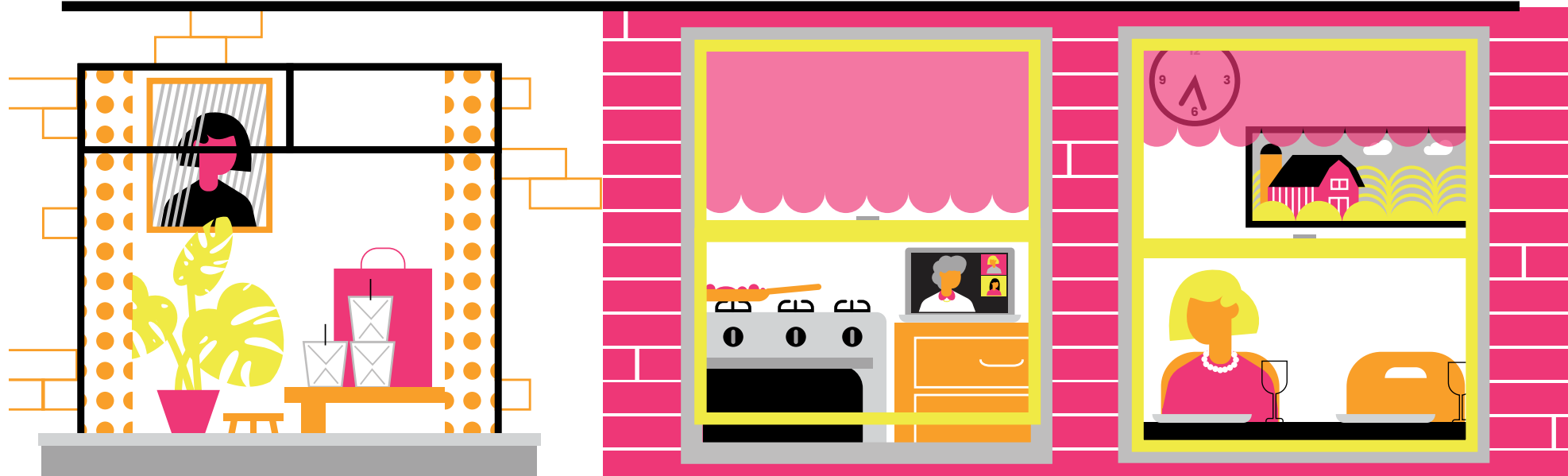


willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 48 • ISSUE 1 • JANUARY 2021



COMMUNITY MEALS IN A TIME OF QUARANTINE



IN THIS ISSUE

Game Day Recipes; Market Trends; Resolutions; and More!

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willy street co-op READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

East: 1221 Williamson Street, Madison, WI 53703, 608-251-6776
West: 6825 University Ave, Middleton, WI 53562, 608-284-7800
North: 2817 N. Sherman Ave, Madison, WI 53704, 608-471-4422
Central Office: 1457 E. Washington Ave, Madison, WI 53703, 608-251-0884

EDITOR & LAYOUT: Liz Wermcrantz

ADVERTISING: Liz Wermcrantz

COVER DESIGN: Hallie Zillman

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

SUBMISSIONS

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

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FAX: 608-251-3121

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

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: l.wermcrantz@willystreet.coop

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

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 8:00am-8:00pm; West and North: 8:00am-8:00pm, every day

East Juice Bar: 8:00am-4:00pm; West Juice Bar: M-F: 8:00am-2:00pm;

North Juice Bar: 7:30am-7:00pm

Deli: 7:30am-9:00pm

Seafood Center-East and West: 10:00am- 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

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Ann Hoyt, Vice President
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Michael Chronister
Gigi Godwin
Sarah Larson
Caryn Murphy
Ashwini Rao

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

BOARD MEETING SCHEDULE

January 22
March 17
April 21
June 17
July 21 (and Special Owner Meeting)

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

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THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 4 for details.

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

CUSTOMER COMMENTS

Write Us!

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

SENIOR DISCOUNT

Q: *I haven't been to the Coop in a few months. I didn't think to check my receipt. I usually get a discount for being a senior. But I don't see that reflected in my receipt today. Have you changed this policy?*

A: Thank you for contacting us about your account. We do not have a senior discount exactly, but it looks like you participated in our Access Discount Program which people qualify for in numerous ways including having Medicaid, SNAP Food-Shares Benefits, SSI, or SSDI income.

No matter when someone signs up for this program, we ask Owners to renew the discount and verify that they still qualify each year in the month of March. We send out emails to all accounts that have an email address on file and also mail out letters to mailing addresses in February to let people know they need to renew by March 31st or the discount will automatically turn off.

That said, renewing your discount is easy from here. I have attached the renewal form if you are able to print from home. You also can get this form at our Customer Service desk and fill it out before you starting shopping on your next trip. If you are able to work with the form I am attaching, you may scan it and send it back to me at this email address or take a good picture on your phone of both pages and send it my way. Please let me know if you have any questions including help with filling out the form. -Robert Halstead, Owner Records Administrator

THANKS FOR THE TREATS

Q: *Although belated, I would like to thank you for a wonderful Willy Street shopping bag filled with treats that was included with my grocery delivery just prior to Halloween. In this prolonged time with minimal contact with family and friends, I was so touched by this unexpected and so kind gesture. Willy Street Coop and staff are the very best. Thanks again.*

A: Thank you for your kind words! I'm so glad you enjoyed the goodie bag. Best, Liz Hawley, Owner Education and Outreach Coordinator

CASH FOR QUARTERS

Q: *Hi! I spoke to someone over the summer about whether the cash for quarters service was still in operation during COVID-19, and they told me that this service had ceased due to the pandemic and the national change shortage. Is this still the case, or are customers now able to ask for quarters at the service desk or cashier? Thank you!*

A: Thank you for checking in about this. At this time, we are still not offering rolls of quarters as change for customers. Post-pandemic, when businesses reopen and coins and cash circulate more frequently, we will revisit this policy. In the meantime, your bank should be able to offer you this service. -Anna Geisthardt, Front End Manager-East

GIFT CARDS

Q: *Just wondering if you sell gift cards? Would love to get one for my son who lives in Middleton and recently became a coop member.*

A: What a thoughtful idea! We definitely sell gift cards, and you can find out how to purchase one at www.willystreet.coop/promotions/gift-cards. Thanks for thinking of us! -Kirsten Moore, Cooperative Services Director

FISH COUNTER

Q: *I'm wondering if your fish counter is open. I'm trying to get some sushi-grade tuna or wild-caught lox. thanks!*

A: Thanks for asking! The Seafood Center is open at Willy East from 10am-6pm daily. Please let us know if you have any other questions. Hope you're enjoying your Monday morning! -Kirsten Moore, Cooperative Services Director

PRODUCT PLACEMENTS

Q: *When I go to the coop (since 1976) to buy Half and half, I am always perplexed. The .99 is on the top shelf while the \$1.99 Sassy Cow brand is at eye level. As no one really can see the cheaper brand, it usually outdated in a few days.*

A: *I would like to see the cheaper alternative get equal exposure for those who are pinching pennies in this pandemic. Thanks.*

A: Thank you for your comments and ideas!! I believe you are talking about the Valley View, 16 oz, Half and Half. I can talk to the Grocery Manager at that store and our Product Placement Manager, about the location of the half and half and see if we can get it moved. I am not sure if they will move it, but I can at least check.

Many people come to us to buy local foods, so that is a good reason to have the Sassy Cow at eye level, but I hear what you are saying. These

are difficult times. Have a great day!
-Dean Kallas, Grocery Category Manager

A1 AND A2

Q: *Your helpful discussion about cheese distinguishes between A1 and A2. Neither corresponds to the problem that makes it difficult for me to eat cheese: lactose intolerance. Can you enlighten me on that the relationship is between your A1 and A2 and lactose intolerance?*

A: I am not a doctor and if you are lactose intolerant most of what I have seen suggests that A2 milk will not help.

A1 and A2 are proteins in the milk, there have been studies that have found that some people have a hard time breaking down the A1 protein. There are some people who thought they were lactose intolerant and were actually only having an issue breaking down the A1 protein because the reactions are similar, this is what happened to my sister-in-law. She spent most of her adult life thinking she was lactose intolerant and after reading an article on A2 milk decided to try it and found she had no reaction and now enjoys A2 milk and cheese daily. Here is a good article about it. www.theatlantic.com/science/archive/2017/01/a-tale-of-two-milks/514397/

I hope this helps and if you have any other questions please let me know. -Jeremy Johnson, Meat and Specialty Category Manager

MISSING SOUP

Q: *I see that more prepared foods are appearing on the shelves of East and North Willy St. Coop. The tuna burgers are wonderful, by the way. Thank you. I am missing the Senegalese Peanut Soup. I expect I am not the only one. Do you have any idea when we might see that again? I hope you are weathering this COVID disaster as well as can be expected. Thank you for your help in the past.*

A: Good timing! We are in the process of re-starting the soup program at Willy Street Co-op, planning to add a number of favorite varieties back to the shelf. Senegalese peanut has always been a favorite of mine, too - I will work to get this one included in the roster! Please check back in January. Thanks for your request. Josh Perkins, Prepared Foods Category Manager

MEMBERSHIP RENEWAL

Q: *Hi, our account expired and now we can't even log in. How do we renew our membership? We'd like to place an order for pick up but are unable to do so.*

A: Thank you for your message. The best way to renew without physically coming to the store is to call the North Customer Service desk at (608) 471-4422 and make your next equity payment over the phone. Please let me know if you have any further questions, and have a great day! -Robert Halstead, Owner Records Administrator

WILLY STREET CO-OP

COMMUNITY REINVESTMENT FUND GRANTS AVAILABLE

Grants from the Community Reinvestment Fund may be awarded to projects supporting food justice or access, creating/developing co-operative businesses, sustainable agriculture, health and well-being, and/or social change.

Grant applications and further details can be downloaded from

www.willystreet.coop/CRF

The deadline for applications is February 28, 2021.

GENERAL MANAGER'S REPORT

Store Hours; ChowNow; & More!



by Anya Firszt, General Manager

To all of you, a warm welcome to the new year. Happy 2021!

Last year was riddled with unprecedented challenges that tested our resilience and fortitude. I am in awe of everything we were able to accomplish together in the last 12 months,

and I have every confidence that we are positioned to address any and every new wrinkle that comes our way. I look forward to the possibilities that lie ahead in the months to come.

We remain focused on our commitments to move our cooperative forward to be a more equitable place to work and shop, to provide a safe and healthy environment for everyone who enters our doors, and to supply you with groceries!

Since the outbreak of the coronavirus, we have been coming up with new ways to help you shop. For example, we now have curbside pick-up and the subscription box program, which were both new concepts that were developed because needs were not being met through conventional means; you gotta love the mother of invention.

Below are a few updates regarding hours of operation, ordering curbside pick-up, and programs.

WILLY EAST STORE HOURS

Our hours of operation have changed a few times over the last 10 months, and again we are announcing a change to hours at Willy East. Effective January 2, 2021, Willy East will close at 8:00pm. Keep an eye out for updates by visiting our website.

NEED A BREAK FROM HOME COOKING?

We have recently partnered with ChowNow to offer you online ordering and same day curbside pick up for lunch or dinner at all three of our locations. You can choose from a number of hot sandwiches and heat & eat meals—plus,

soon we'll be offering roasted chicken. Yum! Check it out at willystreet.coop/curbside or by clicking the Order Online button on the homepage.

STEP UP, EQUITY MATTERS

We continue to work with Step Up by providing them with input from staff to help with their final assessment of our organization that they will use to provide us with recommendations to move us toward a more equitable place to work and shop. We expect a final report in the coming weeks and will share their findings with you then.

SUSPENSION OF THE VIRTUAL WELLNESS ANY DAY COUPON

We have had to make a tough decision: starting in February 2021, we will be suspending our virtual Wellness Any Day Coupon. We shifted from our long-standing Wellness Wednesday 10% discount when COVID-19 reached Dane County, and instead offered Owners the same discount any one day each month. However, without the ability to safely increase customer capacity, the program is not able to continue. You can read more about this change included in the COVID-19 Pandemic Continues to Impact the Co-op and Our Offerings article found on page 7.

January is the last month we will offer the Wellness Any Day Coupon for the foreseeable future. I invite you to take advantage of this offer to receive a deeper discount on Health and Wellness items while you can.

THANKS AND APPRECIATION

I would like to recognize our staff for the incredible job they do each and every day; adjusting to frequent but necessary changes in our operation, continuing to show up to work, and doing their level best to serve you while adhering to all the COVID-19 guidelines.

And, thank you for playing by the rules, wearing face coverings, and maintaining social distancing while you are in the store to help others stay safe. Stay warm; stay well!

BOARD REPORT

Run for the Board; Equity Matters; and More!



by Stephanie Ricketts, Board Member

WE DID IT Y'ALL. We made it to a new year! While so much remains challenging and uncertain, I am eager to turn the page and start out this new year hopeful and grateful. Thank you for being a part of this cooperative community.

to be more equitable and inclusive for customers, staff, and other organizational stakeholders. Staff from Step Up have spent the past few months gathering baseline data from staff, managers, Board members, and other key stakeholders across the organization. The Board received initial recommendations from Step Up on December 16, 2020, and will be continuing this work in the new year. Learn more about Step Up's work here: www.stepupforequity.com.

RUN FOR THE BOARD!

Are you passionate about Willy Street Co-op? Excited by policy governance and strategic priority setting? Consider running for the Co-op's Board of Directors! Three seats will be up for election this upcoming July, and nomination materials will be available in late winter/early spring on the Co-op's website. If you're curious about what serving on the Board is like, feel free to attend a Board meeting (all held remotely at this time) and find out! You can find the calendar of Board meetings here: www.willystreet.coop/about-us/co-op-governance.

STEP UP, EQUITY MATTERS REPORT

The Board is hearing preliminary results from Step Up: Equity Matters initial assessment of Willy Street Co-op. Step Up is a local consulting group that the Co-op and the Board have contracted with to help lead the Co-op's efforts

UPCOMING BOARD RETREAT

The Board's annual retreat will be conducted virtually this year, and is planned for February 2021. Please note that there will not be a regularly scheduled Board meeting that month, as the group will be at the retreat instead. If you have any questions or concerns for the Board, please reach out to us by emailing board@willystreet.coop.

STRATEGIC PLANNING

An ad hoc committee of the Board of Directors has formed to better define the Board's role in strategic planning at the organization. Throughout Willy Street Co-op's history the Board has been charged with setting strategic direction for the organization, with mixed degrees of success and follow through. This is an important aspect of the Board's role for the organization, and better articulating this work is a focus area of the Board for 2021 and beyond.

Instead of Wellness Wednesday, we are offering a Wellness Any Day Virtual Coupon!

Willy Street Co-op Owners

GET 10% OFF

Wellness or Bodycare products

on any one transaction they choose during the month of January.

No paper coupon needed!



Just tell the cashier at check out that you would like to use this virtual coupon.

Discount can only be used one time 1/1/20-1/31/21 per individual or Household Owner account. Coupon will not work again on an Owner account after being used; please plan your purchases accordingly. Not valid for online orders. No cash value. Cannot be used in conjunction with the January Bulk virtual coupon.



January is the last month we'll offer the virtual Any Day Wellness Coupon; see GM Report on this page for details.

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NEW YEAR'S NEWS

Doing Right by Our Resolutions



by **Josh Perkins,**
Prepared Foods
Category
Manager

2020: a year like no other I can remember, not even close. The winter holidays arrived as the nation was in political turmoil, and public health needs meant we simply couldn't celebrate with family and friends in the ways we normally plan to. And, through

all of what we've lived through, getting and preparing food has undergone a giant shift, beginning early in the pandemic with a much-publicized renaissance of home baking. We do almost everything differently now, including food.

SOME THINGS ENDURE

We look to 2021 as full of possibilities. This will no doubt mean that many of us who have been homebound and less active than we'd like this year will be thinking, again, of how to better ourselves as the calendar rolls over. Like a kinder and gentler hangover, the aftermath of the many plates of foods, sweet and savory, and the irresistible naps of a short day come calling.

So, how do you keep from being that person on a brisk 5k on January 2nd and a brisk descent into sea-salt caramels January 15th? It's not easy. What's easy is thinking that a date on a calendar can make you into a different person. Birthdays don't, do they? Yet we expect we can use a new year to "optimize," to now do the things we never found the resolve to do in the previous years.

Here are a couple ways of thinking about and eating food that aren't snake oil for the heartsick. Very few of us are going to make a radical change to an all-greens, no-carb diet that will become our new way of living. In my opinion, we also don't get far with well-advertised diet plans that let us "eat anything you want!" Getting better isn't a magic trick; it's a gradual process. So here are my ideas for some New Year's Resolutions that may actually stick and may actually feel good.

DON'T EAT IF YOU'RE NOT HUNGRY

No, don't stop to count how many times you have eaten because "it's lunchtime." I personally have consumed many thousands of calories this way. Today, we're living in a culture where food is constantly presented to us, always within reach. It may be hard to even realize whether you're hungry or not, just that it's a certain time of day. Identify those times of the day when you feel you are supposed to eat. Set an alarm for those times. When the alarm goes off, stop what you're doing, close your eyes and take stock. Are you hungry? Actually feeling hunger? If you're not—don't eat. It really is that simple.

MAKE A SMALL BUT PERMANENT CHANGE

Pick one meal in your day and make a small, but permanent change. Lots of options here. We all have habits. One of mine used to be a mayo-slathered sandwich and a small bag of chips for lunch. It was not over the top, but moving to a big green salad had a profound effect. I didn't change anything else and I loaded plenty on those salads. It was nice not to be overthinking or tracking a personal data set of some kind, not to take on a new app or product to try to eat right. Just pick one thing you can change without too much trouble or pain. Stick with it.

I will be trying as hard as all of you to follow these principles! They may be simple, but they aren't easy. When all is said and done, it amounts to little more than doing what you want to beyond being swayed by a momentary urge. We all do this, every day.

NEW YEARS MEAL BUNDLES

I'd be remiss if I didn't mention that we are featuring a special meal bundle in the New Year, aimed to make eating better easier. Each week, you can choose any of our boxed salads—Spinach, Caesar, Greek, or Ranchero—and pair with a deli-roasted chicken, both for \$15. Treat yourself and make one night a week an easy dinner prep and cleanup. I wish you the best and a healthy 2021!

TOGETHER WE CAN TRANSFORM OUR COMMUNITY

Community Shares of Wisconsin funds systemic change.



Photo courtesy of Chrysalis

Thank you for supporting Community Shares of Wisconsin when you shop at the Willy Street Co-op.

Every time you say yes at the registers to the Community CHIP® program you are supporting nearly 70 nonprofits in Wisconsin. Your small change adds up to big systemic change with nonprofits that are working to advance social justice and environmental protections.

Thank you for donating in 2020 – let us work together for a just recovery in 2021.

SAVE THE DATE

The Big Share is March 2, 2021

A day our community comes together online to support 70 nonprofits in Wisconsin



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Bodycare & Wellness Market Trends



by Megan Minnick, Purchasing Director

Usually, the articles that I write for this newsletter have a positive outlook. Sometimes I'm aiming to introduce you to one of our many incredible vendors, inform you about the good that we are collectively able to do through our purchases of Fair

Trade or local goods, or give you a behind-the-scenes look at one of our departments or programs.

Regardless of my usually positive outlook, the ultimate purpose of this publication is to inform you, our Ownership, about the business that you own; and sometimes, a positive spin just isn't truthful. This is one of those times.

Though there are some areas of our store that have flourished during the COVID-19 era, our General Merchandise departments are not among them. General Merchandise (or Gen Merch for short), is a department in our stores that includes most of the non-food items that we sell including bodycare products (lotions, soaps, cosmetics, deodorant, etc.) and wellness items (vitamins, herbs,

protein powders, etc.). Second only to our Deli departments, our Gen Merch departments have been seeing a significant decline in sales dollars during the last eight months or so.

I sat down with our General Merchandise Category Manager, Angela Pohlman, to talk about why this is, and get her thoughts on the struggles that her department has had in the last year, and what lies ahead.

Q: How have the areas that you oversee fared in 2020?

A: It seems obvious to say that 2020 has been a rough year. It has been rough in so many ways, for so many of us. The natural beauty and supplements industry has suffered too, and Willy Street Co-op has been scrambling to make this work.

Q: What is the area that gives you the most concern?

A: Bodycare and beauty: products that are meant to be used on your body like shampoo, cosmetics, soaps, etc. These products have seen a sales decline for a few years now.

Much of this is due to how folks are shopping. There has been a significant rise in online shopping for this category. Many companies introduced a "Subscribe and Save" option if you order directly through them. And, of course, Amazon is always a factor.

This sales decline has only been exacerbated by COVID-19 and

social distancing. We are not going out nearly as much as previous years, and when we do, half our face is covered. In our region, bodycare sales have essentially flattened, but in our stores we are seeing about a five percent decline in customer purchases compared to the year before.

Q: I know we carry a few local bodycare options, and we always seem to have new local bodycare companies looking to get their products on our shelves. How are they faring compared to the industry average?

A: We have always preferred to carry local bodycare products, but they are suffering a bit more than the rest. We have seen an average decline in sales of just over seven percent. This may be due to the fact that local bodycare products tend to be a bit more expensive than brands with larger distribution. It may also be the case that customers are less likely to try out new bodycare products right now. In the past, local vendors have been able to do live product sampling and demonstrations in our stores. With COVID-19, we aren't able to do in-store sampling, so there isn't a good way for local vendors to introduce themselves and their products to our customers.

Q: What about the Wellness category?

A: Wellness items are also seeing some of the online trends that bodycare has seen, but supplements are just as overwhelming to shop online as they are in the brick and mortar, so we see customers continue to come into the Co-op to find assistance and a human to talk to.

Q: CBD has seen explosive

growth in the last few years. What is the current state of that market?

A: CBD has seen an intense amount of interest. We saw a dramatic increase in purchases of CBD in about mid-2018, and since then we have seen a dramatic decline of just over 30 percent compared to this time last year. We think this is partially because of the ubiquitous access of the product in every grocery store, gas station, etc.

We offer higher quality CBD products than many of these outlets, and we do still sell a good amount of CBD. It seems that the majority or our current CBD customers are folks who use CBD products regularly and know what works for them, not people buying it for the first time to try out like we were seeing in 2018.

Q: Are there certain areas of Wellness that are counterbalancing the diminishing purchases of CBD?

A: During COVID, we've seen folks spending their budgeted supplement dollars on immune supporting and stress supplements—focusing on their personal health.

Traditional immune supportive supplements such as elderberry, vitamin C, zinc, and others are seeing strong growth. That said, we have seen some supply issues with these items. With demand up everywhere for immune support supplements, supplies have at times been strained, and we've seen more out-of-stocks than we would normally expect.

Q: In your view, what does the future hold for the General Merchandise department at Willy Street Co-op?

I'm hopeful that things will bounce back to some degree after the COVID-19 crisis has subsided, but it seems likely that the trend toward purchasing bodycare and supplements online directly from manufacturers won't go away entirely. For this reason, we are taking a hard look at our product selection particularly in bodycare. We are considering shrinking the number of products we offer, and the department as a whole.

Ultimately it will come down to the choices that our Owners and customers make. If products are selling, we will continue to offer them, but if they aren't, we won't be able to afford to keep them on our shelves.

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COVID-19 Pandemic Continues to Impact the Co-op and Our Offerings



by **Kirsten Moore,**
Cooperative Services Director

The Co-op (including our employees, customers, and community) enters the New Year continuing to bear the physical, emotional, and financial stresses that come with the coronavirus pandemic. As General Manager Anya Firszt mentioned in the December

Reader, “I don’t know one business that is not struggling in some manner because of COVID-19.” Recently, the Greater Madison Chamber of Commerce, Destination Madison, Downtown Madison, Inc., the Madison Black Chamber of Commerce, and the Latino Chamber of Commerce surveyed 503 Madison area businesses (including the Co-op) about COVID-19’s impact. 78% reported a decline in revenue, 30% reported losing more than half their revenue since the beginning of the pandemic, 91% reported reducing their local spending, over a dozen respondents closed this year, and 30% say they expect to close by June under existing regulations. Only 13% rated Dane County’s business climate as above average or excellent compared to 81% pre-pandemic. The outlook is not great: local businesses as well as their customers and all of us in the workforce continue to feel the heat.

FINANCIAL STRUGGLES RELATED TO PANDEMIC AT THE CO-OP

It’s no secret that the pandemic has had a negative effect on the Co-op’s financial outlook. Last month, our Board of Directors’ Vice President Ann Hoyt reminded Owners of our Fiscal Year (FY) 2020 Annual Report showing losses 91% greater than budgeted due to reduced sales and increased expenses related to COVID-19. In the same issue of the *Reader*, Finance Director Paige Wickline noted our FY 2021 sales projections (made in spring of 2020) were “based on the assumption that COVID-19 would continue to suppress sales in the first quarter and then slowly increase back to pre-COVID-19 levels.” Now at the end of our second quarter in December, we have seen little improvement in the road to pandemic recovery. To the contrary, all the same health concerns and safety regulations remain in place today. While we continue to support the County’s recovery plan, it still results in negative sales growth and transactions. Our gross margin, or as Paige defined it, “the percent of sales remaining after subtracting the cost of

goods sold,” remains down from the previous year and is not making ends meet. While we continue to manage labor to sales as best as possible, it simply costs more to do the work that is necessary to sell groceries and serve our community in pandemic times.

Ann noted the Co-op is responsible to “consider the needs of a variety of people who have a stake in the success of our cooperative,” including our “Owners, customers, employees, suppliers, the community, the government, and the employee Union.” This means we have some tough decisions to make with regard to competing stakeholder needs, and we must evaluate how the advantages of cooperation and the burdens of the pandemic (with the financial strife that comes along with it) are spread among our Co-op community.

MONTHLY 10% OFF WELLNESS PROGRAM SUSPENDED STARTING FEBRUARY 2021

Pre-pandemic, your Co-op offered Wellness Wednesday as an Owner benefit. The idea was simple: On the first Wednesday of every month, Owners would receive 10% off on bodycare products and supplements. This benefit was a win-win for your Co-op: Owners would get an opportunity to enjoy a discount and, because Owners would often stock up, transactions and sales at the Co-op would always be up on Wellness Wednesdays. The efficiencies in offering this discount and giving these products a lot of visibility one day a month supported our labor, largely paid for the discount, and provided a head start to our achieving your Co-op’s monthly projected sales.

We realized early in the pandemic that offering a promotion that increased foot traffic at the Co-op on one given day would make it harder to keep social distance and therefore make that shopping day less safe for our employees and customers. It would also create a burden for our customers who would likely have to wait longer in line due to the building capacity restrictions in place. So, we tried something new: the 10% off Any Day Wellness Coupon—a virtual coupon that Owners could choose to use any one day a month on bodycare products and supplements. Previously, we were able to offer these a few times a year, but we were unsure whether we could sustain offering the virtual coupon month after month all year long.

On one hand, this coupon had the desired effect: we were continuing to offer an Owner benefit without driving traffic to one day a month and risking safety to do so. On the other hand, providing the coupon to use any day of the month has resulted in no

sales boost, and no incentive to stock up. That means that instead of benefiting from the efficiency of greater sales during a promotion, your Co-op is actually seeing regular income loss by offering this coupon.

We need to make a tough decision, and suspend the monthly 10% off wellness program until further notice. The January 2021 Wellness Any Day Coupon will be the last one offered, and is an opportunity for you to stock up for the New Year (that “win-win” that I mentioned above—you get more products at a discounted price and we see a needed boost in sales). The benefit will remain suspended until we begin to see an economic recovery, at which time we will evaluate if and how we can bring this or another wellness benefit back for our Owners to enjoy.

CHANGES TO E-COMMERCE PRICING

Our online shopping and delivery service, as previously reported, has grown tremendously through the pandemic, and has reached its maximum capacity with existing resources. At the same time, we have been unable to consistently meet demand, resulting in longer waits to receive delivery and pickup timeslots. In order to increase delivery and pickup capacity in the future, we have to improve our financial ability to add labor. Therefore, we had to reevaluate our pricing structure.

The delivery and pickup fee for using shop.willystreet.coop will remain the same as it has always been. The flat fee covers your Co-op’s capital investments and costs associated with the program: gas, mileage, vehicle wear and tear, and the costs of the shopping website’s maintenance, development, and improvements. The Access Discount for Owners with low income will also still apply to both the delivery and pickup fees, as well as the Owner’s purchases.

While the delivery and pickup fee is the same as it ever was, we have re-evaluated product pricing on the website based on the labor it takes to provide those products to customers using the service. There is a difference between the amount of labor it takes to stock groceries to a shelf so that a customer can find those products in the store themselves for purchase versus the amount of labor it takes for an employee to gather those products for the customer to receive at the

customer service desk, in the parking lot, or at home. In addition to stocking and prepping products, employees are shopping the products for the customers and bringing it to the customer, which means it is more expensive for the Co-op to offer the program than to have shoppers shopping in-store. Therefore, the margin for a product purchased in store vs. the margin for a product to be shopped by an employee for pickup or delivery needs to be greater to cover the work involved. That means that as soon as we are able, we will be applying a higher margin on products available on shop.willystreet.coop (and the price for a product in the store may be different than how it is priced online). Products that are part of the Co+op Basics, Co+op Deals, or Owner Rewards promotions, as well as online donations made to Double Dollars or Community Shares of Wisconsin, will be exempt from additional margin on online purchases. The higher margin is designed to reflect the true cost of our online pickup and delivery shopping service, and therefore—along with improving the efficiency of our process—it will provide us with the means to add additional labor and grow the capacity for the program (meaning eventually more pickup and delivery spots for you). We will continue to monitor and adjust the margin applied to regularly priced products offered on the website based on labor efficiencies gained as we finesse the program.

SNAP USE AND DOUBLE DOLLARS PARTICIPATION ON THE RISE, NEEDS COMMUNITY SUPPORT

Double Dollars is a nutrition incentive program that offers matching vouchers for participants in the Federal Supplemental Nutrition Assistance Program (SNAP, or FoodShare/QUEST as it is known in Wisconsin) who use their SNAP EBT card at the Co-op and participating local farmers’ markets. We have been providing these vouchers in partnership with Dane County, the City of Madison, and Community Action Coalition for South Central Wisconsin. The vouchers support shoppers with low income in making their food budgets stretch further, and the vouchers are eligible for use at the Co-op on any fresh, frozen or canned produce as well as seeds and seedlings for growing ed-



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ible plants. In the last four years, the Co-op has not seen any major changes to participation in the program, we typically issue and redeem the same number of vouchers year-to-year. This year, with an estimated 10,000 more SNAP benefits participants in Dane County due to the economic fallout of the COVID-19 pandemic, the Co-op is already seeing record-breaking participation in the program, with a projected 26% increase in Double Dollars spending.

Double Dollars is funded by the Co-op in two ways: by accepting cash donations at the registers and on our shop.willystreet.coop online shopping platform; and when customers reuse shopping bags, we give 10¢ to the Double Dollars fund. Typically, about 71% of the funding for Double Dollars was supported by shoppers reusing bags at checkout in normal, non-pandemic years. Reusing shopping bags is not only good for the environment, but also good for your Co-op, because we can use the money we would normally spend on paper bags for the betterment of our community, such as sustaining the Double Dollars program. However, at the beginning of the pandemic and based on the government recommendations and restrictions at the time, the Co-op ceased allowing reusable bags from the end of March through the middle of September. Since then, reuse of shopping bags has been down about 74%, likely due to continued fears of surface transmission (perpetuated by early pandemic warnings causing mixed messaging in the community), and simply loss of habit. While cash support has increased since the start of the pandemic due to the generosity of shoppers, it has not been able to bridge the gap compared to the loss of

reusable bag use. As such, for the first time since the program began, we are projecting a potential budget shortfall for the Co-op arm of the Double Dollars program.

You can still support Double Dollars by making donations at the registers, on our online shopping and delivery service, and by reusing bags when you shop the Co-op. Every little bit makes a difference and we still have time to turn things around for this year. A \$5 donation is the equivalent of one Double Dollars voucher. It is clear that those in our community who rely on SNAP also depend on Double Dollars at both the Co-op and the local farmers markets to meet their household food budgets. With more people needing SNAP and Double Dollars to make ends meet, please consider participating in the Double Dollars fund today!

FACING CHALLENGES TOGETHER

It is hard to make changes and deliver news like this to our cooperative community, and harder still to know that not only our Co-op is facing challenges, but there are also people in the community struggling both with the health and fiscal outcomes of the pandemic in their everyday lives. Working as a community, we can face these challenges together, by supporting our local businesses and giving to charitable causes when we are able to do so, and by continuing to hold each other accountable for our collective safety and wellness. Wishing all of us here at the Co-op and in the community a stronger, safer, and hopefully simpler and brighter 2021. We are eager to see things turn around, and are committed to a greater cooperative future.

SNACK NEWS

Game Day Recipes



by **Jeremy Johnson,**
Meat & Specialty Category Manager

The NFL playoffs are starting soon and that means gameday! Here are a few of my favorite game day recipes.

CORN DIP

4 oz. cream cheese softened to room temperature
1/4 c. sour cream

1/4 c. mayo
1 tsp. ground cumin
1/2 tsp. chili powder
1/4 tsp. salt
1/4 tsp. pepper
3 Tbs. butter
2 cloves of garlic, minced
1 poblano pepper, seeds and stem removed, finely diced
3 c. of corn (you can use canned, off the cob, or frozen)
1/4 c. of fresh cilantro, chopped and divided
1/2 c. cotija cheese, divided

Directions: Using a stand or hand mixer, whip together cream cheese, sour cream, mayo, cumin, chili powder, salt and pepper. Mix until smooth and creamy. Set aside.

In a large skillet, melt butter over medium-high heat and sauté garlic and poblano pepper for 1-2 minutes.

Add the corn and cook for 5-7 mins. Remove from heat and transfer to your bowl with cream cheese mixture. Mix together. Carefully hand mix in 1/4 c. of cotija cheese and 2 Tbs. cilantro.

Pour the dip into a serving bowl and garnish with remaining cotija cheese and cilantro.



CAULIFLOWER BUFFALO WINGS

1 head of cauliflower, cut into florets
3/4 c. flour
1 tsp. ground paprika
1 tsp. onion powder
1 tsp. garlic powder
1 tsp. salt
3/4 c. buttermilk
2 Tbs. butter, melted
1/3 c. Buffalo Sauce (I like Frank's, which is carried by Willy North and West.)

Directions: Preheat the oven to 375°F and line two baking sheets with parchment paper. Set aside. In a large bowl, combine the spices,

salt, and flour. Add the buttermilk and stir until combined. The mixture should be pretty thick

Add the cauliflower florets to the batter, coating each piece evenly in the buttermilk mixture. Place the coated cauliflower on the prepared baking pans, leaving room between each piece so the air can circulate around them.

Bake for 20 minutes and then flip the cauliflower over to its other side to get an even bake. Bake for another 20 minutes on the other side

While the cauliflower bakes, make the buffalo sauce. Combine the buffalo sauce with the melted butter and whisk to combine. When the cauliflower is done, add the florets into the bowl the hot sauce mixture is in. Toss to combine

COCKTAIL MEATBALLS

1 32 oz. bag frozen fully-cooked meatballs
12 oz. chili sauce
10 oz. grape jelly

Directions: To sauce the meatballs in a slow cooker: Add frozen meatballs to crockpot. Add chili sauce and grape jelly. Cover and cook for 2 to 3 hours on HIGH or 4 to 6 hours on LOW, until the sauce is hot. Serve directly from the crockpot with a serving spoon or toothpicks, or transfer to a serving dish.



SPINACH ARTICHOKE DIP

1 (8-oz.) block cream cheese, softened
3/4 c. mayonnaise
3/4 c. sour cream
1 c. Parmesan, freshly grated
1 c. shredded white cheddar, plus more for topping
1/2 c. Gruyère, shredded
1 14-oz. can artichoke hearts, drained and chopped
1 10-oz. package frozen spinach, defrosted and chopped
2 cloves garlic, minced
1 tsp. lemon zest
1/2 tsp. red pepper flakes
Kosher salt
Freshly ground black pepper

Directions: Preheat oven to 350°. In a large bowl, combine all ingredients. Mix until fully combined and season with salt and pepper. Transfer to a baking dish and smooth top with a spatula. Top with more shredded white cheddar. Bake until bubbly and slightly golden, about 30 minutes.

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more information or to place your
reservation.

willy street co-op

Health & Wellness

co-op deals: December 30-January 19



Acure Original Shampoo or Conditioner
All Kinds on Sale!
8 fl oz • Save \$4.30
\$4.99/tx coop deals.



Nordic Naturals Melatonin Gummies
Sugar-Free!
60 ct • Save \$4
\$15.99/tx coop deals.

Desert Essence
Tea Tree Dental Floss or Tape
30-50 yds • Save 50¢
\$2.79/tx coop deals.

MegaFood
Multivitamin Chews
Womens', Mens', Kids'
30 pc • Save \$8
\$21.99/tx coop deals.

Bulletproof
Brain Octane
16 oz • Save \$7
\$18.99/tx coop deals.

Dr. Formulated
Mood Supporting Probiotics
60 ct • Save \$3
\$30.99/tx coop deals.

Ultima
Electrolyte Powder Canister
All Kinds On Sale!
3.6-3.7 oz • Save \$8
\$14.99/tx coop deals.

Tom's Of Maine
Kids' Toothpastes
All Kinds On Sale!
5.1 oz • Save \$1
\$4.49/tx coop deals.

Quantum
Cough Relief Lozenge
Meyer Lemon, Bing Cherry
18 ct • Save \$2
\$3.49/tx coop deals.

Natracare
Ultra Pads
14 pc • Save \$1
\$3.99/tx coop deals.



co-op deals: January 20-February 2



Alba Botanica
Shave Cream
All Kinds on Sale!
8 fl oz • Save \$2
\$4.99/tx coop deals.



Oregon's Wild Harvest
Organic Valerian
90 cap • Save \$6
\$12.99/tx coop deals.



Vega
Protein Made Simple
All Kinds on Sale!
9.1-9.6oz • Save \$5.50
\$11.99/tx coop deals.



New Chapter
Turmeric Force
60 softgels • Save \$5
\$24.99/tx coop deals.

WishGarden
Kick-Ass Immune
2 fl oz • Save \$6
\$13.99/tx coop deals.

Pranarom
Essential Oils
All Kinds on Sale!
at least 10% off coop deals.

Boiron
Oscillococcinum
6 pc • Save \$2.50
\$11.99/tx coop deals.

Herban Cowboy
Body Wash
All Kinds on Sale!
18 fl oz • Save \$1
\$7.99/tx coop deals.



Natural Factors
D3 5,000IU
120 softgels • Save \$5
\$9.99/tx coop deals.



Dr. Bronner's
Pure Castile Liquid Soap
All Kinds on Sale!
16 fl oz • Save 99¢
\$7.99/tx coop deals.

coop™ deals

co-op deals: December 30-January 19



Bob's Red Mill
**Organic Gluten-Free
Old Fashioned
Rolled Oats**
32 oz • Save \$1.80
\$5.99

A Dozen Cousins
Seasoned Beans
All Kinds on Sale!
10 oz • Save 80¢
\$2.99

Food Should Taste Good
Tortilla Chips
All Kinds on Sale!
5.5 oz • Save \$2.58/2
2 for \$4



Deep Indian Kitchen
**Potato & Pea
Samosas**
11 oz • Save \$1.50
\$2.99

GT's
Organic Kombucha
All Kinds on Sale!
16 oz • Save 98¢/2
2 for \$5/tx

C2O
Coconut Water
17.5 oz • Save \$1.58/2
2 for \$3



Hilary's Eat Well
Veggie Burgers
All Kinds on Sale!
6.4 oz • Save \$1.98-\$2.58/2
2 for \$5

Siggi's
**Whole Milk
Icelandic Yogurt**
All Kinds on Sale!
4-4.4 oz • Save 79¢
\$1.00

Cascadian Farm
**Organic
Frozen Fruit**
All Kinds (except Raspberry) on Sale!
8-10 oz • Save \$1.49
\$3.00



Perfect Foods Bar
Energy Bar
All Kinds on Sale!
2.2-2.5 oz • Save \$1.98/2
2 for \$4

Nature's Path
**Organic
Frozen Waffles**
All Kinds on Sale!
7.4 oz • Save \$1.20
\$2.29

Once Again
**Organic
Roasted Tahini**
16 oz • Save \$3
\$6.99



Rebbl
**Organic
Protein Drinks**
All Kinds on Sale!
12 oz • Save 99¢
\$3.50

Frontera
Salsa
All Kinds on Sale!
12.5-16 oz • Save \$3.58/2
2 for \$5

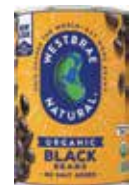
Evolution Fresh
**Organic
Orange Juice**
Cold-pressed!
59 oz • Save \$2
\$6.49



Quorn
Meatless Nuggets
10.6 oz • Save \$1.29
\$3.50

Noka
**Organic Purees
and Smoothies**
All Kinds on Sale!
4.22 oz • Save 98¢/2
2 for \$4

Westbrae
**Organic
Canned Beans**
All Kinds on Sale!
15 oz • Save \$1.14
\$1.65



Muir Glen
**Organic Diced
Tomatoes**
All Kinds on Sale!
28 oz • Save \$1.98-\$2.58/2
2 for \$4

Organic Valley
**Organic Grass-Fed
Whole Cow's Milk**
64 oz • Save 80¢
\$4.99

Inka Crops
Plantain Chips
All Kinds on Sale!
3.25-4 oz • Save 64¢
\$1.65



Miyoko's Creamery
**Vegan
Cream Cheese**
Plainly Classic, Scallion
8 oz • Save 80¢
\$4.49

Teecino
**Hazelnut Chicory
Caffeine-Free
Herbal Tea**
2.12 oz • Save \$1.30
\$3.49

Zevia
**Stevia-Sweetened
Sugar-Free Soda**
All Kinds on Sale!
6-pk • Save \$1
\$3.99



The specials on this page are valid December 30-January 19

All Specials Subject to Availability. Sales Quantities Limited.

JANUARY

co-op deals: January 20-February 2



Simple Mills Almond Flour Crackers

All Kinds on Sale!
4.25 oz • Save \$1

\$3.99

Organic Valley Ricotta Cheese

15 oz • Save \$2

\$4.99

Nature's Path Organic Instant Oatmeal Packs

Original, Variety, Flax Plus
14 oz • Save \$1.79

\$3.00



Beyond Meat Breakfast Patties

Classic, Spicy!
8 oz • Save \$1.30

\$3.99

Alexia Organic Potato Puffs

Crispy, Yukon
16-19 oz • Save \$1

\$2.99

Brown Cow Cream Top Yogurt

Plain, Vanilla, Maple
32 oz • Save 80¢

\$3.49



Muir Glen Pasta Sauce

All Kinds on Sale!
25.5 oz • Save \$2.98/2

2 for \$5

Maria and Ricardo's Cauliflower Tortillas

8.9 oz • Save \$1

\$4.79

gimMe Roasted Seaweed Snack

All Kinds on Sale!
.35 oz • Save 98¢/2

2 for \$3



Four Sigmatic Organic Chaga Coffee Mix

Cordyceps, Lion's Mane
10 ct • Save \$3

\$8.99

Nutpods Dairy-Free Creamer

All Kinds on Sale!
16 oz • Save 50¢

\$2.79

Near East Couscous

All Kinds on Sale!
4.7-10 oz • Save 98¢-\$1.98/2

2 for \$4



Late July Organic Tortilla Chips

All Kinds on Sale!
11 oz • Save \$2.98/2

2 for \$5

Nutiva Organic Extra Virgin Coconut Oil

14 oz • Save \$2

\$7.99

Epic Pork Rinds

All Kinds on Sale!
2.5 oz • Save \$1

\$2.99



Manitoba Harvest Hemp Hearts

16 oz • Save \$4.50

\$9.99

Primal Kitchen Organic Avocado Oil Mayo

12 oz • Save \$2

\$6.99

Cascadian Farm Organic Frozen Vegetables

Sweet Corn, Broccoli Cuts,
Garden Peas, Cut Green Beans
16 oz • Save \$1.58/2

2 for \$5



Go Macro Bars

All Kinds On Sale!
1.8-2.5 oz • Save \$1.58/2

2 for \$4

Justin's Nut Butter Squeeze Packs

All Kinds on Sale!
1.15 oz • Save 49¢

\$1.00

Daiya Vegan Frozen Pizzas

All Kinds on Sale!
15.7-19.4 oz • Save \$1.50

\$6.99



Forager Project Organic Cashewgurt

All Kinds on Sale!
5.3 oz • Save 50¢

\$1.29

Bragg Organic Liquid Aminos

16 oz • Save 80¢

\$3.99

Kashi Go Lean Cereal

13.1 oz • Save \$1.79

\$3.00



The specials on this page are valid January 20-February 2
All Specials Subject to Availability. Sales Quantities Limited.

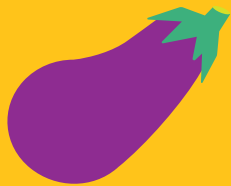
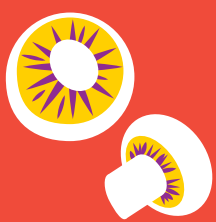


Eat Your Fruits & Veggies!

**All fresh
produce 10% off
for Owners**

**Saturday, Jan. 2nd through
Wednesday, Jan. 6th.**

Includes products already on sale! Discount available to Willy Street Co-op Owners only 1/2/21-1/6/21, including online orders placed during that time.



**willy
street
co-op**



Time to Bulk Up!

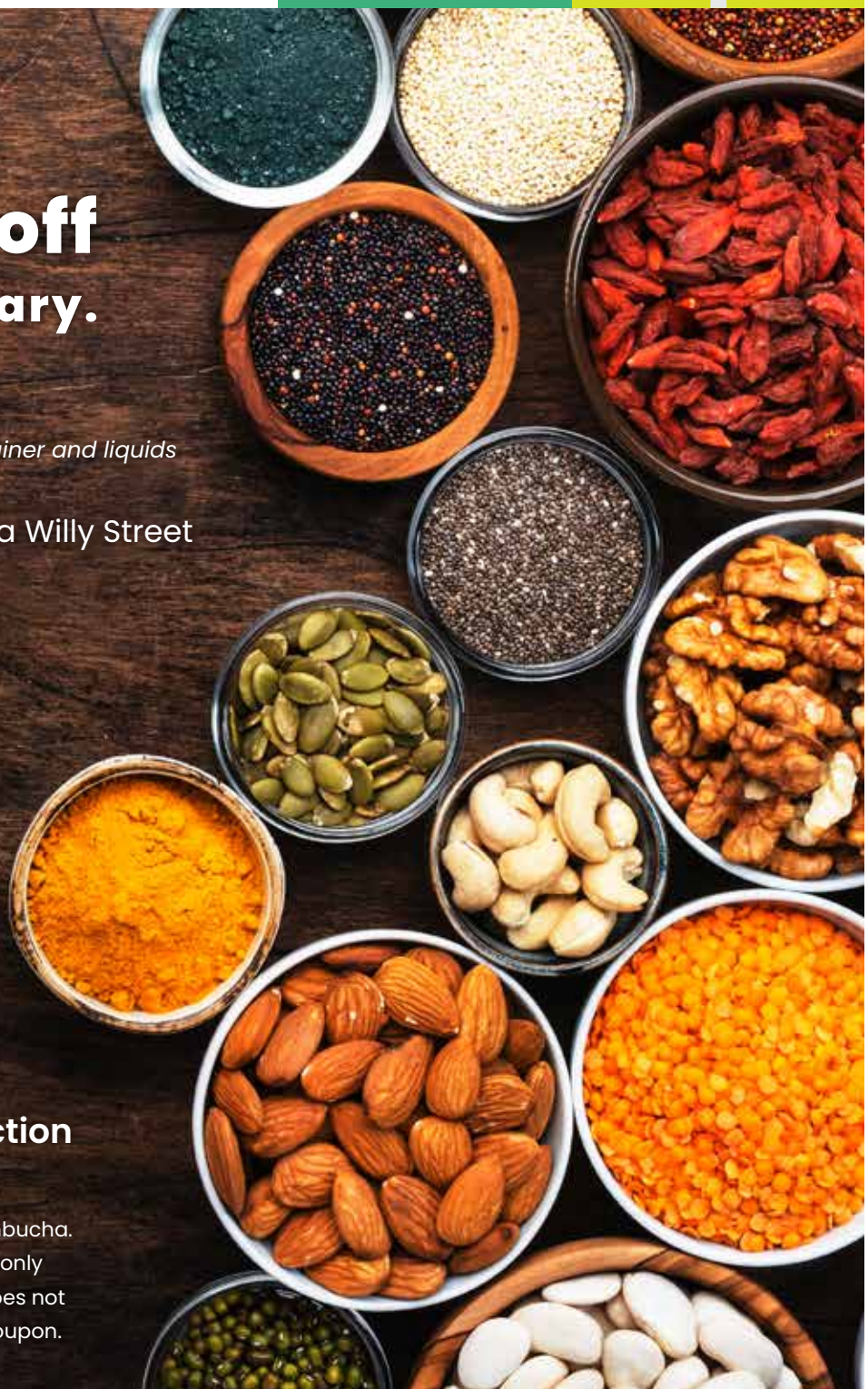
**All Bulk Products 10% off
for Owners any one time in January.**

This discount covers:

- Anything in a bulk bin. *(including gravity bin or pourable container and liquids where available.)*
- Pre-bagged bulk products in clear plastic bag with a Willy Street Co-op scale label.
- Bulk water.
- Bulk kombucha.
- 4oz Tea Bags from Rishi Tea & Mountain Rose Herbs. *Selection varies by store.*
- 25lb bags of rice, beans and oats. *Selection varies by store.*
- 15lb bags of flour from Lonesome Stone Milling. *Selection varies by store.*
- Bulk coffee.
- Products already on sale.

**Tell your cashier at the beginning of your transaction
that you'd like to use your bulk discount.**

Customers may only bring in their own bulk containers for bulk water and bulk kombucha. Bulk eggs not included in the sale. Discount available to Willy Street Co-op Owners only 1/2/21-1/31/21 and may only be used for one transaction per Ownership account. Does not apply to online orders. Cannot be used in conjunction with the Wellness Any Day coupon.



Game Day Favorites

Organic **Cauliflower**
Rndm Wt.
Price varies

Frank's **RedHot Original Cayenne Pepper Sauce**
5 fl oz
\$1.79/ea

Cheese Curds
Selection and price varies by store
All are Local!

Bell & Evans **All-Natural Chicken Wings**
\$5.49/lb

Off the Block **Salsa**
Local • 16 oz
\$5.99/ea

Andrew & Everett **Port Wine Cheddar Cheese Ball**
Local • 8 oz
\$5.79/ea

Unique **Original "Splits" Pretzels**
NEW! • 11 oz
\$3.79/ea

El Rey **Lemon Nacho Tostaditas Chips**
Local • 12 oz
\$3.79/ea

Carr Valley Cheese **Spicy Beer Cold Pack Cheese Spread**
Local • 8 oz
\$5.49/ea

Beeler's Farm **Lit'l Bites**
16 oz • Seasonally Available
\$5.99/ea

New Glarus **Brewing Beer**
Local
6 x 12 oz
\$8.99/ea

Karben4 **Fantasy Factory IPA**
Local • 6 x 12 oz
\$9.79/ea

Ale Asylum **Keep'er Moving**
Local • 6 x 12 oz
\$8.79/ea

Fair Trade & Organic **Avocados**
2 for \$3.00
or \$1.79/ea

willy street co-op

Prices shown are regular price; good through 1/31/21. Some products on sale during this time; see www.willystreet.coop.

UP YOUR GUAC GAME

Add some **Pomegranate Pips** for a surprising POP of flavor!

Get some greens with chopped **Kale**

Apples can add a tart crunch to any spicy guac!

Can't choose between dips? Add **Hummus** for a winning combination!

Mix in some **Feta Cheese** for a tangy touchdown!

Go **Bananas!** Mash one in for a bit of sweet!

Enter to win this air fryer



at willystreet.coop/gameday.



MOUNTAIN ROSE HERBS ORGANIC HERBS

We're excited to bring in Mountain Rose Herbs. They are supplying us with a variety of certified organic bulk herbs in 4 oz. packages. Selection varies by store, but look for products such as Elderberries, Psyllium Husk Powder, Burdock Root, and much, much more.

AVAILABLE AT WILLY EAST

- Made in Nature Tart Cherry Figgy Pops
- Sweet Earth Enlightened Foods Veggie Lover's Pizza
- Natural Stacks Serotonin Brain Food Supplement
- Onyx + Blue Read My Lips Face Mask with Clear Window
- Hats O Fancy Locally Made Face Mask. Three sizes!
- Elope CBD Chocolate Meltaways

AVAILABLE AT WILLY WEST

- Ruth's Homestyle Original Vegetarian Balls
- Ruth's Sweet and Tangy Vegetarian Balls
- Ruth's Vegetarian Breakfast Patties
- Alpha Foods Beefy Rojia Plant Based Tamale
- Alpha Foods Chik'n Veggie Tamale
- Alpha Foods Chik'n Verde Tamale
- Alpha Foods Southwest Tamale
- GimMe Seaweed Snacks Extra Virgin Olive Oil Seaweed
- GimMe Seaweed Snacks Sea Salt & Avocado Seaweed
- Made in Nature Cranberry Pistachio Figgy Pops
- Made in Nature Tart Cherry Figgy Pops
- Solely Pineapple Rings
- Yolele Fonio Grain Microwavable
- Sweet Earth Enlightened Foods Veggie Lover's Pizza
- Natural Stacks Serotonin Brain Food Supplement
- Onyx + Blue Read My Lips Face Mask with Clear Window
- Hats O Fancy Locally Made Face Mask. Three sizes!

AVAILABLE AT WILLY NORTH

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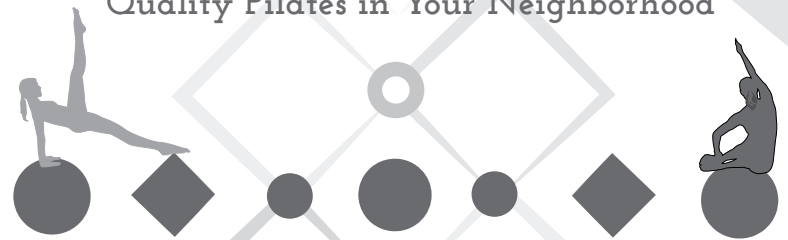
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COMMUNITY MEALS IN A TIME OF QUARANTINE

by Andy Gricevich, Newsletter Writer

What do those of us who have it do with all this extra time at home? For many of us, the answer has been: start cooking! So many of us, in fact, have done so that bread bakers have had trouble finding yeast, and jars for canning have been in short supply. When home cooking no longer has to be put on the back burner, direct engagement with what we eat shows itself as a fundamental human need and desire.

At some point, though, it becomes clear that sharing what we make is as important as making it. It's simply not as fun to cook for yourself alone. If you live by yourself, or if others in your home just aren't as excited about your food as you are, where do you find the opportunity to share the joy? Let's look at some different ways of meeting this desire, along with a few recipes for comforting and nourishing deep winter food.

VIRTUAL MEALS

A lot of people have been turning to Zoom and other platforms as a way to have special meals in one another's quasi-presence, even when they feel unsafe sharing food literally. Here's one ceremonial gathering that can deepen online meal-sharing and make it more fun. It's drawn from indigenous traditions, but needn't be performed in a culturally appropriate way (and, of course, can be performed in-person, when the times allow for that).

Everyone prepares a dish that's associated in some way with their ancestry—whether that means a family recipe, a food from a place your ancestors hail from, your aunt's favorite brand of potato chips, or something associated with a non-familial tradition or movement you feel connected to. If there's a ceremonial moment that feels genuine to everyone, you can start with that (a round of gratitude, a moment of silence, the lighting of candles, etc.). Everyone then takes turns telling stories about their ancestry (or a specific person in it), the dish, or both. You don't even have to be proud of that ancestry to share the connections between the food you eat and our intertwined histories (I've seen people discover new perspectives by tracing their own lineage to slaveholders, for example). It is, however, probably a plus if you like the food.

Here's a dish I've inherited from my Scottish grandmother, cooking for my Russian grandfather, my dad and his sister in an Illinois coal-mining town during the 1950s and '60s. Despite being composed mainly of



boiled cabbage and steamed meat (not my favorite preparation methods), it's delicious—and nearly impossible to prepare in small quantities. I've made a more-than-acceptable vegan version by replacing the meat with cooked barley and lots of finely-chopped shiitake mushrooms.

HALUPKI (Russian/Ukrainian stuffed cabbage rolls)

1 head green cabbage
1/2 c. rice
1 1/2 large onions, finely chopped
1 large can or jar diced tomatoes
2 cloves garlic, chopped
2 large eggs
1/8 tsp. caraway seeds
1 can tomato soup
1 lb. lean ground beef
1 lb. lean ground pork
1 onion, sliced
2 cups sauerkraut
2 tsp. salt
ground lack pepper, to taste
sour cream, for serving (optional)

Directions: Simmer rice in 1/3 cup water for 5 minutes, until partially cooked. Set aside.

Fill a large pot with salted water and bring to a boil. Poke a big serving fork into the core of the cabbage, and push it under the water. As leaves soften enough to peel off without breaking, pull the head out and remove them. Set aside when you're left with only small leaves, and they've softened somewhat.

Mix meat, chopped onions, eggs, rice, 1 tsp. salt, and a little pepper in a bowl. That's your filling. Chop small cabbage leaves and cover the bottom of a large cooking pot. Cut any ribs from the larger leaves to make them easy to roll. Place a manageable amount of filling on each large leaf and fold and roll it loosely, putting

each roll into the pot, seam down, until you have one layer. Put 1/3 of the sauerkraut atop the rolls, then 1/2 of the tomato soup, followed by 1/2 of the remaining salt and a little pepper. Repeat until pot is nearly full, or ingredients are used up.

Top with the canned tomatoes, sliced onions, garlic, caraway, and any remaining salt. Bring to a boil, cover, turn heat to low and simmer for 1 1/2 hours. Serve with a little sour cream, if desired (some chopped dill in the sour cream is great). Serves 15.

THE GREAT MIDWESTERN COOKING SHOW

For the more "Type A" home cooks among us, why not set up a virtual event or series with other households? Assign a judge (which could be a rotating position), and give everyone the same assignment. Choose something challenging: who can make the most successful filled, handmade puff-pastry, or the best Chinese-style soup dumplings? Whose complexly-layered French cassoulet or Mexican/Oaxacan mole sauce is the best, from among the countless preexisting variations or possible personal twists? You could also keep it comparatively simple, and compare everyone's takes on quiche, peanut butter cookies, chocolate cake, eggs Benedict, or anything that calls for basic skills and allows for many different takes.

If you truly want it to be competitive (it wouldn't have to be), you'll want to set time limits, and ideally break through the virtual wall by finding a way for the judge(s) to sample the results. You could also go for a more old-fashioned cooking show, and take turns demonstrating for the

camera how to make something you love—or, with more comedic possibilities—something you're trying for the first time. Everyone learns a dish, or even tries to make it simultaneously.

One more variation: everyone gets into exploring a given "ethnic" cuisine, and shows each other what element they've learned to make that contributes to a full, buffet-style meal. Two cooks could each learn a basic preparation for Indian curries, while one demonstrates the technique for naan flatbreads or samosas, and another shows everyone how to make kheer (rice pudding) or carrot halwa.

Viewership of DIY-style online cooking videos has skyrocketed recently. Why not actually do it ourselves?

BASIC NORTH INDIAN CURRY SAUCE

India boasts a myriad of distinct cuisines. Most buffet-style restaurants here feature the North Indian technique of cooking vegetables, meat or yogurt cheese in a thick sauce built up by layering various basic ingredients and spices. Here's one foundational curry gravy.

4 Tbs. ghee, butter, or vegetable oil (coconut is great here)
3 medium onions, chopped
4-6 garlic cloves, minced
one 1-inch chunk fresh ginger, finely diced
1 12-oz. can tomato paste
2 Tbs. ground coriander
2 tsp. ground cumin
1/2 tsp. ground turmeric
1/2 tsp. cayenne pepper
1/2 c. plain yogurt
1 1/2 tsp. salt
1 tsp. garam masala

Directions: Heat 2 Tbs. oil over medium-low heat. Add onion, garlic, ginger and salt and cook for 15-20 minutes, until the onions are very soft. Sprinkle with coriander and salt, remove from heat, and let cool a bit. Transfer to a blender and puree.

Heat the remaining 2 Tbs. oil in the pan, add the puree, and cook until it begins to turn golden. Add tomato paste and turmeric and cook until it begins to darken a bit.

Add cumin, cayenne, and yogurt and cook 20-25 minutes, until a layer of oil rises to the top. Add meat, vegetables, paneer (yogurt cheese) or tofu and simmer until done. If the sauce seems too thick for your cooking needs, add 2 cups of water. When cooking is almost complete, turn heat to high to evaporate water and thicken the gravy again. Mix in garam masala at the end.

Adjust seasonings to your taste, and experiment with different Indian spices, as well as adding raw cashews or pistachios to the onion puree, or cream near the end.

DOOR-TO-DOOR

Know of other people in your neighborhood with whom you can easily trade food? If so, consider joining forces to make a full meal. If you've wanted a Southern-style fried chicken-and-biscuit dinner, but haven't wanted to deal with the mess, spread it over two or more kitchens!

One house can handle a big roast and gravy, while another provides simple vegetable sides (say, maple-glazed carrots and simple broccolini, cooked briefly in hot olive oil with a little garlic, lemon juice and crushed red pepper), and another bakes a satisfying gratin. Everyone gets their ovens ready to warm up the door-to-door delectables they receive, and enjoys a balanced, multi-course meal, without using every dish in the house to prepare it.

APPLE/ONION/CHEESE GRATIN

There are countless variations on this classic method of baking the main ingredients with a topping of breadcrumbs, cheese, or both. This favorite is adapted from the Moosewood Collective's *Moosewood Restaurant Cooks at Home*.

Serves 4 to 6

1 c. milk
1 Tbs. butter
1 Tbs. all-purpose flour
1/4 tsp. ground nutmeg
1/2 tsp. salt
Pinch of ground cloves
4 c. peeled, cored, and sliced apples
1 1/2 cups chopped onion or shallot
2 c. grated Cheddar or Gruyere cheese
1 cup chopped walnuts or pecans
1 c. bread crumbs

Directions: Preheat oven to 350°F. Directions: Lightly oil an 11 x 7-inch baking dish.

In a small pot, scald the milk over medium heat, bringing it nearly to a boil. In another small pot, melt butter over medium heat and whisk in flour, stirring for a few minutes. Slowly and constantly whisk the milk into the flour until the sauce starts to thicken. Add nutmeg, salt, and cloves, and stir for about 4 minutes, until thick. Remove from heat and set aside.

Spread apples and onion evenly in the prepared dish. Sprinkle on the

grated cheese, and pour the sauce over the top. Scatter over the nuts and bread crumbs.

Bake uncovered for 45 minutes, until golden (if the topping is looking too dry partway through, crack it here and there, then push down gently with the back of a spoon to moisten the topping). Let cool slightly before serving.

FERMENTATION AND OTHER CLUBS

One appeal of the wide world of fermentation, which has drawn many new adherents of late, is the way it eludes our complete control, varying with time, temperature, humidity and environment. Multiple people making the same fermented food with as close to the same ingredients and preparation as possible, then exchanging samples of the results, could make for a great set of food clubs.

Wines and meads, sourdough breads and pastries, cheeses, fermented sodas, kombuchas, vinegars and kimchis... the possibilities are nearly limitless, and most require almost no special equipment or setup. If you and a few friends want to get more intensive, see if your dry-cured venison leg tastes different from your neighbor's after a month or two, or if your tempeh boasts a distinct depth of flavor. Fermentation is a great winter project—it happens more slowly at cool temperatures, and preserves and transforms ingredients for enjoyment and nourishment late in the season, when little else as fresh and nutritious is readily available.

If you're just getting into fermentation, and want to try this collective experiment, it's easy to find recipes online for the most basic form of sauerkraut (just green cabbage, salt, and a jar). A simple, delicious variation is to use red cabbage instead, and to add a little grated ginger to the mix.

VILLAGE

We've said a lot about the virtual. It's great that we can talk onscreen to find face-to-face company. Let's not forget, though, that many of the "hobbies" we've taken up during this time involve cultivating deeper connections to age-old forms of village-mindedness (working together, sharing food, resources, and diverse skills) and more recent possibilities of cultural exchange. It's ironic that a time in which many of us are reawakening these modes of living, getting outside more, and inhabiting our communities in an ongoing way is also a time that limits our direct physical interactions. The temporary communities we form in an effort to address unmet needs can be models for living when things return to "normal." With all its hardships, this could be a time of opportunity, for practicing a different, more sustaining, more collaborative set of norms. It's not too hard to imagine the satisfactions we get from our unasked-for free time continuing as important aspects of our society and cultures, offering a set of more desirable alternatives to business as usual.

RECIPES

Brussels Sprouts Potato Salad

Adapted from *Beyond the Moon Cookbook*

Prep. 1h 30m; Serves 6.

6 c. potatoes (2 lbs.), cubed
1/2 lb. Brussels sprouts, halved
2 hard boiled eggs, coarsely chopped
1 c. red onion, chopped
1/4 c. fresh dill, minced (1 tsp. dried)
1 medium red bell pepper, seeded and cut into thin strips
1/4 c. mayonnaise or similar
1/4 c. yogurt, plain, unsweetened
1 Tbs. Dijon or horseradish mustard
salt and pepper, to taste

Directions: Cook potatoes in boiling water, about 10 minutes or until tender. Drain and cool, set aside in a big mixing bowl. Steam Brussels sprouts about 6-8 minutes or until tender. Drain and cool, add to potatoes. Add eggs, onion, and red pepper. In a separate bowl whisk together mayonnaise, yogurt, dill, mustard, salt and pepper to taste. Gently fold this mixture into the ingredients chilled in the large bowl until everything is combined. Serve chilled or at room temperature.

Medley of Brussels Sprouts, Turnips, and Beets with Hazelnuts

Adapted from *Bon Appetit*

This colorful combination of autumnal vegetables is a delicious opportunity to experience the beauty a Wisconsin harvest has to offer, with your eyes as well as your taste buds.

Prep. 1h 30m; Serves 8.

4 medium gold beets, tops trimmed
1 1/2 lb. Brussels sprouts, halved lengthwise
1 1/4 lb. turnips, peeled, cut into eighths
6 Tbs. unsalted butter
1/3 c. shallots, minced
1/3 c. hazelnuts, finely chopped
3 Tbs. fresh thyme, chopped
3 large garlic cloves, minced

Directions: Preheat oven to 375°F. Wrap beets in foil and bake about 1 hour, 45 minutes or until tender to the center. Cool in ice water, drain and peel. Cut each beet into eighths. Boil Brussels sprouts in salted water about 6 minutes or until crisply tender. Transfer to ice water to cool. Place turnips in boiling water for about 7 minutes or until crisply tender, drain, chill in ice water. Over medium heat melt butter and sauté shallots and hazelnuts about 7 minutes or until nuts start to begin to turn golden. Add thyme and garlic. Continue sautéing until nuts are browned. Add cooled Brussels sprouts, beets, and turnips; cover and simmer until thoroughly heated, stirring occasionally. Salt and pepper to taste.

Winter Soup

Adapted from a recipe from www.theworldwidegourmet.com

This hearty flavorful soup is just the thing for a cold blustery day!

Prep. 1h 30m; Serves 4.

4 c. stock or broth
2 leeks, cleaned and diced
2 medium carrots, peeled and diced
2 turnips, peeled and diced
2 potatoes, peeled and diced
1 wedge of squash or pumpkin, peeled and diced
1/4 white cabbage, cut into strips
2 celery stalks, cleaned and diced
3 Tbs. butter
salt and fresh ground pepper to taste

Directions: Melt the butter in a large stockpot and cook the leeks, celery, carrot, and turnip or about 10-15 minutes or until softened but not browned. Add the stock, cabbage, potatoes, and squash or pumpkin and simmer for about 30-45 minutes or until everything is nice and tender, adding water if necessary. Adjust the flavor with salt and pepper, transfer to a tureen and add a knob of butter just before serving.

Baked Tilapia with Grapefruit

Adapted from www.sheknows.com

A surprisingly tasty combination!

Prep. 20m

4 Tbs. butter

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2 tilapia fillets
1/4 tsp. salt
black pepper
1/2 c. bread crumbs
2 Tbs. sesame seeds
1/4 tsp. sage
6 grapefruit segments

Directions: Preheat oven to 350°F. Prepare a baking dish by greasing it with 1 tablespoon of butter. Place tilapia in the greased dish and season with salt and pepper. In a small bowl, combine the breadcrumbs with 1 tablespoon of the butter, sesame seeds, and sage. Sprinkle over tilapia and bake for 6-8 minutes until just about cooked through. Arrange the grapefruit segments on the fish and brush with remaining butter. Bake for another 2-3 minutes or until fully cooked.

Grapefruit Curd

Adapted from www.101cookbooks.com

Initially reducing the grapefruit juice by half will concentrate its flavor and give the curd's citrus taste more of a punch, as well as a deeper flavor. You can use regular sugar or honey here, but avoid maple syrup or brown sugar, or the curd will look muddy. In a pretty jar, this would make an excellent gift (if you can bear to part with it!)

Prep. 30m; Cook 15m; Serves 2.

1 c. grapefruit juice
5 Tbs. butter
1/2 c. sugar
2 eggs
1/8 tsp. salt
1 Tbs. lemon juice
1 Tbs. ginger juice

Directions: In a small saucepan, simmer the grapefruit juice over medium-high heat, reducing it to 1/2 cup. Remove from heat and allow to cool.

In a medium stainless-steel bowl, cream the butter, then beat in the sugar until fluffy and light. Add the egg yolks and beat to incorporate. Add the eggs one at a time, beating well after each one. Stir in the salt, then while continuing to stir, slowly pour in the reduced grapefruit juice, then the lemon juice and ginger juice, pouring in just a bit at a time.

Rinse out the small saucepan from the grapefruit juice and fill it 1/3 full of water. Bring to a boil, and use the stainless-steel bowl as a double boiler, placing it on top of the pot of boiling water. Heat, stirring constantly, while the sugar or honey dissolves. Stir until the curd is 166°F, or is thick enough to coat your spoon, about 10 minutes. Remove from heat and allow to cool. It will thicken considerably as it cools.

Transfer to a lidded container, and keep refrigerated for up to 1 week, or up to 1 month in the freezer. Serve cool or warmed up.

Hoppin' John

Adapted from www.kitchen-repertoire.com

Classic New Year's fare, vegetarian version!

Prep. 30m; Cook; 50m; Serves 8.

1 lb. black-eyed peas, picked over and rinsed, soaked overnight
2 Tbs. olive oil
1 large onion, finely chopped
2 cloves garlic, minced
4 fresh thyme sprigs, minced
2 celery stalks, minced
3 carrots, finely chopped
1 c. tomato sauce
3 c. water
1 bay leaf
salt and pepper
cooked brown rice, for serving

Directions: Drain and rinse the black-eyed peas and set aside. Heat the olive oil in a large pot over medium heat. Add the onions and sauté about 3 minutes, until soft and translucent. Stir in the garlic, thyme, and celery and cook, stirring, about 5 minutes. Stir in the carrots, drained black-eyed peas, tomato sauce, water, and bay leaf. Bring to a boil, then reduce the heat. Simmer about 40 minutes, stirring occasionally, until the peas are creamy and tender. Add more water if too much liquid evaporates. Taste, and adjust the seasoning if needed. Serve hot, over rice. 8 servings.

Baked Parsnip Fries with Rosemary

Adapted from www.bonappetit.com

A more sophisticated, but still just as yummy, french fry.

Prep. 30m; Cook 30m; Serves 8.

2 1/2 lb. parsnips, chopped into fry-shape
1 tsp. rosemary, chopped
1 cloves garlic, minced
3 Tbs. olive oil
Salt
black pepper
1/2 tsp. cumin

Directions: Preheat oven to 450°F. Place the parsnips, chopped rosemary, and garlic on a large rimmed baking sheet. Toss with the olive oil to coat. Spread the parsnips out in a single layer. Season with salt and pepper and scatter with rosemary sprigs.

Roast for 10 minutes, then flip the parsnips over. Roast 10-15 more minutes, until the parsnips are tender and lightly browned. Crumble the rosemary leaves from the sprigs over the parsnip fries and discard the stems. Sprinkle with cumin and toss to coat. Season to taste with more salt and pepper if needed.

Butternut Squash and Spelt Salad with Goat Cheese and Toasted Almonds

Adapted from www.thelemonbowl.com

This hearty, healthy salad could be made with quinoa as a base if you'd prefer something gluten-free. A vinaigrette made with lemon juice and parsley is faintly Middle Eastern in flavor and goes wonderfully with the roasted squash, almonds, and creamy goat cheese.

Prep 30m; Cook 1h; Serves 6.

1 c. spelt, uncooked
4 c. butternut squash, peeled and cubed
1/4 olive oil
1/2 tsp. pepper
1 tsp. salt
1 lemon, zested and juiced
1 c. scallions, thinly sliced
1/2 c. parsley, roughly chopped
1/4 c. sliced almonds
4 oz. goat cheese

Directions: Preheat oven to 350°F. Line a baking sheet with parchment or a silpat. Place the drained spelt in a saucepan and cover with fresh water. Simmer, covered, for about an hour, until tender. Drain well and set aside.

In a large bowl, toss the butternut squash with 2 tablespoons of the olive oil, 1/2 teaspoon of salt, and 1/4 teaspoon of the pepper. Arrange on the baking sheet and roast until tender, 20-25 minutes.

In a small bowl, whisk together the remaining 2 tablespoons olive oil, 1/2 teaspoon salt, 1/4 teaspoon pepper, and lemon juice and zest. Stir in the chopped parsley.

In a large serving bowl, fold together the cooked spelt with the roasted squash, scallions, toasted almonds, and goat cheese. Add the vinaigrette and stir to combine. Adjust seasoning if needed. Serve warm or at room temperature.

Chicken with 40 Garlic Cloves

Adapted from *Alice Waters' The Art of Simple Food II*

Thank goodness, you don't actually need to peel the 40 cloves of garlic here. This easy chicken dish is moist and infused with flavor.

Prep. 15m; Cook. 1h 20m; Serves 4.

1 chicken, cut into pieces
salt
pepper
olive oil
40 cloves garlic
10 sprigs fresh thyme
1 bay leaf
4 thick slices bread

Directions: In a large cast iron skillet over medium-high heat, heat 2 tablespoons of olive oil. Arrange the chicken pieces in the skillet (in batches if necessary) and cook one side for 10-12 minutes, until deeply brown. Flip and brown the second side for 4-6 minutes.

Preheat oven to 375°F. Place the cloves of garlic in a lidded baking dish large enough to hold the chicken. Add the thyme and bay leaf, and drizzle with 3 tablespoons of olive oil. Toss to coat. Arrange the browned chicken on top of the garlic cloves and herbs. Cover with aluminum foil, then place the lid on top. Cook in the middle of the oven for 50 minutes. Remove the lid and aluminum foil, and continue to cook for an additional 10 minutes. Remove from oven. Place the bread on a baking sheet and toast in the oven for about 8 minutes. Serve the chicken with the roasted garlic cloves and toasted bread. Squeeze the garlic onto the bread.

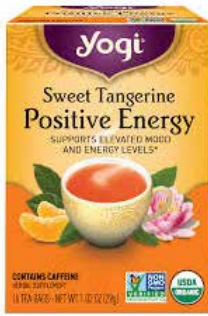
Staff Picks



SHELLEY

Yogi Sweet Tangerine Positive Energy Tea

Delicious tea with a nice citrus flavor.



STEFFRY

Off the Block Salsa Hot

The flavor is so good and how Off the Block got started is a great story. It's a local product and Black-owned business. Not only is the company made for a good cause but the product is fabulous too.



FRANTJESKA

Napa Valley Naturals Champagne Vinegar

This vinegar is mild with a slightly sweet flavor. It will elevate any veggie you want to pickle. My favorite veggies to pickle are red onions, carrots, green beans, and radishes.



LACEY

RJ's Raspberry or Mango Licorice

If you are a fiend for fruity treats, this is great. More like a gummy than licorice. So chewy and fruity!



KYLA

The Greek Gods Probiotic Honey Greek-Style Yogurt

All the honey and fruit varieties of these taste like ice cream. A delicious and easy way to get some probiotics in your diet.



BENJAMIN

Lakefront Brewery River West Stein Amber Lager

The rich malt and caramel flavor in this beer is amazing! I would like to branch out and try other beers but this one is too perfect and I keep coming back to it. If you like ambers you've got to try this beer.



Klarbrunn Pomelo Grapefruit Sparkling Water

The refreshing grapefruit flavor always hits the spot! This is such a nice treat anytime of day and always gives me a little boost. Give it a try!



AARON

Tate's Gluten-Free Chocolate Chip Cookies

As someone with celiac, it can be difficult to find gluten-free alternatives that are just as good, if not better, than their gluten-containing counterparts. Tate's Cookies are super crispy and the chocolate chips melt in your mouth perfectly. I highly recommend them!



MEGGIE

Auromere Ayurvedic Herbal Toothpaste

This toothpaste has a unique earthy flavor that's a nice change of "paste" from the minty kind. The tube really does seem like it lasts a long time. I'd probably steer clear if you have uber sensitive gums, but otherwise worth a try!



BEAN

Tom's Charcoal Toothbrush

I initially bought this to try when it was on sale, but I loved it so much I bought four more! Super soft, perfectly sized bristles. I use mine at least twice a day.



Botabox Rosé

A true quarantine staple. I've survived off of these for months now. Sweet yet dry.



Bunky's Hummus

I have literally never been so excited for a hummus before. I dream of this hummus. It's just perfection.



Bamana Peanut Butter Banana Bites

They should add "Actual Size" to the package. So flipping good for a picnic/hiking snack. Darn good.

CV Sciences CBD Stick

I used to be skeptical of CBD balms, but I really like this stuff! Super effective for cramps and muscle sores.

Bagels Forever Onion Bagels

I eat these every day. So good with Renard's Creamy Salsa Spread and also excellent for home-made pizza bagels!



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ANGELICA

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Each tablet is a whole energy drink! No need to buy a bunch of cans or bottles, just pop one in your water and enjoy. It says it's for sports because it has electrolytes, but it works just as well for work and play. They taste good too!



DAN

Renard's Creamy Salsa Spread

Creamy Salsa Spread? More like Dreamy Salsa Spread! This is an awesome spread for burgers, with a taco salad, or eaten with a spoon while no one is watching. Plus it won't break the bank!



Naked Baker Sea Salt & Chocolate Cookies

These are some of my favorite chocolate chip cookies ever. They are gluten-free, which makes their excellent texture even more amazing. The chocolate and salt strike a superb balance of flavor. I'm not even avoiding gluten and I regularly buy these perfect cookies. They are available individually or in four packs.



PATRICK

Cesar's Cheese String Cheese

If you don't know, now you know.



TARA

Superior Fresh Baby Romaine Blend

All of Superior Fresh's salad mixes are lovely, but this one is filled with tender, mild-tasting baby romaine that I enjoy lightly dressed along my breakfast, lunch or dinner! Think of that perfect side salad you'd get alongside a quiche or pressed sandwich at your favorite local cafe. This is the lettuce I imagine! I also am a big fan that it is organic and grown in Wisconsin. Available at West and North only.



MEGHAN

Niman Ranch Snack Pack Pepperoni, Provolone and Dark Chocolate Almonds

This is the perfect protein-filled snack. The meat and cheese pair well together, and the chocolate-covered almonds add a little sweetness which is always welcome! Available at West only.



JASON

Rio Star Grapefruit

My New Year's resolution every year is to eat as many of these as possible, since January is the peak of citrus season. Rio Star grapefruit is certainly unparalleled with its deep, dark red flesh and bold sweet flavor. Enjoying one first thing in the morning with a cup of hot black coffee is an invigorating way to start your day! In my experience, anyone who claims to dislike grapefruit has never tried a Rio Star.



JESS

Mad Maiden Shrubs Honey Ginger or Cranberry Shrubs

I love the label and it's local! Drinking vinegars are still employed for their valuable digestive properties. "It's thought that they help with losing weight and remedying fatigue, and they are consumed daily by many across Asia."



Fire Cider Vinegar Tonic

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AMY

Tipi Produce Organic Carrots

Some of you may not know this, and some of you are very familiar, but local Tipi carrots are quite famous around here. For years, we have enjoyed their perfect crunch and sweet juices. We are lucky to have them around for eight or nine months of the year. The last day we sell them, usually in May, is a sad one for many. We will eat some other veggie until September when they are back in our lives again. A cult classic indeed.



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