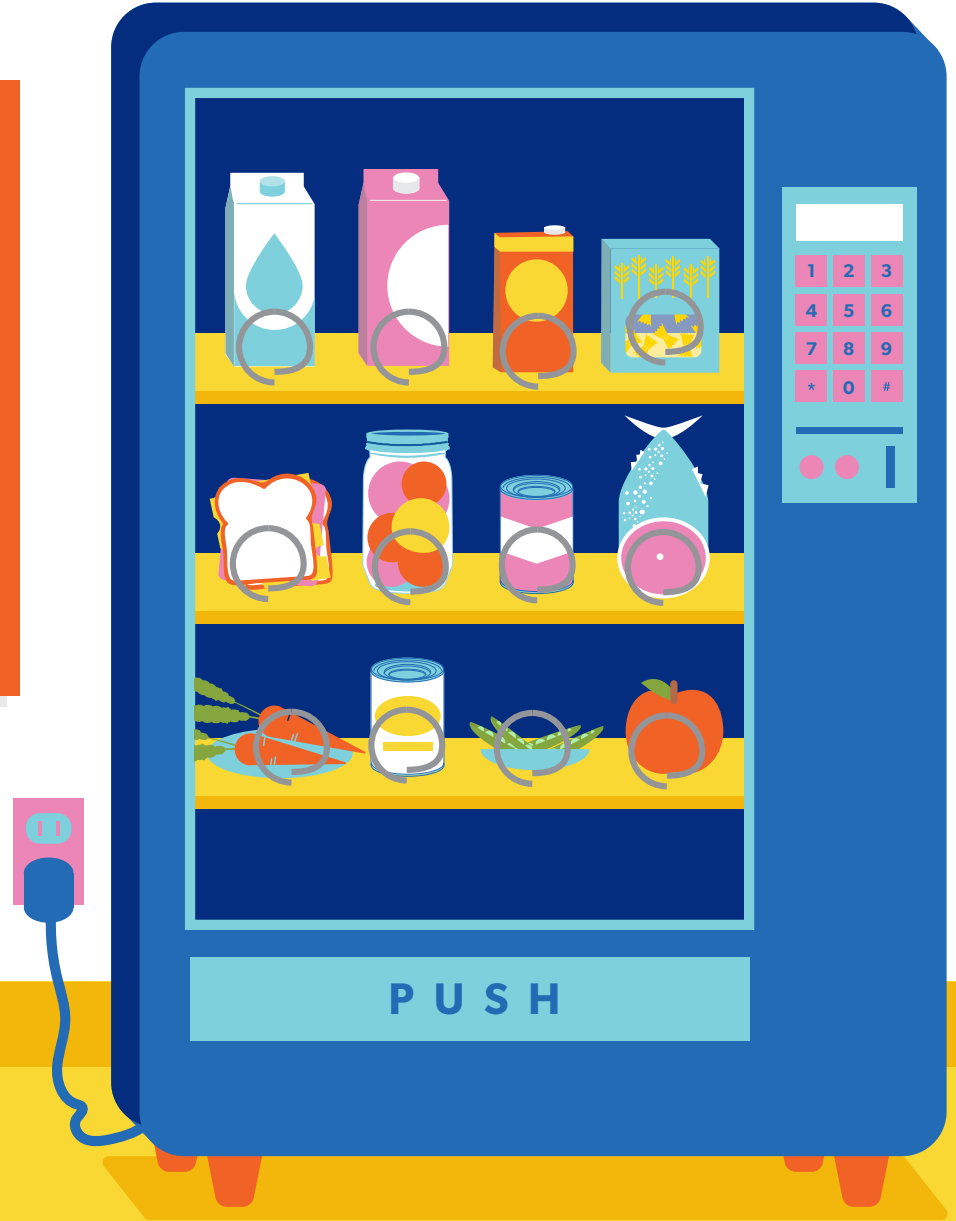


READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 45 • ISSUE 3 • MARCH 2018



IN THIS ISSUE: Cheese Challenge; 2018 Local Season Preview; Services Available to Make Shopping Easier; and More!

PRSR STD
U.S. POSTAGE
PAID
MADISON, WI
PERMIT NO. 1723

willy street co-op

1457 E. Washington Ave • Madison, WI • 53703

POSTMASTER: DATED MATERIAL

CHANGE SERVICE REQUESTED



When you hire a remodeling company, what matters to you? At Chads Design Build, our commitments **spell** our name!

Comfortable
Healthy
Attractive
Durable
Sustainable



Call Chads Design Build today!
(608) 221-1799



One Remodeled Home at a Time

View our Portfolio of
Kitchens & Bathrooms
Additions & Attics
Porches & Decks
Lower Levels & More at
ChadsDesignBuild.com

willy street co-op

READER

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

EDITOR & LAYOUT: Liz Wermcrantz
ADVERTISING: Liz Wermcrantz
COVER DESIGN: Hallie Zillman-Bouche
SALE FLYER DESIGN: Hallie Zillman-Bouche
GRAPHICS: Hallie Zillman-Bouche
SALE FLYER LAYOUT: Liz Wermcrantz
PRINTING: Wingra Printing Group

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

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

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: l.wermcrantz@willystreet.coop

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

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: 7:30am 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
Patricia Butler
Bruce Slaughenhoupt
Jeannine Bindl
Brian Anderson
Meghan Gauger
Emma Cameron
Stephanie Ricketts

BOARD CONTACT INFO:

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

BOARD MEETING SCHEDULE

ALL MEETINGS BEGIN AT 6:30pm UNLESS OTHERWISE NOTED

March 20th
April 17th
May 15th
June 19th
AMP July 12th
July 17th

As always, Board meetings are held at the Central Office beginning at 6:30pm.

IN THIS ISSUE

3-4	Customer Comments	8	New Containers	18-19	Stand up for Your Community: The Big Share Returns on March 6!
5	In Memoriam; Cheese Challenge; West Expansion; and More!	10	Nature's Path to Keeping it Local	20	Services Available to Make Shopping Easier
5-6	Policy Monitoring; Meet a Board Member; and More!	11	2018 Cheese Challenge Recipes	22-23	The Cost of Food
6-7	Community Room Calendar	12	New Products	24-25	Recipes and Drink Recommendations
8	2018 Local Season Preview	13-15	SPECIALS PAGES	26-27	Staff Picks
		16	2018 Cheese Challenge Bracket		

CUSTOMER COMMENTS

Write Us!

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

LOCAL VEGGIES IN THE WINTER

Q: *hello I am wondering if there is a way you can get more local/ organic vegetables during the winter, for instance kale (which I think is a winter crop), and other crops that you don't have that also grow during the winter here. i'm trying to avoid vegetables from California yet don't have a CSA because i get my food from the coop (although maybe i should just get a csa.) but meanwhile, that'd be cool if you are able to get some local kale! and broccoli. anyway happy holidays! and thanks for being the coop*

A: Hello and thanks for the question!

In some warmer climates (like Central and Southern California), Kale and Broccoli can be grown year round, but unfortunately here in Wisconsin it just gets too cold. It's true that these crops like cool temperatures, but they can't withstand the consistent deep freeze of a Wisconsin winter. Our short days are also a limiting factor—I used to live in Northern California, and even there, given the limited daylight hours in the winter months crops would stop growing even though the temperatures were just about perfect for cruciferous crops like kale and broccoli.

Some farms are able to grow a few crops (primarily spinach) in hoop-houses throughout the winter. Generally, hoop-house production is pretty small and the farms that have invested in this infrastructure sell their entire crop through winter farmers' markets and CSAs. Selling to us at wholesale costs and quantities just doesn't make sense for them. If you are looking for a good, consistent supply of local organic fresh greens through this winter, farmers' markets are probably your best bet. I know there are a few winter spinach CSAs around, but they sell out quickly given the high demand.

We do have a good supply of local organic sprouts through the winter, and we also carry a (non-organic) aquaponic lettuce from KP Simply Fresh. This product is grown in a heated greenhouse with added lights. We sometimes get a limited supply of hoop-house spinach and other greens, but these are very sporadic (basically

whenever farms have a glut), and they generally appear either in the late fall or early spring. Otherwise, we have to rely on fresh veggies that are shipped from climates more suited to winter production than ours.

If you're really committed to local eating through the winter, root vegetables are the way to go. These are crops that are harvested in the fall and stored through the winter. We carry local carrots, onions, beets, potatoes, sweet potatoes, rutabagas, turnips, parsnips, celeriac, beauty heart radishes, and other root veggies through most of the winter. I hope this is helpful. Let me know if you have any more questions!

Best, Megan Minnick, Purchasing Director

INCOME TAXES

Q: *My wife and I just received our 2017 annual report and in examining the income statement I was surprised to see a line item for income taxes. When did the cooperative become a taxable not-for-profit, and why?*

A: Thank you for your inquiry. We have always been incorporated as a for-profit cooperative under Chapter 185. We have never been incorporated as a non-profit charitable organization. We have always paid state sales tax and federal income tax. Wisconsin cooperatives are exempt from paying state income tax, so we do not pay Wisconsin corporate income tax.

The tax amount in our annual report reflects a book entry to reconcile the timing of when we recognize depreciation expense on our books compared to when we are allowed to recognize depreciation expense on our federal income tax return. We hire a CPA firm to audit our books annually and to prepare our federal tax return. They also provide us with guidance and expertise on tax planning.

Thanks again for your inquiry and please let me know if you have any other questions. -Paige Wickline, Finance Director

VAPOR IN THE AIR

Q: *Yesterday afternoon (12/30), I was at Willy North, looking for a probiotic supplement when I noticed a strong odor of what I assume was essential oils. I looked around and saw a diffuser spraying a stream of vapor into the air. Knowing that I can be sensitive to perfumes and so forth, I left the area immediately and checked out. Unfortunately, the encounter caused me respiratory irritation and swelling that lasted several hours. I wanted to let you know that essential oils can cause serious respiratory problems for many people with asthma, allergies, and other respiratory diseases (like COPD). I urge you to discontinue using a diffuser, to avoid inadver-*

tently causing breathing difficulties for your shoppers with respiratory problems. Until then, I will need to avoid the HABA section completely and limit my time in the rest of the store. Thank you!

A: Thank you for your customer comment concerning the essential oil diffuser that is on the wellness desk. I apologize that it caused you respiratory irritation while shopping and after. Our intention is to show customers how the diffuser operates. Moving forward we will use only water in the diffuser and can turn the unit off for any customer upon request, knowing that many customers have respiratory problems.

Thank you again for your feedback and I hope we can help you in the Wellness department anytime. -Lily Hoyer-Winfield, Assistant Store Director-North

BATHROOM LOCATION

Q: *Good morning. I've been looking at your remodeling plans for Willy West. As a frequent coffee drinker there, I could not help but notice that the expanded commons area is very close to the bathrooms. This might be unpleasant for the diners.*

A: Thanks for the feedback. You're right, the new bathrooms are close to the expanded commons areas, similar to that of Willy East. We kept the bathrooms in a similar location to where our bathrooms at West are now because moving the plumbing is cost prohibitive. The current design includes privacy screening between the two areas, and we do not believe that the bathrooms will be so close to the dining area that it would be a distraction. That said, we are working out tweaks to the final design plans now, and we will definitely keep your feedback in mind should we have any opportunities to make changes in those areas of the store. Have a great evening. -Kirsten Moore, Cooperative Services Director

LOOKING BACK

Q: *I grew up in the Willy St neighborhood and have lived here for most of my adult life as well. Attending Georgia O'Keeffe Elementary and Middle school (back then named Marquette) I have seen Willy St. Coop through all of its stages of growth and expansion. I fondly remember buying my first "Fruit Leather" fruit snack after school with friends and it being a warm and welcoming experience in the community.*

While I have been a long time member it is only recently that I have come to rely on the pre-made selection of foods the Coop has to offer. I reflect on how my career has continued to develop and grow over the years, just as the Coop has, and I find myself ever so grateful for its comforting presence. Dur-

ing the hectic work day I often look forward to knowing that I have a wide variety of pre-made foods both hot and cold that are nutritious and fresh to choose from. To the Coop team members that make the pizzas (particularly the Tahini pizza!) I want to say BRAVO! And, THANK YOU! From the sushi, to sandwiches, to pastas, to kale and beets, the salad bar, warm meal selections, and desserts all are delicious and their preparation is much appreciated. With such limited free time to cook for myself, I dare to ask where I might be if I didn't have such a large selection of pre-made foods to choose from. Therefore, I and other busy Coop members are lucky that instead of "grabbing something to go" we have the option of "grabbing a bit to eat with our community", and I truly value that.

A: Wow, thank you so much for the kind words, they made my morning and I'm sure they will make our employees' days as well! I've passed on your compliments to our teams in the East Deli, the Production Kitchen, and Shizen Sushi. I've also posted your positive comments for all of our employees to enjoy.

We're so glad to hear that you appreciate our prepared foods selection, and that we have been able to provide you with quality service throughout your life. We look forward to seeing you in the store again soon! Take care. -Kirsten Moore, Cooperative Services Director

BAIT & SWITCH?

Q: *Willy West: Green Kale & Lacinato Kale were on sale \$1.49 ea. or 3/\$4.00. I purchased a bunch of Kale that rang in at \$2.79. I noticed the error on my receipt as I was exiting the store. I went to customer service. We walked over to the Kale area. She (customer service lady) points out & reads the sign to me. "Green Kale & Lacinato Kale". Yes—I saw the sign when I picked out my bunch of kale. She then points to the green kale on the left side of the bin and the Lacinato kale on the right side of the bin. The problem was that the purple kale (the one I had picked out) was in the MIDDLE of the bin and directly above the sign. Note that the bin was heaping and freshly topped off. There were no divisions between the 3 types of kale—all meshed together and the purple and green look very similar. If the purple kale was NOT part of the sale then why was it all put in the same bin and even worse, why was it all placed in between the 2 varieties that were on sale? This is the sort of thing regular super markets do all the time and so often that I am convinced that it is done on purpose. I just never thought that Willy St would stoop to such*

tactics. I was lucky to have caught it. But I wonder how many people chose the purple Kale because it was the one right above the sign and assumed it was on sale and I wonder how many people either never get a receipt or if they do ever check it. How many people were overcharged?

A: Hello and thanks for writing. I am so sorry you had this experience at Willy West! I can assure you that there was no intention to trick customers into purchasing kale that wasn't on sale. This was simply an oversight on our part—we did not change up our regular display for the sale, and we should have.

I'm cc'ing our West Side produce manager, Max, on this email. He oversees the produce merchandising at Willy West, and I'm sure he'll see to it that this sort of thing doesn't happen again.

Best, Megan Minnick, Director of Purchasing

BULK SECTION BASICS

Q: Hello, I am looking for information about your bulk section. I am doing research on the challenges of offering bulk goods. Specifically I am researching ways to reduce single use plastic and was thinking that offering more bulk goods can help to reduce it. I have been to Willy Street when in Madison (I am in Milwaukee) and love your co-op. How well is the bulk section received and used by your customer base? What do you do to encourage more people to purchase from bulk? Has offering a good selection of bulk items lessened your need for single use packaging? Any insight you can offer would be

appreciated.

A: Thanks for reaching out! Our bulk aisle is a big hit with our customers, and sets us apart from other grocers. Most of our core shoppers use it regularly and learn that the items in the bulk aisle are very fresh, since the bins are replenished frequently. Many of our new shoppers appreciate being able to purchase as little or as much as they would like. This is how we promote the aisle as well: if you only need a tablespoon of cinnamon, why buy a whole spice jar? If you rarely use whole wheat flour but need a cup of it for a recipe, just buy one cup of it! To help illustrate the savings, we have some signs explaining rough portion cost since the per pound price can sometimes make the product seem really expensive, when most people are really only buying a fraction of a pound. We offer tours of our bulk aisle to show shoppers the layout of the aisle, how to read price labels, tare container weights, and fill containers with product. We share interesting pieces of information about our diverse bulk offerings on the tour, and offer tips and tricks for saving money in this popular section of the store. We've also done a few videos to explain how to use the aisle (and get customers more comfortable with it). We tend to put all organic bulk or all bulk products on sale a few times per year, and we like to bring new items into the bulk aisle as well to keep it fresh and new. That helps increase exposure.

Once our shoppers become familiar with the section, they become consistent bulk shoppers who love the lower prices and the ability to minimize packaging. The bulk section has also allowed for us to cut down

on packaging, because some items sell much better in bulk than they do packaged on a shelf (for example, we have only a very small section of packaged rice and grain). According to regulations, we are required to offer a free package for bulk items, and so we have both paper and plastic bag options. We also have plastic and glass containers available for purchase.

If you have any other questions, please do not hesitate to ask! Best of luck with your research! -Kirsten Moore, Cooperative Services Director

REMODEL SUGGESTIONS

Q: I've been looking at the new floor plan for the Willy West remodeling project. I generally like what I see, but I have concerns about the space allocations.

For example, the floor plan seems to suggest that a perceived need for increased capacity in the produce department will not be addressed. The floor space is increasing but not apparently the produce capacity. My question is, can the existing island produce stands be replaced with new versions to provide more room for produce?

Another concern is the space allocation for bread. The current space has not been enough, in my opinion, particularly for families buying multiple loaves of bread each week. The floor plan shows that the bread is moving to a new location, but it seems there will still not be enough space. Part of the problem is that bread is sharing the new space with the olive bar. While I agree that there is some logic to have the olive bar near the cheese department, I believe bread sales are a higher priority than olives. The olives need to be elsewhere in favor of bread.

My third concern has to do with the space allocation for packaged foods. The Willy West remodeling is going to bring in more customers, and certain packaged foods will need more space due to the greater demand for these items. That means that some packaged foods could be moved, but added space to receive them is not shown on the floor plan. My opinion is that the space allocated for wine, liquor, and beer could be adjusted to include additional space for packaged foods. An alternative is to move the

paper goods, cleaning products, and other non-grocery goods into this space.

A: Thank you so much for your interest in the West expansion and for sharing your comments. The budget, as well as the additional space we have available for the West expansion is fixed. Our main objective at this time is to ensure we can make the best use of the new space we have had the rare opportunity to acquire, knowing that we will always have opportunities to do further capital improvements to the space and upgrades to equipment in the future.

We do not have plans to make many changes to the Produce department during the expansion, though some of the changes to our backstock space may allow for more efficiencies in Produce, and the reconfiguration of our front end and customer service area will open up the space available making it more comfortable for shoppers to navigate, which is currently our most pressing issue. We agree that the island units could use some upgrades, and while they won't be part of the expansion project, we do have plans to make these upgrades over the next few years.

Sometimes it's hard to envision spatial changes on a floor plan, since it doesn't necessarily account for the height and depth of the shelving and display fixtures. I'm pleased to report that the merchandising area for bread is growing from 20 linear feet to 38 linear feet, and that our packaged grocery displays are planned to grow from 260 linear feet to about 315-320 linear feet.

The details regarding the expanded merchandising space for packaged grocery and beer and wine are under revision, and an updated floorplan will be available later this month. This section of the current floorplan, as well as the one in revision, also create more backstock space for receiving. We do plan to display more of our general merchandise products in this area, as you have suggested, and there will be some additional grocery merchandising near the hot bar. The bottom line is that we can assure most every department is either growing as a result of this expansion, or will have some room to grow at a later time. Please let us know if you have further questions or concerns.

-Kirsten Moore, Cooperative Services Director

URBAN FARMING

We've got your supplies for gardening, canning, raising chickens in your backyard, and more!

willy street co-op

WILLY ST. BLEND
12 OZ. (340g)

JUST COFFEE CO-OP
SALE
12oz. bags
WILLY ST. BLEND EARLY BIRD
bulk
SOUL SHAKER HALF CAFF
justcoffee.coop

SOUL SHAKER
12 OZ. (340g)
SOUL SHAKER HALF CAFF
bulk
SOUL SHAKER HALF CAFF
justcoffee.coop

GENERAL MANAGER'S REPORT

In Memoriam; Cheese Challenge; West Expansion; and More



by Anya Firszt, General Manager

March is National Women's Month. The Co-op employs 397 people; 52% are women, and of our 38 management positions, 54% are filled by women, and all but one was an internal promotion.

"Here's to strong women! May we know them. May we be them. May we raise them." -unknown.



Carmen Miranda-Torres

IN MEMORIAM: CARMEN MIRANDA-TORRES

It is my sad duty to share with you the passing of a Carmen Miranda-Torres. She was 23.

Carmen worked at Willy East and Willy North as a customer service representative and cashier. She had been treated for cancer two years ago, but unfortunately the cancer came back. She was a delightful, strong, witty free spirit, and I consider myself blessed to have known her. She will be missed.

ON THE HORIZON: FISCAL YEAR 2019 BUDGET PLANNING

We just closed the second quarter of the current fiscal year and we have started our budget planning for next fiscal year. Our fiscal year runs July through June; planning for the coming fiscal year is based on anticipated performance in quarters that have yet to be closed. Sales currently are running higher than budget and we continue to manage expenses extremely well. The FY19 budget will be submitted to the Board for approval at their June Board meeting; once approved a summary will be shared with Owners in the *Reader* before calendar year end.

WEST EXPANSION PROJECT

In the coming month I am hopeful that construction will begin! The sooner we start, the sooner we will be done.

We met our Owner Bond drive goal of \$600,000 within just 25 days! And, we extended the Bond drive another few days to include any appointments we had scheduled, ending on Valentine's Day with a grand total of \$674,500 in Bond sales. I offer my sincere thanks to those of you who stepped up to support our Willy West expansion effort by purchasing a Bond.

We will soon be able to share with you the phasing plan for the construction work at Willy West. This plan will delineate what areas of the retail floor will and won't be accessible during certain phases of construction and (roughly) the timing for each phase to take place. At this time we expect that almost all products will still be available during construction, although some will be temporarily moved. We are planning for the project to last five months—ending (fingers crossed) before November. If the thought of any kind of disruption to your shopping routine makes you cringe, please consider shopping at Willy East or Willy North!

MARCH MADNESS CHEESE CHALLENGE

I am happy to report that again we are putting a spin on the traditional NCAA basketball tournament known as March Madness. We offer you an edible version with 32 local Wisconsin cheeses vying for the top-seeded position; from March 15–April 1 you can vote for your favorite local Wisconsin cheese. The person who submits the bracket that most closely matches the results will win eight pounds of cheese! May the best cheese win.

ANNUAL BOARD ELECTIONS

I mentioned last month that a Board member, Dave Pauly, resigned prior to the end of his term. At the writing of this report, it is yet unknown if the Board will appoint an Owner to fill that vacancy or not. Stay tuned.

That said, it's not too soon to think about running for the Board. This year there are three seats to that need to be filled; three 3-year seats will be vacated at the end of the fiscal year. Candidate statements are due June 1. The voting period runs from July 1 through 6:00pm on July 17; candidates are

invited to address the membership at the Annual Meeting and Party (AMP) on Thursday, July 12, 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.

DISCOVER CARD

We are happy to announce that we have been able to fulfill a long-term Owner request: all locations are now able to accept Discover credit cards at the registers!

IN CLOSING

Facetime with the GM is next scheduled for Monday, March 19th at Willy East from 6:00-7:00pm. The one following that is scheduled for Monday, April 16th at Willy North same time, 6:00-7:00pm.

There is no telling what will happen weatherwise this month—frosted windshields in the morning and shirt sleeves and short pants in the afternoon. We're bound to see more sunlight and slush in the coming days. Be well.

BOARD REPORT

Policy Monitoring; Meet a Board Member; and More



Stephanie Ricketts, Board Member

HAPPY RETURN OF SPRING FELLOW CO-OPERS!

The spring equinox falls on March 20th this year, and I am buoyed by the lengthening days and the occasional whiff of spring carried in on the breeze. I hope each of you feels the thrill of possibility as we move toward warmer days, festooned with ramps, morels and the first tender greens of the growing season.

CAN'T STOP WON'T STOP... POLICY MONITORING

In the meantime, your Board has been busy through the final weeks of winter! At our monthly Board meetings, we continue to monitor the financial health of the organization (in a nutshell: things look solid), grow our knowledge base and overall cohesion as a group, and monitor compliance with our various governance policies. In January we reviewed reports on Policies B6 (Staff Compensation + Treatment), B9 (Management Continuity) and C9 (Board Compensation).

For those who don't know (or would just like a reminder), Willy Street Co-op's Board utilizes Policy Governance to monitor and guide the health of our organization. The oh-so-stimulating definition from Policy Governance.com reads, "Policy

Governance@ is a model of governance designed to empower Boards of directors to fulfill their obligation of accountability for the organizations they govern. As a generic system, it is applicable to the governing body of any enterprise. The model enables the Board to focus on the larger issues, to delegate with clarity, to control management's job without meddling, to rigorously evaluate the accomplishment of the organization, to truly lead its organization." Which is to say that the Board sets policies, which management and staff strive to meet, as a way to provide structure and leadership.

Speaking of policies, the Board—via the Policy Committee—is also reviewing our current policies and bylaws for any redundancy or opportunities for improvement. Keep an eye on future *Readers* for any updates to the language!

MEET A BOARD MEMBER

Curious about the Board's work? Have questions about policies, the strategic direction of the organization, or other aspects of the Co-op's leadership? Come ask us in person!

Board members will be tabling at each location on the following dates and times. At least two Board members, along with some tasty samples, will be on hand to answer your questions, chat about your thoughts and ideas for the Co-op, and get to know you, our Owners! We would love to meet you, and I hope you'll stop by.

- March 10, Willy North, 12:00pm-2:00pm

MEET YOUR BOARD OF DIRECTORS

Spring is a great time to get out and about, enjoy the season's first veggies and...meet Your Board of Directors! We invite you to stop by to meet some Board members and have a snack while you're shopping. We may not know what aisle the organic volcano rice is in, but we will be ready to answer questions about your Board's job duties, what it's like to run for the Board, or just to say hi to you and thank you for supporting Your Coop.

Come and see us on these dates:

March 10, Willy North, 12:00pm-2:00pm

April 14, Willy West, 12:00pm-2:00pm

May 12, Willy East, 12:00pm-2:00pm

- April 14, Willy West, 12:00pm-2:00pm
- May 12, Willy East, 12:00pm-2:00pm

Our intention is to repeat this tabling format for the rest of the year. Let us know if there are other ways you'd like to meet your Board!

2018 ELECTIONS

Before you know it, the heat of summer will be here along with the AMP and Co-op Board elections! If you are passionate about Willy Street Co-op, love the sound of setting and monitoring policies, and/or have a vision for the future of our organization, it's the perfect time to consider running for the Board. Nomination materials will be available in the stores and posted on the Co-op's website by March 5, and a number of Board candidate orientation sessions

are scheduled as well. Our first Board Candidate orientation session will be at Willy West on March 14, 2018 from 6:00pm-7:00pm.

Know someone who would be a phenomenal candidate? Send the information to them! The more awesome candidates we have, the brighter the future for our Co-op.

HAPPY TRAILS, DAVE PAULY

Board member and VP Dave Pauly has resigned from the Board, as he and his wife will be moving on to exciting adventures in a new locale. Thank you for your 2+ years of service Dave, and for bringing an incisive, articulate and wise voice to the Board!

As always, it is a pleasure to serve on your Board of Directors. Thanks for being a part of this Co-op!

Community Room Class Calendar

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

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



COOKING WITH CHEF PAUL: MEDITERRANEAN CUISINE

Location: Willy East Community Room
Wednesday, March 7, 6:00pm-8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

An essential ingredient in a Mediterranean diet is olive oil. To counter our winter blues, better our mood and lower inflammation, omega-rich olive oil may come to the rescue. Join Chef Paul in this class to sample olives and explore many ways to utilize olive oil. On the menu is: Herb Polenta with Chickpeas and Spinach; Pasta with Broccoli, Sour Cream and Walnut Pesto; and Blood Orange Olive Oil Cake.

COOKING WITH CHEF PAUL: RAMEN FROM SCRATCH

Location: Willy East Community Room
Wednesday, March 21, 6:00pm-8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

We want to share this convenient and tasty noodle bowl with families and friends. Join Chef Paul to learn the fundamental structure of Ramen, from the broth to the noodles to the proteins and vegetables. Chef Paul will demonstrate how to make each ingredient from scratch. The menu will include Buckwheat Ramen with Pork Schnitzel, Poached Egg and Baby Bok Choy.

SIX SPICES: INDIAN VEGETARIAN BRUNCH

Location: Willy East Community Room

Monday, April 9, 6:00pm-8:30pm

Ages: 18 and older

Instructor: Neeta Saluja

Join Chef Neeta Saluja to learn to prepare a delicious vegetarian Sunday brunch to enjoy at home with friends and family. The depth of flavors and richness of the dishes will keep anyone satisfied well into dinnertime. On the menu: Garbanzo Beans with Tamarind Sauce; Poori, Indian fried bread; and Halwa, dessert prepared with cream of wheat, ghee and sugar. Vegetarian.



HOME CREAMERY SERIES: CHEESE CURDS AND CHEDDAR

Location: Willy East Community Room

Wednesday, March 14, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

Fee: \$25 for Owners; \$35 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 cheese in their own kitchen. Everyone will leave with recipes and cheese curds made in class.

HOME CREAMERY SERIES: GOUDA-STYLE CHEESE

Location: Willy East Community Room

Wednesday, March 28, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

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

Join veteran home cheesemaker Linda Conroy as we learn about gouda cheese. This is a type of cheese that is made by washing the curd. It is also unique in that the pressed cheese is salted by sitting in a brine. In this session, we will make curds, wash them and learn to press as well as salt this cheese. Samples will be included!

HOME CREAMERY SERIES: SOFT-RIPENED CHEESE

Location: Willy East Community Room

Wednesday, April 11, 6:00pm-8:00pm

Ages: 13 and older; adult supervision required



Richard Levine, PhD
Integrative Clinical Psychologist

Hours by appointment.
Call today to arrange
a consultation.

715 Hill Street Ste. 270
Madison, WI 53705
(608) 335-8455
www.drleone.com

Compassionate, confidential therapy for
individuals and couples...without labels

Life's difficulties and our often poisonous culture can impact mental and emotional well-being in many ways, leading to feelings of isolation and disconnection. Seeking therapy need not be viewed as an expression of mental illness.

- * More than 30 years' experience
- * For anyone wanting to live life more fully and become their most authentic self
- * Affordable; sliding fee scale available
- * Independent practice; no need for diagnostic labels required by insurance companies. We are all unique!



**Tenney Nursery
& Parent Center**

A Preschool & Community-based Parent Cooperative

1321 E. Mifflin St. | tnpc@cgfirepower.com | 255-3250

www.tnpckids.com

Pre-School age 2-5
Parent/Child Playgroup age 0-3
STATE LICENSED & CITY ACCREDITED

Compassionate, Comprehensive Pet Care

**Eastside
Veterinary Clinic**



4421 Cottage Grove Rd Madison

Dr. Joe Novotnak

221-3509

Instructor: Linda Conroy
Fee: \$25 for Owners; \$35 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.



COOKING TOGETHER: TASTE OF THAI

Location: Willy East Community Room
Friday, March 2, 5:30pm–6:45pm
Ages: 5 and older; registration for adults and kids required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for families to learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare Chef Lily's take on a mouthwatering meal inspired by the tastes of Thailand. Savory soup, fresh spring rolls, and sweet mango sticky rice are just a few of the delectable dishes that we'll explore. Vegetarian and nut-free.

COOKING TOGETHER: FLAVORS OF SPRING

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

Join Chef Lily Kilfoy in this hands-on cooking class for families and learn about different foods, how to follow recipes and how to use a variety of tools. Asparagus, peas, rhubarb, cherries, mushrooms and more—spring-time is just around the corner, and in this class we will prepare a fantastic feast that will celebrate its arrival by using ingredients that are synonymous with the season. Vegetarian.



HOW THE THYROID GLAND WORKS

Location: Willy East Community Room
Tuesday, March 13, 6:00pm–7:00pm
Ages: Any; adult supervision required
Instructor: Katy Wallace
Fee: Free Lecture; walk-ins welcome.

Are you fatigued, constipated, and have brain fog and wonder if it's your thyroid hormone levels? Come learn about how thyroid hormones, essential to every cell in the body, are produced, and how auto-immunity, stress and inflammation interfere. Katy Wallace, Traditional Naturopath of Human Nature, will present the roles of minerals and diet in supporting the thyroid gland.



KIDS IN THE KITCHEN: GREEN FOODS!

Location: Willy East Community Room
Friday, March 9, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Avocado, green beans, kiwi, kale, limes and basil—what do these great groceries all have in common? They're all green, of course! In this class, participants will create a variety of delicious dishes using all-natural green foods. Vegetarian and nut-free.

KIDS IN THE KITCHEN: SUPERFOOD SNACKS!

Location: Willy East Community Room
Tuesday, March 20, 4:30pm–5:30pm
Ages: 5–8 years old; adult supervision not required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Superfoods are foods that are considered to be especially healthy, such as berries, chia seeds, sweet potatoes, kale and quinoa. In this class, participants will create scrumptious snacks out of superfoods. Vegetarian and nut-free.

KIDS IN THE KITCHEN: FOOD ART!

Location: Willy East Community Room
Tuesday, April 10, 4:30pm–5:30pm
Ages: 5–8; adult supervision not required
Instructor: Lily Kilfoy
Fee: \$10 for Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Fish and flowers made from fruit? Butterflies and bears made from bread? How about critters or cars crafted from cheese and crackers? Chef Lily can't wait to see what the kids will come up with! Participants in this class will create edible and artful images using a variety of foods. Vegetarian.



EXPLORING THE ART OF JAPANESE PICKLE-MAKING

Location: Willy East Community Room
Sunday, April 8, 10:30am–12:00pm
Ages: 8 and older; adult supervision required
Instructor: Patrick Monari
Fee: \$20 for Owners; \$30 for non-owners

Japan is well known for sake, miso and soy sauce, which form a keystone of Japanese cultural identity. However, few people are aware of Japan's rich pickle-making history. Join Patrick Monari to learn the background on vegetable fermentation in Japan, and how we can use Japanese pickling methods to diversify home ferments. He will also teach the class to make a Japanese pickle called nukazuke using local ingredients.



SIMPLY BULK: AN INTRODUCTION TO THE BULK AISLE

Location: Willy North Commons
Thursday, March 22, 1:00pm–2:00pm
Ages: 13 and older; adult supervision not required
Your Co-op's Own Instructor: Robert Halstead

Fee: Free; registration 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.

LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Lakeview Library
Thursday, March 1, 10:00am–2:00pm
Location: Willy East Community Room
Tuesday, March 13, 8:00am–12:00pm
Location: Willy West Community Room
Wednesday, March 21, 10:00am–2:00pm

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.

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy East Community Room
Thursday, March 22, 2:15pm–5:30pm

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

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

**THIS MONTH'S WELLNESS
WEDNESDAY IS MARCH 7!**

PRODUCE NEWS

2018 Local Season Preview



by Megan Minnick, Purchasing Director

It's mid-February as I write this. Heavy snow is falling, and I'm starting to ask myself that dreaded question: what if winter never ends? The warm, humid, verdant place that is Wisconsin in summer seems like a dream I once had, not a reality that will come to pass in a few short months.

At the same time in hoop-houses, greenhouses, and packing sheds across the state, our farmers are getting ready for spring. They're placing and receiving their seed orders. Soon they will start seeding onions, brassicas, tomatoes, and other crops that will eventually grace our Produce shelves.

Every year, in the first few weeks of January, members of our Produce and Prepared Foods teams sit down with our farmers to plan the coming season. These meetings kick off the farmers' spring—they leave knowing what we are planning to purchase, and they can then buy seeds and plant their crops accordingly.

Throughout the course of our mid-winter planning, we coordinate with over 25 farms on more than 150 different crops. We talk about everything from how many Brussels sprouts plants Westridge Organics should plant for our Thanksgiving needs (answer: 10,000); to debating the optimal size that a baby bok choy should be harvested at (answer: three-inch diameter); to our customers' seeming aversion to conical varieties of cabbage. We commit to what products we will buy from each farm, in roughly what quantities, and for what prices.

This type of in-depth planning is not something that every grocery store is willing to do, not even those who carry some local produce. Typically, stores will take what local produce comes their way and use it as an embellishment to

their standard non-local produce sets. This is not our approach. We replace as much non-local produce as possible with local, while still keeping the full assortment of items that our customers expect. Though we are dedicated to our local program, there's a reason almost nobody else does it this way: it takes an immense amount of planning and communication to happen effectively.

Not that I'm complaining. It's a labor of love.

HERE'S WHAT YOU CAN EXPECT TO SEE IN 2018

PRODUCE DEPARTMENTS

Our farm lineup will stay fairly consistent this year in the Produce departments. You'll see the usual crops from our veteran farmers like Tipi Produce, Harmony Valley Farm, and Troy Gardens. A local growing season just isn't complete without Troy Gardens herbs; Tipi carrots, bell peppers, and melons; and Harmony Valley salad mix, ramps, and cilantro (just to name a few).

Among many other things, you'll see broccoli, cauliflower, and sweet corn from Fazenda Boa Terra in Spring Green; lettuce, baby bok choy (of just the right size), and scallions from Crossroads Community Farm in Cross Plains; onions and green beans from New Traditions Homestead in Hillsboro, and who can forget those gorgeous heirloom, sungold, and mixed cherry tomatoes from Regenerative Roots in Jefferson?

ARE YOU HUNGRY FOR SUMMER YET?

This winter we started carrying Olden Organics (Ripon, WI) spiralized veggie noodles (see my article in last month's *Reader*). Olden is planning to expand those offerings as their home grown produce variety expands through the summer. Look for Olden fresh local organic salsas, pestos, and other summertime treats!

Lastly, we're planning to round out the growing season by expanding our offerings from two new-to-us organic apple orchards: Atoms to Apples in Mount Horeb, and Two Onion Farm in Belmont. Up until recently, local organic apples were nearly impossible to find in good supply. It feels rather luxurious to have two top-notch organic orchards working with us this year!

PREPARED FOODS

Getting more local produce into our Prepared Foods departments (Bakery, Deli, Juice Bar) has been a priority of ours for a few years now. It's still a work in progress, but things are really starting to click, and we're hopeful for even better results this year.

Our focus in prepared foods is to help farmers find an outlet for their "seconds"—crops that aren't of a high enough grade for retail sales, but still perfectly good for cooking. If a veg-

etable is too large, a little nicked up, not quite the right shape or color, it may be perfect for us to use in our Deli or Production Kitchen. Last year we saw quite a bit of this type of produce, and we're hopeful for even more in 2018.

For many years, our Juice Bars have been using local greens in season, as well as carrots, wheatgrass, and a few other juicable crops. Up until this year, however, apples were never on the Juice Bars' list of local ingredients—all of the produce used in the Juice Bars is organic, and local organic apples have been extremely hard to find, and expensive. Lucky for us, Two Onion Farm, has offered to sell us the seconds from their organic orchard. The Juice Bars used some of these local organic apples in 2017, and we're planning to increase that usage in 2018.

CROPS FOR PROCESSING

We plan to continue purchasing as many crops as we can for freezing and canning for the fall and winter months. We've worked with our farmers and processors to make sure that we'll have plenty of apples and pumpkins for our Thanksgiving pies, tomatoes for our quarts of Willy Street Co-op diced tomatoes, and frozen broccoli and butternut squash for the 11lb bags sold in the freezer aisle.

We also use some of this processed product in our Deli production through the winter (frozen blueberries in the Juice Bars and Bakery, frozen butternut squash in our Deli, among others). We plan to continue freezing and using all of these products in 2018, and are always looking for opportunities to preserve more produce through the winter!

DELI/JUICE BAR NEWS

New Containers



by Patrick Schroeder, Prepared Foods Category Manager

Our Delis, Bakeries, and Juice Bars move through thousands and thousands of pounds of food and gallons of drink every year. Most of this volume leaves our stores in boxes or cups made out of paper or plastic. We recognize the inherent problem with this: the food

is consumed and serves to nourish you, the container turns into waste. We are always curious about how we can continue to make a difference with this dynamic. More than a few years ago, we transitioned all of our plastic Deli containers to ones made from 100% post-consumer recycled material produced by Placon in Fitchburg. We're pretty happy with Placon and their products. They've proven that they also want to continue to innovate in sustainable packaging. That said, we still transact in thousands of paper to-go boxes, soup and coffee cups that can't be fully recycled.

NEW SOUP CONTAINERS & COFFEE CUPS

Recently, National Co+op Grocers, owners of the "Co+op" brand and a cooperative of grocery cooperatives, has worked to secure a new line of compostable and Co+op-branded paper products. Our hot soup and coffee cups will be traded out for new compostable ones from EcoProducts of Boulder, Colorado. EcoProducts manufactures these cups out of 100% renewable materials (they don't specify which) and lines them with corn-based plastics.

They also exhibit their commitment to waste reduction in their manufacturing. Currently, they recycle or compost over 50% of their production waste. We are excited to help bring forth additional products from this forward-thinking company.

COMPOSTABLE PLASTIC COOKIE SLEEVES

In addition to the cups, we are also looking at sourcing some compostable plastic sleeves to package our larger cookies in. We have struggled to keep these cookies fresh and presentable for as long as we'd like. We make our cookies from scratch daily in our Production Kitchen. We have wanted to find a way to extend shelf-life, provide better movement tracking for each cookie, increase merchandising opportunities, and reduce breakage and cross contamination of the cookies sitting open in a self-serve bakery case. We think these sleeves will help us meet these goals.

NOT A PERFECT SOLUTION

While all of these new packages present some potential for sustainability, they're still not a perfect solution. The compostability of these new cups and bags is contingent on being sent to a commercial composting facility. They won't break down in almost any other environment. Unfortunately, these facilities are still pretty rare. Locally, the Madison Streets Department is in the midst of its pilot Organics Collection project, but none of our stores are currently included in that program. We hope that the adoption of products like this by businesses like ours will continue to build the demand for commercial composting services so that we can complete the cycle of their use in a more responsible way.

What's for lunch?
See the Deli hot bar menus on our website.
www.willystreet.coop

Thanks for voting us



a Best Grocery Store
& a Best
Specialty Food Store!
willy street co-op



There's "mushroom"
in our hearts for you!



Certified Nurse Midwives

Allison Scholl & Christine Kern Steffen

NOW ACCEPTING NEW PATIENTS

Care for pregnancy, labor & birth

- Family planning needs
- Annual Gynecological exams
- Hospital Water Births
- VBAC
- Lactation Consultation & Support

Working in collaboration with the
OBGYN's at Physicians for Women



www.themadisonmidwives.com

Fitchburg
608-441-1730

Grass Fed Beef

No Hormones or Antibiotics



608-838-7590

weberpastures.net

BE YOUR OWN HEALER!

Reverse Disease Naturally with Naturopath
Rosanne Lindsay, ND

THYROID DISEASE • AUTOIMMUNE DISEASE • LOW ENERGY
ALLERGIES • ADHD • DIGESTIVE DISORDER

608-575-7573
Natureofhealing.org



Dentistry for the Health-Conscious

"A healthy body starts with a healthy mouth"

Accept our Gift of Health offer for only \$39

(New patient exam, X-rays and consultation)

and discover why patients from all over the
Midwest start their journey to optimal health at:



Dr. Supriya Shetty

Integrative Dental
SOLUTIONS

- Non-metallic crowns in 1 visit
- Non-metallic dental implants
- On-site MD and Naturopath
- Invisalign and whitening



Dr. Udoka Holinbeck

On Capitol Drive in Pewaukee 262.691.4555 www.WiNaturalDentist.com

THIS MONTH'S WELLNESS WEDNESDAY IS MARCH 7!

GROCERY NEWS

Nature's Path to Keeping it Local



by
Dean Kallas,
Grocery
Category
Manager

I remember trying my first Nature's Path product like it was yesterday. It was the late 90s, and I was living out in Portland, Oregon, working as a grocery stocker at the Nature's Fresh Northwest store in Lake Oswego. One night, I helped Danny Glover find the popcorn in the grocery aisles, but that is a story for another day. There



was a damaged box of Nature's Path Honey'd Corn Flakes that our receiver wrote off and gave to me to try.

I was never a big fan of corn flakes growing up, but I did love Frosted Flakes and Fruit Loops. I was curious what this Nature's Path cereal would taste like, so I went home that day, poured a bowl and added some milk. Just then, my brother Mike called me long distance from Milwaukee. I was so excited to talk to him, that I completely lost track of the flakes drenched in milk. When the call ended nearly an hour later, I remembered the bowl of cereal, which had by this time been steeping for quite awhile.

I figured the flakes would be terribly soggy by now, but at least they were free. Then something happened that I did not expect; I tried the Honey'd Corn Flakes to see just how bad they were (after the milk bath), and they were still, surprisingly, really sturdy. I was in slight shock at just how well they had stood up and they were super tasty on top of it all!

I got it in my mind that day that Nature's Path was doing something very special with the food they produced. Knowing very little about the company, I speculated that it must be the organically grown Canadian grains (the package said they were from British Columbia after all), and proper stewardship of the land that produced this miracle product. The organic foods I had tasted up until that point, were far superior in flavor than their conventional counterparts and usually more nutritious, from a micronutrient perspective. I was hooked to learn more about the methodology behind their cultivation and gain a better understanding on how things fit together.

DRIVEN BY PASSION

It is still that passion that drives me today. It was with this mind-set that I ventured forth, with two of my co-workers, this past October, to tour the Nature's Path Sussex plant. The plant is right outside of Milwaukee, and it promised to be an interesting tour with a potential viewing of some toaster pastry production.

They produce a wide array of their organic products there: bars (both cereal and granola), cereals, oatmeal, and toaster pastries. They also produce a line of organic tortilla chips called Que Pasa. These tortilla chips are made from organic stone ground

corn, and Nature's Path, which owns Que Pasa, is onto something in my humble opinion.

PRIDE

Visiting the plant was a real treat for me, as it was the original home of Tombstone Pizza, before they were purchased by Kraft Foods in 1986. Nature's Path has really done something wonderful here—reviving and renewing this old workshop, and now they have an organic production facility that is local. They also have an amazing team of people working there that help keep things rolling. It is obvious they take pride in the food they make.

The ingredients they use are organic, and most of their grains are grown by farmers that have worked with them for many years. Crop rotation and grazing have helped keep their lands fertile. In fact, some of these organic farms often out-produce their conventional counterparts in drought years. Why? The soil is alive and has good tilth, so it can retain more moisture.

HAVING HEART

Nature's Path, which is family-run, knows a lot about keeping the soil healthy. Their founder's dad was a farmer and he used to say, "Always leave the earth better than you found it." The company has grown quite a bit over the past 20 years and can be found in many retail chain stores, yet it remains just as committed to this mission. They have proven that one can successfully scale-up production of organic foods and keep competitive, yet still have a heart, and put people and our shared planet first.

What's for lunch?
See the Deli hot bar menus on our website.
www.willystreet.coop

WE'VE PAID OUR MEMBER-OWNERS OVER

\$110,000*

~~\$88,000~~

REFINANCE YOUR VEHICLE/RV LOAN WITH HEARTLAND AND LET US PAY YOU!

VISIT HEARTLANDCU.ORG/REBATE AND APPLY TODAY!

*\$110,000 was paid in the form of a rebate.



Madison: High Crossing Boulevard & Williamson (Willy) Street
DeForest • Verona • Dodgeville • Lancaster • Platteville



Cheese Challenge 2018 Recipes



by
**Melissa
Reiss,
Purchasing
Assistant**

It's time again for the Willy Street Co-op's annual Cheese Challenge! Get to know some of this year's challengers with some amazing recipes. Sample them in the store, and vote on your favorites.

HOOK'S TRIPLE PLAY EXTRA INNINGS

Last year, our winner was Hook's Triple Play Extra Innings—Triple Play, meaning it's a blend of three types of milk—cow, sheep, and goat. Its flavor notes are those of a baby swiss, havarti and gouda. The extra innings indicates that it's been aged over one year, which at this point the gouda flavor becomes more prevalent and crystals begin to form.

To enjoy this cheese, whip up a batch of hamburgers, melt slices of Triple Play Extra Innings, and serve with all the fixins. Just in time for opening day! If it's nice enough outside, you can even bring the grill out of hibernation. Or you can craft a grilled cheese! This unique cheese shines on top of burgers, in sandwiches, or as the star of a cheese plate.



Hook's Triple Play Extra Innings



HIDDEN SPRINGS BOHEMIAN BLUE

This is a sheep's milk blue cheese. My favorite way to eat blue cheese is paired with earthy, sweet beets.

Roasted Beet Salad with Walnuts and Blue Cheese

Recipe adapted from geniuskitchen.com
2 lb. beets, peeled, trimmed, halved, and cut in 1/2-inch wedges (about 5 or 6 beets)
2 shallots, peeled and quartered
4 Tbs. extra virgin olive oil (divided)

2 tsp. chopped fresh thyme
3/4 tsp. salt, plus more to taste
1/2 tsp. fresh ground black pepper, plus more to taste
1 1/2 Tbs. sherry wine vinegar
6 oz. spinach
3 oz. Hidden Springs Bohemian Blue

Directions: Preheat oven to 425°F. In a large bowl, toss the beets with the shallots, 2 tablespoons of the oil, the thyme, 3/4 teaspoon salt and 1/2 teaspoon black pepper. Transfer to an 11-by-13-inch pan and roast, tossing beets twice, until they are tender and browned in places (but not burnt), 25 to 35 minutes.

Let cool for 5 minutes, then transfer to a large serving bowl and toss with the vinegar and the remaining 2 tablespoons olive oil. Sprinkle with salt and pepper to taste.

Arrange the spinach on four salad plates. Arrange the beets on the spinach, sprinkle with the blue cheese and serve immediately.

If blue cheese is just not your thing, try a milder version, also known as my favorite salad: place a mix of equal parts mixed salad greens and arugula in a bowl. Pile in some sliced pickled beets (or follow recipe above for roasted beets, if desired), and crumble some Clock Shadow Creamery chevre cheese. Chevre is semi-soft goat cheese, which is creamier and milder than blue, but still has a bit of tang. Serves 4.

ROTH PRAIRIE SUNSET

Twice Baked Potatoes with Roth Prairie Sunset™

Recipe from rothcheese.com
4 russet potatoes, medium, baked
1 c. Roth Prairie Sunset, shredded
1/4 cup broccoli, cut into 1/2 inch florets
2 Tbs. heavy cream

2 Tbs. parsley, chopped
Salt and pepper to taste
2 Tbs. butter, melted

Directions: Preheat oven to 375°F. Cut potatoes in half lengthwise and scoop out centers into a bowl. Add Roth Prairie Sunset™, broccoli, cream, parsley, salt, pepper, and mix thoroughly. Evenly distribute mixture back into potato skins. Bake until cheese is melted, approximately 15 minutes. Brush tops of potatoes with butter. Makes 8 servings.



Roth Prairie Sunset + Renard's Cherry Cheddar

RENARD'S CHERRY CHEDDAR

Have you ever wondered what to do with cheese that has fruit in it? Here's an idea!

Cherry Cheddar Cheese Scones

Recipe adapted from kingarthurfLOUR.com
2 c. unbleached all-purpose flour
1/2 tsp. salt
1 Tbs. baking powder
6 Tbs. cold butter, cut into pieces
1 c. Renard's Cherry Cheddar

Cheese, grated
2 large eggs
1/3 c. whole milk or cream
1+ Tbs. sugar (optional)

Directions: Preheat the oven to 375°F. Lightly grease a baking sheet, or line it with parchment paper.

Whisk together the flour, salt, and baking powder. Work in the butter with your fingers to make an unevenly crumbly mixture.

Toss in the cheese. Mix together the eggs and milk (or cream). Add to the dry ingredients, stirring just until everything is evenly moistened; the dough will be very sticky.

Liberally flour the counter and your hands. Pat the dough into a 10" x 2" rectangle. For larger, flatter scones, pat into a 15" x 3" rectangle. Cut the rectangle into 5 squares; then cut each square in half diagonally, to make a total of 10 triangular scones. Place the scones on the prepared baking sheet, leaving at least 1" between them. Sprinkle sugar on the top of each, if using, to your liking.

Bake the scones for 20 to 23 minutes, until they're nicely browned. Remove them from the oven, and serve warm or at room temperature. Store, well-wrapped, at room temperature, for several days; freeze for longer storage. Makes 10 scones.

willy street co-op
OWNERS:

Would you like a total of how much you donated to CHIP, Double Dollars and/or disaster relief at the registers in 2017?

Please email ora@willystreet.coop or stop at Customer Service and we can provide that total!

NEW

SLIDE POTATO CHIPS

Slide got their start as a food cart in 2012, serving up sliders to hungry lunch crowds. Their in-cart made potato chips became such a hit that the owner of Slide, Christine, decided to bring them to market. Find at all three stores her single-serve bag of chips! Flavors are sea salt, BBQ, and malt vinegar, and vary by store. Available at East, West, and North.



GT'S KOMBUCHA KOFFEE KOMBUCHA

Their original kombucha infused with cold brew coffee, and both black and green tea with a twist of kiwi. Available at East, West, and North.



RIPPLE FOODS HALF & HALF

This vegan, plant-based half and half has all the decadence of dairy! Pea protein-based, but far from grainy. Nut-free and soy-free, too! Use in recipes or in your coffee. Contains eight milligrams of DHA Omega-3s per serving. Available at East, West, and North.

ALTER ECO COCONUT CLUSTERS

Sweet and salty dark chocolate treats! Rich, 70% Ecuadorian chocolate, and toasted coconut in three varieties. Choose from original, seeds and salt, or cherry and almond butter. Certified Organic and vegan! Available at East, West, and North.



FIELD ROAST MINI CORN DOGS

New vegan frozen snacks—Field Roast's vegan grain meat hot dogs enrobed in a sweet, fluffy cornbread coating. Ready for dipping and snacking! Available at East, West, and North.



FRUFFALO WINGS

FR = Field Roast + Buffalo = FRuffalo Wings. Field Roast takes their apple sage sausage, cuts it on the bias, and lightly batters it. You fry it up with some olive oil and mix in the included sauce packet, and have yourself some spicy, buttery wings—completely vegan! Available at East and North.



NUBIAN HERITAGE AFRICAN BLACK SOAP FACIAL CLEANSING BAR

This cleansing bar gently removes bacteria, excess oil and impurities without over-drying or irritating skin. African Black Soap, Aloe Vera, Oats and Vitamin E soothe acne-prone skin with a rich and creamy lather that rinses clean and leaves skin feeling refreshed. Available at East, West, and North.

ACURE RADICALLY REJUVENATING UNDER EYE MASK

A self-care treat, this soothing intensive under-eye treatment helps rejuvenate delicate skin with Cucumber and Persian Silk Tree. Place in refrigerator for an extra cooling sensation! Available at East, West, and North.



HERB PHARM BED TIME SPRAY

California poppy and lemon balm help promote a restful night of sleep in this liquid herbal supplement. Certified organic! Available at East, West, and North.



NUTRIGOLD TRIPLE STRENGTH OMEGA-3 FISH OIL

Contains 1,000 milligrams of the fatty acids EPA and DHA per softgel. Also known as omega-3 fats, they assist in supporting cardiovascular and joint health, are important for brain function, and are crucial for normal growth and development. The Omega-3s are delivered in bio-available triglyceride form for better absorption! Sourced and processed in the USA. Available at East, West, and North.



THAYER'S WITCH HAZEL: THREE NEW VARIETIES—CUCUMBER, LAVENDER MINT, ROSE

Cucumber is good for reducing puffiness and irritation. Antioxidants diminish clogged pores and help fade dark circles under eyes, blemishes, and scarring.

Lavender Mint: Lavender is soothing, while mint is cooling!

Rose: Rose petals are full of natural oils and sugars that help restore dehydrated skin and bring out a natural, dewy, glowing complexion. Available at East, West, and North.



EVERY DAY AT MADISON WALDORF SCHOOL, YOUR CHILD WILL

be greeted at the classroom door by their teacher • play outside, rain or shine • be treated with respect • be called upon to treat others with respect • sing • learn math and science in a hands-on way • share a healthy meal with classmates • learn with a rhythm appropriate to age and developmental stage • make something • be surrounded by beauty • move! • be seen for who they are

EVERY. DAY.



MADISONWALDORF.ORG OPEN HOUSE 3/17, 10-12

willy street co-op

EVERYONE WELCOME!



willy street co-op

FOLLOW US ON:



Health & Wellness co-op deals: Feb 28–March 13

THIS MONTH: MARCH 7th!
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!





Dr. Bronner's All-One Toothpaste
All Kinds on Sale!
5 oz • Save \$2
\$3.99/tx





TerasWhey rBGH-Free Whey Powder
All Kinds on Sale!
12 oz • Save \$4.50
\$15.99/tx



Alaffia Deodorants
All Kinds on Sale!
2.65 oz • Save \$2
\$3.99/tx



Jarrow Golden Milk
9.5 oz • Save \$8
\$13.99/tx



Nordic Naturals Vitamin D3 Gummies
60 pc • Save \$5.50
\$10.99/tx



Acure Face Care up to 30% off



Kiss My Face Bar Soap
All Kinds on Sale!
8 oz • Save 99¢
\$3.00/tx



New Chapter Wholemega Fish Oil
1,000 mg
60 sg • Save \$4
\$19.99/tx



Ancient Nutrition Bone Broth Protein
All Original Kinds On Sale!
445-592 gms • Save \$5-6
**\$34.99-
\$37.99/tx**



Avalon Shampoos or Conditioners
11 oz • Save \$3.50
\$6.99/tx



co-op deals: March 14–April 3



Country Life Magnesium
300 mg
60 vcap • Save \$1.50
\$6.99/tx



Kirk's Castile Bar Soap
Original, Fragrance Free
4 oz • Save 49¢
\$1.50/tx



EO 3-in-1 Soap
All Kinds on Sale!
16 oz • Save \$2.50
\$4.99/tx



Organic India Organic Turmeric
90 cap • Save \$13
\$19.99/tx



Wedderspoon Organic Manuka Honey Pops
4.15 oz • Save \$5.50
\$6.99/tx



Herban Cowboy Deodorants
All Kinds on Sale!
2.8 oz • Save \$2.30
\$5.99/tx



Giovanni Shampoos or Conditioners
All Kinds on Sale
8.5 oz • Save \$2.30
\$5.99/tx



Dr. Formulated Organic Probiotics Mood+
60 cap • Save \$2
\$35.99/tx





Eco-Kids Egg Coloring Kit
1 ea • Save \$3.50
\$7.99/tx





Aura Cacia Essential Oils
All Kinds on Sale!
.5 oz • Save up to 30%
up to 30% off



coop™ deals

co-op deals: February 28–March 13

Our weekly Owner Rewards specials are available via email. We are doing this to be able to provide you with more information, including how to sign up.



Golden Temple Bakery
Bulk Granola
Rndm wt • Save 80¢/lb
\$2.99/lb



Mediterranean Organic
Fire Roasted Red & Yellow Peppers
16 oz • Save \$2
\$4.49



Justin's
Chocolate Peanut Butter Cups
All Kinds on Sale!
1.4 oz • Save 49¢
\$1.50/tx



Yogi
Tea
All Kinds On Sale!
.85-1.27 oz • Save \$1.50
\$2.99/tx



Kettle Brand
Krinkle Cut Potato Chips
Sea Salt, Salt & Pepper
13 oz • Save \$1.30
\$3.99



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



bionaturae
Organic Extra Virgin Olive Oil
17 oz • Save \$4
\$10.99



Woodstock Farms
Organic Frozen Dark Cherries
10 oz • Save \$1.80
\$3.99



Evol
Frozen Burritos
All Kinds on Sale!
6 oz • Save 79¢
\$2.00



Koyo
Ramen
All Kinds on Sale!
2-2.1 oz • Save 49¢
80¢



Amy's
Candy Bars
All Kinds on Sale!
1.3 oz • Save 98¢/2
2 for \$3/tx



Muir Glen
Organic Canned Tomatoes
14.5 oz • Save 74¢-\$1.04
\$1.25



Nature's Path Organic
Eco Pac Cereals
All Kinds on Sale!
26.4-32 oz • Save 50¢-\$1.50
\$6.99



GimMe
Organic Roasted Seaweed Snack
All Kinds on Sale!
.35 oz • Save 49¢
\$1.50



Imagine
Soup
All Kinds on Sale!
32 oz • Save \$1.80
\$2.99



Pacific
Organic Broth
All Kinds on Sale!
32 oz • Save \$1.20-\$1.70
\$2.79



Bob's Red Mill
Gluten-Free Rolled Oats
32 oz • Save \$2.30
\$4.99



Alden's
Organic Ice Cream
All Kinds on Sale!
48 oz • Save \$2.50
\$5.99



Stonyfield
Organic Yogurt
All Kinds on Sale!
32 oz • Save \$2.98/2
2 for \$6



Daiya
Vegan Cheese-Style Shreds
All Kinds on Sale!
8 oz • Save \$1
\$3.49



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



Rudi's Organic Bakery
Bread
All Kinds on Sale!
20-24 oz • Save 40¢-\$1.30
\$3.99



Earth Friendly
Dishmate Dish Liquid
All Kinds on Sale!
25 oz • Save 99¢
\$2.50/tx



Back to Nature
Organic Stone Ground Wheat Crackers
6 oz • Save \$1.10
\$2.69



The specials on this page are valid February 28–March 13

All Specials Subject to Availability

FEBRUARY

co-op deals: March 14–April 3

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



Three Twins
Organic Ice Cream
All Kinds on Sale!
16 oz • Save \$1.79
\$3.50



Field Roast
Celebration Roast
16 oz • Save \$2
\$4.99



Better Than Bouillon
Concentrated Stock
Chicken, Vegetable
8 oz • Save \$1.30
\$4.99



Wyman's
Frozen Wild Blueberries
15 oz • Save \$1
\$3.49



Bob's Red Mill
Organic Unbleached White Flour
5 lb • Save \$2
\$6.49



Brown Cow
Cream Top Yogurt
All Kinds on Sale!
5.3 oz • Save 96¢/4
4 for \$3



Natural Sea
Chunk Light Tuna
5 oz • Save 99¢
\$2.50



Spectrum
Organic Extra Virgin Olive Oil
25.4 oz • Save \$4.50
\$8.99



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



Amy's
Soups
All Kinds on Sale!
14-14.7 oz • Save \$1.58-\$2.58/2
2 for \$5



Nature's Path
Organic Frozen Waffles
7.4 oz • Save \$1.20
\$2.29



Woodstock Farms
Petite Brussels Sprouts
10 oz • Save 70¢
\$1.79



Annie's
Mac and Cheese
All Organic Kinds (Excluding Grassfed) on Sale!
6 oz • Save \$1.84
\$1.65



Choice
Organic Teas
All Kinds On Sale!
.8-1.1 oz • Save \$1.50
\$3.29



LaraBar
Bars
All Kinds on Sale!
1.6-1.7 oz • Save 79¢
\$1.00



Organic Valley
Ultra-Pasteurized Heavy Whipping Cream
8 oz • Save 30¢
\$1.69



Santa Cruz Organic
Lemonade
32 oz • Save \$1
\$1.99



Mediterranean Organic
Organic Olives
8.4-8.5 oz • Save \$1.60
\$3.39



Muir Glen
Organic Pasta Sauce
All Kinds on Sale!
25.5 oz • Save \$1.20
\$2.79



Earth Balance
Vegan Buttery Sticks
16 oz • Save 70¢
\$3.29



Near East
Couscous Mixes
Roasted Garlic & Olive Oil, Parmesan, Toasted Pine Nut
5.6-5.9 oz • Save 84¢
\$1.65



Native Forest
Organic Classic Coconut Milk
13.5 oz • Save 80¢
\$2.19



Alexia
Seasoned Salt Hash Browns
16 oz • Save 99¢
\$2.50



Pamela's
Figgies & Jammies
9 oz • Save \$1
\$3.79



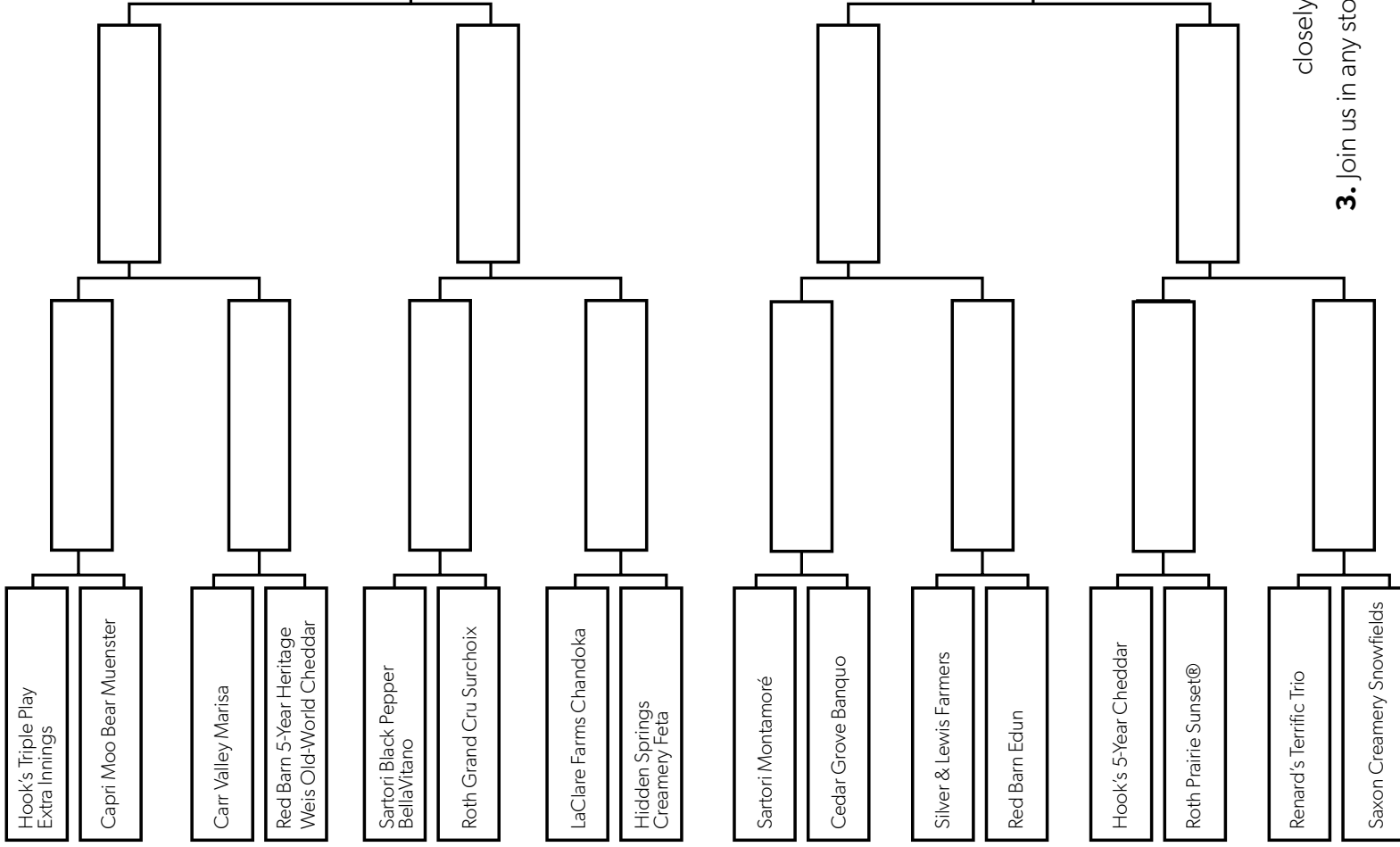
Availability. Sales Quantities Limited.

The specials on this page are valid March 14–April 3

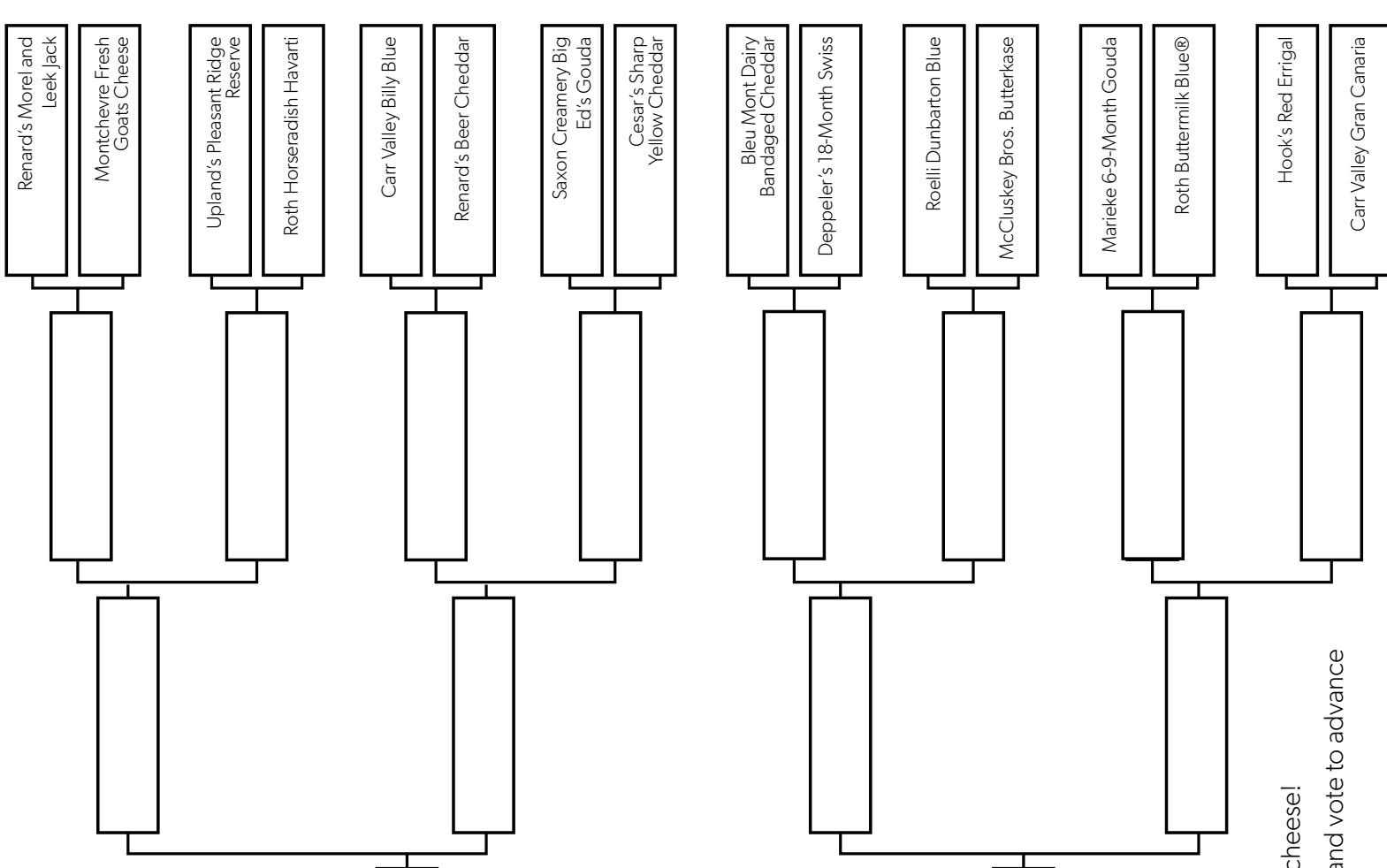
FILL IN THE BLANKS!



NAME: _____
 EMAIL/PHONE: _____



WIN SOME CHEDDAR!



You could win eight pounds of cheese!

- Fill out your bracket with which cheese 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 in stores by March 14th. Brackets that most closely compare to the final match-ups will be entered to win eight pounds of cheese!
- Join us in any store 12:00pm-6:00pm Thursdays through Sundays, March 15th-April 1st and vote to advance your favorites to the next round. No purchase necessary.





SOCIAL INNOVATION & SUSTAINABILITY LEADERSHIP GRADUATE PROGRAM

Apply now. The next cohort starts August 2018.

Develop your leadership skills • Create organizational and community change • Join a network of social innovators and sustainability leaders

Also offering professional development courses and workshops.



EDGEWOOD COLLEGE

Together, creating well-being for all.
edgewood.edu/sustainability

CANOECOPIA



WORLD'S LARGEST PADDLESPORTS EXPO

CANOES • KAYAKS • STAND-UP PADDLEBOARDS

MARCH 9-11, 2018

Alliant Energy Center Madison, WI

Over 250 exhibitors • Over 180 speakers & presentations • Best prices of the year on boats and accessories!

presented by:  **rutabaga paddlesports**

For more information, pick up the Show Guide at your
Willy Street Co-Op, or go to:
WWW.CANOECOPIA.COM

Are you enrolled in the Access Discount Program?

willy street co-op
Access Discount



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

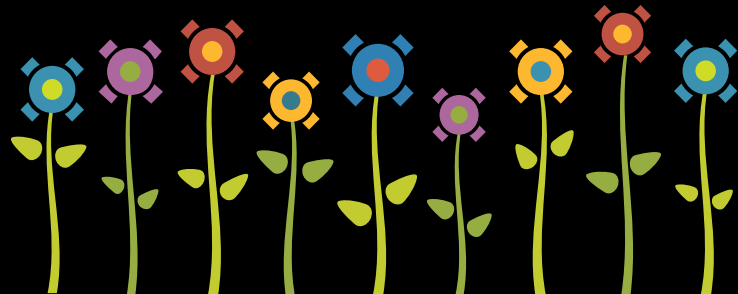
To avoid a lapse in your enrollment, please stop by one of our Customer Service desks by March 31, 2018 to fill you your renewal form.

For more information about the Access Discount Program please contact the Owner Records Administrator at 608-251-0884 ext 2734 or ora@willystreet.coop.

Information about the Access Discount Program can be found at Customer Service desk and at www.willystreet.coop

LOCALLY GROWN AND LOCALLY OWNED

INTERNET



For 15 years, our focus has been growing a solid, strong and sustainable Internet used by local businesses, condos and apartment buildings across this great city.



Get yours at 5nines.com

316 W. Washington Avenue | Madison | 608.512.1000



Stand up for Your Community: The Big Share Returns on March 6!

by Emily Winecke, Communications and Marketing Director

You're invited to take part in a day of excitement, generosity, and inspiration as The Big Share® returns on Tuesday, March 6. Hosted by Community Shares of Wisconsin (CSW), The Big Share benefits local nonprofits working to advance social justice, defend civil rights, and protect the environment in Dane County and across Wisconsin—organizations Willy Street Co-op owners generously support each time they say “yes” to the Community CHIP® Program.

Now in its fourth year, The Big Share is a single day of online giving hosted by Community Shares of Wisconsin to raise funds and support for nearly 70 local grassroots nonprofits. Last year, The Big Share raised \$322,028 from 2,800 donors, many of whom gave to participating organizations for the first time. Across its first three years, The Big Share has raised over \$800,000 for Wisconsin-based causes.

“The Big Share is a day to come

together in support of the things we all care about—having clean water and air, building strong neighborhoods, protecting our civil rights, and making sure every child has a great future,” said CSW Executive Director Cheri Dubiel. “And The Big Share makes it easy to make a difference—whether that’s giving a small donation, attending events, or sharing about your favorite causes on social media.”

This year, The Big Share expands to highlight organizations featured through CSW’s Inspiring Voices program—Black and Brown-led organizations working to reduce racial disparities and advance racial equity.

“Community Shares of Wisconsin is committed to amplifying the visions and voices of local initiatives supporting people most impacted by structural racism through the Inspiring Voices program,” said Dubiel. “We’re pleased to deepen these partnerships as part of The Big Share.”

One of the organizations taking part in The Big Share for the first time is the all-volunteer-run Orgullo Latinx LGBT+ of Dane County. For its leaders, The Big Share is an opportunity to be seen as much as it is about raising money.

“There aren’t a lot of fundraising opportunities that focus on smaller grassroots organizations,” said Baltazar De Anda Santana, one of the founders of Orgullo Latinx. “This is a way for people to connect with important organizations that they may not otherwise know existed.”

And for Orgullo Latinx, which aims to build an equitable and safe community for Latinx LGBT+ people, participating in The Big Share demonstrates that smaller organizations can play an important role in the local movement for social justice. “We want to be

part of the conversation,” said De Anda Santana.

BUILDING EXCITEMENT AND COMMUNITY

What makes The Big Share unique is the sense of excitement created through events, matching incentives, and prizes that happen throughout the day on March 6. Nonprofits collaborate and compete to spread their messages through creative, and often humorous, campaigns on social media. Supporters are encouraged to learn more, help posts go viral, and give for the first time.

“It’s an unpredictable day, but it’s always a lot of fun,” said CSW Board President Wenona Wolf who, as Communications and Development Manager for CSW member group Kids Forward, has successfully run several Big Share campaigns. “It may seem hectic, but the end result is more people standing up to make a difference in our community. That’s what the day is all about.”

Other participating organizations agree.

“Each year we look forward to telling our important

organizational story and joining with others in the creativity and excitement of The Big Share,” said Mark Redsten, President & CEO, Clean Wisconsin. “The Big Share is an amazing opportunity for Clean Wisconsin to raise online contributions for our program work by creating a fun buzz, elevating awareness, and providing a trusted platform for people to donate.”

DEEPENING PARTNERSHIPS

One of the key reasons for the success of The Big Share has been ongoing support from committed community partners and sponsors, especially the Madison Community Foundation (MCF). MCF signed on to support The Big Share as its first sponsor when the day was just an idea, and MCF has continued to sponsor the event every year. With MCF’s support for The 2018 Big Share, Community Shares has been able to add more training sessions and assistance to participants to focus on organizational sustainability outside of The Big Share.

“As the Founding Sponsor of the Big Share, we’re thrilled to continue

our support for the fourth year,” said Madison Community Foundation President Bob Sorge. “It’s exciting to see the momentum grow each year—and gratifying to see our community come together to support important nonprofits that are working on fundamental issues in our community. This year’s focus on participants’ sustainability is another step forward in ensuring the long-term success of area nonprofits and the people they serve throughout Dane County.”

In addition to raising funds and awareness for local nonprofits, The Big Share provides training and other support to participants. The training



Kids Forward wins 2017 Big Share Power Hour



Members of Fire Fighters Local 311 help deliver a prize during the 2017 Big Share.



Staff from Community Shares of Wisconsin and Madison Community Foundation celebrate the 2017 Big Share.



Members of the Mad Rollin’ Dolls help deliver a prize during the 2017 Big Share

sessions focus on essential skills like communications, fundraising, video production, and other ways nonprofits can help to engage the community with their missions. These training programs are made possible in partnership with Madison Commons and the UW School of Journalism and Mass Communication, and continue to evolve every year to keep up with new trends and technological developments

Further support is provided by

long-standing media partners the Isthmus, 105.5 Triple M Radio, and WKOW 27 TV.

Individuals and area businesses wanting to learn about ways to support The Big Share are encouraged to visit www.thebigshare.org or to call Community Shares of Wisconsin at 608-256-1066.

ABOUT MADISON COMMUNITY FOUNDATION

Madison Community Foundation's mission is to enhance the common good through philanthropy. Established as a community trust in 1942, Madison Community Foundation, together with donors, awards

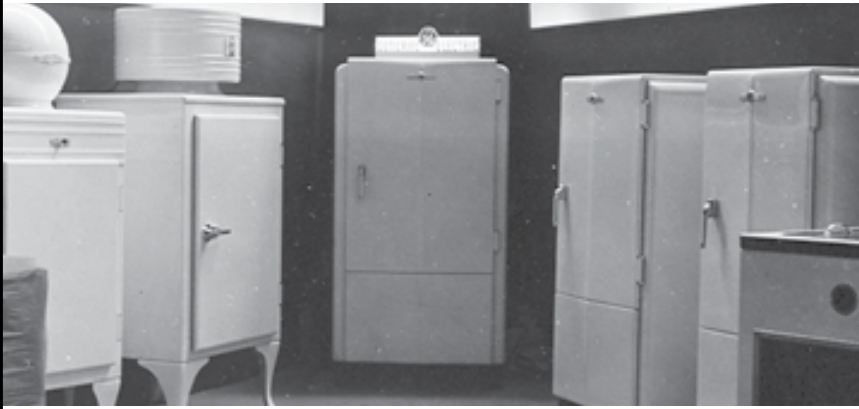
some \$10 million every year to strengthen causes and communities in Dane County and around the world. More at: www.madisongives.org

ABOUT COMMUNITY SHARES OF WISCONSIN

Since 1971, Community Shares of Wisconsin and its members have

worked together to advance social justice, protect the environment, and defend civil rights in Dane County and across Wisconsin. Together they envision a future where people come together to ensure every member of their community is safe, healthy, and able to thrive. More at: www.communityshares.com.

Go Green. Recycle Old Appliances.



Did you know there is a free program to recycle refrigerators and freezers?

Focus on Energy, Wisconsin's statewide energy efficiency program, offers a \$35 incentive through its Appliance Recycling Program. Visit focusonenergy.com.

And if you're in the market for a new appliance, be sure to look for the ENERGY STAR® label. For more energy-saving tips from Madison Gas and Electric, visit energy2030together.com.



GS3114 1/25/2018



NORTHSIDE ANIMAL HOSPITAL OF MADISON LLC

- Individualized Preventative & Wellness Medicine
- Internal Medicine
- Surgery & Dental Services
- Prescription Foods
- Acupuncture & Chinese Herbs

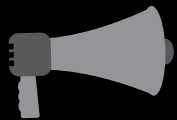
June Brooks, DVM | Beth Wilder, DVM | Sara Greenslit, DVM, CVA

HOURS: Monday, Wednesday, & Friday: 7:30AM-5:30PM
Tuesday & Thursday: 7:30AM-7PM
Saturday: 8AM-Noon
Closed Sundays

608-204-2700 • northsideanimalhospital@tds.net
northsideanimalhospital.vetsuite.com
 2121 North Sherman Avenue • Madison, WI 53704



Advertise in the Reader



Reach over 34,000
Co-op Owners.



Affordable rates, wide reach,
excellent returns.

Discounts for non-profits, Owners
and for multiple insertions.

Find info here:
willystreet.coop/advertising

Call 608-237-1230 or email
readerads@willystreet.coop for
more information or to place your
reservation.

willy street co-op



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

**THIS MONTH:
March 7**

NEED AN ATTORNEY?

We've represented Willy Street Coop
for over 30 years.
We would be honored to help you.

Herrick & Kasdorf, LLP

Attorneys at Law
16 N. Carroll St, Suite 500
Madison, WI 53703
(608) 257-1369

Carousel Bayrd

Tenancy Law
Civil Rights
Policy/Advocacy

Patricia (PK) Hammel

Bankruptcy
Estate Planning
Family Law
Wills

Scott Herrick

Cooperatives
Non-Profits
General Practice

Robert T. Kasdorf

Bankruptcy
Probate
Real Estate

David Rosebud Sparer

Cooperatives
Non-Profits
Tenancy Law
Real Estate

COOPERATIVE SERVICES NEWS

Services Available to Make Shopping Easier



by **Kirsten Moore,**
Cooperative Services Director

As winter rolls to an end and we look towards spring, we are continuing our efforts to remind our Owners of some of the special services we provide to make shopping the store easier or more fun for some of you.

DOUBLE DOLLARS COUPONS DISTRIBUTED THROUGH MARCH 13, EXPIRE MAY 31

This month is the last month to receive Double Dollars at the Co-op until October, 2018. After March 13, Co-op shoppers with Double Dollars vouchers have until May 31 to use them at the Co-op. Starting in June, Double Dollars will be available once again at participating local farmers' markets for the summer and fall seasons.

There are still two more Tuesdays for shoppers using FoodShare/QUEST, Wisconsin's Supplemental Nutrition Assistance Program (SNAP) to receive Double Dollars when they shop! On Double Dollars Tuesdays through March 13, any shopper using a FoodShare/QUEST card to purchase groceries is eligible to receive up to \$20 worth of Double Dollars coupons to use during future shopping trips. Double Dollars coupons are designed to help with fresh food purchases, and are issued after customers shop, at the checkout line. For every \$5 spent using a FoodShare/QUEST card for any FoodShare/QUEST eligible items, the Co-op gives one \$5 Double Dollars coupon, up to \$20, good for any Produce department purchases.

Double Dollars is a City of Madison program administered by the Community Action Coalition of South Central Wisconsin. You can support the program through the Co-op's Double Dollars Fund by making cash donations to the program at the checkout line, or by simply reusing bags when you shop. From April 3, 2017 when we started raising money for the program through February 11, we've already raised \$60,628 for Double Dollars thanks to your donations and reuse of bags.

ACCESS DISCOUNT PROGRAM RENEWALS DUE MARCH 31

As reported last month, Access Discount Program participants received letters sent February 15th reminding participants that it's time

for annual renewal. To continue receiving the 10% discount on purchases, all Owners who currently participate in the Access Discount program must renew their eligibility between now and March 31, 2018. Owners interested in continuing to receive this benefit are asked to visit Customer Service at any retail location with their current eligibility materials to complete an enrollment form. Owners who received the Access Discount Program renewal letter in February who have not renewed by March 15 will receive another notice.

The Access Discount Program is a benefit of Ownership for your use in times when income is low. Owners are eligible to enroll in the program at any time, and enrollment lasts through the calendar year, with an opportunity to renew each year. Owners currently participating in the program who do not renew by March 31 will see their 10% discount lapse until they decide to enroll in the program again at a later time. When Owners enroll or renew, they receive a free class coupon for classes at the Co-op where we charge a fee, and also receive a free reusable bag that can be used at the checkout line. When you reuse bags at the Co-op, as noted earlier in the article, your bag reuse supports the Double Dollars Fund.

Questions about Access Discount Program renewal or enrollment can be sent to ora@willystreet.coop.

LANGUAGE TRANSLATION SERVICES: VISIT CUSTOMER SERVICE FOR ASSISTANCE

We announced last December that the Co-op offers language translation services for our customers who speak little to no English, and it's an announcement worth repeating in case you missed it. Thanks to an on-demand phone service called LinguaLinx, we are now able to provide better customer service to our non-English speaking customers with a simple phone call that connects us to interpreters who collectively speak over 100 languages. Looking for some of our written materials? We are also continuing to print and keep updated copies of our Ownership brochures, information about Double Dollars, and the Owner contract in both Spanish and Hmong, and we are just about to also make the Access Discount form available in these two languages as well. More resources from National Co-op Grocers are also available in Spanish at www.willystreet.coop/know-your-food. If you know customers who may benefit from this service, please

have them see Customer Service for assistance.

TOURS AND OUTREACH EVENTS ON REQUEST

In addition to the classes we regularly schedule and promote on our calendar, did you also know that our staff also take requests for tours and outreach events? Groups can request a tour or an event on our website at www.willystreet.coop/submit/outreach-tour-request, and select either one of our "Simply" classes about the Bulk aisle, Cheese department, Meat department, Produce section, shopping local or reading labels; or ask for a discussion about shopping seasonally, on a budget, or to learn about our history and cooperative structure. Tours and outreach events are free of charge, and they're a fun way to learn more about our store and creative ways to shop the store the way you'd like!

Private cooking classes are also available at our East and West Community Rooms, and you can request a quote for classes at www.willystreet.coop/submit/private-class-request. The cost of a private class is determined based on the length of the class, cost of ingredients, and instructor fees. Upon selecting a menu, day and time, a quote will be delivered.

Groups interested in either tours, outreach events, or private classes are asked to schedule four weeks in advance, as that gives us proper opportunity to schedule our staff or private instructors. All requests are taken online at the links cited above.

FRUIT BASKETS AND COLORING SHEETS FOR KIDS

Did you know that when children shop with their parents, they can have a free piece of fruit when they shop? We also have coloring sheets available for kids to color while they're enjoying time in the commons with you. The fruit baskets at Willy East and Willy West are near Customer Service and in Produce at Willy North.

BIKE TRAILERS AND HAND CARTS AT EAST AND NORTH

With spring on the way, it's also a good time to remind those of you getting your bikes and nice walking shoes out that if you ever purchase more than might be convenient to carry home on your bike or on your arm, we have bike trailers and hand carts available for you if you shop at East or North. Usage is free for Owners, and all you have to do is stop by Customer Service to check one out and then return it the next day.

Whether you're looking to stretch your budget a little further, understand what we have to offer better, or are in search of new fun ways to enjoy your Co-op, we hope this round-up of some of these offerings are a worthwhile reminder of what we can do for you.



Come to an
Open House!

March 15th
8:45 - 10:00 am
3:45 - 5:00 pm

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

Toddler through 8th grade

8406 Ellington Way
Middleton, WI 53562

madison
community
montessori
school

ESTABLISHED IN 1972

www.madisoncommunitymontessori.org

**THIS MONTH'S
WELLNESS
WEDNESDAY
IS MARCH 7!**



**ATTORNEY
PAUL O'FLANAGAN**

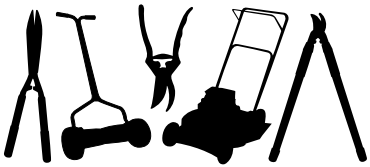
Coop member,
**PROGRESSIVE & LOCAL
LAW FIRM OFFERING:**

WILLS, TRUSTS, TAX,
ESTATE PLANS, PROBATE,
GUARDIANSHIP & FAMILY
ASSISTANCE TO FOLKS
AT LOW COST.

CALL: 608-630-5068

**GET AN EDGE
ON SPRING.**

Bring your garden tools
in for sharpening!



ACE Hardware

1398 Williamson Street
(608) 257-1630 • acewilly@tds.net

Grass-Fed Attorneys



Nelson Donovan Dan Krause

100% local-sourced

**Trusts
Wills
Probate Services**

*Estate Planning and Administration
Asset Protection
Nursing Home Expense Planning*



KRAUSE DONOVAN
Estate Law Partners, LLC
In Oregon, Wisconsin

Co-op Members, Organic Wisconsinites,
Family Men. Practicing estate planning
and probate law since 1999.

Housecalls Available
(Additional Charge Applies)

Get your affairs in order. Protect your
assets. Disinherit that special someone.

**Call Now
608-268-5751**



ACCREDITED
BUSINESS



ELDERCOUNSELOR
Specializing in Elder Law and Special Needs

**Be a part of
The Big Share!**



Community GroundWorks
(Photo by Amanda Swan Arts)

ONE DAY, ONE COMMUNITY



GSAFE

MANY WAYS TO SHARE

**THE
BIG
SHARE**

COMMUNITY SHARES OF WISCONSIN

Be part of The Big Share™, an online day of giving for Community Shares of Wisconsin (CSW) and its member non-profits, on Tuesday, March 6.

You don't have to wait until March 6—you can donate now by going to www.thebigshare.org. You can support all the groups with a donation to CSW, or donate just to the nonprofits you choose.

And when shopping at Willy Street Co-op

THANK YOU!

for your support of CSW nonprofits through the Community CHIP® program.

The Community CHIP program is part of Community Shares of Wisconsin—your gift can be tax deductible.

Learn more at www.communityshares.com

**A Different Approach
To Real Estate**

Our savvy team guides you through every step of your move with integrity and competence.

We are your neighborhood Realtors, creating sustainable and vibrant communities together.



Carlos & Sara Alvarado

Alvarado
REAL ESTATE GROUP

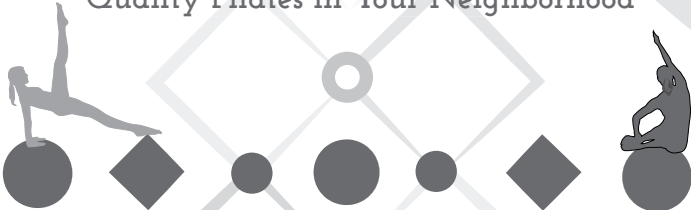
Contact us:

608.251.6600 | Info@TheAlvaradoGroup.com
TheAlvaradoGroup.com | 1914 Monroe Street, Madison

Independent and family owned since 2006

Pilates on Harrison

Quality Pilates in Your Neighborhood



710 Harrison Street
pilatesonharrison.com
608.709.1775

THE COST OF FOOD

by Ben Becker, Newsletter Writer

There are only a few things that are absolutely necessary for survival. Food is one of them. Though questions about what we eat may seem banal and insignificant compared to many other day-to-day concerns, the answers are not only of an immediate nature, but they also inform habits that will impact our longevity and long-term health. The proverb, “You are what you eat” is a self-evident fact, and it applies not only to our physical self, but to our cultural identity as well. When we look back nostalgically on our childhoods or the heritage of our ancestors, a special dish will often serve as a centerpiece, whether it be the traditional Thanksgiving sweet potatoes, or Grandmother’s special pierogis. It is something so quintessential and so personal and it makes up the fiber of our spiritual beings as well as the material of our physique, and yet it is so universal that its relevance extends not only to all other humans, but to all living things for that matter. For something that is so generally taken for granted and yet simultaneously of such momentous importance in shaping the rhythm of our days, how could we expect to validly quantify the value of such a thing?

Somehow, in spite of the physical necessity, and occasional metaphysical importance, we put a price on food all the time. In fact, in these times when food is super abundant, the value we associate with food is generally low, particularly in comparison to other times in history where production methods and interruption of distribution could make fulfilling this basic need quite difficult. At first blush, the drop in the cost of food may seem to run

counter to the trends in meeting other primary human needs. For most of history, humans have paid little to nothing for water, whether from the stream or the tap, but now shelling out a couple dollars for a mere 16 ounces is nothing extraordinary. As populations swell and endless sprawls of development creep past urban boundaries across the globe, the cost of shelter climbs to where a roof over one’s head cannot be taken for granted. As pollutants drift from the coasts of one smog-covered continent to another, a future in which clean air might be marketed and sold at a premium so that it might be gulped and sucked from aluminum increasingly appears

“With local vendors especially, we strive to pay a fair price to growers and suppliers rather than working to squeeze them, and finding out what growers need to make it sustainable.”

to be less the stuff of science fiction and more the likelihood of a foreseeable future.

Still, the resources of air, water and land which are necessary, not only for our survival but also for the production of food, continue to become less abundant, the cost of food remains low. Not only that, but it is our expectation and our demand that it should be low without regard for the ever-looming possibility that drought, flood, famine, war or pestilence could all throw a wrench in our global agro-economies and spike food prices skyward. In a world where the historical instances of mass starvation like potato blights or turnip winters are not wholly faded memories, from whence does our expectation for a hyper-abundance of a varied and surplus cornu-

copa stem? Why do we believe that sustenance should be cheap, fast, and endlessly available, even if we are more or less willing to recognize that quality nourishment may remain absent? This cultural mindset may very well be shattered by unpredictable or unforeseen realities of an insecure future. To understand how we developed these attitudes requires an understanding of our food supply chains and their nature, not just local economies but more often resulting from conglomerates of industrial and global scale.

GIVING BIRTH TO A BUSINESS MODEL

With an archaeological ignorance that might romantically be forgiven as faux universalism, medieval artists once painted ancient persons and exotic events garbed in the attire and settings of their own time and locale. We should not be so similarly myopic as to believe that our forebears purchased groceries from supermarkets. However, it is the advent of this modern convenience that points to our almost instinctive belief that food should be cheap, and readily available. In the 1930s, the retail grocery industry gave birth to a business model which to this day informs our habits and beliefs about purchasing food. Since that time, supermarkets have offered their products at slim margins in order to entice shoppers with low markup. Under this business model, high sales volumes are necessary to keep a retailer’s doors open, giving larger retailers a natural edge over the competition. With greater shelf space and greater buying power, big retailers can more easily offer the rock-bottom prices customers seek than a mid-size grocery store or mom and pop convenience shop. As this model remains at the heart of the industry, grocery retailers must focus on careful pric-

ing, supply chain efficiency, and growth in order to remain relevant in a competitive industry.

In spite of the cutthroat competition, the retail grocery business is an attractive industry, worth over \$400 billion in the United States alone. As recently as 2012, roughly 40,000 companies competed for a piece of this pie, but economies of scale favor the big players, and the industry trends towards larger operations dominating the retail sector. As a result, we are seeing a different kind of grocery store than we did in the past. The advent of the superstore, best epitomized by companies like Walmart and Target, combines the supermarket section with the convenience of prepared food and other merchandise all in one store. Not only has this placed

these low-price retailers at the top of the list of U.S. grocery sellers, but it has transformed the model that informs store layouts, inspiring grocery retailers to incorporate new offerings from in-store buffets to coffee counters to gas stations. With more stores and an ever-increasing dominance over the dollars Americans spend on their groceries, larger retailers like Walmart, Kroger and Target also have a supernatural power to influence how their suppliers operate. Without alternative retail avenues available to growers or distributors, larger retailers can set the terms on how their suppliers price goods, ensuring that they pay as little as possible for product coming in the door. In a similar way, when consumers have fewer options for where to buy their bread and butter, the retailers are able to set the prices of their choice with impunity. Additionally, the strength of big retailers also allows them to dictate the volumes, marketing and other aspects of a suppliers operations, and often forces these suppliers to consolidate in order to stay in business. With fewer producers and distributors able to keep up, small to mid-size grocery stores are at a disadvantage when it comes to stocking food on the shelves, and face the fear of the big retailers dictating who a supplier’s partners can be.

Since coming into existence as an alternative to the conventional grocery market, the natural and organic food sector long enjoyed some immunity as a niche segment of the industry. With this independence and an increasing demand from consumers for their products, the 1990s and 2000s saw strong growth for the natural and organic foods sector. As the primary nationwide purveyor under the natural and organic umbrella, no other retailer demonstrated this prosperity quite as obviously as Whole Foods, who grew 159% between 1999 and 2004, and another 70% between 2005 and 2009. In part, this growth stemmed from gobbling up other natural food chains such as Wild Oats, a sign that even the alternative food store has to think like a big conventional retailer to be competitive. In recent years, this has only become increasingly true, as territory that was once the sacred ground of natural food stores and co-ops is infringed upon, if not altogether invaded by, the national retail and supermarket chains. If not invested in the values long-time natural and organic foods sellers have lived by, these industry insiders have only been too happy to pull the wool over the eyes of those seeking an alternative to conventional fare. A notable reaction to the co-opting of the “local” and “organic” brand took place in 2010 when the Farmer’s Market Coalition protested the use of “Farmers Market” signs in Albertson’s grocery stores throughout the American Northwest. As bigger retailers seek to swallow up the natural and organic market, often by misleading customers about what

is truly locally grown or certified organic, natural and organic grocery outlets and cooperatives are increasingly feeling the squeeze of competition, not only for customers but in finding reliable suppliers as well.

AN ENTICING INDUSTRY

Despite the fierce competition resulting from the supercenters and national grocery retail chains like Kroger looking to gain more and more of the natural and organic market, the industry still remains enticing to new players. Rapidly growing chains like Festival Foods and Fresh Thyme are experimenting with locations in areas in which other companies are already well established. One of the more talked about developments in the grocery industry recently has been the buy-out of Whole Foods by Amazon. In doing so, Amazon has gained access to United Natural Foods, natural foods distributor that primarily served Whole Foods, but on whom many food cooperatives in North America are also reliant. With the resources and size at Amazon's disposal, food cooperatives are forced to speculate about how this retail giant might influence a key supplier. Amazon seems to be taking other steps to disrupt the long-established grocery business model as well, testing innovations like the Amazon Go store which could result in even less markup needed to fund customer service as human interaction is eliminated. Not all of Amazon's innovations have proved fruitful, however. In adopting an inventory model for the Whole Foods stores that drastically curbs inventory in backstock, many shoppers are finding empty shelves where they had expected to find their favorite natural and organic brands.

FARMERS GETTING A FAIR SHAKE

While other grocery retailers consolidate and use their size to take advantage of both supplier and customer, Willy Street Co-op works hard to ensure that the farmers and producers we work with are getting a fair shake, while our Owners have the best options possible when it comes to natural, organic, and particularly local product. The Co-op's Purchasing Director, Megan Minnick, explains how she and her team are committed to working with local suppliers, not against them, in order to get their products on our shelves. "With local vendors especially, we strive to pay a fair price to growers and suppliers rather than working to squeeze them, and finding out what growers need to make it sustainable." Minnick admits that this means accepting that local products do not come with a rock-bottom price sticker that larger retailers might offer. However, in paying a little more, the Co-op ensures some unique features in the way it connects growers with consumers.

One feature is our relationship with small, local growers who can be sure they have the necessary compensation and resources to grow the best food possible. Because of our commitment to quality, local product, Willy Street Co-op Owners can find a calibre and selection of products that are not available elsewhere. "Costco and Woodman's operate on such a large scale that they can drive prices down with the quantities they are purchasing," says Minnick in comparing the relatively small and nimble Willy Street Co-op to the retail giants. "A downside is that the selection is limited with bigger retailers, and treating products like commodities leads to a sacrifice in quality." When it comes to product standards, Megan notes how much of our advantage comes from staying local: "We source a lot of local product that Costco or Woodman's would not be able to touch. Because of our smaller size we can work with local suppliers. For produce, local product is of higher quality because of fresher, more local sourcing. We can also have greater oversight in product quality working with local suppliers. Due to our size we can really take care in what we do."

While striving to treat our suppliers and growers fairly and simultaneously sourcing the best local product available, Willy Street Co-op also strives to keep prices affordable and in line with other

community retailers: "Overall, we have found that our pricing is very comparable to stores of similar size in the area," states Minnick, "There are some big box stores that have cheaper items, but they are generally mass-produced. There are also retailers that are at a higher price. We are right in the middle." In order to keep prices low, Willy Street Co-op utilizes methods that give us buying power to offer deals often



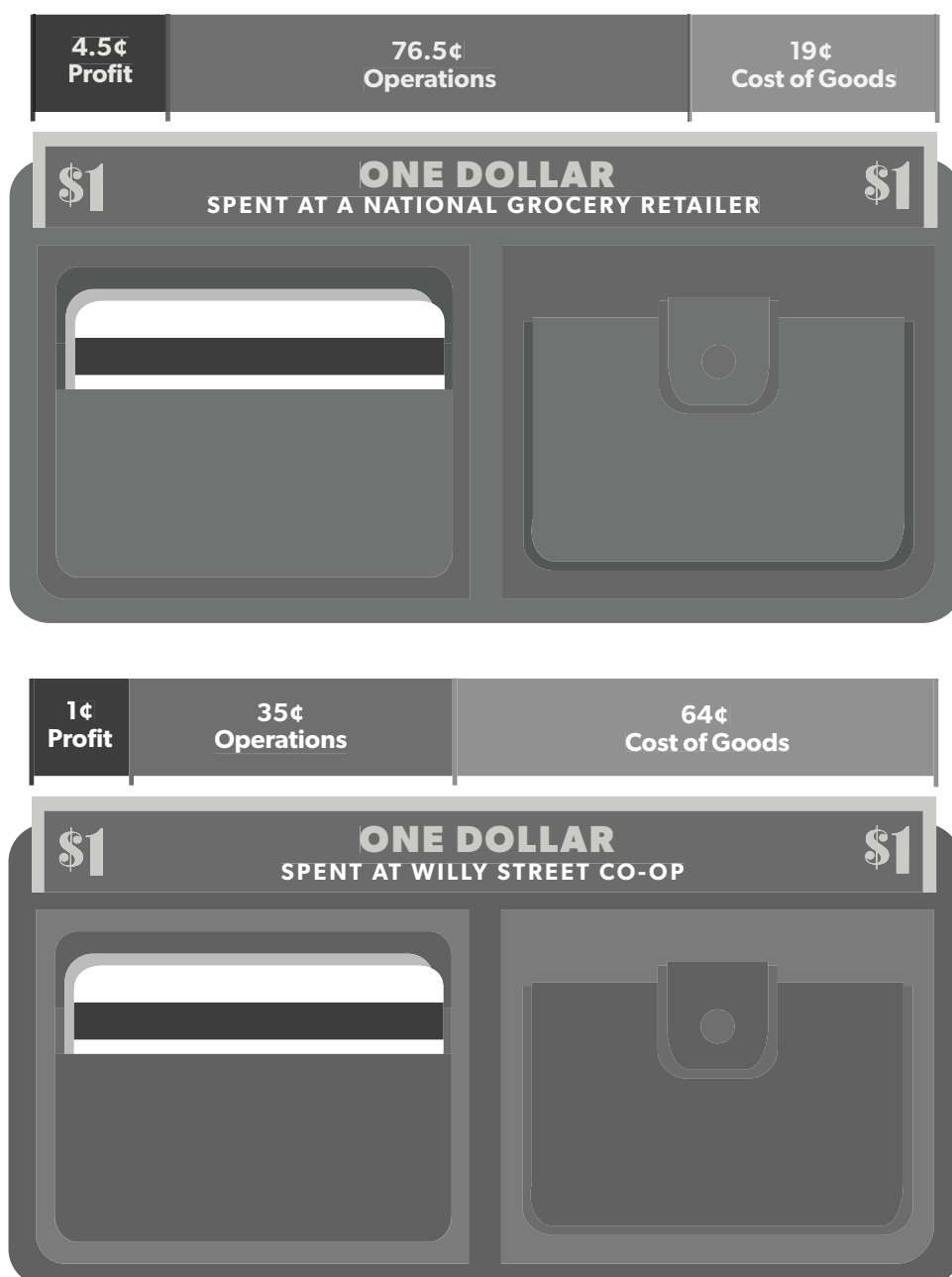
equal or better than other retailers. A big part of that is our membership in National Co+op Grocers (NCG), an organization dedicated to providing resources and partnership to food cooperatives across the country. By working through NCG, Willy Street Co-op can pool their buying power with other cooperatives when contracting with distributors like UNFI. The result is great sales offerings like "Co+op Deals," which gives shoppers access to a number of staple organic items at a low price. Continued growth and expansion also provides an opportunity for the Co-op to continue to offer greater selection and the best prices possible. With three stores, more

retail space, and more room for backstock, Willy Street Co-op can invest in inventory and negotiate better deals, passing these savings onto our Owners.

A DELICATE BALANCING ACT

Keeping food costs of fair for both the customer and producer requires a delicate balancing act in managing our operational expenses. Like all other grocery retailers, the Co-op is in a "penny business." In other words, to keep our doors open, we need to make one penny in profit for every dollar of sales. When breaking down where a dollar in groceries goes, however, it's easy to see how the Co-op prioritizes keeping as much of the other 99 cents in the community as we can, especially compared to other grocery sellers. Consider that when buying food from most other retailers, only 19 cents of every dollar spent on groceries makes its way back to the farmer or producer. Since 1950, this gap between what the grower makes and what the consumer spends has only continued to widen. In sharp juxtaposition, 64 cents of every dollar spent on local goods at the Co-op makes its way back to the farmers and producers. Because about one-third of the products we sell are local—a much higher proportion than most stores—a higher percentage of money spent at your Co-op is reinvested in our community.

In staying small and nimble enough to attend to the details of quality local product, but growing enough to stay competitive and relevant in the changing industry, Willy Street Co-op continues to be a key factor in the local and regional food economy. However, it is difficult to know what the future holds in terms of supplying Owners with quality natural and organic foods, especially when faced with the uncertainty of climate change. Both the local breadbasket of Wisconsin and warmer farming regions such as California and Mexico are seeing unpredictable growing seasons, which can impact the price and availability of produce year round. As climates that have long been dependable for producing our fruits, vegetables, and other foods change, it is difficult to predict how suppliers will be impacted, and what that will mean for the availability of many foods we consider staples in our life. Such monumental changes to our world are sure to have an impact on how our food is supplied. When our progeny look back on this time and on how our bellies were filled, it is unforeseeable how they will compare it to their own economies and methods for sourcing food.



RECIPES AND DRINK RECOMMENDATIONS

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



Green Garlic and Creamy Avocado Pesto Gnocchi

Adapted from Erin Gleason of The Forest Feast on www.thekitchn.com.

Green garlic is just young garlic, so the taste is milder and, depending on how young it is, usually isn't encased in papery skin that needs to be peeled. Simply cut off the roots, and slice like an onion. You can eat the stalks as well, like scallions.

- 1 avocado (ripe, pitted, flesh scooped out)
- 3 green garlic (bulbs, some green stalk still attached, roots sliced off)
- 1 c. basil leaves (fresh, packed)
- 1/4 c. parmesan (grated, plus more for garnish)
- 1/4 c. olive oil
- 1/4 c. sunflower seeds (roasted and salted)
- pinch coarse salt
- 32 oz. gnocchi

Directions: Combine the avocado, green garlic, basil, Parmesan, olive oil, sunflower seeds, and salt in the bowl of a food processor or a blender. Process until smooth, scraping down the sides occasionally. Taste and add more salt if needed.

Bring a large pot of water to a boil, and cook the gnocchi according to package directions. Drain, and place in a large bowl. Top with the pesto, and toss gently to coat. Eat right away, while hot, garnished with more grated Parmesan. Makes 6 servings.

Star Recommends: Caricature Red Blend: A delicious blend of predominately Cabernet Sauvignon and Old Vine Zinfandel that is absolutely vibrant! With rich cherry fruit flavors imparted from the Cabernet, the Old Vine Zinfandel brings concentrated ripe berry fruit to the relationship. A bit of French and American oak-aging adds a nice layer to this fresh, deliciously-jammy wine.

AVOCADO BLT PIZZA

YUM! We highly recommend using the Co-op's pre-made pizza dough for the crust of this tasty entrée.

- 1 pizza crust (pre-baked until solid but not browned)
- 3 Tbs. mayonnaise
- 3 c. mixed greens (lightly packed)
- 2 tomatoes (roughly chopped)
- 1 avocados (halved, pitted, peeled and diced)
- 4 slice bacon (cooked until crisp and then crumbled)
- Oregano (dried, sprinkled across pizza)

Directions: Preheat oven to 450°F. Place pre-cooked pizza crust in oven until crisp (approximately 10 minutes). Remove crust from oven and allow to cool slightly on a wire rack. Spread mayo evenly over the crust. Place remaining ingredients on top of the pizza. Garnish with dried oregano, if using. Cut into slices. Eat and enjoy.

Star Recommends: Roagna Dolcetto d' Alba: Dolcetto at its best. Often considered more of a 'table wine' next to Piedmont's celebrated Nebbiolo grape, winemaker Luca Roagna reveals all the potential that this grape can achieve. With its lush raspberry and red cherry fruit paired with refreshing acidity, this wine is great year-round.

please drink responsibly.

Goddess Bowl

Reprinted with permission from StrongerTogether.coop.

Vegetables, whole grains and Sriracha-tahini dressing make this flavorful, easy, one-bowl meal a perfect addition to your weeknight dinner rotation.

- 1 c. quinoa (rinsed)
- 1 1/2 c. water (plus 1 Tbs., divided)
- 1/4 c. tahini
- 1 Tbs. apple cider vinegar
- 1 Tbs. sriracha sauce
- 1 Tbs. tamari (plus 1 tsp., divided)
- 1 Tbs. honey
- 1/2 c. pumpkin seeds (raw, unsalted)
- 1 bunch Lacinato kale (ribs removed and discarded, thinly sliced)
- 2 carrots (large, peeled, shredded)
- 2 avocado (halved and pitted)

Directions: In a small pot, bring 1 1/2 cups water to a boil, then add the quinoa. Return to a boil, stir, reduce the heat to low and cook for 14 minutes, covered. Fluff the finished quinoa with a fork.

While the quinoa cooks, place the tahini, cider vinegar, tamari, honey, Sriracha sauce and one tablespoon water in a small bowl and stir with a fork until smooth. Add a bit more water if the dressing is too thick.

Place the pumpkin seeds in a small sauté pan and swirl over medium-high heat. When they begin to pop and become fragrant, stir in the dressing. The dressing will coat the seeds and the pan will be dry. Transfer to a bowl to cool.

Place a quarter of the cooked quinoa in each of four low, wide bowls. Arrange the raw kale and carrots on top of the grains, then slice the avocado halves in the skin and carefully scoop them out with a spoon. Fan half an avocado over each bowl. Top with sauce and pumpkin seeds.

Star Recommends: Le Secret des Capitalles Blanc: A white wine that offers beautiful notes of citrus and white flowers on the nose. A fine wooded frame is also felt, due to a partial aging in barrels. The attack is lively and very fresh. Following a generous and creamy mouth ending on a good length.

Firecracker Spinach Salad with Asian Sesame Dressing

- 6 c. baby spinach (washed and dried)
- 1/4 c. sprouts (alfalfa or radish)
- 1/4 c. carrot (julienned)
- 1/4 c. jicama (julienned)
- 2 Tbs. sesame seeds
- 1 1/2 c Asian sesame dressing (bottled)
- 1/2 tsp. crushed red pepper (or to taste)

Directions: Place the spinach, sprouts, carrot, and jicama in a large bowl and combine. Drizzle with the dressing and crushed red pepper, and toss to coat well. Garnish with the sesame seeds, and serve.

Notes: If you want a more substantial salad, top with some sliced avocado or chicken.

Star Recommends: Dunham Riesling: Crisp, refreshing and elegant, our Riesling truly shines. This wine balances complex components of key lime, meringue, lemongrass and savory spices with honey and pine nuts. Crisp, mouth-watering green apple and kiwi combine with vivacious acid and minerality.

Slow Cooked Boeuf Bourguignon

Adapted from www.thekitchn.com.

Boeuf Bourguignon relies on slowly building layers of flavor, starting with bacon, then searing the beef in the bacon fat, then deglazing with red wine before the final long, slow simmer to result in a rich and complex dish. It fills your kitchen with the deep, savory scents of beef, red wine, and onions. This particular recipe gives you two options to complete the cooking: either in a slow-cooker or in the oven. The slow-cooker method will take an additional 4-6 hours, so keep this in mind!

- 8 oz. bacon (thick-cut, diced)
- 3 lb. beef chuck roast (or round roast, cut into 1-inch cubes)
- 2 c. red wine (Burgundy or Cotes du Rhone)
- 2 onions (medium, yellow, thinly sliced)
- 3 carrots (medium, diced)
- 3 celery stalks (diced)
- 2 clove garlic (minced)
- 1 Tbs. tomato paste
- 4 thyme sprigs (fresh)
- 1 bay leaf
- 1 c. chicken broth
- 1 lb. button mushrooms (sliced)

1/2 c. flat-leaf parsley (fresh, chopped)

Directions: Heat a large skillet over medium-high heat. Cook the bacon until golden and crispy and the fat has rendered. Transfer to a paper towel-lined plate and set aside. Pour off (and reserve!) all but a tablespoon of the bacon fat from the skillet.

Pat the beef dry and season with salt and pepper. Return pan to medium-high heat, and when the fat is shimmering and there is a wisp or two of smoke, arrange a single layer of meat in the pan, being sure not to crowd the pan. Sear without moving it, until the beef releases easily from the pan and the underside is golden-brown, 1-3 minutes. Turn over and sear the other side the same way. As you work, transfer the beef to a slow-cooker (if using) or to a Dutch oven or heavy, 6-quart, covered baking dish. After each batch of meat, pour 1/4 cup of the wine into the hot pan, and deglaze over medium-high heat. As the wine simmers, scrape up the crispy bits and the dark glaze from the bottom of the pan. Simmer for 1-2 minutes, then pour the wine over the meat. Before placing the next layer of meat in the skillet, melt a tablespoon of reserved bacon fat in the pan. Finish by pouring the wine and de-glazed bits over the meat so you have a clean pan.

After you've seared all the meat, add one more tablespoon of reserved bacon fat to the pan and reduce the heat to medium. Add the onions and a generous pinch of salt, and cook 6-8 minutes, until soft and browned. Stir in the carrots and celery, and cook until softened. Stir in the garlic and tomato paste, and cook 1-2 minutes, until fragrant. Transfer the vegetable mixture to the slow-cooker (if using) or to the Dutch oven. If using the oven, turn it on now to 300°F.

With a paper towel, wipe the pan clean, and if some is remaining, add one more tablespoon of reserved bacon fat to the pan (if not, use vegetable oil). Add the mushrooms and a pinch of salt, and cook over medium heat for 8-10 minutes, until they have released their liquid, the liquid has evaporated, and the mushrooms are golden brown. Transfer the mushrooms to a small bowl.

If using slow-cooker: Sprinkle the beef and vegetable mixture with 1 teaspoon of salt, and stir. Add the thyme sprigs and bay leaf, then pour in remaining wine and broth (the liquid will not quite cover the mixture—it should only come up about 3/4 of the way). Cover, and cook on low for 6-8 hours, until the beef is very tender.

If using the oven: Add 1 teaspoon of salt to the beef and vegetable mixture and stir. Add the thyme sprigs and bay leaf, then pour in remaining wine and broth (the liquid will not quite cover the mixture). Cover and place in the preheated oven. Cook for 2 hours, then check the meat for doneness every 15 minutes. The beef should be very tender, and exact cooking times can vary.

Either method: When the meat is cooked, fold in the reserved bacon and the mushrooms. With the slow cooker, cook on HIGH for 10 more minutes. With the oven method, move the Dutch oven to the stovetop and simmer over medium heat for 10 more minutes.

To serve, sprinkle with chopped parsley. Pour yourself a glass of wine, and enjoy!

Star Recommends: Perrin Cotes du Rhone: Shows lots of fruit, good freshness and character. The Grenache/Syrah duo blends perfectly. Pretty aromas of red and black fruit, good aromatic intensity, the mouth is fresh and generous. The silky tannins accompany a long aromatic finish.

Carrot "Spaghetti" with Lemon Thyme Butter Sauce

www.injennieskitchen.com

A wonderful way to satisfy the craving for pasta while getting all the delicious health benefits of carrots.

6 carrots (medium—about 7 oz.—scrubbed clean)
5 lemon thyme (sprigs, fresh, stemmed and chopped)
2 tsp. butter (unsalted)
salt

pepper (freshly ground)

Directions: Place a pot of water on the stove and bring to a boil.

Using a vegetable peeler, peel thin lengthwise strands from each carrot, stopping just before you get to the core.

Cook carrot "noodles" in the boiling water until al dente. Remove from water. Toss the hot noodles with the lemon thyme and butter. Season with salt and pepper. Serve and enjoy.

Star Recommends: Sand Point Sauvignon Blanc: A fresh and fragrant Sauvignon Blanc that opens with honeydew melon and Meyer lemon aromas. With juicy citrus-melon flavors, a round mouthfeel and crisp finish, it is an easy drinking wine. Certified Lodi Rules for Sustainable Winegrowing

Moroccan Carrot and Chickpea Salad

Adapted from www.101cookbooks.com

This salad is already quite hearty, with dried fruit, toasted nuts, and lots of fragrant fresh mint, but could be made even more substantial with the addition of bulgur or couscous.

1 Tbs. cumin seeds
1/3 c. olive oil
2 Tbs. lemon juice
1 Tbs. honey
1/8 tsp. cayenne pepper
10 oz. carrots (shredded on a box grater, or sliced thin on a mandoline)
2 c chickpeas (1 15 oz. can, drained and rinsed)
2/3 c. dates or prunes (pitted, diced)
1/3 c. mint (fresh, torn)
1/4 c.
almonds (sliced, toasted)

Directions: Toast the cumin seeds in a dry skillet until fragrant and beginning to brown, 1 or 2 minutes. Let cool, then grind with a mortar and pestle. In a small bowl, whisk together the olive oil, lemon juice, honey, ground cumin, salt, and cayenne, and set aside.

In a large bowl, combine the carrots, chickpeas, pitted dates, and mint. Drizzle with the dressing, and gently toss until evenly coated. Serve immediately, garnished with sliced almonds.

Star Recommends: Perrin Cotes du Rhone Blanc: 50% Grenache, 20% Viognier and the rest Marsanne and Roussanne is a crisp, mineral, fresh, medium-bodied white displaying notes of lemon oil, quince and white currants.

Veggie Sandwich with Dill Sauce

Feel free add or substitute other fresh vegetables such as radishes, spinach, or grated carrot to this delicious, refreshing sandwich.

1/2 c. plain yogurt
3 Tbs. chopped fresh dill
1 1/2 tsp. Dijon mustard
1 Tbs. cooking oil
1 tsp. wine vinegar
Salt
Fresh-ground black pepper
8 thick slices multigrain bread
8 lettuce leaves
1/2 lb. sliced provolone
2 tomatoes, sliced
1 cucumber, peeled and sliced thin
1 small red onion, sliced very thin
1 ripe avocado, preferably Hass, sliced
1 c. alfalfa sprouts

Directions: Mix the yogurt, dill, mustard, oil, vinegar, 1/4 teaspoon salt, and 1/8 teaspoon pepper.

Spread a tablespoon of the dill sauce on four slices of bread. Top each slice with the ingredients, and then drizzle another tablespoon of dill sauce over each sandwich. Cover with the rest of the bread slices.

Star Recommends: Bernier Chardonnay Vin de Loire: This Chardonnay tastes crisp and bright. It comes from the western Loire Valley, an unexpected place for this Burgundy grape variety, and is made in a fresh, unoaked style, nothing like the famed (and costly) Burgundy crus. Though unconventional, it's delicious, with fruit flavors that echo pears and apples, and an enticing hint of minerality beneath the surface.

SEND US YOUR RECIPES

We'd love to include your recipes in the Reader. If we print yours, we'll give you one of our tote bags free as a thank you! Send your recipes to l.wermcrantz@willystreet.coop



Staff Picks



IAN

Surf Sweet Gummy Worms

They are hands-down the best gummy worms in the world—superior fruit flavor with a great gummy consistency.



LEAH

Siggi's 0% Filmjolk Plain

This yogurty drink is the perfect influx of probiotics with a tangy flavor! You can just drink it, throw some granola in it or add it to your oatmeal/whatever hot cereal floats your breakfast boat. It comes in flavors for those who don't do the tang, too!



LINDSEY

Kevita Sparkling Probiotic Lemon Ginger

This sweet, spicy, bubbly bottle of goodness is great for your belly and your soul. Drink one in the afternoon to get out of that mid-day slump, to soothe an aching belly or just because it tastes so good!



LIZ

Quince & Apple Preserves

These make a cute little gift for a food lover; there's nothing else like them! Quince & Apple definitely knows their stuff when mixing flavors, and the tastes of these preserves are amazing.



EVAN

Field Roast Apple Maple Breakfast Sausage

My four-year-old and six-year-old eat these like it's the last thing they will ever eat. They go great with pancakes or waffles. I should buy two packs next time.



KATIE

Bulk Almond Butter

Of all the varieties of almond butter on the market, this is truly the freshest, tastiest one of all. Just filling my jar with warm almond butter makes me happy. The warmth and aroma are reasons enough to love this product. On bananas, as a spoonful in a smoothie, or spread on apples makes a super satisfying snack/meal on the run.

Dr. Bronner's Peppermint Bar Soap

Besides the super fresh smell, it actually makes your skin tingle!



FRANTJESKA

Willy Pack Organic Medjool Dates

These are a great energy booster. I eat them on my long runs and training rides. They're also great on days when I want something sweet but healthy.



KRISTI

Equal Exchange Spicy Hot Cocoa Mix

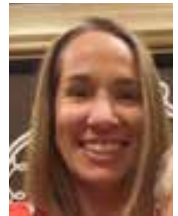
This is a great Fair Trade product that's perfectly sweet and spicy. It's more than just hot cocoa. I put it in my coffee or on ice cream, and I make cupcakes with it. I love it!



ERIC

Dandies All Natural Marshmallows

I like the bag design! I like brand non-specific puffed rice treats! They're made in Lombard, Illinois!



KELLY

Wallaby Organic Greek Whole Milk Vanilla Bean Yogurt

It's delicious and has grams 15 grams of protein per cup.



RENEE

Willy Street Co-op ApplePesto Sandwich

It's sweet, it's savory, it's everything I want in a sandwich and so much more!



ANSLEY

GoMacro Cashew Butter Bar

With a peanut allergy, there aren't a lot of protein/nutrition bars I can eat. This one uses cashews instead! I try to keep one of these in my purse for on-the-go snacking.



Easy Sprout Sprouter

Growing my own sprouts not only helps me eat healthier, but it lets me grow my own food whenever I want! There is a great selection of sprouting seeds in the bulk spice section as well: spicy, crunchy, mild—we've got it all.



Fresh Turmeric

There's such a world of difference in my recipes when I use fresh turmeric. Plus, it makes amazing golden milk!

Powerful Results. Real People.

Where you live is part of your identity.

That's why you deserve the team who knows Madison and understands today's real estate market.

STARLINER CONDOMINIUMS
1-2 Beds | 1-2 Baths | Work/Live and Garden Units

New luxury condominiums boast unique designs to fit modern living.

www.LAUERREALTYGROUP.com | 608.444.5725

Mound Street

intelligent fitness • practical wisdom

- 3 Class Intro Pass for \$35
- Unlimited Monthly Pass for \$140
- 10% Student & Senior Discount

1342 Mound Street | moundstreetyoga.com | (608) 616-9678

— Yoga — Pilates — Movement Lab — MELT — Tai Chi —



ANYA

Batch Bakehouse Scali Bread

Just like the Batch bakers say: "...coated with sesame seeds that infuse the crumb with a subtle nuttiness..." Delicious as thick-cut French toast served with cottage bacon and melted cheese on top.



JOE

Japanese Sweet Potatoes

Texture and appearance is a bit more like white potatoes, but the taste is better. Getting more popular but still a bit hard to find. So glad our Produce department carries them.



SARAH

Avocados

Whenever I need ripe avocados, I know I can always find them here. Plus, I have gone to many other grocery stores in town and have yet to find one that beats our price on avocados, especially considering they are organic!



Willy Street Co-op Almond Cheeze Ball

I could eat one of these every single day. I'm not even joking. I check the Deli case every single day to see if they are there so I can snatch one up. They are so creamy, dreamy, savory and flavorful. Also, if you feel like sharing, they're a great and easy party food!



BRENDON

Bulk No Salt Mixed Nuts (Peanut-Free)

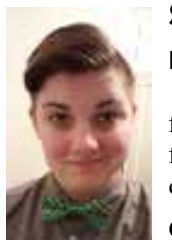
I keep a mason jar of these on my desk for snacking.



CAITLYN

Organic Pineapple Rings

The packaged pineapple rings found in Bulk make a great snack. Naturally sweet with no added sugar, and perfect for taking on the go.



SHAWN

Every Man Jack Body Wash and Shower Gel

I love this body wash. It smells great, leaves me feeling clean, and the shape of the bottle keeps me from knocking it over when I'm having a one-man dance party in the shower!



Glimmis Reflectors

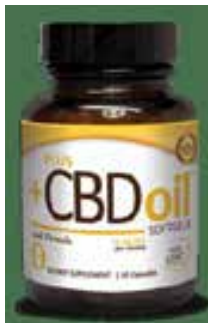
I wear a lot of dark clothing, so when I walk home at night, I have to be extra vigilant about crossing streets. I bought two of the "Bat Symbol" (let's be real, it's Batman) Glimmis to put on my backpack and coat, and I feel way safer now when it's 10:00pm and I'm moseying on home.



LAURA

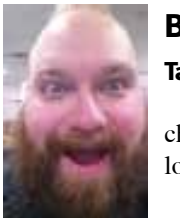
Plus CBD Oil Softgels

This might sound extreme, but this product changed my life. I have dealt with chronic back pain as a result of an old injury. I have been able to get the pain under control and most days I am pain-free now. This is a big change from dealing with pain every day for years with no lasting relief. I especially like the softgels because, in addition to being able to take them orally, if I feel like I need relief faster I can bite into the softgel and take it sublingually.



Alaffia Bulk Unrefined Shea Butter

I have super dry skin, especially my face and hands. This is the best moisturizer I have ever used. It is not irritating, deeply moisturizing, and has a natural very minimal scent.



BJORN

Tamaleria el Poblano Tamales

These delicious tubes of happiness come in three flavors: chicken, pork, and jalapeño. I can't pick a favorite because I love them all so much!



KELSEY

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

Listen, you need to get this cake. I can't even explain how good it is. It is ridiculously delectable—sweet without being overly rich, super moist, and with a fantastic creamy frosting. You will not regret it.



DEAN

Willy Street Co-op Mediterranean Beet Salad

I like everything about this salad! It's a bright, vibrant color, has a great tasting dressing. My latest way to eat it is by including it in a wrap or sandwich. YUM!



ANGELICA

Willy Street Co-op Green Dream Smoothie

Deliciously sweet and tangy, thick, creamy and nutritious!



ALI

Willy Street Co-op Chicken with Spicy Peanut Sauce

Awesome flavor, just the right amount of spice for me!



AMANDA

Maggie's Cush Footies

Want to give your foot a hug? These are so comfortable. I don't know how I lived with out these. Colors vary. Available at East and West.



DAKOTA

Om Mushroom Powders

I love making a nice cup of tea out of these mushroom powders. Just take a spoonful of your favorite mushroom blend, add hot water and a little bit of your favorite sweetener and enjoy! It's almost too easy.



BETHKE
HEATING & AIR CONDITIONING, INC

EMERGENCY SERVICE 24/7
251.2222

- Furnaces • Boilers
- Air Conditioners • Humidifiers
- Duct Cleaning • Maintenance Plans • Ductless Mini-Splits

FINANCING AVAILABLE

Locally Owned. Locally Operated.

BethkeHeating.com

7th Annual Midwest Women's Herbal Conference

June 1, 2 & 3, 2018

Camp Helen Brachman, Almond, WI

Register Today!

With special guests:



Tieraona Low Dog, MD



Isla Burgess



Dr. Jody Noe

Register for this event along with the Fall Mycelium Mysteries women's mushroom retreat for a discounted price!

- Herbal Medicine
- Wild Plant Walks
- Personal Growth
- Kids Camp
- Teen Camp
- Nourishing Meals and so much more!



www.midwestwomensherbal.com



TWO Great Offers for New Customers!



Open a New True Choices Checking Account and Get \$300 – Plus 3.00% APY on a 25 Month CD.

RECEIVE **\$300** when you begin a new banking relationship with Monona Bank and follow these easy steps:

1. Open a **True Choices Checking** account with at least \$100. We make banking simple with no minimum daily balance requirement or monthly service charge.
2. Start using at least two other qualified products and services which may include: online banking, debit card, Bill Pay, direct deposit, and other options.
3. Set up periodic monthly direct deposits from your payroll or Social Security checks. We really want to be your bank, and ask that you actively use your new debit card and checks and keep your account in good standing.

THE GOOD NEWS IS THAT YOU'RE PROBABLY ALREADY DOING ALL THESE THINGS!

Your **\$300 bonus** will be deposited into your new non-interest bearing account within 90 days after you complete these three easy steps. While we truly value our current clients, these special offers are only available to new client households that have not received a similar bonus in the past. Offer expires June 30, 2018.

EXTRA CD BONUS OFFER!

EARN **3.00%** Annual Percentage Yield (APY) when you open a new client **Certificate of Deposit** for 25 months at the same time you open your new checking account.

This special CD bonus rate is available on the **first \$5,000 deposited** with a minimum of \$500 to open the CD. Minimum to earn the 3.00% APY is \$0.01. The interest earned will be conveniently transferred into your new Monona Bank checking account. Naturally, you'll be charged a penalty fee if you withdraw your funds early and fees will reduce your earnings.

Talk to one of our experienced Banking Advisors to see how easy it is to customize a financial plan for you.

Visit mononabank.com to find a location most convenient for you.

BELLEVILLE | BROOKLYN | COTTAGE GROVE | CROSS PLAINS | MADISON | MIDDLETON | MONONA | SAUK PRAIRIE

EQUAL HOUSING LENDER | Member FDIC | 5515 Monona Drive • Monona, WI 53716 • (608) 223-3000

Community Supported Agriculture, or CSA,
is more than just a weekly box of vegetables.

FIND YOUR FARM at the

FAIRSHARE CSA COALITION

SUNDAY, March 18th **OPEN HOUSE** 11 AM – 3 PM

Monona Terrace, 1 John Nolen Dr. Madison, WI

Discover what **CSA** can mean for you!

- Celebrate Seasonal Abundance
- Cook Something Amazing
- Cultivate Sustainable Appetites

- Meet 20+ Community Supported Agriculture Farmers - Free & Open to the Public
- \$5 Suggested Donation - Kid and Family Activities
- Door Prizes - New Member Resources

Visit www.csacoalition.org for details or to sign-up for a CSA share!

FairShare CSA Coalition Presents:

FOOD + FARMS

FILM FESTIVAL

Tuesday, March 13 7:00 PM HIGH NOON SALOON

Screening a series of beautiful short films featuring good food + sustainable farms.

FILM THEMES INCLUDE:

- *The Changing Face of American Farmers
- *Fair Labor Practices
- *Land Access

★ Join us for an entertaining and educational evening! ★

TICKETS AVAILABLE AT: <http://www.high-noon.com>

\$12 ADVANCE \$15 AT THE DOOR

FAIRSHARE
CSA COALITION

info@csacoalition.org
(608) 226-0300

THIS MONTH'S WELLNESS WEDNESDAY IS MARCH 7!