

willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 46 • ISSUE 7 • JULY 2019



STORES CLOSING EARLY THURSDAY, JULY 4 AT 7:30PM IN OBSERVANCE OF INDEPENDENCE DAY

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PUBLISHED MONTHLY BY WILLY STREET CO-OP

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

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

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: l.wermcrantz@willystreet.coop

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

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

East Juice Bar: 7:30am-6:00pm; West Juice Bar: M-F: 7:30am-7:00pm

& Sat-Sun: 7:30am-6:00pm; North Juice Bar: 7:30am-7:00pm

Deli: 7:30am to 9:00pm

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

**WILLY STREET CO-OP
MISSION STATEMENT**

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

**WILLY STREET CO-OP
BOARD OF DIRECTORS**

Jeannine Bindl, President
Meghan Gauger, Vice President
Patricia Butler
Brian Anderson
Ann Hoyt
Stephanie Ricketts
Trevor Bynoe
Michael Chronister
Dan Ramos Haaz

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

**BOARD MEETING
SCHEDULE**

Annual Meeting & Party, July 11
Tuesday, August 16
Tuesday, September 20,
Tuesday, October 18
Tuesday, November 22
December: TBD
Tuesday, January 17

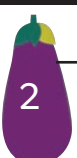
As always, Board meetings are held at the Central Office beginning at 6:30pm (unless otherwise noted). Dates are subject to change. Please see www.willystreet.coop/events/board-of-directors to confirm.

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STORES CLOSING EARLY

THURSDAY, JULY 4 AT 7:30PM IN OBSERVANCE OF INDEPENDENCE DAY



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!

CAKE WRITING

Q: *Hi! I'd like to request that the Co-op bakers again be trained in cake-writing so that service can again be offered along with the wonderful cakes. The Co-op is one of the only, if not is the only, Madison area place to get a vegan sheet cake. People generally order a sheet cake for a special occasion for which they want a cake with writing on it. I ordered one there in February and had to cart the cake to another vegan baker to have writing put on it before getting the cake to the party. At least it was February so the cake was able to stay cool, but it was all really inconvenient. It's great that the ingredients in the vegan cake frosting from the Co-op are natural, but that means the frosting can begin to melt at room temperature. I want to get a birthday sheet cake there in July this year, but I have nowhere to refrigerate it if I get it the day before as it's too big for our refrigerator, so I will have to rush it to the other vegan baker again to get writing put on, then get it from the east side to the party in Middleton, hoping it won't melt!! If I could get the writing done at by the Co-op, as it states online is available at no extra cost, it would be so simple to just pick the cake up at the west-side Co-op, and then take it directly to the party at the Middleton Nitty Gritty. Please, please, please start offering this service again ASAP so people can get writing on the special occasion cakes they order from the Co-op! Thank you.*

A: Thank you for taking the time to reach out about writing on cakes. My name is Jamie Acocks and I am the Production Kitchen Director where our from-scratch bakery is housed.

I chose to discontinue writing on cakes as we simply do not get enough orders to keep our cake-writing skills sharp (maybe 4 to 10 cakes per year). For now, we feel that it is in the best interest of our customer to be able to offer a stellar product (our vegan cakes are among our best selling items). To be honest, our cake writing wasn't going to fit into the category of stellar with so few orders. Regarding the melty nature of the vegan frostings, we wish we could have it both ways too. If you find it helpful we

would be happy to deliver to the Nitty Gritty in Middleton with a chilled vegan sheet cake. We offer delivery in the area for \$19.99. Cakes can be picked up at any one of our three retail stores free of charge. Thank you again for taking time to write to us. Sincerely, Jamie Acocks, Production Kitchen Director

WHAT IS CHIP?

Q: *Message: A thought occurred to me the other day when I was shopping at Willy St. West. I was asked if I wanted to CHIP. I realized "I can't even remember what the CHIP program is about"...and I said 'no' because I was in a hurry to pick up my kids. I'm wondering: do you have signage next to the registers defining CHIP and the ways the community benefits when people say YES? Could the cashiers point to it when they ask if someone would like to CHIP? Could it be formatted in a way that's easy to digest in about 3-5 seconds? I personally would be more inclined to reply 'yes' when reminded of the great purpose behind the program. Thanks!*

A: Thanks for your question/suggestion! We don't currently have a sign at registers (I'll follow up with our front end managers to see if they'd like one), there are a few other ways we communicate about CHIP:

- we have CHIP brochures at the Customer Service desk and one is included with each new Owner packet
- we've also been fortunate to have Community Shares of Wisconsin come to our Annual Meeting & Party the last eight years and talk to Owners about what CHIP is and does.
- sometimes Community Shares member-organizations table outside the Co-op
- there's a large Community Shares ad in each newsletter talking about a few recent accomplishments of member-orgs and thanking those who CHIP, which helps fund that work
- one or two times each year Community Shares will write a longer newsletter article
- on social media we've been highlighting different member-orgs, usually one or two each week

Community Shares member-orgs do a lot a great work, and we appreciate your idea to help get the word out about it even more! Have a nice rest of your week. -Brendon Smith, Communications Director

SHOPPING CART PARKING

Q: *What would you think about creating shopping cart "parking" in various places in the store to create a space where lots of carts can be "parked" while one is shopping that area? When busy and shoppers are pushing a cart making the floor*

space. They take up now 3x larger, it feels more congested than it could if thoughtful placement of carts in centralized locations around the store were an option.

A: Thank you for your creative suggestion to the cart congestion in the store! At this time, we won't be creating shopping cart "parking" in the store as it would most likely require dedicated floor space that we just don't have with our current layout. We are happy that so many customers come to the Co-op to do their shopping, but we also now that can make it challenging to navigate the store! I appreciate your patience. -Kristin Esselstrom, Store Director-East

HOT BAR VEGAN PRODUCTS

Q: *When I saw your huge yummy-looking selection of vegan products at the hot bar today (pizza, Shepard's pie, green bean casserole, corn dogs, mac-n-cheese), I couldn't help but buy a bit of all of it and have lunch. Thanks!*

A: Thank you for taking the time to write in and share your experience! We are so happy that you were able to enjoy so many dishes at the hot bar! I shared your customer comment the Willy East Deli Manager, Production Kitchen and with our staff. I am a huge fan of the new Shepherd's Pie also, and am excited to see more vegan items on the hot bar. Have a beautiful day! -Amanda Ikens, Owner Resources Coordinator-East

PLASTIC VS. CARTONS

Q: *I buy Organic Valley 2% milk and always try to avoid plastic. You used to have the 1/2 gallon milk in cartons, but now whole and 2% only come in plastic unless lactose-free or grassmilk. I've seen other stores still carry 1/2 gallons in carton.*

A: Thanks for your suggestion. Long story short, we don't have a choice of packaging for the half gallons of Organic Valley milk. All the paper cartons, with the exception of the Grass-Fed line, of Organic Valley are ultra-pasteurized and the new plastic containers are the traditionally pasteurized milk the Co-op has always carried.

In partnership with another dairy and joint ownership of a new production facility, Organic Valley decided to produce only the traditionally pasteurized milk in the plastic containers you and others have expressed concern with. We knew from day one that Co-op Owners would be upset with this change and we have expressed those concerns to Organic Valley as frequently as we get them. Organic Valley has promoted the increased recyclability of the plastic in more municipalities versus the paper cartons. I hope that helps explain what is going on. Please feel free to contact me if you have any questions. Cooperatively, Matt Hofstede, Grocery East

DOWN WITH MUSAK

Q: *I hate the Musak! If you can't find something else, please stop or limit it. Please!!*

A: I received your customer comment regarding the music selection at East. I'd like to start by saying that I appreciate that you took the time to give us your feedback on your experience in the store and second, I am sorry to hear that it was unpleasant. Our goal when providing background music at our stores is that it can provide a positive, comfortable and interesting shopping atmosphere. That said, the background music is intended for just that reason: to stay in the background. We understand that no matter what music is on, there may be opposing opinions on preferences and quality. We do have multiple channels that we can choose from our service provider and generally we try to choose channels that hit our demographic. If you'd like to see the schedule we have for our current rotation, I'd be happy to share. We are also glad to take feedback in the moment about particular songs that may be offensive for any given reason. Please feel free to reach out to Customer Service or a Manager on Duty if you're in the store and have concerns! Best wishes, Katherine Kornely, Assistant Store Director-East

OWN MUG DISCOUNT

Q: *If we purchase coffee in our own mug, why are we being charged for a cup that we are not purchasing?*

A: Thanks for writing in. I checked in with the Front End Manager and asked her about your comment. She showed me a receipt and explain that you are not being charged for a cup; you are just charged for the coffee. You should be receiving a deduction of 15¢ for using your own mug. If you are not, please let the cashier know that you are using your own mug. I hope that helps. Have a beautiful day! -Amanda Ikens, Owner Resources Coordinator-East

COMPOSTING AT THE CO-OP

Q: *I'm often full of excuses for not making use of the compost pail in the Commons, so what happens to discarded food left on plates etc. and cycled through the dish bin? Does it get added to the compost heap?*

A: Thanks for your question! Unfortunately, much of the food that comes back in the bus bins is not compostable because it contains dairy, oil, meat, fat and other things that simply can't be composted. For this reason we throw all bus bin waste into the trash.

Of course we compost most of our other waste from the kitchen that we can verify is 100% compostable. Vegetable waste, grain waste, egg shells, etc. are all composted every day. Thanks! -Dustin Skelley, Deli Manager-East

GENERAL MANAGER'S REPORT

New Fiscal Year Budgets; Board Election; and More!



by Anya Firszt, General Manager

Happy new fiscal year! Our fiscal year runs July to June, so welcome to the new fiscal year.

BUDGETS

We start this new fiscal year with an operating and capital

expenditure budget that the Board approved at their June Board meeting. The operations budget reflects the amount of sales we need to pay for anticipated expenses (primarily product costs and wages), as well as enough cash to pay our Owner Bonds and invest back into our stores through capital improvements.

Let me also give you a few highlights from last fiscal year. Sales were above budget, we made our first three-year bond repayment to Owners for the Willy North project; we successfully completed an expansion and remodel at Willy West; we hired a new HR Director and IT Director; we implemented a register receipt survey program; and we were awarded the Better Business Bureau Torch Award for Ethics. Come to the Annual Meeting to hear more about the last fiscal year and the year to come.

This year we celebrate our 45th year in business. Our growth in the last 20 years in particular has been extraordinary; sales are budgeted to be 15 times greater in this fiscal year than they were when we first relocated to 1221 Williamson Street in 1999. In that same amount of time, the number of employees is ten times greater, our Ownership is eight times greater, and the number of sites we operate is five times greater than in 1999.

As we become a bigger and more successful Co-op, we continue to make improvements to be

economically sustainable. We need to find ways to balance greater efficiency with maximal flexibility, while at the same time maintaining our original values. It is, as always, a work in progress.

NO 2019 BOARD OF DIRECTOR ELECTION

In the July *Reader*, I would usually encourage you to review the Board candidate statements and cast a ballot for our Board of Directors. That said, it's been decades since we had a contested Board election, and it has happened once again.

This year, we have three open seats and three candidates who met the criteria established by the Board of Directors, therefore it was decided not to hold an election as there is no legal obligation to do so and we can save significant time and money. The Board candidate statements are included in this issue of the *Reader*, and each candidate is still invited to address the Ownership at the upcoming Annual Meeting & Party, on Thursday, July 11. The candidates will be officially seated as part of the Special Membership meeting on Tuesday, July 16.

\$5 DINNER

The \$5 Dinner this month is scheduled for July 18 at Willy North from 4:00-8:00pm!

We are featuring La Tameria meat and vegetarian tamales (chicken or spinach) along with tortilla chips, slaw, and a cookie, which is also made without gluten! Our vegan option is enchilada pie, tortilla chips, slaw and a cookie. Something to satisfy everyone. Eat or carry out.

SPECIAL STORE HOURS IN THE COMING FEW MONTHS

- Thursday, July 4, Independence Day: stores close at 7:30pm
- Thursday, July 11, Annual Meeting & Party: regular hours
- Saturday, August 17, annual staff picnic: stores close at 6:00pm

BOARD REPORT

Annual Meeting & Party; Board Election; and More!



by Jeannine Bindl, Board President

Summer in Wisconsin is a time of abundance: abundance of warm weather, festivals, outdoor activities, (mosquitos), and locally grown produce. Cheers to summer and filling up on its abundance!

ANNUAL MEETING & PARTY

July marks the beginning of a new fiscal year for the Co-op and the Co-op's Annual Meeting and Party. This year the annual meeting will fall on July 11 and will take place just a few blocks from our eastside store at McPike Park. The festivities start at 4:00pm with the Annual Meeting starting at 5:30pm.

BOARD ELECTIONS

In this *Reader* you will find the candidate statements and photos for Owners who are running for your Board of Directors. A huge thank you and congratulations to these Owners for representing the Co-op. Our new Board will be seated on July 16, 2019.

July 1 usually marks the first day to vote for your Board of Directors. This year we have three open seats and three candidates running for the Board. We will not have an election for the Board of Directors this year because it would be an uncontested

election. We have decided instead to reinvest the labor and expense costs of an election back into the Co-op.

LOW TURNOUT OF BOARD CANDIDATES

Your Board has already started to dig into this uncharacteristically low turnout of Board candidates. In the coming months we will be reporting our findings and what we will be doing to increase candidate turnout next year. As always, if you have questions about this or any other governance issue, please email us. To reach board members only, email us at board@willystreet.coop; to reach our General Manager, many of the General Management Team, and your Board, email us at allboard@willystreet.coop.

At our June Board meeting we reviewed and approved the budget for the upcoming fiscal year, FY20. We also reviewed three C policies, our self evaluation or Board Process policies, and received an update from National Cooperative Grocers on grocery market trends. There were a few other things on the agenda; once approved, meeting minutes are available on our website!

We hope to see you at our Annual Meeting and Party. Your Board members will be at the annual meeting, the info desk, and walking around enjoying the party with you. Please come say hi, take a picture with us, or just wave from the ice cream line. We are eager to share in the abundance of summer with you.

MEET YOUR NEW BOARD MEMBERS!



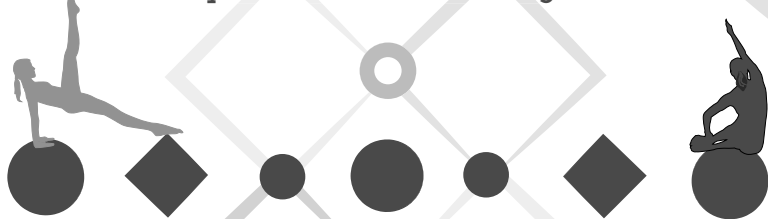
GIGI GODWIN

1. Why do you believe Owners should choose you to represent them?

Since last September, I have attended eight Willy Street Co-op Board of Directors meetings as a Guest Owner. Over those many months, I have developed a keen understanding of the energy and effort needed in order to serve on the Board. My dedication as a future Director includes being prepared for, and attending, meetings; writing for *The Reader*; belonging to at least one Co-op Committee; and tabling at special events. I eagerly await the opportunity to engage in meaningful and thoughtful conversation with my fellow Directors in

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order to make well-informed decisions regarding Co-op Policy Governance. Time to brush up on Robert's Rules of Order!

2. What skills and experience do you bring to the position of Board Director?

In 2017 and 2019, I had the privilege of serving on the Co-op's Access Discount Program Committee. This program provides Owners who have financial need a 10% discount on their groceries and other items. This past term, the Committee increased the number of qualifiers to ensure that even more people receive the Access Discount. In May 2019, I participated in FairShare CSA Coalition's Food Access Committee. Our group brainstormed on expanding the framework of FairShare's Partner Shares Program (PSP), which helps individuals/households with financial assistance (50%/up to \$300) to purchase Community Supported Agriculture produce shares from farms that support PSP. Finally, last July, I was interviewed for the August 2018 Reader cover story: "Shopping on a Tight Budget: An Owner Shares Her Story." I discussed using the Co-op's Access Discount Program, Double Dollars vouchers for produce purchases, in-store coupons, buying in bulk, and more. You can read the article here: <https://www.willystreetcoop/august-2018/shopping-on-a-tight-budget-an-owner-shares-her-story>.

3. WSGC is founded on the seven International Cooperative Principles. Please choose one of the principles and describe how you think the Board can encourage and foster that in our cooperative.

When it comes up in conversation that a person isn't an Owner of Willy Street Co-op, I have asked "why?". And the reply I most often get is this: "I don't think that I make enough money to shop at the Co-op." In order for people to feel accepted and welcome at the Co-op regardless of their economic status, I would encourage the Board to expand on Cooperative Principle #1 (Voluntary Open Ownership) to include: "Open to all without income discrimination." Through the Board's continued community outreach, we can spread the word that fresh, healthy, delicious, seasonal, organic, locally grown/produced food is available for all at the Co-op.



ANN HOYT

"Local, national and international cooperative experience, competent, informed, connected, innovative, dedicated."

1. Why do you believe Owners should choose you to represent them?

As one of your directors I will work to ensure the cooperative works to discover how we can best serve all members' needs in an equitable and inclusive way. I will also work to ensure the financial stability and competitive sustainability of the cooperative; local cooperative ownership; continuing innovation in services; and effective community outreach.

2. What skills and experience do you bring to the position of Board Director?

I have served as an Interim Director of the Board since last November. With extensive governance, cooperative, finance and research experience, I look forward to continue serving our members in our increasingly competitive environment. I am a retired University of Wisconsin professor where I was a Consumer Cooperative Specialist for UW Extension and taught Retail Financial Analysis in the Department of Consumer Science. As part of my work, I directed the annual Consumer Cooperative Management Association (the U.S. food cooperatives' national conference) for 25 years. I have trained several thousand cooperative and non-profit directors and managers throughout the country and am well-versed in the Policy Governance model practiced by your Board. I served on the board of the UW Credit Union for 21 years, nine years as chair, and am currently the Board Chair of Group Health Cooperative in Madison. Currently I am a Senior Consultant with the Overseas Cooperative Development Council in Washington, D.C. and an Ombudsperson at UW-Madison.

3. WSGC is founded on the seven International Cooperative Principles. Please choose one of the principles and describe how you think the Board can encourage and foster that in our cooperative.

The 6th Cooperative Principle, "Cooperation among Cooperatives", states that cooperatives best serve their members and strengthen the cooperative movement by working together. Currently, through their national trade association, US consumer, worker, producer and purchasing cooperatives, are working together on an ambitious goal. Inspired by Principle 6, they are focused on using the cooperative business model to foster a more equitable and inclusive global economy. Our Board can encourage co-op staff and members to join this effort. We can continue to be leaders in establishing strong connections throughout the local cooperative and non-profit communities. We can encourage organizations and their members to participate in international cooperative development efforts. As cooperatives, we can work together to pool our resources and our members in an effort to increase equity in access to food, housing, health care, transportation and financial security for everyone who lives and works here.



SARAH LARSON

"I am committed to building a stronger community and stronger Co-op and promise to make sure all stakeholders have input and to represent the membership/owners with integrity. Willy Street Co-Op is a strong, successful, values-based business and I would like to do my part to help it remain so."

1. Why do you believe Owners should choose you to represent them?

I am passionate about what makes a co-op unique from the membership structure, to the governance structure, to how it engages and gives back to not only its internal community (employees and members) but the community at large. Co-op's have been an important part of my life: I worked the front end at People's Co-Op during college and have worked with buyers in co-ops across the nation. I would love the opportunity to contribute to the overall governance and success of the Willy Street Co-op by serving on the Board.

2. What skills and experience do you bring to the position of Board Director?

I am driven by food in all aspects of my life: from my career, to my hobbies: cooking and volunteering, to my derby name: Gouda Riddance. I have been a Sales Manager for teraswhey? and Tribe 9 Foods giving me key natural and specialty food industry knowledge. I have previous board experience through Slow Money Wisconsin (and others) and I most recently served on the City of Madison Public Market Development Committee. I am an active member of volunteer, member-run, Madison Roller Derby where I am starting my third year as our league Treasurer. I currently work at the Food Finance Institute where our mission is to help every food and farm business reach profitability. My food industry expertise, business experience, financial acumen, and familiarity with member-based organizations will allow me to proactively contribute to the ongoing work of keeping the Co-op profitable and relevant to its members, employees, and its community.

3. WSGC is founded on the seven International Cooperative Principles. Please choose one of the principles and describe how you think the Board can encourage and foster that in our cooperative.

The Co-op enacts Co-op principle 7-Concern for Community through programs like \$5 Community Meals, the Community Reinvestment Fund, and the Retail Ready lab. As the co-op embraces a profitable year (in all stores) and prioritizes improving current operations and efficiencies (over expansion) the opportunity is ripe to ask key questions of membership, regarding P7. What does being a "cornerstone of a vibrant community" mean to our members now and across all locations? If a key to the co-op mission is supporting local and organic producers is there more we can do for this community and does that look different across stores? What does showing concern for community mean to members today and what would that impact look like in 5 years, in 10 years? Are there collective (across all location) priorities and differing individual store priorities? If this data and strategy already exists, how do we do more (Are there community partnerships that could increase our impact?), engage more members, and better tell our story?

STORES CLOSING EARLY

THURSDAY, JULY 4 AT 7:30PM IN OBSERVANCE OF INDEPENDENCE DAY

Living Colors

Flowering Annuals
Herbs & Vegetables
Seeds-Soil-Mulches
Planters & more



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ACCREDITED
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Community Room Class Calendar

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

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



COOKING

COOKING WITH CHEF PAUL: PASTA FROM SCRATCH

Location: Willy West Community Room
Thursday, July 18, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul and roll up your sleeves to learn how to make farfalle and angel hair pasta; 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.

SIX SPICES: INDIAN SUMMER COOKING

Location: Willy East Community Room

Monday, July 22, 6:00pm-8:30pm

Ages: 13 and older; adult supervision required
Instructor: Neeta Saluja
Fee: \$20 for Owners; \$30 for non-owners

Join Chef Neeta Saluja to learn to prepare a delicious meal that's perfect for the summertime! On the menu: Mint Chicken marinated with Indian spices, mint and sour cream, cooked in the oven and served hot; a vegetarian burger prepared with mashed potatoes, vegetables, fresh cilantro, ginger and Indian spices; and Sweet Mango Lassi, mangos blended with plain yogurt and sugar and lots of ice. Gluten-free.

COOKING WITH CHEF PAUL: DELICIOUS VEGAN DISHES

Location: Willy East Community Room

Thursday, August 8, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul for a delicious plant-based meal. Paul will explore a different way to embrace the vegan diet. On the menu: Turmeric Coconut Rice; Soy Miso-Glazed Tofu with Steamed Root Vegetables; nutty dips with crudites; and Lemony Couscous Salad with Herbs. Vegan.

COOKING WITH CHEF PAUL: SUSHI, ANYONE?

Location: Willy West Community Room

Thursday, August 22, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

The foundation of sushi is the rice. Join Chef Paul to learn to prepare well-



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LEARN ABOUT AND REGISTER FOR FOODSHARE LOCATION: LAKEVIEW LIBRARY

Location: Willy North

Thursday, August 1, 10:00am-2:00pm

Location: East Community Room

Thursday, July 18, 9:00am-1:00pm

Thursday, August 15, 9:00am-1:00pm

Location: Willy West Community Room

Friday, July 12, 9:00am-12:00pm

Friday, August, 9, 9:00am-12:00pm

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

STORES CLOSING EARLY

Thursday, July 4 at 7:30pm in observance of
Independence Day.

balanced sushi rice. The basic sushi rolls—maki, nigiri and chirash—will be introduced and shared. The essential condiment for sushi rolls, pickled ginger, will also be prepared and tasted.

SIX SPICES: SIMPLE AND QUICK CURRY AT HOME

Location: Willy West Community Room
 Monday, August 26, 6:00pm–8:30pm
 Ages: 13 and older; adult supervision required
 Instructor: Neeta Saluja
 Fee: \$20 for Owners; \$30 for non-owners

Join Chef Neeta Saluja to learn how to make a simple and quick curried chicken dish with peanut sauce. The curry will be served with delicious and flavorful rice pilaf cooked with peas, cashew nuts, raisins and Indian whole spices and accompanied by cabbage and tomato salad seasoned with fresh curry leaves, mustard seeds and dried red chilies.



LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy East Community Room
 Thursday, July 25, 6:00pm–8:00pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Paul Tseng

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

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



COOKING TOGETHER: FLAVORS OF HAWAII

Location: Willy West Community Room
 Friday, July 19, 5:30pm–6:45pm
 Ages: 5 and older; registration for adults and kids required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this cooking class for families to learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare Chef Lily's take on a meal inspired by the flavors of the Hawaiian Islands—tropical fruits, sugar cane, taro, fried rice and even shaved ice will be explored. Vegetarian and nut-free.

COOKING TOGETHER: FLAVORS OF THE MEDITERRANEAN

Location: Willy East Community Room
 Friday, August 9, 5:30pm–6:45pm
 Ages: 5 and older; registration for adults and kids required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for families. Learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare Chef Lily's take on a marvelous meal inspired by the flavors of the Mediterranean—lemons, herbs, olive oil, figs and feta cheese will be explored. Vegetarian and nut-free.

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy East Community Room
 Wednesday, July 17, 2:15pm–5:30pm
 Wednesday, August 7, 2:15pm–5:30pm
 Location: Willy West Community Room
 Tuesday, July 30, 2:15pm–5:30pm
 Tuesday, August 20, 2:15pm–5:30pm

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

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



SUMMER HERBAL MEDICINE/WILD EDIBLE WALK

Location: Lakeview Library and Warner Park
 Thursday, August 8, 5:30pm–7:30pm
 Ages: 8 and older; adult supervision required
 Instructor: Linda Conroy

Fee: Free; please register through Lakeview Library

Join herbalist and forager Linda Conroy to explore the wild plants that grow around us. We will learn about common and uncommon wild plants that can be used for food and medicine. Identification techniques, as well as ways to prepare plants for optimal nutrition and healing will be discussed. Dress appropriately for the weather and wear comfortable walking shoes. Meet at Lakeview Library; the tour leaves promptly at 5:30pm.



KIDS IN THE KITCHEN: CAMPFIRE COOKING!

Location: Willy East Community Room
 Tuesday, July 9, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required

Location: Willy West Community Room

Tuesday, July 23, 4:30pm–5:30pm

Ages: 9–12 years old; adult supervision not required

Instructor: Lily Kilfoy

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

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Summertime is in full swing, and that means camping and making meals in the great outdoors, including pizza pockets, pudgy pies, s'mores galore and much more. In this class, participants will make multiple recipes that can be recreated around the campfire. Vegetarian.

KIDS IN THE KITCHEN: FROSTY FAVORITES!

Location: Willy West Community Room

Friday, July 12, 4:30pm–5:30pm

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

Location: Willy East Community Room

Friday, July 26, 4:30pm–5:30pm

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

Instructor: Lily Kilfoy

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

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. The weather is hot, and there is nothing better than an ice cold treat to cool things down—shakes, fruit sorbets, ice cream sandwiches and more! In this class, participants will make multiple fun, frosty favorites. Vegetarian and nut-free.

KIDS IN THE KITCHEN: SMOOTHIES AND WRAPS!

Location: Willy West Community Room

Friday, August 2, 4:30pm–5:30pm

Ages: 9–12 years old; adult supervision not required

Location: Willy East Community Room

Friday, August 16, 4:30pm–5:30pm

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

Instructor: Lily Kilfoy

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

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Two tasty topics will tantalize your taste buds. Fruits, juices, yogurt, seeds and even veggies will find their way into these smoothies. Tortillas will be used to wrap fantastic fillings. Participants will work in cooperation to create scrumptious smoothies and wonderful wraps. Vegetarian and nut-free.



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KIDS IN THE KITCHEN: SENSATIONAL SUSHI!

Location: Willy West Community Room

Tuesday, August 13, 4:30pm–5:30pm

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

Location: Willy East Community Room

Tuesday, August 20, 4:30pm–5:30pm

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

Instructor: Lily Kilfoy

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

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Did you know that sushi means rice and not fish? Learn this, plus a whole lot more in this class. Participants will work together to prepare a variety of delicious fillings, and create their very own sushi rolls using sticky rice, nori, and a traditional bamboo sushi mat. Vegetarian and nut-free.



FOOD-BASED CLEANSING

Location: Lakeview Library

Tuesday, July 16, 6:00pm–7:00pm

Location: Willy West Community Room

Thursday, September 19, 6:00pm–7:00pm

Ages: Any; adult supervision required

Fee: Free; registration required

This program is an introduction to the food-based cleansing process. Join Katy Wallace, Traditional Naturopath of Human Nature, LLC, to learn ways to assist the body's major elimination and toxin-removing organs (liver, kidneys, and digestive tract) with food and herbs that allow for internal cleansing. Gluten-free and grain-free. To register for classes at Lakeview Library, please visit www.madisonpubliclibrary.org/events or calling 608-246-4547.

HEALTH BENEFITS OF MEAT

Location: Willy East Community Room

Thursday, August 22, 6:00pm–7:00pm

Ages: Any; adult supervision required

Instructor: Katy Wallace

Fee: Free; registration required

Various animal meats (fish, poultry, meat) have different nutritional qualities. Katy Wallace, Traditional Naturopath of Human Nature LLC, will discuss their benefits and present techniques for helping to improve digestion of animal proteins. She will discuss how meats can help lower inflammation and risk of disease, and also discuss the types of animal-farming operations that contribute to a healthy and sustainable environment. Gluten-free or grain-free.

PRODUCT NEWS

Product Selection Philosophy Update



by Megan Minnick,
Purchasing Director

As the Purchasing Director, one of my most foundational duties is to oversee our Product Selection Philosophy. This is the document that outlines, in very broad strokes, our approach to deciding which products we do (and don't) carry.

Since the opening of Willy North, with its new vision of what a “co-op” product mix can and should be, we have had to think long and hard about how we choose the products we sell. I recently undertook a rewrite of the Product Selection Philosophy to illustrate where all of that thinking has brought us.

As I was drafting this new document, I looked for inspiration from similar documents published by other grocery co-ops across the country. What stood out to me the most was just how unique we are. Most other co-ops and natural food stores have a product philosophy that highlights what they exclude from their shelves almost as much as what they include. Many have lists of banned ingredients, items they refuse to sell, and vendors they refuse to purchase product from.

Rather than take an exclusive tack, we have chosen to be intentionally inclusive in what we choose to carry. Yes, we carry a vast array of the highest quality local, organic, Fair Trade and artisan products, but we are not exclusive. As a consumer-owned grocery co-op, ultimately we carry what you, our Owners, wish to purchase, and as Co-op Ownership is inclusive of everyone, our product mix is inclusive to what our diverse community of Owners wishes to purchase from their Co-op.

So, without further ado, here is our new Product Selection Philosophy:

WILLY STREET CO-OP PRODUCT SELECTION PHILOSOPHY

As a neighborhood-based, consumer-owned grocery cooperative, Willy Street Co-op is committed to carrying a wide selection of products that meet the changing needs of our growing community of Owners.

We use the following guide-

lines as we choose the products for our stores:

- Preferring local, organic, natural, sustainable, fairly traded, and humane products that contribute to healthy, just, tolerant and viable communities.
- Providing fairly priced, convenient, and culturally appropriate products to support accessibility for all in our community.
- When available, preferring products with limited packaging or packaging that is recyclable, compostable, and ecologically mindful.
- Fostering supportive and transparent relationships with small, local, and cooperatively-operated farms and businesses that share our commitment to operate in ethical and environmentally sustainable ways.
- Preferring products that provide our customers with transparency in sourcing, supply chain, and suppliers' business practices.
- Being sensitive to issues of cultural appropriation, and avoiding products that contain imagery or messaging that is harmful or exploitative.

We recognize that there is an inherent and at times uncomfortable tension between some of these guidelines. For example, products that are organic, fairly traded, humane, and environmentally sustainable are not always within the financial reach of some of our Owners and community members, even at fair prices; some items that are culturally appropriate for some Owners may not fall within the organic/natural guideline; and some items that some Owners value for their convenience may not have packaging that is ecologically mindful. We have chosen to lean into this tension and find a balance that is constantly evolving as our Ownership and food system grows and changes.

Because we are committed to the cooperative principle of democratic owner control, and because we want our stores to be places that welcome all members of our community, we interpret the above guidelines in an inclusive rather than exclusive manner. We include as many products as possible that meet the above guidelines, but we are not limited by the guidelines—we also provide products simply to meet our Owners' diverse needs and tastes as requested. However, with the exception of items removed per our boycott policy, we do not exclude or remove products from our shelves based on individual Owner desires to limit the choices available for others.

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PREPARED FOODS NEWS

What's New in Prepared Foods: Projects & Goals



by
Patrick Schroeder,
Prepared Foods
Category
Manager

As we approach mid-summer, we are always looking forward to the projects and goals that we set for ourselves for the next Fiscal Year.

As you may have read elsewhere in this month's publication, we have recently updated our

Product Selection Philosophy. If you have not read that, yet, please look for Megan Minnick's article in this issue of the *Reader*.

ORGANIC & LOCAL

The Philosophy guides our hand in all of our purchasing—even those in Prepared Foods. One part of our Philosophy reads:

- Preferring local, organic, natural, sustainable, fairly traded, and humane products that contribute to healthy, just, tolerant and viable communities.

You might be surprised to learn that many grocery retailers with a focus on natural and organic, even large national ones and some co-ops, do not extend that focus into the sourcing in their Prepared Foods. This is not a judgment about that practice—we do what we must to meet fiscal goals so that food is accessible and people have work—but I call it out today simply to point out that this standing Philosophy in the Willy Street Co-op Prepared Foods departments will continue as it has been: preferring to source organic or local (but especially both) fresh produce. Preferring to source organic canned goods, condiments, grains, flours, eggs, and sugars. Preferring to source Wisconsin dairy and Fair Trade chocolate.

We adhere to this Philosophy a huge majority of the time. There are just a handful of exceptions, and we are always trying to refine our approach. We do not, however, communicate this very well to you in our labeling or signage. We are going to work to improve this over the next 10-12 months so that you might be able to see which products are organic, vegan, made without gluten (and more) when you pick up that sandwich, cookie, or salad.

PACKAGING

Another (new) part of our Product Selection Philosophy reads:

- When available, preferring products with limited packaging or packaging that is recyclable, compostable, and ecologically mindful.

We have some ground to cover, here. Right now, we prefer to source packaging that is easily recyclable, produced locally, and made from 100% post-consumer material. Much, but not all, of our packaging meets this standard, and we still have lots of single-use plastics in our Prepared Foods operation. This is another area we are intending to improve this year.

GRAB & GO

Finally, we have been hard at work investigating our norms and practices in our Deli Grab and Go. We studied, interviewed, assessed, and number-crunched our way to a 12-month roadmap of over 40 recommendations that we plan to implement to improve our Deli Grab & Go and, hopefully, your experience of it. Next, we are undertaking a similar investigation into the way we run our Hot Bars. We will examine the way we operate them, create menus for them, your experience of them, and the equipment we use to run them and come up with a bold plan to bring change. We know you expect more in this area, and we intend to deliver.

WHAT DO YOUR CHIP GIFTS ACCOMPLISH?

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"REAP Food Group ensures that local food is grown well and accessible to all. "Lisa" is a 15-year-old student in REAP's Chef in the Classroom program. "Lisa" is a picky eater, sometimes shy and self-conscious because of her walker. Guest chef, Laila Borokhim, demonstrated how to make an omelet to the class and informed the class of the



Photo: Reap Food Group

importance of locally sourced proteins. Lisa originally was indifferent, but after chef Borokhim brought locally sourced beef to the class, Lisa tasted the difference in her omelet and was inspired to add veggies too. REAP enjoys connecting Wisconsinites (even picky eaters) to locally sourced vegetables and proteins.



Omega School has graduated many students over their 18 years of service but recently two sisters decided to join Omega School together. One sister graduated in December 2018 and the other graduated in March 2019. Both are planning to attend Madison Area Technical College and study in the Culinary Arts Program in the fall. Omega School provides

educational opportunities for people to enhance their lives through adult basic education, not only to our community, but to families as well!

Photo: Martin Jenich-Omega School

Nina came to **Women in Transition** during fall 2018 after struggling to maintain mental health symptoms while living alone in her apartment. With staff support, Nina was able to manage her symptoms and work part-time. She describes the relationships she built with other women as extremely positive. She has now moved onto a supported apartment setting.



Photo: Kathleen Lemke
Women in Transition

"It was easy to make friends here, something I struggled with in the past," Nina said.

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ANNUAL MEETING & PARTY
Thursday, July 11.
(See page 16 for details!)

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Fueling Your Body for Exercise



by Megan Minnick, Purchasing Director

It's summertime in Madison, and that means that it's time for the CrossFit Games. Every summer, hundreds of elite athletes and thousands of spectators come to Madison to be part of this event where the "fittest people on earth" demonstrate amazing feats of strength.

One of the reasons that the CrossFit Games are located here is that we are an exceptionally fit city. According to the American College of Sports Medicine's Fitness Index, Madison, is the 5th "fittest city" in the nation. This ranking is based on a mixture of "healthy behaviors and community infrastructure" that contribute to a fit, healthy population. Take a stroll around town on a summer day and it's unavoidable—people in our town love to get out and move—whether that be cycling, running, walking, swimming or going to the gym to work out. Lucky for us, our city provides the infrastructure we need to do all of these activities easily and safely.

No matter how or how much you exercise, in order to get the most out of your experience it's important to give your body the fuel it needs.

Now is probably a good time to tell you that I myself am no athlete. I do my best to stay active but with three kids and a jam-packed schedule, extended athletic training sessions just aren't in the cards. To make up for my own lack of knowledge on the subject of food and exercise, I talked at length with our Willy West Assistant Store Director, Frantseska Kois. Frantseska is an endurance athlete who has completed multiple Iron Man and marathon events, and regularly trains with a coach. She has thought a lot about the food she eats to fuel her workouts, and to help her stay in shape for peak performance.

QUALITY

First off, let's talk about quality. The Harvard School of Public Health defines "quality" food as including "unrefined, minimally processed foods such as vegetables and fruits, whole grains, healthy fats and healthy sources of protein." The science is clear—this is the type of food that athletes from CrossFit, to marathon runners, to folks aiming to maintain a moderate fitness routine need in order to be most successful. What differs between these athletic activities is the amount and timing of these foods.

Frantseska explained that in order to get a good understanding of which foods to choose before, during, and after exercise it's helpful to first understand how four vital ingredients in our diet work to fuel our bodies.

- **Carbohydrates:** Carbohydrates provide our bodies with quick fuel that is used to make energy in the form of glucose (sugar). Our bodies don't easily store the glucose we get from carbs—if it isn't used

immediately, it's turned into stored fat.

- **Fats:** Despite their bad reputation, fats are a necessary part of our diet, and provide us with a longer term source of fuel. Unlike carbohydrates, fats are easily stored in our body, and are the first source of energy that is used after burning through the available glucose from carbohydrates.
- **Protein:** Protein provides the "building blocks" that make up our bodies. Protein in our diet is used to help our organs, cells, and muscles maintain themselves, and also as a source of secondary energy.
- **Water:** While not technically a nutrient, water is perhaps the most important substance that our bodies need for effective and pleasurable exercise. Water helps the nutrients from food get where they need to go, it keeps joints lubricated, and helps us regulate our body temperature. Without adequate hydration, exercise can be no fun (think cramps, headache, dizziness) or even dangerous.

TIMING

Finding the right balance and timing of these four ingredients is a huge part of any successful exercise regime. So what exactly should you eat before, during and after exercise? The answer, it turns out is a definitive "it depends." It depends on what kind of activity you're doing and on your body's unique needs.

- Endurance athletes are folks like Frantseska: long distance runners, Triathletes and long distance cyclists fall into this category. For these types of activities it's important to consider the length of your exercise when choosing what to eat. Drinking water consistently before you exercise so that you start your workout with a fully hydrated system is vital. If you plan to exercise longer than an hour, Frantseska recommends eating a snack or small meal that focuses on easily digestible carbs and protein an hour before your workout.

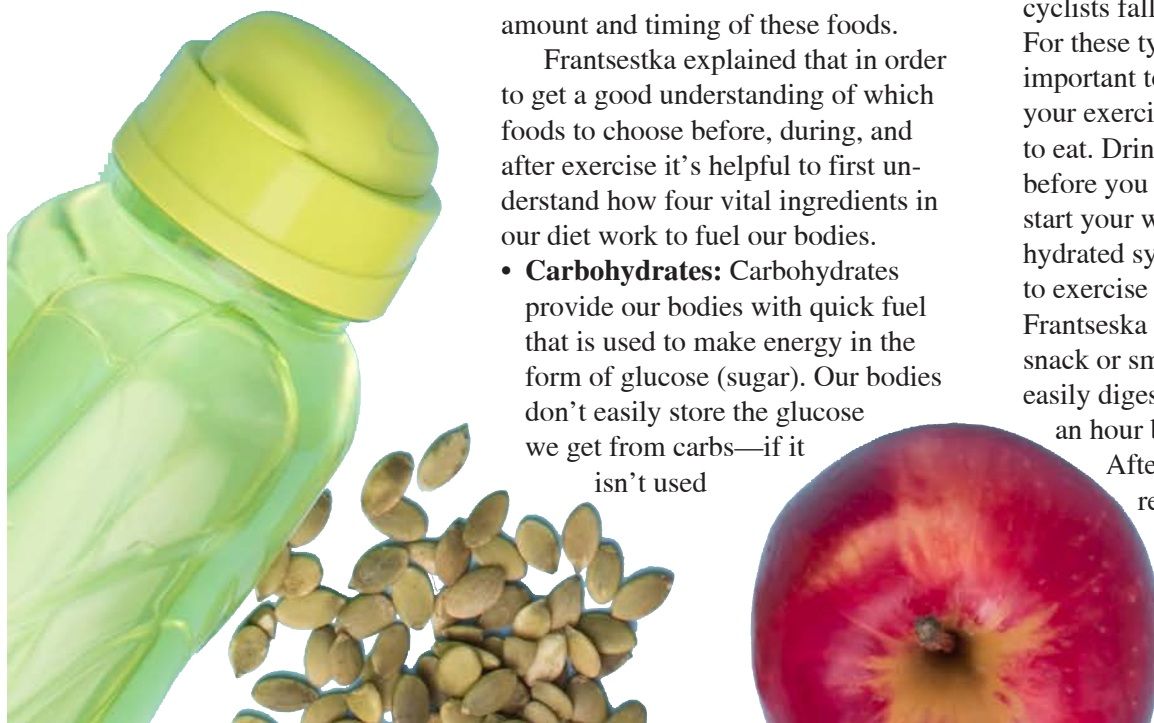
After the first hour, she refuels her body with a small dose of carbs every 30 minutes, and continues to hydrate with an electrolyte drink that includes a small amount of carbs

(i.e. sugar). Within 30 minutes of completing the workout, she suggests eating a meal that focuses on all three "macronutrients" (carbs, fats and protein), and continuing to hydrate.

- Power athletes practice high intensity exercise that comes in relatively short bursts. CrossFit falls into this category, as does weight training. For this type of exercise the fueling strategy is similar to endurance athletes, but with much less focus on carbohydrates since there's no need to continually fuel your body for a long period of time. Power athletes tend to focus more on very high quality fats and proteins to keep their bodies in peak condition, with just a small amount of carbohydrates for fuel.
- The rest of us. Let's face it, the vast majority of us are not athletes, but many of us are people who strive to stay fit by working out a few times a week, or staying active in our daily lives by biking to work or jogging during our lunch break. It turns out there's a lot that us "regular people" can gain from thinking about how we fuel our bodies during exercise. Even for a 30 minute jog, If your body doesn't have accessible fuel and adequate hydration it's common to feel tired, and you may experience cramps, headaches or dizziness. It's not easy to continue a workout regimen if you feel this way! For workouts lasting an hour or less, Frantseska recommends making sure you stay well-hydrated before, during and after your workout with plain water or a carb-free electrolyte drink, and eating a small snack about an hour before you work out (again focusing on easily digestible carbs and protein).

EAT WHAT FEELS GOOD!

The last piece of advice that Frantseska gave me is perhaps the most important. While all of the recommendations in this article are a good place to start, it is extremely important to remember that everyone is different. We all have differences in our genetics, general activity level, age, and other factors that can dramatically affect what our "perfect" exercise food regime should be. It may take some trial and error, but what's important is that we give our bodies what they need to be successful and feel good for whatever fitness regime we choose



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willy street co-op LOCAL PRODUCE AVAILABILITY

	July	Aug	Sept
Apples			x
Arugula	x	x	x
Baby Bok Choi	x	x	x
Beans, Green	x	x	x
Beets, Bunched	x	x	x
Blueberries	x	x	
Bok Choi	x	x	x
Broccoli		x	x
Brussels Sprouts			x
Burdock Root	x	x	x
Cabbage	x	x	x
Carrots, Bulk		x	x
Cauliflower		x	x
Celeriac, Bulk			x
Chard, Swiss	x	x	x
Collard Greens	x	x	x
Corn, Sweet		x	x
Cucumbers	x	x	x
Dandelion Greens	x	x	x
Eggplant, Globe		x	x
Fennel	x	x	x
Garlic		x	x
Herbs	x	x	x
Jerusalem Artichokes			x
Kale	x	x	x
Leeks		x	x
Lettuce	x	x	x
Muskmelon		x	x
Mustard Greens	x	x	x
Onions, Sweet	x	x	x
Parsnips			x
Peppers, Red Bell		x	x
Peppers, Green Bell	x	x	x
Peppers, Spicy	x	x	x
Potatoes, Fingerlings		x	x
Potatoes, Purple		x	x
Radish, Beauty Heart			x
Radish, Daikon		x	x
Radish, Red	x	x	x
Rhubarb	x		
Rutabaga			x
Salad Mix	x	x	x
Scallions	x	x	x
Shallots			x
Spinach			x
Squash, Summer	x	x	x
Tah-tsai			x
Tomatillos		x	x
Tomatoes		x	x
Turnips			x
Watermelon		x	x
Squash, Zucchini	x	x	x

STORES CLOSING EARLY

Thursday, July 4 at 7:30pm in observance of Independence Day.

Thursday, July 11: Annual Meeting & Party. Regular hours.

NEW

FARM FRESH CANOLA OIL



Presenting...a 100% local canola oil! Grown and cold-pressed on a farm just outside of Madison using non-GMO canola seed. The oil has a mild buttery flavor; it is bursting with freshness and is super versatile. Use for pan frying, sautéing, baking, deep frying, and as a base for a DIY salad dressing. Rich in omega-3s! Available at East, West and North.

MOJO'S MAJIK SAUCE

This sauce is made by local husband and wife team Joe and Christine at the FEED Kitchens on Sherman Avenue. You may recognize the name from the Northside Farmers' Market where they have sold their sauces. According to Joe, these sauces will "add new life to your meals." Their original recipe, Sweet n' Sassy, delivers a two-to-three second heat on first bite (the "sassy" part), followed by a savory sweetness. The "Bold" One, as the name suggests, is for those more adventurous types. Try MoJo's MaJik for your next BBQ! Available at East, West and North.



MoJo's MaJik

NUNATURALS CHOCOLATE STEVIA SYRUP

A rich, chocolaty, sugar-free sweetener extracted from plant leaves! Add it to coffee, milk, ice cream, pancakes, or any baked good. Not only is it sugar-free, but it's also non-GMO, gluten-free, and vegan. Available at North and East.



QUINN PEANUT BUTTER FILLED PRETZELS

Maybe you are familiar with the peanut butter-filled pretzels we've stocked for years from Good Health foods? Or maybe you aren't because you do not eat gluten. Now's your chance to enjoy this unique but wonderful pairing! Bonus: Quinn also has a peanut butter-and-CHOCOLATE-filled pretzel! This is a delicious sweet and salty snack that's great to have on hand. Available at East, West and North.

KNAPP MADE CHAIN MAIL SCRUBBER

"World's Best Cast Iron Cleaner" Made with 188 heavy duty stainless steel rings, with a lifetime warranty, you will pass this scrubber on to your children. Based in Viroqua. This product is a must-have for anyone with cast iron pans. Available at East, West and North.

MOTHER DIRT AO+ MIST

Clinically researched to restore clarity and balance to your skin in four weeks! The primary ingredient in this product is ammonia-oxidizing bacteria (AOB), a probiotic that used to be found on human skin, but modern bodycare products have removed it. Re-establish this helpful bacteria onto your skin for visible results. Look for it and other Mother Dirt products in the probiotic cooler. Available at East, West and North.



TOM'S OF MAINE WHOLE CARE MOUTHWASH

Fight cavities, restore minerals, freshen breath, strengthen enamel with this new fluoride mouthwash! Delicious fresh mint taste with no artificial colors, sweeteners or preservatives, and no ethyl alcohol. Available at East, West and North.



COLORADO HEMP HONEY

Raw honey infused with full-spectrum hemp oil and organic essential oils! Not only does this delicious honey contain CBD, it also has naturally occurring terpenes, omegas, and phytonutrients. Triple-tested for purity and potency. Look for convenient honey sticks—each stick has 15 mg of CBD in it. Their sales support both healthy bee colonies as well as Veterans' organizations such as "Veterans to Farmers." Available at East, West and North.



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coop™ deals

JULY

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

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





MyKind Gummy Multivitamins
All Kinds on Sale!
120 ct • Save \$9-\$10

\$24.99/tx



NatraCare Cotton Tampons
Regular, Super
20 pc • Save \$1.80

\$3.99/tx

New Chapter
Zyflamend Whole Body
60 sg • Save \$7
\$31.99/tx



Alaffia
Deodorants
All Kinds on Sale!
2.65 oz • Save 80¢
\$4.49/tx



Shikai
Everyday Shampoo or Conditioner
12 oz • Save \$2.50
\$5.99/tx



Nordic Naturals
Ultimate Omega 2x
60 sg • Save \$10
\$39.99/tx



Nubian Heritage
Bar Soaps
All Kinds on Sale!
5 oz • Save \$2.30
\$2.49/tx



Bulletproof
Brain Octane
16 oz • Save \$8
\$17.99/tx



Schmidt's
Wondermint Toothpastes
All Kinds on Sale!
4.7 oz • Save \$1
\$3.99/tx



Enzymedica
Digest Gold
45 cap • Save \$10
\$19.99/tx



co-op deals: July 17-30



Herban Cowboy
Deodorant
All Kinds on Sale!
2.8 oz • Save \$1.30
\$5.99/tx



Gaia
Turmeric Supreme Extra Strength
60 cap • Save \$11
\$18.99/tx



South of France
Bar Soap
All Kinds on Sale!
6 oz • Save \$1.30
\$3.00/tx



Oregon's Wild Harvest
Organic Ashwagandha
90 cap • Save \$7
\$17.99/tx



Seventh Generation
Hand Soap
All Kinds on Sale!
12 oz • Save \$1.80
\$2.99/tx



Andalou
Body Lotions
All Kinds on Sale!
8 oz • Save \$2.30
\$6.99/tx



Garden of Life
RAW Probiotics 5-Day Max Care
2.4 oz • Save \$9
\$34.99/tx



Jason
PowerSmile Toothpaste
6 oz • Save 80¢
\$3.49/tx



Evan Healy
Blue Cactus Beauty Elixir
.5 oz • Save \$9
\$37.99/tx



Dr. Formulated
Once Daily
Men's, Women's
30 ct • Save \$11-\$12
\$29.99/tx



PURPLE = LOCAL

coop™ deals

co-op deals: July 3-16



Alden's Organic Ice Cream

All Kinds on Sale!
48 oz • Save \$3.50

\$5.99



Rx Bar Protein Bars

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

2 for \$4



Goodpop Fruit Pops

Strawberry, Watermelon, Hibiscus Mint,
Strawberry Lemonade
11 oz • Save \$1.49

\$3.50



Harvest Bay Coconut Water

33.8 oz • Save \$1

\$2.99



Guayaki Sparkling Yerba Mate Drinks

All Kinds on Sale!
12 oz • Save 98¢/2

2 for \$4



Kite Hill Vegan Cream Cheese

Plain, Chive
8 oz • Save \$1.30

\$5.99



Angie's Boom Chicka Pop Popcorn

Sea Salt
4.8 oz • Save \$1.98/2

2 for \$5



Garden of Eatin' Tortilla Chips

All Kinds on Sale!
16 oz • Save \$1.49

\$3.50



88 Acres Organic Pumpkin Seed Butter

Nut-free!
16 oz • Save \$2.50

\$9.99



Blue Diamond Almond Breeze

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

2 for \$4



Santa Cruz Organic Chocolate Syrup

15.5 oz • Save \$1

\$3.99



Annie's Homegrown Organic Mac & Cheese

Shells and Real Aged Cheddar,
Shells and White Cheddar
6 oz • Save \$2.98/2

2 for \$4



Beanfields Bean & Rice Chips

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

2 for \$5



Beyond Meat The Beyond Burger

Vegan!
8 oz • Save \$1

\$4.99



Halo Top Creamery High Protein, Low Carb Ice Cream

All Kinds on Sale!
16 oz • Save \$1.80

\$3.99



Frontera Salsa

All Kinds on Sale!
16 oz • Save \$1.30

\$2.99



Hope Hummus Hummus

All Kinds on Sale!
8 oz • Save \$1.98-2.58/2

2 for \$6



Seventh Generation Liquid Dish Soap

25 oz • Save 80¢

\$3.49/tx



Eden Organic Sauerkraut

32 oz • Save \$1.80

\$3.99



The specials on this page are valid July 3-16

All Specials Subject to Availability. Sales Quantities Limited.

JULY

co-op deals: July 17-30



Mediterranean Organic Organic Olives

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

\$3.50



Go Veggie! Parmesan Flavor Vegan Grated Topping

Perfect on pasta!
4 oz • Save 70¢

\$2.79



KIND Bars

All Kinds on Sale!
1.4 oz • Save 99¢

\$1.00



So Delicious Cultured Coconut Milk

All Kinds on Sale!
24 oz • Save \$1

\$4.99



Farmhouse Culture Spicy Wakame Ginger Kimchi

16 oz • Save \$1.80

\$4.99



Blue Diamond Nut Thins

All Kinds (except Artisan) on Sale!
4.25 oz • Save \$2.58/2

2 for \$4



Nancy's Grass-Fed Yogurt

Plain, Vanilla
24 oz • Save \$1.30

\$3.49



Green Mountain Gringo Salsa

All Kinds on Sale!
16 oz • Save \$1

\$3.99



ECOS Laundry Detergent

All Kinds on Sale!
100 oz • Save \$2

\$9.99/tx



Santa Cruz Organic Lemonade

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

2 for \$3



Late July Tortilla Chips

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

2 for \$5



Field Day Bath Tissue

4 pc • Save 50¢

\$2.49



Woodstock Farms Organic Frozen Vegetables

Sliced Okra, Petite Brussel Sprouts,
Broccoli Rabe
10 oz • Save 98¢/2

2 for \$4



Just Egg Substitute

12 oz • Save \$1.50

\$6.99



Blue Sky Cane Sugar Sodas

All Kinds on Sale!
6 pk • Save \$1.98/2

2 for \$5/tx



Lightlife Smoky Fakin' Bacon Tempeh Strips

Sub for bacon in a BLT!
6 oz • Save \$1.50

\$3.49



Ben & Jerry's Dairy Ice Cream

All Kinds on Sale!
16 oz • Save \$1.50-\$1.80

\$4.49



From The Ground Up Cauliflower Crackers

Sea Salt, Cheddar
4 oz • Save 79¢

\$3.00



Vita Coco Coconut Water

All Kinds on Sale!
16.9 oz • Save 80¢

\$1.99



Nature's Path EnviroKids Eco Pac Cereals

All Kinds on Sale!
23-25.6 oz • Save \$1

\$6.79



Talenti Gelato and Sorbetto

All Kinds on Sale!
16 oz • Save \$2.29

\$3.50



Muir Glen Organic Pasta Sauce

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

2 for \$5



Stacy's Pita Chips

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

2 for \$5



R.W. Knudsen Recharge Sports Drink

All Kinds on Sale!
32 oz • Save 70¢

\$2.29



The specials on this page are valid July 17-30
All Specials Subject to Availability. Sales Quantities Limited.



willy street co-op ANNUAL MEETING & PARTY

Thursday, July 11, 4pm–8pm
at McPike Park (formerly known as Central Park)

Owners: get your FREE tickets **July 1** at the Customer Service desk.

We will have NO free tickets for Owners at the event!



4:00pm–7:30pm: Kids' Activities

Including three “bouncers,” a Ferris wheel (\$3 rides for Co-op Owners 4pm–8pm), balloon animals, Kids in the Kitchen cooking classes, face-painting, Heelbrush airbrush tattoos, and Yoga Sprouts kids yoga.



4:30pm–???: Gift Bags

Gift bags for the first 1,000 Owners!



4:30pm–8:00pm: Dinner

2,500 BBQ Chicken Sandwich meals, 2,000 BBQ Jackfruit Sandwich meals (vegan), 400 Cedar Road Hot Dog kids meals, 500 Lightlife Not Dog kids meals (vegan). All served on a Clasen's bun or gluten-free bun. All meals include Slide potato chips, watermelon, and apple cider slaw.

Meal tickets free for Owners, but limited number available. Beverage tickets needed for beer and wine but not for other beverages.

 Thanks to Albert's Organics for the organic cabbage, carrots, and watermelon!



5:30pm–6:45pm: Business Meeting

Meet the Board Candidates, hear about the year in review, and enter to win prizes!



7:00pm–10:00pm: Music

7:00pm – The Bad Man

8:45pm – Geno Delafosse & French Rockin' Boogie

+ Enjoy the city of Madison WaterWagon, FREE samples, and more!

willy street co-op
**GREAT BUN
 GIVEAWAY**



July 1st - July 7th

Buy any **6** of our house-made
 sausages and get **6** Clasen's
 Bakery Brat Buns **FREE***!

**Offer for Willy Street Co-op Owners only.*

Link sausages must be fresh (not frozen), and purchased from the meat department service counter. While supplies last. *Limit two free packages of buns (12 buns total) per transaction.*

The Great Bun Giveaway will return for Labor Day!

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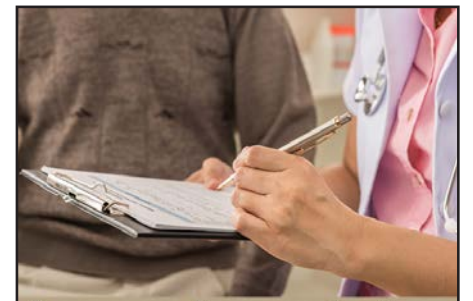
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willy street co-op



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LAKE FARM COUNTY PARK * MADISON WISCONSIN * RAIN OR SHINE!

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 ORANGE TREE IMPORTS, WILLY STREET CO-OP EAST, WEST AND NORTH

Wellness



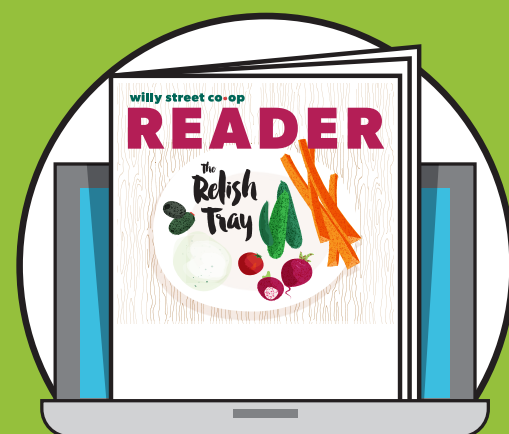
Wednesday

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

**THIS MONTH:
 JULY 3**

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 your Reader emailed to you!**

Want to help save a few trees and be able to
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 or smartphone? Sign up to get your newsletter
 emailed to you! For every 1,000 Owners who
 switch from a printed newsletter to the email
 version, we'll save one tree per month.



Just go to willystreet.coop/subscribe and fill
 out the short form. You can also subscribe to the
 email newsletter on our Facebook page or ask at
 the Customer Service desk.

STORES CLOSING EARLY

Thursday, July 4: Independence Day. Stores close at 7:30pm

Thursday, July 11: Annual Meeting & Party. Regular hours.

Community Outreach Updates: North Mural, Access Discount Updates, FY '19 Double Dollars Numbers



by **Kirsten Moore,**
Cooperative Services Director

As we roll into a new fiscal year for the Co-op, we have a lot of community outreach programming to celebrate. Here's some highlights regarding our community mural project at North, updates to the Access Discount Program, and Fiscal

Year (FY) 2019's Double Dollars numbers.

WILLY NORTH MURAL

As many Owners already know, the Co-op is working with Dane Arts Mural Arts (DAMA) to design and install a community painted mural at Willy North. Hopefully many Owners reading this article shopped at North between June 1 and 20 and voted to select the mural theme! DAMA is a nonprofit whose goal is "beautifying neighborhoods throughout Dane County by engaging youth and community members in all aspects of the collaborative mural making process... Each DAMA mural project presents a unique opportunity to address inequities and support unity by engaging at-risk youth, developing neighborhood partnerships, and inviting community members to participate in each step of the collaborative art."

Our process started with asking all Co-op employees throughout the organization to suggest theme ideas. We had 17 proposals, and from those 17, Willy North employees voted for their favorite three themes. Then DAMA drafted concept designs for the three themes and we posted those concepts in our North Commons for customers who shop at North to vote for their favorite theme.

THEME SELECTED: GOOD THINGS GROW HERE

We are pleased to announce that the winning theme for the North Mural with 60% of the vote is "Good

Things Grow Here: The Co-op has been successful on the Northside with help from the Northside community. This mural would acknowledge the diverse groups that have helped Willy North grow and the network of support amongst local organizations, which has led to a vibrant food system that works together for everyone. Another part of the theme could relate to the richness of the environment that grows on the Northside, the places like Warner Park and Cherokee Marsh, where green space lives and is protected by community." Now that a final theme has been selected, DAMA is finalizing the design and we are working with DAMA to schedule a variety of events on Madison's north side for the community to paint the mural. We look forward to announcing the dates and events soon! The mural is scheduled to be installed at Willy North in October, and we will hold an event following its installation to dedicate the mural to the community. Much gratitude to DAMA, all our employees, and the 170 customers who made selecting this mural theme for Willy North a success

ACCESS DISCOUNT REVIEW COMMITTEE

The Access Discount Program is a benefit for Owners who have a financial need. Owners using the Access Discount Program can shop at the Co-op with a 10% discount, receive one coupon for each person on their account to take a free class every year at enrollment, and receive a free tote bag for each person on their account to carry groceries home. Owners enrolled in the Access Discount Program who are still paying equity towards their Ownership also have the option to make smaller payments year by year, at \$4 per year for an Individual Ownership and \$7 per year for a Household Ownership.

Every two years, the Co-op convenes a committee of board members, employees, and Owners-at-large with either a history of participating in the Access Discount Program or experience working on food security issues within the com-

munity to review the Access Discount Program and make adjustments to reflect the changing times. We review the qualifiers for the program, the program benefits, the process for enrollment, and make recommendations for future outreach. This year's committee included Board Director Jeannine Bindl, Owner-At-Large Gigi Godwin, Owner Records Administrator Robert Halstead, Owner At-Large Ashley Kuehl, Staff Accountant Becca Schill, Owner-At-Large Megan Vander Wyst, and myself. The following changes to the program have been recommended by the committee and are effective immediately.

ACCESS DISCOUNT ENROLLMENT

Owners interested in the Access Discount Program will continue to enroll at the Customer Service desk. Instead of showing proof of income or participation in a food, financial, or healthcare assistance program, Owners enrolling will simply be asked to write on a form that they either participate in one of the qualifying programs or write that their annual income is at or below 150% of the Federal Poverty Guideline. Removing the requirement to bring proof of enrollment or proof of income to the store to start using the program will reduce the security risk for Owners whose proof includes sensitive or confidential personal information, and allow for Owners who need the program to more easily enroll right away. Completion of the form will require Owners to answer a series of simple questions, to sign that the Owner understands they are certifying that the information they provided is true, and to sign that the Owner agrees to provide proof of enrollment in a qualifying program or proof of income at a later time if deemed necessary for the Co-op to verify. Enrollment will still require annual renewal in March to continue participation year-to-year.

In the past, employees were entirely disqualified from participating in the Access Discount Program, primarily because all employees are extended a 20% discount on their groceries already as a benefit of employment. The committee recognized, however, that for some employees, making equity payments to become Owners if they chose to do so may still be an economic hardship. This is because having a financial need is not tied to wage alone; it can be determined by a number of outside factors such as: the number

of people supported in a household, a combination of incomes within a household, or the number of hours a person is able to work due to ability or other personal reasons. As such, the committee recommendations included a provision for employees: while employees will not be eligible to receive a discount above and beyond their 20% employee benefit, if they choose to become Owners and otherwise qualify for the Access Discount Program they may also receive the option to pay Owner equity over a longer period of time, at the \$4/year rate for Individual Owners, and \$7/year rate for Households.

ACCESS DISCOUNT QUALIFIERS

The Access Discount Committee also recommended expanding the qualifiers for participation. Owners interested in participating in the program will now be eligible if income is at or below 150% of the Federal Poverty Guideline, or if they have participated in one of the following programs within the three months prior to enrollment:

- Early Head Start/Head Start
- FairShare CSA Coalition Partner Shares
- Free or Reduced Lunch and Breakfast Program
- Heat for Heroes
- Medicaid (Badger Care/Senior Care)
- QUEST FoodShare Program (SNAP)
- Section 8 Housing Assistance/Community Housing Authority (HUD)
- Senior Farmers' Market Nutrition Program
- Social Security Disability Insurance (SSDI)
- Special Supplemental Program for Women, Infants and Children (WIC)
- Supplemental Security Income (SSI)
- Wisconsin Home Energy Assistance Program (WHEAP)
- Wisconsin Shares Child Care Subsidy Program
- Wisconsin Works (W-2) (TANF)

ACCESS DISCOUNT OUTREACH

The Co-op has made great strides over the last few years in spreading the word about the Access Discount Program through participation in and promotion of the City of Madison's Double Dollars Program, working with Section 8 properties on Madison's north side, participating in the City's pilot Fruit and Vegetable



Prescription Program in 2017 and 2018, and by continuing to partner with Second Harvest Foodbank of Southern Wisconsin to offer FoodShare/QUEST (SNAP) outreach and enrollment programming at our three retail locations. The committee has reviewed our outreach efforts and suggested that we extend outreach to more Section 8 properties near Willy East and Willy West, and to also seek partnerships with senior and veteran advocacy organizations. We will also seek to expand our outreach relationship with Second Harvest of Southern Wisconsin to include outreach to WIC participants and local pantries.

Special thanks to the Access Discount Review Committee for their efforts to continue to foster and improve this important Owner benefit for our community. We'll review the program again in FY '21. The Access Discount is made possible by all of our Co-op shoppers, and your continued choice to shop with us. Thank you!

FY '19 DOUBLE DOLLARS DISTRIBUTION NUMBERS

Last but not least, we wrapped up Double Dollars' third season at the Co-op on May 31 with a record-breaking \$58,800 in Double Dollars vouchers issued (11,760 vouchers) and \$51,435 in vouchers redeemed (10,287). That is a redemption rate of 88%, which is slightly lower than previous years (92% in FY '18, and 93% in FY '17), but still a very successful redemption rate for the program. Lower redemption this year is likely due to a significant change we made to the program: Double Dollars vouchers did not expire May 31, rather, customers earning vouchers may save their Co-op vouchers for the FY '20 Double Dollars season at the Co-op starting October 1. The percentage of each \$5 voucher redeemed also remains strong, with \$4.94 spent per voucher (99%).

Double Dollars is a City of Madison nutrition incentive program administered by the Community Action Coalition for South Central

Wisconsin and supported by Public Health Madison Dane County, the Co-op's Double Dollars Fund and other private funders. The program supports both Co-op customers and participating local farmers' market customers using QUEST FoodShare (SNAP) benefits to shop by offering matching vouchers to spend. Co-op shoppers can support the Double Dollars program by making donations at the registers using Double Dollars Fund scan cards available or by reusing bags to carry groceries. The Double Dollars Fund provides for vouchers at both the Co-op and the participating farmers' markets. Currently, the Double Dollars Fund, entering its third year of existence, has raised just over \$150,000 to provide Double Dollars vouchers for the program, about \$65,000 of which has been raised to-date this fiscal year.

Double Dollars vouchers are now available at the farmers' markets and will be available again at the Co-op October 1. Visit www.cacscw.org/double-dollars/ for more information

about farmers' markets participating in Double Dollars. Many, many thanks to all of you who are supporting the program through monetary donations and reusing bags when you shop, this program would not be possible without your continued cooperative efforts.



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Online Shopping & Delivery from Willy Street Co-op

by **Brendon Smith, Communications Director**

We are happy to announce that our online shopping website will be launching in August, even if—as we were going to press—we couldn’t pin down the exact day. Some Owners have been waiting patiently for this day, some don’t expect to ever use the service, and some are curious why we’ve chosen to create an e-commerce site at all. If you’re one of those wondering why (or why we have one again), we need to go back over a decade ago.

Our first e-commerce site opened its virtual doors on August 15, 2007, three years before we opened Willy West. Although Amazon and eBay were popular web storefronts, it was still a novelty to order groceries online, especially from a local store. Forecasting showed it would grow in popularity over time, and we needed more ways to extend our services to home-bound Owners and those not living close to Willy East. An e-commerce site would also help us to become more technologically up-to-date and stay competitive.

Sales from our first online shopping and delivery service were good, but modest; it was clearly not going to be the equivalent of another register lane at Willy East. There seemed to be three main reasons for this. One reason seemed to be that our customers liked to examine what they were buying—were the bananas the right degree of ripeness? Another reason

was product images, or the lack thereof; we didn’t have the capacity to take pictures of even a quarter of the products we sold, and product packaging tends to change every few years so many photos we had would eventually need to be replaced. A third reason was that e-commerce platforms weren’t made to handle the extra layer of complication that Ownership creates—Owners get some sale prices that non-owners don’t receive, we wanted a lower online shopping fee for Owners, etc.

After a few years, we gave up on that e-commerce website because of those challenges and others. A new IT Manager took us in a new direction with a new system, which showed improvements in some areas, but still had challenges interacting efficiently with our point-of-sale (POS) system, which maintains data on all products (name, price, vendor, quantity in a case, etc.) and Owner records (name, address, email address, equity paid, etc.). That meant we had to write code to make sure that the two different systems were passing information back and forth in a secure, efficient, and accurate way. Over time, all of that coding itself made the system inefficient and we began searching for a better solution.

Fast-forward to now. Our new online store won’t have problems interacting with our POS system because it’s part of our POS system. Thanks to our membership in National Co-op

Grocers, we have access to thousands of product images. Our new system allows customers to specify whether or not to allow substitutions on an item-by-item basis and add product-specific notes (like “Only the stems of the bananas should be green!”); there are also global settings where customers can indicate their food preferences. So three of our biggest challenges are taken care of right there. While we wrestled with e-commerce over the last decade, more and more local stores started offering online ordering, and the overall grocery market became even more competitive, increasing the importance of providing our own service that would work over the long term.

To check out our online store, visit shop.willystreet.coop (on a desktop computer at least; the mobile version is still a work in progress). We’ll let you know right on that homepage if we’re ready to accept orders, or not quite yet. Even if we aren’t accepting orders yet, you’re welcome to check out the website. Once we can process orders, if you’d like to register to be able to place an order, click on the “Register” button on the top and complete the form. Check the checkbox if you’d like to receive occasional news updates—improvements to services, coupons, and such; we promise emails will be infrequent. Then you can start shopping! You can browse by aisle, look at sale items, or type in a product name in the search field.

Product prices (including sale prices) are set at the time you complete your order, even if the sale is over when your order is delivered or picked up. When you’re done shopping, choose an available delivery or pick-up time and follow the directions to complete your order.

IN-STORE PICK-UP

We shop orders from our Willy North store, primarily because that store has our biggest selection of products. Orders can be picked up at that store; we hope to offer pick-up at Willy East and Willy West in the future.

DELIVERY

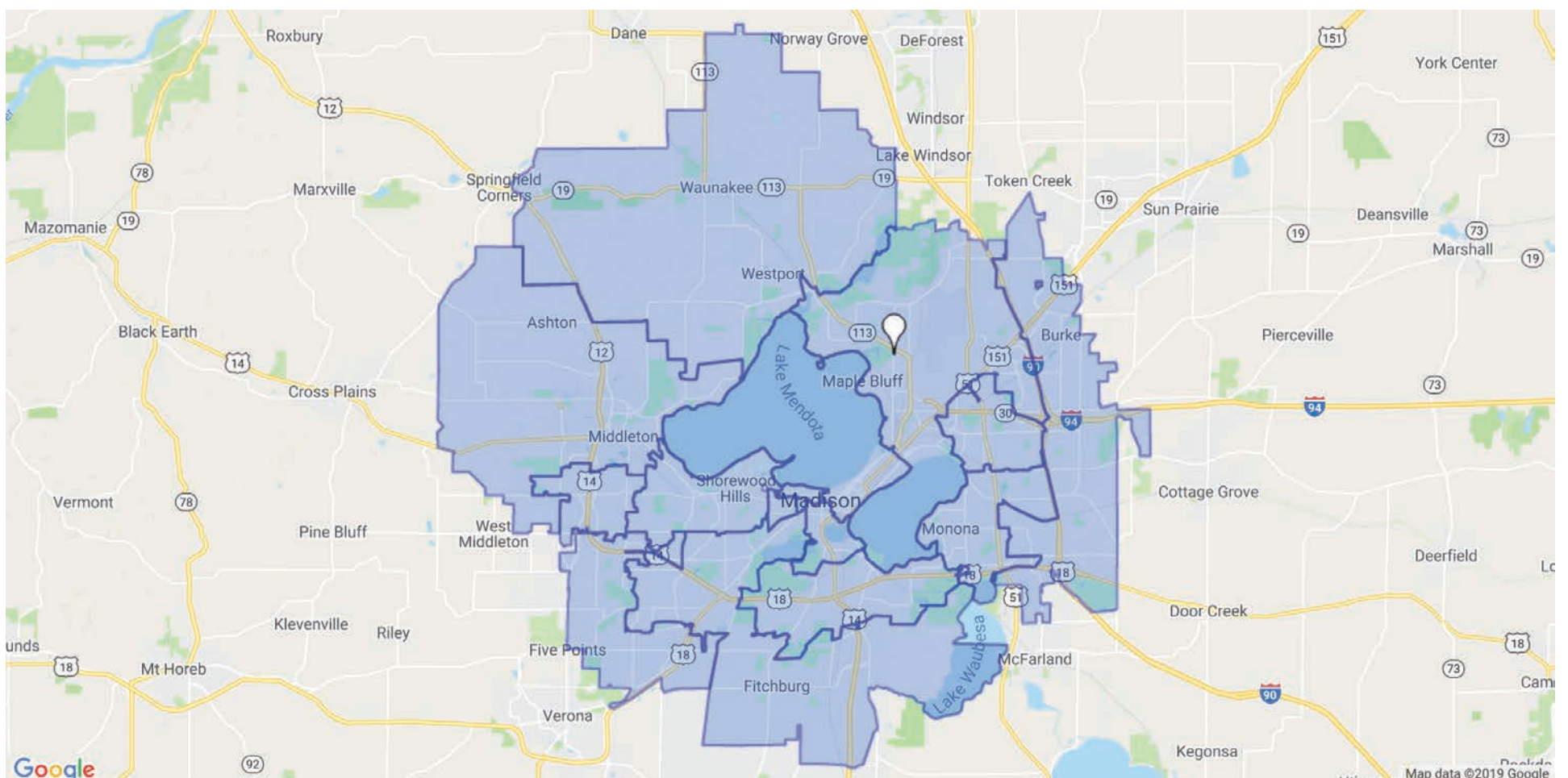
We can deliver to homes or offices in the following zip codes: 53562, 53597, 53703, 53704, 53705, 53706, 53711, 53713, 53714, 53715, 53716, 53717, 53718, 53719, and 53726.

SERVICE DAYS

Delivery and pick-up are available seven days a week:

- Mondays, Wednesdays, and Fridays: 4:00pm-8:00pm
- Tuesdays and Thursdays: 11:00am-2:00pm
- Saturdays and Sundays: 12:00pm-4:00pm

Same-day delivery or pick-up is possible if an available time slot is selected and the order is completed at least six hours before delivery/pick-up.



FEES

- Picking + Delivery: \$9.99 for Owners \$14.99 for non-owners
- Picking only: \$4.99 for Owners \$9.99 for non-owners

Orders must be a minimum of \$50.

Owners using the Access Discount program get 10% off their fee.

PAYMENT METHODS

- Online: Mastercard, Discover, Visa, Debit
- Payment at Pick-up: Any tender we accept at North (including cash, Mastercard, Discover, Visa, debit, Wisconsin FoodShare/QUEST, WIC and gift cards)
- Payment at Delivery: Mastercard, Discover, Visa, debit, Wisconsin FoodShare/Quest

If you use the service, please let us know what you think! When you complete your order, you'll receive an email with a link to a survey asking about your experience. We always

appreciate the feedback, and will use it to improve.

Even if you don't want to place an order, you can still use the online store for other things:

- See if we have a product available. (I should note, this shows product typically available at Willy North. These products may not necessarily be at Willy East or Willy West, and—although it's unlikely—it might even happen to be temporarily out of stock at Willy North. If you're making a special trip, please call before stopping in!)
- You can make updates to your Owner record if needed—new email address, new address, or new phone number. You'll have to be registered and logged in to your account before making any changes.
- Looking up a bulk product PLU. Have you gone to your spice rack or cabinet or refrigerator and found something labeled 2354? We used

to have a bulk PLU look-up on our site, but we dropped all product data from our website when we updated it because we wanted all product information in one place: shop.willystreet.coop. Now you can

search there!

Have a question we haven't answered? Let us know! Email orders@willystreet.coop or fill out a customer comment form in the store or at willystreet.coop.

Unless our parking lot is full, please leave the electric car stalls for electric cars.

willy street co-op

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willy street co-op

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www.willystreet.coop

RECIPES

Gingered Apple, Bok Choy, and Almond Salad

Crafted by Willy Street Co-op

Customer favorite from the Co-op's Deli.

- 1 1/2 Tbs. sesame oil
- 1/4 tsp. tamari
- 1 1/4 Tbs. lime juice
- 2 1/4 tsp. honey
- 1 1/4 Tbs. grated ginger
- 1 tsp. minced garlic
- 2 1/4 tsp. brown sugar
- pinch crushed red pepper flakes
- salt
- pepper
- 1 carrot, diced
- 1/2 lb. bok choy, chopped
- 2 apples
- 1/3 c. slivered almonds, toasted

Directions: In a small bowl, combine the sesame oil, tamari, lime juice, honey, ginger, garlic, brown sugar, crushed red pepper flakes, and salt and pepper to taste. Whisk thoroughly to combine. Taste, and adjust seasoning as needed. Set aside.

Place the carrots and bok choy in a steamer basket and steam over simmering water for just 2 minutes. Remove from heat and rinse under cool running water. Drain well, then transfer to a large bowl. Add the chopped apples, and drizzle with the dressing. Toss to coat, then fold in the toasted almonds. Serve immediately.

Chicken Kebabs with Garlic Sauce

Adapted from www.food52.com

This is quite the meal: grilled chicken, vegetables and chunks of halloumi cheese, served with warm pita or naan and an amazing, creamy garlic sauce. Take note that the chicken should marinate overnight, so plan accordingly.

- 1 c. plain Greek yogurt
- 3 cloves garlic
- 1 Tbs. tomato paste
- 3 Tbs. lemon juice
- 1/2 Tbs. za'atar
- 1/2 c. olive oil
- 1/2 tsp. salt
- 1/4 tsp. ground coriander
- 1 tsp. smoked paprika
- 1 lb. boneless, skinless chicken breasts, cut into medium-sized chunks
- 12 button mushrooms
- 2 red peppers
- 2 zucchini, cut into large chunks
- 2 pkg. halloumi cheese, cut into large chunks
- 2 lemons, cut into rounds or wedges
- 4 Pita Bread
- For the garlic sauce:
 - 6 cloves of garlic
 - Juice of 1 lemon
 - Large pinch of kosher salt
 - 1 large egg white
 - 2/3 c. canola oil
 - Small bowl of ice water
- Up to 1/2 cup of high-quality mayonnaise

Directions: In a large bowl, combine the yogurt, 3 cloves minced garlic, tomato paste, 3 tablespoons lemon juice, za'atar, olive oil, salt, coriander, and paprika. Fold in the chicken pieces, and toss to coat. Cover the bowl with plastic wrap and refrigerate overnight, until ready to grill.

Place the remaining 6 cloves of garlic, a pinch of salt, and 2 tablespoons of the remaining lemon juice in the pitcher of a blender. Blend on high to mince the garlic, then, while the blender is running, add the egg white. With the motor still running, drizzle in half of the sunflower or canola oil in a slow stream. Switch the blender to slow, then slowly drizzle in the remaining 2 tablespoons of lemon juice, then the last of the oil. With the blender still on, add 1 to 2 tablespoons of ice water. The sauce should be the consistency of a light mayonnaise. Taste, and add salt if needed. If it's too garlicky, fold in up to 1/2 cup of mayonnaise. Transfer to a bowl and refrigerate.

Preheat grill to medium-high. Place the mushrooms, peppers, onion, zucchini, halloumi cheese, and lemon slices in a large bowl. Drizzle with some olive oil and season with salt and pepper. Toss to combine. Skewer the vegetables and cheese onto metal or wooden skewers (if you use wooden ones,

soak in water for 10 minutes before this step). Skewer the marinated chicken on separate skewers, as you did the vegetables. Sprinkle with salt and pepper. Grill the skewers until the vegetables are nicely charred and tender, and the chicken is opaque in the center, and reads 165°F for dark meat, and 160°F for white meat. Keep covered as you cook to keep warm.

Serve with warm pita, with the garlic sauce ladled on top. Sprinkle with fresh thyme.

Green Curry with Vegetables

Adapted from ThaiKitchen.com

Thai-style food that is almost as easy as take-out!

- 14 oz. coconut milk
- 1 Tbs. green curry paste
- 1 c. vegetable broth
- 1 tsp. salt
- 2 Tbs. brown sugar
- 1 Tbs. ginger
- 1 Tbs. garlic
- 1/4 c. basil leaves, chiffonaded
- 1 c. zucchini
- 2 c. broccoli florets, chopped
- 1 carrot, sliced
- 1 onion, sliced
- 8 oz. firm tofu, cut into cubes
- 2 c. rice, cooked

Directions: Combine the coconut milk, curry paste, vegetable broth, salt, brown sugar, ginger, garlic and basil in a 2 quart saucepan and bring to a boil over medium heat. Reduce heat to low and simmer 15 minutes. Add the vegetables and tofu and simmer 5-10 minutes longer, or until vegetables reach desired tenderness. Serve over hot rice.

Steamed Pork and Summer Squash Dumplings

Adapted from www.adventures-in-cooking.com

Using pre-made dumpling wrappers makes these easier, and once you've folded a few, you'll be a pro.

- 10 oz. round potsticker wrappers
- 3/4 lb. ground pork
- 5 cloves garlic, minced
- 3 bunch green onions, sliced
- 2 c. grated summer squash, sliced
- 1 tsp. sesame oil
- 1/2 tsp. ground ginger
- 1 tsp. salt
- 1/2 tsp. soy sauce

Directions: Fill a small bowl with water and set aside. In a large bowl, mix together the ground pork, garlic, green onions, summer squash, sesame oil, ginger, salt, and soy sauce until well-incorporated. With the bowl of water nearby to use as a dumpling glue if needed, start making the dumplings. Place a teaspoon of this filling in the center of a wrapper, and fold the wrapper over to make a half moon. Start pinching one end of the wrapper to seal, heading towards the middle. When you're a third of the way towards the end, use your index finger to push the middle of the opposite side of the wrapper so that it meets in a triangle shape. Use your thumb, middle, and index fingers to pinch the seams of the triangle dumping to ensure that it's sealed. Arrange the dumplings on a clean surface as you go, and continue to make dumplings until either all the filling or wrappers are used.

Line a steamer with parchment paper or lettuce leaves. Arrange dumplings in the steamer basket, and for best results, make sure they're not touching each other. Steam over simmering water for 10-12 minutes. Serve hot, with a little soy sauce for dipping.

Stuffed Summer Vegetables

Recipe by Caroline Cummins, from the Culinate Kitchen collection. Reprinted with permission from www.culinate.com

Using a mix of vegetables will dress-up a summer dinner.

- 8 small zucchini or eggplant, medium round summer squash or large peppers
- 2 Tbs. olive oil
- 1 1/4 c. medium breadcrumbs, divided use
- 1/4 c. milk
- 1 lb. ground pork or loose sausage, ground chicken or ground turkey
- 3 cloves garlic, peeled and chopped
- 1/2 small onion, diced
- salt and freshly ground black pepper to taste
- 3 large ripe tomatoes, diced

3 Tbs. chopped fresh herbs (parsley, basil, etc.)

Directions: Preheat the oven to 375°F. Trim the tops off the vegetables. Halve the long vegetables lengthwise and the round vegetables horizontally (for round summer squash, just remove the tops). Discard seeds. Scoop out the remaining flesh (except for bell peppers), leaving shells about 1/2 to 3/4 inches thick. Chop the flesh, put it into a large bowl, and set it aside. Drizzle 1 Tbs. of the olive oil in a large baking dish and arrange the halves evenly in the dish. Briefly soak the 1 cup breadcrumbs in the milk, then add the crumbs to the bowl of vegetable flesh. Add the crumbled meat, garlic, onion, and salt and pepper to taste; mix everything together evenly with your hands. Add the tomatoes and herbs and mix loosely. Fill the vegetable shells with the stuffing and sprinkle each with the 1/4 cup breadcrumbs. Drizzle with the remaining 1 tbs. olive oil. Bake for 1 hour, or until the shells have softened (but not crumpled) and the crumbs on top have browned. Serve hot.

Double Ginger Rhubarb Crumble

Adapted from www.poppytalk.com

Serve this crumble with ice cream or whipped cream for dessert, or on its own or with yogurt for breakfast. Two types of ginger appear in both the crumble topping and the rhubarb filling, and the combination of sweet, tart and lightly spicy is unexpected and hard to resist. The butter is easily substituted with margarine if you'd prefer a vegan crumble.

7 c. sliced rhubarb
2/3 c. brown sugar
2 Tbs. fresh ginger, diced and divided
2 Tbs. diced candied ginger
1 orange, juiced and zest
1 c. all-purpose flour
1/2 c. rolled oats
1/2 c. butter
pinch salt

Directions: Preheat oven to 350°F. In a medium saucepan, combine the rhubarb, half of the brown sugar, half of the fresh ginger, half of the candied ginger, and the orange zest and juice. Bring to a boil over medium-high heat. Reduce heat to low, and simmer, stirring occasionally, until the rhubarb is tender. Transfer to a baking dish.

In a large mixing bowl, combine the remaining brown sugar, remaining fresh and candied ginger, the flour, rolled oats, butter, and salt. Use your fingers to break the mixture into big crumbs. Sprinkle evenly over the rhubarb, and bake 40 minutes, until the crumble is golden and bubbly.

Serve warm or at room temperature.

Mustard Greens Salad

Adapted from www.world-recipes.com

Mustard greens are frequently underutilized, since there just aren't that many recipes out there that highlight their flavor. Try out this symphony of spices, designed to bring out the best in your mustard greens!

1 lb. mustard greens
3 dried red chilis
1/2 tsp. lovage seeds
1/2 tsp. mustard seeds
1/2 tsp. cumin seeds
1 Tbs. garlic, minced
1 Tbs. ginger, minced
1/2 tsp. turmeric
1/2 tsp. freshly ground black pepper
3 Tbs. mustard oil
2 Tbs. fresh dill
salt

Directions: Heat 2 Tbs. of mustard oil in pan. Roast lovage seeds and cumin seeds until they turn dark in color. Add dried red chilies and fry for 15 seconds, until it turns dark. Add garlic, ginger, ground pepper and turmeric. Fry for 1 minute over low heat. Add the greens to the spicy oil mixture and stir-fry for about 2 min. Increase the heat to high and cook until the greens have wilted and the excess liquid has evaporated off. Take care to not overcook the greens. Salt and pepper to taste. Garnish with chopped dill weed. Serve with rice.

Spicy Asian Green Beans

Adapted from *Natural Health Magazine*

1 lb. green beans
1 tsp. toasted sesame oil
1 tsp. peanut oil
1 tsp. garlic
1 tsp. ginger
1/8 tsp. red pepper flakes

1/2 Tbs. soy sauce
2 Tbs. water
1 tsp. sesame seeds

Directions: Cut off the ends of the green beans, unless they are very fresh and thin. Lightly steam the beans while frying the garlic and ginger in the oils over low heat. You want the garlic to turn a golden color and become very aromatic—at this point you can add the red pepper flakes, green beans, soy sauce and the water. Cover and cook everything together over high heat for a few minutes until the water evaporates and the beans look shiny from the oil. Shake the pan and stir occasionally while cooking. Garnish with sesame seeds and enjoy!

Scrambled Egg and Swiss Chard Tacos

Adapted from www.foodandwine.com

For a serious power breakfast (or lunch or dinner!), stuff corn tortillas with creamy scrambled eggs and rainbow chard.

3/4 c. finely minced white onion
2 Serrano chiles, diced
salt
1 1/4 lb. rainbow chard, chopped
2 Tbs. olive oil
6 eggs, scrambled
2 Roma tomatoes, diced
3 Tbs. minced fresh cilantro, chopped
black pepper
warm corn tortillas

Directions: Heat the oil in a large skillet over medium heat until shimmering. Add 1/2 cup of the onion, the chard stems, the chiles and a large pinch of salt. Cook, stirring, until the onions begin to turn golden brown, about 8 minutes. Add the chard leaves and gently combine to coat in oil. Cook, stirring frequently, until softened, about 5 minutes. Add the eggs and cook, stirring, until the eggs are barely set, about 5 minutes. Fold in the tomatoes and the last of the onion and the cilantro, and sprinkle with salt and pepper to taste. Serve hot, in warm tortillas.

Beets with Angel Hair Pasta

Adapted from *More Home Cooking* by Laura Colwin

Another wonderful way to enjoy beets! Makes a dish that is pleasing to the eye and the palate.

8 oz. angel hair pasta
4 beets
2 Tbs. olive oil
1 clove garlic
1/2 red onion
salt
black pepper
1/2 c. broth
1/2 tsp. rosemary
crushed red pepper flakes
Parmesan cheese

Directions: Finely dice the beets and sauté in oil with salt and pepper until just tender. Add garlic and onion next, cooking for an additional minute. Next, add the broth/water, followed by the rosemary and pepper flakes. When heated and beets softened to a pleasing consistency, spoon over cooked pasta and serve with lots of freshly grated Parmesan cheese-yum!

Chocolate Beet Cake

Loosely adapted from www.marthastewart.com

Crushed beets are an inexpensive way to make a nearly molten, incredibly moist cake and highlight deep chocolate flavor.

4 beets
butter
2 c. flour
1 1/2 c. sugar
1/2 c. cocoa powder
1 1/2 tsp. baking soda
3/4 tsp. salt
2 eggs
3/4 c. warm water
1/4 c. safflower oil
1 tsp. vanilla extract
1 c. crème fraîche
1 Tbs. poppy seeds

Directions: In boiling water, cook the beets whole and unpeeled. Cook until tender and easily pierced with a sharp knife, 30-40 minutes. Drain, then cool under running water. When cool enough to handle, trim

RECIPES

stem and root ends and peel. In a food processor or blender, process into a smooth purée.

Butter a 9-inch round cake pan and line with a round of baking parchment. Preheat oven to 350°F.

In a large bowl, whisk together the flour, sugar, cocoa powder, baking soda, and salt. Whisk in eggs, water, oil, vanilla, and 1 1/4 cups of the beet purée. Reserve any remaining purée for another use. Pour the batter into the prepared pan. Bake for about 45 minutes, until a toothpick comes out clean. Allow to cool on a wire rack for 20 minutes, then transfer to a dish and allow to cool completely.

Serve with a dollop of crème fraiche and a sprinkle of poppy seeds on each slice.

Simple Sautéed Dandelion Greens

Courtesy of Harmony Valley Farm

With minimal preparation and not too many ingredients, this is a great way to enjoy dandelion greens.

2 Tbs. olive oil
2 cloves garlic
1 bunch dandelion greens
salt
pepper
4 slices bacon
balsamic vinegar

Directions: Heat the olive oil in a pan over medium heat. Add the garlic and sauté until soft and fragrant. Add the dandelion greens, salt, and pepper. Cover the pan for a few minutes to allow the greens to wilt. Remove the cover, and continue to cook until soft and tender. Add the crumbled bacon, if using. Finish with a drizzle of balsamic vinegar.

Collards with Coconut Milk

Adapted from www.fooddownunder.com

The savory, rich flavor of collard creams melds with creamy coconut milk for a sumptuous dish.

1 lb. collard greens, chopped
3/4 c. water
1/2 c. onion, diced
1 c. coconut milk
1/4 tsp. salt
1/4 tsp. pepper
2 tomatoes

Directions: Wash greens well and remove and discard stems. Chop leaves. In large pan or a Dutch oven, bring water to a boil and add the collard greens and onion. Bring water to a boil once more, then reduce to simmer. Simmer, uncovered, for 10 minutes. Drain well and return to pan. Stir in coconut milk, salt and pepper. Cook, uncovered, over medium-low heat for 10 minutes or more, until sauce is slightly thickened. Stir in tomatoes and cook until heated through. Serve immediately.

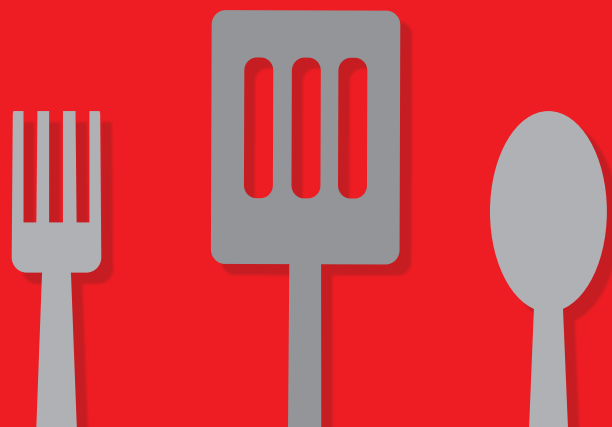
Spicy Collard Greens

Adapted from www.allrecipes.com

Awesomely tasty greens with a kick.

3 slices bacon
1 onion, chopped
olive oil
2 clove garlic, minced
1 lb. collard greens, chopped
3 c. chicken broth
1 tsp. salt
1 tsp. pepper
1 pinch red pepper flakes

Directions: In a large pot with a lid, cook bacon over medium-high heat until crispy. Remove from the pot and crumble, then return to the pot. Add onion and cook in bacon fat. Add a bit of olive oil if needed. Cook onions until tender, about 4-5 minutes. Add garlic and cook until fragrant. Add the collard greens and cook, stirring occasionally, until they begin to wilt. Pour in the chicken broth and season with salt, pepper, and red pepper flakes. Reduce heat to low and simmer, covered, for 45 minutes, or until the greens are very tender. Enjoy!



What's for lunch?

See the Deli hot bar menus on our website.

www.wilystreet.coop

willy street co-op

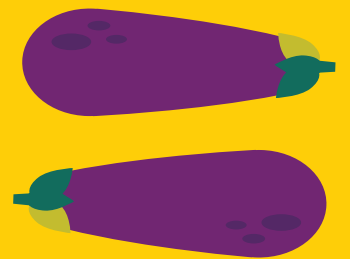
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Staff Picks



SARA

MegaFood Blood Builder

This is the only iron-containing supplement my system has tolerated. Not only does it not cause any stomach troubles but it doesn't suppress my appetite either like some multi-vitamins. It also contains vitamin C, which helps with iron absorption and has some bonus B12 thrown in as well. Vegan-friendly.



Willy Street Co-op Berry Charger

One of my favorite smoothies of all time. The strawberry, mango, and apple blend wonderfully to create a not-too-sweet flavor with a nice kick of ginger and the tiny caffeine boost of jasmine tea. The flavors complement each other rather than compete to make this fruity delight!



BRENDON

Willy Street Co-op Lemon Blueberry Muffin

This muffin is deeeelicious. The tartness and the sweetness combine really well with the cakeiness of the muffin.



DUSTIN

Cesar's Cheese Sharp Cheddar

This cheese is better than most sharp cheddars that are double the price!



JOE

Lily's Sweets Dark Chocolate Bars

They're sweetened with stevia and erythritol, not sugar. The one with almonds is my favorite.

Silver Creek Venison Summer Sausage

Tastes great, and it doesn't get much more "Wisconsin" than venison!



BRIAN

Willy Street Co-op Hot Cuban Pork Sandwich

This is the perfect "I am on my way home from work and don't want to cook when I get home" sandwich—hot, flavorful and juicy. The pork is spiced and flavored so well, the bun soft and just chewy enough, and the whole sandwich is finished off with the traditional Cuban pickle tang. Not only is it great hot and fresh, but reheated for lunch the next day is just a good. Makes me hungry just writing about it.



ANGELICA

Willy Street Co-op Juice Bar Toddy Spritzer

The synergy of the ginger plus the bubbly water makes this refreshing cold beverage delightful at any time of year. To fully knock this drink out of the park, it is sweetened with local honey and includes fresh lemon juice!

Willy Street Co-op Orange You Glad It's Vegan Cake Slice

I love everything about this cake. Its bright sweet citrus flavor, its creamy frosting, the fact that it's light enough to still feel good afterwards...everything!



OLIVE

Evanhealy Rose Petal HydroSol

I had never tried a HydroSol (or anything like it) before this product. After using it for only a few days I noticed my skin had a dewy glow! I just add a few sprays to my moisturizer before I apply it to my face and then add a few sprays over the top. It smells



great and leaves my skin feeling soft and refreshed!

Karthauser & Sons Succulents

These plants are so stinking cute! Succulents are not only adorable but are also very easy to take care of because they don't require a lot of water. These plants are perfect for adding a little greenery to your life!

Willy Street Co-op Vegan Carrot Cupcake

When I first tried this cupcake, I didn't even know it was vegan. The cake is moist and flavorful but the frosting is the best part! It's ooey, gooey and animal-product free. I'm not even a vegan, but I think this is one of the best carrot cupcakes I've ever had!

Willy Street Co-op Deli Senegalese Peanut Soup

This soup is amazing! With just the right amount of savory peanut flavor and heat, this soup warms me up! Best when topped with red onion, feta and quinoa. Try one or all three for a filling lunch or dinner!



FORREST

Acure Shampoo and Conditioner

This is absolutely the best shampoo and conditioner I've ever used. The shampoo gets your hair completely clean with a pleasant gentle fragrance. It's 100% vegan and free from chemical additives some conventional shampoos use. The conditioner



is nothing short of amazing. Apply a small amount to your hair and then add a tiny bit of water before finishing to rub it in. Leave it in for two minutes or more for the best results. It rinses out easily unlike other conditioners I've used and leaves your hair moist, silky, and not bogged down. After switching to Acure you'll never want to use anything else again!



LEAH

Andalou Naturals 1000 Roses Daily Shade Facial Lotion with SPF 18

This is my daily facial moisturizer! This glides on smoothly, leaving my skin feeling hydrated and ready to FACE the day (get it?)!

I put this on after washing my face for soft and supple skin. This product is under their sensitive

line, which I USE ALL OF for my 32-year-old skin that sometimes thinks it is 16. I wear this under my makeup and then on my bare skin when I go running to give a good layer of SPF 18.



STORES CLOSING EARLY

THURSDAY, JULY 4 AT 7:30PM IN OBSERVANCE OF INDEPENDENCE DAY



DAKOTA

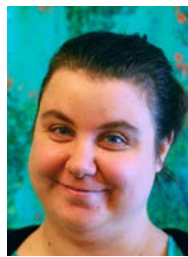
McClure's Garlic Dill Pickle Kettle Chips

Your search for the perfect late night chip stops here! McClure's Garlic and Dill Pickle chips are the perfect mixture of sour saltiness you didn't know you needed. Give 'em a try!



Evo Hemp 37.5mg Hemp Extract

Evo Hemp CBD has teamed up with Alex White Plume of the Lakota Nation who founded White Plume Hemp in 2017 to give us some great CBD options. Evo Hemp CBD is grown on the Pine Ridge Reservation in South Dakota and each purchase directly benefits the Lakota community. Evo Hemp is full spectrum, CO2-extracted, and my absolute favorite CBD on the market! The 37.5 mg Hemp Extract works very well for me and comes at a great price in comparison to other brands I've tried. In addition to making great CBD, Evo Hemp also makes delicious hemp bars that we sell at Willy East grocery. The apple mango is my favorite.



ANGELA

Inesscents CBD Balance Beauty Serum

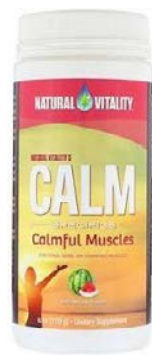
Hemp and CBD are so trendy right now, but I don't even care. I love the stuff, and now I slather my face with it. My skin feels soft and nourished. This serum is nice and light, so if you need a more intense moisture, go for the salve. I combine this serum with the Hemp Hydrosol to push my hemp meter over the edge.



ABIGAIL

Natural Calm Calmful Muscles—Watermelon

I love taking magnesium for muscle aches, headaches, sleep, and during the day for a little stress relief. This flavor is so refreshing and delicious—the tastiest one in my opinion. Natural Vitality's Specifics are formulated with a little more than just magnesium; L-carnitine, bromelain, and beet root powder help to promote quick recovery after exertion. Enjoy ice cold after a lovely summer bike ride around the lake!



KELSEY

Willy Street Co-op Lemon Cheesecake Bar

These bars are delicious—creamy filling, lemon flavor that isn't overpowering, a great little treat if you want something sweet but not too sweet.



Earthgrown Organic Pico de Gallo

This pico de gallo has a good amount of spiciness without being overbearing. Try adding it to tacos or a wrap or even pasta.



ELLIE

Equal Exchange Coconut Milk Chocolate

This chocolate is dairy-free, but personally I think it's better than regular milk chocolate! It's so creamy and has a nice, light coco-



nut flavor. Plus it's Fair Trade!

MELISSA

Forage Kitchen Kombucha

I prefer my booch to have lots of fizz. These new kombuchas from Forage Kitchen down on State Street here in Madison are



KOMBUCHA

certainly fizzy—and they have been filtered, so they won't contain floating blobs which is good for those that don't enjoy the SCOBY bits. I also like that they are 12 ounces rather than 16. Plus, the can makes it easier to bring along to places you can't have glass bottles, like swimming pools, city parks, and some beaches. And why wouldn't you want to enjoy a nice, cold 'booch in any of those locales?



PATRICK

Go Macro Peanut Butter Chocolate Chip Bar

This has been my go-to bar for a few years now. Other bars just haven't stacked up to this one for me. Starting work at 4:30/5am I need some fuel to get me going, but I don't want to wake up my whole house making breakfast. That's where this bar comes in great with



11 grams of protein and almost 300 calories, it's enough to keep me going until I can get some Hot Bar breakfast when the store opens.



AMANDA

Bell & Evans Cornish Hen

These are so easy to prepare and are so juicy! You won't believe it! You can bake or grill these whole or try and use a spatchcock method of cutting. These little birds are a great way to try out that cooking technique. It shortens the cooking time.



Harvest Snaps Green Pea Snack Crisps

Sometimes I need a little snack to get me through the afternoon and this is perfect! It is also great on salads if you need something crunchy but not in the mood for croutons.



SARAH

Kite Hill Greek Style Almond Milk Yogurt

This almond-based vegan yogurt is high in protein (10 grams per serving!), made with simple ingredients and four different live probiotic cultures. I love to eat it with



fresh raspberries, slivered almonds, and a sprinkle of cinnamon for a healthy and delicious breakfast!



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GRANT

Louisville Vegan Jerky—Maple Bacon

This is the best vegan jerky I've ever tried. For a vegetarian who used to eat meat, this jerky blew me away in texture and taste. Every flavor is great, but the maple bacon one is extra great for satisfying a craving for bacon!



MOURNING DOVE

Fennel

I'm pretty new to the world of fennel, but I recently tried juicing it, and there's no turning back now. Adding it to freshly juiced oranges, spearmint, and greens may just rock your world.



LAURA

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 cheese-cake!

Tres Foods Pupusas

These stuffed corn tortilla pockets have become my absolute favorite lunch item! You can just pop them on the stove top for a total of eight minutes and they can be eaten on-the-go! They are gluten-free and have vegetarian and vegan options available!



SAM

Walla Walla Onions

Named after a region in Washington state where the alliums have achieved national fame, these Tipi "walla walla" sweet onions add a sweet, pungent kick to any dish. When eaten raw, these onions stand out for their sweetness and crisp texture. When cooked, they can be caramelized or sautéed to a melt-in-your-mouth softness. Amazing!



EVAN

Miyoko's Cheers to Cheddar spread

Super great for cheese and crackers or spread on toast with anything added.



Field Roast Mini Corn Dogs

Super easy to make and great for school lunches. It uses Field Roast's very good Frankfurter hot dog that is very good on its own also. Great flavor and simple ingredients.



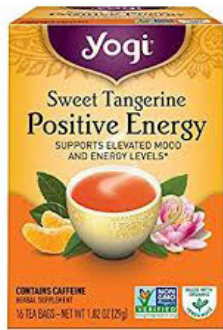
SHELLEY

Gitto Farm n Kitchen Organic Wheat Tortilla

Trying to eat more whole wheat bread and these are wonderful local and fresh.

Yogi Sweet Tangerine Positive Energy

Delicious tea with a nice citrus flavor.



Cesar's Cheese Queso Oaxaca

The best string cheese ever. I always take this cheese with me on road trips and bring an extra pack when visiting my sister down south. So stringy.



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