

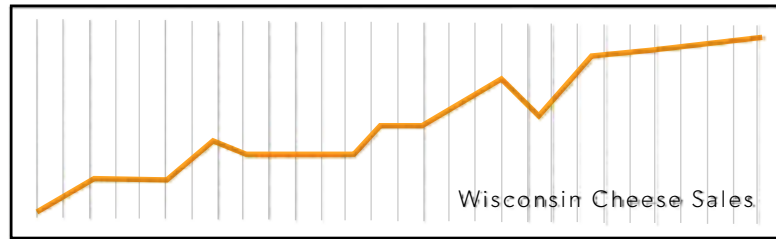
# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI  
VOLUME 44 • ISSUE 3 • MARCH 2017

## CHEESE IN WISCONSIN



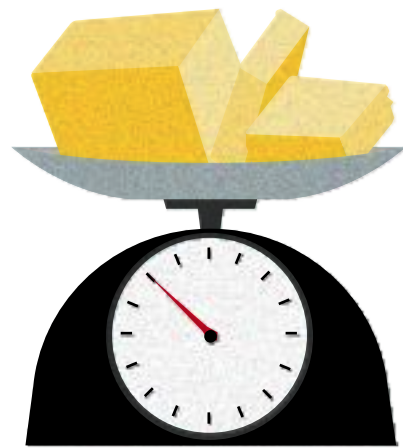
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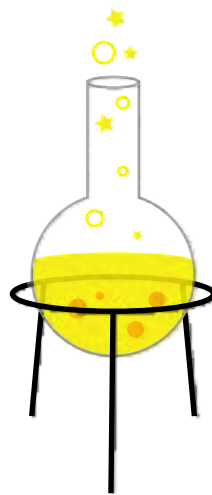
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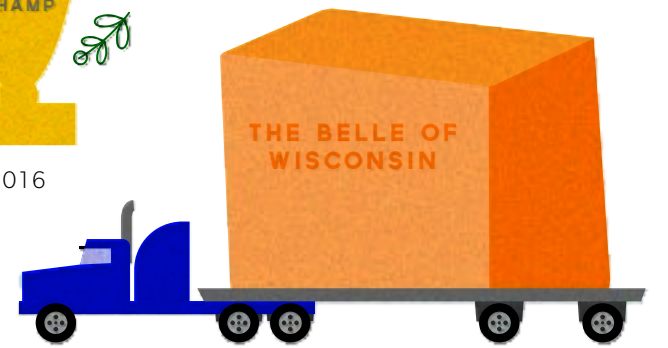
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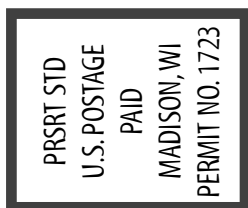


1988

1830s - Pioneering Wisconsin farm wives begin making "kitchen" cheese from milk produced by their herds. 1841 - Anne Pickett of Lake Mills makes the first official Wisconsin cheese. 1880 - Wisconsin surpasses Ohio in cheese production becoming second to New York. 1890 - Stephen Babcock, an agriculture research chemist, develops the Babcock test, a simple method of measuring the butterfat content of milk. 1972 - Wisconsin cheese production surpasses one billion pounds. 1988 - The "Belle of Wisconsin," a mammoth, 20-ton block of cheddar, begins a yearlong tour of the United States. 1994 - The Wisconsin Master Cheesemaker program is established. The program remains the only one of its kind in the country. 2016 - Wisconsin continues its domination of the World Championship Cheese Contest and claims the World Champion Cheese title, judged the best cheese in the world. [source: americasdairyland.com]

**STORES CLOSING AT 7:00PM  
SUNDAY, MARCH 19TH FOR  
OUR ANNUAL STAFF PARTY**

**IN THIS ISSUE: New In-Store Fundraising Program;  
Tropical Fruit Guide; The Big Share; Staff Picks;  
Cheese Challenge; and MORE!  
THIS MONTH'S WELLNESS WEDNESDAY  
IS MARCH 1ST.**



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willy street co-op

# READER

Published monthly by Willy Street Co-op  
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North: 2817 N Sherman Ave, Madison, WI 53704, 608-709-5445  
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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: 608-709-5445

**BUSINESS OFFICE:** 608-251-0884

**FAX:** 608-251-3121

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**WEBSITE:** www.willystreet.coop

**BOARD EMAIL:** board@willystreet.coop

**STORE HOURS:** 7:30am to 9:30pm, every day

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

& Sat-Sun: 7:30am-6:00pm.

Deli: 7:30am to 9:00pm

Seafood Center—East and West: Monday–Saturday, 8:00am to 8:00pm; Sunday,

8:00am to 6:00pm.

### WILLY STREET CO-OP MISSION STATEMENT

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

### WILLY STREET CO-OP BOARD OF DIRECTORS

Holly Fearing, President  
Holly Bender, Vice President  
Mike Martez Johnson  
Miguel Zamora  
Dave Pauly  
Jess Pernsteiner  
Patricia Butler  
Bruce Slaughenhaupt

#### BOARD CONTACT INFO:

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

#### BOARD MEETING SCHEDULE

ALL MEETINGS BEGIN AT 6:30pm UNLESS OTHERWISE NOTED

March 14th: Regular Board Meeting  
April 25th: Regular Board Meeting  
June 6th: Regular Board Meeting  
July 18th: Regular Board Meeting and Election Special Session  
August 15th: Regular Board Meeting

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# CUSTOMER COMMENTS

## Write Us!

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

## CORRECTION

**Q:** *Guys! Oh boy! I sure do love you and I sure do love organics (with a couple of degrees to prove it!)... but your reader is putting out some false information! It breaks my heart that you wouldn't double check this before print, but there is a graphic explaining the difference between organic and conventional. Organic: "Grown without pesticides..." Well, that just isn't true! I always thought y'all were a credible source, but I guess it goes to show: FACT CHECK everything from everyone. Better luck next time, guys!*

A: Thanks for catching our error. In an attempt to have very brief explanations of these definitions, this one ended up being inaccurate. We will include this as a Customer Comment in the next issue of the newsletter and update future instances to say "Organically Grown: Grown without the use of most conventional pesticides, synthetic fertilizers or genetically modified organisms."

Have a nice weekend! -Brendon Smith, Director of Communications

## CASH V. CREDIT

**Q:** *I spoke recently to a clerk in the checkout line at Willy Street East. I asked for his estimate of the percentage of co-op customers who used either a credit or debit card. He thought that 50% paid by a card, the balance by cash.*

*There are two Madison shops in the nature of delicatessens—well established long-operating businesses. When one makes a purchase there, one is asked, "Cash or card?" If one pays by cash, there is an immediate 6% discount from the marked price! In these shops, persons paying in cash are relieved of that markup made to cover credit/debit card service charges levied by card companies.*

*It seems to me that all retail businesses who mark up to cover credit/debit card costs should offer a discount for cash purchases. Otherwise, in effect, cash customers pay a higher price than "card" purchasers.*

A: Thank you for your thoughtful letter expressing your concerns about credit card fees along with your sug-

gestion to offer a discount for customers who pay cash at Willy Street Co-op. We welcome your observations, concerns and suggestions!

We continually review our costs along with how we do business with the goal of continuing to meet the needs of our Owners while running an efficient grocery Co-op. There are costs associated with all transactions that we process at the register and it may surprise you to know the most cost-efficient payment type for us is payment with a debit card. This is because we are a mid-sized business with a high volume of transactions.

Currently we choose not to offer a discount by how someone pays us because those with the greatest financial need for a discount such as those who pay for their food with a government-issued EBT card don't have the ability to use cash for their EBT benefits.

We do offer discounts based on financial need through our Access Discount Program that offers eligible Owners a 10% discount on purchases.

Thank you again for sharing your concerns. -Paige Wickline, Director of Finance

## VEGAN RAVIOLI

**Q:** *Hi! We have been looking for vegan ravioli as pre-made ravioli was one of the things that can be easily made when both of us are working. Just add a salad and we have a meal! I just found out there is at least one out there, made by Kite Hill. Also we love fresh made pastas but most of them have eggs in them. Are there ones we can use? As always we really appreciate the co-op and thanks for all that you do!*

A: Hope you all are having a great day!! We do carry some Kite Hill products, but their ravioli is not available to us unfortunately. Rising Moon Organics offers some frozen vegan ravioli that we carry: a Butternut Squash (at East, North, and West), a Garlic & Roasted Veggie (at East, North, and West), and a Spinach Florentine (at West). They make some really tasty products!! Have a wonderful week!! -Dean Kallas, Purchasing Director-Grocery

## PROMOTION CHOICES

**Q:** *I have a quick question that I cannot seem to find the answer to. How do you decide which products/brands get to be featured in coupons and flyers associated with your store? If I had a product you sell, for instance, how would I go about having it be included as a feature? Are there guidelines and/or fees associated with this sort of promotion? I look forward to your timely response.*

A: Thanks for your email! The answer to your question varies a bit by department, but generally we decide on our promotions based on price

discounts that we are able to negotiate with our vendors and what we think our Owners will want to purchase.

Some of our promotions (mainly the local and smaller vendors in Grocery and Wellness) we negotiate directly with the vendors. Our category managers work with vendors to negotiate pricing that is sustainable for the vendor, but also offers the customer a price break and helps them gain more visibility for their brand. We often also reduce our profit margin on these items in order to share the burden with the vendor.

Some promotions (mainly our Co-op Deals promotions) are negotiated on our behalf by National Co-op Grocers (NCG), which is essentially a co-op of grocery co-ops. NCG works to pool the buying power of 200+ co-ops across the country and get the best possible deals from large national and regional manufacturers.

In the Produce departments, our promotions are based mainly on what is in season at any given time. We pick things that are available at a lower price because there is a good supply in the marketplace. Again, we reduce our profit margins as well in order to get the best possible price to our Owners.

I hope that helps answer your question—as you can see, it's a bit complicated and varies quite a bit by promotion and by department. Let me know if you have any further questions! Best, Megan Minnick, Director of Purchasing

## MILK AND "MILK"

**Q:** *The Willy Street Co-op grocery manager Dean Kallas was cited in the 12/4/16 Wisconsin State Journal discussing the increased sales of vegetable-based "milk" displacing cow's milk. He attributed this to allergies and preferences of vegetarians, vegans, and others who do not wish to drink cow's milk. While I appreciate that you must try to be profitable, I hope that Willy Street Co-op will at least alert its customers to the nutritional dangers of substituting vegetable-based "milk" for cow's milk. This is especially important for children.*

*I have attached an 11/15/16 article from the NY Times addressing the problem. The article notes that cow's milk contains high levels of protein, calcium, and other nutrients, while almond, soy, cashew, and coconut products "pale in comparison." The article cites the recommendation of nutrition researchers that "young children drink cow's milk unless there is a medical reason they cannot." Perhaps you could post the article near the dairy section.*

*I expect Willy Street Co-op to be concerned about the health of its members. Your FY 2016 Annual Report brags about locally sourced foods, food donations, and lower*

*levels of waste. Perhaps next year you can also brag about nutrition education. Very truly yours.*

A: Thanks for writing with your concerns about non-dairy milks.

As a consumer owned co-operative, we exist to serve our owners, and the products we offer are based on their shopping preferences.

As Dean alluded to in the *Wisconsin State Journal* article you reference, we have found in recent years that some of our Owners are increasingly opting to purchase plant-based milks instead of dairy-based milks. This is for a variety of reasons, including allergies and people adopting vegan diets for ethical or health reasons.

I think there is also a significant number of Co-op Owners who felt that they were unable to purchase any type of milk in the past, and now that there are more non-dairy milks on the market, they are finding new options that are available to them.

Many of these folks are also starting to gravitate toward other, plant based sources of protein and other vital nutrients. This is another huge trend in the food industry that is happening in tandem with the increase in popularity of non-dairy milks and other non-dairy foods.

I should note that, though more folks are now choosing to purchase non-dairy milk, we still sell plenty of traditional dairy products, and we have plenty of owners who much prefer dairy for many of the reasons you noted.

Given the diversity of our Ownership and their dietary preferences, we have found it best to focus our educational efforts to helping people find the nutritional balance that is right for them, rather than urging people to choose one type of food or one dietary lifestyle over another.

For example, we would focus more on how to support someone who has chosen a vegan lifestyle to get all of the nutrition they need, rather than urging them to drink cow's milk specifically, or warning them about the dangers of plant based milks.

I hope this helps give some background on our approach to these types of issues. Please let me know if there

**STORES  
CLOSING  
EARLY**

**at 7:00PM on  
Sunday, March  
19th for our  
annual staff  
party**



are any other questions I can answer for you. Best Regards, Megan Minnick, Director of Purchasing

## GREENBUSH BAKERY PRODUCTS

**Q: Hello, yesterday I was at Willy St North and noticed Greenbush Bakery apple fritters and other products available. It gave me the idea to return today, and pick up a fresh apple fritter for my family to share. (Note, I am not interested in a day-old one.) Saturday/Sundays are the only days we have time to get something fresh and enjoy a leisurely breakfast, so you can imagine my disappointment when there were none there Saturday morning. We were SO looking forward to this, that I decided to drive all the way downtown to the Greenbush Bakery on Regent Street and pick it up there. Well, when I arrived, I was pretty surprised to see the line coming all the way out the door. I'd come that far, so I decided to wait in line. By the time I got up to the front, the clerk informs me: "We're out of those right now." GREAT. Just fabulous. Please. Just get a truckload of those things on Saturday and Sundays. Please?**

**A:** Thank you for your comment. I am sorry you were disappointed in your search for an Apple Fritter. Greenbush bakery products are fabulous and popular. Currently we are only able to receive three deliveries per week (Monday, Wednesday, Friday) from them. I wish we could get fresh, daily deliveries, but, unfortunately, that is not an option. However, Greenbush Bakery is in the process of scaling up their production, so, hopefully we will be able to receive larger and more frequent deliveries in the near future. In the meantime, you could always call ahead to Willy North 608-709-5445 and check on the availability. If we have what you are looking for we will happily set it aside for you so you can pick it up at your convenience.

Thank you again for your comment. Sincerely, Jeff Dempsey, Assistant Store Manager—North

## PANTRIES OF PLENTY

**Q: I finally got used to your concept of Pantries of Plenty point-of-purchase plastic tags, when they went away. Can you have them available year-round? I would rather give cash for what pantries decide they need, than guess by purchasing actual groceries myself for them.**

**A:** Thanks for writing! I'm so glad to hear you participated in our seasonal Pantries of Plenty program to support our six neighborhood food pantries. The program was designed with the pantries to be seasonal, to help the pantries get fresh items during the winter season, when those items are harder to acquire. The program is also being revised. While we will still offer a seasonal program to provide additional support to our neighborhood food pantries, we are

preparing to launch a new program for customers to contribute to addressing food security year-round. We expect to announce the new program in March and start the program in April.

If you are interested in contributing to the pantries year round, the ones that are serviced by North, Bread of Life and The River Food Pantry, both take donations directly on their websites. You may also be able to set up regular payment donations with them directly as well.

Please let us know if we may assist you further! -Kirsten Moore, Director of Cooperative Services

## NORTHSIDE PRODUCTS

**Q: Healthy food, human treatment of animals, organic farmers, a healthy environment... these are some of the reasons I joined the Co-op. However, by lowering your standards at your Northside Store, you are offering some unhealthy food choices, which are not local, organic, natural foods. Thus, you are now contributing to inhumane treatment of animals. Plus, you are undermining organic farmers. Furthermore, you are supporting detrimental environmental practices.**

**When approached by the Northside Planning Council and various others to lower your standards, you had a marvelous opportunity to become a leader in promoting all the positive things I thought you represented. Instead you chose another path.**

**Perhaps you could have asked owners to CHIP to defray the cost of food for qualified residents. Also, if we had been asked to contribute to a fund that would pay for a Co-op representative to lobby for healthy and affordable food, you would have kept your moral compass and actually helped people. I know I would have been enthusiastic about CHIPPING and donating money to a special fund to help my struggling neighbors. They deserve the best, too! There has to be a better way of running the store than what's presently being done at the Northside Store.**

**So in protest, I am cancelling my ownership in the Co-op. In good conscience, I can no longer be an Owner in a Co-op that does not support all the reasons I joined and loved Willy Street Co-op.**

**A:** Thank you for this feedback, I have shared this your letter and prepared this response in collaboration with our Board President Holly Fearing and General Manager Anya Firszt. We are sorry to hear that you will be leaving the Co-op. If you have not already received an Owner Resolution Form from customer service to cancel your Ownership, we have attached one for you to complete that you may either bring to Customer Service or send to our Owner Records Administrator Ashley Kuehl at ora@willystreet.coop. I've highlighted the sections that pertain to your request in

yellow and already completed some of the information we have on file for you.

Our Food and Product Selection Philosophy asks that we both strive to source products that are local, natural, organic, sustainable, humane, and fairly traded, while also providing fairly priced products to support accessibility for all in our community. Doing both of these things is a balancing act, and that is nowhere more apparent than in our northside store. Megan Minnick, our Director of Purchasing, wrote about this challenge in her July 2016 newsletter article "Dichotomies of the Food System."

We do not see providing a variety of products that meet a variety of needs, be it health, budget, or cultural, as lowering our standards. Our job as a cooperative is to serve our Owners, all Owners, the products they desire in our store. Based on Owner request, we have been providing conventional foods alongside local, natural and organic choices for many, many years. The product mix at North was, and is still being, determined almost exclusively by the suggestions and feedback we have received from customers who shop there. Based on these requests, we have brought in a large amount of conventional foods that we don't carry at our other stores. We are also committed to providing the WIC program at our North location for families with low income, and State regulations require us to carry very specific conventional items to participate in that program. While we are expanding to meet the needs and requests of a larger Owner population, we still remain committed to offering the same local, organic and natural choices we are known for, and continue to look for the best prices that we can possibly pass on to the consumer for them.

With regard to requesting donations for qualified residents, we did not have a program like that in place at the time we were planning for North and the timeframe to create such a program for the opening was too short with the number of other tasks involved with opening a new store. In the meantime, we continued to offer our 10% Access Discount Program, which is supported annually by our sales (thanks to the support of our customers and Owners), we received a \$40,000 grant from the City through the USDA to pilot offering Double Dollars to customers using EBT in our stores in partnership with local farmers' markets, and we worked with Northside Planning Council to accept donations from customers to provide Ownerships to those who met their criteria for low income. We are currently in discussions with nonprofit and public partners to create an in-store donation program like you describe, and we plan to roll out that program in late spring/early summer at the very latest. As the Community CHIP program supports Community Shares

of Wisconsin, which also helps many people in the community meet their needs and deserves our continued support, rolling donations to our customers into that program was not possible. If you are still interested in remaining an Owner, we hope you will consider participating in the new program we are creating to further support our customers with low income.

Please let me know if you have further questions. Thank you for sharing your feedback and for being a part of our cooperative all these years. -Kirsten Moore, Director of Cooperative Services

## ORGANIC LOCAL FRUITS

**Q: Hi, I just wanted to make a comment about your selection that you offer for organic, local fruits. I'm aware that it's winter now so that affects the variety, but in the other seasons I would like to make a recommendation that maybe you can make more of a wider selection available? I notice that most things especially berries are only coming from big companies like dole and I'm kind of curious if there are any smaller more local options that you can look into that might offer a more "beyond organic" quality than something like dole who is probably only in it for the money and probably using questionable growing methods that might not actually be... organic. It seems like you guys do a better job with vegetables however I'd always love to see more local varieties if you ever get a chance. (you are definitely better than whole foods with this one.) thanks!!!!!!!!!!!!**

**A:** You are right, locally sourced organic fruit is a challenge for us!

We have relationships with several orchards that supply us with strawberries, apples, peaches, pears, concord grapes, and a few other fruits, but given the brief window of seasonal availability for most of these items, we have to bring in organic options from elsewhere for the vast majority of the year.

Some of these local options are certified organic, and some aren't. Local organic apples, for instance are very hard to come by. Because of our humid summer climate, organic Wisconsin apple growers aren't able to grow the blemish-free fruits that orchards in the more arid regions of the Pacific Northwest can grow; and since the vast majority of consumers prefer fruit that's blemish-free, the vast majority of the Wisconsin apple growers use some non-organic inputs in order to make sure their fruit is marketable.

Each season varies a bit, but you can generally find locally sourced strawberries on our shelves in late June/early July, peaches from August through September, apples and pears from September through December, and Concord grapes and aronia berries in October and early November.

If you're interested in eating more local fruit, my best suggestion would be to look into preserving local fruit by either canning or freezing.

I hope that's helpful! Best, Megan Minnick, Director of Purchasing





## GENERAL MANAGER'S REPORT

# Budget Planning; Bag Credit; Access Discount; & More!



**"In the spring, at the end of the day, you should smell like dirt."**  
~Margaret Atwood

by Anya Firszt, General Manager

**W**ho knew in mid-February we could be outside in shirtsleeves and

flip-flops doing yard work and grilling? Whether spring arrived early this year or not, officially the 2017 spring equinox in the northern hemisphere is celebrated on March 20th. Reminder: Daylight savings time goes into effect Sunday, March 12th... spring forward!

There are so many things going on at your Co-op; where should I start!?

First of all, thank you to those of you who have shared with me your ideas for "minding your own business." Since my ask that was included in last month's *Reader*, I have made several new connections with people that might lead to savings for the Co-op, or redirection of money back into our community by using local vendors and service providers. Nice!

## FRUIT AND VEGETABLE PRESCRIPTION PROGRAM IS OFF TO A GREAT START

As reported last month, the Fruit & Vegetable Prescription Program is an exciting pilot program launched in February to make it easier for food-insecure patients of UW Health Northeast Family Medical Center to add more fruit and vegetables to their diet. In just the first few weeks of the pilot, the program has been expanded to serve now 185 patients from the initial 150.

## MARCH MADNESS CHEESE CHALLENGE

We have put a tasty spin on the traditional NCAA basketball tournament known as March Madness. Our version is 32 local Wisconsin cheeses (not basketball teams) vying for the top-seeded position; from March 16th–April 2nd you can vote for your favorite local Wisconsin cheese. Go Wisconsin! Fill out the bracket on page 16 and drop it off in the store. The person who submits the bracket that most closely matches the results will win eight pounds of cheese!

## FISCAL YEAR 2018 BUDGET PLANNING

Just two weeks after closing the second quarter financials, our budget planning for next fiscal year is underway. Our fiscal year runs July through June. It used to be that we could prepare a draft budget in a single day; we projected a 10% sales increase, adjusted expenses accordingly, and that was it. Those days are long since past. Now we

take several months to prepare a budget that takes into account current performance, industry trends, competition, and rising costs related to personnel. Despite our sales not quite hitting budget this fiscal year, we have managed expenses extremely well. You can expect that we will continue to follow this trend into the future, and we'll have positive things to report at the annual business meeting in July.

On a positive note, to those Owners who purchased a seven-year bond to fund the opening of Willy West, thank you! I am pleased to report that our cash position is solid and you will be receiving your original bond amount plus interest in April. This marks the third and final round of payments to Owners for the \$1 million raised to fund the project to open Willy West.

## ACCESS DISCOUNT ANNUAL RENEWAL

This is happening in March. If you are a participant in this program, please just check in at the Customer Service desk to renew your access.

## BAG CREDIT PROGRAM CHANGING STARTING APRIL 3RD

See page 9 for our new program details.

## SPECIAL STORE HOURS MARCH 19TH

The staff annual party is scheduled for Sunday, March 19th; the retails will be closing early at 7:00pm! Plan ahead.

## ANNUAL CUSTOMER SURVEY COMING IN MAY

This year's survey will be included in the May *Reader* and can be returned via US Mail or deposited at the retails. The survey can also be completed online via our website.

## ANNUAL BOARD ELECTIONS

It's not too soon to think about running for the Board. This year there are four seats to that need to be filled; three three-year seats and a one-year seat (due to a Board member resignation). Candidate statements are due in June. Elections are held the first three weeks of July; candidates are invited to address the membership at the Annual Meeting & Party (AMP) on July 13th, as part of the business meeting. Owners are invited to cast a ballot as well at the AMP. Look for more details in the *Reader* or on our website next month.

## WILLY NORTH OUTDOOR SEATING

In closing, we will break ground on the outdoor seating area at Willy North as weather permits. And, soon you will be able to find all your gardening supplies for sale at the retails. Get ready to smell the dirt!

## BOARD REPORT

# Accountable Empowerment and What's Exciting at the Co-op



by Holly Fearing, Board President

**L**ast month I wrote about how the Board of Directors is taking time to build skills around how we monitor the policies we have created for the Co-op, to ensure that we are always focused on doing the right

work and achieving the right results, in support of our highest purpose.

In our last Board meeting, we examined each policy monitoring report (the evaluation of how we performed over the past year in relation to the direction set forth in the policy) reported on by the General Manager. We did so with new skill, building on learnings from past Board retreats and education sessions.

We also spent important time addressing how we will report on the policies for which the Board is accountable for documenting action and progress. These are the policies that fall under the "Board Process" and "Board/GM Relationship" categories and help us see if we are doing the best job we can and should be doing as your Co-op's Board. The intention with these types of monitor reports is to efficiently facilitate a meaningful conversation about how we are doing with each of the policies and what we can do to get better.

With our new policy roster in place, the Board focus is shifting toward building skills in "Accountable Empowerment." When we say this, we could just call it accountability, but in cooperative governance, we like to think of the importance of empowering those to whom we delegate responsibility—be it the General Manager or ourselves—and then holding them (or ourselves) accountable.

## WHAT'S SO GREAT ABOUT THIS?

As the Board continues to grow more effective and efficient in creating a shared understanding of our work by:

1. Writing down what we (the Co-op) are going to do (e.g., drafting policy),
2. Assigning responsibility for executing and operating within the boundaries of our policies (e.g., the General Manager or the Board),
3. And then having a regular practice of monitoring the General Manager's work or the Board's self-evaluation, ... we can be reasonably assured that the most important governance work as stewards and

fiduciaries of the Co-op is being done and that we are always focused on continuing to get better at it every year.

The better we get at this work, the more we can look forward to what's ahead, anticipate new needs and make better decisions for the Co-op to have even greater impact on our community in alignment with our mission.

## EXCITING WORK AT THE CO-OP

We talked about a lot of exciting work the Co-op is involved in right now during our last meeting. Two things that most excited me and made me proud to be a Board member are:

- The Fruit and Vegetable Prescription Program—in partnership with the City, UW Health Northeast Family Medical Center, Second Harvest Food Bank Hunger Care Coalition, and Public Health Madison and Dane County. This program began on February 1st and is, to my knowledge, the first of its kind in Madison. The program is for patients at UW Health Northeast Family Medical Clinic who test positive for food insecurity and allows them to get prescriptions for fresh fruits and vegetables in the form of coupons which can be redeemed at any Willy Street Co-op store.
- Community Reinvestment Fund—the Co-op took applications from local community groups for grant funding throughout February and will meet in March and April to decide which programs will receive funding. I've been personally involved in discussions with organizations that received funds through this program and can attest to the fact that this funding has a significant impact on the recipient organizations.

One more piece of exciting news to note: In January, the Co-op had its highest sales week yet—\$1,078,374—which marked the fifth million-dollar sales week of the fiscal year. This tells me the Co-op is strong even in the face of increasing competition and challenging economic times. It is the commitment and dedication of our 34,000-plus members that allows us to be in this position. Thank you very much for your continued support of the Co-op!

## STORES CLOSING EARLY

at 7:00PM on  
Sunday, March 19th for  
our annual staff party



# Be a part of The Big Share!



## ONE DAY, ONE COMMUNITY



## MANY WAYS TO SHARE



Be part of The Big Share™, an online day of giving for Community Shares of Wisconsin (CSW) and its member nonprofits, on Tuesday, March 7<sup>th</sup>.

You don't have to wait until March 7—you can donate now by going to [www.thebigshare.org](http://www.thebigshare.org). You can support all the groups with a donation to CSW, or donate just to the nonprofits you choose.

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**STORES CLOSING EARLY**  
at 7:00PM on Sunday, March 19th  
for our annual staff party

## 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](http://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.



### VEGAN CAKE-BUILDING BASICS WITH THE GREEN OWL

Location: Willy East Community Room  
Tuesday, March 14th, 6:00pm–8:00pm

Instructor: Cara Moseley

Fee: \$20 for Owners; \$30 for non-owners

Ages: 13 and older; adult supervision not required

The Green Owl's Vegan Pastry Chef, Cara Moseley, will demonstrate her technique for vegan cakes and how to use a basic cake recipe in several flavor applications. Cara will also cover different filling and frosting recipes to create and combine into many cake variations. Students will sample different cakes and leave class with many cake ideas and the recipes to make in their own kitchens. Vegan.



### HEALTHY EATING ON A BUDGET

Location: Willy West Community Room  
Monday, March 6th and Wednesday, April 5th, 6:00pm–8:00pm

Your Co-op's Own Instructor: Ben Becker

Ages: 13 and older; adult supervision not required

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

Feel empowered to prepare fresh healthy foods, even when limited by the size of your wallet. Through participation in discussion, food preparation and tasting, participants will explore strategies for procuring nourishing and affordable food, how to recognize healthy, fresh choices, and tasty and versatile preparation methods.

### COOKING WITH CHEF PAUL: WOK & ROLL

Location: Willy West Community Room  
Wednesday, March 15th, 6:00pm–8:00pm

Location: Willy East Community Room  
Wednesday, March 22nd, 6:00pm–8:00pm

Your Co-op's Own Instructor: Paul Tseng

A simple wok can be used to stir-fry, steam, deep-fry and smoke foods. Join Chef Paul to enjoy Kung Pao, a Sichuan style of cooking. Chef Paul will demonstrate how to prepare and cook the proteins, fibers and starch in a wok. He will also discuss how to care for this versatile cooking equipment.



### THE HOME CREAMERY SERIES: CHEDDAR AND GOUDA

Location: Willy East Community Room  
Wednesday, March 1st, 6:00pm–8:00pm

Instructor: Linda Conroy

Ages: 13 and older; adult supervision required

### LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Lakeview Library  
Thursday, March 2nd, 10:00am–2:00pm

Location: Willy West Community Room  
Wednesday, March 1st, 9:00am–1:00pm

Location: Willy East Community Room  
Tuesday, March 14th, 8:00am–12:00pm

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



Fee: \$22.50 for Owners; \$32.50 for non-owners

Join veteran home cheesemaker Linda Conroy as we learn the foundations of making and aging these two classic styles of cheese. From curd to press to aging “cave,” participants will learn to make these in their own kitchen. Everyone will leave with recipes and cheese curds made in class. For the complete list of classes in the series, see our website [www.willystreet.coop/events](http://www.willystreet.coop/events).

### THE HOME CREAMERY SERIES: MOLD-RIPENED CHEESE

Location: Willy East Community Room

Wednesday, March 8th, 6:00pm–8:00pm

Instructor: Linda Conroy

Ages: 13 and older; adult supervision required

Fee: \$22.50 for Owners; \$32.50 for non-owners

Join veteran home cheesemaker Linda Conroy as we learn to add mold to cheese. We will make and sample a simple mold ripened goat cheese that can easily be replicated at home. Participants will leave with recipes and cheese to finish ripening at home. For the complete list of classes in the series, see our website [www.willystreet.coop/events](http://www.willystreet.coop/events).

### LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library

Thursday, March 9th, 6:00pm–7:30pm

Your Co-op’s Own Instructor: Paul Tseng

Ages: 18 and older

Fee: Free; registration required

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



### COOKING TOGETHER: DINNER IN ASIA

Location: Willy West Community Room

Thursday, March 2nd, 5:30pm–6:45pm

Instructor: Lily Kilfoy

Ages: 5 and older

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

Join Chef Lily Kilfoy in this exciting cooking class for families! She will introduce you and your family to unfamiliar foods through delectable dishes and themes, all while having a hands-on fun time! In this class, participants will learn Chef Lily’s take on homemade meals with flavors from different Asian countries. Recipes will include Cream Cheese, Curry and Green Onion Wontons; Sesame-Ginger Marinated & Baked Tofu; Brown Rice & Broccoli Salad with Soy Dressing; and Fresh Fruit Spring Rolls. Vegetarian.

### COOKING TOGETHER: DINNER IN ITALY

Location: Willy East Community Room

Thursday, March 9th, 5:30pm–6:45pm

Instructor: Lily Kilfoy

Ages: 5 and older

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

Join Chef Lily Kilfoy in this exciting cooking class for families! She will introduce you and your family to unfamiliar foods through delectable dishes and themes, all while having a hands-on fun time! In this class, participants will learn Chef Lily’s take on homemade meals with flavors from Italy. Recipes will include Zucchini Crisps with Marinara Sauce, Roasted Vegetable Lasagna Cupcakes, Pizza Salad with Basil-Parmesan Vinaigrette, Garlic Bread, and Raspberry Ricotta Fluff with Graham Cracker Crumbles. Vegetarian.

### INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room

Tuesday, March 28th, 2:15pm–5:30pm

Location: Willy East Community Room

Friday, March 17th, 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](mailto:info@humannaturellc.com) or call 608-301-9961.

### COOKING TOGETHER: DINNER IN MEXICO

Location: Willy East Community Room

Wednesday, April 12th, 5:30pm–6:45pm

Instructor: Lily Kilfoy

Ages: 5 and older

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

Join Chef Lily Kilfoy in this exciting cooking class for families! In this class, participants will learn Chef Lily’s take on homemade meals with flavors from Mexico. Recipes will include Sweet Corn and Sweet Potato Quesadillas, Pico de Gallo Salsa, Avocado Crema, Mexican Slaw, Aztec Quinoa Salad, and Caramelized Bananas with Ice Cream. Vegetarian and gluten-free.



### NATURAL SOLUTIONS FOR LEAKY GUT SYNDROME

Location: Willy East Community Room

Tuesday, March 21st, 6:00pm–7:00pm

Instructor: Katy Wallace

Ages: Any; adult supervision required

Fee: Free; walk-ins welcome

Do you have aches, pains and swelling throughout the body? Increasing frequency of food reactions? Or frequent bloating after meals? Studies are showing that leaky gut is an underlying cause for depression, digestive disorders, increasing food and chemical sensitivities, and autoimmunity. We can help! Join Katy Wallace, Traditional Naturopath, to discuss natural approaches that work.

### UNDERSTANDING THE 100% GRASS-FED DIFFERENCE

Location: Willy West Community Room

Tuesday, April 4th, 6:00pm–7:00pm

Instructor: Rod Ofte

Ages: 13 and older; adult supervision not required

Fee: Free; registration required

Wisconsin Rancher and Rotational Grazier, Rod Ofte, will explain the human health differences and animal health differences of Wisconsin Meadows 100% Grass-fed Beef. Rod will also discuss the positive environmental aspects of restoration grazing as a land management tool to improve our water quality and soil health. Wisconsin Meadows is produced by the Wisconsin Grass-Fed Beef Cooperative, a producer co-op of nearly 170 sustainable Wisconsin family farms committed to raising healthy, local beef, without pesticides, herbicides, growth hormones or GMO feeds.



### YOUR GARDEN CAN FEED YOU ALL YEAR

Location: Willy East Community Room

Thursday, March 2nd, 6:00pm–8:00pm

Location: Willy West Community Room

Wednesday, March 29, 6:00pm–8:00pm

Instructor: Megan Cain

Ages: 16 and older; adult supervision required

Fee: \$25 for Owners; \$35 for non-owners

With some planning, you can start relying on the grocery store less and your vegetable garden more for produce all year round. Learn to strategically plan your garden with easy-to-grow and easy-to-store crops, to elevate production with simple maps and records, when to plant so you’re harvesting from your garden for Christmas dinner, and how to grow more food with less work.

### SUPER-EASY SEED STARTING

Location: Willy East Community Room

Tuesday, March 7th, 6:00pm–8:00pm

Instructor: Megan Cain

Ages: 12 and older; adult supervision required

Fee: \$27 for Owners; \$37 for non-owners

Starting your own seeds allows you to jump into the gardening season early, save money and grow unique and fun varieties. You’ll master the essentials such as what vegetables should be grown from seed and when, why you can’t



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use a window to start seeds, how to gather the right supplies and care for your seedlings, and what colorful varieties are available to grow this year. Participants will start some seeds to take home.

### CREATE YOUR SMART GARDEN PLAN

Location: Willy West Community Room

Monday, April 10th, 6:00pm–8:00pm

Instructor: Megan Cain

Ages: 15 and older; adult supervision required

Fee: \$25 for Owners; \$35 for non-owners

Make this your best year yet by creating a personalized garden plan for growing fresh, organic food right in your own yard. Learn how to strategically decide what to grow by understanding the important details of each vegetable, when to plant a seed or a seedling, how to choose the best varieties for your garden and how to create a planting schedule so you know when to start planting this spring.



### KIDS IN THE KITCHEN: BOUNTIFUL BREAKFAST

Location: Willy West Community Room

Tuesday, March 7th, 4:30pm–5:30pm

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

Location: Willy East Community Room

Tuesday, March 28th, 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. In this class, participants will whip up a made-from-scratch tasty and bountiful breakfast! Recipes will include Mini Cheese & Herb Frittatas, Maple-Cranberry Breakfast Mix, Apples with Sunny Fruit Dip, and Strawberry-Orange Smoothie.

### KIDS IN THE KITCHEN: GREEN SNACKS

Location: Willy East Community Room

Friday, March 10th, 4:30pm–5:30pm

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

Location: Willy West Community Room

Friday, March 17, 4:30pm – 5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class. In this class, participants will cook up some scrumptious snacks using all-natural green foods! Recipes will include Fiesta Green Bean Fries, Avocado-Cilantro Ranch Dip, Spinach and Cheese Quesadillas, and Fresh Squeezed Mint Limeade.

### KIDS IN THE KITCHEN: GREEN SNACKS

Location: Willy West Community Room

Friday, March 17th, 4:30pm–5:30pm

Instructor: Lily Kilfoy

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

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids ages 9-12 years old. In this class, participants will cook up some scrumptious snacks using all-natural green foods! Recipes will include Cheesy Broccoli Popcorn, Brussels Sprouts Poppers, Herbed Pita Crisps, Basil Hummus, Cucumber Ranch Dip, and Green Fruit Skewers.

### KIDS IN THE KITCHEN: LIKEABLE LUNCHES

Location: Willy West Community Room

Friday, April 14th, 4:30pm–5:30pm

Instructor: Lily Kilfoy

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

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

Join Chef Lily Kilfoy in this hands-on cooking class for kids. Sometimes even the most creative cooks get stuck in a rut when it comes to lunchtime. In this class, participants will whip up some of Lily's favorite fun recipes to shake up the routine. Vegetarian.

### KIDS IN THE KITCHEN: RAINY DAY RECIPES

Location: Willy East Community Room

Tuesday, April 4th, 4:30pm–5:30pm

Instructor: Lily Kilfoy

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

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. April showers bring May flowers, and in this class, participants will prepare multiple recipes that are perfect for a cool rainy day indoors. Vegetarian.



### PRESERVATION BASICS: KOMBUCHA BREWING

Location: Willy West Community Room

Monday, March 20th, 6:00pm–8:00pm

Your Co-op's Own Instructor: Ben Becker

Ages: 13 and older; adult supervision not required

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

Looking for a raw brewing experience? Looking to have a do-it-yourself fermented beverage at home? In this kombucha basics class, we will give you an introduction to what kombucha is, how to make it at home, and what you will need to start brewing this tasty, invigorating drink.



### SIMPLY LABELS: DECODING PRODUCT LABELS

Location: Willy East Community Room

Thursday, March 9th, 1:00pm–2:00pm

Your Co-op's Own Instructor: Amanda Ikens

Ages: 13 and older; adult supervision not required

Fee: Free; registration required

Do you know how to read a nutrition label? Do you have special dietary interests such as vegan, gluten-free, food allergies or fair trade? Join Co-op Services staff for an introductory course on labels you might encounter while shopping for your groceries. We'll help decipher label meanings on food products, and participants will walk away more confident as they navigate the grocery aisles and make food selections.

### SIMPLY MEAT: AN INTRODUCTION TO THE MEAT DEPARTMENT

Location: Willy West Community Room

Wednesday, March 22nd, 2:00pm–3:00pm

Your Co-op's Own Instructor: Robert Halstead

Ages: 13 and older; adult supervision not required

Fee: Free; registration required

Join Co-op Services staff to learn about the farmers who supply our Meat department and their animal welfare practices. We will point out our different offerings in the meat case and coolers, including some lesser-known cuts. We'll also provide tips on how to prepare different cuts of meat.

### SIMPLY BULK: AN INTRODUCTION TO THE BULK DEPARTMENT

Location: Willy North Commons

Wednesday, April 12th, 6:00pm–7:00pm

Your Co-op's Own Instructor: Robert Halstead

Location: Willy East Community Room

Thursday, April 13th, 6:00pm–7:00pm

Your Co-op's Own Instructor: Amanda Ikens

Ages: 13 and older; adult supervision not required

Fee: Free; registration is required

This discussion and tour of our Bulk department gives shoppers a chance to learn the layout of the aisle and discover a little bit more about our diverse bulk offerings. This class will prepare Owners to shop more effectively, and they will learn some tips and tricks for saving money in this popular section of the store.

### SIMPLY OWNERS: AN INTRODUCTION TO OWNERSHIP AT WILLY STREET CO-OP

Location: Lakeview Library

Tuesday, March 21st, 6:00pm–7:30pm

Your Co-op's Own Instructor: Ashley Kuehl

Ages: 13 and older; adult supervision not required

Fee: Free; registration is required

Join Co-op Services staff to gain a better understanding of the rights, benefits and history of Ownership at Willy Street Co-op.



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# New In-Store Fundraising Program to Support Double Dollars and Changes to Reusable Bag Incentive Program Starts April 3rd



by **Kirsten Moore,**  
**Director of Cooperative Services**

**T**hanks to your input and our highly successful pilot Double Dollars program in partnership with the City of Madison, Community Action Coalition For South Central Wisconsin, Public Health Madison and Dane County, and Whole-some Wave—we are pleased to

announce some exciting changes and opportunities for you to get involved with supporting the Double Dollars program at both the farmers' markets and the Co-op!

## DOUBLE DOLLARS REFRESHER

For those of you who may be new to the Co-op, or maybe haven't read the *Reader* in a while, the City of Madison received a grant through the USDA Food Insecurity Nutrition Incentive (FINI) Program to support the City's now four-year-old Double Dollars nutrition incentive program for SNAP participants at farmers' markets. Double Dollars helps those using FoodShare/QUEST purchase more fresh fruits and vegetables. In the summer and early fall, Double Dollars vouchers are available at local farmers' markets. Thanks to a \$40,000 allocation for your Co-op as part of the City's grant funds, we created a pilot program to offer Double Dollars in the fall and winter on Double Dollars Tuesdays from October 23rd, 2016, through March 31st of this year.

On Double Dollars Tuesdays, any shopper using a FoodShare/QUEST card to purchase groceries was eligible

to receive up to \$20 worth of Double Dollars coupons to use during future shopping trips for Produce Department purchases. For every \$5 a customer spent using their FoodShare/QUEST card, the Co-op gave one \$5 Double Dollars Coupon, up to \$20. All coupons had an expiration date of March 31st. We had 8,000 coupons to distribute for the pilot. The coupons were so popular, we received permission from the USDA to run 2,350 extra coupons to last through March 14th.

## OWNER REQUESTS TO RAISE FUNDS FOR SHOPPERS WITH LOW INCOME TO BE FULFILLED STARTING APRIL 3RD

Since we began discussing opening Willy North with Owners last year, a variety of Owners came forward asking if they could donate money to the Co-op to distribute to customers who might need a hand up to get their groceries. Until now, we did not have a mechanism to accept these types of donations: we didn't have a criteria for how we would distribute funds fairly or in what amounts. As we are not a nonprofit, we were also uncomfortable with asking you to make cash donations to the Co-op, and your cash donations would not have been tax deductible. Additionally, we knew it was possible at the time that we would receive the grant to pilot Double Dollars and wanted to put our resources towards making sure that this program, which does support shoppers with low income, was a success. Throughout this time, we have listened to your wishes, and heard your generosity. Finally, we are able to announce that we have a plan to fulfill your requests to get involved with supporting your neighbors with additional shopping resources. We will do so by offering

the Double Dollars Fund: a simple, year-round opportunity to support the Double Dollars program at both the farmers' markets and the Co-op.

## ACCEPTING CASH DONATIONS TO SUPPORT DOUBLE DOLLARS

Starting April 3rd, we will offer Double Dollars Fund Cards at all registers at all locations in \$1, \$5, \$10, and \$25 increments for those who are able and interested to make cash donations to support the Double Dollars program. Your cash donations will be paid to Community Action Coalition For South Central Wisconsin, who will designate those funds to provide Double Dollars at participating farmers' markets and at the Co-op. Community Action Coalition For South Central Wisconsin is a 501(c)3 nonprofit, and so your cash donations will be tax deductible and you can also be confident that your donations will be used for the purposes described.

## REUSABLE BAG INCENTIVE PROGRAM WILL ALSO NOW SUPPORT DOUBLE DOLLARS, BAG CREDITS TO BE REPURPOSED

For years we have offered a small credit to customers who brought in reusable bags in recognition of their support for sustainability and saving the Co-op money. Starting April 3rd, we will honor your commitment to reusing bags in a different way. We will tally how many disposable bags you save us from having to buy and contribute those savings to Community Action Coalition For South Central Wisconsin to provide Double Dollars at participating farmers' markets and at the Co-op.

## WHY ARE WE REPURPOSING THE BAG CREDITS TO SUPPORT DOUBLE DOLLARS?

Since its inception in 2005, your Co-op has been discussing the reusable bag incentive program and monitoring how it supports our mission to be an economically and environmentally sustainable grocery cooperative. At the beginning, using a bag credit of 10¢ per reusable bag and 5¢ per reused disposable bag at check-out encouraged customers to remember to bring reusable or reused disposable bags to transport groceries. Over time, the pro-

gram grew stagnant, and showed that the customers taking advantage of the program may likely reuse bags anyway. We spend, on average, \$50-\$55K annually providing credits for reusable bags, and that number does not change substantially year over year. That means that the current program is not motivating new people to start reusing bags, nor is it motivating people to use more reusable or reused bags than they do already. This also means the amount of waste we are reducing by distributing bag credits is neutral year after year, and not increasing. We decided that we wanted to see if we could revitalize the incentive, which means offering something different than a bag credit. We also heard from a variety of Owners that they did not like the program in the current format: feeling that it favored customers who could afford reusable bags, that it favored customers who could afford to buy enough groceries to need a bag, and that some customers would have rather seen that money donated to a cause. So we listened, we learned, and we are making this change thanks to Owner input!

Moving forward, when you support sustainability of your environment and your Co-op, we will use the money we would save on purchasing new disposable bags to nourish and enrich our community by pooling those savings to give to our shoppers and neighbors through Double Dollars. Your support through bag reuse will ensure that those who need help paying for nutritious fresh foods will have another means to do so while supporting local businesses like the farmers and producers at the markets and your Co-op.

## HOW WILL THE REUSABLE BAG INCENTIVE PROGRAM WORK?

The cashier at your checkout lane will tally the number of reusable and reused disposable bags you used to pack your groceries and you will see on your receipt the number of bags that were counted. The criteria for what counts to make the tally will be the same as it was before. A bag must be reasonably full before you can use a second one (i.e. to be tallied). Purchases under \$3 and purchases that do not require a bag for transport are not eligible for tally. The only difference for you is that you will no longer see

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a credit on your receipt; the tally will instead be used by the Co-op to determine how much money the Co-op will send to Community Action Coalition via the Double Dollars Fund.

### ACCESS DISCOUNT PROGRAM PARTICIPANTS NOW RECEIVING FREE REUSABLE BAGS

As part of our changes to the reusable bag incentive program, we wanted to make sure that anyone who wanted to contribute to the Double Dollars Fund could do so without needing to spend money on reusable bags. At the beginning of February, we began distributing free reusable bags to those enrolling in the Access Discount Program (one per Individual Owner, two per Household), a benefit available for Owners who demonstrate they have low income through enrollment in programs such as FoodShare/QUEST. Access Discount participants will be able to receive these bags when they initially enroll in the program and when they renew annually, if desired. The same colorful bags we

are offering to Owners receiving the Access Discount are also for sale in our stores for anyone who wants one, for \$1.99.

### THE COST AND FUTURE OF DOUBLE DOLLARS

Currently, to operate the Double Dollars program at the farmers' markets and the Co-op the way that the program functions now, it costs about \$80,000 for the nutrition incentives (vouchers and coupons) alone. The majority of the funding for the incentives has been supported by grants and some private donations. We are hoping that with your support, we will be able to develop a more stable funding stream for the current Double Dollars programming. Over time, we would like to grow the program, perhaps by adding another day of Double Dollars distribution at the Co-op (currently we can only afford to offer it on Tuesdays), potentially by adding other qualifiers to receive Double Dollars, and maybe even by developing a common currency between the farmers' markets and the Co-op, so

that the incentives could be used at either location. All of these ideas are long-term dreams that will cost more money to support. To start, we are hoping to raise enough funds through your cash donations and your reusable bag usage to maintain current service levels: offering Double Dollars at the farmers' markets during the summer and offering Double Dollars distribution once a week at the Co-op from October through March.

### MATCHING CONTRIBUTION CAMPAIGNS

We are in the process of seeking a private donor to launch the program with us, a person or organization who would like to fund Double Dollars and would be interested in challenging our customers to match their support by either making cash contributions with Double Dollars Fund cards at the registers or by using reusable or reused bags at check-out. We hope that this is something we can do with community leaders and supporters throughout the duration of this new fundraising program. Stay tuned to social media and

the April *Reader* for more details!

### JOIN US IN SUPPORTING DOUBLE DOLLARS!

We hope you enjoy this new fundraising program and that you will join us to help people in our community get Double Dollars to make food purchases and reduce food insecurity in our community. We look forward to continuing to save money and reducing our carbon footprint thanks to your use of reusable bags; and when you do reuse, we'll add up all your support and use it to fund this wonderful cause. If you have any questions about the Double Dollars Fund or the changes to the reusable bag incentive program that will support it, or if you wish to be a matching donor to promote this exciting initiative, please visit our website and contact us at [www.willystreet.coop/contact-information](http://www.willystreet.coop/contact-information). We would love to hear from you! Thank you for making Double Dollars a successful pilot program. We look forward to making it part of our Co-op and the community for the long-term.



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# Tropical Fruit Guide



by Megan Minnick, Director of Purchasing

**T**ruth be told, March is one of my all time least favorite months. It's not quite winter anymore, but it's also not really spring. It's a cold, grey, in-between month that lasts for what seems like forever. Though I love this Midwestern state dearly, this month I really just want to

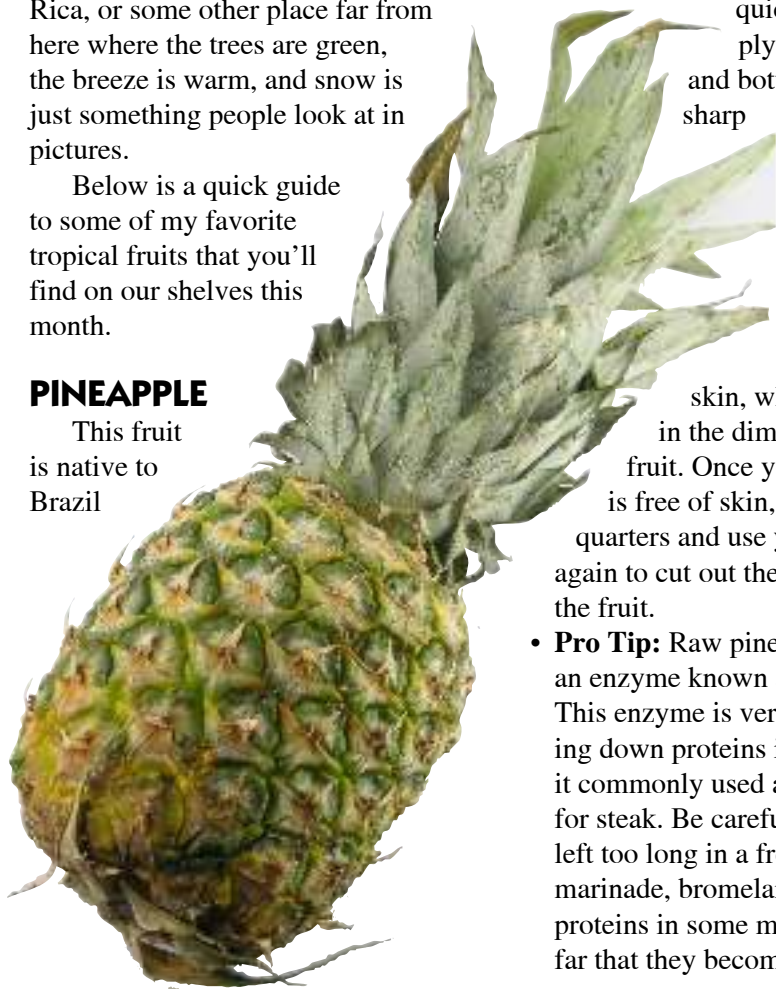
get on a plane, fly to some tropical place, and not come back until April when spring is really here and I can start digging in my garden.

Some years I'm able to take that March getaway; but on years like this one when it's just not in the cards, one of the best ways to avoid the gloom is to immerse myself in the fruits of the tropics: taste a perfectly ripe mango, close your eyes, and you might as well be in Mexico, Costa Rica, or some other place far from here where the trees are green, the breeze is warm, and snow is just something people look at in pictures.

Below is a quick guide to some of my favorite tropical fruits that you'll find on our shelves this month.

## PINEAPPLE

This fruit is native to Brazil



and Paraguay and was widely cultivated throughout the tropical Americas in pre-Columbian times. The pineapples we eat today come from those same regions—mainly Costa Rica.

- **Ripeness:** Pineapples do not ripen after they are picked; they ferment. A little fermentation isn't a bad thing; it can help intensify the sugars in the fruit, but left for too long, overly fermented pineapples develop an off flavor.

Contrary to popular belief, color should not be used to determine the ripeness of a pineapple. Aroma is the best way to pick the perfect fruit. Smell the pineapple at its base; if it smells of sweet pineapple, you've got a winner. If it smells fermented, it's over-ripe; and if there's no aroma at all, chances are it was picked too green. Note that any fruit under refrigeration will not have much aroma, so always sniff your fruit at room temperature!

- **Preparation:** With a little practice, cutting a pineapple can be a very quick process. Simply cut off the top and bottom, then use a sharp knife to carve off the spiny exterior all the way around the fruit. Use a paring knife to cut out any remaining spiny skin, which may remain in the dimples around the fruit. Once your pineapple is free of skin, slice into quarters and use your paring knife again to cut out the woody core of the fruit.

- **Pro Tip:** Raw pineapple contains an enzyme known as bromelain. This enzyme is very good at breaking down proteins in meat, and it commonly used as a marinade for steak. Be careful, however! If left too long in a fresh pineapple marinade, bromelain can break the proteins in some meats down so far that they become mushy and

unappetizing. If you are using fresh pineapple as a marinade, make sure to use a good recipe and follow it carefully! Too much bromelain can also start breaking down the proteins on your tongue, so beware of gorging on too much fresh pineapple. It may make your mouth a bit sore.

## PAPAYA

Papaya has a unique sweet, musky flavor, and a beautiful buttery texture. Until recently, we didn't have a good source of affordable high-quality organic papaya, but in the last year an organic source has popped up in Mexico and we are able to stock it almost all the time. Lucky us!

- **Ripeness:** Because ripe papayas are extremely delicate, I recommend purchasing one that's not quite ripe. Looks for one that's about half yellow/orange in color and half green. Let it ripen on the counter at home. It's ready when the fruit is mostly yellow and somewhat soft to the touch.

- **Preparation:** Cutting a papaya is extremely easy! Simply cut it in half, scoop out the shiny black seeds, and enjoy! I like to scoop the flesh from the skin with a spoon and eat it straight away, but it can also be peeled and cubed for use in fruit salad or other recipes.

- **Pro Tip:** Papaya is the perfect breakfast food! It's delicious, and extremely high in many vitamins, minerals, and dietary fiber. It also contains an enzyme called papain, which, similarly to bromelain in pineapple, is useful for digestive health.

## MANGOES

With good reason, mangoes are the most commonly eaten fruit

worldwide. The silky smooth, sweet, creamy, juicy flesh of a perfectly ripe mango is simply unbeatable!

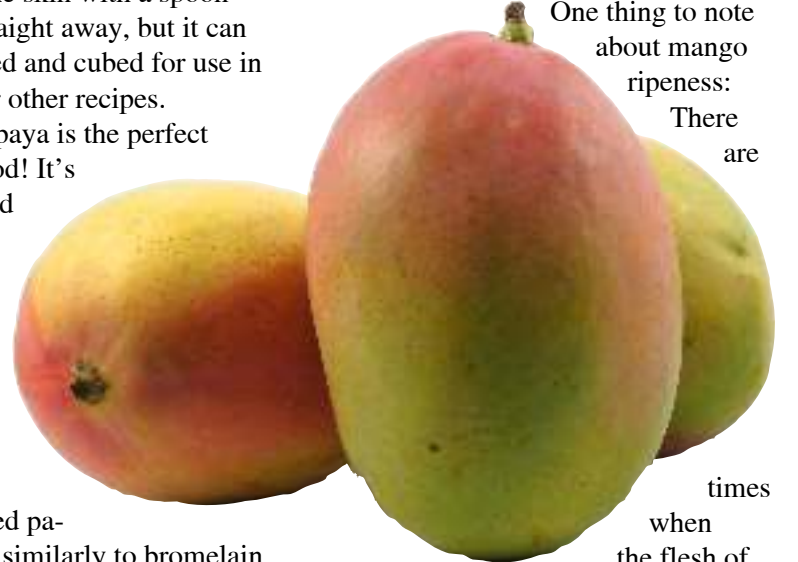
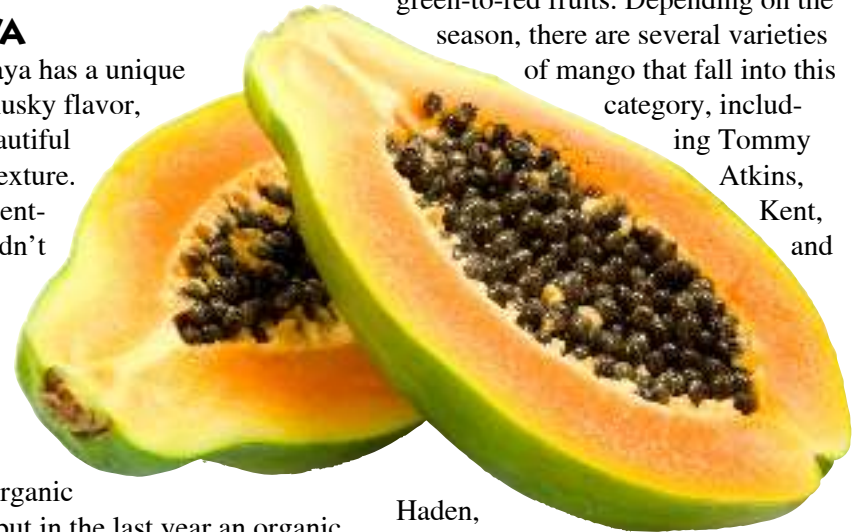
We usually carry two types of mangoes: Ataulfo mangoes, which are yellow kidney-shaped fruits renowned for their smooth, stringless flesh; and what we label as simple mangoes, which are oblong, green-to-red fruits. Depending on the season, there are several varieties of mango that fall into this category, including Tommy Atkins, Kent, and Haden, to name a few.

Haden, to name a few.

- **Ripeness:** Mangoes can be eaten at many different stages of ripeness, depending on how you're planning to use them. Choose firm mangoes that give just a bit to pressure if you want them to hold their shape after being cut (for example, in a fruit salad, or into spears). The softer the mango, the sweeter it will be, but the sloppier it will be as well!

Whatever you do, don't judge your mango by its skin color. Some of the best tasting mango varieties, such as the Kent, are green even when perfectly ripe.

One thing to note about mango ripeness: There are some mangoes that turn brown inside, even when from the outside everything seems to be fine. This happens when the fruit isn't treated quite right in every leg of its long journey. We do our best to test





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every batch of mangoes we receive to make sure these fruits don't get onto our shelves, but if you ever find a brown mango, please don't hesitate to bring it back for a full refund!

- **Preparation:** There are two ways that I know to cut a mango. I'll try to describe them, but a quick trip to YouTube may also be helpful!

The first method is to cut along the pit from stem to bottom, cutting it into three pieces. The middle piece is mostly pit. Take one of the side pieces and score the flesh into squares. Turn the fruit inside out, pushing the skin up from underneath, and scrape the mango cubes off the skin using a knife.

The second method uses (believe it or not) a drinking glass. Cut the mango into three pieces as described above. Take one of the sides and place the edge bottom against the lip of a glass. Slide the mango down, and the glass will separate the skin from the flesh. It's like

magic!

- **Pro Tip:** Don't confine yourself to sweet mango recipes! Mangoes can be used in a multitude of dishes, in any stage of ripeness, and for any course of a meal. Try them in salsas, curries, fresh salads, and grilled with meat or seafood. This is truly a versatile fruit.

### COCONUT

You'll find two types of coconuts on our shelves: young green coconuts and what we call simply coconuts, but which I refer to lovingly as "brown hairy coconuts."

Young green coconuts are picked when not quite mature. They are used mostly for their deliciously sweet water. There isn't a whole lot of meat, on a young coconut, and what is there is gelatinous and not easily used.

Brown coconuts are the mature fruit of the coconut palm. They have a much higher fat content than their younger siblings, much denser flesh and less water. These coconuts are

typically used for their calorie-rich meat.

- **Ripeness:** Coconuts do not ripen like other fruits, although they do age over time from the green, water rich young fruits, to denser, more caloric fruits. Look for coconuts that are free or cracks, mold, or soft spots.
- **Preparation:** There's no getting around it, getting into a coconut just isn't easy, and it takes some practice. Don't be intimidated, though; if you stick with it, fresh coconut is well worth the effort!

If you're looking to drink the water from a young coconut, use a



heavy cleaver

to make an incision in a square shape around the top of the husk, then simply lift off the top and enjoy.

There are many methods for opening a mature coconut, but I'll give you the most failsafe (and least refined) way I know. Use a corkscrew or screwdriver to pierce the three "eyes" at the top of the coconut and drain out the water. Place the coconut in a large plastic bag, find a sturdy floor or countertop, grab a hammer, and strike the coconut until it splits open. Use a kitchen knife to separate the meat from the husk.

- **Pro Tips:** Because it can be quite labor-intensive to acquire, and doesn't store long, the meat from a fresh coconut is not something you see every day—but it is so delicious! Once you extract the meat from the husk, simply process the coconut meat in a food processor, and use it in place of dried coconut.

**TOO MANY GRAPES?**

Grapes are sold by the pound. Feel free to break the bag up and purchase the quantity you want.

**willy street co-op**

**Shopping with Kids?**

Kids are free to take a piece of pre-washed fruit from the basket near the Produce Department.

FREE! PICK ME!

Compliments of the Willy Street Co-op Produce Department

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# coop™ deals

# MARCH

Our weekly Owner Rewards specials are listed in an in-store flyer, on our website, or are available by email. We are doing this to be able to be more flexible with our sales and offer better sale pricing. For more information, including how to sign up for the email flyer, see [willystreet.coop/Owner-Rewards](http://willystreet.coop/Owner-Rewards).

## Health & Wellness co-op deals: March 1-21



Acure  
**Towelettes**  
Argan Oil, Coconut + Argan Oil  
30 pk • Save \$1.50

**\$4.99/tx**



Dr. Tung's  
**Stainless Steel  
Tongue Cleaner**

1 pc • Save \$1.80

**\$5.99/tx**



Herban Cowboy  
**Body Wash**

All Scents on Sale!  
18 oz • Save \$1.30

**\$6.99/tx**



Oregon's  
Wild Harvest  
**Organic  
Fenugreek**

90 cap • Save \$5

**\$9.99/tx**



Veriditas Botanicals  
**Mental Clarity  
Essential Oil**

5 ml • Save \$2.70

**\$8.99/tx**



Garden of Life  
**Raw Organic  
Women's and  
Men's Probiotics**

90 ct • Save \$7.30

**\$39.99/tx**



Xlear  
**Xylitol  
Nasal Spray**

1.5 oz • Save \$4

**\$9.99/tx**



Nordic Naturals  
**Omega-3 Lemon  
Fish Oil**

1,000mg

60 cap • Save \$3

**\$14.99/tx**



Madison Soap Company  
**Bar Soaps**

All Kinds on Sale!

4.5 oz • Save \$1.90

**\$6.49/tx**



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Handmade • Palm-Free  
Organic & Essential Oils

## Health & Wellness co-op deals: March 22-April 4



Natural Factors  
**Ultimate Probiotic  
12/12 Formula**

60 cap • Save \$1

**\$18.99/tx**



Nature's Gate  
**Toothpastes**

All Kinds on Sale!

5-6 oz • Save \$1.80

**\$3.99/tx**



Ancient Nutrition  
**Bone Broth Protein**

All Flavors on Sale!

445 - 592 gm • Save \$9

**\$35.99/tx**



Lily of the Desert  
**Organic  
Aloe Vera Juice**

32 oz • Save \$5

**\$6.99/tx**



Country Life  
**L-Lysine**

500 mg

100 vcap • Save \$5.50

**\$7.99/tx**



Kirk's Castile  
**Coco Bar Soap**

Regular, Fragrance-Free

4 oz • Save 50¢

**\$1.49/tx**



New Chapter  
**Bone Strength  
Take Care**

60 tab • Save \$7

**\$25.99/tx**



Alaffia  
**EveryDay Shea  
Lavender Bubble  
Bath**

32 oz • Save \$4

**\$8.99/tx**



Tea Tree Therapy  
**Tea Tree Oil**

.5 oz • Save \$1.30

**\$4.99/tx**



PURPLE = LOCAL

All Specials Subject to Availability. Sales Quantities Limited.

# coop™ deals

co-op deals: March 1-21



Uncle Matt's Organic  
**Organic Orange Juice**

59 oz • Save \$1.30

**\$5.99**



Natural Sea  
**Pink Alaskan Salmon**

7.5 oz • Save \$1.30

**\$2.99**



Salpica  
**Salsa**

All Kinds on Sale!

16 oz • Save \$1

**\$2.99**



Organic Prairie  
**Ground Chicken or Turkey**

12 oz • Save \$2.30

**\$6.99**



That's It  
**Fruit Bars**

All Flavors on Sale!

1.2 oz • Save 54¢

**\$1.25**



Newman's Own  
Organics  
**Fig Newman's**

Fat-Free, Low-Fat, Wheat-Free

10 oz • Save \$2.10

**\$2.69**



Nature's Path  
**Organic Waffles**

All Kinds on Sale!

7.4-7.5 oz • Save \$1.20

**\$2.29**



Nature's Path  
**Organic Toaster Pastries**

All Kinds on Sale!

11 oz • Save \$1.30

**\$2.99**



Woodstock Farms  
**Hardwood Lump Charcoal**

8.8 lb • Save \$2.80/tx

**\$6.99/tx**



LaraBar  
**Energy Bars**

All Kinds on Sale!

1.6-1.8 oz • Save 79¢

**\$1.00**



Frontera  
**Tortilla Chips**

All Kinds on Sale!

10-12 oz • Save 79¢-99¢

**\$2.50**



Muir Glen  
**Organic Pasta Sauce**

All Kinds on Sale!

25.5 oz • Save \$1.20

**\$2.79**



Earth Friendly  
**Dishmate Dish Liquid**

25 oz • Save \$1.49

**\$2.00/tx**



Annie's Homegrown  
**Mac & Cheese Classic**

6 oz • Save \$1.24

**\$1.25**



Blue Diamond  
**Artisan Nut Thins**

Flax Seed, Sesame, Multi-Seed, Asiago

4.25 oz • Save \$1.29

**\$2.50**



Cascadian Farm  
**Organic Cereal**

8.6-14.6 oz • Save \$1.99

**\$3.00**



Almond Dream  
**Vanilla Lil' Dreamers**

12 oz • Save \$1.30

**\$3.69**



Alden's Organic  
**Organic Ice Cream**

All Kinds on Sale!

48 oz • Save \$2.50

**\$5.99**



The specials on this page are valid March 1-21

All Specials Subject to Availability



# MARCH

co-op deals: March 22–April 4



## Good Health Veggie Stix

6.75 oz • Save \$1

**\$2.99**



## Wild Planet Wild Albacore Tuna

No Salt, Sea Salt  
5 oz • Save \$2.49

**\$2.00**



## Wallaby Organic Lowfat Yogurt

All Kinds on Sale!

6 oz • Save 29¢

**\$1.00**



## Amy's Frozen Burritos

All Kinds on Sale!

5.5-6 oz • save 49¢-79¢

**\$2.50**



## Field Day Organic Water Crackers

4.4 oz • Save 70¢

**\$1.99**



## Westbrae Natural Organic Beans

All Kinds on Sale!

15 oz • Save \$1.29

**\$1.50**



## Ancient Harvest Quinoa Pasta

All Kinds on Sale!

8 oz • Save \$1

**\$2.29**



## Royal Hawaiian Orchards Sea Salt Macadamia Nuts

5 oz • Save \$1.50

**\$4.99**



## Julie's Organic Vanilla Ice Cream Bar

3 pc • Save \$1.30

**\$3.99**



## Nature's Path Organic Granola Bars

All Kinds on Sale!

6.2-7.4 oz • Save \$1.40

**\$3.39**



## Woodstock Farms Organic Frozen Mangoes

10 oz • Save \$1.50

**\$2.99**



## Blue Sky Soda 6-Packs

All Cane Sugar Kinds on Sale!

6-Pack • Save 49¢

**\$3.00**



## Koyo Ramen

All Kinds on Sale!

2-2.1 oz • Save 49¢

**80¢**



## EnviroKidz Eco-Pac Cereals

Gorilla Munch, Peanut Butter Panda Puffs,  
Koala Crisp

23-25.6 oz • Save \$1.50

**\$5.99**



## Bearitos Tortilla Chips

Yellow, White Corn

16 oz • Save \$1.80

**\$2.99**



## Spectrum Organic Extra Virgin Olive Oil

25.4 oz • Save \$6.50

**\$9.99**



## Stonyfield Farm Organic Yogurt

32 oz • Save \$1.20

**\$3.29**



## Sunshine Burger Company Veggie Burgers

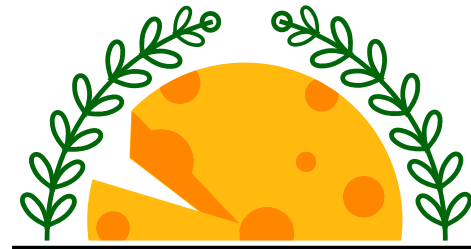
Garden Herb, Southwestern, BBQ, Falafel,  
Breakfast

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**\$3.99**



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Guess which local cheese will win this year's Cheese Challenge and you could win eight pounds of cheese! Fill out your bracket with who wins each match-up and moves on to the next round. Write the one you think will be the Cheese Challenge Champion in the large box. Drop it in the entry box by March 15. All brackets that most closely compare to the final match-ups will be entered to win eight pounds of cheese! Then join us in any store 11am-6pm Thursdays through Sundays, March 16-April 2 and vote to advance your favorites to the next round. No purchase necessary.

**March 16th-April 2nd**





### **KITE HILL YOGURTS**

A new dairy-free yogurt line! Made from California almonds. Varieties to choose from are: Plain, Vanilla, Strawberry, Blueberry, and Peach. We also carry their vegan cream cheese. Available at West and East.

### **RISING MOON CLASSIC POTATO GNOCCHI**

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### **PRIMAL KITCHEN BARS**

Nutrient-dense bars with grass-fed collagen and more than a cup of bone broth! Two varieties available: Dark Chocolate Almond and Macadamia Sea Salt. Gluten, soy, and dairy-free. Low sugar and an excellent source of fiber. Available at West, East and North.

### **RJ'S LICORICE**

Black licorice lovers, we've got you covered! Real New Zealand licorice—soft, chewy and flavorful. And for those who are not a fan, we also have a Mango variety. Available at East and West.

### **ANGIE'S BOOM CHICKA POP CHEDDAR CHEESE POPCORN**

New from Angie's, an orange cheddar cheese popcorn! Great for snackin' and GMO-free. Available at West, East, and North.

### **VITAL PROTEINS BEEF LIVER CAPSULES**

Sourced from pasture-raised, grass-fed New Zealand beef, this supplement is a rich source of vitamin A and b12. Available at West, East and North.

### **BARLEAN'S FIBER BLENDS**

A delicious way to add dietary fiber to your smoothies, yogurt, or juice! An organic mix of acacia, coconut and flax seeds. Available at West, East and North.

### **NORDIC NATURALS OMEGA CURCUMIN**

A great way to utilize the anti-inflammatory properties of turmeric, combined with antioxidant powers of NAC and glutathione in a base of concentrated fish oil. Available at West, East and North.

### **GREEN PASTURES FERMENTED COD LIVER OIL**

By popular demand! Family-owned business that specializes in food oils as they were made prior to the Industrial Revolution. Check out the Arctic Mint. Available at West, East, and North.

### **ANDALOU 1000 ROSES HAIR CARE**

Infuse moisture into color-treated hair with this new hair care line from Andalou. Try the shampoo, conditioner, and the leave-in conditioner! Available at West, East and North.

## **Are you an Owner enrolled in the Willy Street Co-op's Access Discount Program?**

If so, it's that time of year to renew your Access Discount. Willy Street Co-op will be sending out renewal notifications for the Access Discount to all current Access Owners at their last known email and mailing address.

**To avoid a lapse in your enrollment, please submit your renewal form to Customer Service by March 31, 2017.**

For more information about the Access Discount Program please contact **Ashley Kuehl**, the Owner Records Administrator, at 608-251-0884 ext 734 or [a.kuehl@willystreet.coop](mailto:a.kuehl@willystreet.coop). Information about the Access Discount Program can be found at Customer Service desk and at [www.willystreet.coop](http://www.willystreet.coop)



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## **STORES CLOSING EARLY**

**at 7:00PM on Sunday, March 19th  
for our annual staff party**



# Join the Movement: Take Part in The Big Share on March 7th!

by Emily Winecke,  
Communications & Marketing  
Director, Community Shares of  
Wisconsin

**Y**ou're invited to stand up for your community by taking part in The Big Share™ on Tuesday, March 7th, to benefit nearly 70 local nonprofit organizations working to build a just, equitable community and to protect our environment.

The Big Share is a single day of online giving that supports nonprofit members of Community Shares of Wisconsin (CSW)—groups that are on the forefront of the social and environmental justice movement in our state. In two years, The Big Share has raised over \$500,000 from thousands of individual donors, many of whom are encouraged to donate for the first time through social media posts and emails from friends and family.

“The Big Share is an opportunity for the entire community to come together and stand up for the causes and values we care about,” said Cheri Dubiel, CSW Executive Director. “Whether it’s making a donation, or sharing your support for social justice or the environment, The Big Share gives everyone the chance to build a safe community where all of our neighbors can thrive. Now more than ever, we believe The Big Share is an essential tool for making your voice heard.”

## MANY VOICES, BIG IMPACT

The Big Share is the most recent chapter in Community Shares of Wisconsin’s long history of building community around grassroots social change through programs like the Community CHIP Program at Willy Street Co-op. Founded over 45 years ago by local advocates banding together to increase funds and community support for social and envi-



ronmental justice causes, Community Shares of Wisconsin believes that when passionate people come together we can truly change the world.

With The Big Share, people can support the causes they care about with a donation as little as \$5, or by sharing about their support through email or social media. With opportunities for peer-to-peer fundraising, it’s easy to expand the impact of support, simply by encouraging others to give or learn more about these critical local causes.

Thanks to support from the Madison Community Foundation—which has signed on again as the presenting sponsor for The Big Share—and other local businesses, incentive prizes will be offered throughout the day to create excitement on social media as participating nonprofits and supporters seek engagement from new members of the community.

“The Big Share is a great vehicle to call attention to philanthropy, as well as an opportunity to come together to support many different

causes,” said Bob Sorge, Madison Community Foundation President. “We are honored to support this event and help it grow. Join us with your support on March 7th!”

## INNOVATION AND COLLABORATION

The impact of The Big Share goes beyond fundraising, as CSW member groups attend trainings together and share ideas about how to best engage potential supporters through online communications, digital fundraising, photos, and videos. Trainings are provided thanks to generous grants from Madison Gas and Electric, American Family Insurance, and the Zendesk Neighbor Foundation. Student interns from the UW-Madison School of Journalism provide additional support.

“For our organization, the benefits of The Big Share extend far beyond March,” said Wenona Wolf, Communication and Development Manager for the Wisconsin Council on Children and Families. “We use the concepts of The Big Share, like digital engagement and storytelling, to give voice to our policy and advocacy work throughout the year.”

As nonprofit participants build skills year-to-year, The Big Share continues to draw new supporters to organizations long involved with building a stronger community by challenging injustice. This means standing up and speaking out on controversial issues. It means challenging structures and policies that harm our community. And it means coming up with innovative solutions to make lasting change.

By participating in the Big Share, you support a movement of organizations working to build a sustainable food system and fight climate change, and groups that protect civil liberties, advocate for living wages, and defend affordable housing. It’s a movement that advances racial justice, LGBTQ rights, gender equality and the rights of those with disabilities and mental illness.

Ready to show your support for this movement? Mark your calendars for March 7th for an incredible day of generosity, partnership, and community-building. Don’t want to wait until March 7th? You can learn more and give now at [www.thebigshare.org](http://www.thebigshare.org). Be part of the conversation on social media using #CSWBigShare.



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## BULK NEWS

# Big Changes in Willy Pack



by Patrick Schroeder, Production Kitchen Category Manager

If you've shopped your Co-op, or any co-op, you've probably used a gravity dispenser or had your mitts in a scoop bin at one point in one of our Bulk aisles. We know that this area of the store supplies many of our Owners with vital components for their meal-making, and we put a lot

of thought into what lives there and how we make it accessible to you. We also know that the many of the offerings in the Bulk aisle are ones that you all have been shopping for years and years. It is a constant and reliable set of products in this ever-changing business of groceries. For this reason, we thought it prudent to loop our Owners into some recent developments around our Bulk aisle offerings.

### CHANGES

In addition to the two dispensation methods I mentioned above, many of you also enjoy purchasing product from our Willy Pack set—the products that we deem too expensive or inconvenient to be drawn from bins. These are the dried fruits, nuts, and candies that you find on our Bulk aisle shelves packaged in clear bags with green tape and Willy Street Co-op labels on them. Sliced mangoes, Thompson raisins, tamari almonds, fruit juice-sweetened cranberries, and many other favorites come packaged to you in this fashion. It is a group of products that many rely on for healthy snacking, baking and meal-making. We intend to continue to have it on offer for you, albeit with some changes that we'd like to apprise you

of beforehand.

What we've come to realize is that this set of product has grown over time to over 60+ items that we need to package in-house at our Production Kitchen. To maintain the shelves for these products, this is often requiring between 300 and 500 pounds of product to be packaged each day and many times that to be stored, awaiting packaging. The short of it—we've run out of space. To combat this, we shipped the packing program over to Willy North upon its opening, to leverage some space in that footprint. Unfortunately, that has proven to be insufficient as well.

### NEW PACKAGING

Which has brought us to the time of this writing. We have chosen to move forward by returning the packing program to our Production Kitchen albeit in a smaller capacity. This means that the top 15 to 20 products will still come to you packaged just like you're used to having them. Another 20 to 30 products will be sourced from the manufacturers or vendors pre-packaged already, which means you will be seeing different (and, in some cases, lower) prices, sizes and package styles. Yet another group of these products will likely be cut altogether as they are the slowest movers that we've determined through careful examination.

This is going to be a rather large change in what has been an extremely reliable and constant set of products in our stores. We want you to know that you can rely on our floor staff to assist you in finding what you need even amongst the unfamiliarity that this change will bring. Please, don't hesitate to provide feedback through Customer Comment cards. We will be monitoring the situation so as to make tweaks and adjustments. Thanks for your patience and understanding.

## BAKERY NEWS

# Pi Day Pies



by Dustin Skelley, Assistant Deli Manager-East

March usually doesn't make the average person think of pie, but for the numerically savvy the word pie can conjure up thoughts outside the culinary realm. Mathematicians around the world honor the number pi 3.14159; Greek letter "π") on March 14th. Pi is a number used to signify a constant,

the ratio of a circumference of a circle to its diameter. For those who are less excited about math, it's a great excuse to eat pie.

Fortunately for all you pie lovers out there, Willy Street Co-op has pies to suit mathematicians with a variety of dietary restrictions. Currently we're offering apple pie, cherry pie, pumpkin pie and pecan pie; our pumpkin, apple and cherry pies are available in gluten-free and vegan versions as well. You can get pie in a lot of places in town but what makes our pies so special is that they are made from scratch in our Production Kitchen.

### BEST LOCAL INGREDIENTS

Our Bakery has worked diligently to ensure that the best local ingredients are used to craft each one of our pies. Our traditional crusts are made using rBST-free butter produced in Richland Center, Wisconsin. Our vegan crusts are made by The Simple Soyman in Milwaukee, and contain whole grains and are free of gluten, eggs, dairy, sugar, palm oil, corn and GMOs. The apples and cherries in Willy Street Co-op pies are organic and sourced from Healthy Ridge Farms in Sturgeon Bay, Wisconsin. Healthy Ridge Farms is a small family-owned and -operated farm with a mission of providing natural and organic locally farmed produce. The pumpkin in our pies comes from New Traditions Homestead in Hillsboro, Wisconsin. The pecans do not come from Wisconsin, but we do make sure that all of our pecans come from U.S. farms. To really sweeten the deal, we make sure that our pecan pies are not made with any corn syrup, and we use eggs from New Century Farms in Shullsburg, Wisconsin. So this year on Pi day, don't be a square—come around to the Willy Street Co-op for a sweet pie!



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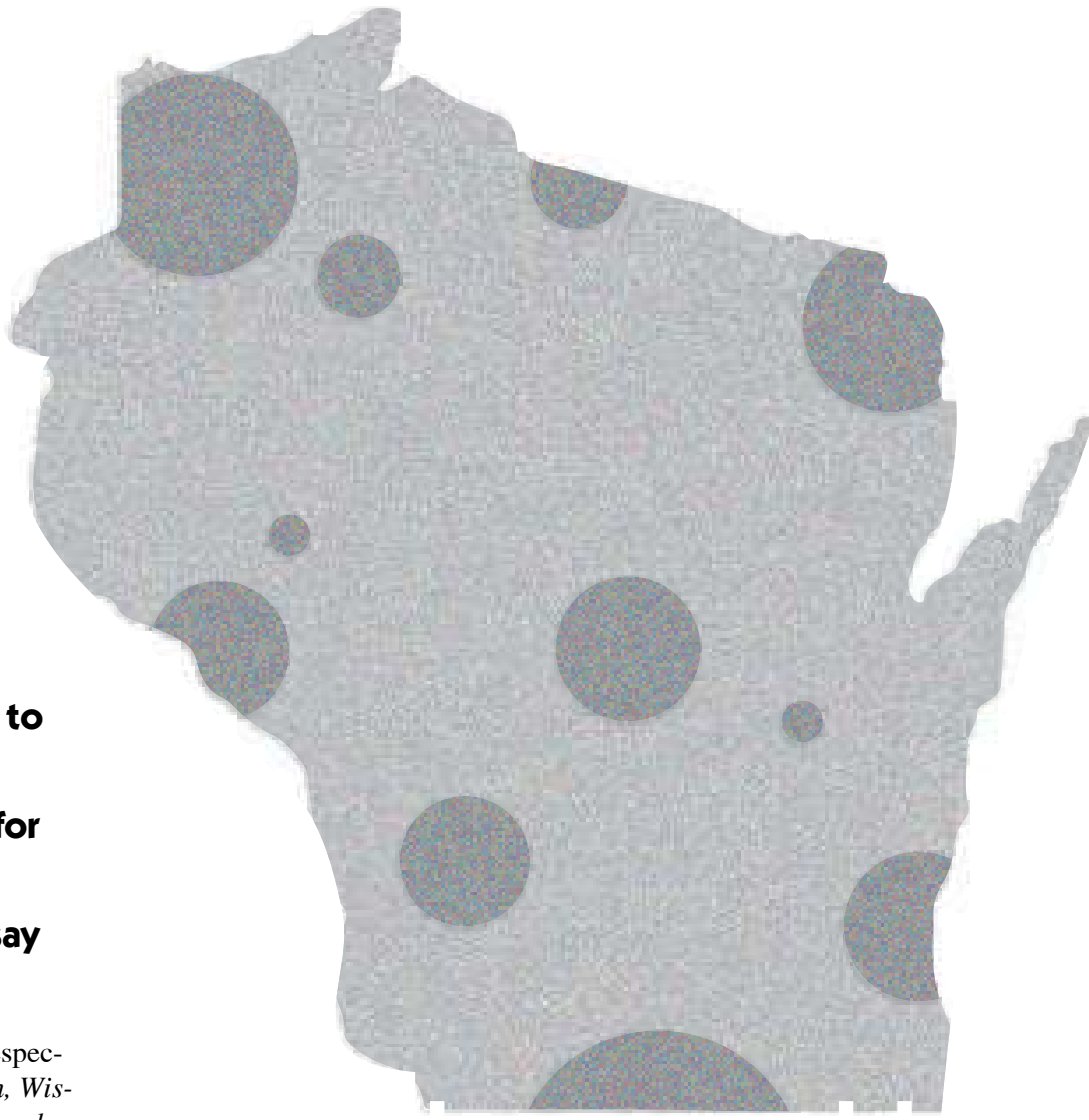
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**“To know Wisconsin is to know its cheese.”**

**“Wisconsin was made for making cheese.”**

**“Say Cheese and you say Wisconsin.”**

**T**hose quotes are from, respectively, *Travel Wisconsin*, *Wisconsin Cheese: A Cookbook and Guide to the Cheeses of Wisconsin*, and *Cheese: The Making of a Wisconsin Tradition*. Quips like these illustrate something we all know about the country’s—even the world’s—associations with our state. Of course, there’s much more to know and love about Wisconsin than just the dairy industry. But cheese certainly is ubiquitous here, and we have a lot to be proud of. “To know [our] cheese” is a tall order because of just how much there is to get to know. At the Co-op’s Cheese departments alone, you could spend countless hours working your way through all of the local offerings. (I certainly have!) It’s hard to take a road trip in the state without seeing a highway sign advertising cheese for sale; and, in fact, Travel Wisconsin has put together a road trip guide specifically for cheese tours, if you want to make that the focus of your travels. (More on that later in this article.)

In 2015, here in America’s Dairyland, we produced 26% of cheese made in the United States, totaling more than three billion pounds. Not only is cheese plentiful in Wisconsin, but it’s also good—and don’t worry, we’re not just saying that because we live here. Wisconsin cheesemakers have won top international awards: most recently, Emmi Roth won the World Cheese Championship 2016 grand prize for their Grand Cru® Surchoix. This Wisconsin cheese beat out worthy competition from Switzerland and the Netherlands to take the top prize.

Wisconsin is, notably, the only state in the country that requires all commercial cheese production to be overseen by a certified cheesemaker. While this strict requirement does present a higher hurdle than aspiring cheesemakers face in other states, it helps ensure that the brand of “Wisconsin Cheese” remains in the highest

repute around the country and the world. Wisconsin is also the only state that offers a Master Cheese Maker certification, a title which has a prerequisite of being a certified cheese maker for 10 years and having produced the cheese for which one is seeking the certification for at least five years. According to the Wisconsin Milk Marketing Board, more than 70 people have attained Master Cheese Maker status in Wisconsin since the program’s inception in 1994. Now, that’s impressive.

### **CHEESE IN WI BRIEF HISTORY**

According to Americasdairyland.com, Wisconsin’s cheese history can be traced back to the 1830s. For a super-comprehensive timeline with photos, check out [www.americasdairyland.com/assets/images/pdf/WisconsinDairyData.pdf](http://www.americasdairyland.com/assets/images/pdf/WisconsinDairyData.pdf). Some highlights from this timeline include:

- 1830s: Pioneering Wisconsin farm wives begin making “kitchen” cheese from milk produced by their herds.
- 1841: Anne Pickett of Lake Mills makes the first official Wisconsin cheese.
- 1864: Chester Hazen builds the first traditional cheese factory in Fond du Lac County, in the town of Ladoga.
- 1880: Wisconsin surpasses Ohio in cheese production, becoming second to New York.
- 1890: Stephen Babcock, an agriculture research chemist, develops the Babcock test, a simple method of

measuring the butterfat content of milk.

- 1910: Wisconsin surpasses New York to become the nation’s number 1 cheese producer.
- 1972: Wisconsin cheese production surpasses one billion pounds.
- 1988: The “Belle of Wisconsin,” a mammoth, 20-ton block of cheddar, begins a yearlong tour of the United States.
- 1994: The Wisconsin Master Cheesemaker program is established. The program remains the only one of its kind in the country.
- 2010: Wisconsin surpasses Italy to become 4th largest cheesemaking region in the world, producing 2.6 billion pounds of cheese to Italy’s 2.5 billion pounds.
- 2016: Wisconsin continues its domination of the World Championship Cheese Contest and claims the World Champion Cheese title, judged the best cheese in the world. ([Americasdairyland.com](http://Americasdairyland.com))

Believe it or not, that’s well under half the dates on the list. Visit the link above for the full list.

### **ALICE IN DAIRYLAND**

Here in Wisconsin, we’re creative about how we promote cheese. Since 1948, the Wisconsin Department of Agriculture, Trade, and Consumer Protection (WI DATCP) has hired an annual “Alice in Dairyland” spokesperson. Alice in Dairyland is a woman employed as a marketing professional who travels extensively to promote Wisconsin cheese and agriculture.

When the program first began, Alice was a high school graduate chosen based on “beauty and health, general personality, and ability to present herself and her message before large groups,” according to the DATCP website. Nowadays, in contrast, she is a “professional public relations professional with at least four years of experience or education in agriculture, public relations, communications, or related fields. Beyond individual communication skills, the list of job requirements includes knowledge about Wisconsin’s diverse agriculture and products, history, resources, and rural-urban issues.”

You can follow Alice in Dairyland on Facebook, Twitter, Instagram, and her website at [www.aliceindairyland.com](http://www.aliceindairyland.com).

### **CHEESE EVENTS & FESTIVALS**

Okay, so you’re sufficiently hungry now, right? Time to check out some cheese in person! Fancy a road trip? Or, alternately, want to attend some cheese events close to home? You’ve got options!

#### **Around Madison**

In the Madison area, there are several major events to check out every year.

#### **Cows on the Concourse**

Cows on the Concourse is an annual event held around the Capitol Square in Madison in conjunction with June Dairy Month. At this event, you can meet some cows (and even pet them!), talk to farmers and ask them questions about their cows, learn about dairy, buy a grilled cheese sandwich, and more.

#### **World Dairy Expo**

The World Dairy Expo is a five-day event held annually in Madison at the Alliant Energy Center. It has occurred every October since 1967. The Expo involves a cattle show, a trade show (the “largest dairy-focused trade show in the world” according to Wikipedia), and youth contests.

#### **Isthmus Beer and Cheese Festival**

The *Isthmus* Beer and Cheese Festival is an annual event at the Alliant Energy Center that began in 2010 and centers around tasting varieties of two of our state’s proudest products. Attendees can choose a standard or premium ticket.



## Around Wisconsin

Want to venture further afield? Festivals and fairs across the state draw enormous crowds—come join the fun!

### Green County Cheese Days

Green County Cheese Days is a huge festival that began in 1914. More than 100 years later, attendance at this biennial September event tops 100,000. Attendees can even camp at the Green County Fairgrounds. Make sure to check out the The Swiss Colony Cheese Days Parade, featuring the Limburger Queen, as well as the music stage.

### Great Wisconsin Cheese Festival (Little Chute)

The Great Wisconsin Cheese Festival has taken place annually in Little Chute since 1988. It takes place the first weekend in June, over three days, to mark the beginning of June Dairy Month. Check out the Big Cheese Parade, cheese carvers, and many other attractions at this event.

### Wisconsin State Fair (West Allis)

The annual Wisconsin State Fair includes a Cheese and Butter Contest as well as a Cheese and Butter Auction, which features the blue-ribbon winners of the contest. At the Real Wisconsin Cheese Grill, fair-goers can buy grilled cheese sandwiches, fresh cheese curds, and cheese sticks.

### Cheese Tours

Want to hit the road and eat like royalty? Travel Wisconsin gives suggestions for cheese-centric road trips—including a Southwestern tour and an Eastern tour: [www.travelwisconsin.com/article/things-to-do/an-epicurean-getaway-the-wisconsin-cheese-tour](http://www.travelwisconsin.com/article/things-to-do/an-epicurean-getaway-the-wisconsin-cheese-tour).

If you'd like to visit a cheese factory and see how the process works, Travel Wisconsin also offers a directory of cheese factories that allow visitors, either for observation or for tours: [www.travelwisconsin.com/things-to-do/local-foods/cheese-factories/directory](http://www.travelwisconsin.com/things-to-do/local-foods/cheese-factories/directory).

Looking to expand your cheese enthusiasm beyond our home state? Cheese Journeys offers trips to other cheese-producing regions nationally and internationally. Check out their offerings at <http://cheesejourneys.com/>.

### CHEESE AT THE CO-OP

Getting back to your regular routine, you might be amazed by what the Cheese departments at the Co-op can offer. At Willy East and Willy West, the Cheese counters are full-service in ways you might not be aware of. If you see a cheese you like but want a larger or smaller piece, many cheeses can be cut to a larger or smaller size, depending on the cheese. During times the Cheese counter is staffed, just ask an employee for more information. We offer packages of cheese slices in some best-selling varieties popular for sandwiches, including (at the time of writing) mild yellow cheddar, baby swiss, pepper jack and provolone. Some other types

of cheese can be sliced to order; so if you're interested, again, just ask your friendly staff member.

Catering via the Co-op's Production Kitchen offers a fantastic Wisconsin cheese platter consisting of five local favorites if you're looking for something special for your next gathering or event. There's also a platter of five international cheeses, if you want to try something from abroad.

### WILLY STREET CO-OP CHEESE CHALLENGE

Since March 2015, Willy Street Co-op has hosted an annual cheese competition of our own. Thirty-two local cheeses are pitted against each other in a delicious customer-tasting competition. It's March-Madness-style—but we promise, it has nothing to do with basketball. When votes are tallied, the winning cheese from one pair goes up against the winning cheese from another pair, until the tournament culminates with the final two cheeses and a grand prize winner. Past winners include Roelli Cheese Dunbarton Blue in 2015, and Sartori Montamoré® in 2016. This year, the competition begins on Thursday, March 16, and ends on Sunday, April 2. Competition days are Thursday through Sunday each of those weeks, at all three stores. You can sample cheese and vote on your favorite 11:00am-6:00pm on those days.

How are the initial cheeses selected? Well, they're all local, to start! The designers of the contest choose some broad categories to represent, and choose a sampling of excellent cheeses in those categories. Based on the winners of the first round, the cheeses that go up against each other in each successive round might be increasingly different from each other. This, in particular, is a chance to branch out and try something you might not have otherwise tried. Maybe you know that you like one of the cheeses, but how will it compare to something completely different? We'll let you be the judge of that!

This year, for the second year, customers can fill out a bracket with their predicted winners for each stage of the competition. Paper brackets are available in this issue of the *Reader* (see page 16), or you can find one online at [willystreet.coop/cheesechallenge](http://willystreet.coop/cheesechallenge). Submit your bracket online or in the entry box at any of the stores no later than March 15th (one day before the competition begins).

### CHEESE COMPETITIONS

There are many cheese competitions around the globe.

The World Championship Cheese Contest takes place in Madison every other year (on even-numbered years). In 2016, an American cheese (Wisconsin's own Roth Grand Cru Surchoix) won the grand prize for the first time since 1988.

The American Cheese Society judges American-made cheeses (from North, Central, and South America) on an annual basis, and Wisconsin

cheeses are typically well-represented in the list of winners. The competition takes place at a different location each year.

The Guild of Fine Foods' World Cheese Awards winners are mainly European cheese makers (at least in 2016 and 2015), but Wisconsin cheeses take prizes, too.

### CHEESE STATISTICS & INDUSTRY GROWTH

According to Dairyreporter.com, the specialty and natural cheese market in the United States grew to \$17.4 billion in 2015, at a compound annual growth rate of 4.11% since 2011. Growth is expected to continue. Globally, also according to Dairyreporter.com, the cheese industry as a whole is expected to reach \$100 billion by 2019, up from \$79.5 billion in 2012. Also according to Dairyreporter.com, US cheese production grew in 2015 for the 18th straight year, expected to continue.

As you can probably tell from all of this, it's a good time to be a cheese lover, and if you're in Wisconsin, you're in one of the world's best places to enjoy top-quality innovative and classic cheeses alike. And that's no cheesy joke.

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## STORES CLOSING EARLY

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# Cheese Challenge Recipes & Wine Pairings



by **Melissa Reiss,**  
Purchasing Assistant

Wine Pairings by **Pam Puckett**

It's that time again... Willy Street Co-op's Cheese Challenge time! Stop in to the Co-op to sample cheeses beginning when the challenge tips off mid-month. To further familiarize yourself with the outstanding cheeses that are going head to head for the top spot in our bracket, check out these recipes

and wine pairings. Wines are available at Willy North and Willy West.

## PEAR BLUE CHEESE ONION DIP

Recipe from: [www.rothcheese.com](http://www.rothcheese.com)

A unique dip—great for a party! Features Roth Cheese's Buttermilk Blue—a tangy yet mellow blue cheese.

- 1 1/4 c. diced red onion
- 3/4 c. diced pear
- 1 8-ounce package cream cheese, room temperature
- 1/4 c. sour cream
- 1/2 c. Roth Buttermilk Blue®
- 2 Tbs. honey

**Directions:** Preheat oven to 375°F. Roast diced onion and pears on parch-

ment paper or a nonstick sheet pan until golden brown, approximately 15 minutes. Allow to cool. Mix together cream cheese, sour cream, Buttermilk Blue® cheese and honey. Blend in onions and pears. Serve with pita or naan crackers.

**Wine Suggestions:** *DaVinci Chianti, Osborne Ruby Port, or Bota Box Riesling*

## HONEY DRIZZLED APPLE GOUDA BACON BITES

Recipe adapted from [sandandsisal.com](http://sandandsisal.com)

This snack features Gouda-style St. Dorian from Capri Cheese, and is also a great appetizer.

- 2 large Granny Smith apples
- Capri St. Dorian cheese
- Thick-sliced bacon
- Honey
- Fresh rosemary, finely minced
- Lemon juice

**Directions:** Cut bacon slices into four equal parts and brown until crisp. Core and slice apples and place into a bowl of water with lemon juice to prevent browning. Slice cheese to fit onto apple slices. To assemble: Arrange apple slices on a serving tray; top with cheese, then bacon; then drizzle with honey and sprinkle with minced rosemary.

**Wine Suggestions:** *Korbel organic Champagne, Acrobat Pinot Noir*

## MONTAMORÉ POTATO AU GRATIN

Recipe adapted from [sartoricheese.com](http://sartoricheese.com)

This is an exceptionally rich take on your typical potato au gratin. The MontAmoré cheese bakes up almost like a ricotta with lots more flavor. The sprinkling of cheddar on top adds depth to the already flavorful dish. This recipe features two Challengers: Sartori MontAmoré (an original cheese from the Sartori Cheese Company; similar to a Parmesan, but more versatile and also great for cheese platters) and Organic Valley Grassmilk Raw Sharp Cheddar.

- 1 Tbs. butter
- 1 clove garlic, pressed through a garlic press or finely minced with a knife
- 2 lb. Russet potatoes, peeled and thinly sliced
- Salt & freshly ground pepper
- 1 7 oz. brick Sartori MontAmoré cheese, shredded
- 1/2 c. Organic Valley Grassmilk Raw Sharp Cheddar, shredded
- 1 1/2 c. heavy cream
- 3/4 c. whole milk

**Directions:** Preheat oven to 350°F. Grease 2.5–3 quart baking dish with butter. Arrange half of the sliced potatoes in the baking dish in layers, overlapping slightly. Season potatoes with salt and pepper. Sprinkle half of the cheese over the potatoes. Layer remaining potatoes over cheese and season with salt and pepper. Top with remaining shredded MontAmoré. In medium saucepan, heat cream & milk with the garlic until just bubbling. Do not boil. Pour over potatoes. Top with cheddar cheese. Place baking dish on baking sheet and bake 60 to 75 minutes or until potatoes are tender.

**Wine Suggestions:** *Casas del Bosque Chardonnay, Ali Sangiovese*

## STEAK SANDWICH WITH HORSERADISH HAVARTI

Recipe from: [www.rothcheese.com/recipe/steak-sandwich-with-horseradish-havarti](http://www.rothcheese.com/recipe/steak-sandwich-with-horseradish-havarti)

- 1 Tbs. vegetable oil
- 1 large red onion, sliced
- 2 Tbs. sherry vinegar
- Salt and pepper, to taste
- 2 crusty sandwich rolls, split, lightly toasted and buttered
- 1 six-ounce top sirloin steak, grilled medium rare and sliced across the grain into 1/4 inch slices
- 4 slices Roth Horseradish Havarti

Pickles, to serve

**Directions:** In a medium skillet, heat oil over medium-low heat and sauté onions until soft, lightly browned, and caramelized. Turn heat to medium-high; add vinegar, salt and pepper. Cook until most of the vinegar has evaporated. Evenly layer two halves of rolls with steak and onions. Top with Roth Horseradish Havarti. Place sandwiches in a hot oven or under broiler until cheese has melted. Top with remaining rolls and serve with pickles on the side.

**Wine Suggestions:** *Nugan Estate Stompers Cabernet Sauvignon, Starborough Sauvignon Blanc*

## ALPINE-STYLE GARLIC MASHED POTATOES

Recipe from [www.saxoncreamery.com](http://www.saxoncreamery.com)

Features Challenge Competitor Saxony Alpine Style™—a rich, full-bodied cheese with sweet and nutty flavors with notes of Swiss. Another Saxon Creamery cheese—their Saxon Pastures™—is an Old English style, aged bandage-wrapped cheddar with a sweet, creamy texture.

- 1 Tbs. butter
- 4 lb. russet potatoes, peeled, cut into 1-inch pieces
- 1 c. whole milk
- 1/2 c. (1 stick) butter, melted
- 1 1/2 c. grated Saxon Pastures™ cheddar style cheese
- 1 c. freshly grated Saxon Saxony Alpine Style™ aged cheese
- Salt and pepper to taste
- 2 Tbs. plain dry bread crumbs
- 1 clove garlic, minced

**Directions:** Preheat oven to 400°F. Coat a 13"x9"x2" baking dish with butter and set aside. Cook the potatoes in a large pot of boiling salted water until they are very tender, about 15 minutes. Drain; return the potatoes to the same pot and mash well. Mix in the milk and melted butter. Mix in the Pastures™ cheese and 3/4 c. of the Alpine Style™ cheese. Add the minced garlic. Season, to taste, with salt and pepper.

Transfer the potatoes to the prepared baking dish. Stir the bread crumbs and remaining 1/4 c. of Alpine Style™ cheese in a small bowl to blend. Sprinkle the breadcrumb mixture over the mashed potatoes. Bake, uncovered, until the topping is golden brown, about 20 minutes.

**Wine Suggestions:** *StoneCap Merlot, King Estate Pinot Gris*

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## RECIPES AND DRINK RECOMMENDATIONS

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### Spicy Tuna with Mango, Avocado, and Crispy Shallots

*Adapted from www.jamesbeard.org*

2 c. vegetable oil  
1/2 c. all-purpose flour  
1 shallot, sliced into thin rings  
salt  
1/4 c. soy sauce  
2 Tbs. rice vinegar  
1 Tbs. plus 1 1/2 tsp. fish sauce  
1 Tbs. plus 1 1/2 tsp. peanut oil  
2 Tbs. sugar, plus more to taste  
1 lb. sushi-grade tuna, diced (about 3 cups)  
1 avocado, peeled, pitted, sliced  
1 mango, peeled, pitted, diced  
1 jalapeño, seeded, minced  
2 Tbs. minced red onion  
2 Tbs. chopped cilantro leaves, plus more for garnish  
1 tsp. crushed red pepper flakes  
juice of 1 lime

**Directions:** In a large, heavy pot, heat the oil to 300°F. Line a plate with paper towels. Place the flour in a large shallow bowl and dredge the shallots in the flour, shaking off excess. Add the shallots to the oil and cook about 1 minute, just until they turn golden brown. Use a slotted spoon to transfer to the paper towel-lined plate. Season with salt. In a small bowl, combine the soy sauce, rice vinegar, fish sauce, peanut oil, and 2 tablespoons of sugar. Whisk until the sugar is dissolved.

In a large bowl, combine the tuna, avocado, mango, jalapeno, red onion, chopped cilantro, crushed red pepper flakes, and 2 tablespoons of the fried shallots. Gently toss to combine, then drizzle with the lime juice and 1/4 cup of the dressing. Season with salt and sugar to taste, and toss again.

Serve topped with the rest of the fried shallots and more cilantro leaves. Makes 6 servings.

**Star Recommends: Sineann Grüner Veltliner: This variety is an extreme rarity in the state, with only a small handful of bottlings made. This one offers aromas of herbs, spice and green apple skin that carry through to the palate, which drinks just off dry.**

### Mango with Coconut Cream and Lime

*Adapted from www.honestfare.com.*

A couple of tips: full-fat coconut milk is a must here; and to keep the coconut cream bright white, use regular white sugar.

1 tsp. arrowroot, plus 1 more teaspoon if needed  
1 can coconut milk, chilled, not shaken  
2 Tbs. white sugar  
2 drops vanilla extract  
pinch salt  
1 large, ripe mango, peeled, pitted, sliced  
1/2 tsp. lime zest

**Directions:** In a small bowl, whisk together 1 teaspoon of arrowroot with 1 tablespoon water. Set aside. Use a spoon to scoop out the very thick, creamy coconut cream at the top of the can of coconut milk, and place in a small saucepan. Cook over medium heat, stirring occasionally, and bring to a simmer. Stir in the sugar, vanilla, and a tiny pinch of salt. Reduce heat to low. Stir in the arrowroot mixture, and continue to cook 5-10 minutes, stirring frequently, until the mixture is thick enough to coat a spoon. If the sauce seems too thin, add another teaspoon of arrowroot mixed with 1 tablespoon of water to the pot and cook another few minutes. Remove from heat and let the saucepan cool, then place in the fridge to chill completely. Pour the chilled coconut cream over the sliced mango, and sprinkle with lime zest. Serve. Makes 2 servings.

**Star Recommends: Champagne Henriot Brut Souverain: The bubbles are persistent, fine and regular. The nose is pleasant, made very elegant by the large amount of Chardonnay. The Brut Souverain is sharp, well-balanced and harmonious on the palate.**



### Mango Kulfi

*Adapted from www.foodess.com.*

Kulfi is a type of Indian ice cream. This is packed with mangoes, and doesn't require an ice cream machine. Try the recipe as written, or fold in some chopped pistachios before it goes in the freezer.

2 c. heavy whipping cream  
2 c. milk  
3/4 c. white sugar  
1 Tbs. cornstarch  
2 large, very ripe mangoes, peeled, pitted, cut into chunks

**Directions:** In a large saucepan over medium heat, whisk together the cream, milk, sugar, and cornstarch. Bring to a boil, then reduce heat to low and simmer, whisking occasionally, about 30 minutes, until thickened and slightly reduced.

Purée the mango chunks in a food processor until smooth. Fold the mango puree into the cream mixture, then pour into a freezer-safe container or popsicle molds, and freeze until set. Makes 6 servings.

**Star Recommends: Pouillon Brut Réserve: This is a blend of crus from all of Bouillon's holdings, its assemblage mirroring the composition of the estate with 70% pinot noir and 15% each of chardonnay and pinot meunier. 85% is fermented in tank, 15% in oak. This is richly textured and silky, displaying aromas of lemongrass, strawberry and brioche.**

### Colcannon

*Adapted from www.bonappetit.com.*

Colcannon is a traditional Irish dish made from mashed potatoes and kale or cabbage, with a million different variations. This take on it calls for Savoy cabbage, garlic, and leeks.

5 Yukon Gold potatoes (about 1 3/4 pounds)  
salt  
6 Tbs. unsalted butter, divided  
2 leeks, white and pale green parts only, sliced in half lengthwise, thinly sliced crosswise  
2 cloves garlic, thinly sliced  
2 cups packed shredded Savoy cabbage, divided  
1 1/4 c. milk  
1/2 c. heavy cream  
black pepper  
1 scallion, trimmed, thinly sliced

**Directions:** Place the potatoes in a saucepan and cover with water. Add a pinch of salt. Bring to a boil over medium-high heat, reduce heat and simmer 30-40 minutes, until easily pierced with a fork. Drain and peel as soon as they are cool enough to handle.

Melt 4 tablespoons of the butter in a large saucepan over medium heat. Add the leeks and cook, stirring frequently, for 8-10 minutes, until very tender. Stir in the garlic and cook another 3 minutes, until the leeks begin to turn golden brown and the garlic is fragrant. Fold in 1 cup of the cabbage, and cook, stirring, until wilted. Add the milk and cream and bring to a simmer. Add the peeled potatoes and last 1 cup of cabbage. With the pot over low heat, use a potato masher to mash coarsely, and stir until heated through. Season to taste with salt and pepper.

Turn the colcannon into a large serving dish. Top with the last 2 tablespoons of butter, and sprinkle with the sliced green onion. Enjoy hot. Serves 4.

**Star Recommends: DeForville Dolcetto d' Alba: A clear and bright ruby in color, with an expressive nose of youthful fruits. Rich, dark cherries and liquorice on the palate and a fresh finish.**

please drink responsibly.

## Shanghai Stir-fried Pork and Napa Cabbage

*Adapted from [www.foodandwine.com](http://www.foodandwine.com).*

This easy recipe is a typical Shanghai-style meal. Dried shiitake mushrooms impart deep, umami-rich flavor.

3/4 lb. boneless pork loin, trimmed of fat

8 dried shiitake mushrooms, stemmed, soaked 8 hours in a bowl of water (see note)

2 tsp. cornstarch

1 1/2 Tbs. dry sherry

1 Tbs. soy sauce

1/4 tsp. white pepper

1/4 c. peanut oil, divided

coarse salt

1 lb. Napa cabbage, halved lengthwise, cored, thinly sliced crosswise  
cooked rice, for serving

**Directions:** Set the pork in the freezer for 15 minutes. Drain the mushrooms, press out the water, and thinly slice.

Slice the pork into slices 1/4-inch thick. Stack the slices on top of each other and slice into 1/4-inch-wide strips. Place in a mixing bowl and add the cornstarch, sherry, soy sauce, white pepper, and 1 tablespoon of the peanut oil. Toss to coat.

Heat a large skillet over high heat until very hot. Add 1 1/2 tablespoons of the peanut oil and heat it until it begins to smoke. Add the pork, and stir-fry about 30 seconds, until almost cooked through, then transfer to a plate. Add the last 1 1/2 tablespoons of peanut oil to the skillet with 1 teaspoon of salt. Stir in the shiitakes and half of the sliced cabbage. Stir-fry over high heat until it starts to wilt. Add the rest of the cabbage and cook, stirring frequently, 1 1/2 minutes more. Return the pork to the pan and cook a minute or two, until heated through. Serve hot, with rice.

Note: If you didn't have time to soak the dried mushrooms, place them in a microwave-safe bowl, cover in hot water, and microwave on high for 3 minutes, and let stand in water for 15 minutes. Proceed with recipe.

**Star Recommends: Castello di Ama Chianti Classico: Ama is an old, fortified village situated near Radda and Gaiole in the heart of the Chianti Classico region. The Castello or Castle of Ama is surrounded by the beautiful Tuscan countryside and is near some of the original, noble families of the Chianti region. These wines in their concentration, harmony and overall elegance represent the best expression of Sangiovese in Tuscany.**

## Thai Salad with Peanut Tempeh

*Adapted from [www.minimalistbaker.com](http://www.minimalistbaker.com).*

Here is a tasty noodle salad that's packed with vegetables and loads of protein. The longer you marinate the tempeh the better, so it makes sense to start that part the night before.

8 oz. tempeh

1 1/2 Tbs. sesame oil

3 Tbs. creamy peanut butter, plus 1/3 cup, divided

5 Tbs. tamari, divided

5 Tbs. lime juice, divided

6 Tbs. maple syrup, divided

1/2 tsp. crushed red pepper flakes, divided

6 oz. brown rice noodles

2 carrots, peeled, then sliced into thin ribbons with a vegetable peeler or spiralizer

2 green onions, trimmed, chopped

1/4 c. chopped fresh cilantro

3 Tbs. chopped fresh mint

1 c. baby spinach leaves, chopped

1 c. shredded red cabbage

1 red bell pepper, thinly sliced

warm water, to thin (up to 1/4 cup)

**Directions:** Set the tempeh (whole) in a steamer basket over simmering water. Steam tempeh for 10-12 minutes, flipping once after 5 minutes. Rinse under cool water, then pat dry. Slice into thin, small, bite-sized pieces. Set aside.

Combine the sesame oil, 2 tablespoons of the peanut butter, 2 tablespoons of the tamari, 2 tablespoons of the lime juice, 3 tablespoons of the maple syrup, and 1/4 teaspoon of the crushed red pepper in a large, shallow bowl or casserole dish. Whisk to combine. Add the tempeh, and toss to coat. Cover, and refrigerate for at least 2 hours, and up to 24. Stir occasionally while marinating.







Preheat oven to 375°F. Line a rimmed baking sheet with parchment paper. Arrange the tempeh on the baking sheet in a single layer, reserving the marinade. Bake 22-30 minutes, until deep, golden brown. Remove from the oven, and use a brush to coat the tempeh in leftover marinade.

Cook the rice noodles according to package directions, then drain, rinse under cool water, and set aside to cool. Combine the carrots, green onions, cilantro, mint, spinach, cabbage, and red pepper in a large bowl.

In a small bowl, whisk together the remaining 1/3 cup plus 1 tablespoon peanut butter, 3 tablespoons tamari, 3 tablespoons maple syrup, 3 tablespoons lime juice, and 1/4 teaspoon crushed red pepper flakes.

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Whisk in warm water a few tablespoons at a time until you have a thick and creamy sauce.

Add the cooled noodles to the bowl of vegetables and toss to combine. Pour the peanut dressing over the salad, and toss to coat. Serve topped with the marinated peanut tempeh. Enjoy. Serves 4.

**Star Recommends: Soléna Pinot Gris: Displays a very floral and white fruit-driven character. The nose shows spring-like sweet cherry blossom, vanilla, honeysuckle, and white pear and precedes the juicy and rich mouthfeel of passion fruit and bright grapefruit combined with lingering citrus that offers a vibrant crisp finish.**

## Bacon Blue Cheese Burger with Caramelized Onions

*Adapted from [www.adventuresincooking.com](http://www.adventuresincooking.com).*

Sweet caramelized onions, melted blue cheese, and crispy bacon are classic burger toppings for good reason.

2 Tbs. butter  
1 large onion, sliced  
1/2 lb. bacon  
2 lbs. ground beef (10% fat)  
1 tsp. Worcestershire sauce  
1/4 tsp. salt  
1/2 tsp. black pepper  
1/2 tsp. cumin  
1/4 tsp. hot sauce  
1 Tbs. olive oil  
1/2 c. crumbled blue cheese  
8 burger buns, lightly toasted  
1/2 c. Thousand Island dressing  
8 lettuce leaves  
1 large tomato, sliced into 8 slices

**Directions:** Melt the butter in a medium skillet over medium-high heat. Add the onions and reduce heat to low. Stir, cover, and cook, stirring every 5-10 minutes and scraping up browned bits that form on the bottom of the pan. Cook for 25-30 minutes, until the onions are deep golden in color and are becoming jammy. Transfer to a bowl and set aside.

Cook the bacon over medium heat in the same pan you used for the onions until crispy. Transfer to a paper towel-lined plate and set aside.

In a large bowl, combine the ground beef with the Worcestershire sauce, salt, pepper, cumin, and hot sauce. Mix until well-incorporated. Shape into 8 patties, about 1-inch thick. Heat the olive oil in a large frying pan and add the burgers, in batches if necessary. Cook to desired doneness, flipping once

partway through the cooking time. After flipping, place about 1 tablespoon of the blue cheese on each burger. When the burgers are done cooking, place on a paper towel-lined tray.

Spread 1 tablespoon of the thousand island dressing on the bottom half of each bun, then a lettuce leaf, a slice of tomato, a burger patty, some caramelized onion, bacon, followed by the top buns. Makes 8 burgers.

**Star Recommends: Willamette Valley Vineyards Whole Cluster Pinot Noir: This bright and fruity Beaujolais-style wine is as light and refreshing as a young wine can possibly be. It delivers a smile-inducing burst of strawberry and cherry fruit—round, ripe and juicy. You absolutely want to drink this sometime in 2017 while all that youthful energy remains.**

## Socca with Tomato and Onion

*Adapted from [www.veganricha.com](http://www.veganricha.com).*

A large, gluten-free and vegan pancake. This one is made with Indian spices and sautéed onion and tomato.

1 c. chickpea flour  
1 Tbs. flaxseed meal  
1/2 tsp. salt  
1/4 tsp. turmeric  
1/4 tsp. garlic powder  
1/4 tsp. baking soda  
1/4 tsp. ground cumin  
1 c. water  
4 Tbs. olive oil, divided  
1 small onion, very thinly sliced  
1 tomato, cored and sliced  
2 Tbs. chopped cilantro

**Directions:** In a large bowl, mix together the chickpea flour, flaxseed meal, salt, turmeric, garlic powder, baking soda, and cumin. Slowly whisk in the water until there are no lumps. Stir in 2 tablespoons of olive oil. Set aside. Preheat oven to 450°F. Heat last 2 tablespoons of oil in a heavy skillet over medium heat. Sauté the onion for 6-8 minutes, until golden brown. Pour the chickpea batter into the pan, and arrange the tomato slices on top. Sprinkle with cilantro. Bake 10-15 minutes, until the edges are set and the center is firm. Slice and serve hot. Serves 2.

**Star Recommends: Regis Minet Pouilly Fume Vieilles Vignes: Régis Minet consistently produces the finest Pouilly-Fumé for the money in a region plagued by inconsistency. You can pretty much expect the same mouth-watering combo of ripe citrus, flint and grassy notes every year, in a package that is surprisingly supple while still zippy.**



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# Staff Picks



## AMANDA

### Good Health Peanut Butter Filled Pretzels

Great road snack or just something to tide me over 'til dinner. I shared them with a friend who thought we stopped carrying them; we still have them, they just changed their packaging.



### Nessalla Kombucha (all flavors) and Klarbrunn

The kombucha makers really have this down! I haven't had a flavor I did not like! I really like to make mocktails with kombucha and Klarbrunn. Or add alcohol—I call it Booch, Brunn and Hooch. The hooch can be vodka: try Death's Door (available at Willy West and North).



### Immaculate Baking Company Chocolate Chunk Cookie Dough

In a hurry and want to bake some cookies? These are your go-to. They are super-easy and delicious. Bet you can't eat just one.



### Briannas Home Style Creamy Blue Cheese Dressing

I have been fond of this dressing for years, and finally we carry it here. So great on salads, and also good paired with game-day chicken wings and celery!



## RITA

### Rishi Tea Tropical Crimson Iced Tea

This ice tea is the bomb.com because it is so refreshing and so cheap. I drink at least one every day!



### Jewell Hollow Woodcraft Cutting Boards

They are local and handcrafted. Each one is very unique and different. They all make wonderful gifts, but the one in the shape of Wisconsin is very special!



## ANNA

### Blue Diamond Hint of Salt Nut Thins®

These crackers are pleasantly crunchy, perfect for the gluten-free and non-gluten-free alike, and go with EVERYTHING. Chicken salad, tuna salad, peanut butter, almond butter, artichoke dip, vegan spinach dip, hard and spreadable cheeses and cheezes, mango chutney, the possibilities are endless! I also appreciate how low they are in sodium so the salt never overwhelms any of the other flavors.



## KJERSTIN

### Angelica's Garden Lime Kvass

It is incandescent lime juice! This lime kvass is less tart than regular lime juice and so much yummier—plus full of healthy organisms AND from a local small business. I love it mixed with just plain sparkling water, but it would make for a spectacular lime juice replacement in any and all beverages.



## ACACIA

### Good Health Avocado Oil Lime Ranch Kettle Chips

Super crunchy, awesome tangy flavor, and I love that the product is made with healthy, beneficial avocado oil!



## ANNA

### Paqui Tortilla Chips—Nacho Cheese Especial

We looovee these in the Front End. They are a huge flavor explosion and absolutely delicious. Whenever we buy a bag for the Front End office they are gone within minutes.



## DANIEL

### Kite Hill Chive Cream Cheese Style Spread

This cream cheese is the best dairy-free option out there. The consistency is so smooth, and the subtle flavors from the chives make every bagel delicious. Certainly worth trying if you have a dairy allergy, or are considering alternatives!



## ANSLEY

### Farmer Johns rBGH-Free Provonello

I am so in love with this cheese—mild enough to be good “kid” cheese, with great provolone flavor and string cheese-type texture—it is the best family picnic cheese you could find!



## KELSEY

### Boursin® Garlic & Fine Herbs Gournay Cheese

Last summer while I was visiting friends in Germany, my hostess introduced me to a creamy herb cheese that I fell in love with. This cheese is the closest match I have found in Wisconsin. The herbs are not overpowering, so you can use this cheese in a lot of ways. My favorite, however, is to simply spread it on some fresh bakery bread. It's soooo good!



## SARAH

### Veriditas Sinus Formula

When nothing else will do the trick, this blend of essential oils opens up my sinuses and lets me breathe again! The best part is it works nearly instantly, so you can start feeling better right away.



## CATE

### Alaffia Bulk Unrefined Shea Butter

This is the best moisturizer I've found for alleviating the damage a Wisconsin winter can cause my skin, particularly my hands and face. Additionally, this is a fairly traded product that supports fair wages for women in Africa, and the company uses sustainable agricultural practices. As a huge bonus, the price point is exceptional!





### Willy Street Co-op Green Zinger

A fantastic treat any time of year. However, I find the Green Zinger especially restorative and uplifting in the winter months. The perfect immune boost and aesthetically pleasing as well. (Available at East and West)



#### JACK

##### Veriditas Ylang Ylang Hydrosol Facial Toner

This is the olfactory equivalent of Morrissey's "Suedehead"--you will need to hit the button again and again



#### JEREMY

##### Cedar Road Bacon

It's my new favorite bacon, plus it's essentially local.



#### DAKOTA

##### Primal Pit Paste

Primal Pit Paste is the best natural deodorant I have ever used (and I've tried them all)! It contains very simple ingredients, it's long-lasting, and it leaves you smelling great. I'll never go back to any other brand.



#### HELEN

##### Weleda Everon Lip Balm

I love this lip balm because it has a super-nice rose and vanilla smell that isn't overwhelming. It is also long-lasting. Weleda is a good company with quality products that are effective. The lip balm is a bit expensive, but I think it's worth it—and would make a great gift!



#### RACHAEL

##### Batch Bakehouse Gruyère Croissant

Eating a croissant from Batch is like having a croissant for the first time. Nothing else prior can compare to the buttery flakiness that



they bring to each and every bite. To top it off, there is a river of salty Gruyère flowing through the middle of it. I take them home, warm them up, and throw some faux bacon in them for the ultimate breakfast sandwich!

#### CARLEY

##### Willy Street Co-op Caribbean Queen Juice

For something so simple, this product packs a punch and is easily my favorite juice that we carry. We juice the oranges, ginger and lemon in house, so you know it's fresh. The Caribbean Queen juice is full of everything you need to get through a long Wisconsin winter and all that comes with it.



#### JUSTIN

##### Lady Alice® Apples

Just as most apples are starting to fade in flavor and texture, the storage apple Lady Alice® starts to come into its own. Still complex and crunchy even in late winter, it's one of my favorite varieties of apple to buy this late into the season.



#### TYSON

##### Fresh Ginger Root

I like to slice it very thin across the grain, then grind it with my coffee beans. Makes my coffee extra yummy and gives me superpowers.



#### BRENDON

##### Pink Lady® Apples

These apples have the perfect balance of sweetness and tartness, plus they're very crunchy.

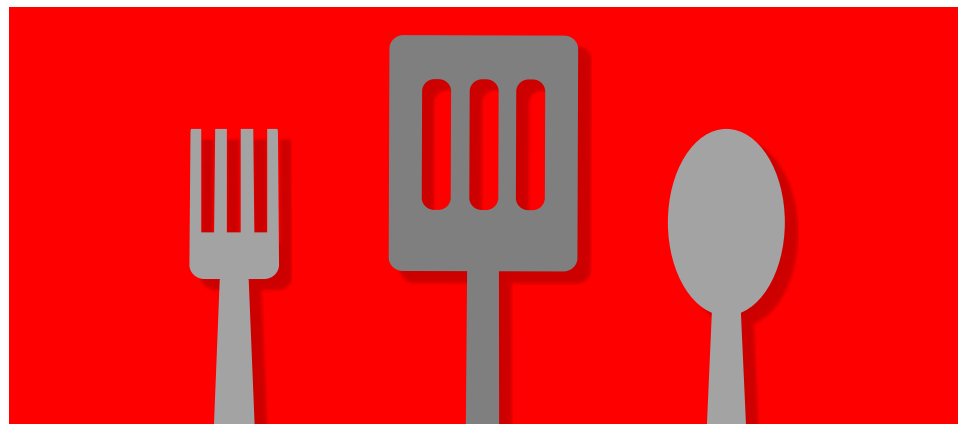


##### Wisconsin Meadows 80/20 Grass-Fed Ground Beef

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More info and registration at: [MadisonAreaPermacultureGuild.org](http://MadisonAreaPermacultureGuild.org)

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