

willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

VOLUME 55 • ISSUE 3 • MARCH 2024

REWILD YOUR YARD



IN THIS ISSUE:

Our 8th Cooperative Principle, Interviews with Embark and Doudlah Farms Organic, Local & Women-Owned Inclusive Trade Vendors, and more!

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Nancy Ranum

BOARD CONTACT INFO:

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

BOARD MEETING SCHEDULE

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

March 27

April 24

June 26

July 24

WILLY STREET CO-OP MISSION STATEMENT

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

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READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

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ADVERTISING: Brendon Smith

COVER DESIGN: Hallie Zillman

SALE FLYER DESIGN: Hallie Zillman

GRAPHICS: Hallie Zillman

SALE FLYER LAYOUT: Eric Wehrheim

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 camera-ready by the 15th of the month. Submissions should be emailed to b.smith@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

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EDITOR: b.smith@willystreet.coop

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NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 7:30am-9:00pm; Willy West: 8:00am-9:00pm; Willy North: 8:00am-9:00pm every day

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Customer COMMENTS

Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to customer.comments@willystreet.coop or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the Reader; publication does not necessarily indicate an endorsement of views stated in a customer's original comment. Many more comments can be found in the commons or in the binder near Customer Service. Thank you!

ROUND UP VS. NOTHING

Q: I do not like having to choose between None and Round Up to Next Dollar to CHIP at the auto stations. I will be going to the humans to check out in the future where my Chip is the standard percentage of my bill.

A: Thanks for reaching out! You are correct, the self-checkouts do not currently reflect a 1% CHIP donation process, like we do at our staffed registers.

Unfortunately, our self-checkout system did not have the ability during rollout to provide that same experience, only a round up option. We made the decision to provide this option until a fix can be facilitated. We wanted to make sure those who used self-checkouts had some option to donate towards this cause versus none. We are working on hopefully getting that fix in this New Year.

Thank you so much for your donations to this wonderful program—we greatly appreciate it! Best, Kristina Kuhaupt, Customer Experience Manager

HOUSEHOLD OWNERSHIP?

Q: I might be interested in becoming an owner, but have a question first.

My adult son and I live in separate homes, but we often do our grocery shopping on the same trip. Would we qualify as a 'household' with co-owners, or would we need separate accounts? He might order groceries online for delivery to his home if he is not shopping at the same time as I am. I most often shop in-store and sometimes buy groceries for him. We would also, separately, be eligible for the Access discount.

A: Thank you for reaching out about Co-op Ownership! Because your son does not live with you and is over 18, our policy requires that you have separate Owner accounts. If you decide to sign up for Ownership I recommend doing it in person at one of our stores so that you can sign up for the Access Program simultaneously. This will allow you to make a lower equity payment towards your Ownership and have the admin fees waived. Please let me know if there is anything else I can help you with or if you have additional questions.

Have a great day! -Rosalyn Murphy, Owner Records Administrator

LOVE LETTER

Q: I love Willy Street Coop! I discovered Sassy Cow milk and Wallaby Greek Style Yogurt at Willy West. You have a great selection of bulk spices as well as cereal, baking products, and so much more. Our fresh Thanksgiving Ferndale whole Turkey and breast were juicy and yielded fantastic gravy. I also love your housewares section. I could go on and on but thank you for being a fantastic store!

A: I received your comment about your recent visit with Willy Street Co-op in Middleton. We appreciate the kind words! We are so happy that you

discovered Sassy Cow Milk and Wallaby Greek Style Yogurt (this is my favorite too!). Glad to hear that the Thanksgiving whole turkey and turkey breast were juicy! Our Ferndale turkey is a crowd pleaser for sure! It's always great to hear positive comments from our customers. Thank you for supporting us! Sincerely, Frantseska Kois, Willy West Store Director

DIETARY LABELS FOR HOT BAR

Q: Label hot bar items, vegetarian, vegan, gluten free, etc... everyone else is doing it. People come here for meat-free options even if that's not your target audience. We're still here 1202 FOREVER.

A: Hi, thanks for writing in, and sending in a great suggestion. I will do an audit of our hot bar items and get these updated over the next few weeks, then have our Prepared Foods Managers reprint the ones with changes. Best regards, Nicholas OConnor, Prepared Foods & Cheese Category Manager

STOP IN THE NAME OF TRAFFIC

Q: Please consider posting larger stop signs outside the entrance to North. I often see drivers plow thru them without stopping and apparently not noticing the signs. Thanks.

A: Thanks for reaching out regarding the stop signs in our parking lot. I agree people drive too fast and right through the stop signs far too often. In an effort to prevent this from happening we have increased the number of stop signs in the front of the store, moved the stop signs to different locations, and painted a large crosswalk in front of our patio. Unfortunately, none of the changes have eliminated the problem completely. We will continue to work with the property owners to make our parking lot a safer space. Thanks again for writing in. -Jenny Skowronek, Willy North Store Director

READY-TO-DRINK OJ

Q: I've been meaning to thank you for keeping the Natalie's orange juice in a cooler. I know it is shipped frozen. In other stores I have to plan days ahead to buy it from a frozen case and thaw it in my own refrigerator. You usually have it in a thawed state. If not, it is close enough to thawed that I can buy it today for breakfast tomorrow. Thanks for paying attention to the little things. They add up.

A: We have it refrigerated for that exact reason! It's really nice to hear that it is appreciated. I will pass that along to the team member who made that decision years ago. Thank you. -Jason Zabinski, Willy East Grocery Manager

NO "THANK YOU"

Q: Super frustrated that check out staff doesn't say "thank you." I do customer service too. They

are representing Willy Co-op, not doing me a favor. I spend a lot of money here, and expect a "thank-you." "Have a good day" is cheery, but it doesn't cut it. Thanks for listening!

A: Thanks for reaching out and sharing your frustrations. I am sorry that you did not feel your recent shopping experiences were appreciated. We very much appreciate all our Owners and their support for our business; we could not do it without you!

When checking out, cashiers are encouraged to end the transaction with their own personal positive ending. We encourage a thank you, but there are instances where, "have a good day," fits the moment better depending on the flow of the transaction. We will take your feedback into further consideration. Thank you for your business!

In cooperation, Kristina Kuhaupt, Customer Experience Manager

RECYCLEABLE COFFEE BAGS?

Q: Are either of the two coffee bags (Coop or Equal Exchange) recyclable if the fasteners are removed?

A: I hope your week is going well! Thank you for your question! I checked in with the sources for both coffee bags about whether they are recyclable or not and it turns out that they are not. Both have a thin Mylar-like material to keep the contents fresh, so they are not recyclable unfortunately. Have an excellent week! -Dean Kallas, Grocery Category Manager

CARD NOT ACCEPTED

Q: I am upset that I cannot use my prepaid Anthem benefits prepaid card - can we fix this?

A: Thank you for your comment regarding Prepaid Anthem Benefits Cards. We are not authorized to accept these cards since we do not have a pharmacy at any of our locations. We will be sure to look into this possibility if the pharmacy requirement is ever removed. Thanks, Paige Wickline, Finance Director

STAFF PICKS

Q: Please bring back employee picks in the newsletter.

A: Your request to bring back the Staff Picks in the newsletter was passed along to me. I would like to bring them back, but we will still need at least a few more months to redesign our method for gathering the picks from staff; the way we were doing it wasn't sustainable, unfortunately. I appreciate you taking the time to share your interest in us returning to have Staff Picks in the newsletter—I totally agree! -Brendon Smith, Marketing & Communications Director

LOW-CARB OPTIONS

Q: Thank you SO MUCH for getting Flackers, the low carb cracker. Now I can actually pick up a grab and go low carb meal option with Flackers and some cheese! This is a first! It would be extremely appreciated if you would always have at least one item on the hot bar and/or in the deli that is a low carb entree and could make a low carb meal. I think you'd be surprised at how many people eat low carb. Honestly I think the coop has an age bias in this regard - most health conscious people who are middle aged and older eat low carb (many being former vegans and vegetarians) whereas your selections are heavily weighted toward high carb vegan items. Please let there be BALANCE and provide readymade food for ALL of us, every day. Thank you.

A: Thanks for writing to us! I will definitely look at ways to improve our offerings with more low carb options, we have a few things we're working on testing right now that if we can get it worked out will be right up your alley! Please let me know if you have any specific suggestions that you'd like to see! -Nicholas OConnor, Prepared Foods & Cheese Category Manager



GENERAL MANAGER REPORT

This Month's Co-op News



by Anya Firszt, General Manager

Good-bye February, Hello March!

March is the first month of SPRING! The first official day of spring is Tuesday, March 19 for those folks that live in the Northern Hemisphere.

This date is also known as the Vernal Equinox. The day that is halfway between the day with the least and most amount of daylight.

March marks the end of the third quarter of our fiscal year. We count inventory at the end of the month, start budget planning for next fiscal year (which begins the Monday nearest June 30), and begin to wrap up the current year's special projects.

A few projects still on the horizon to address before the end of the fiscal year include an upgrade to the website, the replacement of the receiving ramp at Willy North, and the installation of solar panels on Willy West's rooftop.

AUBERGINE/1226 WILLIAMSON STREET

We've officially opened our sixth site, Aubergine. We have planned an opening reception on March 8th with artist (and musician) Roscoe Mitchell. Stop into between 4-7pm to take in our new space, the artwork, and music.

Aubergine, located across the street from Willy East, will replace the same uses (and then some) of the community room space we had (but outgrew) at Willy East. We have a training and commercial kitchen, event and meeting space for Co-op and community use, and gallery space for artwork.

Aubergine events can be found on our website at willystreet.coop/events. If you're interested in renting the space for a party, meeting, film screening, or for commercial kitchen use, you can find rental information at willystreet.coop/aubergine.

Here's a fun fact: in 1999, the Co-op purchased 1221 Williamson St. (our East location) from the Fraternal Order of Eagles #623. Some of you may remember the Eagles Club facility had a bar, dining area, dance floor, and a bowling alley. The Eagles Club sold off sections of the bowling alley for \$10 a foot. We bought an 8' section and stashed it away with the thought that someday the ideal use would come along. An ideal use finally presented itself. We

asked Bachmann Construction to build the reception desk for Aubergine from a section of the original Eagle's bowling alley.

WILLY WEST MEAT ROOM REPAIRS

The repairs in the Willy West's Meat department room are about mid way through with the remaining work to happen early this month. Almost all products are still available, although some have temporarily moved; you can ask the staff member at the Seafood case if you have any questions. We thank you for your continued patience as we complete this necessary maintenance work.

UNION CONTRACT NEGOTIATIONS

As I mentioned last month, we started bargaining our third contract with the United Electrical Radio and Machine Workers of America (UE), which will continue into the first half of this month. Stay tuned for updates in April when we can report news of our new contract.

COOPERATIVE PRINCIPLE #8

For years you've heard me talk about the Seven Cooperative Principles, well we're adding a new one to make it Eight!

The International Cooperative Alliance (ICA) endorses seven cooperative principles, and they are considering the adoption of another to add diversity, equity, and inclusion to the original social, political, and economic concerns. We have chosen to adopt it. We do this to formally recognize the work we have done thus far to change the culture at the Co-op to become a more diverse, equitable, and inclusive organization to work and shop.

Cooperative Principle #8: Diversity, Equity, and Inclusion

Cooperatives strive to incorporate diversity, perform equitably and ensure inclusion at all levels of their organizations to better serve members, show members they are valued and ensure members receive equitable service.

You can read more about Cooperative Principle #8 in this issue in the Board report, as well as Kristina Kuhaupt's report. (Kristina is our Customer Experience Manager.) You can learn more about our operational DEI initiatives at willystreet.coop/DEI.

WOMEN'S HISTORY MONTH

In 1980, President Jimmy Carter issued the first Presidential Proclamation declaring the week of March 8th as National Women's History Week. In 1987, Congress passed Public Law 100-9, which designated March as "Women's History Month." We're using the occasion to highlight our local women-owned Inclusive Trade vendors—see page 12 for the list. For a list of all women-owned Inclusive Trade vendors and to learn more about our Inclusive Trade program, see willystreet.coop/inclusive-trade.

FY23 PATRONAGE

We have distributed patronage to 76.7% of the total number of Owners who were qualified to receive it, which means we have 23.3% to go. If you have not yet claimed yours, you have until June 16, 2024 to do so. You can use it as a store credit (on purchases), receive cash back, or donate to Double Dollars.

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RESOURCES TO LEARN MORE

Aubergine information
willystreet.coop/aubergine

Inclusive Trade program
willystreet.coop/inclusive-trade

Patronage refund
willystreet.coop/patronage

Shopping with Kids?

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



WE CAN CUT CABBAGE

Just want half?
Ask a Staff Member.

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EVERYONE WELCOME!

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A NATURAL FOODS COOPERATIVE SINCE 1974

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BOARD REPORT

The 8th Co-op Principle



by **Gigi Godwin, Board Member**

One of the main ways that Willy Street Co-op differs from other business structures is its adherence to the Seven Cooperative Principles that were put forth by the International Cooperative Alliance

(ICA) in 1844. These Seven Cooperative Principles reflect social, political, and business concerns, and have been refined, adapted, and reinterpreted over time. They are as follows:

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training, and Information
6. Cooperation Among Cooperatives
7. Concern for Community

The ICA is currently considering adopting an Eighth Cooperative Principle: Diversity, Equity, and Inclusion (DEI). Willy Street Co-op embraces this potential addition, is incorporating it among the previous Seven Cooperative Principles, and will honor its direction regardless of whether or not it is formally adopted by the ICA. Starting this month, you'll see our website, digital signage, and printed signage change to include this new Principle.

The Co-op's interpretation of the Eighth Cooperative Principle is that cooperatives strive to incorporate diversity, perform equitably, and ensure inclusion at all levels of their organizations to better serve members, show Owners they are valued, and ensure Owners receive equitable service.

Another way Willy Street Co-op is continuing its commitment to Diversity, Equity, and Inclusion is that the Board's Policy Committee (of which I am the Chair) is in the process of reviewing all Board policies using an equity lens. The Co-op's Board of Directors is a governing body that uses Policy Governance (PG), which is informally known as the Carver Model and contains ten principles. This system of organizational governance defines and guides appropriate relationships between an organization's Owners, Board of Directors, and Chief Executive, or, in the case of our Co-op, its General Manager.

Policy Governance Principle #4 states that: "[The] Board should formulate policy by determining the

broadest values before progressing to more narrow ones." The Board's Policy Register is comprised of four broad categories: A: Ends; B: Limits on General Manager Operational Activities; C: Board Process; and D: Board-Management Connection. These broad categories, minus Category A: Ends, then narrow down in scope through category subsections such as B4: Ownership Rights; B7: Communication to the Board; C5: Directors' Code of Conduct; and D1: Unity of Control. Finally, all policy category subsections narrow down even further, as each contains a varying number of "internal" parts (e.g. D1.1) that explain in detail exactly what the policy's intention is and how it should be used.

Having the Policy Committee use an Equity Lens in which to view all policy category subsections along with each specific internal part ensures that these policies do not intentionally or unintentionally affect different demographics in ways that favor those who are part of the majority. Some examples of demographic factors are: age; race; sexual orientation; gender identity; religion or atheism; disability status; citizenship status; physical appearance; unemployment status; veteran status; and homelessness.

Questions such as: "When this policy is applied does it impact some demographic differently than others?"; "Does this policy have an opportunity to enable us to reach out and expand services to segments of the community who are underserved or disadvantaged?"; and "Does the policy focus on punishing bad behavior or correcting it?" are some examples that the Policy Committee considers during policy review. These types of questions also aid in dialogue and brainstorming among the group.

I am extremely proud to report that since July 2023, the Policy Committee has drafted policy language and formatting changes that reflect Diversity, Equity, and Inclusion to policies C2: The Board's Job; C3: Relationship to Owners; C4: Board Meetings; C7: Board Committee Principles; C10: Policy Development; B1: Financial Conditions and Activities; B2: Planning and Financial Budgeting; and B3: Asset Protection. These proposed changes were presented to the Board of Directors at their July, September, and October 2023 meetings, and also at the January 2024 meeting. All recommendations passed with unanimous "aye" votes, which is excellent news for the Co-op. The Policy Committee is looking forward to continuing this important work in the months ahead.

RESOURCES TO LEARN MORE

Our DEI webpage
willystreet.coop/DEI

ICA website
ica.coop

Eight Co-op Principles
willystreet.coop/8-principles



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The Tempest

Introductory Meeting: May 8, 6-7:30 pm
Rehearsals: Start May 18, Wednesdays 5-8 pm, Saturdays 9-12 am
Performances: End Aug 11

Hamlet

Introductory Meeting: May 29, 6-7:30 pm
Rehearsals: Start June 10, 1 pm-4 pm (morning rehearsals will be added with sufficient enrollment)
Performances: End Aug 25

"Can kids do Shakespeare? Yes...uncut and unbelievable."

--The Isthmus

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Co-op Class Calendar

Visit www.willystreet.coop/events to register.

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



COOKING WITH CHEF PAUL: SPRING ROLLS

Location: Lakeview Library
Thursday, March 14, 6:30pm–7:30pm
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to learn the envelope-forming technique to make fresh spring rolls—a perfect way to enjoy the produce of the spring season! Demonstration only. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on February 29.

COOKING WITH CHEF PAUL: STEAMED BUNS AND SEA VEGETABLE SOUP

Location: Willy West Community Room
Thursday, March 21, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

A traditional Bao-zi will delight our palate. Join Chef Paul Tseng to learn to make and form the yeast dough and a variety of fillings—savory, vegetarian, or sweet. The umami taste of sea vegetables will complement the steamed buns perfectly. Ingredients/recipes may be modified based on seasonal availability. Demonstration only.

HEARTY BREAKFAST MEALS

Location: Willy West Community Room
Sunday, March 24, 10:00am–12:00pm
Your Co-op's Own Instructor: Mike Tomaloff
Ages: 12 and older; adult supervision required
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Biscuits and gravy? Dutch baby? Shakshouka? Yes, please! Let's get together and talk about some fun and filling cold weather breakfasts to keep you warm all day.

COOKING WITH CHEF PAUL: DUCK DEMYSTIFIED

Location: Aubergine, 1226 Williamson St.
Thursday, March 28, 6:00pm–8:00pm
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Feeling intimidated by the prospect of cooking duck? Join Chef Paul for a class to learn how! He will show you the proper way to fabricate duck and the cooking techniques to apply to this type of poultry. On the menu: Duck Breast with Citrus Sauce; Orange, Cranberry, and Walnut Salad; Duck Confit; Curry Rice with Duck; and Soba Noodles with Duck. Ingredients/recipes may be modified based on seasonal availability. Demonstration only.

BRUNCH WITH YOUR FOLKS

Location: Aubergine, 1226 Williamson St.
Friday, April 5, 6:00pm–8:00pm
Location: Willy West Community Room
Friday, May 10, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Treat your folks to a delicious brunch menu! Mike will show you how to make richly battered brioche french toast with fruit compote, a cheesy yet light fritata, the timeless classic Eggs Benedict with rich Hollandaise sauce, and delicious Dalgona coffee, whipped to frothy perfection. Demonstration only.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Lakeview Library
Thursday, April 11, 6:30pm–7:30pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to explore the unlimited choices of plant-based meals. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on March 28.

SELECTING AND COOKING SHELLFISH

Location: Aubergine, 1226 Williamson St.
Friday, April 26, 6:00pm–8:00pm
Location: Willy West Community Room
Friday, June 7, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Mike for a lesson on choosing and preparing shellfish. He will discuss what to look for when selecting mussels, clams, oysters, and more, and then cook some delightful dishes including steamed fresh mussels, New England-style clam chowder, crab cakes, and a primer on serving oysters on the half shell. Demonstration only.

COOKING WITH CHEF PAUL: SUSHI FROM SCRATCH

Location: Aubergine, 1226 Williamson St.
Thursday, May 16, 6:00pm–8:00pm
Location: Willy West Community Room
Thursday, May 30, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

The foundation of sushi is the rice. Join Chef Paul to learn to prepare well-balanced sushi rice, to learn the story of sushi, and to taste the exquisite flavor of umami. He will demonstrate the technique for forming maki rolls. All the condiments from real wasabi to homemade pickled ginger will be provided. Demonstration with limited hands-on opportunities.

MARVELOUS MUSHROOMS

Location: Aubergine, 1226 Williamson St.
Friday, May 17, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Mike to delve into some delicious dishes using mushrooms. This overview of mushroom cookery includes a roasted mushroom roulade with crispy, buttery layers of phyllo dough; oyster mushroom and bay scallop stew with crusty baguette; and rich duxelle with toast points. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: "WHOLEISTIC" CHICKEN

Location: Willy West Community Room
Friday, June 20, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10





Join Chef Paul to learn how to fabricate a whole chicken into breasts, tenders, thighs, wings, and legs. He will then turn those into many tasty dishes, including coconut chicken rice, garlicky chicken wings, and béchamel chicken. Demonstration only.

COOKING WITH CHEF PAUL: THE ROLLING SCONES

Location: Aubergine, 1226 Williamson St.
 Thursday, June 27, 6:00pm–8:00pm
 Ages: 12 and older; adult supervision required
 Your Co-op's Own Instructor: Paul Tseng
 Fee: \$30 for Owners; \$40 for non-owners
 Capacity: 10
 Scones contain more than just starch. Join Chef Paul for a demonstration on how to turn scones into a whole meal, from bacon and chive to soufflé omelet and mushroom to roasted beef and greens. Demonstration only.



LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Aubergine, 1226 Williamson St.
 Thursday, May 23, 6:00pm–8:00pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Paul Tseng
 Fee: \$30 for Owners; \$40 for non-owners

Capacity: 8
 Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. Join Chef Paul as he guides participants through hands-on knife skills, including the major cuts, slices, and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with. Hands-on.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library
 Thursday, June 13, 6:30pm–7:30pm
 Your Co-op's Own Instructor: Paul Tseng
 Fee: Free; registration required
 Capacity: 12

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

Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on May 30.



COOKING TOGETHER: FLAVORS OF COLOMBIA

Location: Willy West Community Room
 Friday, March 8, 5:30pm–7:15pm
 Instructor: Lily Kilfoy
 Ages: 5 and older; registration for adults and kids required
 Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner; \$20 for Owners; \$40 for non-owners

Capacity: 14
 Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor to offer a multi-age experience exploring flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the flavors of Columbia—Arepas, Frijoles, Avocados, Plantains, Mote de Queso, y Polvorosas may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.



KIDS IN THE KITCHEN: FRUIT ART!

Location: Willy West Community Room
 Tuesday, March 5, 4:15pm–5:30pm
 Instructor: Lily Kilfoy
 Ages: 9–12 years old
 Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner

Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. We won't mix or measure muffins, or simmer soups on the stove. Imagine incredible, edible images, instead. Get a picture in your head because this class is for creating fruit art—flowers fashioned from berries, green groves of grapes, the sun sliced from an orange, and more! In this class, participants will make a mouth-watering masterpiece of fruit art. Hands-on.

KIDS IN THE KITCHEN: LUCKY LUNCH!

Location: Willy West Community Room.
 Tuesday, March 19, 4:15pm–5:30pm
 Instructor: Lily Kilfoy
 Ages: 5–8 years old
 Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
 Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Winter may be waning, but maybe the weather is still wearing you out. No matter who you are, you could really use a lucky lunch—noodles for a long life, a rainbow of produce that will make you feel rich, a gold mountain cupcake, something green for good measure, and more! In this class, participants will find fortune and food and cook a lucky lunch. Hands-on.



ANTI-INFLAMMATORY EFFECTS OF LIGHT

Location: Zoom
 Wednesday, March 20, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration is required

Most people are familiar with the anti-inflammatory effects of different foods, but did you know that light is anti-inflammatory, too? Scientists have discovered the benefits of light include improvements in cognitive decline, sleep, energy, mood, hormone balance, hair, skin, bone, muscle, and anti-aging. Join Katy, Wallace, ND, for a discussion of the benefits of light.

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

BONE HEALTH AND NUTRITION

Location: Zoom
 Tuesday, April 9, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration required

Are you wanting to do more for bone health than taking calcium and doing weight-bearing exercises? Join Katy Wallace, ND, of Human Nature, LLC, in discussing three main areas that typically need attention in a case of bone loss: high-mineral diet, nutritional supplementation, and adequate monitoring and adaptation.

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

NUTRITION TIPS FOR REDUCING INFLAMMATION

Location: Zoom
 Wednesday, May 22, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration required

Learn how to manage and reduce inflammation through dietary choices. Join Katy Wallace, ND of Human Nature, LLC in a discussion of dietary tweaks that maximize health progress. Discover which foods help reduce pain and auto-immune behavior while clarifying skin, and supporting gut, brain, and hormone health.

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

NUTRITION TO BUILD MUSCLE, A KEY TO HEALTHY AGING

Location: Zoom





Tuesday, June 11, 12:00pm–1:00pm

Instructor: Katy Wallace

Fee: Free; registration required

Healthy muscles are critical for fostering health and longevity. Increased muscle mass supports mitochondrial, cognitive, and metabolic health, among other things. What can you do if you work out and still don't see much gain in muscle or improvements in health markers? Join Katy Wallace, ND, of Human Nature, LLC for a discussion of foods and supplements that safely support building a healthy body.

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



SELF-CARE YOGA CIRCLE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.

Tuesday, March 12, 5:00pm–6:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Mourning Dove

Fee: \$15 for Owners; \$25 for non-owners

Capacity: 8

In a gentle and nurturing environment, release the pressures of the day, connect body and mind, and prioritize you. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SPRING EQUINOX RESTORATIVE YOGA

Location: Aubergine, 1226 Williamson St.

Tuesday, March 19, 5:00pm–6:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Mourning Dove

Fee: \$15 for Owners; \$25 for non-owners

Capacity: 8

Lay back and rest or be gently guided into restorative yoga poses for relaxation adapted for your body. Let the thoughts of the day and to-do lists fall to the side, calm your beautiful nervous system, and allow yourself to be the priority. We will end with a mini sound bath. All bodies, identities, and abilities welcomed and valued.

EARTH DAY RESTORATIVE YOGA WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center

Thursday, April 18, 5:00pm–6:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Mourning Dove

Fee: \$15

Capacity: 8

Embrace the spirit of Earth Day while you're gently guided into restorative yoga poses for relaxation. Calm your beautiful nervous system, connect body and mind with the elements, and cultivate gratitude for the planet. Includes intention setting and sound bath. All bodies, identities, and abilities are welcomed and valued. A great place for beginners to start their journey.

SELF-CARE YOGA FOR CARETAKERS WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center

Thursday, May 9, 5:00pm–6:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Mourning Dove

Fee \$15

Capacity: 8

In a nurturing environment, release the pressures of the day, connect body and mind, and prioritize YOU. Designed especially for those who care for others. Guided reflection, gentle yoga with affirmations, and relaxation. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SELF-CARE YOGA CIRCLE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.

Tuesday, May 21, 5:30pm–6:30pm

Ages: 18 and older

Your Co-op's Own Instructor: Mourning Dove

Fee: \$15

Capacity: 8

In a nurturing environment, release the pressures of the day, connect body and mind, and prioritize YOU. Guided reflection, gentle yoga with affirmations, relaxation, and community. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SELF-CARE YOGA: SUMMER SOLSTICE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.

Thursday, June 20, 5:30pm–6:30pm

Ages: 18 and older

Your Co-op's Own Instructor: Mourning Dove

Fee: \$15

In a nurturing environment, embrace the longest day of the year with this solstice-themed yoga class. Release the pressures of the day, connect body and mind, and prioritize YOU. Guided reflection, gentle yoga with affirmations, and relaxation. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room

Friday, March 15, 12:30pm–3:45pm

Tuesday, May 7, 1:30pm–4:45pm

Location: Zoom

Wednesday, March 6, 1:30pm–4:45pm

Wednesday, April 17, 1:30pm–4:45pm

Wednesday, May 15, 1:30pm–4:45pm

Wednesday, June 12, 1:30pm–4:45pm

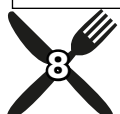
Location: Aubergine, 1226 Williamson Street

Wednesday, April 3, 2:15pm–5:30pm

Wednesday, June 5, 2:15pm–5:30pm



Learn more about our the talented people who teach our classes at willystreet.coop/class-instructors



Health & Wellness co-op deals: Feb 28 - Mar 12

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



Weleda Skin Food Cream
2.5 oz • Save \$7
\$11.99^{+tx} coop deals



Nordic Naturals Omega-3
60 ct • Save \$6
\$12.99^{+tx} coop deals

Attitude Super Leaves Deodorant

Select varieties
3 oz • Save \$1.80
\$6.99^{+tx} coop deals

Aura Cacia Chill Pill Essential Oil Blend

.5 fl oz • Save \$2.50
\$7.29^{+tx} coop deals

Derma E Purifying Daily Detox Scrub

4 oz • Save \$3.50
\$10.99^{+tx} coop deals

Quantum Health Cough Relief Lozenges

Select varieties
18 ct • Save \$2.30
\$3.69^{+tx} coop deals

Desert Essence Tea Tree Oil Dental Floss

1 ea • Save 80¢
\$2.69^{+tx} coop deals

Dr. Bronner's Pure Castile Bar Soap

Baby, Unscented
5 oz • Save \$1.70
\$3.29^{+tx} coop deals

Natrol Melatonin 3 mg Time Release

100 tab • Save \$3.30
\$6.49^{+tx} coop deals

KAL D-3 K-2 Drop-ins

2 fl oz • Save \$7
\$15.99^{+tx} coop deals

co-op deals: Mar 13 - April 2



ECOS i
Hand Soap
17 fl oz • Save 70¢
\$4.29^{+tx} coop deals



South of France i
Hand & Body Cream
8 oz • Save \$1.70
\$6.79^{+tx} coop deals



Natural Factors
Magnesium Citrate
90 cap • Save \$5.50
\$9.49^{+tx} coop deals



Enzymedica
Digest Basic
90 cap • Save \$8.50
\$13.49^{+tx} coop deals

Tom's of Maine Whole Care Toothpaste

4 oz • Save \$2
\$5.99^{+tx} coop deals

Every Man Jack Body Wash

16.9 fl oz • Save \$1.50
\$6.49^{+tx} coop deals

Andalou Naturals Age Defying Ultra Sheer Daily Defense Facial Lotion

2.7 fl oz • Save \$3.50
\$10.49^{+tx} coop deals

Nature's Way Chlorofresh Liquid Chlorophyll

16 fl oz • Save \$3
\$10.49^{+tx} coop deals



Avalon Organics
Shampoo
11 fl oz • Save \$2.50
\$7.99^{+tx} coop deals



Nutrition Now
PB 8 Probiotic
120 cap • Save \$10
\$16.99^{+tx} coop deals

coop™ deals

co-op deals: February 28 - March 12



Beyond Meat Plant-Based Sausages & Brats

All Kinds on Sale!
14 oz • Save \$2.80

\$6.99



Arrowhead Mills Organic Pancake & Waffle Mix

All Kinds on Sale!
22 oz • Save \$2.80

\$4.49



Angie's Boom Chicka Pop Popcorn

All Kinds on Sale!
4.4 - 7 oz • Save \$1.50

\$2.79



Wyman's Frozen Wild Blueberries

15 oz • Save \$1.50

\$3.99



Better Life Lemon Mint Dish Soap

22 oz • Save \$1

\$4.79^{+tx}



Blue Diamond Nut Thins

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

\$3.50



Amy's Organic Canned Soups

All Kinds on Sale (excludes Chilis!)
14.1 - 14.7 oz • Save \$1

\$3.99



Clif Bars

All Kinds on Sale
(excludes Builders Bars!)
2.4 oz • Save 98¢ on 2

2 for \$3



Kettle Brand Party Size Potato Chips

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

\$4.99



Maya Kaimal Organic Everyday Dal & Everyday Chana

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

\$3.50



Endangered Species Chocolate Bars

All Kinds on Sale!
3 oz • Save 70¢

\$2.79^{+tx}



Nature's Path Organic Cereal

All Kinds on Sale!
10.6 - 14 oz • Save \$1.80 - \$2

\$3.99



Mountain Valley Spring Spring Water

33.8 fl oz • Save 70¢

\$2.29



Stacy's Pita Chips

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

\$3



Organic India Organic Tulsi Tea

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

\$3.99^{+tx}



Que Pasa Tortilla Chips

All Kinds on Sale!
11 oz • Save \$1

\$3.49



Montebello Organic Pasta

All Kinds on Sale!
16 oz • Save \$1

\$3.49



Caulipower Cauliflower Veggie Pizza

10.9 oz • Save \$3

\$6.49



De La Calle Organic Tepache

All Kinds on Sale!
12 oz • Save 58¢ on 2

2 for \$5^{+tx}



Miyoko's Creamery Vegan Mozzarella

8 oz • Save \$1.50

\$6.49



Stonyfield Organic Yogurt

All Kinds on Sale
(except Greek yogurt!)
32 oz • Save \$1.30

\$3.99



San-J Tamari Soy Sauce

10 oz • Save \$1.20

\$2.79



Justin's Almond Butter Squeeze Packs

All Kinds on Sale!
1.15 oz • Save 24¢

\$1.25



Woodstock Organic Frozen Veggies

Green Peas, Cut Spinach,
Super Sweet Corn, Broccoli Florets,
Shelled Edamame
10 oz • Save \$1.10

\$2.69



The sales on this page are valid February 28 - March 12

All Sales Subject to Availability. Sales Quantities Limited.

MARCH

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

co-op deals: March 13 - April 2



Alden's
Organic Ice Cream
All Kinds on Sale!
48 oz • Save \$1
\$8.99



Cosmic Bliss
Organic Plant-Based Frozen Dessert
All Kinds on Sale!
14 fl oz • Save \$2.50
\$5.49



Ardor
Organic Sparkling Energy Water
All Kinds on Sale!
12 oz • Save \$1.58 on 2
2 for \$5



California Olive Ranch
Everyday Extra Virgin Olive Oil
25.4 oz • Save \$6
\$15.99



Good Health
Avocado Oil Potato Chips
All Kinds on Sale!
5 oz • Save \$1.20
\$2.79



Muir Glen
Organic Canned Tomatoes
All Kinds on Sale!
14.5 oz • Save \$3.98 - \$4.58
2 for \$3



Nixie
Organic Sparkling Water
All Kinds on Sale!
8 pk • Save \$1.50
\$4.49



Evolution Fresh
Organic Orange Juice
59 oz • Save \$1.30
\$7.99



Organic Rolled Oats
bulk • Save 30¢/lb
\$1.69/lb



Nature's Path
Organic Frozen Waffles
All Kinds on Sale!
7.4 oz • Save \$1.30
\$2.99



Bob's Red Mill
Organic Unbleached White Flour
All Kinds on Sale!
5 lb • Save \$3
\$7.49



LaraBar
Bars
All Kinds on Sale!
1.6 - 1.7 oz • Save 98¢ on 2
2 for \$3



Mary's Gone Crackers
Organic Gluten-Free Super Seed Crackers
All Kinds on Sale!
5.5 oz • Save \$1.80
\$4.49



Native Forest
Organic Canned Pineapple
14 - 15 oz • Save \$1.50
\$3.79



Once Again
Almond Butter
Crunchy, Smooth
16 oz • Save \$3.50
\$9.49



Kalona SuperNatural
Organic Plain 5% Cream Top Yogurt
24 oz • Save \$1.20
\$3.79



Beyond Meat
Plant-Based Breakfast Patties
All Kinds on Sale!
8 oz • Save \$1.50
\$3.99



Annie's
Mac & Cheese
Shells and White Cheddar, Classic, Four Cheese, Shells and Real Aged Cheddar
6 oz • Save \$1.29 - \$1.99
\$1.50



Bonne Maman
Preserves
All Kinds on Sale!
12.7 - 13 oz • Save \$1.80
\$4.99



Follow Your Heart
Original Veganise
14 oz • Save \$1.30
\$4.99



Late July
Dipper Tortilla Chips
All Kinds on Sale!
7.4 - 7.5 oz • Save \$1.70
\$3.29



Newman's Own
Fig Newmans
All Kinds on Sale!
10 oz • Save \$1.30
\$4.49



Rishi Tea
Organic Tea Sachets
All Kinds on Sale!
15 ct • Save \$1.80
\$6.99



Organic Valley
Ultra-Pasteurized Half & Half
32 oz • Save 80¢
\$4.49



The sales on this page are valid March 13 - April 2
All Sales Subject to Availability. Sales Quantities Limited.

For Women's History Month, we're highlighting our local, women-owned Inclusive Trade vendors.



Hidden Springs Creamery
Artisan farmstead sheep's milk cheeses



Party in My Pants
Reusable menstrual pads



Olden Organics
Prepped fruits & veggies



Chip Magnet
Salsa



Bunky's
Dips and Soups



Doudlah Farms Organics
Bulk organic beans



Cedar Teeth
Frozen pizza



EVP Coffee
Coffee



Nessalla
Kombucha



Georgio's Originals
Pita bread and hummus



Metric Forrest Studio, Eclectic Earth & Imagine
Earrings



Embark (B & E's Trees)
Bourbon barrel maple syrup



Watch for the Inclusive Trade symbol, which indicates a vendor is 51% owned, controlled, and operated by a person or persons who are women; Black, Indigenous, and/or Persons of Color; LGBTQIA+; veterans; and/or persons with disabilities.



For the full list of our women-owned Inclusive Trade vendors, see www.willystreet.coop/inclusive-trade



Our Local symbol indicates a vendor operates within 150 miles of the State Capitol building or anywhere in Wisconsin. More than 1/3 of the products the Co-op sells are local!



VENDOR PROFILE

Our Interview with Bree from Embark



by Micky Ellenbecker, Purchasing Assistant

Out in the Driftless region, set amongst the rolling hills and picturesque landscape, sits Embark, an off-grid maple farm. Owners Bree and Eric launched their Bourbon Barrel Aged Maple Syrup

into the world in 2015 and continue to build a business that honors their values. I reached out to them in hopes of sharing more about their journey with you all. They happily obliged, and I'm so grateful! And here we go!

Tell us a little bit about yourselves and what led you to maple farming! Had either of you had previous farm experience?

I (Bree) grew up on a small organic farm, and have spent my life in the spaces where the land, people, and food connect. Eric also has strong family farming connections, and needed to be working outdoors to be his best self. When a piece of mature maple forest became available we knew it was our chance to build the purposeful life we both wanted—working and playing outdoors, connecting to people and the landscape through food, and sharing the Good Energy we find in our outdoor spaces.

How did you settle on the name Embark for your business?

When we started the farm, we had the name “B&E’s Trees.” We thought it was a fun and easy to remember name: Bree, Eric, and our Trees. Over the years though, we found that “B&E’s” sounded like “Bees,” and folks often thought we had honey.

In 2020, with the pandemic closing in-person events, we weren't meeting folks face to face, so the connection to “B&E” as “Bree and Eric” wasn't as direct. We started thinking about a name change to both eliminate the honey confusion and better share the essence of our farm.

The spirit of adventure is at the core of our farm: we have taken a lifelong plunge into the uncertain and unknown for the love of this beautiful place and the connection we find here. And we want to share that. One morning over coffee, the name Embark came to us, and it was perfect.

The beginning of an adventure. The unknown before us. And a tree pun (Em-Bark) to boot. And that was that.

Can you explain the maple sap harvest for us and the effect climate change has had on it?

Maple sap harvesting relies on temperatures fluctuating between below freezing at night and above freezing during the day for the sap to “flow” from the tree roots underground to the developing buds out in the branches. As in all farming, the season is incredibly dependent on the weather, and we've had seasons start in early February or not until late March, and they can last almost two months or as little as nine days. When nights stop freezing and frost pulls from the ground, syrup season is over. What you've got is what you get for the year. As is evident this year, Wisconsin winters have become shorter and warmer, with less snowpack. When winters are warmer, there is less frost in the ground, which results in the forest warming up quicker in the spring. We are seeing fewer of these daily temperature cycles, which results in less sap harvested per season. This has a direct impact on our farm's ability to be a financially viable way to live. This year we tapped trees on February 3, which is the earliest we've ever tapped and had sap flowing. This is climate change at work.

Why did you go the route of bourbon barrel-aged syrup?

We began barrel aging our syrup after meeting the fine folks of Central Waters Brewing Company at the [Midwest] Renewable Energy Fair in 2013. There were lots of great folks in our area doing traditional maple syrup, and we knew right away that we didn't want to be competing with our friends for limited “space on the pancake” so to speak, but rather wanted to expand the spaces where maple belongs. The folks at Central Waters were looking to do a beer aged in maple-soaked bourbon barrels, and we were looking for a unique angle on maple—it was a true “eureka!” moment.

What's your favorite maple syrup application?

There are so many ways maple elevates eating! Our most popular recipes are our Maple Glazed Salmon and Maple Old Fashioned, both highly recommended. During syrup season we survive off of Maple Energy Balls, Maple Hydration mixed in our water bottles, warm maple steamers, and to celebrate we top our ice cream with our Bourbon Barrel Aged Maple. The most surprisingly delicious use has been in chili, tomato soup, and pasta sauce. Really there is no wrong way to maple!

And since March is Women's History month, how have you seen women's roles in agriculture changing/evolving?

Growing up in and around agriculture and now farming myself, I've seen the role of women in agriculture change quite a bit. The common

perception had been that of a farmer and a farmer's wife, but by golly my grandmother, great grandmother and great-greats going way back worked just as hard to make their farms survive as all those grandpas. I've seen that perception changing, and I really credit both the women who are stepping forward in agriculture and the older fellas who looked on skeptically at first, but have seen the work we're doing, respected our capability, and are making space for us.

The face of agriculture is changing. Farmers are aging, and those of us who are stepping up are doing things a little differently, trying new ideas, succeeding and failing in new ways. Maybe in part because we don't fit the traditional image of a farmer, we are not as locked into traditional ways of how farming is done. There are still challenges, but bit by bit the

perception is shifting from “Farmer's Wife” to “Woman-Farmer” to more and more just “Farmer.”

Thank you Bree and Eric for taking the time to share your story with us all! If you haven't yet tried their amazing Bourbon Barrel Aged Maple Syrup, stop in to support this next generation of local farmers! For those interested in even more, check out their website at embarkmaple.com for a couple fun on-farm events this March and April.



VENDOR PROFILE

Our Interview with Lucy & Mark Doudlah from Doudlah Farms Organics



by Dean Kallas, Grocery Category Manager

Where did you grow up?

Mark grew up on the Century Family Farm in Evansville (since the age of 2). Lucy was born and raised in Central Wisconsin. My (Mark's) son Jason also grew up in the same house in Evansville. Farmers usually don't stray too far from the home base.

How did you get interested in farming?

My mentor and fourth generation farmer, Earl Doudlah—my dad.

When did you start farming for a living?

I rented land from my dad and farmed on my own starting in high school, continued through college, and then owning my own farms: Doudlah Farms, LLC, started in 1982.

How would you best describe what organic farming is to someone who has never heard of it before?

Mark has been an educator of organic farming for a decade or more. It is about clean eating. Not using toxic chemicals to produce food. It is using organic practices that not only maintain but improve fertility of the soil, land, environment, and water. Sustainability is not enough; you need to be regenerative, to be better every year.

Who is your biggest influence?

Mark has had many, but most importantly was the death of his father. It propelled him into farming organically. His first helping hand was Jeff Moyer of Rodale Institute in Pennsylvania. And his Organic Consultant Reggie Destree of Dane County, Wisconsin. This was a mighty force of a great threesome; unstoppable to date.

How many different crops do you grow on your farm?

My wife Lucy, my son Jason, and I grow over 20 different edible crops and many cover crops for soil health. This is three people farming over 1,700 acres and bringing 20 products

to the market—a lot of work.

Did you encounter any hurdles getting your company up and running?

The biggest hurdle was transitioning over 1,700 acres to organic. It is a very expensive task, costing approximately \$175 per acre per three years. That is approximately one million dollars for a USDA [organic] certificate, but well worth the costs to sleep at night. Weed control is also a huge expense and, until you learn the biology of soil, it is very difficult. But the land teaches you if you just listen.

Can you describe the process for deciding what to plant and grow on your farm?

Once again it is all about the biology of the soil. We rotate our crops for weed control, [and use] microbes for soil health and beneficial bugs. We showcase our fields with pollinator strips to attract beneficial bugs, which is a huge plus for farmers, bugs (i.e., monarch butterflies) and human health.

What is the best part of your work?

Besides working with my wife and son every day, I would have to say it is harvest. Knowing that you are bringing clean food, nutrient-dense crops that are good for human health and the environment.

What are your favorite plants to grow?

It is always fun to try something different, however that usually requires a lot more equipment and learning. Dry beans are the most difficult. Beans have picky feet (roots). They don't like their feet too wet or too dry. Hard to grow. They don't like drought, and it is always a challenge with Mother Nature when she seems to be slightly crabby. Most people would say they enjoy our sunflower fields. Acres and acres of beautiful flowers are always good for the soul.

Which part of your work are you most proud of?

In 2024 we tested clean by an HRI [Health Research Institute] lab here in the US. We were not only tested clean but were told that it was "rare," even in organic standards, that Doudlah Farms Organics were "undetectable for 200+ pesticides and glyphosate." Very proud of this accomplishment and would like to believe that it is one of the most important facts for consumers to know is where your food comes from. Know your farmer! Organic is not good enough. Demand more of your farmer.

What motivates you to keep going?

A legacy to leave behind. Farming with my son, Jason, who will someday take over the farming and business, which to date we are very proud of. Knowing I started Jason out right, teaching him about organics and regenerative and biodynamic farming. Jason is going to school for electro-mechanical engineering. Jason is bringing a new level of farming to our practice.

What line of work were you in before you started Doudlah Farms Organics?

Mark got his degree at UW-Madison for Ag-Mechanism Engineering. Worked for J.I. Case out of college developing their Maxxum tractors. Then, for decades, he was the President of Agrecol, a native seed company here in Dane County. During all of these outside the farm jobs, he was always a farmer first.

Do you have any other hobbies or interests?

Mark has the "farming bug" as he calls it, but loves the educational/

motivational speaker part of his job. Mark has been a speaker across the U.S. and Canada for decades. Jason enjoys the Indian Flint-Dent corns, and ancient grains. Lucy is the mastermind in the branding and marketing.

Do you have any new products in development?

Doudlah Farms is hoping to build a warehouse to clean and help other farmers do the same. This will help farmers put more money in their pockets and, as they should, be rewarded for farming right. We are also looking at having a line of cooked products.



Jason, Emily, Lucy, and Mark Doudlah.



Pollinator strip.



Earl Doudlah as a child.



REWILD YOUR YARD

BY ANDY GRICEVICH, NEWSLETTER WRITER

The lawn is weird. From a historical perspective, it's an anomaly for people to desire such a homogenous patch of ground around their homes. For most of our time on the planet, the land has been a place to hunt, forage, or farm, and rendering it unproductive for those purposes would have been seen as an act of collective self-destruction. How did the pure green yard come to be?

Lawns first spring from the demands of feudal lords who, in order to more easily spot invaders and poachers, had the peasants under their yoke cut short some of the pastures surrounding their castles. From there, the lawn becomes a status symbol, with aristocrats employing labor to establish sculpted spaces for leisurely walks and picnics. In the 1700s, the lawn fad comes from England to North America, promoted by Thomas Jefferson and other prominent landowners with the luxury to imitate English models—while New England cities begin to establish “commons” of mown greenery, sites of many of the crucial battles of the Revolutionary and Civil wars. In the next century, the first companies distributing imported grass seed appear, and find customers among grazers, whose imported cattle, while decimating populations of native plants, can eat European grasses with less destructive impact.

Around the same time, the invention of the improved lawnmower makes pristine yards accessible to more of the population. Suburbs explode in the twentieth century, especially after the Second World War, when developers capitalize on the return of countless veterans. At the same time, certain corporations, with a massive surplus of excess nitrogen synthesized for weapons, introduce chemical fertilizer to the U.S., encouraging real estate developers to promote their use in lawn maintenance, and to make rules about what homeowners can and can't do with their yards. Post-Vietnam War, a similar surplus of herbicide left over from products like Agent Orange makes its way back to domestic suburbs and cities, and we now see neighbors making war on dandelions with portable tanks of Roundup (or employing landscaping companies to do so for them).

WHAT'S WRONG WITH LAWNS?

In recent years, many people, and many city governments, have come to recognize the shortcomings of the traditional lawn. Ecologically, the traditional model has a lot of problems. For one, the root systems of the grasses planted in our yards are very shallow. That means they can't draw water from deep in the ground—so, during hot and dry weather, we have to tap into our water supply with hoses and sprinklers to keep the grass healthy. Shallow roots also make for compacted soil, since there's nothing to break up the ground. Rainwater, rather than filtering down to replenish aquifers and act as a reserve for plants, runs across the landscape, washing soil, leaves and debris into streets and gutters. Where lawns are regularly treated with fertil-

ing away from the lawn as a model, and putting other visions into action. One inspiring trend is the move toward transforming as much turf as possible into garden space, to grow healthy food for humans, increasing our control of what we eat. The other main trend is to “rewild,” replacing turf grass with plants that can benefit all manner of life forms around us.

STRATEGIES

Any increase in the ecological diversity of a lawn will be beneficial, and will likely decrease the perceived need for chemical inputs like fertilizer and herbicide. There are a range of approaches to rewilding a yard, and all of them are potentially worthwhile, whatever amount of time, money, and energy we have to put into such projects. The most intensive strategy

(like drought or surprise frosts), and selected for mutual support between plant species, and of other living things. A variety of companies and individuals are available for consultation on how to prepare a site, select the most appropriate plants for your soil type, and increase the likelihood of successful establishment of your rewilded lawn.

At the other end of the spectrum, you can take a low-labor, low-cost approach. Learn a little about some plants in your area that grow in places somewhat like your yard, or that seem to do well just about anywhere. In late summer and fall, take some walks in prairies, woods and other natural areas, and collect seeds from those plants (or order them online, or get them from friends). When it rains, rake up the turf in however many spots you have time for, toss some seed around, and wait to see how things go. Many seeds benefit from overwintering, so it's usually best to plant in the late fall and winter, and let them sleep under the snow for a season. It's up to you how much of a purist you want to be about making sure your seeds are from native plants.

While it won't make as radical a change in your yard, this sloppier method can be surprisingly successful! Depending on what plants you've chosen to seed or transplant, within a year you could easily see a dramatic increase in the number of hummingbirds, butterflies, bees, and lightning bugs around your home. It's amazing how much habitat one wildflower can provide for many creatures, by contrast with turf grass. Of course, you can also choose to work at any point between the two extremes, and you'll be making some kind of contribution to greater ecological health and, one could argue, the well-being of human communities, merely by deviating from the norm.

SOME PLANTS

In selecting plants and seedlings for your yard, consider what it will take to establish a healthy population, as well as what ecological role a given species might play. A delicate, slow-reproducing plant will require more care than one that produces many seeds or has spreading roots that can potentially outcompete turf grass. Diversity helps; different plants are able to tolerate

“Depending on what plants you've chosen to seed or transplant, within a year you could easily see a dramatic increase in the number of hummingbirds, butterflies, bees, and lightning bugs around your home.”

izers and herbicides, those chemicals join the runoff, ultimately ending up in ponds, rivers, and lakes, and affecting plant and animal life there.

The lack of plant diversity in lawns also changes the environment for urban and suburban wildlife. Fireflies, moths, and butterflies have reduced habitat for nesting, feeding and reproducing. Small mammals go without places to hide from predators. Bees and birds lack flowers to feed upon, and trees grow weak in the absence of any of the plant and fungal species with which they've co-evolved over millennia in a relationship of mutual dependence for nutrition and resistance to diseases and pests. For all these reasons and more (including the labor and money required to maintain a lawn), many communities and individuals are turn-

focuses on establishing pure stands of native plants, especially perennials, which regrow from the same roots season after season.

Native plants have evolved along with native animals, so they're well-matched with birds and pollinating insects. Perennials can develop long-deepening root systems that loosen the soil and make the most of the water supply in the ground. Establishing the purest possible population of native perennials in a yard can be a lot of expensive work: removing turf with rakes and motorized tilling machines, mulching to prevent regrowth, purchasing seeds and plants from companies that grow them, and vigilant weeding over years. At the same time, it can produce beautiful, healthy plant communities, resilient in the face of shifting conditions

different conditions, and to coexist to mutual benefit with their diverse root systems, forms, sizes, and leaf densities. One good initial strategy is to mix “weedy” native plants with others that take a little longer to establish solid populations.

Two such favored species are milkweed and, perhaps less renowned, our native purple bee balm. Milkweed is often the first native plant introduced to yards, mostly because of its well-known importance for the monarch butterfly, which migrates thousands of miles. Monarch populations have declined over the last fifty years or so, due to eradication of milkweed and other wildflowers by suburbs and industrial agriculture.

Milkweed flowers are by no means the only food the butterflies can feed upon for nectar, but they are the primary food for monarch caterpillars, so the plant is essential for butterfly reproduction. Milkweed has also been a very important (and delicious) traditional food plant for humans at various stages of its growth, and a few trials and studies have shown that conscientiously-harvested patches of milkweed become more resilient and more beneficial to monarchs than those left alone—just in the way that thinned populations of garden plants and judiciously-pruned fruit trees do better than those neglected by humans.

Bee balm (*monarda fistulosa*), also commonly known as wild bergamot, is another plant long valued by humans for its uses as food and medicine. Like other members of the mint family, it spreads prolifically, and it’s beloved of many species of native bees, other pollinating insects, and birds—while, like other mints, it’s great at repelling hostile insects, including those we don’t like to have around, such as mosquitoes and ticks. With a flavor like complex oregano and a gorgeous, delicate lavender blossom, it’s a great plant to introduce to a lawn.

Among many lesser-known, fast-growing native plants is cutleaf coneflower (*rudbeckia lacinata*), an important food plant for many indigenous tribes, and also adored by goldfinches, hummingbirds, and other avians. With its towering stature and bright yellow flowers late in the summer, sochan (the Cherokee term) spreads quickly, and can mix well with other members of the massive aster family. For ground cover, a lovely candidate is common yarrow, with its feathery, fernlike leaves, pleasantly spicy aroma, delicate white flowers and uses in traditional herbal medicine. These are only a few of the countless plants you might begin with, and don’t even scratch the surface of the many species whose establishment may take more time and effort.

To minimize runoff from rain, you’ll also want some plants whose taproots (roots that go down, like carrots and radishes) can open the soil and co-exist with spreading root systems. Such plants also draw nutrients from deeper ground and bring them up in their foliage, ultimately depositing them in the topsoil and enriching it to the benefit of other vegetation.

Dandelion and chicory (with its incredible blue flowers, lasting until the first hard frosts) can grow deep taproots, as can salsify, with its many iterations of dandelion-like, fluffy seedheads. Native prairie grasses like big and little Bluestem can often penetrate the ground to a depth of a dozen feet or more. Also, let’s not forget about trees! While many lawns lack space for larger guests, a small tree can do a lot to increase soil health and stability. Once a tree is well-established, it tends to need little care, and can be a host for other beautiful and beneficial plants in the yard.

ANYONE CAN DO IT

What if you don’t have a lawn? What if you do, but rent a house, and aren’t allowed to change anything about its surroundings—or, if you own a property, what if your neighborhood association is particularly lawn-centric, and you risk complaints or fines by establishing “weeds” in your yard? There are still possibilities.

Like all wildlife, birds and pollinating insects need “corridors” to survive well. They can only travel limited distances without stops for food, nesting sites, and places to lay eggs. A few of the right plants in pots, on a porch or balcony, can in themselves transform an ecologically barren spot into a place that increases the range of many of the creatures around us. One apartment on one city block might not seem like much, but it can be a significant increase in crucial habitat for a small bird, bee, or butterfly, even in a developed urban area.

Of course, we can also volunteer to help establish and care for patches of prairie along bike paths and at the borders of community gardens. We can teach by example, nudging the edges of what’s desirable to our neighbors and community members through how we tend the spaces available to us and how we talk about them. The more we interact directly with any living things, the greater our capacity for care, and the deeper our awareness of the interactions and mutual dependencies that make up the more-than-human world. Rewilding is one of countless small things we can do to shift the direction of our place on the Earth and spread beauty for ourselves and those around us—and maybe liberate ourselves from a lot of yardwork! Let’s tear up some turf and spread some seed.

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CUSTOMER EXPERIENCE NEWS

Aubergine Now Open & Principle #8



by Kristina Kuhaupt, Customer Experience Manager

The time has finally come after some unexpected construction delays in January to open our new community space, Aubergine. This space is located across the street from Willy East at 1226

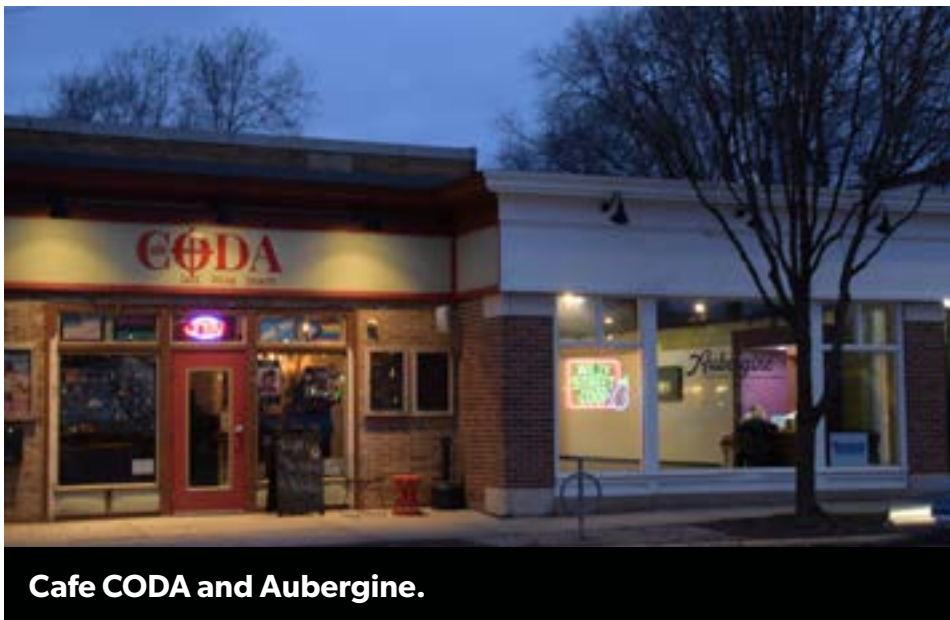
Williamson Street. Our soft opening started up on February 5th with a full week of classes, starting with Mourning Dove's Valentine's Self-Care Yoga Circle, filled with body and mind-guided reflections, gentle yoga with self-love affirmations, and relaxation. Mourning Dove's classes are always welcome to all bodies, identities, and abilities. If you have ever been intimidated to try a yoga class before, Mourning Dove eases those fears with movements that accommodate any skill level. Next, Chef Pâtissier Pierre Ferland, guided students on how to temper chocolate and make a basic ganache as well as give it distinctive flavor profiles. The room smelled wonderful with hints of chocolatey goodness permeating the entire space. Wrapping up the week, Willy Street Co-op's own Mike Tomaloff introduced the unique culinary method of sous vide through the process of slow-and-low cooking

that can transform your meals from special events to everyday dining. The Co-op offers many classes from talented instructors who make you feel more comfortable in your area of interest. If this sparks your curiosity to try something new, please check out all our class offerings, both at Aubergine and at our Community Room located in our Willy West store; you can find the list at willystreet.coop/events and on pages 6-8 of this newsletter.

Aubergine is not only a space to take classes, it is a place for the community to gather. You can check out the space, view the work in the art gallery, book rentals, and ask questions with our Co-op staff. We will have open hours most Tuesdays and Thursdays from 11am-2pm for the same purpose. If you are interested in renting the space for commercial kitchen or flex space use, please visit our Community Spaces webpage that

provides pricing and general information about both our westside and eastside spaces at willystreet.coop/community-spaces.

We are excited to announce that our Grand Opening Celebration will take place on Friday, March 8th from 4-7pm, which coincides with CODAFest. We see the event as a great way to partner with our next-door neighbor in addition to being an event sponsor. We will be having appetizers, music from the Vincent Davis Quartet (playing next door at CODAFest starting at 5pm), and an artist reception with Roscoe Mitchell. The nice thing about our space is we have an adjoining door to Cafe CODA and you can pop in there as well! CODAFest continues until 9pm that evening so feel free to continue the festivities at their location once our grand opening concludes. Look forward to seeing you there and celebrate together!



Cafe CODA and Aubergine.



Through the window of Aubergine.



Pierre Ferland mixing ganache.



Mike Tomaloff teaching his sous vide class.



Pierre and class attendees making truffles.



Mike mixing the ingredients.





Mourning Dove preparing for a yoga class.

CO-OP PRINCIPLE #8

As Gigi mentioned in her article, another upcoming change you will be seeing in our stores will be the adoption of Principle Eight: Diversity, Equity, and Inclusion. Cooperatives believe we are stronger when a proactive effort is put forth to engage everyone in governance, manage-

ment, and representation. The original Seven Principles were written in 1844 in Rochdale, England. This new Eighth Principle is a positive acknowledgment of the direction we want to see in the world today, 180 years later.

This will look very similar to what you already see in our stores:



Vanessa Tortolano teaches how to make kombucha.

staff and shoppers treating each other with mutual respect where everyone not only is welcome but feels welcome in our shared spaces. You may notice some updated signage in the upcoming months, but the spirit of the principle is something Willy Street Co-op has been doing for years; now we want to officially name it along with several other local co-ops in our area such as Viroqua Food Co-op and Outpost Natural Foods in Milwaukee, after the National Cooperative Grocers adopted the addition recently. Our General Management Team along with the Board has met to discuss the implications and the direction we want to see our Co-op take in support of this new Principle. This additional Co-op Principle parallels nicely with our Inclusive Environment Policy both for staff as well as shoppers that can be found in the front entrance area of our stores, production kitchen, central office, and Aubergine, and at willystreet.coop/inclusive-environment. If you are

interested in learning more about all Eight Cooperative Principles, please visit: willystreet.coop/8-principles. Additionally, to see what your Co-op has been working on in the area of Diversity, Equity, and Inclusion, please check out willystreet.coop/DEI and our DEI Dashboard at willystreet.coop/DEI-dashboard.

**ATTORNEY
PAUL O'FLANAGAN**

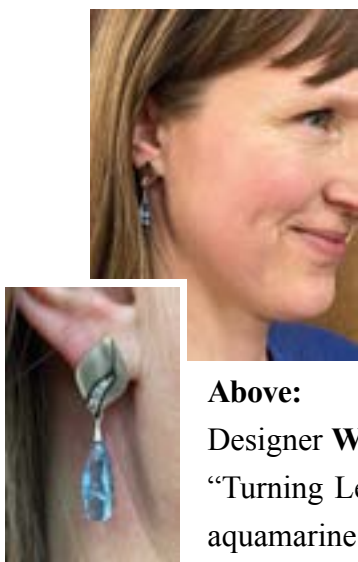
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Above:
Designer **Whitney Robinson** models her "Turning Leaf" earrings with detachable aquamarine icicle drops. More from the Turning Leaf collection can be seen at right. *Whitney welcomes custom commissions.*



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