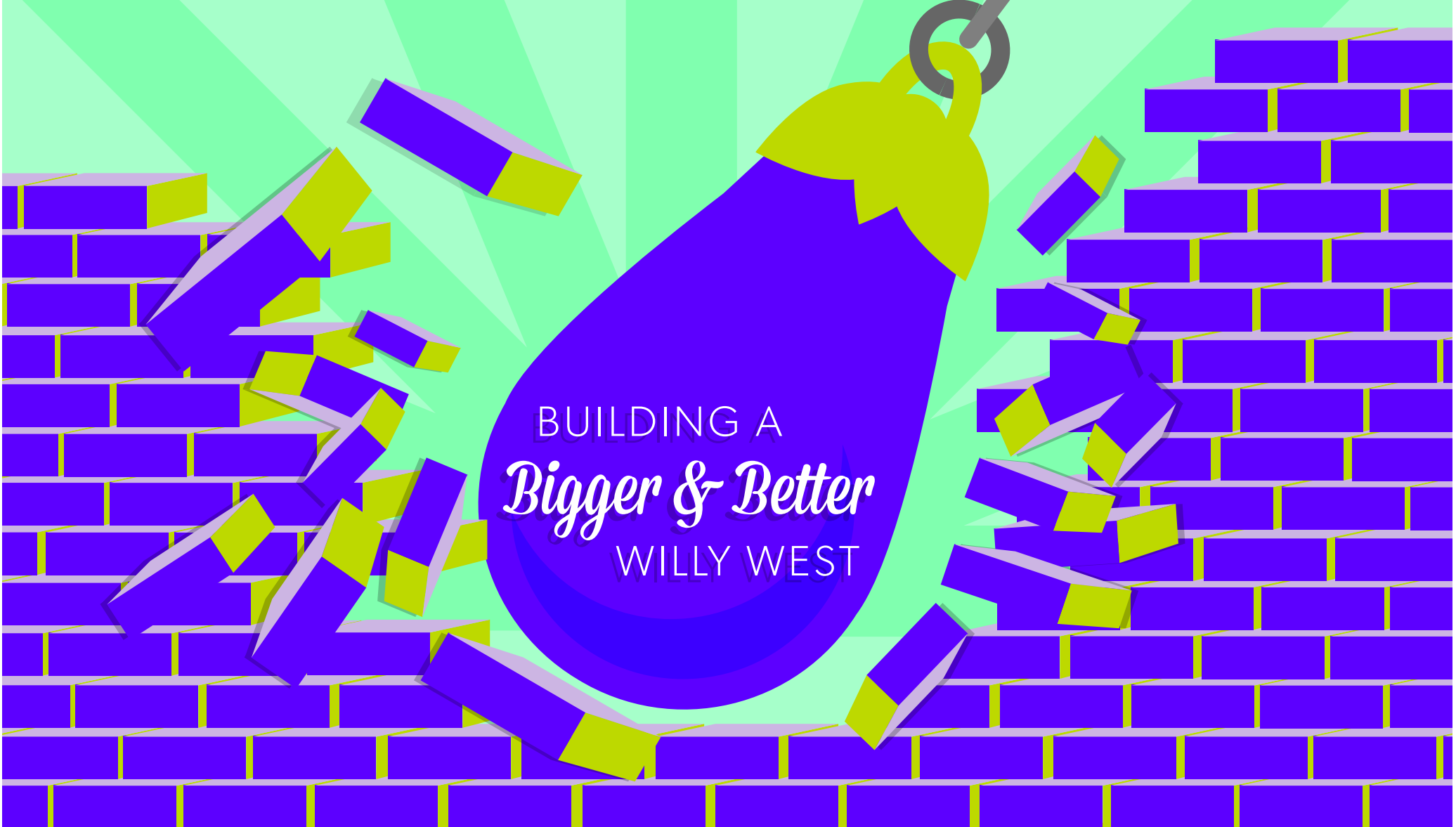


willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 45 • ISSUE 1 • JANUARY 2018



BUILDING A
Bigger & Better
WILLY WEST

SPECIAL STORE HOURS
December 31st: regular store hours
January 1st: closed

**IN THIS ISSUE: OWNER BONDS; HYGGE;
RIO STAR GRAPEFRUITS; and MORE!**

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READER

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

SUBMISSIONS

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FAX: 608-251-3121

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

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

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: 7:30am 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
 Dave Pauly
 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

January 16th
 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*. The rest can be found in the commons or in the binder near Customer Service. Thank you!

THANK YOU, DAVE FROM CROSS PLAINS

Q: Hello, Liz, Wasn't quite sure where to send this to publish an edited version and HUGE thank you to fellow member Dave of Cross Plains.

Thurs., Oct. 12 westbound on Univ. Ave, during twilight and glare of oncoming, rush hour traffic, I headed to the co-op from the nearby NAPA plaza, pulling into R lane & needed to quickly scoot over to far L turn lane, but rammed & blew out my driver's side tire on unmarked concrete island.

Thankfully, didn't hurt myself or hit another car! Was able to pull into lot with parking spot right there @ end! The first of the night's pleasant surprises!!

I got out to check it out & rang up a friend in Middleton prior to Triple A.

Meanwhile, a dad w. 2 preschoolers, pulled up in next spot, saw me on the phone & asked if he could help. I don't know if he had seen it happen or what direction he'd come from!

I was so thankful for his generous offer & got out a small flashlight so his kids could stay occupied on the narrow island & "help dad."

He had a very gentle and kind demeanor and could tell he was a very loving father. His calmness kept me calm!

I was so grateful, I offered to child sit sometime for his family as some small thank you, but he smiled, said no & they trooped into

shop for dinner list!

WOW—people like Dave showed me that our members truly are special. Yes, pay it forward whenever one can! Gratefully.

A: Thank you so much for this letter! This made my day. We love heartwarming stories like this. I'll pass it around and see what I can do about getting it in next month's *Reader*.

Take care and thank you for taking the time to send this! -Liz Wermcrantz, Editor

BIG ORGANICS

Q: Thank you for Andy Gricevich's article on Big Organic and the Persistence of the Small. I think that there is another dimension to the story, one directly relevant to Willy Street Coop, and I would like to offer some perspective. There was a time, not all that long ago, when cooperatives owned their own wholesale distribution system. These were second level cooperatives, meaning cooperatives where all the members were cooperatives, loosely modeled on the Mondragon coops in the Basque region of Spain. There were wholesale warehouses in Chicago, Minneapolis, Ann Arbor, Madison, Blooming Prairie, Iowa and Duluth. The Common-Health Warehouse Cooperative Association in Duluth, on whose board I served, had its own trucking operation and supplied local coops from Glendive, Montana to Sioux Saint Marie. They even trucked food from the West Coast to the cooperative warehouses in the Middle West. This movement allowed local coops to control their own sources of supply and, at least in Duluth, transportation. But, in the same manner as described in the article, they fell victim to the mantra of "grow or die." Consultants, organizations and advisers kept pushing the idea that bigger was better. And, so, they fell like dominoes. First Ann Arbor, then Chicago, then Minneapolis, until there were only three left: Madison, Duluth and Blooming Prairie. After Madison and Duluth

merged, the combined coop didn't last long. And then there was only Blooming Prairie. At this point in the story, my personal experience ends and I have to rely on second hand knowledge, but as I understand it, Blooming Prairie made the significant mistake of allowing Whole Foods to become a member. Pretty soon it was so dominant that Blooming Prairie could no longer sustain being a coop and now we are all dependent upon industrial concerns like UNFI. We have lost our control and independence. This was a massive betrayal of our ideals and our investments. All of these second level cooperatives existed because we capitalized them with our membership fees, because we wanted to control our food supply. We lost everything and the dominance of organic by Wal-Mart and Target is the result. And I will never shop at Whole Foods, as a result, just as I never shop at Wal-Mart.

A: Thank you for sharing your perspective! Cooperative warehouses don't get discussed often any more, and they were an important part of food co-op history. I have some personal perspective to share as well: I was elected to serve on the Blooming Prairie Warehouse (BPW) Board the same year UNFI made an offer to purchase the warehouse. I am currently the Chair of the Blooming Prairie Foundation Board that was founded with funds from the gain on the sale from the warehouse to UNFI.

The sale of the warehouse was not an easy decision nor was it made in haste. The BPW Board had debated the pros and cons of the proposed sale for several months prior to entering into negotiations with UNFI, which lasted nearly 12 months. Then several more months were spent explaining to the cooperative membership the pros and cons of the proposed sale, as well as the negotiated terms. Ultimately, the BPW membership voted to sell the warehouse.

I was not on the BPW Board when Whole Foods Market became a member of the warehouse. I could

be wrong, but I believe it was an operational decision, not one the Board weighed in on at the time. I can speak to the growth in sales and depth of product selection that WFM brought to BPW, which enhanced the overall buying capacity of the warehouse that benefited all BPW members, as well as to overall value (asking price) of the warehouse.

Who knows really what would have transpired if BPW had not sold to UNFI at that time? BPW could have continued distributing product for a number of years. I do know that UNFI (aggressively) entered into the sales territories of many cooperative warehouses in the late 1990s and early 2000s, taking business from those warehouses and in effect challenging their ability to stay open. UNFI was positioned to do the same to BPW. It was the Board's decision to propose the sale to UNFI to the BPW membership to secure as much gain on the sale as possible, rather than waiting to see if UNFI would put them out of business and then offer a lesser asking price.

I agree it was sad to lose control of the warehouse, I think it would have been equally as sad if the warehouse was unable to compete with UNFI and the membership's equity investment was totally depleted. That said, Willy Street Co-op remains a viable independent grocery store, which happens to be cooperatively owned and operated.

If the cooperative warehouses of the '80s and '90s had made the decision to work together; possibly merge, there maybe have been a different chapter written on this topic.

Thanks again for your comment, and have a nice week! -Anya Firszt, General Manager

INFANT SEATS IN CARTS

Q: I live in Middleton and shop at West. I have a five month infant that I need to be able to bring shopping. I realized that his infant car seat/carrier does not fit on your regular carts, so I need to take him out of this to put him into your specialized carts with infant seats. This is very much an inconvenience because it often

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involves waking a sleeping baby, and is not something I have to do at any other retail store. Additionally, my infant is already over 20 lbs (which is not even that big) and the weight limit on your carts with infant carriers states 18 lbs. He is too young to hold his head up sitting in the little child seats in the front of all carts, so how in the world am I supposed to shop with a baby? I resorted to pushing him in the stroller with one hand and dragging the cart behind me with the other, which is ridiculous.

Even when I decided to ignore the weight limit on the warning label, the strap didn't reach down into the buckle! I looked around the back of it to see if there was an adjustment, and there wasn't! I showed the situation to the two clerks at check-out, and they agreed that there didn't seem to be a way to adjust the straps further. I do not wish to kill my back carrying around a 20lb while grocery shopping.

Totally infant-unfriendly and makes me avoid shopping there. Please consider purchasing one or two carts capable of holding modern infant car seats/carriers!

A: Thank you so much for bringing the fact that the car seats do not fit on our carts. This was something I was unaware of and I thought we were fulfilling a need with the infant seat carts, but it sounds like we are actually making things harder for families with children in car seats.

I will work with our maintenance manager to replace the carts with the infant seats with carts that fit car seats safely. We should be able to have them available in the new year.

Thank you again for this feedback; it helps us to better serve our customers. -Lindsey Hardy, Willy West Store Director

HEIRLOOM TOMATO AVAILABILITY

Q: Hi, Can you tell me if any of your stores is currently carry-

ing heirloom tomatoes (regular or cherry)?

A: Thanks for writing! Unfortunately, we are not able to get any heirloom tomatoes of any type from our suppliers at this time. We do sometimes see them during the winter months from Mexico, but availability is unpredictable and very spotty. During the local season (August–September), we carry a vast array of heirloom tomatoes from several local Wisconsin farms. I hope that's helpful! Best, -Megan Minnick, Purchasing Director

BULK SOY BEANS

Q: Thank you so much for starting to carry organic soy beans in your bulk section. I'm a vegetarian on the ketogenic diet for serious health issues and struggle constantly to find healthy low-carb vegetarian foods. You can imagine how thrilled I was to see you started carrying these awesome beans locally—so not only can I purchase them from a local ven-

dor, I don't have to purchase them online.

A: You're very welcome! We're glad you are enjoying the soybeans and that they are meeting your needs. I've made sure that the folks in grocery can enjoy your appreciation as well. Thanks for shopping your local co-op! -Kirsten Moore, Cooperative Services Director

NEWSLETTER INK

Q: I am curious about the inks used in the newsletter, specifically because I would like to use my old Coop Reader in my fireplace. I have heard that traditional newspaper ads with color print should not be used because burning them causes toxic chemicals to be released. Just wondering if I can burn the color printed pages of the reader or if I should stick to the black and white print. Thanks!

A: Our printer says it's soy-based ink, so burning should be fine! Thanks for asking and enjoy your fires! -Liz Wermcrantz, Editor



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GENERAL MANAGER'S REPORT

Annual Report; West Expansion; and More



by Anya Firszt, General Manager

Happy New Year, one and all! December was surely a prosperous time for the Co-op. Sales were terrific and we sincerely thank you for your loyalty. We're glad we could provide so many great promotions in the stores during December.

In the spirit of good health, I am happy to announce that we're planning two opportunities for you to save 10% on your bodycare and supplement purchases this month. The first is our traditional Wellness Wednesday (January 3rd), and the second: Owners will receive an additional 10% discount on any bodycare and supplement purchases on another day of the month at your discretion (see page 3 for coupon). Happy healthy new year!

ANNUAL REPORT

By this time, I hope you have received and read the Annual Report, which was sent in mid-December. Brief reminder... last year was a big year for the Co-op. We opened our third store, Willy North, losses for the year were less than budgeted, and Owners voted in support of two referendums—the expenditure of funds for a Willy West expansion, as well as the option to potentially open a fourth store. I want to emphasize our focus this year is to solidify operations at our current three stores, at the Production Kitchen, and at the central administrative office before considering opening a fourth retail storefront.

In response to one Owner who asked me why we are considering expanding if the Co-op is not yet paying employees a livable wage: the expansion and staff pay come out of two different budgets. The first is largely a one-time expense, and the second is an ongoing expense. Increases to staff pay are still a priority for us, but increases carry forward to future years as well. A year ago this month we began the work to move toward paying employees a livable wage. (This was calculated as \$13.82/hr for 2017 for Madison.) We had originally budgeted to do this in three phases over three years. However, after a healthy examination of our budget and the growing competition in our market, as well as hearing feedback from employees about the proposed changes, we realized we needed to re-prioritize and consider those who would have been unfairly

impacted by the changes. We also had a limited time to decide whether or not to expand into Willy West's neighboring spaces. Had we declined to take this opportunity, other businesses likely would have rented those spaces. We don't know when, if ever, we would again have the opportunity to expand, and we felt we needed to act while we could. Ultimately, our goal with the Willy West expansion is to maintain and increase sales to support our ability to pay all staff a livable wage.

WEST EXPANSION PROJECT

We are in the final planning stages of work for the West expansion—see page 16 of this issue for a site plan and page 19 for Owner Bond drive information.

The site plan of the proposed expansion work includes a key list of improvements. The beauty of this project is that we are moving into unoccupied space, so we expect this to be less disruptive than the Willy East remodel. That is not to say there won't be some business disruption, but we will be using the lessons learned from East and phase the work accordingly to minimize the impact on staff and customers.

Owner Bonds are yet another opportunity for you to support our Co-op in financing the Willy West expansion. Borrowing money from Owners has been a long-standing tradition for our Co-op and one of the key ways we have financed property acquisition and expansions.

ADDITIONAL PROJECTS

Finally, we'll begin the expansion of the Juice/Coffee Bar at Willy North. Although we were eager to get this improvement moving last calendar year, it made more sense to hold off until after the holidays to focus on Owners' needs and not clutter the store during the busiest shopping days of the year.

Just under the wire, though, we were able to squeeze in one last project in December, which was re-working the liquid bulk aisle at Willy West. This improvement will offer more appropriate shelving for some products and clean up the area as a whole. Note: this area will not be impacted by the upcoming remodel.

At the time of this writing, I'm looking forward to the open meetings I've planned to increase communication with Owners and our community. The first one was scheduled for De-

ember 18th at Willy East. The January meeting will be held at 6:00pm at Willy North on January 22nd, 2018 and at Willy West on Monday, February 19th, 2018. If you are unable to meet in person, I can also be reached by phone 608-237-1210, or email (a.firszt@willystreet.coop).

COMMUNITY REINVESTMENT FUND

Reminder, the Co-op's annual Community Reinvestment Fund cycle starts this month and the deadline for

submitting applications is February 28th, 2018.

GOOD LUCK

And, finally—James Phetteplace, IT Director and Project Manager has taken a new position outside the Co-op, and we wish him well in his endeavors. His eleven years at the Co-op included at least one register system upgrade and keeping us connected across five locations. Whew! Well done and good luck, James. Thank you for your guidance through the years.

BOARD REPORT

Board News & Introducing Emma Cameron



by Stephanie Ricketts, Board Member

"Cheers to a new year and another chance for us to get it right."
—Oprah Winfrey

HAPPY NEW YEAR FELLOW COOPERATORS!

And just like that, we're in a brand new year.

Thank you to each of you for taking the time to read our Board updates, and for being a part of this cooperative.

WILLY WEST EXPANSION

At our November 28th meeting, the Board reviewed plans for the expansion of Willy West into the neighboring, now vacant, storefront. Specifically, the Board approved up to \$2 million dollars from a mix of Bond and bank debt to finance these expansion plans. This follows up on the referendum vote Owners approved during the summertime elections. Keep an eye out in the in this issue and in the months ahead for more details from staff!

BOARD TABLING BEGINNING IN 2018

Ever wish you could talk to a member of the Board directly? Curious about policy governance, and how the Board operates? Starting in 2018, Willy Street Co-op Board members will be setting up in the retail to meet with any and all of you! A schedule will be posted online, and we'll share out the details of where you can find the Board in these reports too. I hope you'll come by and say hello—we'd love to hear from you!

INTRODUCING... EMMA CAMERON!

Emma is another of the new Board members elected in 2017! I had the pleasure of talking with Emma about co-ops, endurance sports, and more. Learn a little about her below!

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

Emma Cameron (EC): I remember when I first came to Madison in the fall of '15, and I had been involved in co-ops a lot in college. I had heard that Madison had a lot of co-ops, which was exciting to me. I wanted to live in the Willy Street area in particular, having heard that there were a lot of co-ops and cool organizations in the neighborhood. I moved there, and found that the Co-op was a couple blocks away. I walked over, went inside and was blown away by the way the Co-op was laid out, how well it was put together. It seemed to be a positive force in the community. All the people hanging out outside in August, having their food outside, groups tabling, lots of music... I looked into becoming a member right away, and thought it was cool that there was such a great place so close to me. It was one of the first things I did in Madison and it colored my whole experience living here.



EMMA CAMERON

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

EC: I was probably a junior or sophomore in high school, and I was looking at colleges to go to, reading the descriptions. One college (Oberlin College) had this large system of student cooperatives (the Oberlin Student Cooperative Association, OSCA)—so many that they took up about a third of the campus population. It was something that people could participate in instead of traditional campus housing and dining. I was really inspired by how students ran every aspect of the co-ops, from budgeting to what food was purchased and served. It inspired me to

SPECIAL STORE HOURS
December 31st : regular store hours
January 1st: closed

apply and I ended up going there, and got instantly involved with the co-ops. I have been interested in the cooperative model ever since.

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

EC: I think Willy Street Co-op is a positive force in the community, for starters. Just to have it be a centerpiece of the Willy Street area, and the neighborhood. The Co-op is so involved in so many activities in the community. We were just reading over one of the policies for the Board that the General Manager reports to us on, and it was proof of how involved the Co-op is the community. On a personal level, I love the bulk section. Getting dried fruits, nuts, and grains from the bulk section always makes for a happy day for me.

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

EC: Number one is definitely the coconut date rolls. I just cannot get enough of them. Number two is the vegan blueberry lemon cookie. It's roughly a dollar—so cheap that I can't resist getting it almost every time I go. Third is any kombucha. Every time I go to the Co-op, I end up getting kombucha.

SR: Do you have any favorite food traditions?

EC: Ever since the days when I was in a co-op in college, we would always have this tradition of co-op pizza nights. On Friday evening, we'd serve pizza to the hundreds who would come to the co-op. We always made the pizzas completely from scratch. Ever since then, wherever I live, my friends and I keep the tradition, and every couple of Fridays, we spend a lot of time making the dough,

the toppings, and going through the whole baking process. We have a community-style pizza night, invite a lot of people and give out free pizza. It's a great time.

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

EC: I am a graduate student in geochemistry, so that does take up quite a bit of my time. I am very into endurance-related activities, like running and biking, and when the weather is good for it, swimming and a little rock climbing. I especially appreciate longer events because I get an almost meditative or spiritual experience out of it, from having a chance to be alone with my thoughts for an extended period.

SR: What are you most excited about in being a new Board member?

EC: I'm most excited about generative work. In the past couple of years the Co-op's Board has focused on existing policies, creating better alignment around those, making sure they're correctly worded, etc. Now that those policies are all in place and working, we can look to the future and what the Co-op is looking to be, while also making sure the newest store, Willy North, is successful and sustainable. I like thinking about the future of the Co-op, and how it can be a positive force in the community.

SR: What do you see as the biggest opportunities and challenges the Co-op will face over the next few years?

EC: I think it's obvious to a lot of the Board right now that moves like Amazon buying Whole Foods and the changing marketplace for grocery co-ops are big. We're seeing a lot of encroaching into the Co-op's market-share, with more people opting for delivery services, ordering groceries online, etc. Co-ops thrive because of their connections to the community, and having people come into the store and interact with each other. Owning it together is a huge benefit, as is having more of those face-to-face interactions. By moving to the online delivery space, people lose that. It will be a challenge for the Co-op to meet new expectations with the arrival of these sorts of businesses, while still showing the value of in-person interactions.

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 WITH CHEF PAUL: CHINESE HAKKA CUISINE

Location: Willy West Community Room
Wednesday, January 24th, 6:00pm-8:00pm
Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

The translation of Hakka means "family of guest." Join Chef Paul to explore the tradition of Hakka foods. On the menu is: Stir-Fried Pork with Pineapple, Braised Chicken Meatballs with Sweet and Sour Cabbage, Chow Mein with Shrimp and Vegetables.



HOME CREAMERY SERIES: CULTURED MILK, KEFIR, YOGURT AND MORE!

Location: Willy East Community Room
Wednesday, January 31st, 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 for this fun and inspiring class. We will make and sample yogurt, kefir, cultured cream, and cultured butter. After transforming milk into these cultured products, we will learn to transform them into soft spreadable cheese. Participants will leave with recipes and a culture to get them started at home.

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

LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Willy West Community Room
Wednesday, January 3rd, 9:00am-1:00pm

Location: Lakeview Library

Thursday, January 4th, 10:00am-2:00pm

Location: Willy East Community Room

Tuesday, January 9th, 8:00am-12:00pm

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

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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. Register for the entire series as an Owner and get the sixth class free!



COOKING TOGETHER: FLAVORS OF THE RAINBOW

Location: Willy East Community Room
Friday, January 5th, 5:30pm–6:45pm
Ages: 5 and older; registration for adults and children required

Instructor: Lily Kilfoy

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

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

COOKING TOGETHER: TASTE OF THAI

Location: Willy West Community Room
Friday, February 2nd, 5:30pm–6:45pm
Ages: 5 and older; registration for adults and children required
Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this cooking class for families to learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare 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.



HORMONE BALANCE, NATURALLY

Location: Willy West Community Room
Tuesday, January 23rd, 6:00pm–7:00pm
Ages: Any; adult supervision required
Instructor: Katy Wallace

Fee: Free; walk-ins welcome

Do you suspect your hormones are out of whack?

Katy Wallace, Traditional Naturopath of Human Nature, will present four priorities to focus on to balance your hormones naturally, without the need for replacement or bio-identical hormones.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library
Wednesday, January 31st, 6:00pm–7:30pm
Ages: 18 and older
Instructor: Paul Tseng

Fee: Free; registration is required

Once your knife skills have improved, your cooking will be more efficient and more delicious. Join Chef Paul for a demonstration on how to dice, julienne, and chiffonade vegetables and fruits. Chef Paul will also discuss how to choose, care for, and sharpen knives.



VIRTUAL WILD FOOD/WILD MEDICINE PLANT PRESENTATION

Location: Lakeview Library
Saturday, January 20th, 10:00am–12:00pm
Ages: 13 and older; adult supervision required
Instructor: Linda Conroy

Fee: Free; registration required

Join 20 year veteran herbalist and wild forager Linda Conroy for this inspiring presentation. Participants will be treated to a virtual plant walk highlighting wild food and medicine found at each season throughout the year. Photographs of plants and preparations will be presented. The presentation will conclude with an assortment of some of the delicious wild food described in the presentation.

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: FANTASTIC FRUITS!

Location: Willy West Community Room
Tuesday, January 9th, 4:30pm–5:30pm
Ages: 5–8 years old, supervision not required
Location: Willy East Community Room

Tuesday, January 23rd, 4:30pm–5:30pm

Ages: 5–8 years old, 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. Oranges, melons, berries, bananas, pineapples, peaches and plums—which is your favorite? In this class, we'll use fantastic fresh fruits as we whip up delicious dishes that highlight the healthy ingredients. Vegetarian and nut-free.

KIDS IN THE KITCHEN: LUCKY FOODS!

Location: Willy East Community Room
Friday, January 12th, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Location: Willy West Community Room
Friday, January 19, 2018, 4:30pm–5:30pm
Ages: 9–12 years old; adult supervision not required
Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Pomegranate, black-eyed peas, cake, grapes, greens, soba noodles, ring-shaped foods and more—can you guess what these things all have in common? They're all considered lucky foods for celebrating the new year. In this class, participants will create recipes using different lucky foods. Vegetarian and nut-free.

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
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
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

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room
Wednesday, January 17th, 2:15pm–5:30pm

Location: Willy East Community Room
Friday, January 26th, 2:15pm–5:30pm

Fee: \$38 for Owners; \$75 for non-owners

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.

concoctions using all-natural red 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.

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Gathering Waters: Wisconsin's Alliance for Land Trusts protects Wisconsin's special places and grows healthy, vibrant communities by strengthening Wisconsin's land trusts. They advocate for funding and policies that support land conservation and foster a community of practice that promotes land trust excellence and advancement. In March Gathering Waters hosts a statewide land trust conference to support communications and collaboration between conservation leaders.



Gathering Waters: Wisconsin's Alliance for Land Trusts (Photo by Tom Eddy)



UNIDOS Wisconsin

UNIDOS Wisconsin recently launched support programs for male survivors of sexual assault and domestic abuse, who often face unique cultural and systemic challenges that discourage them from seeking support. Thanks to the welcoming team at UNIDOS, more Latino survivors of assault are able to receive the culturally appropriate support they need to build safety and well-being for themselves and their families.

Chrysalis Pops are made and sold by clients of **Chrysalis**, which helps people with mental illness achieve greater independence through work. In a recent interview with *The Capital Times*, participant Mark Carey said that the program, "...Gave me confidence. Confidence that I didn't have before. I started to believe in myself. It most definitely helps build those skills."



Photo Credit: Chrysalis

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WELLNESS NEWS

Protein Powder Pro Tips



by **Angela Pohlman,**
Wellness
Category
Manager

If you've ever browsed a protein powder section of a store, it can be a bit overwhelming. There are so many to choose from, and it can be difficult to understand the differences between them. It's no different at the Coop. Aside from asking your friendly Wellness

department staffer for help, here are some pro tips to help you find the best powder for you.

THERE ARE SOME QUESTIONS YOU SHOULD ASK YOURSELF BEFORE BUYING:

Why do I want to try a protein powder? There are several reasons people choose to add a powdered protein to your diet. Here are some examples.

- I want to increase the protein content of my diet.
- I am looking to use a smoothie/shake as a replacement for a meal/snack.
- I want to increase the calories in my diet.

How do I want to use it?

- **Smoothies.** If you are adding it to a smoothie with other ingredients—you may consider getting an unflavored one so it doesn't interfere with the flavors of the fruits and veggies you are adding. Or choose one that enhances it—like if you generally add a cup of coffee to your smoothie, choose chocolate flavored, or if you do lots of fruit, use vanilla.
- **Mix and go shaker cup or mason jar.** You'll want to go with a good tasting powder that doesn't require you to add things. This may mean trying out lots of packets until you find one you like. Keep in mind that some powders will thicken as they sit, so think about how long you take to drink it.
- **Cook or bake into things.** Keeping it simple with a straight protein may be the way to go. Some proteins, such as bone broth, can be added to savory things like soups or cooked with rice or noodles.

Do I have any preference regarding ingredients? Does it need to be dairy free? Soy free? Vegan? Do I want it to be sweetened? If so, with sugar? Stevia? Xylitol? Do I want it to be Organic? Raw?

Okay, now that you have an

idea of what you want, here are some other tips to narrow down your choices.

PROTEIN POWDERS CAN BE DIVIDED INTO A FEW MAIN CATEGORIES

Meal Replacement/Supplementation

These typically have other nutrients added, may contain green foods, and generally have fiber to help you feel full. Look for the word "meal" on the label. These are great for folks who want to use a smoothie for a meal.

Protein Boosting

These are strictly protein or a blend of proteins. Depending on the source, it may be a good fiber source too.

Protein powders are also either made from animal proteins such as whey, eggs, muscle, or plant protein such as soy, hemp, pea, often a blend.

Another big piece regarding whey or soy protein is whether it is isolated or concentrated. Isolated proteins often have to use a chemical to separate them. This creates a very high potency protein, but many folks do not like the chemical often used to do that—hexane. Concentrated is more of a physical process—it can increase the protein content without adding unwanted chemicals.

Many brands, especially the plant-based ones, will add herbal or nutritional supplements to the blend to aid in the feeling of sati-

ety, energy or digestive support.

The main thing to do with powders is to try several to find what works for you. Wellness Wednesday is a great day to try a new one!

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Hygge for Winter Thriving



by Ansley Knoch, Purchasing Director

Unless you've been really unplugged lately, you've probably at least heard the term "hygge." It is everywhere right now. And with good reason—all of us could use a little more hygge in our lives. Hygge (pronounced "hoo-gah") is a Danish and Norwegian word that does not

have a direct translation to English, but is generally described as coziness. It's way more than that, though; it's the contentment that comes from finding joy in the mundane, embracing each moment, and slowing down enough to enjoy quality time with loved ones. Especially during the winter, when many of us were wishing we were anywhere but here, hygge can help us love every season—even the cold, snowy, slushy ones.

Many Scandinavians thrive in wintertime by getting outside regularly—skiing, snowshoeing, even just a walk through your local park. In Norway, they say, "There is no bad weather, just bad clothes." And it's true! Get yourself some long underwear (Boody makes some excellent leggings and long sleeve tops in a super-soft bamboo blend), a proper hat and mittens (Andes Gifts has

great alpaca ones), and get some fresh air. It doesn't have to be for very long, but it makes coming home so much sweeter (particularly once you've made it hyggeligt).

When below freezing temperatures force you to spend most of your time inside, take advantage of the opportunity to make your space a cozy and welcoming haven. Keep things extra tidy for starters—who could enjoy being trapped inside surrounded by clutter? Turn off the harsh overhead lighting in favor of candles (Wisconsin Candle Company makes great local soy wax candles that are free of phthalates). Make sure you keep yourself nice and toasty with a great pair of wool socks (Maggie's has options for hiking the trails and snuggling inside) or slippers. Find time to replace a quick shower with a long bath, preferably with some nice smelling bath oil (we offer a huge variety of single essential oils and blends to suit your mood in our Wellness section) and a good book.

Hygge is not about holing up in your cozy cave and waiting out the winter, no! It's sharing a meal with family, lounging with a friend and a hot beverage, hosting a casual get together, and sharing the treasure of simple luxuries like a steaming cup of cocoa and a cookie fresh from the oven. Seriously, hot beverages are a thing that we all need right now and having them with friends is like a tiny hygge party—mull some cider in the crockpot, make a gi-

ant teapot full of tea, or get tricky and learn how to make glogg! So much more could be said about hygge, food, and friendship, but I'll leave off with a handful of recipes that pack a big cozy wallop for a relatively small investment of time.

Overnight Oatmeal with Tasty Toppings

Waking up to a hot breakfast? Yes please!

2 c. steel cut oats
6 c. liquid—water, milk of choice, or a mix of both

1/2 tsp. salt
3 Tbs. butter
Dash of cinnamon, nutmeg, cardamom—whatever floats your boat
Topping suggestions: Pecans, hemp seeds, toasted coconut, almond butter

Apples, bananas, simple fruit compote from frozen berries

Directions: Oil the inside of the slow cooker, add all ingredients (except toppings) and stir.

Cook for 7-8 hours on low. Stir, and serve topped with fruit and nuts of choice.

Mixed Berry Galette

This one is so easy because you can pull almost everything out of your freezer and magically turn it into a gorgeous rustic treat, perfect for any occasion.

12 oz. frozen berries
1 sheet puff pastry, thawed (or home made pie crust if you're fancy)
1/3 c. sugar (I like to use the coconut sugar from the bulk aisle)
2 Tbs. corn starch
1/2 lemon, juiced
1 Tbs. butter
1 egg, beaten

Directions: Preheat oven to 425°F.

Line a large rimmed baking sheet with parchment paper or a silicone baking sheet. Roll out the puff pastry and prick the center a few times with a fork. In a medium bowl mix the sugar, cornstarch, lemon juice, and frozen berries. Pour the berries into center of crust and fold the edges up around sides. Brush the edges of the galette with egg. Top the berries with the butter, cut up into a few pieces.

Bake for approximately 30 minutes or until crust is golden brown.

Cool completely before serving.

Crockpot Lentil Veggie Soup

Soup = hygge

2 c. butternut squash, peeled and cubed
2 c. carrots, sliced
2 c. potatoes, chopped
2 c. celery, chopped
1 c. green lentils
3/4 c. yellow split peas
1 onion, chopped
5 cloves garlic, minced
8-10 c. vegetable or chicken broth
2 tsp. herbs de Provence
Salt to taste
Add at the end
1 bunch kale, chopped
1 cup parsley, chopped
1/2 c. olive oil
1/2 lemon, juiced
Parmesan cheese

Directions: Place all ingredients in the crockpot and cook on high for 5-6 hours or low for 7-8 hours.

Place about 4 cups of soup in a blender with the olive oil. Pulse until semi-smooth and creamy-looking. Add back to the pot and stir to combine. Stir in the kale and parsley. Turn the heat off and let sit for 10-15 minutes before serving. Season to taste and add the lemon juice at this point. Serve with crusty wheat bread and butter.

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PRODUCE NEWS

So You Think You Don't Like Grapefruit?



by **Megan Minnick,**
Purchasing Director

We all know that grapefruit is good for us. To be specific, it's extremely high in Vitamins C and A, low in calories and sugar, and is a great source of fiber. It's been shown to have a myriad of health benefits, including aiding in weight loss and reducing chole-

sterol.

Yet, of all the citrus varieties, it's one of the least purchased. Why don't we eat more of this nutritious food? The answer is simple—grapefruit is bitter, due to a relatively high amount of a bitter chemical called naringin.

The good news is you don't have to let the bitter flavor of grapefruit ruin this delicious and nutritious fruit for you, and you don't have to douse it with sugar to do it. Here's a few simple tips to help you turn this underappreciated fruit into one you'll look forward to eating every day.

CHOOSE YOUR VARIETY WISELY

As luck would have it, January is the peak season for the sweetest, most luscious grapefruit known to humankind—the Texas Rio Star.

Texas is the home to all pink and red grapefruit varieties.

The first pink variety was discovered as a natural mutation in a Texas orchard in 1920, and growers in the South Rio Grande Valley, near the Gulf Coast, have been working hard to



WINE CORNER

by **Pam Puckett,**
Willy North Wine Buyer

La Riojana is an agricultural co-op in northwest Argentina that has over 500 members, the majority of whom are small-scale farmers with less than seven acres of land each. Willy Street Co-op became familiar with La Riojana through the National Cooperative Grocers, who began introducing co-ops across the country to their wines and olive oil. La Riojana wines and olive oil that we are carrying here at Willy Street Co-op are certified Fair Trade and the olive oil is organic. The premium price that the Fair Trade certification brings has allowed La Riojana Cooperative to provide a clean water supply and build a new school for its members' use.

West and North are currently carrying Cabernet Sauvignon, Chardonnay, Malbec, a Bonarda-Malbec blend, Reserva Pinot Noir and Reserva Malbec. We are able to offer very reasonable pricing on these wines due to the relationship that the National Cooperative Grocer has with the winery.

LA RIOJANA
ARGENTINA
— 500 —
MEMBERS

develop even sweeter and redder varieties ever since.

The Rio Star is the pinnacle of all that development. This variety has considerably less naringin (the chemical that makes grapefruit taste bitter) than other grapefruit varieties, and more sugar. If you've never tried a Rio Star, you may be shocked by how un-bitter a grapefruit can taste.

We carry Rio Stars as our primary grapefruit variety during their season (December–March or April). Enjoy them now for peak flavor!

ADD SOME SALT

If even the Rio Star is too bitter for your tastes, you may automatically find yourself reaching for the sugar bowl. Not so fast. Not only does sugar add significant and non-nutritive calories, it can also overpower the naturally sweet grapefruit flavor. It may seem counter-intuitive, but a pinch of salt may be your ticket to grapefruit enjoyment.

Sweetening your grapefruit with salt is a trick that people have been using for over a hundred years. In 1946, Morton Salt even featured the unlikely pairing in advertisements. The practice has fallen out of favor as grapefruit varieties have gotten sweeter (and as we've all become more and more accustomed to added sugar in all of the foods we eat).

The science behind the salt is simple: ions in salt block the bitter sensors on our tongue, allowing the sweet flavors to take precedence. Try it—you'll be amazed!

BE IMAGINATIVE

If all else fails, you can always think outside the box and try grapefruit in new ways, rather than just out of

hand all by itself. Some ideas to get you started:

- For a refreshing and light breakfast, try pairing fresh grapefruit with a soft spreadable cheese, such as Driftless Honey Lavender Sheep Cheese.
- For a warmer wintertime breakfast, try halving your grapefruit and putting it under the broiler for 4-6 minutes. The heat caramelizes the flesh and brings out the fruit's natural sugars.
- Add fresh grapefruit to any green salad. This is especially delicious if the salad includes salty ingredients such as feta cheese or smoked fish.
- Pairing with bitter greens such as radicchio or dandelion greens can also bring out more natural sweetness in the grapefruit.
- Add grapefruit (or grapefruit juice) to your morning smoothie. It adds a nice refreshing flavor and complements many other fruits. Beware though, if you opt for just the juice you're not getting any fiber from the fruit!

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Willy Street Co-op
Nothing Muffin
1 ea • Owners save \$1.50
\$1.49

Bulk



All Bulk Items
Except for Coffee
Includes Bulk Culinary & Medicinal Herbs, Bulk Tea, Bodycare
Rndm wt • Owners save 15%
15% OFF

Produce



Organic Green & Lacinato Kale
1 ea • Owners save 50¢-\$4.37
3 for \$4
or **\$1.49/ea**



Organic 3 lb Bag Braeburn Apples
3-lb Bag • Owners save \$3/ea
\$2.99/ea

Juice Bar

Add Hemp Protein Supplement
Willy East & Willy West only.
ONE PER OWNER PER VISIT



1 ea • Owners save \$1.25
FREE
with any Made-to-Order Smoothie

Wellness



MegaFood
All Supplements
Owners save 40%
40%



Produce



Organic 4-lb Bag Navel Oranges
4-lb Bag • Owners save \$5/ea
\$3.99/ea



Organic Avocados
1 ea • Owners save 30¢-\$4.95
5 for \$4
or **99¢/ea**



Organic 3 lb Bag Braeburn Apples
3-lb Bag • Owners save \$3/ea
\$2.99/ea

Deli



Willy Street Co-op
Salad Bar
For Here or To Go
Rndm wt • Owners save \$2.50/lb
\$5.99/lb

**JANUARY
8-14**

All Specials Subject to Availability. Sales Quantities Limited.

Meat



Bell & Evans
Bulk Boneless & Skinless Chicken Breast
TEN POUND LIMIT!
Rndm wt • Owners save \$2.50/lb
\$4.99/lb

Wellness

Vega One
All-in-One Shake
All Sizes and Kinds on Sale!
Owners save 40%



40% OFF

Grocery

All Frozen Fruits & Vegetables
Except Potatoes & Frozen Juice Concentrates
Owners save 15%

15% OFF

willy street co-op
Owner Rewards

Sales for Willy Street Co-op Owners only. Owners also enjoy a 10% off coupon for Wellness & Bodycare products one time ANY DAY in January. (Except Wellness Wednesday, January 3rd, 2018)

See page 3 of this issue or the Wellness desk for a coupon. One use per Owner account.

Health & Wellness co-op deals: January 3-16

THIS MONTH: JANUARY 3rd!
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!





**Dr. Bronner's
Toothpaste**
Peppermint, Cinnamon,
Anise
5 oz • Save \$2
\$3.99/tx



**BulletProof
XCT Oil**
16 oz • Save \$8
\$13.99/tx

Ricola
**Dual Action
Cherry Cough Drops**
19 pc • Save \$1.60
\$2.39/tx

Rainbow Light
**Women's or Men's
One Multivitamin**
90 tab • Save \$2
\$24.99/tx

Nordic Naturals
Omega-3
60 cap • Save \$3
\$14.99/tx

Andalou Naturals
All Andalou Facecare
All Kinds on Sale!
25% off

Spry
Xylitol Chewing Gum
All Kinds on Sale!
10 pc • Save 30¢
69¢/tx

Dr. Formulated
**Once Daily Men's or
Women's Probiotics**
30 ct • Save \$8-\$9
\$29.99/tx

Host Defense
MyCommunity
60 cap • Save \$10
\$29.99/tx

Ancient Nutrition
**Turmeric
Bone Broth Protein**
460 g • Save \$5
\$38.99/tx



co-op deals: January 17-30



Tom's of Maine
Toothpaste
All Kinds on Sale!
4-5.5 oz • Save \$1.30-\$4
\$3.99-\$5.99/tx



Kiss My Face
Olive Oil Bar Soaps
All Kinds on Sale!
8 oz • Save \$1
\$2.99/tx



Spectrum
Fish Oil
1,000 mg
250 ct • Save \$6.50
\$19.99/tx



Alacer
Emergen-C
1,000mg Vitamin C
Super Orange, Tangerine, Raspberry
30 pc • Save \$2
\$9.99/tx

Natural Factors
Vitamin D3
5,000 IU
120 cap • Save \$5
\$9.99/tx

Seventh Generation
Ultra Thin Regular Pads
18 pc • Save 50¢
\$4.49/tx

Cleanwell
Foaming Hand Soap
All Kinds on Sale!
8-9.5 oz • Save \$2
\$3.99/tx

Oregon's Wild Harvest
Organic Cinnamon
60 ct • Save \$7
\$15.99/tx

Alaffia
**Everyday
Coconut
Shampoos or
Conditioners**
Coconut Pineapple,
Coconut
8 oz • Save \$2
\$4.99/tx

tera'swhey
**rBGH-Free
Protein
Powder**
All Kinds (Except Organic)
on Sale!
12 oz • Save \$4.50



coop™ deals

co-op deals: January 3-16

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



Annie's Homegrown
Classic Mac & Cheese
6 oz • Save \$1.49
\$1.00



R.W. Knudsen
Simply Nutritious Fruit Juices
All Kinds on Sale!
32 oz • Save \$1
\$2.99



Wallaby
Organic Greek Yogurt
All Kinds on Sale!
32 oz • Save \$1.30-\$1.50
\$5.99



Good Health
Veggie Stix Or Crinkle Chips
6.75 oz • Save \$1.30
\$2.69



Alexia
Crispy Potato Puffs
19 oz • Save 49¢
\$3.00



Late July
Organic Mini Crackers
Cheddar, Peanut Butter
5 oz • Save \$1.30
\$2.69



Turtle Island Foods
Tofurky Sausages
Beer Brats, Italian Sausage, Kielbasa, Spinach Pesto
14 oz • Save \$1-\$2
\$3.49



Earth Balance
Vegan Cheddar Squares
6 oz • Save \$1
\$2.99



Que Pasa
Organic Tortilla Chips
White, Blue Corn
16 oz • Save \$1.49
\$3.00



Barbara's Bakery
Cheese Puffs
Original, Jalapeño
7 oz • Save 99¢
\$2.00



Kalona SuperNatural
Organic Cream-Top Yogurt
Plain, Vanilla
24 oz • Save \$1
\$3.29



Halo Top Creamery
Ice Cream
All Kinds on Sale!
16 oz • Save \$1.80
\$3.99



California Olive Ranch
Everyday Extra Virgin Olive Oil
16.9 oz • Save \$3
\$8.99



Seventh Generation
Bathroom Tissue
Regular (Not Unbleached)
12-pk • Save \$3
\$6.99



Muir Glen
Organic Pasta Sauce
All Kinds on Sale!
25.5 oz • Save \$1.49
\$2.50



Cascadian Farm
Organic Cereal
All Kinds on Sale!
8.6-14.6 oz • Save \$2
\$2.99



Diestel
Turkey Pastrami
6 oz • Save 50¢
\$4.99



Jovial
Organic Brown Rice Pasta
All Kinds on Sale!
12 oz • Save \$1.30
\$2.99



Nature's Path
Organic Instant Oatmeal Packs
All Kinds on Sale!
11.2-14 oz • Save \$1.50-\$2.30
\$2.99



Harmless Harvest
Organic Raw Coconut Water
16 oz • Save \$1
\$3.99



Perfect Food Bar
Energy Bars
2.2-2.5 oz • Save 79¢-\$1.49
\$2.00



Westbrae Natural
Organic Beans
All Kinds on Sale!
15 oz • Save \$1.29
\$1.50



Lotus Foods
Organic Ramen Noodle 4-Packs
Forbidden Rice, Jade Pearl
10 oz • Save \$1.50
\$3.99



Organic Valley
Blue Cheese Crumble
4 oz • Save 80¢
\$3.69



The specials on this page are valid January 3-16

All Specials Subject to Availability

JANUARY

co-op deals: January 17-30

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



Annie's Naturals
Organic Goddess Dressing
8 oz • Save \$2.10
\$2.39



Bearitos
Taco Shells
Yellow Corn
12 ct/5.5 oz • Save \$1
\$2.79



Go Macro
Energy Bars
All Kinds on Sale!
1.8-2.5 oz • Save 79¢
\$2.00



Artisana
Organic Raw Coconut Butter
14 oz • Save \$2.50
\$7.99



Almond Dream
Bites
Chocolate, Vanilla
6.6 oz • Save \$1
\$3.79



bionaturae
Organic Fruit Spreads
All Kinds on Sale!
9 oz • Save \$1.30-\$1.80
\$2.99



Earth Friendly
Laundry Liquid
100 oz • Save \$3
\$8.99/tx



Kite Hill
Almond Milk Yogurt
All Kinds on Sale!
5.3 oz • Save 49¢
\$1.50



Blue Diamond
Nut Thins
All Kinds (Except Artisan) on Sale!
4.25 oz • Save \$1.29
\$2.00



Julie's
Organic Vanilla Ice Cream Sandwiches
8-pk/2 oz oz • Save \$1.50
\$4.79



Crown Prince
White Albacore Tuna
Salt, No Salt
5 oz • Save \$1.50
\$3.29



Woodstock Farms
Organic Mango
10 oz • Save \$1.50
\$2.99



Kozy Shack
Pudding
Chocolate, Rice, Tapioca
22 oz • Save \$1.10
\$3.39



Siete
Tortillas
Cassava, Almond Flour
7 oz • Save \$2
\$6.29



Califia Farms
Almond Milk
regular, unsweetened
48 oz • Save 70¢
\$3.29



Muir Glen
Organic Tomatoes
All Kinds on Sale!
14.5 oz • Save 99¢-\$1.29
\$1.00



Ling Ling
Potstickers
13 oz • Save \$1.50
\$3.99



Mediterranean Organic
Organic Pitted Kalamata Olives
8.4 oz • Save \$1.60
\$3.39



Rudi's Organic Bakery
Organic Super-Seeded Bread
24 oz • Save \$1.30
\$3.99



Nature's Path
Organic Toaster Pastries
All Kinds on Sale!
11 oz • Save \$1.30
\$2.99



Siggi's
Non-Fat Yogurt
All Kinds on Sale!
5.3 oz • Save 79¢
\$1.00



Seventh Generation
Dish Liquid
25 oz • Save \$1.49
\$2.50/tx



Organic Valley
String Cheese Stringles
6 oz • Save \$1.30
\$3.99



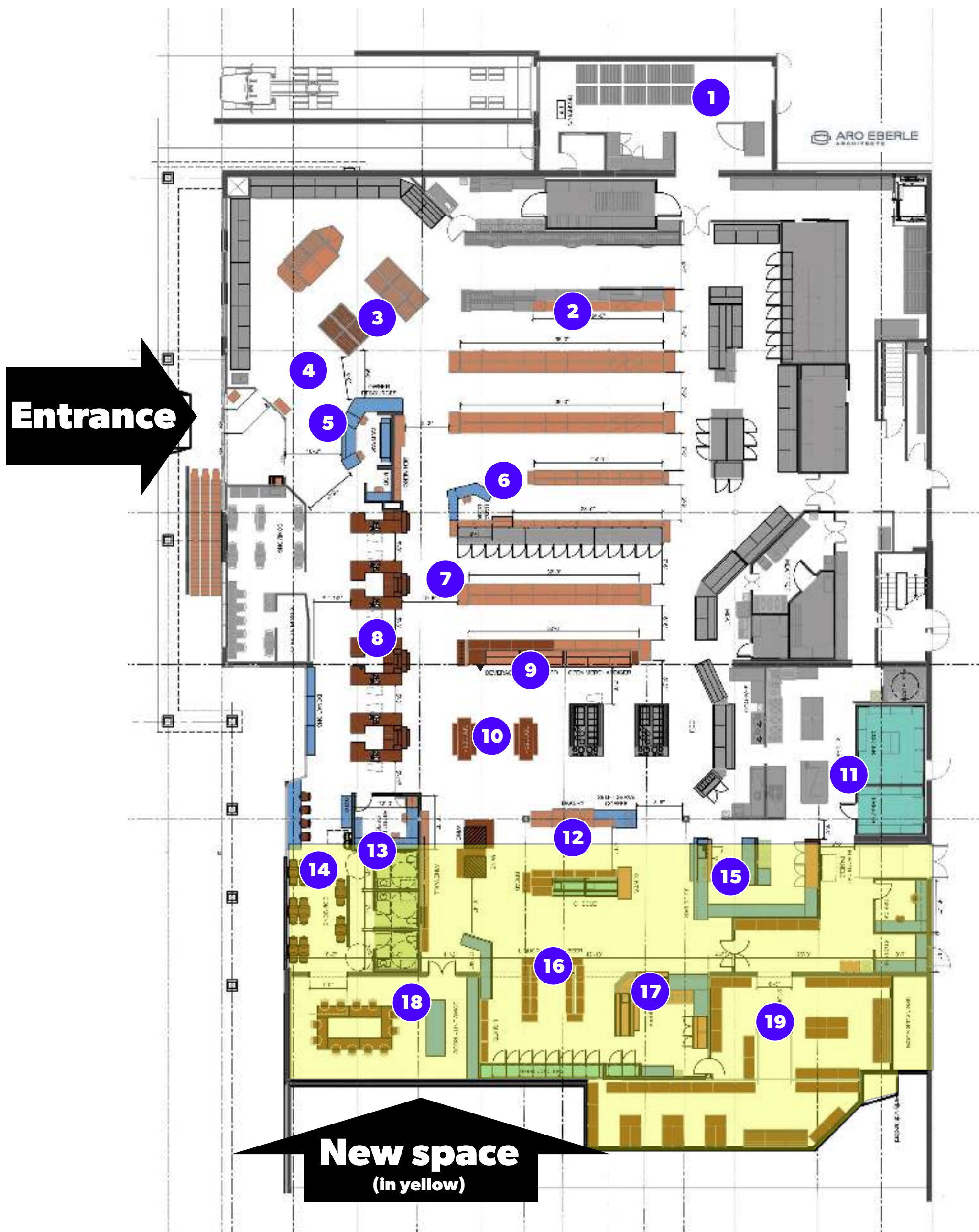
Cascadian Farm
Frozen Veggies
Sweet Corn, Cut Broccoli, Garden Peas,
Veggies, Cut Green Beans
16 oz • Save 50¢-70¢
\$2.29



Availability. Sales Quantities Limited.

The specials on this page are valid January 17-30

Building a Bigger & Better Willy West



We are pleased to share our plans for the Willy West expansion project. Construction could start as early as March, and is projected to last about six months.

Some of the work is in a space that is currently not part of the store (in yellow on the blueprints), and so customers may not experience the impact of some of the initial demolition and construction efforts. At other times, we will need to temporarily relocate products or briefly suspend some services. We will minimize disruption for our customers as much as possible.

Here is a list of planned improvements (please see the corresponding numbers on the blueprint for location):

1. Receiving area reorganized, giving staff more room to work
2. Wider aisles, making it easier to shop and creating more room for new products
3. More floor space in the Produce department to highlight sales
4. Spacious entry, making it easier to get into the store and stop at Customer Service if desired
5. New Customer Service desk, easier to get assistance and easier for staff to work there
6. Wellness department relocates and gets a new desk where customers can request assistance
7. More endcaps on our aisles, making sale products easier to find
8. New register "cash wraps" (similar to Willy East), with new endcaps plus an additional register
9. Old coolers relocated to accommodate a new area for Grab-n-Go products (sandwiches, wraps, etc.)
10. New General Merchandise/gift areas and displays
11. More and larger Deli backstock coolers to help with operations and efficiency
12. New open space for improved areas: bread, cheese, beer and wine, and bakery
13. Front End office relocated
14. A second seating area, plus an additional bathroom added; all bathrooms upgraded and made gender-neutral.
15. Juice Bar relocates to a more accessible place
16. Expanded beer and wine, including cooler doors and a sampling station
17. New location for Cheese department
18. Community Room relocates to become more accessible and potentially upgrades to become a commercial-grade kitchen, meaning organizations may be able to rent the space for commercial food production
19. Much larger backstock area allows for more buy-ins (creating better sales) and makes work easier for staff

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pilatesonharrison.com
608.709.1775

willy street co-op
FOLLOW US ON:

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

Come to an Open House!

January 30th
8:45 - 10:00 am
3:45 - 5:00 pm

Please RSVP to
(608) 827-6267 or admissions@madisoncommunitymontessori.org

Toddler through 8th grade

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SPECIAL STORE HOURS
December 31st :
regular store hours
January 1st: closed



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. This month we have two Retail Ready Lab participants to introduce you to!

SUNGARDEN GREENHOUSE

Who are they: Sara Anderson Mooney

Where are they from: Lancaster, Wisconsin

What they make: Potted turmeric plants, which can be harvested for the fresh root.

Learn about them in their own words!

About the Vendor: "SunGarden is a division of Southwest Opportunities Center, Inc., which is a Grant County Community Rehabilitation Center dedicated to providing job training and work opportunities and experience to adults with cognitive disabilities. We are selling tomatoes and greens locally and are expanding into fresh turmeric as the result of a recent successful collaboration with the University of Wisconsin Platteville."

About their Products: "Our hydroponic products are produced using only OMRI approved products and our potted turmeric plants are grown in a local organic compost/soil mix."



A NATURAL ESSENTIAL

Who are they: Audrey Hauge

Where are they from: Cottage Grove, Wisconsin

What they make: Natural Bodycare

Learn about them in their own words!

About the Vendor: "I love creating natural wholesome, good-for-your-body products. It gives me great joy hearing how something I made has helped another person out."

About their Products: "Body cream, salves, balms. I infused herbs in my balms and salves for a month to get the great herbal properties in my products! The oils I use are so wonderful with the herbal blends in them."



DYNAMIC HEALTH ORGANIC BEETROOT

Liquid beetroot supplement! Full of potassium, phosphorus, calcium, iodine, iron, copper and vitamins. Certified organic. No artificial colors. Available at East, West, and North.



TERRA NATURAL DESIGNS JEWELRY & ACCESSORIES

Beautiful and colorful jewelry and accessories made out of tagua nuts from the Amazon rainforest. The company was founded in 2008 by Pamela and Jesse, natives of Brazil. Terra Natural Designs is "an homage to the Amazon and all that lives there." They work closely to design the pieces with the artisans that make them. Available at East and West.



GARDEN OF LIFE ORGANIC GRASS-FED WHEY PROTEIN

Easy to digest protein, 21 grams per serving. Grass-fed milk. Certified organic! Available at East, West, and North.



GABRIEL COSMETICS MULTI POT

You can use this creamy color on your lips, as a blush, or an eyeshadow! Five shades. It's shea butter- and jojoba oil-based! Available at North and West.

RIPPLE PEA MILK

A vegan, soy/nut/gluten/dairy-free milk alternative made from peas! Rich, creamy, and no, it doesn't taste like a mushy side dish! Use it anyway you'd use cow's milk. Packed with protein, calcium, DHA Omega-3s, iron, and vitamin D, with less sugar than dairy milk. Available at East, West, and North; flavors vary by location.



MIKE'S MIGHTY GOOD RAMEN CUPS

Premium-quality ramen in a convenient cup. Perfect for work lunches. All you need is some water and a microwave (or just near-boiling water), and you've got a delicious and hearty lunch that will warm you to the core! Choose from chicken, pork, or spicy beef. Varieties may vary by store. Available at East and North.



DANDY BLEND

A blend consisting of extracts of roasted barley, rye, chicory root, dandelion root, and sugar beetroot, Dandy Blend dissolves instantly in hot or cold liquid. No acidity! Whether you're trying to cut back on coffee or not, this caffeine-free beverage is a tasty treat at any hour of the day (for most people; some people have reported feeling an energy boost from the trace minerals in the dandelion root). Non-GMO certified. Available at East, West, and North.

JOLLY GOOD SODA

Nostalgia in a can for Wisconsin soda drinkers in the '90s. Jolly Good soda began in the 1970s in Random Lake, Wisconsin. In the 1990s, at the height of its popularity, the soft drink had around fifty flavors and was distributed over state lines into Illinois, Iowa, and Minnesota. However, in 2007, Jolly Good went out of production—until now. The nine flavors they brought back are now available at Willy North.



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Reach over 34,000 Co-op Owners.

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Find info here: willystreet.coop/advertising

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willy street co-op

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Bond Drive to Support Willy West's Expansion Starts January 15th



by **Kirsten Moore,**
Cooperative Services Director

In both the General Manager's report and the article on page 16-17, we share exciting updates about the upcoming expansion of Willy West. It is because of your support, as Owners, as loyal shoppers, and as voters and voices in our Co-op, that this expansion can become reality.

Another way that our Owners can support this expansion is through participation in our Willy West Expansion Bond Drive. Loaning the Co-op money to support our growth is a tradition among our Owners. We used Owner Bond purchases to support opening the Co-op in 1974, moving to Willy East's current location in 1999, opening Willy West in 2010 and Willy North in 2016. To date, all Bonds for West's opening have now been paid back with interest to Owners who purchased those Bonds and we expect all Willy North Bonds to be paid back to Owners on time as well.

Bonds for Willy West's expansion will help pay for the costs associated with expanding Willy West, including construction costs, furniture, fixtures, equipment, and professional services. The Co-op will use cash reserves to fund operating items such as, inventory, holding site costs, and promotion costs. By raising money through Owner Bonds, the Co-op is able to maintain cash reserves for operating support and contingency.

WHAT ARE OWNER BONDS?

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. Bonds are a great way to lend support to Co-op capital projects and participate economically in the Co-op's future.

\$600,000 IN BONDS BY APRIL 30TH

This Fiscal Year, we are seeking to raise at least \$600,000 by April 30th, 2018 to support Willy West's expansion, and we are capping the total Bonds available at \$800,000. A deadline of April 30th allows for us to know how much of the project will be financed by Owners, and how

much we will also need to borrow from a credit union.

WEST EXPANSION BOND RATES

Owners may buy Bonds for \$500 each, and each individual (or non-profit or cooperative entity) that is an a Co-op Owner may purchase up to \$50,000 in Owner Bonds.

The longer we are allowed to borrow an Owner's money, the more interest the Co-op will pay when we pay the money back. We base our interest rates on the current market. Our goal

is to sell Bonds with interest rates for Owners that are better than investing short term, such as in a Certificate of Deposit at a bank, and are better for the Co-op than the rate of interest we would pay a bank for a traditional capital loan. These are the rates for the West Expansion Bonds (see chart on this page).

HOW DO BONDS WORK?

The IOUs we issue for Owner Bond purchases are "zero-coupon." That means that all of the money we borrowed from the Owner, and the stated rate of interest, will be paid at the end of the Bond term, at maturity. Interest on zero-coupon Bonds is taxable annually. When you purchase a Bond, you sign an agreement with us to allow us to borrow the money for the stated amount of time, and pay the money back at the stated rate of interest.

Bonds involve risk, and should only be purchased by Owners who have determined that it is in their best interest to support the growth of the Co-op. While we have kept our agreement to pay back all Bonds purchased in the past, future performance is a projection, and so there is no absolute guarantee of success. Bonds are unsecured and they are also subordinate to the claims of all other creditors.

Owners with Bonds may request that the Co-op pay the money back earlier with sixty days written notice, and with board approval, the Co-op can pay the money back early minus the value of one year's interest. The Co-op may also "call Bonds," meaning that we can pay back our Owners who purchased Bonds prior to a Bond's maturity, if the Board decides paying back Owners early is in the best interest of the Co-op.

HOW TO PURCHASE A BOND

Owners interested in purchasing Bonds must:

- **Be a resident of the State of Wisconsin at the time of purchase.** You will be asked to show and photocopy a valid government-issued ID as well as complete an IRS Form W9 at the time of purchase. The IRS Form does ask for your Social Security Number.
- **Be an Owner who is invested-in-full.** That means that you have made all of your equity payments to the Co-op for your Ownership type (\$56 total for an individual, \$91 total for a household, cooperative, or nonprofit).

specific cooperative or nonprofit businesses listed on the Owner contract. We do not sell Bonds to other businesses, trusts, or entities.

THANK YOU FOR SUPPORTING OUR GROWTH!

The Co-op is owned by the customers who invest in our business, and when you become an Owner and continue to patronize us as a loyal shopper, you are supporting your local business and helping the Co-op thrive and support our community. Our growth is because of you, and we are so pleased to be in a position to update our second store and expand Willy West to better serve

Bond A:	Bond B:	Bond C:
For each \$500 Bond purchased the Co-op will pay \$538.45 at the end of 3 years.	For each \$500 Bond purchased, the Co-op will pay \$579.64 at the end of 5 years.	For each \$500 Bond purchased, the Co-op will pay \$636.14 at the end of 7 years.
Features: Maturity: 3 years Interest rate: 2.5% Type: Zero coupon Interest compounded: Annually Available purchase amount: Any \$500 increment up to \$50,000.	Features: Maturity: 5 years Interest rate: 3.0% Type: Zero coupon Interest compounded: Annually Available purchase amount: Any \$500 increment up to \$50,000.	Features: Maturity: 7 years Interest rate: 3.5% Type: Zero coupon Interest compounded: Annually Available purchase amount: Any \$500 increment up to \$50,000.

- **Schedule an appointment.** 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. We will start accepting appointments on January 15th.
- **Pay for the Bond purchase with check or money order.** Bonds can only be issued to the individuals or

your needs. Thank you to all of the previous Bondholders who participated in previous capital campaigns, and most recently to those of you who helped open Willy West and Willy North. Bonds gave us the economic boosts we needed to make those two stores another successful part of your Co-op. We look forward to continuing to do business with our community, and we are excited to see West's expansion through by working together!



Wellness

Wednesday

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

THIS MONTH: January 3rd

RECIPES AND DRINK RECOMMENDATIONS

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



Meyer Lemon Muffins

Adapted from www.latimes.com.

Ceylon cinnamon has light citrus notes that pair perfectly with lemon in baked goods.

- 2 c. flour
- 1 c. sugar, plus 2 Tbs., divided
- 1 tsp. baking soda
- 1 tsp. salt
- 3 Meyer lemons, divided
- 2 eggs, lightly beaten
- 1 c. milk
- 1/2 c. butter, melted
- 1/2 tsp. Ceylon cinnamon

Directions: Preheat oven to 400°F. Generously butter muffin pans (for 18 muffins), or use paper liners. In a large mixing bowl, whisk together the flour, 1 cup of the sugar, baking soda and salt. Set aside.

Slice 2 of the lemons in 1-inch pieces. Place in a blender and pulse to finely chop. In a small bowl, combine the eggs, milk and butter, and stir in the chopped lemon to combine.

Make a well in the middle of the dry ingredients and pour in the lemon mixture. Fold together just until moistened. Fill the prepared muffin cups half-full with batter.

Stir together the remaining 2 tablespoons of sugar and the cinnamon. Slice the last Meyer lemon into 9 very thin slices, then cut each one in half. Sprinkle about 1/4 teaspoon of the cinnamon sugar over each muffin, then top with a slice of lemon.

Bake 20 minutes, until golden brown. Remove the muffins from the pans, using a small spatula to loosen them if needed, then cool on a wire rack. These are delicious served warm. Makes 18 muffins.

Star Recommends: Giuliana Prosecco: Giuliana is a full-sparkling Prosecco! This traditional, yet vibrant wine balances acidity, softness, structure and bubbles, making it a perfect aperitif, dinner pairing, or way to bring festiveness to any occasion. Fresh, fruity, and complex on the palate, followed by a light velvety body. There is persistent perlage that lasts.

Yucatan Lemon Soup

Though traditionally made with limes, Meyer lemons, with their smooth and sweet citrus flavor, work well in this classic Mexican soup.

- 4 c. reduced sodium chicken broth
- 1 onion, sliced into quarters
- 2 jalapeño peppers, seeded, quartered
- 8 cloves garlic, crushed and peeled
- 3 Tbs. finely grated Meyer lemon zest
- 1/2 tsp. cumin seeds
- 1 4-inch cinnamon stick
- 4 cloves
- 1 lb. raw shrimp, peeled, deveined
- 3 Tbs. Meyer lemon juice
- 1/2 tsp. salt
- 1/4 tsp. hot sauce, optional
- 1/2 c. cilantro, chopped

Directions: In a large saucepan over medium-high heat, bring the broth, onion, jalapeños, garlic, lemon zest, cumin seeds, cinnamon stick and cloves to a simmer. Cover and reduce heat to medium-low, and continue to simmer for 20 minutes. Strain the broth, discarding the solids.

Return the broth to the pot and bring to a gentle simmer. Stir in the shrimp, lemon juice, salt and hot sauce, if using. Cook about 3 minutes, until the shrimp are firm and pink. Remove from heat, fold in the cilantro and serve. Serves 4.

Star Recommends: L'Ecole Semillion: Rich with vibrant fruit and balanced acidity, this wine shows pretty orange blossom with layers of fresh lemongrass, yellow apple and ananas melon that expand on a clean finish.

Creamy Lemon Cheesecake Bars

Adapted from www.minimalistbaker.com.

These bars taste like classic lemon bars, but have a creamy texture just like cheesecake. Made with cashews and coconut cream, the filling is vegan, and the almond-oat crust is gluten-free.

- 1 c. raw cashews
- 1 c. gluten-free oats
- 1 c. almonds
- 1/4 tsp. salt, plus a pinch, divided
- 2 Tbs. coconut sugar
- 1 Tbs. maple syrup, plus 1/4 cup, divided
- 4 Tbs. coconut oil, melted, plus 1 more tablespoon as needed
- 1 c. coconut cream (see note)
- 2 Tbs. arrowroot or cornstarch
- 1/2 c. lemon juice
- 1 heaping Tbs. lemon zest

Directions: Place the cashews in a bowl and cover with boiling water. Let sit for 1 hour, then drain thoroughly. Preheat oven to 350°F. Line an 8"x8" baking dish with parchment paper.

Place the oats, almonds, 1/4 teaspoon of salt and the coconut sugar in the bowl of a food processor and pulse until you have a fine meal. Transfer to a mixing bowl and stir in the tablespoon of maple syrup and the coconut oil. Stir until a loose dough forms. When you squeeze some in your fingers it should hold together and not crumble. If it's too dry, add up to a tablespoon more of melted coconut oil. Transfer the almond-oat mixture to the prepared baking dish. Spread it out in an even layer, then use a flat-bottomed glass to press the mixture out to form a packed crust. Bake for 15 minutes, then increase the heat to 375°F and cook an additional 5-7 minutes, until the edges are golden brown. Remove from the oven, and decrease heat back to 350°F.

Place the drained cashews in the bowl of a food processor or in the pitcher of a high-speed blender. Add the coconut cream, arrowroot powder or cornstarch, lemon juice, lemon zest, remaining pinch of salt and 1/4 cup of maple syrup. Process until very creamy and smooth. Taste and adjust the flavor as needed, adding more lemon zest and juice or maple syrup.

Pour the filling into the parbaked crust and smooth into an even layer. Tap the pan gently on the counter to get rid of any bubbles. Bake 20-23 minutes, or until the edges look slightly dry and the center has a little jiggle but is not liquidy. Let sit at room temperature for 10 minutes, then refrigerate for at least 4 hours, or overnight. Makes 9 bars.

Slice into bars to serve. Place powdered sugar (optional) in a fine mesh sifter and tap it lightly over the bars to coat with a light layer of sugar.

Note: Place a can of coconut milk in the refrigerator overnight. The firm, creamy portion at the top is coconut cream. Scoop that out and leave behind the water.

Star Recommends: Faire La Fete Brut: Light golden in color, with vibrant aromas and flavors of baked apple, white cherry and lemon meringue, Faire la Fête—meaning to create a party—encourages the celebration of lives explored with sense of discovery, simplicity, appreciation and zeal.

Velvet Chicken with Baby Bok Choy

Adapted from www.eatingwell.com.

This interesting recipe uses a Chinese technique to keep the chicken juicy, tender and creamy-white. This could easily be mistaken for a dish from a fancy Chinese restaurant.

- 1 egg white, lightly beaten
- 1 Tbs. cornstarch, plus 1/2 teaspoon, divided
- 2 tsp. dry Sherry or seasoned rice wine, plus 2Tbs., divided
- 1/2 tsp. salt, divided
- 3 Tbs. peanut oil, divided
- 1 lb. boneless, skinless chicken breasts, sliced crosswise into 1/4-inch thick, bite-sized pieces
- 1/3 c. reduced-sodium chicken broth
- 2 tsp. soy sauce or tamari
- 1/4 tsp. ground white pepper
- 2/3 c. chopped scallions, divided
- 1 Tbs. finely minced fresh ginger

please drink responsibly.

1/4 tsp. crushed red pepper flakes
8 c. trimmed and halved baby bok choy (about 3/4 lb.)

Directions: In a medium bowl, stir together the egg white, 1 tablespoon of cornstarch, 2 teaspoons of sherry or rice wine, and 1/4 teaspoon of salt. Stir until the cornstarch is completely dissolved and there are no visible clumps. Stir in 1 tablespoon of peanut oil. Add the chicken breast and stir to coat. Marinate in the refrigerator for 30 minutes.

In a small bowl, stir together the broth, soy sauce, white pepper, and last 1/2 teaspoon of cornstarch and 2 tablespoons of sherry or rice wine.

After the chicken has been marinating for 20 minutes, bring 6 cups of water to a boil in a large saucepan. Add 1 tablespoon of the peanut oil. Reduce heat to low, then gently set the chicken in the barely simmering water. Carefully stir so that the chicken doesn't stick together. Cook for about 1 minute, until the chicken is opaque but not cooked through. Use a slotted spoon to remove the chicken and set in a colander to drain. Gently shake to remove excess water.

Heat a 14-inch flat-bottomed wok over high heat. You'll know it's hot when a bead of water evaporates within 1-2 seconds. Add the last tablespoon of peanut oil. Add 1/3 cup of the scallions, the ginger and crushed red pepper flakes. Use a spatula and stir-fry about 10 seconds, until fragrant. Add the bok choy and remaining 1/4 teaspoon of salt. Stir-fry 1-2 minutes, until the bok choy is almost crisp-tender. Add the chicken to the wok. After giving it a stir, add the broth mixture, and continue to stir-fry until the chicken is just cooked through and lightly coated in sauce, 30 seconds to 1 minute. Serves 4.

Star Recommends: Selbach Oster Riesling Kabinett: This wine has flavors of slate, lime, apple, butter-vanilla, rich, almost chewy earthiness, great depth. Some parcels are prized by locals as the best sites in the entire Bernkastel-Zeltingen ramp-DOKTOR notwithstanding! These wines are full-bodied.

Spicy Peanut Tofu and Bok Choy Rice Bowl

Adapted from www.karalydon.com.

An easy peanut sauce turns basic baked tofu and sautéed bok choy mouth wateringly delicious.

1/3 c. soy sauce
1/4 c. rice vinegar
2 Tbs. Sriracha sauce, plus more to taste
2 Tbs. brown sugar
1/4 c. peanut butter, plus 1 Tbs.
1/4 tsp. salt
1 Tbs. sesame oil
16 oz. firm tofu, pressed, cut into 8 slices
1 large bunch (mature) bok choy, trimmed, roughly chopped
1 clove garlic, minced
4 c. cooked brown rice
1/4 c. crushed peanuts
1/4 c. chopped scallions

Directions: Preheat oven to 400°F. Line a baking sheet with parchment.

In a small bowl, whisk together the soy sauce, rice vinegar, Sriracha, brown sugar, peanut butter and salt until combined. Brush both sides of the slices of tofu with peanut sauce (you won't use all of the sauce). Set the tofu on the prepared baking sheet and bake 35 minutes, flipping over halfway through the cooking time.

In a large wok or sauté pan, heat the sesame oil over medium heat. Stir in the bok choy and garlic. Add the remaining peanut sauce and toss to coat. sauté 5-8 minutes, or until the greens are wilted and the stalks are crisp tender.

Divide the brown rice among four bowls, then top with bok choy, the baked tofu, and crushed peanuts and chopped scallions. Serves 4.

Star Recommends: Evesham Wood Blanc du Puits Sec: There is a lot going on with the Blanc du Puits Sec this year. Rose, lychee, pear, apricot, peach, brine, mint, a juicy mid-palate finishing crisp and clean. Evesham Wood Blanc du Puits Sec is certified organically grown.

Coconut Bok Choy Smoothie

Adapted from www.goodgirlgonegreen.com.

With almost two grams of iron per cup, more than a full day's dose of vitamin A, plus healthy measures of vitamins C and K, bok choy is a smart choice at any meal, but it's great to get it in before lunch! Its mild taste blends perfectly with banana, avocado and coconut milk in this date-sweetened smoothie.

1/2 avocado
1 ripe banana
1 head baby bok choy, trimmed

1 c. coconut milk
1/2 c. ice
2 dates, pitted

Directions: Combine all ingredients in a blender pitcher. Blend until smooth and creamy. Enjoy. Makes 1 smoothie.

Steak and Sweet Potato Bowls with Avocado-Cilantro Sauce

Adapted from www.iowagirleats.com.

Bowls of quinoa are topped with roasted sweet potatoes, sliced seared steak, avocado and a simple, guacamole-inspired sauce. With lots of bright green and the fresh flavors of arugula, avocado and cilantro, you might be fooled into thinking spring is here. If you're short on time, you can skip the marinade and just season the steak with some salt and pepper before searing it.

1 1/4 lb. flank steak
1/4 c. tamari or soy sauce
2 Tbs. canola oil, plus more for the pan
2 tsp. honey
4 garlic cloves, crushed, plus 1 clove whole garlic, divided
1/2 tsp. crushed red pepper flakes
1/4 tsp. ground ginger
1 lb. sweet potato, diced into 1-inch cubes
1 1/2 Tbs. olive oil
salt
pepper
1 large avocado, divided
1/4 c. packed fresh cilantro
1 1/2 Tbs. lime juice
2-4 Tbs. water
cooked quinoa, for serving
2 c. baby arugula

Directions: If the flank steak is too large to fit in a large cast iron skillet, slice it in half.

Combine the tamari, canola oil, honey, crushed garlic, crushed red pepper flakes, ground ginger in a large plastic storage bag or in a baking dish large enough to fit the steak. Add the steak to the marinade and refrigerate for 1-6 hours.

Preheat oven to 425°F.

Place the sweet potatoes on a rimmed baking sheet and drizzle with olive oil and season with salt and pepper. Toss to coat, then spread them in an even layer. Roast 25-30 minutes, until they are golden-brown and tender, giving them a stir part way through the cooking time.

Heat a large cast iron skillet over medium-high heat. Add a little canola oil to coat the bottom of the pan, and when hot, place the steak in the skillet (do this in two batches if you cut your steak in half). Sear the steak for 2 minutes on each side for medium-rare. Transfer to a cutting boards and let rest about 10 minutes, then slice into thin strips against the grain.

In the bowl of a food processor or blender, combine 1/2 the avocado, the cilantro, lime juice, remaining clove of garlic, and some salt and pepper. Pulse to roughly chop. Add 2 tablespoons of water, then process until smooth, adding up to 2 more tablespoons of water to achieve a creamy consistency. Taste and adjust seasonings if needed.

Slice the remaining half of the avocado. Fill four bowls with quinoa. Top with a handful of arugula, then the sliced steak, roasted sweet potatoes and sliced avocado. Serve with the avocado-cilantro sauce at the table. Serves 4.

Star Recommends: Tinto Negro Malbec: A rich and round textured Malbec with loads of chocolate, dried berry and hints of vanilla character. Full and flavorful.

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





PATRICK

Willow Creek Pasture Raised Ham

This is the best ham on earth, or at least in Wisconsin. Very flavorful and from pasture-raised heritage hogs.



SCOT

Willow Creek Bone-In Pork Chop

The flavor of a thick bone-in chop is far superior to that of its boneless counterpart, and the leftover bone can be used to flavor soups and stocks or provide a treat for any four-legged friends. Available at West and East.



LEAH

Beauty Heart Radishes

Have you SEEN them?! They are beautiful! Commonly known as Watermelon Radishes, they are a gorgeous addition to your salads, roast vegetables or do what I just did—ferment them!



Andalou Naturals 1000 Roses CC Cream

This color correct cream is my favorite makeup product. It has SPF 30, smells like roses, and keeps my sensitive skin happy while correcting any discoloration I might have going on. It doesn't take a lot, meaning one tube lasts me quite a while. This product is cruelty free, non-GMO, and is 97% nature-derived. That means I feel good about putting it on my skin.



Epic Chicken Sriracha Bar

You need a protein pick-me-up? Grab this spicy little meat bar! SO GOOD.



JEREMY

Hot Toddy Concentrate and Drink

Hot toddies cure what ails ya. They make me feel good when I'm feeling under the weather. East and West only.

Willy Street Co-op Bone Broth

Made with local beef bones; no added salt. A great base for soups and stews.



ANGELA

Willy Street Co-op Maple Latte

There is something about the earthy sweetness of maple syrup combined with the bitter, heady rush of espresso. So delicious and satisfying!



AMANDA

Eclectic Earth Earrings

This company not only reuses and recycles products, but each earring is made by hand. It makes me feel good to support small companies like this.

Willy Street Co-op Vegan Peanut Butter Blondie

These are beyond good! I love to enjoy one of these after I have accomplished a task. There are so many good treats to pick from but I am stuck on these. When I eat something this tasty it makes me feel my best! Treat yourself!!!



ANNA

Sartori Montamore Cheese

Tried this as a sample one day and it was all over. This cheese has such an amazing flavor and it's a versatile addition to any meal. Grate it on top of your pasta, slice it for a sandwich or use it for a



cheese platter, you really cannot go wrong with this one!



KELSEY

Andes Mittens

I bought a pair of these last winter, and they are so warm and soft and perfect!

FEED Kitchen Chocolate Chip Cookies

These cookies are amazing! I love soft, chewy cookies. They come in packs of 10 if you feel like sharing and packs of 3 if you don't ;) North only.

Veriditas Just Plain Relief!

This is a roll-on mix of essential oils that helps with muscle pain. It's great for quick relief—I use it for occasional lower back pain—and it smells good.

Taylor Farms Herb Salad

A tasty organic salad that makes a quick and easy meal. You can dress it up with your favorite salad fixings or eat as is. The cilantro and other herbs make this salad pretty great on its own.



JUSTIN

Cara Cara Oranges

While I love a regular Navel the Cara Cara brings a richness and complexity of flavor that's hard to beat. They're like a really amazing and rich grapefruit without the bitterness.

Pomelo

There is something immensely satisfying about tearing into a Pomelo. Incredibly aromatic even when compared to other citrus, I like to make an event of eating this large fruit. I will sit down and work the fruit with my hands until I get past the bitter pith and membrane to the sweet, floral, and complex flesh. It's a very rewarding experience that simultaneously has a meditative and primal quality to it.



ANNA

Stirring's Bloody Mary Mix

Best Bloody Mary mix EVER! It doesn't need a thing added—except perhaps some garnish (my favorites being Organic Prairie Landjaeger & fresh cheese curds). East and North only.



AMY

Juice Bar Earl Grey Latte

So very pleasant. Earl Grey + foamy milk=self-care! Here's to YOU! Available at East and West.

Just Coffee Co-op Winter Seasonal: Cabin Fever

I sought out this Seasonal Blend this year by directly interrogating the Just Coffee stockers (sorry!). I do not like much acidity in my coffee, and this one impressed immensely last year. It's the one with the SNOWY OWL on it, which, I'm just sayin', might have also played a part in my fandom. Look for my t-shirts soon!





EVAN

Bee Free Honee

After 20 years without a good vegan honey, it is everything I could want and more. Great taste with a nice consistency. 10/10 would vegan honey again.



Diaya Vegan Cheese Cake

The plain is super good and so is the seasonal pumpkin spice flavor! Your vegan nephew/grandson will be super stoked.



HANNAH

BUBBL'R by Klarbrunn

A nice little kick of energy and great flavors! North only.



LIZ

Bunky's Baba Ghanouj

Tart and delicious. Lately, I've been buying some of this on every shopping trip. It's great with vegetables, pita chips or Blue Diamond Nut Thins. A perfect healthy snack. East and West only.



RYAN

New Glarus Brewing Serendipity Fruit Ale

We usually spend the holidays out of state, so we're "required" to bring a bottle or two of this by our family and friends. It's always a huge hit! It reminds me of a sweet/fruity wine that's also carbonated. It's a perfect sipping drink after dinner or dessert. This has gone over very well as a holiday gift, also. Highly recommended! North and West only.



SARAH

Nada Moo Birthday Cake Cookie Dough Ice Cream

This is the perfect treat for when you're in the mood for something delicious and maybe even a little over-the-top. It tastes like you're eating birthday cake, but it's



ice cream. Also there's chunks of cookie dough and chocolate chips in it. Plus, it's vegan! What's not to love? East and North only.



JACK

Siggi's Coconut Yogurt

I consider coconut to be one of the Five Favorite Flavors and this stuff is so good you'll wonder why the cup is so small.



Bunky's Lentil Soup

It's so surprisingly rich and hearty and if you slather it over vegan mashed potatoes you've got yourself a feast in a bowl



SHARON

Maggie's Organic Wool Socks

My feet are always cold in the winter until I put on a pair of these. The natural fiber breathes and cushions your tootsies. Machine wash in cold and line dry and a pair will last and last. You deserve these socks.



KJERSTIN

Fentimans Rose Lemonade

A delicate and lovely sip conveying visions of English gardens, wide lawns and croquet games played by Victorians in white linen finery. East and North only.



CAITLYN

Host Defense MyCommunity

This stuff is magic. Anytime my throat is scratchy and there's a cold going around, I take MyCommunity and I don't get sick. I like the capsules and the extract equally.



KATHERINE

Rishi Coconut Oolong Tea

This tea smells and tastes like a tropical heaven. It helps me to get through the long dark winter! Brew a pot to share with company or give it as a gift!



ASHLEY

Primal Pit Paste, Jasmine

A natural deodorant that actually works?! Hard to believe, but true. I love this product because of its clean ingredients. No harsh chemicals, no aluminum, and cruelty-free. If you slather it on right after you clean yourself, you remain fresh throughout the day... often two days.



DAKOTA

Alba Botanica Un-Petroleum Jelly

If you're a distance runner or biker, you need a product that is going to prevent chafing. Well, look no further! I've used this on multiple runs in various weather conditions, and it's worked great. It's easy to apply, made without parabens, and leaves you chafe-free.



ANSLEY

Wishgarden Liquid Bliss

Not everybody is happy during the winter. Liquid Bliss is here for you. Enjoy your family, make snow angels and let everything else go for awhile. Trust me, you want the big bottle.



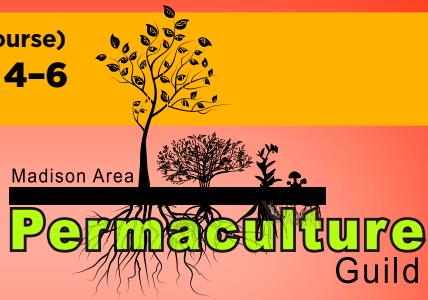
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Introduction to Permaculture by Bill Mollison, *Earth Users Guide to Permaculture* by Rosemary Morrow OR *Gaia's Garden* by Toby Hemenway

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