

willy street co-op

READER



A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 50 • ISSUE 1 • JANUARY 2023



THANK YOU!

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

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

IN THIS ISSUE

Game Day Favorites; Find Your Wellness; Cold-Pressed Juice; Braising; and More!

HOLIDAY HOURS

December 31, New Year's Eve: Regular hours
January 1, 2023, New Year's Day: CLOSED
January 2, 2023: Stores open at 10:00am

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CHANGE SERVICE REQUESTED

WILLY STREET CO-OP BOARD OF DIRECTORS

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

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

BOARD MEETING SCHEDULE

October 26

November 30

January 25

March 23

April 27

June 28

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

WILLY STREET CO-OP MISSION STATEMENT

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

ADVERTISE IN THE READER

**Affordable rates, wide
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Find info here:
[willystreet.coop/
advertising](http://willystreet.coop/advertising).**

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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

SALE FLYER 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 camera-ready by the 15th of the month. Submissions should be emailed to l.wermcrantz@willystreet.coop or mailed to Willy Street Co-op's Central Office according to submission requirements.

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

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

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

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

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Customer COMMENTS

Write Us!

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

PLASTICS

Q: Based on a lot of evidence disposing plastic is destroying our oceans and killing sea life. Could Willy St start offering more no plastic options? Watch Seaspiracy.

A: Thanks for sharing your concern about the use of plastics. It's a hot topic which is always on our radar. There are certain areas where it is really difficult for us to decrease plastic use, but we are always trying to do so where we're able. We're currently looking at more plastic-free offerings for customers to use in our bulk department; if you're interested in knowing more about plastic-free options and our efforts to reduce plastic use in our stores you can see them on our website: willystreet.coop/pages/plastic-use-at-the-coop. -Liz Munoz Director of Product

CATERING

Q: our church is planning a barbecue lunch with the barbecue being prepared by a number of our members. But we're finding that what we lack is a green vegetable! I know (I think?) you haven't resumed catering service but I wonder if it's possible for us to order one item—like roasted green beans or brussels sprouts, just as example—enough to feed 100 people?

Please let me know whether this is an order the co-op can fill and what the cost would be. Many thanks!

A: I received your two requests for catering. You're correct we have not resumed catering services at this time, so unfortunately we cannot provide the greens or BBQ seitan for your event. Our main priority right now is providing food directly to our stores and having our shelves full for our in-house sales. Currently, like so many others, adequate staffing continues to be an issue for us in being able to offer additional services. Sorry that we couldn't make this happen for you! Best regards, Nicholas OConnor, Prepared Foods & Cheese Category Manager

DOOR COUNTY PEACHES

Q: I asked one of the associates in the produce dept if the Door County peaches which are listed as conventional were in fact IPM (integrated pest management). The individual didn't know the answer and suggested I contact Barnard Farms. I just went to their website. On this page they give their answer that's very affirming of sustainable ag: pickyourowndoorcountycherries.com/faq I'm sending this note to suggest that the coop tightly summarize and post that info by the peaches. Thanks for all you do!

A: Thanks for the suggestion! Currently, our guidelines for product identification are aligned with USDA regulations, which recognize products as organic, or not organic. There's really nothing in the middle, and because we do not have the resources to verify each and every grower/supplier claim (there would be a lot, we have similar product scenarios in all departments at the Co-op), we chose not to highlight these practices on our signs. If the product was packaged and the grower had that information on the package, that would be great, but in this specific scenario, there is no packaging!

When sourcing product, we place a high value on sourcing from suppliers who incorporate sustainable practices such as IPM and regenerative agriculture. We understand that becoming "certified organic" is not a good fit for everyone, and that sustainable practices are something many of our Owners and customers value. Often, we will try to highlight these suppliers and their practices in our monthly newsletter or our weekly produce new email, Word on the Beet, which you can sign up for at www.willystreet.coop/emails.

Thank you for the comment, and for taking the time to research your purchase! Sincerely, Andy Johnston, Produce Category Manager

PLATES, SILVERWARE, AND CUPS

Q: When will Willy Street restore the humanity

such as plates & silverware & drink cups for water for those who buy from deli etc. to eat here? By now, you know that the actual COVID virus, if it is a virus, has less than .1% death rate and much less for children. Over reaction big time from dis info from politicians, gov't, and media liars who did not follow science.

A: This is great timing of your request as I was just talking to our Store Director and she was saying that they are discussing bringing the reusable plates, silverware, and cups back. Due to the busy times coming right around the corner with all the holidays, I am not sure if we will see it right away as it does take a little more staffing and labor to keep these items sanitized, cleaned, and stocked. But do know that it is in conversation and we hope to have them back in use sooner than later. -Amanda Ikens, Owner Resources Coordinator

PRODUCE LABELS

Q: These newish labels experienced at Willy North and central, are the dickens! I bruise the produce getting them off, even after soaking. Lose 'em! "

A: Good morning, I am writing to you about the white labels that you find on our apples and various other items within the produce department. I am terribly sorry that your product was bruised due to the sticker being difficult to take off. We can offer a refund, or exchange, for the product. Unfortunately, sticking the apples and other items helps not only with our record keeping for each item (especially during local apple season when we have a vast variety of apples for sale), but it also helps our cashiers identify which apple is which, due to the PLU number being on the sticker. I hope this helps with why we sticker our products within the department. A solution for taking these stickers off would be: use a knife or peeler to shave off the sticker from the skin; we wouldn't recommend washing or rinsing them off due to the adhesive (these are food-safe stickers, which are okay to be on the items, different than the orange stickers you would see on our reduced items—in bags and on packages.) I hope this helps, and again, thoroughly apologize for the bruised product; hope you have a great day. -Jorge Espinosa, Produce Manager—East

THANK YOU

Q: I love this place! Another day I am thankful for the Co-op. I know you're short staffed (like everywhere else. I work in health care and don't we know it!)

Justin in grocery was also helping with bulk. He took the time to check on 2 items & then refill both of them. Super helpful. Thank you for taking the time for individuals even when your day is jam packed!

A: Thank you so much for sharing this positive experience with us. I have shared your kind words with Justin and his manager. He really does give the best customer service and acts as a role model to the rest of his team and the store at large. We are so lucky

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to have such a stellar, hard worker as him. I hope this message finds you well and see you soon! -Amanda Ikens, Owner Resources Coordinator

SALE PRICES

Q: We just moved to Wisconsin. We have shopped at Co-ops for 40 years or more. We never have experienced sales that say you have to buy 2 to 6 items (like 6 ears of corn) to get the best sale price. We are a family of 2 and 6 ears of corn, for instance is too much. So we pay \$0.30 more for one ear.

A: Thanks for taking the time to comment on our pricing strategy regarding sweet corn, and welcome to Wisconsin. Yes, we often do use a bulk pricing strategy to increase sales volume and ultimately, be able to offer a lower price on both the individual unit, as well as the bulk unit. This is a common industry practice, and is applied in all grocery retailers. I think it is easiest to understand if you think of other items where this is an industry standard. You can buy an individually wrapped apple for \$2.99 /lb or you can buy a 3lb bag of those same apples for \$7.99 each. You can buy an individual can of soda for \$1.29 or a 12 pack of soda for \$8.99. A roll of toilet paper for \$1.49, or a 12 pack for \$11.99. A half-gallon of milk for \$3.49 or a gallon for \$5.99. All of these are standard industry pricing strategies that enable retailers to meet sales and labor goals by offering "bulk" discounts. In Wisconsin, this strategy applied to sweet corn is practically universal when sweet corn is in season, not only do you get a discounted price for buying a dozen, you often get the baker's dozen to sweeten the deal. At every roadside

farm stand and farmer's market, you will find this pricing strategy. Thanks again, and have a great day. -Andy Johnston, Produce Category Manager

STELLAR PERFORMANCES

Q: I am always impressed with the great service at Willy, both West and East—especially under the current difficult conditions. I have continued to shop at the Co-op regularly, and did so all through the lockdowns, because your product choices and stellar performances under extreme pressure made it the only good option for one-stop perfection! You don't hear this often enough. Bravo!

A: Thank you so much for taking the time to share your generous kind words with us. You can be sure I will pass them along to the entire staff. Katie O'Connell-Jones, Owner Resources Coordinator

TACO BAR

Q: The taco bar only offers the taco meat and a taco shell. Why no cheese, and salsa or sour cream? Very disappointing.

A: Thank you for taking the time to write to us about your experience here at the Willy West deli. Unfortunately, we are unable to provide you with the taco toppings that you requested due to some equipment difficulties. Our salad bar is not currently working; therefore we cannot have salsa or sour cream, or any other goodies that need to be kept cold available during taco menu day. We have plans in place to fix this situation, and I am sorry for the inconvenience it currently causes. Thanks again, Renee Strobel, Willy West Deli Manager.

SLICED MEATS

Q: Pre-pandemic, you could walk up to the deli counter, order ham sliced thick, thin, or wafer thin, and you could buy exactly the amount needed. Currently ham slices are sold pre-cut, pre-weighed, in pre-sealed plastic bags, a much less desirable alternative. Can you bring back the option of meats sliced to the owner's specifications?

A: Thank you for taking the time to fill out a customer comment form. I'm glad you enjoyed the fuller service slicing we used to be able to provide in the past. It was really nice for customers to be able to get their deli meats sliced to their specifications. Unfortunately, I have to say that I do not foresee this service coming back anytime soon. The East Deli has gone through some pretty drastic changes the past few years, both in what we offer and how we offer it. Right now we are struggling to keep the deli fully staffed and slicing to order requires customer service that is difficult for us to maintain throughout an entire day. This is a service I would love to see return sometime in the future but sadly circumstances do not allow for it right now. Thanks again for

your comment. Gratefully, Bob Smith, Deli Manager—East

RECIPROCITY

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

A: I wanted to send a follow up email on this topic. Looking back, I am not sure if I fully answered this question, and I wanted to send some further clarification. Although what I sent you was our reciprocity policy, it applies to owners at grocery cooperatives in their home communities that are visiting Dane County. We encourage new residents to the area to consider investing into our Ownership Plans since you are now a part of this community. The reciprocity policy is meant for those that are from out of town and visiting for a period of time.

As you can see below, there are quite a lot of Willy Street Co-op benefits that are offered if you consider ownership with us. Hope this provides more clarification, and sorry for any confusion! If you have further questions, please reach out to me personally. In cooperation, Kristina Kuhaupt, Customer Experience Manager

Owner Benefits Included in Reciprocity	Owner Benefits Excluded from Reciprocity
<ul style="list-style-type: none"> • Owner Rewards Sales 	<ul style="list-style-type: none"> • Wellness Wednesday • Pre-order discount • Owner prices for classes • AMP tickets • Reader subscription • Voting/running for Board • Recipe requests • Eligibility for participation on committees • Access Discount Program • 5% discount on Reader advertising • Patronage refund when offered • Free hand cart/bike cart rental • Any other benefits not listed as included.

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

Voted the 2022 "People's Choice:"

Studio Jewelers

1306 Regent Street, Madison, WI 53715 • 608-257-2627 • Masks required for in-person shopping





GENERAL MANAGER'S REPORT

Wellness, Remodel, DEI, Patronage Refund

by Anya Firszt, General Manager

HELLO DEAR OWNERS; HELLO NEW YEAR!

January, the first month of 2023. The amount of daylight is growing each and every day since the Winter Solstice, yeah!

FIND YOUR WELLNESS

The first Wellness Wednesday of the New Year is on January 4 and Owners receive 15% off your Wellness and Body Care purchases (instead of the usual 10%). Stock up and save an additional 5%!

NORTH CUSTOMER BATHROOM AND STAFF BREAK ROOM RENOVATION

In mid-January we will begin the project to remodel the Willy North customer bathrooms and staff break room. We expect the project to take 10-12 weeks. By improving both the bathrooms and break rooms at the same time, the project time frame is longer but we feel that one disruption is easier than two, and it reduces overall project costs compared to two separate projects. During that

time the customer restrooms will be unavailable, but we will provide alternate temporary restroom facilities outside the store.

We are doing this remodel for three main reasons: to update old fixtures and equipment; to change our current two single-gender bathrooms to four gender-neutral bathrooms; and to create a more functional break space for staff to use.

There may be occasional loud noise, dust, or other disruptions throughout the course of this project, but we will be working with the contractors to minimize these disturbances through conscious scheduling and planning.

DEI STRATEGIC WORK GROUP UPDATE

If you are curious about how we are doing in our pursuit of diversity, equity, and inclusion at Willy Street Co-op and how we are measuring our progress toward them, you can find out more on our DEI dashboard webpage (willystreet.coop/pages/dei-dashboard). You can review individual goal metrics on this page,

which we plan to update quarterly. We expect to add and change the metrics over time to better measure our progress.

FY22 PATRONAGE

On January 16, patronage will be issued via a store credit to our 17,072 Owners who qualify and have purchased at least \$510 worth of eligible goods from the Co-op in the last fiscal year. An email (if we have a valid email address for you) or a letter will be sent to you if you are to receive patronage. If you've moved or updated your email address, please make sure to stop by the Customer Service desk to update it or contact us via phone (East: 608-251-6776; West: 608-284-7800; North: 608-271-4422) or email (ora@willystreet.coop).

For those who have purchased less than \$510, your patronage refund would have resulted in a store credit of less than \$2. The cost of distributing store credits below \$2 would cost us more than the store credit amount itself!

Store credits are available (for

Owners receiving one) at the registers starting on January 16 and must be used by June 18, 2023.

For details related to the patronage refund, check out www.willystreet.coop/patronage-refund.

NEWLY SEATED BOARD MEMBER

At their November 30 meeting, the Board appointed Isabel Spooner-Harvey to fill a vacancy on the Board. Isabel was the next in line of top vote getters in the recent Board election. The vacancy was due to Jeannine Bindl's early resignation from her three-year term.

I would like to extend my thanks and gratitude to Jeannine for her five years of service on the Board since she was elected in 2017. Best to you, Jeannine, in your future endeavors.

STORE HOURS REMINDER

Stores are closed on January 1 and open at 10:00am Monday, January 2, 2023.

I hope you all have a wonderful beginning to 2023.



BOARD REPORT

Introducing Anthony Hernandez

by Ashwini Rao, Board Member

Anthony Hernandez was appointed to the Board this summer when Michael Chronister resigned from his seat. Anthony chose to run for one of the open seats in the October Board election and was elected. I asked him a few questions so Owners could get to know him a little better.

What was your first memory of Willy Street Co-op?

I first shopped at the main Willy Street Co-op on Williamson Street as a graduate student. I ran into a friend from school on that visit and we had a nice conversation in the Produce section.

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

I first learned about cooperatives when I was an undergraduate student in Boston. I became a member of the local cooperative in Allston.

What do you rely on Willy Street Co-op for? How would you describe the Co-op to someone who has never been/a potential new member?

I'm a big, big fan of the Bulk

section. There, I fill up on beans and lentils, nuts and seeds, and grains. It is located next to my second favorite part of the Co-op, the Produce section.

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

My first stop is usually to pick up the shredded cabbage mix in the Produce section. In the bulk foods area, my favorite item is vanilla almond granola. I've also said often and loudly that the vegan nothing muffin in the bakery section is undefeated. I have to give a special mention to La Perla tortillas. I've been eating tortillas all of my life. These high-quality tortillas taste as delicious and authentic as any I've ever enjoyed.

Do you have any favorite food traditions?

We have an annual Tamalada event in our family. It is a holiday celebration where our extended family gets together to produce large quantities of tamales. (We know from historians that our ancestors, the Aztecs, had a tradition of making tamales as far back as 7,000 B.C.). In current times, the joy

of making delicious treats during the Tamalada is to both engage in intergenerational storytelling and pass along recipes of our traditional foods. While we enjoy making delicious food for our family, we also find joy in sharing tamales with our good friends. Just recently I rented out the Willy Street Co-op West community room on a weekday afternoon so that we could host our Tamalada. It was a great venue for the family event. We had a great time making all sorts of tamales.

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

I have always worked to help aspiring college students find their way to college acceptance and successful workforce transitions. I have long served as a mentor to undergraduate and high school students through a variety of nonprofit organizations. Helping students and their families understand the value proposition and opportunities in education has always been a real passion. I also want to make sure they stay clear of any costly pitfalls. I have been inspired to share the

good news about education because I recognize the transformative role it has played in my own life story.

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

I had served on several committees at Willy Street Co-op before arriving at the interim and current Board member positions. It has really been inspiring over the years to work with so many committed people in different parts of the Co-op. Undoubtedly, the sense of community and genuine concern for others that is fostered in the culture at Willy Street Co-op is a source of real strength. I think our big opportunity is to continue to share that light with broader groups of stakeholders.

Is there anything else you'd like our Owners to know?

I'm an animal lover. I recently earned a whole foods, plant-based nutrition certification. My favorite vegan hot sandwich is the "no harm chickn parm."



Community Room Calendar

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

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



BAKING

CLASSIC OPÉRA CAKE WITH PIERRE FERLAND

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

Capacity: 10

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

CHOCOLATE TRUFFLES WITH PIERRE FERLAND

Location: Willy West Community Room
Monday, February 6, 6:00pm–8:30pm
Ages: 18 and older
Instructor: Pierre Ferland
Fee: \$20 for Owners; \$30 for non-owners

Capacity: 10

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



COOKING

COOKING WITH CHEF PAUL: POTSTICKERS AND DUMPLINGS

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

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

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

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

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

COOKING WITH CHEF PAUL: FRESH PASTA FROM SCRATCH

Location: Willy West Community Room
Thursday, February 16, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 8

Join Chef Paul and roll up your sleeves to learn how to make farfalle and angel hair pasta in this hands-on class; plus Paul will demonstrate a quick tomato sauce to go with the handmade fresh pasta. A green salad with feta will

round out the meal. Vegetarian. Ingredients/recipes may be modified based on seasonal availability. Hands-on.



FAMILY

COOKING TOGETHER: FLAVORS OF JAMAICA

Location: Willy West Community Room
Friday, January 13, 5:30pm–7:00pm
Instructor: Lily Kilfoy

Ages: 5 and older; registration for adults and kids required
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners

Capacity: 16

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

COOKING TOGETHER: FLAVORS OF SCOTLAND

Location: Willy West Community Room
Friday, January 27, 5:30pm–7:00pm
Instructor: Lily Kilfoy

Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

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

COOKING TOGETHER: FLAVORS OF PERU

Location: Willy West Community Room
Friday, February 10, 5:30pm–7:00pm
Instructor: Lily Kilfoy

Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called *Cuisines of the World*. She combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a festive feast inspired by the Flavors of Peru—Tortitas de Quinoa, Locro de Zapallo, Solterito Arequipeño, Arroz con Leche, and Chicha Morada may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.

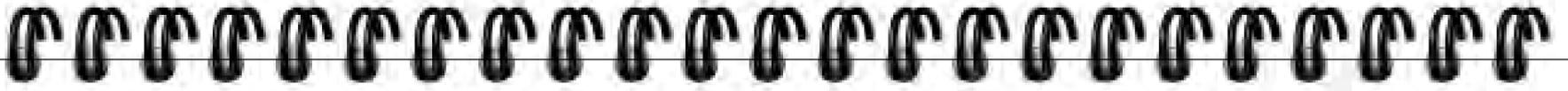
COOKING TOGETHER: FLAVORS OF TASMANIA

Location: Willy West Community Room
Friday, February 24, 5:30pm–7:00pm
Instructor: Lily Kilfoy

Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called *Cuisines of the World*. She combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the Flavors of Tasmania—Pickled Beetroot, Cheesy Mite Scrolls, Pumpkin Soup, Tassie Apple Cake, and Lavender-Honey Tea may be





explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.



KIDS IN THE KITCHEN: BREAK FOR BRUNCH!

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

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

READ A BOOK & LEARN TO COOK: ORANGE PANCAKES!

Location: Willy West Community Room
Monday, January 16, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making Orange Pancakes together. Read-aloud will include *Pancakes, Pancakes!* by Eric Carle and *An Orange in January* by Dianna Hutts Aston. Limit one adult per child.

KIDS IN THE KITCHEN: FESTIVE FINGER FOODS!

Location: Willy West Community Room
Tuesday, January 17, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 12

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

READ A BOOK & LEARN TO COOK: PIZZA!

Location: Willy West Community Room
Monday, January 30, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making pizza together. Read-aloud will include *A Pizza with Everything on It* by Andy J. Pizza and *Right This Very Minute: A Table-to-Farm Book About Food and Farming* by Wisconsin author Lisl H. Detlefsen. Limit one adult per child.

KIDS IN THE KITCHEN: FUN WITH FONDUE!

Location: Willy West Community Room
Tuesday, February 7, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 9–12 years old
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Folks find it to be fancy, but it’s also family-friendly and fun! We’ll create the classic cheese, a playful take on pizza, a celebratory chocolate confection, and tasty tidbits for dipping, of course! In this class, participants will prepare a feast and have fun with fondue. Hands-on.

READ A BOOK & LEARN TO COOK: BLUEBERRY MUFFINS!

Location: Willy West Community Room
Monday, February 13, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making Blueberry Muffins together.

er. Read-aloud will include *Blueberries for Sal* by Robert McCloskey and *Stir Crack Whisk Bake* by Maddie Frost. Limit one adult per child.

READ A BOOK & LEARN TO COOK: HANDMADE CORN TORTILLAS!

Location: Willy West Community Room
Monday, February 20, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making handmade corn tortillas together. Read-aloud will include *Round Is a Tortilla: A Book of Shapes* by Roseanne Thong and *Eating the Alphabet: Fruits & Vegetables from A to Z* by Milwaukee author Lois Ehlert. Limit one adult per child.

KIDS IN THE KITCHEN: DELICIOUS DUOS!

Location: Willy West Community Room
Tuesday, February 21, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Some food flavors pair so perfectly together, that we decided to develop a class dedicated to these delicious duos. In this class, participants will prepare a dinner of delicious duos with inseparable ingredients like broccoli and cheese, popcorn and butter, tomato and basil, or sugar and spice. Hands-on



SLEEP, NATURALLY

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

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

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

BALANCING BLOOD PRESSURE, NATURALLY

Location: Zoom
Tuesday, February 21, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required

To succeed in lowering blood pressure naturally, it helps to combine proper dietary changes with natural supplements and activities. Join Katy Wallace, Naturopathic Doctor, of Human Nature, LLC, in a presentation of multiple ways to lower blood pressure.

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

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room
Tuesday, January 31, 1:30pm–4:45pm
Friday, February 17, 1:30pm–4:45pm
Location: Zoom
Wednesday, January 11, 1:30pm–4:45pm
Wednesday, February 8, 1:30pm–4:45pm

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

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



JUICE NEWS

Our Juices Now Using Organic & Cold-Pressed Ingredients



by Renee Strobel, Deli Manager—West

You may have noticed some changes going on with the juice you find on the shelves in the Willy Street Co-op Delis. Previously, the Juice Bar at each of our stores made their

own juice (using primarily organic ingredients), bottled it, and put it out on the shelf. This became increasingly difficult, and due to staffing issues, we ended up with a lot of those products out of stock regularly. That didn't stand up to our expectations or our Owners'. Starting in June we began centralizing our juice production to our West location in Middleton. This change allowed us to fulfill our Owners' needs and keep juice stocked on all of our stores' shelves. Now, we've made another change to cold-pressing most of that juice!

WHAT HAD WE BEEN DOING BEFORE?

Previously, we had been using a centrifugal juicer. The centrifuge method pushes the fruits and vegetables down into a spinning blade and uses centrifugal force to spin the juice out one way and the pulp out another. If you ever stopped by and picked up any of our juice before, it had almost all been made using this method.

The exceptions to this method have always been orange juice and wheatgrass. To make orange juice we use a citrus juicer, which works a lot like any handheld model you've used at home. The oranges are crushed, and the skin and pulp pushed out of the machine. For

wheatgrass we use a masticating juicer, which grinds the blades of wheatgrass to extract the juice. We will still use these methods to make orange juice and the wheatgrass that goes into our drinks. These methods are the best process for these particular ingre-

lients, and get the best taste out of each.

The centrifuge method worked very well for us for many years, but it was labor intensive. As we centralized our juicing, we began to wonder if there was a more effective way to go about it. It turned out, there was!

Cold-press juicing was quickly brought to our attention as an alternative. Cold-press juice is made using a hydraulically pressurized compression system. The produce is shredded into a large bag and then pressed between two plates, with the juice dripping into a collection tray below.

There's an efficiency that we were able to gain by using the cold-press juicer. We can juice larger quantities of produce at once, and generally get more juice out of the fruits and vegetables that we are using. While using a centrifuge juicer, a staff member has to stand and put each piece of celery into the juicer, and push it down. With the cold-press machine, we can put bunches of celery in at one time, and allow the machine to do the rest.

As you can imagine, making juice for all three of our stores was a significant undertaking! Our Owners love our juice, and we are really excited to find a way that we can deliver what you as Owners wanted from us, which was more juice!

MORE NUTRIENTS

As happy as we were to find the efficiency in a new process, that isn't even the most exciting part of cold-press juicing! When using a centrifuge juicer, all of that spinning creates heat, which damages some of the good stuff in the juice that we know you want. With cold-press, there is no extra heat created! Because this process happens without any heat involved, many of the vitamins, minerals, and natural enzymes of the produce remain intact throughout the juicing process. This means that each bottle of juice contains all of those amazing, healthy nutrients that previously had been heated and destroyed!

NEW TEXTURE

Additionally, you will also notice a difference in the texture of

the juice. With cold-press juicing, there is much less (almost no) pulp and sediment left behind during the juicing process, due to less damage being done to the structure of the produce. This makes for a much smoother juice at the end of the process. There is less foam, less separation between ingredients, and overall a much cleaner finish to the juices when using a cold-press machine. We are thrilled to find that not only can we make more juice for you, but that it will be even better tasting and better for you than what we could make before!

We can also juice types of fruits and vegetables that we couldn't very easily do before. We can even roll a whole watermelon into the cold-press to make watermelon juice! This gives us the opportunity to expand and change our offerings.

ORGANIC AND LOCAL

In our Willy Street Co-op Juice Bars, we have always prided ourselves on the quality of the produce we use to make juice. We always use organic produce in all of our juice. We also try to use locally grown produce as often as possible. With the abilities that the cold-press juicer provides us, we can more easily tap into those local resources, and create new, seasonal recipes that we know that you're going to love! We are really excited to start creating these new recipes in the spring, confident that each one is going to be nutritious and delicious.

All in all, the change to cold-press juicing for most of our ingredients allows us to fulfill our promises to you, our Owners. We are able to reliably stock all of our fresh juices in all of our stores, with the added nutritional benefits of juices made with mostly cold-pressed and 100% organic ingredients. Add in the amazing taste, the flexibility of recipes that the cold-press allows us, and the ability to support our local farmers even more, and we believe we have a winning combination. We are really excited to have you try our juice with these newly added benefits, and we are confident that you are going to love it just as much as we do!



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MEAT NEWS

Braising



by Nick Heitman, Meat & Seafood Category Manager

When the holiday season winds down and we settle into the month of January, it is easy to settle into the doldrums of frigid weather and little sunlight. One of my favorite ways to occupy the extra time spent indoors is with long-format cooking projects. While there are many cooking methods available for all-day cooking projects, a go-to for me is to braise a roast of beef, pork, or lamb. Braising involves seasoning and searing the roast on all sides, then covering and cooking with liquid (stock, wine, beer, etc.) in a low-temperature oven for many hours. Searing prior to braising enhances the depth of flavor in the braise, and helps the protein maintain its structure over the long cooking process.

DUTCH OVEN

While it is possible to turn any deep-rimmed, heavy-bottomed cooking pan into a vessel for braising, the best and most efficient kitchen tool for this type of cooking is an enamel-coated Dutch oven. Dutch ovens disperse heat evenly and retain heat well. I prefer an enamel-coated Dutch oven over a non-coated one, especially when cooking with highly acidic foods (tomato, citrus, vinegars). Though not thought to be harmful, highly acidic foods can cause some of the metal to leach into the cooked food, causing an unpleasant metallic taste.

SIDE DISHES AND BEVERAGES

Braised meats pair well with a variety of side dishes and beverages. A staple in my home during the cold winter months is polenta with plenty of Romano cheese and garlic. Roasted root vegetables like parsnips, rutabaga, turnips, and carrots also go well, and of course mashed potatoes. I also like to serve braised greens, like collards or kale, on the side. Heavier red wines (like cabernet, petite syrah, and zinfandel) and darker beers (like stouts and porters) pair well, and also serve as great additions to the braising liquid itself.

FAVORITE SIMPLE RECIPES

While there are endless possibilities when it comes to braising, here are a couple of my favorite simple recipes:

Classic Beef Pot Roast

3-4 lb. Boneless Chuck Roast (Arm Roast or Rump Roast can be substituted for those who prefer leaner cuts)

1 large carrot, peeled and cut into 1 1/2-inch pieces

1 large onion, peeled and quartered

3 stalks celery, cut into 1 1/2-inch pieces

1 cup stock (beef, chicken, or vegetable)

1/2 c. red wine

2 Tbs. tomato paste

1 bunch fresh rosemary

1 bunch fresh thyme

2 cloves garlic

Directions: Preheat oven to 275°F. Season chuck roast on all sides liberally with salt and black pepper. Preheat Dutch oven on stove over medium heat with 3-4 tablespoons of oil, and sear the roast on all sides for two minutes each. Remove roast and set aside. Next, sauté the carrot, onion, and celery in the Dutch oven for 2-3 minutes, until the onion has become translucent and aromatic. To the cooked vegetables, add the tomato paste, working with a wooden spoon or spatula to coat the vegetables and ensure that the paste doesn't burn. Once the vegetables are all coated, add the wine to the pot and scrape all the dark bits off the bottom. Add the beef back to the pot, and pour in the stock and add the garlic cloves. Bring the liquid up to a simmer, cover, and place in preheated oven for 3-4 hours. The meat will be done when it can be separated with a fork. Serve with mashed potatoes, roasted root vegetables, polenta, or braised greens, and reserve cooking liquid for sauce/gravy.

Curry-Braised Lamb Shanks

3 large (1#) lamb shanks

3 Tbs. yellow curry powder

2 c. stock (chicken, beef, or vegetable)

2 large yellow potatoes, cut into 2-inch cubes

1 onion, peeled and quartered

2 carrots, peeled and cut into 2-inch pieces

1 c. green peas

1 Tbs. tomato paste

Directions: Preheat oven to 275°F. Season lamb shanks liberally with salt and black pepper. Heat Dutch oven with oil over stove, and sear shanks on all sides for 2 minutes per side. Set shanks aside, and add potatoes, onion and carrots to the pot. Sauté 2-3 minutes, or until onions are translucent. Add the curry powder and tomato paste, stirring with a wooden spoon or spatula to coat the vegetables, and cook for 1 minute or until curry becomes fragrant. Add stock to pot, and scrape up any browned bits and curry powder that has stuck to the bottom. Add shanks back to pot along with the green peas, and bring to a simmer. Cover and place in preheated oven, and cook for 3 hours. Served braised shanks and vegetables over rice, and top with braising liquid.

TOGETHER WE TRANSFORM OUR COMMUNITY

Your year-end donation funds systemic change.



Support the local causes you care about most through a gift to Community Shares of Wisconsin.

Community Shares of Wisconsin offers you the choice of supporting nearly 70 local nonprofits working on voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, and much more.

Thank you for donating in 2022 and for your continued support in 2023.



communityshares.com/donate

SAVE THE DATE

The Big Share® is Tuesday, March 7, 2023

An online day of giving that supports the nearly 70 nonprofit members of Community Shares of Wisconsin.



Citrus Guide



by **Andy Johnston,**
Produce
Category
Manager

January is citrus season at the Co-op! It's the time of year we're able to offer a wide variety of citrus fruits at the peak of their season. Unlike grapes, cherries, peaches, nectarines, and plums that produce fruit and ripen in the summer months, citrus is a winter fruit. Our distributors work with a number of growers in California's Central Valley, Coastal, and Desert Regions to bring us the best organically grown citrus available. Many of the orchards supplying the Co-op are small, multigenerational farms growing unique varieties you can't

find anywhere else in the Madison area. Rich Johansen's organically grown satsuma mandarins come from 60-year-old trees his father and uncle planted, with budwood smuggled into the country from Japan in the 1960s. You won't find another satsuma mandarin like it. Deer Valley Heights Ranch markets their unique citrus varieties under the "Buck Brand" label. Their moro blood oranges, cara cara navels, Minneola tangelos, and TDE mandarins are absolutely the best, and you'll only find them at the Co-op! After 30 years of produce, I still get excited when I see these products coming in on the morning deliveries.

Citrus is high in vitamin C, which gives a boost to your immune system! They contain soluble and insoluble fiber to help keep your heart healthy and your digestive system going strong. And they taste great! It's the perfect fruit to brighten up your mood and beat the winter blues.

Here is a guide to citrus you can find at the Co-op, when you'll find it, and a brief flavor profile. And remember, the best way to find out what's good is by asking one of our knowledgeable Produce staff. We are sampling products regularly through their season, and we know what's really good!

Kumquat
December - March
Bitter sweet rind, with flesh that's exceptionally tart and juicy.

Few Seeds
Peel is Edible

Kishu Mandarins
February - March
Very small and very sweet mandarin. One of our favorites!

Seedless
Easy to Peel

Mandarinquats
Limited Availability February - March
Sweet rind, with tart, mandarin-flavored flesh.

Few Seeds
Peel is Edible

Clementine Mandarin
November - January
Firm texture with a very sweet, rich flavor.

Nearly Seedless
Moderately Easy to Peel

Meyer Lemon
November - March
Sweeter and more complex than common lemons. Use any recipe that calls for fresh lemon.

Few Seeds
Difficult to Peel (used for juice)

Minneola Tangelo
December - April
Juicy, with a nice blend of rich grapefruit and tangerine flavors.

Some Seeds
Easy to Peel

Navel Orange
November - May
Classic, sweet orange flavor.

Seedless
Moderately Difficult to Peel

Gold Nugget Mandarins
February - March
Small mandarin with a rich, complex, and sweet flavor.

Seedless
Moderately Easy to Peel

Rio Star Grapefruit
November - April
Exceptionally sweet and juicy with a beautiful red color and almost no bitter flavor.

Nearly Seedless
Moderately Easy to Peel

Pomelo
October - April
Thick, aromatic skin, with sweet, mild flesh that lacks the bitterness of grapefruit.

Few Seeds
Moderately Difficult to Peel

Valencia Orange
February - October
Sweet and juicy with classic orange flavor.

Some Seeds
Difficult to Peel

Satsuma Mandarins
November - January
Sweet/tart with wonderfully soft juicy flesh.

Nearly Seedless
Easy to Peel

Blood Orange
December - April
Intense dark red flesh. Sweet/tart with hints of berry flavor.

Nearly Seedless
Difficult to Peel

TDE Triple Cross Tangerines
February - April
Firm flesh with a wonderful sweet / tart balance.

Seedless
Easy to Peel

Cara Cara Navel Orange
December - March
Beautiful pink flesh with less acid, more sweetness, and a complex, delicate flavor with hints of blackberry or cranberry.

Seedless
Moderately Difficult to Peel

Murcott Tangerines
February - April
Exceptionally rich, sweet, and juicy.

Some Seeds
Difficult to Peel

Oro Blanco Grapefruit
Limited Availability January - February
Delicately sweet flavor with a floral aroma and no bitterness.

Nearly Seedless
Moderately Easy to Peel

Pixie Mandarin
February - April
Small and exceptionally sweet, with a complexity of flavor that's unrivaled.

Seedless
Moderately Easy to Peel

Page Mandarins
December - February
Juicy and sweet with classic mandarin flavor.

Seedless
Moderately Easy to Peel

COMMUNITY REINVESTMENT FUND GRANTS AVAILABLE

Since 1992, the Willy Street Co-op has contributed more than \$500,000 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/developing Co-operative businesses, sustainable agriculture, health and wellbeing, and/or social change.

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

The deadline for applications is January 31, 2023.

willy street co-op

Community Reinvestment Fund

Health & Wellness

co-op deals: January 4-17

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



Acure Shampoo
Ultra Hydrating
8 fl oz • Save \$4.29
\$5.00/tx

Vital Proteins Collagen Peptides
10 oz • Save \$9
\$17.99/tx

The Humble Co.
Bamboo Toothbrush
1 ea • Save 70¢
\$1.79/tx

Andalou Naturals
Ultra Sheer Daily Defense Facial Lotion
2.7 oz • Save \$5.50
\$10.49/tx

Barlean's
Fresh Flax Oil
16 fl oz • Save \$7
\$19.99/tx

Gaia Herbs
Turmeric Supreme
Extra Strength
60 cap • Save \$13
\$17.99/tx

Dr. Bronner's
Pure Castile Liquid Soap
All Kinds on Sale!
16 fl oz • Save \$3
\$6.99/tx

Alaffia
Pure Unrefined Shea Butter
Unscented
11 oz • Save \$5
\$8.99/tx

Honey Gardens
Elderberry Syrup
4 fl oz • Save \$6
\$8.99/tx

Nordic Naturals
Nordic Berries
120 ct • Save \$8.50
\$18.49/tx

co-op deals: January 18-31



Dr. Tung's Smart Floss
30 yds • Save \$1.49
\$3.00/tx



Desert Essence 100% Pure Jojoba Oil
4 fl oz • Save \$5
\$8.99/tx



Wedderspoon Manuka Honey Drops
All Kinds on Sale!
4 oz • Save \$5.70
\$7.29/tx



Organic India Organic Ashwagandha
90 cap • Save \$15
\$13.99/tx

Kiss My Face
Deodorant
All Kinds on Sale!
2.48-3 oz • Save \$1.30
\$3.69/tx

The Seaweed Bath Co.
Body Cream
All Kinds on Sale!
6 oz • Save \$4.50
\$9.49/tx

Country Life
Biotin 5 mg
60 vcap • Save \$7
\$9.99/tx

simply teras
Pure Whey Protein Powder
All Kinds on Sale!
12 oz • Save \$9.50
\$16.49/tx



Seventh Generation Hand Soap
All Kinds on Sale!
12 fl oz • Save \$2
\$4.29/tx



Spectrum Essentials Organic Ground Flaxseed
14 oz • Save \$4
\$6.99/tx

coop™ deals

co-op deals: January 4-17



Amy's Organic Canned Soups

All Kinds on Sale!
14.1-14.7 oz • Save 40¢

\$4.49

Freshe Seafood-Based Canned Meals

All Kinds on Sale!
4.25 oz • Save \$1

\$3.99

Cascadian Farm Organic Frozen Fruit

All Kinds on Sale!
8-10 oz • Save \$2.50

\$3.99



Organic India Organic Tulsi Tea

All Kinds on Sale!
18 ct • Save \$1.80

\$3.99/tx

Better Life Unscented All Purpose Cleaner

32 fl oz • Save 50¢

\$4.49/tx

Evolution Fresh Organic Cold-Pressed Orange Juice

59 oz • Save \$1.30

\$7.99



Go Macro Bars

All Kinds on Sale!
1.8-2.5 oz • Save \$1.98/2

2 for \$5

Bob's Red Mill 1 to 1 Gluten-Free Baking Flour

22 oz • Save \$1.50

\$4.29

Primal Kitchen Mayo with Avocado Oil

12 oz • Save \$2.50

\$8.49



Evol Frozen Burritos

All Kinds on Sale!
5-6 oz • Save \$1.58-2.58/2

2 for \$4

Rishi Tea Organic Masala Chai Tea Concentrate

32 fl oz • Save \$2

\$5.99

Food For Life Ezekiel 4:9 Sprouted Bread

24 oz • Save \$1.50

\$4.99



Garden of Eatin' Tortilla Chips

All Kinds on Sale!
5.5 oz • Save 49¢-99¢

\$3.00

Organic Bulk Quinoa

Rndm wt • Save \$1/lb

\$2.49/lb

California Olive Ranch Everyday Extra Virgin Olive Oil

25.4 fl oz • Save \$4

\$13.99



Muir Glen Organic Canned Tomatoes

All Kinds on Sale!
14.5 oz • Save \$1.54-\$1.74

\$2.79

Made In Nature Organic Dried Fruit

All Kinds on Sale!
3-7 oz • Save \$1.30-1.50

\$4.49

Hu Kitchen Organic Chocolate Bars

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

\$3.79/tx



Beyond Meat The Beyond Burger

8 oz • Save \$1.50

\$4.99

Seventh Generation Liquid Dish Liquid

All Kinds on Sale!
19 fl oz • Save \$1

\$3.79/tx

Blue Diamond Nut Thins

All Kinds on Sale!
4.25 oz • Save \$1.29

\$3.50



Annie's Mac and Cheese

Classic, Four Cheese, Shells and Real Aged Cheddar, Bunny Pasta with Yummy Cheese

6 oz • Save \$3.98/2
2 for \$3

Four Sigmatic Cordyceps Chaga Coffee Mix

10 ct • Save \$3

\$8.99

Blake's All Natural Chicken Pot Pie

8 oz • Save \$1.80

\$4.99



The specials on this page are valid January 4-17

All Specials Subject to Availability. Sales Quantities Limited.

JANUARY

co-op deals: January 18-31

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



Kevita
Organic Probiotic Drinks
 All Kinds on Sale!
 15.2 fl oz • Save 98¢/2
2 for \$5/tx

Amy's
Organic Refried Beans
 All Kinds on Sale!
 15.4 oz • Save 80¢
\$3.99

Hope
Hummus
 All Kinds on Sale!
 8 oz • Save \$1.30
\$3.49



Wyman's
Frozen Wild Blueberries
 15 oz • Save \$1.50
\$3.99

Field Roast
Apple Maple Plant-Based Breakfast Sausage
 9.3 oz • Save \$1.80
\$4.99

Bragg's
Organic Raw Apple Cider Vinegar
 32 fl oz • Save \$2
\$5.99



Native Forest
Organic Coconut Milk
 Simple, Classic
 13.5 fl oz • Save \$1
\$2.79

Purely Elizabeth
Granola
 All Kinds on Sale!
 8-12 oz • Save \$3.50
\$4.99

Cascadian Farm
Spud Puppies Frozen Potatoes
 16 oz • Save \$1.80
\$3.99



Boulder Canyon
Avocado Oil Sea Salt Potato Chips
 5.25 oz • Save \$1
\$2.99

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

Brown Cow
Cream-Top Yogurt
 All Kinds on Sale!
 32 oz • Save \$1
\$3.79



Forager Project
Organic Cashewgurt
 All Kinds on Sale!
 5.3 oz • Save 40¢
\$1.39

Forage Kitchen
Kombucha
 All Kinds on Sale!
 12 fl oz • Save 58¢/2
2 for \$4

Deep Indian Kitchen
Potato & Pea Samosas
 11 oz • Save \$2
\$4.99



Wildwood
Organic Waterpack Firm Tofu
 14 oz • Save 50¢
\$2.99

Safe Catch
Elite Pure Wild Tuna
 5 oz • Save 70¢
\$2.79

LaraBar
Bars
 All Kinds on Sale!
 1.6-1.7 oz • Save 74¢
\$1.25



ECOs
Laundry Detergent
 All Kinds on Sale!
 100 fl oz • Save \$2.50
\$11.99/tx

Lundberg
Organic White Basmati Rice
 32 oz • Save \$3
\$8.49

Yogi Tea
Boxed Teas
 All Kinds on Sale!
 16 ct • Save \$1.99
\$3.00/tx



Seventh Generation
Bathroom Tissue
 12 rolls • Save \$1
\$10.99/tx

Mike's Mighty Good
Ramen Cups
 All Kinds on Sale!
 1.6-1.9 oz • Save \$1.58/2
2 for \$4

Near East
Couscous
 Plain, Roasted Garlic and Olive Oil, Parmesan, Toasted Pine Nut
 5.6-10 oz • Save \$1.98/2
2 for \$4



The specials on this page are valid January 18-31
 All Specials Subject to Availability. Sales Quantities Limited.

Find Your Wellness Sales

at Willy Street Co-op JANUARY 2nd-8th

Owners can save \$50 the first week in January!



Previously Frozen Sockeye Salmon

Rndm weight

\$15.49/lb

Owners save \$3.00/lb



Organic Kale

All kinds on sale!

1 bunch • Origin: California

2 for \$4 or \$2.00/ea

Owners save 98c/ea - \$1.98/2



Organic Navel Oranges

Rndm weight • Origin: California

\$1.79/lb

Owners save \$1.00/lb



Organic Fair Trade Avocados

1 each • Origin: Mexico

3 for \$3 or \$1.29/ea

Owners save 50c/ea - \$2.73/3



Organic India Tulsi Tea

All Kinds on Sale!

18 ct • Organic

\$2.99/ea

Owners save \$2.80/ea



Spectrum Organic Virgin Coconut Oil

14 fl oz • Organic

\$7.49/ea

Owners save \$4.50/ea



Rebbl Organic Super Herb Elixirs

Maca Mocha, Reishi Chocolate, Matcha Latte, Turmeric Golden-Milk, Maca Cold-Brew

12 fl oz

\$2.50/ea

Owners save \$1.29/ea



Alden Hills Organic Chicken Broth

24 fl oz • Local

\$16.99/ea

Owners save \$2.80/ea



GT's Kombucha

All Kinds on Sale!

48 fl oz • Organic

\$5.99/ea

Owners save \$2.80/ea

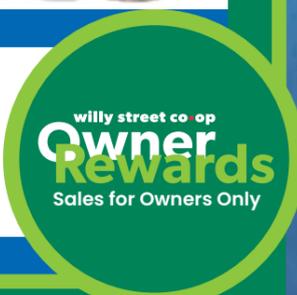


Willy Street Co-op Vitamin D3 2000 IU

240 cap

\$9.99/ea

Owners save \$8.00/ea



WELLNESS WEDNESDAY

(January 4th)

Owners take 15% off

wellness & bodycare items, instead of the usual 10%!



Includes products like these, even ones already on sale:

- Antioxidants
- Amino Acids
- Water Filtration Products
- Body Care Accessories
- Body Care Aromatherapy
- Cosmetics & Beauty Aid Products
- Hair Products
- Oral Care
- Deodorant
- Topical Personal Care & First Aid
- Skin Care
- Soap & Bath Preparations
- Liquid Bulk
- Pre-Packaged Loose Leaf Tea & Herbs
- Herbal Formulas
- Digestive Aids & Enzymes
- Protein Powder
- Supplement Oils
- Aloe Vera Juice
- Bee Pollen
- CBD Supplements
- Single Herbs
- Flower Essence
- OTC Internal Products
- OTC Topical Products
- Homeopathic Medicines
- Coenzyme Q10 (CoQ10)
- Chromium Picolinate
- DHEA
- Glucosamine & Chondroitin Supplements
- Electrolyte Powder & Effervescent Tabs
- Vitamins & Minerals

For the full list of Owner Rewards sales, see the flyer in the store or at www.willystreet.coop/owner-rewards.

Select sales for Owners only 1/2/23-1/8/23.

Game Day Favorites

Organic **Cauliflower**
Rndm Wt.
Price varies

Frank's **RedHot Original Cayenne Pepper Sauce**

5 fl oz
\$1.99/ea

Cheese Curds

Selection and price vary by store
All are Local!

Bell & Evans **All-Natural Chicken Wings**

\$6.49/lb

Off the Block **Salsa**

Local • 16 oz
\$6.99/ea

Andrew & Everett **Port Wine Cheddar Cheese Ball**

Local • 8 oz
\$5.99/ea

Unique **Original "Splits" Pretzels**

11 oz
\$4.29/ea

El Rey **Lemon Nacho Tostaditas Chips**

Local • 11 oz
\$4.29/ea

Carr Valley Cheese **Spicy Beer Cold Pack Cheese Spread**

Local • 8 oz
\$6.49/ea

Beeler's **Li'l Bites**

16 oz • Seasonally Available
\$7.99/ea

New Glarus **Beer**

Local
6 x 12 oz
\$9.29/ea

Karben4 **Fantasy Factory IPA**

Local • 6 x 12 oz
\$10.49/ea

Fair Trade & Organic **Avocados**
Price varies

UP YOUR GUAC GAME

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!

Mash in some **Mango** for a bit of sweet!

Enter to win an air fryer



at willystreet.coop
or in-store Jan. 18-31.

willy street co-op

Prices shown are regular price; good through 1/31/23. Some products on sale during this time; see www.willystreet.coop.



CUSTOMER EXPERIENCE REPORT

2022 Community Reinvestment Fund Reports

by Liz Hawley, Education and Outreach Coordinator

With the New Year comes the new cycle of Community Reinvestment Fund (CRF) grant applications, decisions, and awards! Applications for the CRF grant are now open, and we will be accepting applications from local 501(c)3 nonprofits and cooperatives through January 31. Grants provide for local endeavors that are innovative, hands-on, educational, impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships, collaboration, and entrepreneurialism. Grants are competitive, and this year your Co-op's Board of Directors has allocated \$55,000 from abandoned Owner equity to award. For more information and to download the application, visit www.willystreet.coop/crf.

All organizations that receive awards provide progress reports to the Co-op about their funded projects. Here are the stories we received this past year.

ANDERSON PARK FRIENDS

The third year of the food pantry garden at Anderson Farm Country Park proved to be a success. More than 15 volunteers raised over 2,800 pounds of produce for the Belleville, Oregon, and Verona food pantries as well as for Little John's Kitchen. CRF grant funds provided for the purchase and installation of a micro-drip irrigation system, but plans had to be put on hold temporarily due to supply chain shortages as well as delays related to the installation of the large underground irrigation system—the first step in the larger project. Anderson Park Friends is looking forward to installing the drip irrigation system in the spring of 2023, which will help increase the yields from the food pantry gardens.



Anderson Park Friends volunteers at harvest time.

GOODMAN COMMUNITY CENTER

Goodman Community Center's TEENworks project to teach sustainable agriculture in hospitality took sustainability a step beyond planting, harvesting, and cooking in-season produce. They incorporated greens, herbs, flowers, and produce from their gardens to create living centerpieces for use at Goodman Center community events. The teens involved in the project learned to make cuttings that can be propagated at home and how to use local produce and flowers to make "sustainable centerpieces." In total, they created more than 100 centerpieces that were used in six events, from a 50th class reunion to a wedding to Goodman's Volunteer Recognition Picnic. Guests were encouraged to take the centerpieces home, and the teens shared information about how to use or replant the items at home.

GROUNDWELL CONSERVANCY

Groundswell Conservancy undertook a project to provide access to gardening to HMoob (Hmong) elders living with PTSD, depression, and dementia. The gardening skills learned by many HMoob elders as children are resistant to memory loss and dementia, and gardening as a group reduces social isolation. Following the pilot project in 2021, Groundswell Conservancy responded to the HMoob elders' request for water access near the therapy garden rather than hauling water from the well. With grant funding, they were able to install a water distribution system throughout the farm, add additional spigots, and relocate two spigots based on feedback from the elders and market growers. Now there

are water spigots accessible at every quarter acre of production land. The elders and the rest of the growers no longer need to drive to the wellhead to carry water back to their growing areas. One HMoob elder said, "The Therapy Garden brings happiness to our lives and every year, improvements have been made to extend our happiness and joy, which prolongs our lives in a space that we are able to connect with. We don't want very much. We want to grow food, to be happy, and we want to matter in the community[...] Water nourishes the plants that will blossom into food that will nourish our bodies. Please tell all kind and loving souls that we appreciate them from the bottom of our hearts."



Xao Cha watered her vegetables with a garden hose as soon as the spigots were installed and ready for use.

HEARTLAND FARM SANCTUARY

Heartland Farm Sanctuary's (HFS) Garden and Grow program is well underway with five new raised garden beds ready for kids to plant, tend, and harvest the produce from the garden. The garden program teaches kids the basics of planting a vegetable garden and how they can grow their own food in an environmentally sustainable manner. The produce will ultimately be harvested and prepared by the kids for the animals living at the sanctuary. In preparation for the Garden and Grow program, the CRF grant helped HFS purchase gardening tools and equipment for young learners as well as a child-size wheelbarrow. They found that these items also benefited Heartland's Experiential Therapy program where one participant who loves building and working with their hands took on the project of assembling the new wheelbarrow.



One of the new raised garden beds alongside a child-sized wheelbarrow.

HEARTLAND THREADS

As part of their mission to establish a local, sustainable fibershed, Heartland Threads Fibershed conducted a survey to raise awareness regarding the origin of fibers used in consumer goods. Ultimately, their goal is for clothing and materials of household fabrics to be made of natural fibers, such as hemp or flax, and created with regenerative practices. These plant fibers break down naturally, eliminating landfill waste, they are created without toxic chemicals, and they do not contribute to the microplastic crisis. They reported the project to be a



A few bundles of harvested flax drying against a wood stack.



runaway success, with positive outcomes regarding community-building for the fibershed as well as stimulating interest in their work and adding new members. They noted the funding they received from the Community Reinvestment Fund was critical in “providing funds to support outreach time and materials, and in simply recognizing the merit and timeliness of working toward revitalizing our regional textile fiber production.”

HORIZON HIGH SCHOOL

Horizon High School (HHS) provides students in recovery with a safe and supportive community in an academic and therapeutic environment. HHS used CRF grant funding for its life skills training program to provide students with the opportunity to experience different activities in the community that further social, emotional, and psychological growth. Students and staff traveled throughout their communities to experience a variety of activities—from parks to museums to college tours and amusement parks. These outings were designed to empower the students and support them in their recovery. Having these life experiences helps students gain independence and self-confidence while out and about in society while allowing them to develop a personal understanding of what it means to live a healthy, substance-free lifestyle.

KLJ MOVEMENT INC.

With CRF funding, KLJ Movement obtained and installed ballet bars in the company space. The incoming dance scholars immediately noticed the addition to their dance space and noted that the addition of the ballet bars would assist them in learning dance techniques. KLJ Movement also further developed their partnerships with local schools, allowing them to broaden their reach in the community and provide more youth the opportunity to learn dance. CRF funding also contributed to KLJ Movement’s scholarship fund, and in 2022, they were able to support ten scholars in dance programs. They noted that this scholarship program relieved the financial burden for families while allowing the scholars to develop their confidence and identity.

LITERACY NETWORK

CRF funds allowed Literacy Network to create and deliver mini-lessons on the evolving COVID-19 pandemic and vaccines, to ensure that their students had access to accurate and up-to-date information in Plain English. These lessons reached approximately 400 people. In addition, Literacy Network staff conducted one-on-one needs surveys throughout the year. In total, Literacy Network staff made 347 connections to community resources that their students needed. Their staff helped students access local health-care resources, food pantries, childcare resources, transportation resources, immigration legal support, employment support and opportunities, and information related to the COVID-19 pandemic and vaccines. Overall, they found that integrating public health information into language and literacy lessons proved to be a successful approach, and they plan to continue addressing important current topics in their classes and tutoring sessions.



A tutoring session with Literacy Network.

MADISON AREA FOOD PANTRY GARDENS

The focus of Madison Area Food Pantry Gardens’ (MAFPG) project was to grow first-choice nutritious and culturally relevant produce for local food pantries while engaging youth in experiential learning at Forward Garden. They planted 51 different varieties of fruit and vegetable crops at Forward Garden (one of their nine gardens), which yielded 28,405 pounds of produce that were donated to 26 different outlets in the local emergency food system—ten of these were new outlets and 16 were previously established partnerships with area food pantries. MAFPG involved youth through a number of different programs, including field trips to the farm to help with seeding, weeding, and harvesting, and by delivering fresh produce to local community centers to integrate into their nutrition curriculum.



A student from the Lussier Community Education Center showing off her prize strawberry during a visit to Forward Garden. Youth were encouraged to sample fresh fruits and veggies while volunteering in the garden.

MADISON CYCLEWORKS

Madison CycleWorks (MCW) is a start-up bicycle delivery cooperative that is forming partnerships with local businesses to offer a bike delivery option for the businesses’ products. With grant funding, MCW expanded their cargo

bike fleet by one bike that is dedicated to making sustainable bike-powered deliveries. This new cooperative delivered 789 packages and continues to make deliveries twice a week, with an average of 25 packages per week. These deliveries saved 379 car miles! MCW is now focusing on sustaining current delivery contracts and preparing for expansion during the next warm season. In the future, MCW plans to explore the option of a pedicab for human transport service as well.



Madison CycleWorks cargo bike pulling a custom-made delivery box.

MADISON FREE-WHEEL BICYCLE CO.

After a hiatus caused by the coronavirus pandemic, Madison Freewheel Bicycle Co. re-opened their Open Shop classes with the support from the CRF grant, and they held 28 of these sessions from April through October. Open Shop is an open learning forum for anyone interested in doing work on their bike and learning bike repair. The bike shop provides new and used consumable parts that may be needed for bike repair, and Freewheel bike mechanics are on-hand at each Open Shop to provide guidance and instruction. Freewheel asks for a small donation to attend and for any parts used or taken home, and grant funding provided access for those who may not have otherwise been able to pay to attend and use bike parts free of charge. Freewheel noted that half of the people in each session were attending for the first time which shows their outreach efforts were a success.

MILESTONE DEMOCRATIC SCHOOL

Milestone Democratic School’s Social Justice Arts Initiative proved to be a positive experience for students at the school as they were able to participate in a social justice advocacy experience that they organized on their own. This project combined social justice and art, and CRF funds were used to compensate guest speakers and artists for their presentations and workshops. The funds also covered the cost of the supplies for students to make instruments with the guidance of traditional craftspeople

THE MADISON SKATEPARK FUND

The Madison Skatepark Fund (MSF) planned to construct a new all-wheel park with the help of volunteers, but the spring was too wet for construction and later they came across some issues with the site of the future all-wheel park. They’re working to move this project forward, and they hope construction will begin in spring 2023. The 2022 CRF Committee approved the use of the funds for construction in the spring of 2023 to accommodate these obstacles beyond MSF’s control.

WISCONSIN ALLIANCE FOR WOMEN’S HEALTH PATCH PROGRAM

The PATCH (Providers and Teens Communicating for Health) is a youth-driven program working to improve adolescent health and well-being. Teen educators deliver workshops to their fellow high school students teaching them how to advocate for themselves in a healthcare setting. In response to requests from both teens and healthcare professionals, PATCH created a video as an additional resource for those who are not able to attend the peer-to-peer workshops. Teens in the program were involved in brainstorming ideas for content, developing stories and examples to include in the script, and starring in the production.



Behind the scenes with PATCH Teen Educators as they filmed a video focused on helping teens learn to take responsibility for their healthcare.

THANK YOU 2022 CRF GRANT RECIPIENTS AND OWNERS

Each year we look forward to reading about the innovative projects our local nonprofits propose when they apply for the Community Reinvestment Grant Fund. Hearing about the successes when projects come to fruition is even more inspiring. For us, another grant cycle has come to a close, but the work of these nonprofits never ends. Thank you to all of the organizations for the impactful work you do for the communities you serve! Thanks, also, to the Owners who have left the Co-op and opted to donate their equity to charitable purposes—this funding is possible because of your generosity—thank you! We’re looking forward to reading the innovative grant proposals for 2023!



NUTRITIOUS

DRINKS

by Andy Gricevich, Newsletter Writer



version. Companies like Farmhouse Culture produce other vegetable-based fermented beverages, more or less drawing on the tradition of drinking the brine left over from making foods like sauerkraut.

When it comes to dairy, kefir reigns supreme among fermented beverages. Traditional, homemade kefir can't be put on grocery store shelves; its fermentation is active



Resolution season returns. Every January many of us do a lot of reflection and set intentions to do things differently. In our culture these promises generally center on self-care, especially on what we put directly into our bodies. Often we emphasize abstinence. We drink less caffeine or alcohol. We cut calories, carbs, sugar or fat. Alternatively, we resolve to feed ourselves more of what we need to maximize our physical and emotional fitness. It's striking how many of our resolutions have to do with which fluids we do or don't drink. With the ever-expanding and ever-changing kaleidoscope of dietary trends, fads, and nutritional perspectives comes an explosion of beverages marketed as health-promoting alternatives to whatever we may have been drinking. Here's a thimbleful of the ocean of currently available possibilities—most of which can be found at your Co-op.

LIVE CULTURES

The fermentation revival, while decades old now, hasn't stopped growing, and expanding popular awareness of the value of living microbial cultures in our food and drink. It's clearer than ever that the health of our gut affects our overall well-being in countless ways, from our immune responses to our emotional resilience. Gut health depends on a thriving population of beneficial bacteria, and it's commonly claimed that foods and drinks rich in microbes with similar biology help support that population. Research has shown that most of the bacteria and yeasts we consume actually don't survive in our gut—but that they benefit us in a variety of less direct ways, thanks to their high vitamin and antioxidant content, the ways they make nutrients more accessible to our bodies, and their ability

to carry genetic information, tweaking the ways our bodies respond to their environments. That's in addition to centuries of anecdotal evidence for their role in immune support and their role in most traditional, healthy diets. Drinks containing live bacterial cultures have been treated as health tonics for a long time, and many of the older recipes have been making a strong comeback.

Kombucha spearheaded this revival. Originating in China around 220 B.C. and eventually making its way to Russia, kombucha is a sweetened tea fermented by a very complex and diverse symbiotic community of bacteria and yeasts (or SCOBY). Typically fizzy (thanks to a secondary fermentation in the bottle), kombucha can be sweeter or more sour and vinegar-ey. It's often infused with fruit and/or medicinal herbs to modulate its flavor and diversify its benefits. Many people joyfully credit kombucha with a role in their enhanced well-being. The potential

downside, depending on your dietary choices, is that it typically contains a fairly large amount of sugar (about a third to one half that of a can of soda). Sugar is necessary for the kombucha fermentation process; the longer the fermentation (and thus the sourer the end result), the more sugar has been consumed by the SCOBY and transformed into alcohol, acids and carbon dioxide. Kombucha is easy to make at home, and there are also plenty of options to purchase it ready-made, including local producers Nessala and Rude Brew.

Tepache is a fizzy drink based on fermented pineapple cores and rinds. It originated in Mexico around 4,000 years ago. De la Calle adds a variety of other fruit juices and botanicals to their tepache to produce a line of refreshing, low-sugar, probiotic-rich beverages. Kvass comes from Russia, and is most famously made by fermenting red beets. Angelica's Garden, a stalwart local fermentation business, also offers a bracing lime

enough to produce enough carbon dioxide to explode bottles. Commercial kefir, while considerably lower in microbial diversity (around ten strains of bacteria and yeasts, versus approximately 40 in homemade), is still extraordinarily rich in live, active cultures. The microbes, as in other fermented foods, feed on sugars—in this case, lactose—and consume enough of it that even some lactose-intolerant folks can drink kefir. Enthusiasts report better digestion and a mild energy boost, and love it as a base for smoothies.

Then there's live-culture (unpasteurized) vinegar. Many people swear by a daily shot of Bragg's, the most famous producer of live apple cider vinegar, or ACV. Bragg's also



produces a line of ACV-based bottled drinks (including water, maple syrup and fruit and herbal components) for those who find straight vinegar a bit too much. Research suggests that vinegar lowers blood sugar, and may help support the immune system. Its acidity also encourages salivation, which makes for more thorough digestion.

In combination with fruit juice, herbs, and sweeteners like honey and maple syrup, vinegar is also the basis for shrubs, like those made by women-owned Wisconsin companies Mad Maiden and Siren Shrub. Originating in 17th-century England and popular during the early years of the United States, shrubs have made a strong comeback in recent years, due to their bracing balance of sweet and sour flavors, their appeal as a way to preserve nutritious plant materials, and their versatility in both boozy and non-alcoholic drinks. Mad Maiden produces their own vinegar; Siren also offers a line of sparkling shrub drinks. Both local producers source their ingredients from regional growers, and are deeply invested in the Wisconsin foodshed.

PREBIOTICS

Recently, apple cider vinegar has been touted by some for its claimed prebiotic benefits. Our gut bacteria have favorite foods, and they especially love certain kinds of dietary fiber. When we consume these prebiotics, we're setting up the basic conditions for a healthy gut population. As their importance becomes a matter of wider public knowledge, we're starting to see prebiotics show up as supplements—and as fun sparkling sodas that derive their fiber from a range of plant sources.

The Poppi brand uses ACV as its source; it has some prebiotic content due to residual amounts of pectin, the type of fiber found in apples that's also used to give jellies and jams a firm set. Compared to an actual apple, the amount of pectin in ACV is pretty minimal; the fiber content of Poppi isn't significant enough to make it onto the label. Olipop, on the other hand, uses cassava, chicory root, marshmallow root and sunchoke for their high content of inulin—a particularly important prebiotic. Their drinks contain a significant percentage of the recommended daily allow-

ance of fiber, and inulin is known to slow down the metabolism of sugar. That's a good thing, since both brands add sugar for sweetness (some Olipop varieties use stevia as an alternative), and sweeteners in general are thought to have some adverse effects on gut health. That said—and without forgetting that whole plant foods remain the best sources of prebiotic fiber—both brands contain a fraction of the sugar found in conventional sodas, and none of the arcane chemicals, while being tasty enough to satisfy the hankering for a can of sweet, fizzy refreshment.

JUICE

Juice is nothing new. Using it as a main strategy to get more fruits and veggies into our diet, though, is a fairly new phenomenon. Recent years have seen a huge boom in the number of companies offering cold-pressed, fresh fruit and vegetable juices, making it easier than ever to go on the juice fasts and cleanses that are so popular every January.

Drinking juice can provide huge doses of beneficial phytonutrients (antioxidant chemicals found in plants), well in excess of what you're likely to get in a single meal. The downside of juicing is that it leaves behind the skin and flesh of the plant, essentially removing all its fiber. Without fiber to slow down the metabolic processes of digestion, juice (especially fruit juice) can lead to quick spikes in blood sugar, which isn't healthy in the long term. It's the interaction between fibers, fats, phytochemicals, vitamins and minerals that makes whole plant foods as nutritious as they are.

In the short term, juice cleanses and fasts are demonstrably beneficial. Juice can also be a wonderfully beneficial and delicious part of one's diet—as long as it's not meant as a replacement for whole fruits and vegetables. In any case, a glass of sunshine and chlorophyll in the coldest month can certainly lift spirits and enliven the palate.

BOTANICALS AND HEALTHFUL INFUSIONS

All kinds of herbal beverages are available these days to help support mood regulation, immune functioning and more. Sparkling Botanicals is a new line of drinks produced by

Milwaukee's Rishi Tea Company, a widely-loved distributor of fine teas and herbs. Their effervescent, unsweetened offerings (some containing true, cavitated tea and some not) include a range of health-promoting ingredients like elderberry, schisandra berry, dandelion and ginger. Beverages featuring yerba mate (a tea-like plant from South America) and matcha (a special form of Japanese green tea) continue to be popular for their stimulant effects (gentler than coffee) and their phytochemical components. GTs, one of the most prominent national kombucha companies, produces Alive Mushroom Elixir, an effervescent concoction based on an infusion of chaga, reishi and turkey tail, three of the most highly regarded medicinal mushrooms. Mixed with true tea (giving it a significant caffeine content), maple syrup, stevia and erythritol (plant-derived sugar substitutes), as well as additional flavorings, it makes for an earthy, roostsy, delicious beverage.

Numerous companies now offer canned drinks meant to help promote calm and alleviate anxiety. Mad Tasty infuses sparkling water with hemp extract, CBD and assorted fruit flavors. Hop Wtr manufactures calming beverages that include (of course) hops—which can help soothe the nervous system—as well as L-Theanine (a compound found in tea and some mushrooms, thought to improve mental functioning) and ashwagandha, an herb taken to support the adrenal system. Hoplark offers a sparkling hop tea infused with calming chamomile. This versatile and flavorful vine, easy to grow sustainably, is coming back into its own as more than just a flavoring for IPAs. All this comes in an era of burgeoning creativity in the crafting of non-alcoholic beers (many of which also include mellowing herbal additives) and remarkably successful dealcoholized wines and liquor.

For immune support, several traditional concoctions remain beloved and useful, and one can easily find recipes for using many of them in mixed drinks. Hot toddy, classically a mixture of hot water, honey, lemon and whiskey, can be easily made at home with or without the booze. The base mix on the shelves at your Co-op (made in-house) boasts the addition of a lot of ginger, making it even bet-

ter to help knock out a cold. Versions of toddy are also made with fire cider. A longstanding traditional preparation in herbal medicine, fire cider has a variety of recipes. Most involve garlic, horseradish, ginger, hot peppers and other immune-supportive food plants, steeped for a good long time in ACV and mixed with raw honey. Many producers offer a version of fire cider, including Milwaukee's Tippecanoe Herbs and Madison's What Got Gathered.

Elderberry syrup typically combines native black elderberry juice with raw honey, often with the addition of some ACV for balanced flavor and better preservation. Elderberry has been studied for its immune-supportive effects, particularly its ability to suppress reproduction of the flu virus. Most folks simply take a tablespoon or two per day as a supplement, but it's also showing up frequently in cocktails and mocktails, and elderberry juice is an ingredient in many of the kombuchas, sparkling teas and botanical sodas appearing on the shelves these days.

For warming up in cold weather and boosting immunity, golden milk is an old Ayurvedic recipe from India with many small variations. All contain hot milk (or "alternative milks"), turmeric and black pepper. Usually there's ginger, honey, and coconut oil included as well. Turmeric, with its high content of curcumin, is widely praised for antioxidant, antibacterial, anticancer and other properties; black pepper renders it more available to our bodies. You can make it at home, or find ready-made mixes in powdered form.

DRINK HEALTHY

Whether we're drawn to the asceticism of a radical cleansing, mental and bodily support in a season of chill darkness, flu and colds, or an established habit without the hangover, there are more options than ever when it comes to healthy (or at least healthier) drinks. Producers are drawing on traditional methods and knowledge, nutritional discoveries, and culinary creativity to radically expand the range of liquid possibilities. Whatever the motivation—a few long, scant weeks worth of "Dry January," a major dietary overhaul, or simply a hankering for a novel sip—there's likely a fluid for your flow.

Seal in the Warmth



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Recipes

Butternut, Sweet Potato and Red Lentil Stew

Featured Chef Adapted from www.ohsheglows.com.

Creamy winter squash, sweet potatoes and red lentils are cooked in a creamy coconut-tomato broth, and enlivened by spicy turmeric, cumin, chili powder, cayenne, garlic and a touch of apple cider vinegar. Best when allowed to sit for a day.

Prep. 20m; Cook. 40m

1 onion
4 cloves garlic
3 c. diced butternut squash
1 sweet potato
salt
3 c. vegetable broth
14 oz. diced tomatoes
14 fl oz. coconut milk
1/2 c. red lentils
3 Tbs. tomato paste
1 1/2 tsp. turmeric
1 1/2 tsp. cumin
1/2 tsp. chili powder
1/4 tsp. cayenne pepper
black pepper
3 tsp. apple cider vinegar
1 bn chard

Directions: Heat the olive oil in a large pot over medium heat, and sauté the onion and garlic for 3-5 minutes, until softened. Stir in the squash and sweet potato and add a pinch of salt. Sauté for 5 minutes. Pour in the broth and stir in the tomatoes, coconut milk, lentils, tomato paste, turmeric, cumin, chili powder, cayenne, and salt and pepper to taste. Stir to combine, then increase heat and bring to a boil. Reduce heat to medium, stir, and simmer uncovered, stirring occasionally, for 30 minutes, until the squash and sweet potato are tender. Stir in the vinegar and chard. Continue to cook until the chard is wilted. Taste, and adjust seasonings as needed. Enjoy warm.

Hearty Vegan Chili

From Willy Street Co-op

Give this one a try. You will never miss the meat!

3/4 c. olive oil
1 1/2 lb yellow onion
3 tsp. garlic
1 tsp. chipotle pepper
9 1/2 oz. seitan
1 lb zucchini
2 lb red bell pepper
4 Tbs. chili powder
1 Tbs. ground cumin
1 Tbs. dried basil
1 Tbs. oregano
3 Tbs. lemon juice
1 tsp. salt and black pepper, or to taste
1 tsp. fennel seed
40 oz. diced tomatoes
20 oz. tomato sauce

1 c. kidney beans

1 c. pinto beans

Directions: In large stockpot, sauté onion in 1/2 cup olive oil until tender. Add garlic and chipotle and sauté 5-10 minutes longer. Add shredded seitan and sauté an additional 5-10 minutes. Add spices and continue cooking. In a separate pot, sauté zucchini and bell pepper in remaining 1/2 cup oil until tender. Add to stockpot with remaining ingredients and simmer until ready to serve, or refrigerate for later use.

Hearty Bean Soup

From *Vegetariana* by Nava Atlas, used with permission

Filling and flavorful. A great make-ahead recipe.

Prep. 20m

2 c. great northern beans
2 c. kidney
2 Tbs. olive oil
1 onion
2 celery stalks
1 potato
1 c. green beans
1 can tomatoes
1/4 c. dry red wine
water
1/2 tsp. coriander
1/2 tsp. cumin
salt and pepper

Directions: Heat the olive oil in a soup pot. Add the onion and celery and sauté until golden. Add the potato and green beans along with enough bean cooking liquid, water or broth to cover. Bring to a boil, then simmer covered, over moderate heat until the vegetables are just tender, about 20-25 minutes. Add all remaining ingredients plus an additional 2 cups of liquid of choice. Simmer, covered, over low heat an additional 20-25 minutes. Season to taste with salt and pepper.

Bolivian Quinoa Stew

From National Cooperative Grocers Association

This satisfying stew is really quick to prepare.

Prep. 45m

2 Tbs. vegetable oil
2 c. onion
1 c. celery
1/2 c. carrots
3 cloves garlic
3 tsp. cumin
1 tsp. chili powder
1 tsp. coriander
1 pinch cayenne pepper
2 tsp. oregano
1 c. chickpeas
1 c. green pepper
28 oz. tomatoes
1 bay leaf
2 c. vegetable stock
2 tsp. cilantro
3 tsp. red wine vinegar

Directions: Heat the oil over medium-high heat in a large soup pot. Add the onions, carrots, and celery and sauté for 8-10 minutes. Stir in garlic and cook for 2 minutes, then add the cumin, chili powder, coriander, cayenne pepper and oregano. Sauté for 1-2 minutes, until fragrant. Add the chickpeas, bell pepper, tomatoes, bay leaf and vegetable stock. Bring to a boil. Reduce the heat to low, and simmer for 15 minutes, adding the cilantro and vinegar towards the end, and remove the bay leaf.

1. While the stew is cooking, prepare the quinoa. Rinse the quinoa in a fine-mesh strainer under cool running water. Combine with 1 cup of water in a small saucepan, and cook covered over medium-low heat, for 15 minutes. Remove from heat and set aside.

2. To serve, divide the stew into four bowls and top with 2 heaping table-spoons of quinoa.





Staff Picks



KRISTINA

WILLY STREET CO-OP VEGGIE CREAM CHEESE

Our Production Kitchen makes an amazing cream cheese that has large chunks of veggies so that your toast or bagel has a bit of fresh crunch in the morning!



JOE

Royal Hawaiian Macadamia Nuts

These are delicious, affordable, and come in a handy resealable bag!



Ancient Nutrition Vanilla Bone Broth Protein

High-quality, paleo-friendly instant protein option. Tasty vanilla flavor makes it versatile for more mixing options.



Caulipower Pizza Crust

We have several awesome gluten-free pizza crusts. Made largely of cauliflower, this one has a traditional texture, and tastes great (like pizza crust, not cauliflower).



KATIE

Siggi's Non-Fat Yogurt

This traditionally made Icelandic yogurt is my go to "hit me with some delicious protein" snack. The ingredients are only pasteurized skim milk and live active cultures. No added anything. Clean, simple, and delicious.



Sprout Living Epic Protein

This protein-packed collagen superfood is my go-to every morning. It hits me with 15 grams of clean protein to get me going on my day. I love the added vitamins, minerals and mushrooms. No chalky aftertaste with this powder. The raspberry, pomegranate flavor is delicious and goes down smoothly.



CARLEY

ACURE ROSEHIP OIL

My skin freaks out in the winter. Combination skin is always tricky, but in a dry, cold Wisconsin winter it gets ROUGH. I am frankly blown away by how well it works for my particular brand of problem skin. It keeps my skin moisturized and soft without being too oily and overloading my skin. It's also reasonably priced and lasts me almost the entire winter season. I don't know what magic is involved, but I'm cool with it.



AMANDA

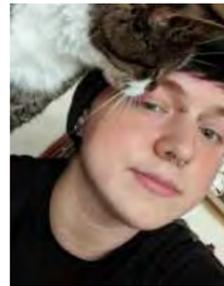
BANZA PASTA

I LOVE PASTA! But we are trying to eat less wheat, so I tried this pasta as it is made from chickpeas. It is a fantastic product and it pairs well with what ever sauce I throw on it.



CHEESE NIBLET BIN

I was not an adventurous cheese-eater before. But with the niblet bin, I can try different small pieces of cheese. I guess you could say it has really broken me out of my cheese shell!



NOAH

NATALIE'S ORCHID ISLAND JUICE ORANGE JUICE

This is my favorite orange juice. It's as good as fresh-squeezed for a fraction of the price! Try it out; you'll be impressed.



BEN

MATT'S CHOCOLATE CHIP COOKIES

These have been my favorite cookies since I was a kid! I love that they are soft-baked which is rare for a store-bought cookie. Made without anything artificial, they have quality ingredients like vanilla, date paste, eggs, and of course chocolate chips. They aren't in every grocery store and I'm so glad the Co-op carries them.



ABIGAIL

PRO BAR BOLT ORGANIC RASPBERRY ENERGY CHEWS

I tried these at first because I needed an energy (read: caffeine) boost before the gym but wasn't feeling any of the drink options we carry. Before I knew it, I was buying them EVERY DAY, even if I wasn't going to the gym. There are two servings in a pack. I try to split up the servings, but sometimes I end up eating both! The raspberry flavor contains 20 mg caffeine per serving from yerba mate along with other really helpful boosters like electrolytes and vitamin b12. Perfect gummy pick-me-up!





PHILIP

Olden Organics Sweet Potato Hash

Olden Organics Sweet Potato Hash will make a simple yet delicious addition to your lunch or evening meal. I typically take two tubs of hash, one tub of their mirepoix mix and combine in a cake pan with olive oil, salt, and pepper. Cook for 15 minutes at 400°F. Stir and cook for an additional 15 minutes. If you're feeling on the adventurous side, throw in some shredded chicken. This will make enough so you have leftovers for a few days. A simple dish for meal preppers!



KELLY

Quorn Meatless ChiQin Patties

These Quorn Patties are easy to make and taste great alone or as a sandwich. I can just pop them in the toaster oven and they're done in 20 minutes. My kids love them with honey, and I love to make them into a sandwich. Good source of protein and soy-free.



JESS

Aura Cacia Chamomile Bubble Bath

It smells so good! I use a cap-full in the bathtub for my two little boys. It is a great relaxing smell all year round, and the bubbles last for the whole bath!



MEGHAN

Oatly Full-Fat Oat Milk

Are you looking for an alternative milk that is creamy and tastes good? Look no further than Oatly's Full-Fat Oat Milk! The flavor isn't too strong, it tastes great in a glass by itself or in a bowl of cereal, and it's so creamy that it can *almost* replace half and half in your coffee. If you're cooking with it, it thickens nicely and doesn't get gummy like some oat milks can. Plus, the box is always entertaining to read. Try it today; I don't think you'll be disappointed!



NICK

Rushing Waters Lemon Dill Smoked Salmon

I like everything by Rushing Waters, but this is my favorite item they make. The smoked salmon portions are super versatile. Flake them and add them to an omelet, on top of a bagel, or mix with cream cheese for a dip or spread, or reheat them for a quick dinner option.

Wisconsin Meadows Grass-Fed Beef Short Ribs

Beef short ribs are the ultimate braising cut, and these 100% grass-fed ones are the best. Prepare them much the same as you would a pot roast, low-and-slow in the oven or crock-pot with stock, red wine, herbs and root vegetables. Your house never smelled so good!



LAURA

Paqui Jalapeño Tropical Chips

My favorite when I need an all-natural Dorito-esque chip fix. These chips are packed with flavor: a tinge of sweetness from the pineapple and a subtle kick of jalapeño. MMMMM!!!



Saffron Road Chicken Tikka Masala

You know how in most frozen dinners with meat, you get maybe two or three pieces? Saffron Road's dinners are NOT one of those! In every dinner I've had, there has been an ample portion of meat. Plus, they are downright delicious and you can't go wrong with Chicken Tikka Masala!



Garden of Life Vegan D3 Spray

This is a super yummy and cost-effective way to get your daily dose of D3! Just one squirt gets you 1,000 iu for 125 servings per bottle! Double or triple the dose as you wish. The D3 is sourced from lichen instead of wool and is sweetened with stevia making this a low-sugar vegan treat. Pro tip: squirt this and Garden of Life's Vegan B-12 into your mouth at the same time...it tastes like cheesecake!



ANGELICA

Perfect Bar Dark Chocolate Almond Bar

These delicious protein bars sustain me the best of all our granola bars and protein snacks. I try to move on to other products, but I can't help coming back and buying these by the case, because I need them in my life. The flavor is sweet and complex and the texture makes it feel like a dessert bar. In addition to being tasty, they are full of superfoods and nutrients! I make sure to pull them out of the fridge a while before eating, so that the chocolate gets a little gooey. Actually perfect!



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.

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Field Roast Mini Corn Dogs

Super easy to make and great for school lunches. It uses Field Roast's Plant-Based Frankfurter which is very good on its own also.



EVAN



Josie's Organic Chopped Salad Kits All Varieties

These kits are always good to have handy! So delicious and flavorful with their bevy of ingredients that they could almost be a whole meal on their own. I feel if I were to try and recreate these salads by hand, I'd spend too much money and a lot of the ingredients would go to waste. Such a time-saver, too.



JESSE



Willy Street Co-op Fudgy Flourless Brownies

Crisp, crunchy top, rich fudgy chocolate middle. They are my favorite brownies in town! And they are gluten-free! Available at East and West only.

PIPER



Willy Street Co-op Ranchero Salad

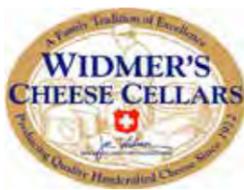
Piquant and super fresh tasting salad! Full to bursting with delicious ingredients, I can't seem to eat it slowly enough to savor.

KJERSTIN



Widmer's Brick Cheese Cold Pack Spread

I wish I was lying when I said I buy one of these a week.. Nostalgically it reminds me of cheese wiz.. but if it was made by the best chefs and made out of actual cheese. FUN FACT: Brick cheese originated in Wisconsin in 1877! I love it on crackers, smeared on a burger bun, or honestly licked off my finger! Available at East and North only.



HALLIE



Organic Leeks

These anti-inflammatory suckers add a delicate onion flavor and make food look so pretty. Thinly slice and sprinkle over whatever dish you're cooking, and you'll look like a fancy pants chef.

Decomposition Eco-Friendly Notebooks

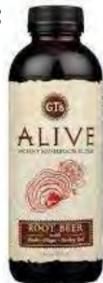
So many designs to choose from: fun and quirky to serene and beautiful. I use the larger notebooks for working on projects and take a small pocket-sized one with me to capture ideas on the go. Which design is your favorite?

MOURNING DOVE



GT's Alive Ancient Mushroom Elixir Root Beer

I love root beer, and I love the idea of putting it together with the power of Reishi, Chaga and Turkey Tail mushrooms! One bottle packs a punch of 180 mg of Vitamin C, and tastes DELICIOUS. I love the earthy flavor.



LEAH



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!



LACEY

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