

willy street co•op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI  
VOLUME 44 • ISSUE 5 • MAY 2017



## Food Waste (And What You and Your Co-op Can Do About It)

**STORES CLOSING EARLY  
MONDAY, MAY 29TH AT 7:30PM**

**IN THIS ISSUE:** Run for the Board; Community Reinvestment Fund Recipients; Staff Picks; and MORE!

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willy street co-op

# READER

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 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, 608-709-5445  
 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  
**PROOFREADER:** Lucy Hodgman  
**RECIPE SELECTION:** Serenity Voss  
**SALE FLYER LAYOUT:** Liz Wermcrantz  
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The Willy Street Co-op *Reader* is the monthly communications link among the Co-op Board, staff and Owners. It provides information about the Co-op's services and business as well as about cooking, nutrition, health, sustainable agriculture and more. Views and opinions expressed in the *Reader* do not necessarily represent those of the Co-op's Directors, staff or Ownership. Willy Street Co-op has not evaluated the claims made by advertisers. Acceptance of advertising does not indicate endorsement of the product or service offered. Articles are presented for information purposes only. Before taking action, you should always consult a professional for advice. Articles may be reprinted with permission from the editor.

## SUBMISSIONS

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

**CUSTOMER SERVICE:** EAST: 608-251-6776 WEST: 608-284-7800 NORTH: 608-709-5445

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

**FAX:** 608-251-3121

**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

**WEBSITE:** www.willystreet.coop

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

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

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

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

Deli: 7:30am to 9:00pm

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

## WILLY STREET CO-OP MISSION STATEMENT

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

## WILLY STREET CO-OP BOARD OF DIRECTORS

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

### 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

June 6th: Regular Board Meeting  
 July 18th: Regular Board Meeting and Election Special Session  
 August 15th: Regular Board Meeting

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# CUSTOMER COMMENTS

## Write Us!

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

### WILLY NORTH PRODUCT MIX PRAISE

**Q:** *I wanted to write and thank you for the manner in which you have chosen your product mix at Willy North.*

*Your willingness to listen to the requests and recommendations of area residents for familiar and affordable food choices demonstrates an open minded attitude, and shows your true desire to aid those who need you the most.*

*I am fortunate enough, at this point in my life, to be able to enjoy (and afford) local and organic food products, and believe that they do taste better and provide better nutrition.*

*However, I have also been on the other side as well, where the available funds needed to be stretched to fill the stomachs present, and what could be viewed as 'the best' choices were not the economically viable ones.*

*I applaud your selection from another aspect as well, in that I have recently needed to do some grocery shopping for my mother who's dementia will not allow any substitution of favored brands. The selection at Willy North ("Brownberry Ovens Whole Wheat Bread in the red labeled wrapper," Miracle Whip, and Pam!) allow me to do more shopping in one location, and save a trip to a second store.*

*Having said this, I have read several letters in the Reader from members taking you to task for not maintaining what they perceive to be a 'purity of vision and mission' at Willy North.*

*I would suggest to them that if the sight of a variety of products that they deem unworthy of shelf space in 'their' co-op offends their moral code, don't go to Willy North.*

*Patronize Willy West, or the Mother Ship on Willy Street, if the Purity Of Essence of your shopping experience outweighs all other factors.*

*(Oh, and good luck finding parking places there. Just sayin'.)*

A: Thanks for sharing your positive feedback about the product mix and customer service we have provided in opening and growing Willy North. Thank you, also, for sharing your story

about the food choices you have had to make over the course of your life, including the heartfelt choices you make for your mother. I'm glad to hear we're meeting your family's needs and making shopping more efficient for you.

Our business started very small, serving the people who came together in one neighborhood over 40 years ago. Throughout the years it has been transparent discussions, quality products and services, and a willingness to adapt and change that have made more and more people want to shop and belong. Our growth has been carefully managed in part because of our Owners holding us to task, and while that sometimes leads to uncomfortable conversations, airing differences and sometimes exposing short-sightedness of Owners or staff or all of us, I am glad that we can have these kinds of conversations so that we can learn from each other and really find out what we can do to provide the offerings and services most appreciated Co-op-wide.

Your Co-op is committed to being an inclusive grocery store where everyone is welcome at any location, in accordance with the Cooperative Principles, our mission, and our ends. The staff understands that individual health is subjective according to nutritional, financial, personal and cultural needs and values. We are committed to continuing to tailor all our locations to need and by collective request because ultimately we are here to provide service.

We appreciate your contribution to the conversation. Please let me know if there is anything else I may do for you! -Kirsten Moore, Director of Cooperative Services

### DOUBLE DOLLAR PROGRAM

**Q:** *Zillion of thanks for the double dollar program and for using the bag incentive for this too. Thank you also for your decision to make double dollars available for fruit and veggies. I have volunteered for years at the farmers market and been involved with the double dollar program there. It is great BUT I find it terrible that market dollars can be used for baked goods, which take a substantial amount of market dollars for no healthy nutrition. I know that many people think a choice should not be imposed but I disagree strongly and hope that the Coop will keep the present policy of fruit and veggies. In addition to keeping people healthy, it supports our superb local farmers.*

A: Thanks for writing! I'm so glad to hear that you appreciate both our Double Dollars program and our re-purposing of the reusable bag incentive to fund the program at both the Co-op and the farmers' markets. We made the decision to limit the coupons to fruits and vegetables based on the guidelines from the USDA Food Insecurity Nutrition Incentive grant that funded the program. Moving forward, our plan is

to first attempt to raise enough funds to keep the program going as we had done in the pilot, meaning that at a minimum, we would issue coupons on Tuesdays and they would be eligible for Produce Department purchases any day of the week from late fall to early spring. If we are able to raise more funds, we can then consider ways to expand the program; and in that case, we may look at making the coupons eligible for redemption of other specific items in the store, using the guidance and nutritional expertise of our public and private partners in the program to guide those decisions. We'll keep your feedback in mind, as well as the feedback we hear from other Owners, should we become positioned to consider an expansion of that sort. We appreciate your support! Please let me know if there is anything else we may do for you. -Kirsten Moore, Director of Cooperative Services

### HEAT ON MY HEAD

**Q:** *Today (Tue April 4) at about 3:45 I walked into the Willy East store, and was surprised to feel heat on my head. The gas heater in the foyer was on. The outside temperature was about 50°F, probably warmer.*

*I asked at the front desk if the heater could be turned off to conserve energy. The staff person there paged for maintenance. A few minutes later I spoke with a staff person who told me that the heater was solar powered. I said I did not believe that. We took a look at it, it's clearly labeled a gas heater. I told her that if it was solar electric powered, I believe it would need more collectors than would fit on the entire roof.*

*She then told me that the heater was on a timer and could not be adjusted. I asked "no thermostat?" —she didn't think so. When I left the store about 4:15 the heater was on.*

*Since our Co-op prides itself on energy conservation, I hoped someone would be concerned about this apparently unnecessary waste of fossil fuel. Perhaps you can explain why it is necessary to heat the foyer?*

A: I am sorry that the person you talked to at Willy East did not give you accurate information about the infrared heater in the foyer. That is, in fact, a gas fired unit that is controlled by a manually operated thermostat. It is neither solar powered nor is it on a timer.

In the spring and fall, it is very difficult to find a happy medium with the thermostat setting when the outside temps fluctuate between cool and warm from day to day or even between morning and afternoon on the same day. The heater in the foyer is necessary to provide a temperature barrier between the outside and the front end of the store. This is where staff work at the checkout stands and Customer Service near the entry doors, which open and close over 2000 times per day. Without the heater, front end staff (who are not

at liberty to move around to stay warm) would be blasted with air temperatures that are less than comfortable for an indoor work environment. This temperature barrier also helps to maintain consistent and comfortable temps in the rest of the store.

Additionally, in the parts of the year where we see varying types of inclement weather, the heater helps to maintain a safer walking surface for customers walking through the foyer by evaporating snow and moisture that comes in on peoples' shoes and shopping carts. -Jim Jirous, Maintenance Manager

### PLEASE

**Q:** *Please—an easy to read clock over the front door for bus riders.*

*Please label the bulk containers/ bottles with the price, not just the bar code.*

*Please a chair/bench at the middle and rear of the store for resting. Lot of boomers + disabled here + only 1 electric cart Thank You*

A: Thank you for the suggestions! I've checked in with the team at North, and they agree, they will install a clock over the front door and determine where they might be able to locate a bench for resting in the store. I also understand that Bennett Kading in North Grocery already reached out to you about the bulk containers and bottles, that the bottles will have price tags moving forward. Please let us know if there is anything else we may do for you! -Kirsten Moore, Director of Cooperative Services

### GIFT CERTIFICATES

**Q:** *I live in Minneapolis and would like to buy a gift certificate for my mother who is a member. How do I do that?*

A: What a thoughtful idea! We definitely sell gift cards, and you can find out how to purchase one at [www.willystreet.coop/co-op-gift-cards-available](http://www.willystreet.coop/co-op-gift-cards-available). Thanks for thinking of us! Please let me know if you have any further questions. -Robert Halstead, Owner Resources Coordinator

### PUNK RAWK

**Q:** *Hi, I just wanted to say thank you for stocking Punk Rawk Labs cheese! I put in a request for it a few months ago, not really thinking anything would come of it, and then I saw it on the shelves today and I was so excited! I've been out of town for the last few months and just got back last week, so I don't know how long you've been stocking it for, but I really appreciate it. Thanks for listening!*

A: Thank you for taking the time to write to us and share your appreciation. I have shared your comment with our staff to be able to enjoy as well.

Thanks for supporting your Co-op, and we'll see you around! -Robert Halstead, Owner Resources Coordinator

## GENERAL MANAGER'S REPORT

# Earth Day; Board Elections; Willy North Improvements; & More



by Anya Firszt, General Manager

As they say, "Sweet April showers brings May flowers" or "April showers bring May flowers." We could not be more excited to see the natural abundance emerging into bloom as we make the transition from the wet winter conditions

into springs floral bounty. Speaking of which, you will see seeds and starters popping up around the patios and aisles of the Co-op. Local spring favorites like ramps, sweet spinach and watercress are on the scene. Along with the excitement of warm weather and great food comes some exciting for your Co-op.

## ANNUAL CUSTOMER SURVEY IS INCLUDED IN THIS ISSUE OF THE READER

Each year we ask our Owners and customers for input about how we're doing in serving your needs and what can we do differently to better serve you. In this issue of the Reader you will find a survey, which I wholeheartedly invite you to complete and return to us for review and consideration. With the size of our membership growing ever larger, the challenge of seeking out Owner input only increases. This survey presents a great opportunity for your voice to be heard and for us to ask the questions and really listen to what our Ownership thinks. Thanks in advance for your time and valuable input!

And speaking of surveys, the Co-op contracted with a third party to perform our biannual staff engagement survey this year. We have received the results of that work, and we will use that input to focus time and attention on hopefully improving our employee work environment. As we continue to identify those areas that require attention and engage our staff members to collaborate on addressing these issues, our hope is that the Co-op will only become a more attractive place to work and shop.

## COMMUNITY REINVESTMENT FUND GRANT RECEPTION

In 1992, the Co-op established our Community Reinvestment Fund, which allows us to donate abandoned equity to qualified nonprofits and cooperatives to support developmental and educational projects. I am excited to report that including this

year's distribution, we have contributed over \$400,000 to our community. Read more about our CRF on pages 9-10. The award ceremony is scheduled for Monday, May 22nd from 6:00-8:00pm at Willy East.

## UPCOMING BOARD ELECTIONS

The Election Process for 2017 Board Candidates is now underway! If you are interested in learning more about what it takes to be on our Board of Directors, download the 2017 Board Application Packet from our website or reach out to one of our current Board members. You might also want to review Board Member Jess Pernsteiner's "5 Reasons You Should Run for the Board!" that was printed in the April Reader issue. The position of Board Member is a crucial one to the Co-op. The Board of Directors is tasked with choosing the direction that Willy Street Co-op will take, or plotting our ship's course if you will. It is a greatly challenging role, requiring the ability to take a broad perspective and see beyond the short-term issues of operations to the bigger picture of our Co-op's mission and place in the community.

While Board Meetings are always open to Owners who want to attend, and you may find yourself running into a Board member shopping at one of our locations, you may not know much about what it is the Board Members actually do. One of the major facets of the Board's governance work is the process of policy monitoring. By creating policies for how the Co-op should be operated and then reviewing performance against these policies, the Board ensures that standards are met and that their prescribed Ends are fulfilled. Most important of all, the Board serves as the representative voice of all Ownership. A Board member must weigh their decisions on what is in the best interest of Co-op and also what will meet the needs and desires of our 34,000 Owners. If you are a strong leader with a the ability to work collaboratively and a passion for our cooperative, please consider applying. The deadline to submit an application and to attend the prerequisite meetings for candidacy is June 1st. You can pick up an application at the Customer Service desk in any of our stores or you can find it on our website, [www.willystreet.coop](http://www.willystreet.coop).

## SPECIAL STORE HOURS MAY 29TH

Stores are open until 7:30pm on Monday, May 29th in observance of Memorial Day, and the unofficial start of summer!

## BOARD REPORT

# Run for the Board



by Dave Pauly, Board Member

Hi. My name is Dave Pauly, and I have been on the Willy Street Co-op Board for two years. We are looking for a few good folks to run this summer for the Board. Could one of them be you?

## WHY RUN?

1. You would work with a great group of other Board members and Willy Street Co-op staff. They would all support you in many ways.
2. It is exciting! Opening the new Willy North and all the decisions leading up to that were very interesting. Who knows what expansion and addition opportunities

will present themselves this next year or two.

3. You get great training. The Co-op and other organizations will get you up to speed in no time.
4. It is fun! Giving away free samples of pie or other goodies to customers is very enjoyable.
5. You get to see how much everybody cares about the Co-op and wants it to fulfill its mission. It is heartwarming to see how much staff and the Board care about the Co-op.
6. The time commitment is about five hours per month on average and is very manageable.

Please consider running for the Board. I can tell you from personal experience that it is very rewarding!

Go to the Willy Street Co-op website ([www.willystreet.coop](http://www.willystreet.coop)) and get started, or contact Ben Becker at [b.becker@willystreet.coop](mailto:b.becker@willystreet.coop) for more information. The deadline for applying is June 1st.

**STORES CLOSING EARLY  
MEMORIAL DAY, MONDAY,  
MAY 29TH AT 7:30PM**



## 2017 CUSTOMER SURVEY

**Fill out the Customer Survey  
by May 31st and you'll  
automatically be entered to  
win one of 10 \$100 gift cards!**

Find it in this issue of the reader,  
in the stores or at  
[willystreet.coop/customer-survey/2017](http://willystreet.coop/customer-survey/2017)



# 2017 WILLY STREET CO-OP CUSTOMER SURVEY

We would greatly appreciate it if you would answer the following questions. Every comment is carefully considered and will be used to make your Co-op even better. The privacy of our Owners is extremely important to us; names and Owner numbers are removed before any examination and analysis of the results. Please drop your completed survey at the kiosk in either store (near the exit) or mail to Customer Survey, Willy Street Co-op, 1457 E. Washington Ave., Madison, WI 53703. Please use a ballpoint pen to avoid ink leakage. You can also fill out this survey at [willystreet.coop/customer-survey/2017](http://willystreet.coop/customer-survey/2017).

Name: \_\_\_\_\_ Owner #: \_\_\_\_\_

Phone number\*: \_\_\_\_\_ Email address\*: \_\_\_\_\_

Check box if you are interested in receiving information from the Co-op about committee openings, focus groups, and other Owner engagement opportunities.

\* We will call/email if you win a gift card.

1. How likely are you to promote Willy Street Co-op to your friends, family, or colleagues on a scale of 0 to 10, where 10 is most likely and 0 is least likely?

0      1      2      3      4      5      6      7      8      9      10

2. At which Willy Street Co-op store do you shop most often?      a. Willy East      b. Willy West      c. Willy North

3. What item or items (up to three) do you purchase most often only at Willy Street Co-op, and why? \_\_\_\_\_

4. What item or items (up to three) do you purchase most often at a different grocery store, and why? \_\_\_\_\_

5. Please place a checkmark next to the three responses that most accurately reflect how you would complete the sentence, "Because of Willy Street Co-op, \_\_\_\_\_."

Note: checking more than three items will disqualify the response.

- a.  shoppers can choose more locally produced items, and local farmers and food producers are supported and thriving.
- b.  other local co-ops are supported and new co-ops are formed.
- c.  the community has a source of GMO-free food.
- d.  the community has a source of organic food.
- e.  people and families of all economic backgrounds have a place to buy safe and healthy food.
- f.  the community has access to health and food education, a meeting place, and a partner in important local events.
- g.  local non-profit organizations are supported through CHIP and other giving programs.
- h.  the community has a leader in fair and just employment practices.
- i.  Owners and staff are involved in advancing social justice and equity both at the Co-op and in the community.
- j.  the community has a means to advance environmental protection and sustainability locally.

6. Please place a checkmark next to the top two ways you prefer to receive information from and/or interact with the Board. Note: checking more than two items will disqualify the response.

- a.  The *Reader* (our newsletter)
- b.  Email communication
- c.  Owner forums (in person)
- d.  Annual Meeting and Party
- e.  Social media
- f.  Website
- g.  Store events
- h. Other: \_\_\_\_\_

7. What do you think of Co-op prices on a scale of 0 to 10, where 10 is extremely affordable and 0 is extremely unaffordable?

0      1      2      3      4      5      6      7      8      9      10

8. How long have you been an Owner of the Co-op?      a. not an Owner      b. less than a year      c. over one year      d. over five years      e. over 10 years

9. Your age:      a. Younger than 17      b. 17-22      c. 23-30      d. 31-44      e. 45-59      f. 60 plus

10. What is your zip code? \_\_\_\_\_

11. How large is your household?      Number of adults: \_\_\_\_\_      Number of children: \_\_\_\_\_

12. What is your approximate household income?      a. Less than \$20,000      b. \$20,000-\$39,999      c. \$40,000-\$59,999      d. \$60,000-\$79,999      e. \$80,000 plus

13. What percent of your total household grocery budget do you spend at Willy Street Co-op?

a. less than 20%      b. 21-40%      c. 41-60%      d. 61-80%      e. more than 80%

14. How often do you shop at Willy Street Co-op?

a. a couple of times a year      b. once a month      c. once a week      d. several times a week      e. once a day

15. At what other stores do you shop? (Please place a checkmark by your top two.)

- a.  Aldi
- b.  Brennan's Market
- c.  Capitol Centre Market
- d.  Copps Food Center
- e.  Costco
- f.  Festival Foods
- g.  Fresh Madison Market
- h.  Hy-Vee
- i.  Jenifer Street Market
- j.  Knoche's Food Center & Butcher Shop
- k.  Metro Market
- l.  Miller & Sons Supermarket
- m.  Pick n' Save
- n.  Piggly Wiggly
- o.  Regent Market Co-op
- p.  Sentry (Metcalf's Market)
- q.  Sentry (other)
- r.  Target
- s.  Trader Joe's
- t.  Walmart
- u.  Whole Foods Market
- v.  Woodman's
- w. Other: \_\_\_\_\_

**Fill out this survey by May 31st and you could win one of 10 \$100 Co-op gift cards!**

## Community Room Class Calendar

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

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



### SIX SPICES: KHICHRI, PALAK KADHI AND CACHUMBAR

Location: Willy West Community Room

Thursday, May 4th, 6:00pm–8:30pm

Ages: 13 and older; adult supervision required

Instructor: Neeta Saluja

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

Join Chef Neeta Saluja as she demonstrates how to make Khichri,

rice and moong lentils cooked with fresh vegetables and spices; Palak Kadhi, seasoned and sautéed spinach cooked with flavored yogurt sauce; and Cachumbar, salad prepared with coarsely chopped fresh vegetables, fresh lemon juice, fresh green chilies and cilantro.

### COOKING WITH CHEF PAUL: SUSHI—NOT JUST RAW FISH

Location: Willy East Community Room

Wednesday, May 17th, 6:00pm–8:00pm

Ages: 16 and older; adult supervision not required

Location: Willy West Community Room

Wednesday, May 24th, 6:00pm–8:00pm

Ages: 16 and older; adult supervision not required

Your Co-op's Own Instructor: Paul Tseng

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

The foundation of sushi is the rice. Join Chef Paul to learn to prepare well-balanced sushi rice. The basic sushi rolls—maki, nigiri and chirashi—will be introduced and shared. The essential condiment for sushi roll, pickled ginger, will also be prepared and tasted. Gluten-free and vegetarian-friendly.

### SIX SPICES: CHICKEN TIKKA MASALA

Location: Willy East Community Room

Wednesday, May 24th, 6:00pm–8:30pm

Ages: 18 and older

Instructor: Neeta Saluja

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

Join Chef Neeta Saluja as she demonstrates how to make Chicken Tikka Masala; Rice with Black Cumin, basmati rice with a unique earthy smoky flavor; and Fried Noodle Kheer, noodles simmered with milk and sugar and flavored with mild spices.

### SIX SPICES: COASTAL SHRIMP CURRY

Location: Willy West Community Room

### INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room

Tuesday, May 9th, 2:15pm–5:30pm

Location: Willy East Community Room

Tuesday, May 30th, 2:15pm–5:30pm

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

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

Wednesday, June 7th, 6:00pm–8:30pm

Ages: 18 and older

Instructor: Neeta Saluja

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

Join Chef Neeta Saluja as she demonstrates how to make Shrimp Curry in Creamy Coconut Sauce; Saffron Rice, fragrant basmati rice cooked and flavored with Indian spices and saffron; and Tapioca Pudding.



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

Location: Willy West Community Room

Wednesday, May 10th, 6:00pm–8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

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

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

bring their favorite kitchen knife from home to practice with.



### COOKING TOGETHER: CREATE YOUR OWN CALZONES

Location: Willy West Community Room

Thursday, May 11th, 5:30pm–6:45pm

Ages: 5 and older

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this exciting cooking class for families! Making Italian folded pizzas, known as cal-

zones, is a fun and delicious activity for people of all ages. In this class, participants will season sauce, grate cheeses, prepare toppings and roll dough as they each create their own personal calzone. Recipes will also include a seasonal salad and beverage. Vegetarian.

### COOKING TOGETHER: SUSHI AT HOME

Location: Willy East Community Room

Thursday, May 18th, 5:30pm–6:45pm

Ages: 5 and older

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this exciting cooking class for families! In this class, participants will have a blast as they learn to prepare their very own rolls, so that they can create this Japanese-inspired delicacy in the comfort of their own homes. Vegan and gluten-free.

### COOKING TOGETHER: BREAKFAST FOR DINNER—NOT JUST PANCAKES!

Location: Willy East Community Room

Thursday, June 1st, 5:30pm–6:45pm

Ages: 5 and older

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

Location: Willy West Community Room

Wednesday, May 3rd, 9:00am–1:00pm

Location: Lakeview Library

Thursday, May 4th, 10:00am–2:00pm

Location: Willy East Community Room

Tuesday, May 9th, 8:00am–12:00pm

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

Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this exciting cooking class for families! You can't beat breakfast because it is family-friendly and fun for any meal of the day. In this class, participants will whip up some of Lily's favorite recipes including Cheddar and Dill Biscuits, Mini Denver Frittatas, Caramelized Banana Upside-Down Coffee Cake, and Apricot Granola & Honey-Vanilla Yogurt Parfaits.



### GOING GRAIN-FREE

Location: Lakeview Library  
Wednesday, May 17th, 6:00pm-7:00pm

Ages: all ages welcome; adult supervision required

Instructor: Katy Wallace

Fee: Free; registration is required

Current research indicates a high-grain low-fat diet can be correlated with reduced brain-, heart-, and digestive-health. Presenter Katy Wallace, Traditional Naturopath of Human Nature, will discuss the components of grains that trigger inflammation and introduce

a grain-free elimination diet and how to prepare grains to reduce their negative impacts. Gluten-free and grain-free.

### OVERCOMING A SENSITIVE STOMACH NATURALLY

Location: Willy East Community Room

Monday, June 5th, 6:00pm-7:00pm

Ages: Any; adult supervision required

Instructor: Katy Wallace

Fee: Free; walk-ins welcome

Recent news articles have discussed that the majority of reflux and heartburn problems may be able to be overcome through a change in diet and lifestyle. Katy Wallace, Traditional Naturopath, will present food-based ways to address an "over-acidic" stomach and eat (and sleep) in comfort.



### UNLOCKING THE NURTURING POWER OF PLANTS

Location: Willy East Community Room  
Wednesday, May 3rd, 10:00am-12:00pm

Ages: 13 and older; adult supervision required

Location: Willy West Community Room

Wednesday, May 3rd, 2:00pm-4:00pm

Ages: 13 and older; adult supervision required

Instructor: Jade Alicandro Mace

Fee: Free; registration required

Join Jade as she discusses the safe and effective use of medicinal herbs, and their role in your journey to optimal health. For nearly 40 years, Herb Pharm has provided herbs in their most undistorted, minimally processed and efficacious forms—while protecting the land and the ecosystems that provide them.

### WILD FOOD/WILD MEDICINE PLANT WALKABOUT

Location: 4864 Pheasant Branch Conservancy Springs, Middleton

Saturday, May 6th, 10:00am-12:30pm

Ages: 8 and older; adult supervision required

Location: Lake View Hill Park, 1202 Northport Drive, Madison

Saturday, May 13th, 10:00am-12:30pm

Ages: 8 and older; adult supervision required

Location: Willy East Community Room and Jenifer Street, Madison

Sunday, June 4th, 10:00am-12:30pm

Ages: 8 and older; adult supervision required

Instructor: Linda Conroy

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

Join herbalist and forager Linda Conroy to explore the wild plants that grow around us. We will learn about common and uncommon wild plants that can be used for food and medicine. Identification techniques as well as ways to prepare plants for optimal nutrition and healing will be discussed. Dress appropriately for the weather and wear comfortable walking shoes. The tours leave promptly at 10:00am.



### KIDS IN THE KITCHEN: SPRING ROLLS

Location: Willy West Community Room

Tuesday, May 2nd, 4:30pm-5:30pm

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

Location: Willy East Community Room

Tuesday, May 23rd, 4:30pm-5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Spring rolls are a delicacy and make a refreshing appetizer or a light and fun meal. In this class, participants will snip, cut and grate as they prepare a variety of fillings and create their own spring rolls. Vegan and gluten-free.

### KIDS IN THE KITCHEN: TOTALLY TACOS

Location: Willy East Community Room

Friday, May 12th, 4:30pm-5:30pm

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

Location: Willy West Community Room

Friday, May 19th, 4:30pm-5:30pm

Ages: 9-12 years old, adult supervision not required

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Tacos happen to be Lily's favorite food! In this class, participants will prepare traditional fillings to make their own tasty tacos. Vegetarian.

### KIDS IN THE KITCHEN: CAMPFIRE COOKING

Location: Willy East Community Room

Tuesday, June 6th, 4:30pm-5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Summertime means camping and spending time in the great outdoors. In this class, participants will prepare multiple recipes for enjoying around the campfire. Vegetarian.

### KIDS IN THE KITCHEN: SUMMER STRAWBERRIES

Location: Willy West Community Room

Friday, June 9th, 4:30pm-5:30pm

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

Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. With the beginning of summer come local strawberries that are bursting with flavor. In this class, participants will prepare multiple recipes using the sweet seasonal fruit. Vegetarian.

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### **PRESERVATION BASICS: KOMBUCHA BREWING**

Location: Willy East Community Room  
*Tuesday, May 16th, 6:00m–8:00pm*  
 Ages: 13 and older; adult supervision not required  
 Your Co-op's Own Instructor: Ben Becker  
 Fee: \$10 for Owners; \$20 for non-owners

Looking for a raw brewing experience? Looking to have a do-it-yourself fermented beverage at home? In this

kombucha basics class we will give you an introduction to what kombucha is, how to make it at home, and what you will need to start brewing this tasty, invigorating drink.

### **KOMBUCHA II**

Location: Willy East Community Room  
*Wednesday, June 14th, 6:00pm–7:30pm*  
 Ages: 18 and older  
 Your Co-op's Own Instructor: Ben Becker  
 Fee: \$10 for Owners; \$20 for non-owners

Take your kombucha to the next level! This class will build on the information covered in "Fermentation Basics: Kombucha Brewing" with more flavors and techniques. This class will cover fruity flavors, advanced fermentation techniques, perpetual kombucha brewing, and starting SCOBYs!



### **SIMPLY LOCAL: HIGHLIGHTING OUR LOCAL FOOD PRODUCERS**

Location: Willy North Commons  
*Thursday, May 11th, 6:00pm–6:30pm  
 and 7:00pm–7:30pm*  
 Ages: 13 and older; adult supervision not required  
 Your Co-op's Own Instructor: Robert Halstead  
 Fee: Free; walk-ins welcome

Supporting the local food system is one of Willy Street Co-op's main missions. Join Co-op Services staff to learn about what local means to us and for a

tour through the Co-op that features local businesses and products.

### **SIMPLY LABELS: DECODING PRODUCT LABELS**

Location: Willy West Community Room  
*Tuesday, May 16th, 1:30pm–2:30pm*  
 Ages: 13 and older; adult supervision not required  
 Your Co-op's Own Instructor: Katie O'Connell-Jones  
 Fee: Free; walk-ins welcome

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

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

Location: Willy East Community Room  
*Wednesday, May 31st, 6:00pm–7:00pm*  
 Ages: 13 and older; adult supervision not required  
 Your Co-op's Own Instructor: Amanda Ikens  
 Fee: Free; registration required

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



### **SPRING CLEANSE**

Location: Willy East Community Room  
*Monday, May 15th, 6:00pm–8:30pm*  
 Location: Willy West Community Room  
*Wednesday, May 17th, 6:00pm–8:30pm*  
 Ages: 10 and older; adult supervision required  
 Instructor: Michelle Jolly, Health Coach of Human Nature, LLC  
 Fee: \$55 for Owners; \$65 for non-owners

Learn how to choose foods to re-boot yourself with a 10-day cleanse and address underlying conditions and patterns of stress that limit you. Join Michelle Jolly, Health Coach of Human Nature, LLC, to learn how to naturally push

toxins out and rebuild healthy cells in your body with whole foods. Take home a workbook with instructions, recipes, clean eating tips, detox tools and more! This class can be customized to any level—beginners and advanced welcome.

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# Announcing the 2107 Community Reinvestment Fund Grant Recipients



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

**S**ince 1992, the Willy Street Co-op has contributed \$402,000 to local nonprofits and cooperatives to support developmental and educational projects for our community. The fund is seeded when Owners either abandon or

donate their Owner equity to our Co-op. Funds are allocated annually by the Board of Directors in accordance with our bylaws that stipulate unclaimed or donated equity be dedicated to educational and charitable purposes. Grants from the Community Reinvestment Fund (CRF) may be awarded to projects supporting food justice and/or access, cooperative development, sustainable agriculture, health and well-being, and/or social change.

This year, the Board allocated \$35,000 in grants available. With 18 organizations applying for a total of \$47,534 in funds, grants were competitive to earn. The committee paid specific attention to the potential number of people and demographics impacted by the projects proposed, professional or social development opportunities, strong partnerships to complete the projects, the hands-on nature of the projects proposed, potential job creation and the organization's demonstration of financial need. We are pleased to announce the 14 recipients for 2017.

## HEALTHY COMMUNITY KITCHEN: "HEALTHY & HEALING FOODS" EDUCATIONAL PROGRAMMING \$4,950

"Healthy Community Kitchen (HCK) eases the burden of illness on individuals and families by provid-

ing healthy organic meals, education about healthy eating and the caring support of community to anyone experiencing a health crisis." This pilot program will expand HCK's offerings to provide workshops on healthy eating and cooking. Classes will be free for clients and open to the public on a sliding payment scale. Students will leave the class empowered to make healthier decisions in their lifestyle and diet, and armed with new recipes, shopping lists, tip sheets and resources for maximizing use of FoodShare/QUEST and other benefits. The pilot will offer at least six classes with a goal to educate 250 community members. Funding will support curriculum development, class equipment, student manuals, marketing and food costs.

## CENTRO HISPANO OF DANE COUNTY: THE EARTH MADE MY LUNCH \$3,950

Centro Hispano ensures "Latino families can aspire upward, to reach their personal goals and dreams because they feel engaged and strengthened with the tools for success." The Earth Made My Lunch is designed to accompany their adult-gearred Let's Get Healthy This Summer program related to food, nutrition, herbal medicine, and traditional food preparation. Geared for youth ages 2-12 years, The Earth Made My Lunch will "influence eating behaviors that are rooted in community values, food traditions, and culturally-appropriate definitions of health among Latino youth." Their plan is threefold: teach youth about their local food system using a cultural lens, improve youth attitudes towards fruits and vegetables by modeling eating behaviors they can implement at home, and create spaces where families can eat and cook together in conjunction with their summer adult program. All program activities will take place in the garden, "where children will be exposed to home gardening, com-

posting, [building] a small greenhouse, and cooking activities in the outdoor kitchen." Funding supports stipends for the community wellness workers, garden supplies, ingredients for snack preparation, and educational materials.

## HEALTHY FOOD FOR ALL: FARM SURPLUS FIELD GLEANING \$3,320

"Healthy Food for All (HFFA) is a community-based, grassroots project to ensure all Dane County children and families can access affordable, healthy and culturally appropriate food to achieve better health outcomes and a higher quality of life." Their Farm Surplus Field Gleaning project will train 20 gleaning crew volunteers to recover local produce from 10 area donor farms, allowing HFFA to receive and distribute at least 635 pounds of fresh, local produce weekly to families in need throughout Dane County. Expanding their food recovery offerings will increase the total volume of produce available and offer more consistent delivery to all locations served. Funding will support two gleaning interns who will lead the volunteer crews, the receiving clerk at FEED Kitchen, transportation costs and field gleaning supplies.

## COMMUNITY GROUNDWORKS: GARDENING FOR GOOD 2.0 \$3,300

Community GroundWorks connects people to nature and local food. "Each week G4G supports 20 adults with developmental disabilities, plus 20 support staff, volunteers and community gardeners who gather together for an evening of expressive arts, shared gardening, socializing and healthy eating." Expansion will offer the program two days a week instead of one, allowing G4G to serve new neighbors, including veterans. Weekly workshops teach about bird-watching, prairie plants, tree-planting, cooking in the garden, and planting/harvesting techniques; which increases personal well-being, social capital, and connections among residents across abilities and ages. Funding provides plants, seeds, ingredients and project supplies, plot fees, a stipend for the facilitator, and printing a commemorative yearbook/calendar of stories for participants and program supporters.

## GOODMAN COMMUNITY CENTER: TEENWORKS HEALTHY ELEMENTARY SNACK \$3,078

"The Goodman Community Center (GCC) serves 40,000 people a year through a variety of programs from 3K to older adults with healthy food, quality activities and community engagement. ...TEENworks (Teen Education and Employment Network) strengthens lives and secures futures by providing education and employment opportunities for youth." Students in the TEENworks program work in the Seed to Table program, an alternative high school program that provides employment education through urban agriculture, local food economies, and preparing seasonal meals. The program is expanding their healthy snack program, providing educational and employment opportunities for youth with barriers while also making healthy and nutritious snacks for elementary school children. Currently, the pilot allows for four youth with supervision to work a two-hour shift once per week preparing snacks for students at Sandburg Elementary, and expansion will allow for more high-school youth to participate in making the snacks and offering the program at Emerson Elementary and Lowell Elementary as well. As part of the program and its expansion, TEENworks youth will also be able to provide a nutrition curriculum and hands-on learning opportunities to participating elementary schools twice per year. Funding will provide for snack ingredients and youth worker salaries.

## BAYVIEW FOUNDATION: FARM FRESH SNACKS AND COOKING PROGRAM \$2,650

Bayview Foundation, Inc. provides housing to 277 low-income residents, primarily immigrants and refugees from ten countries. Last year, CRF awarded funding for increasing access to healthy, fresh, culturally appropriate food choices and educational activities; incorporating healthy, farm-fresh snacks prepared by youth into their after school and summer camp programs; creating a vegetable gardening camp for neighborhood teens that provides fresh product to Bayview's food pantry; starting a community meals

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program for Bayview families; and partnering with the University of Wisconsin's Food Recovery Network to provide nourishing meals for families. Outcomes included serving 225 pounds of locally grown produce in afterschool and summer programs, recruiting 50 neighborhood children to their gardening, food literacy, and healthy eating programs, and serving 144 Bayview family members culturally appropriate dinners prepared with fresh, locally sourced ingredients. A funding extension will allow for continuing and expanding upon the farm fresh snacks and cooking program: increasing youth opportunities to prepare and serve healthy snacks and meals for their peers and families. Funding will specifically support the costs for Bayview's membership in a CSA and providing a facilitator for the program.

**THE FIRST TEE OF SOUTH CENTRAL WISCONSIN: AFTERSCHOOL TUTORING BY THE FIRST TEE \$2,500**

The First Tee (TFT) impacts "the lives of young people and their families by providing educational programs for youth that build character, instill life-enhancing values, and promote healthy choices through the game of golf." They are also beginning to provide after-school tutoring, recreation, and character development programs for youth enrolled in the elementary and middle schools near the Cherokee Country Club. The tutoring program will serve 48 youth from the north side of Madison, and students who meet federal poverty guidelines will receive scholarships to attend. TFT's tutoring program will provide comprehensive reading lessons and life-skills mentoring in honesty, integrity, respect, perseverance, confidence, courtesy, responsibility, judgment, and being a good sport. TFT will use the Al Arnold Reading Program, a successful tool to assist children with dyslexia. Funding will support staffing for the reading program and the parent open house.

**LOWELL COMMUNITY ORGANIZATION: CENTENNIAL GARDEN \$2,000**

As part of Lowell Elementary School's Centennial Campaign to add green space and nature-based areas to their urban, mostly asphalt campus,

the Centennial Garden project will relocate and expand the existing school garden to improve safety, increase sunlight access, and foster better opportunities to develop garden education programming that aligns with the district's CORE curriculum. The new garden will include garden beds for general use and for each grade level to use the garden at least once each spring and fall, seating, and means to use the garden as a healing space with a nature-based sensory environment for students with different abilities. Funding will provide wood for the beds, corner posts, ground cover, tools, and earth-moving as part of the relocation.

**VERA COURT NEIGHBORHOOD CENTER: NUTRITION AND WELLBEING FOR SENIORS \$2,000**

Vera Court Neighborhood Center includes two centers: Vera Court and Bridge Lake Point Waunona Neighborhood Center (BLW), as well as the Latino Academy of Workforce Development. BLW's Senior Program "is a year-round educational, community building program serving seniors, caregivers, and seniors' family members." The program serves at least 300 seniors ages 50+ with a target population primarily from households in the BLW neighborhood and the surrounding areas of Madison's south side that are largely low-income and seniors of color, and including adults with diverse abilities. Services both at the center and in-home include weekly community lunches and workshops; a mobile food pantry; access to a social worker; access to a computer lab, phone and fax; a nutrition club; and enrichment clubs such as Spanish classes, bingo and zumba. Programs have been developed by participant request, and senior participants are engaged in the operations (helping in the food pantry, providing reception services, tutoring children, etc.). CRF funding will support meals prepared by the participants for the weekly community lunches and workshops.

**ALDO LEOPOLD NATURE CENTER: THE CAMPFIRE FUND SUMMER CAMP SCHOLARSHIP PROGRAM WITH GARDENING NATURALLY COMPONENT \$1,744**

Aldo Leopold Nature Center

(ALNC) promotes environmental education in the spirit of Aldo Leopold. The Gardening Naturally Project provides opportunities to plan, prepare, plant, maintain and harvest fruits and vegetables from an organic garden for economically disadvantaged children during summer camp. The Campfire Fund provides no-cost scholarships to participate, with a goal to provide 20 economically disadvantaged children "a once-in-a-lifetime opportunity to attend outdoor adventure summer camps at ALNC." Funding will support program direction, new development, garden management, and supplies and materials.

**LUSSIER COMMUNITY EDUCATION CENTER: SUMMER BOUNTY, FULL BELLIES \$1,552**

"The Lussier Community Education Center (LCEC) is an innovative, intergenerational, green-built community education center open to the public on the west side of Madison." In its pilot phase with CRF funding, Summer Bounty, Full Bellies taught 37 elementary school summer campers to grow fresh produce and 28 middle school campers to use pantry staples to prepare the produce, and provided 36 families with low income those prepared foods "to make up for the absence of the school meal program during the summer months." This additional year of CRF support will allow for LCEC to improve the sustainability of the program, which provides weekly "meal boosts" to families with low income featuring the produce grown by the elementary school campers plus foods selected and prepared by the middle school campers using MyPlate as a guide. Families take food home in a thermal tote that includes a brief newsletter about the children's garden experiences and simple, culturally-appropriate recipes. Funding supports staple foods, take-home containers, and program stipends and time.

**RED CABOOSE SCHOOL AGE PROGRAM: CAMP CABOOSE'S "BREAKFAST CLUB" \$1,500 FULL**

Red Caboose has provided care to young children on Madison's east side since 1972 and offers Camp Caboose at Marquette Elementary School each summer. On Fridays, Camp Caboose Breakfast Club provides an opportunity for their campers to be directly involved in the planning, preparation, service and consumption of fresh, healthy meals created from local, in-season foods sourced from the Marquette Elementary garden that Camp Caboose will maintain, Madison Farmers' Markets, the Co-op and Community Shared Agriculture (CSA). Breakfasts will be served to both campers and their families. Funds will purchase two large CSA shares, a field trip to a local CSA farm, and nine field trips to the Madison Farmers' Market and/or Willy East.

**GEORGIA O'KEEFE MIDDLE SCHOOL PTG: PEACE GARDEN \$1,000**

In an effort to reduce stress and improve focus for all students, especially those who may not get as much sleep, have as much food access as their peers or have special needs, Georgia O'Keefe Middle School's PTG will create a garden space for students to experience some peace and quiet. The Peace Garden will be "a place for kids to go during the day when they need a break from school. It will be a supervised, natural space to sit, read, journal or just get close to nature," with plants that are suitable for both touching and smelling for a sensory experience. Funding will support students, staff and volunteers rehabilitating existing garden space; temporary fencing for the rehabilitation; mulch, washed sand, plants and shrubs; and two recycled plastic park benches.

**GEORGIA O'KEEFE MIDDLE SCHOOL PTG: CLEAN, COLD WATER FOR ALL! \$1,456**

The Parent Teacher Group (PTG) at Georgia O'Keefe Middle School wishes to reduce the use of disposable bottled water in their school and to increase the consumption of water among youth. Their effort to ensure that students and staff have "nice, cool clean water to drink throughout the day" includes raising funds to replace all existing water stations with five newer ones that allow for refilling water bottles. The PTG's goal is to "have a reusable water bottle in the hands of every kid and staff member to reduce the use of disposable bottles currently being used" and to monitor bottle refills in relation to the amount of fruit juices and other beverages sold on school premises. Funding will purchase 500 20 ounce BPA-free, US-made water bottles to support the initiative, and offset a portion of the costs for one of the new water stations.

**THANK YOU**

Special thanks to our Board of Directors for continuing to allocate funding for this important community program, and to our 2017 Community Reinvestment Fund Grant Committee: gianofer fields, Willy Street Co-op Media & Advocacy Coordinator (staff); Kyle Freund, Owner-at-Large; Meghan Gauger, Owner-at-Large; Michael Gay, Owner-at-Large; Kirsten Moore, Willy Street Co-op Director of Cooperative Services (staff); and Jess Pernsteiner, Board Director. Congratulations to all the organizations! An informal reception for grant recipients to network and share their projects will be held on Monday, May 22nd from 6:00-8:00pm in Willy East's Community Room.

[Quotations in the summaries are directly taken from the recipient's proposals.]



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## PRICING NEWS

# Price Comparison Shopping

by Our Very Own Willy Street Co-op Mystery Shoppers

**H**ere at Willy Street Co-op, we are constantly striving to offer the highest quality products at the fairest prices. One of the ways we ensure that we are on track is by regularly evaluating our prices in relation to our local competitors.

This month we'd like to offer a snapshot of our pricing on various items from each of our departments and how it compares to some of our in-town competitors. We chose mainly items that are considered staples and are purchased most frequently amongst our shoppers.

Here is a selection of products from our most recent pricing review, done in March of 2017. We have found that our Co-op pricing often falls at or below the average of our closest competitors, as you can see below. Prices are subject to change based on the market and may not be current at the time of publication.

	National Organic Retail Chain	Locally Owned Conventional Chain	Willy Street Co-op
ground turkey	5.99	4.99	3.99
Grass-fed extra lean			
ground beef	8.99	9.99	8.49
Hook's blue cheese	16.99	16.99	12.99
Kerrygold Dubliner	3.99	7.29	4.49
Italian reggiano parmigiano	22.99	21.99	16.99
bulk yellow onions, organic	1.49	1.39	1.29
5 oz. salad mix clam, organic	3.99	3.99	3.79
hass avocados, organic	2.5	1.89	1.99
Deli-sliced ham	12.99	12.49	11.99
Deli-sliced turkey	13.99	12.99	9.99
Ham & Cheese Sandwich	5.99	5.99	4.99
Organic Valley 2% Milk			
Half Gallon	4.99	5.15	4.39
Simple Soyman Organic Tofu	2.99	2.69	1.99
Bulk Organic Short Grain			
Brown Rice	2.99/lb	3.99/lb	1.99/lb
Bulk Organic Wheat Flour	1.49/lb	1.99/lb	99¢/lb
Organic Peanut Butter			
16 oz. Jar	3.99	5.45	4.99
Annie's Mac & Cheese:			
Real Aged Cheddar and Shells	2.19	2.15	1.99
Wild Planet Albacore Tuna			
5 oz. can	4.69	5.65	4.49
Cascadian Farm Organic			
Frozen Orange Juice Concentrate	4.99	Product not offered	3.79
Nordic Naturals Ultimate Omega			
60 ct	27.99	Product not offered	27.99
Giovanni Tea Tree Shampoo	8.99	Product not offered	8.29

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## CO-OP NEWS

# Highlighting Our Three Unique Stores



by **Megan Minnick,**  
**Director of Purchasing**

**O**ne of the things I love best about our Co-op is our ability and willingness to offer consistency between our stores, while also being open to the distinct character of each of our locations and the unique needs of the Owners that each store serves. Balancing our "sameness" and differences isn't always easy, but it makes us a more inclusive organization, and allows us to really serve the needs of our Owners in a way that the typical "cookie cutter" retail chain model just wouldn't allow.

This month, we decided to celebrate our differences by highlighting some of our favorite product offerings at each of our three stores: Willy North's Meat department, Willy West's Produce department, and Willy East's delicious pizza program. I hope you enjoy the tour, and maybe you'll even decide to visit a store you don't usually frequent—you may be pleasantly surprised by what you'll find!

## NORTH MEAT NEWS

# Willy North's Meat Department



by **Anna Gilberts,**  
**Meat Manager—North**

**A**s Owners may already know, the Willy North has been focusing on bringing more affordable product options to this side of town while maintaining our usual standards of quality. While the product mix will continue to evolve, all of the bases

have been covered. North Meat even has its own set of exclusive weekly sales on top of Meat Sale Thursday, Co-op Deals and Owner Rewards.

## SEAFOOD

For the first time since the Co-op opened in 1974, we are excited to offer our very own seafood department. We started out small with just one full-time seafood buyer as part of the meat department and the response has been great! In working with Neesvigs/Empire Fish, our selection of fresh and frozen seafood not only hits on all the basics but also offers a rotating variety exciting enough to intrigue even the most seasoned fish connoisseur. If there's ever anything specific you're looking for, we can bring in fresh seafood every day except Sunday—with no minimum order! This is especially useful when working with raw fish—sashimi-grade varieties are available for next day delivery. We feature different fish items on sale both weekly and every Friday. The Fish Sale Friday is the deepest discount of the week, so don't miss it!

## PORK

Willy North has teamed up with Dan Fox of Fox Heritage Farms to offer a 100% local (Cuba City), pasture-raised, antibiotic/hormone-free line of heritage breed pork available exclusively at Willy North. As a result, all of North's pork pricing has dropped across the board. In utilizing this new pork, we are now able to offer our housemade pork sausages at a lower price as well. Join us all summer for monthly Sausage Saturdays where we'll be grilling and serving our North Side Beer Brats and a variety of other flavors.

## BEEF

As for beef, Willy North joined forces with local provider Neesvigs once more to bring in a line of all-natural, pasture-raised, grain-fed beef. This line is called Clear River, and I can't say enough great things about it. Not only is the cost significantly lower, but it's of excellent quality (some of the most beautiful cuts I've ever seen). North is the first and only retailer in the Madison area to carry this beef. It is sourced regionally (meaning all Midwest) from sustainable, humane farms and is never given antibiotics or hormones.

We pride ourselves in being a full-service meat and seafood purveyor always willing to go the extra mile to provide the customer with anything they need from customized cuts to cooking tips. As we gear up for grilling season, keep the Willy East and Willy West's Meat departments in mind for an expanded selection of local, grass-fed, and organically raised meats. Willy Street Co-op wants to be your one-stop-shop for all things protein. I invite and encourage you to come check it out.

## EAST DELI NEWS

# Willy East Pizza



by **Jeremy Johnson,**  
Prepared  
Foods  
Category  
Manager

**A**mericans purchase on average three billion pizzas every year. Before the 1940s, pizza consumption in the U.S. was limited mostly to Italian immigrants and their descendants. The international breakthrough came after World War II. Allied troops occupying Italy were constantly on the lookout for good

food. They discovered that pizzerias and local bakers were hard-pressed to satisfy the demand from the soldiers. The American troops involved in the Italian campaign took their appreciation for the dish back home.

In the almost 80 years since, Americans have capitalized on pizza's versatility and convenience. I cannot think of any other food that has the versatility of pizza. It can be served for breakfast, lunch, and dinner, eaten hot or cold. With an almost endless amount of available toppings, sauces, crusts, and styles it can easily be customized to meet almost any palate.

In 2014, Willy East started selling made-to-order pizzas out of its

new hearth oven. Willy East's pizza and hearth oven menu offers a wide selection of pizza pies: three vegan pies, seven vegetarian pies, and meaty pies for a total of 11! Pizzas are available in cute 8" pies to feed just you or 12" pies to feed you and one or two others. All of the pizzas boast organic wheat flour crusts, organic tomatoes, rBGH-free Wisconsin cheeses, and toppings from excellent local producers like Underground Meats, and Quince and Apple. You can also request an 8" Udi's gluten-free crust, although the surface and oven it is prepared on and in are not gluten-free!

Additionally, during peak lunch and dinner hours, you can come into the Deli and choose from par-baked 8" pies that can be in your hand (but not your mouth, let it cool a second) in 3-4 minutes. The Deli team bakes these off fresh throughout the day. If you don't feel like waiting at all, the Deli now sells slices out of the new hot food merchandiser near the hot bar as well. They come in packages of two slices or the equivalent of a half of an 8-inch pie. Pricing varies by toppings but all slices remain under five dollars. Initially, slices will only be available during lunch and dinner hours but may expand based on demand. Selection vary from day to day.

## WEST PRODUCE NEWS

# Willy West Produce



by **Andy Gricevich,**  
Produce  
Staff

**"**It feels so good to see all these colors and all this variety!" Hearing comments like this is one of the many small perks of my job in West Produce. But what's the story behind those beautiful displays? I recently talked with Max Wilke, who's approaching the one-year mark as

Produce Manager, about the vision and values that guide the work we do.

Max has engaged with every aspect of the department (he's the guy behind our guacamole, roasting mix, and slaw recipes, among other things). He pairs a passion for good food with a desire to promote good living for everyone whose lives intersect with the grocery business. "The question of how to have a desirable food system becomes more and more pertinent as the organic industry keeps growing," he says. "What can we do at the retail level to help improve working conditions on nationally known farms? We

want to sell really good products—not just in terms of quality, but in relation to a whole backstory people might not know exists. I also want to make sure that people are happy working here. It's a complex beast for me to wrap my mind around."

To address that beast, we "want people to be very engaged, whether they're customers or employees—to come into a department that's open, inviting, and interesting enough that you want to be self-directed and exploratory. When you force stuff on people, it doesn't go as well as when you give them the opportunity to figure it out for themselves."

## BACK STORIES

Excitement about food might be the best gateway to curiosity about the "backstories" we'd been discussing. Providing flavorful variety also dovetails with our long-standing commitment to working with local growers. Max says, "On many smaller-scale farms, there's an important effort to promote food diversity. Local farmers provide us with papalo and baby ginger—things you won't see coming from national distributors. They're growing varieties of tomatoes first propagated in our region, and we know that because we can ask them directly! Though it's not necessarily the most efficient way to do business, we continue to feature a much wider product lineup than you'll find at other stores. That's part of offering the highest-quality experience we can."

"It's easy for eating to become monotonous, especially in our current commercial food system, where you find the same things in stores year-round. I want to encourage people to expand their possibilities of enjoyment. People make stories out of that. Maybe some kid'll come in, taste a sample of some odd thing, and later become a wonderful chef—or just find joy in eating for the rest of their life."

'Joy' comes up repeatedly during our conversation. It seems like a marvelous core value to me. What good work, to try to link great flavors and complex pleasures with the well-being of everyone who eats—from soil bacteria to field workers to stockers to customers. And what an alluring idea: that our enjoyment can help create a more joyful life for everyone!

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AT 7:30PM**



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# coop™ deals

# MAY

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

## Health & Wellness co-op deals: May 3-16



Tera's Whey  
**rGBH-Free Protein Powder**

All Kinds on Sale!  
12 oz • Save \$6.50

**\$13.99/tx** 



Dr. Bronner's  
**Lavender Pure Castile Soap**

16 oz • Save \$3

**\$6.99/tx** 



Jason  
**PowerSmile Fluoride-Free Toothpaste**

6 oz • Save \$2.50

**\$3.99/tx** 



Avalon Organics  
**Shampoo or Conditioner**

All Kinds on Sale!  
11 oz • Save \$3.80

**\$5.99/tx** 

Beautiful Curls  
**Curl Activating Cream**

8 oz • Save \$3

**\$9.99/tx** 

Nourish Organic  
**Rose Butter**

5.2 oz • Save \$5

**\$9.99/tx** 

Aura Cacia  
**Relaxing Lavender Bubble Bath**

13 oz • Save \$2.50

**\$5.99/tx** 

Boiron  
**Arnicare Quick Dissolving Tablets**

60 tab • Save \$3.20

**\$7.99/tx** 

Spectrum  
**Ground Flaxseed**

14 oz • Save \$4

**\$4.99/tx** 

Rainbow Light  
**Women's One Multivitamin**

150 tab • Save \$23

**\$29.99/tx** 

Nordic Naturals  
**Prenatal DHA**

90 softgels • Save \$12

**\$22.99/tx** 

Host Defense  
**Lion's Mane**

60 ct • Save \$12

**\$19.99/tx** 



## Health & Wellness co-op deals: May 17-30



Nature's Gate  
**Shampoo or Conditioner**

All Kinds on Sale!  
18 oz • Save \$2.99-3.49

**2 for \$10/tx** 



Nutrition Now  
**PB8 Probiotics**

60 cap • Save \$5

**\$9.99/tx** 



Natural Factors  
**Organic Oil of Oregano**

1 oz • Save \$9

**\$16.99/tx** 



Oregon's Wild Harvest  
**Organic Turmeric**

60 cap • Save \$10

**\$19.99/tx** 

Seventh Generation  
**Maxi Pads**

Regular

24 pc • Save \$1.30

**\$3.99/tx** 

South of France  
**Bar Soaps**

All Kinds on Sale!

6 oz • Save \$1.30

**\$2.99/tx** 

Country Life  
**Magnesium 300 mg**

60 cap • Save \$3.50

**\$6.99/tx** 

New Chapter  
**Bone Strength Take Care**

60 tab • Save \$7

**\$25.99/tx** 

Desert Essence  
**Tea Tree Fluoride-Free Toothpaste**

6.25 oz • Save \$2.50

**\$3.99/tx** 

Garden of Life  
**RAW Organic Meal**

32-34.8 oz • Save \$3

**\$41.99** 

Alba Botanica  
**Mineral Sunscreens**

All Kinds on Sale!

4 oz • Save \$4

**\$6.99/tx** 

Andalou  
**Resveratrol CoQ10 Night Cream**

1.7 oz • Save \$7.30

**\$15.99/tx** 



**PURPLE = LOCAL**

All Specials Subject to Availability. Sales Quantities Limited.

# coop™ deals

co-op deals: May 3-16



## Ancient Harvest Quinoa Pasta

All Kinds on Sale!  
8 oz • Save \$1

**\$2.29**



## Drew's Organics Dressing

All Kinds on Sale!  
12 oz • Save 79¢

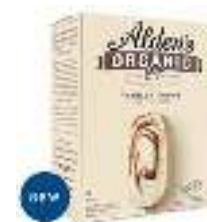
**\$2.50**



## Alden's Organic Organic Vanilla Fudge Ice Cream Bar

All Kinds on Sale!  
12 oz • Save \$1.10

**\$3.39**



## Barbara's Bakery Cereal

Cinnamon Oat Crunch, Shredded Wheat, Multigrain Spoonfuls, Morning Oat Crunch  
13-14 oz • Save \$1.40-\$1.60

**\$3.39**



## Frontera Yellow Corn Tortilla Chips

12 oz • Save 99¢

**\$2.50**



## Hope Hummus Mild Green Chile Guacamole

15 oz • Save \$2

**\$5.99**



## Bearitos Tortilla Chips

White, Yellow Corn  
16 oz • Save \$1.79

**\$3.00/tx**



## Upton's Naturals Seitan

All Kinds on Sale!  
8 oz • Save \$1

**\$2.99**



## Annie's Homegrown Classic Mac & Cheese

6 oz • Save \$1.24

**\$1.25**



## Green Valley Organics Lactose-Free Sour Cream

12 oz • Save 70¢

**\$2.79**



## Organic Valley Grass-Fed Organic Yogurt

Plain, Vanilla  
24 oz • Save \$1

**\$3.79**



## Udi's Gluten-Free Pizzas

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

**\$5.49**



## Nature's Path Organic Toaster Pastries

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

**\$2.99**



## R.W. Knudsen Juice Blends

Mango Peach, Pineapple Coconut  
32 oz • Save \$1.20

**\$2.79**



## Chocolove Chocolate Bars

All Kinds on Sale!  
2.9-3.2 oz • Save 79¢

**\$2.00**



## Newman's Own Organics Newman-O's Sandwich Cremes

All Kinds on Sale!  
8 oz • Save \$1

**\$2.29/tx**



## Divine Fair Trade Chocolate Bars

All Kinds on Sale!  
3.5 oz • Save \$1

**\$2.79**



## Organic Valley Organic Shredded Cheeses

Mexican, Mild Cheddar, Mozzarella, Italian Blend  
6 oz • Save \$1



## Blue Sky Soda 6-Packs

All Kinds on Sale!  
6-pack • Save 70¢

**\$2.79/tx**



## Daiya Shreds

All Kinds on Sale!  
8 oz • Save \$1

**\$3.49**



## Crofters Organic Premium Fruit Spreads

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

**\$2.69**



## Annie's Naturals Organic Ketchup

24 oz • Save \$1.50

**\$2.29**



## Crown Prince Boneless Skinless Sardines

4.37 oz • Save \$1

**\$1.99**



## Dr. Bronner's Organic Coconut Oil

Whole Kernel, White Kernel  
14 oz • Save \$3.50

**\$6.99**



The specials on this page are valid May 3-16

All Specials Subject to Availability

# MAY

## co-op deals: May 17-30



### Honest Tea Bottled Tea

All Kinds on Sale!  
16 oz • Save 54¢

**\$1.25**



### bionaturae Organic Tomatoes

All Kinds on Sale!  
28.2 oz • Save 69¢

**\$2.50**



### Hope Hummus Organic Hummus

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

**\$2.99**



### Alden's Organic Organic Ice Cream

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

**\$5.69**



### Lightlife Tofu Pups

12 oz • Save \$1

**\$2.99**



### Hilary's Eat Well Veggie Burgers

All Kinds on Sale!  
6.4 oz • Save 99¢-\$1.29

**\$2.50**



### Almond Dream Almond Yogurt

All Kinds on Sale!  
6 oz • Save 50¢

**\$1.29**



### GoMacro Energy Bars

All Kinds on Sale!  
1.8-2.5 oz • Save 80¢

**\$1.99**



### Maya Kaimal Simmer Sauce

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

**\$3.99**



### Santa Cruz Organic Lemonade

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

**\$1.50**



### Califia Farms Unsweetened Almond Milk

48 oz • Save 70¢

**\$3.29**



### bionaturae Organic Fruit Spreads

All Kinds on Sale!  
9 oz • Save \$1.30-\$1.80

**\$2.99**



### Earth Friendly Laundry Liquid

All Kinds on Sale!  
100 oz • Save \$2-\$3

**\$8.99/tx**



### Organic Prairie Organic Ground Chicken or Turkey

12 oz • Save \$2.30

**\$6.99**



### Natural Sea Chunk Light Tuna

5 oz • Save \$1.00

**\$2.39**



### Dry Soda Soda 4-Packs

All Kinds on Sale!  
4-pack • Save \$1

**\$4.99**



### Organic Valley Organic Soymilk

Original, Chocolate, Vanilla  
64 oz • Save \$1.30

**\$2.99**



### Angie's Boom Chicka Pop Popcorn

All Kinds on Sale!  
4.5-4.8 oz • Save \$1.10

**\$2.39**



### Clif Bar Energy Bars

All Kinds on Sale!  
2.4 oz • Save 25¢

**\$1.00**



### Dang Sea Salt Onion Chips

2.3 oz • Save \$1

**\$3.29**



### Annie's Homegrown Really Peely Fruit Tape

Berry, Strawberry  
4.5 oz • Save \$1.80

**\$3.69**



### Seventh Generation Bathroom Tissue

12-pack • Save \$2.50

**\$7.49/tx**



### Nature's Bakery Granola

All Kinds on Sale!  
16 oz • Save 80¢

**\$4.99**



### Annie's Naturals Dressing or Vinaigrette

All Kinds on Sale!  
16 oz • Save \$1.90

**\$4.39**



Availability. Sales Quantities Limited.

The specials on this page are valid May 17-30

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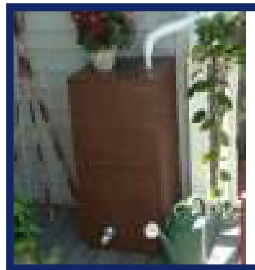
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w/Diverter  
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Reg. \$99.99  
Truckload Discount \$69.99



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Pedro's Mexican Restaurante • Qdoba  
Rosie's Coffee Bar & Bakery • Silver Eagle Bar  
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Charlotte Kasl's "Many Roads, One  
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is an alternative to 12 Step programs.  
<http://charlottekasl.com/16-step-program>.

The group meets on the upper level of  
Unity Church of Madison, 601 Tompkins  
Drive, Madison 53716. [http://www.unity-  
ofmadison.org](http://www.unity-<br/>ofmadison.org)

Drop Ins are welcome.  
For more information, contact Madelon at  
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Save the date

# Annual Meeting & Party

Thursday July 13th





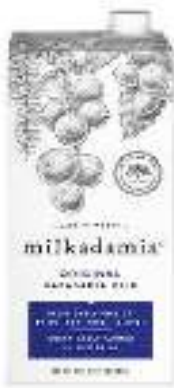
**FORAGER CASHEWGURT**

A new addition to the vegan yogurt alternatives! Creamy and delicious. Plain and fruit varieties. Use the plain variety in recipes or eat on its own! Certified organic, gluten-free and soy-free. Available at West and North.



**MILKADAMIA**

You guessed it—macadamia nut milk! Macadamia nuts grown in Australia blended with pea protein for an extra boost of nutrition, sweetened with cane sugar, with added vitamins. Great for drinking by the glass or using in recipes. Look for it in the center aisles with the other shelf-stable plant milks. Available at East and North.



**CHAPUL BARS**

This new energy bar is not like the others. These are made from cricket flour. Yes, as in the insect. Why crickets?

They are a very sustainable protein. Raising crickets for food uses far less water than any other livestock or plant-protein source. They are ground into a fine flour and taste mildly earthy like roasted sunflower seeds or hemp. Cricket flour contains twice the protein of beef and 15 percent more iron than spinach. There are a couple of flavor profiles to try—the Aztec bar is dark chocolate, coffee, and cayenne; the Chaco bar is peanut butter and chocolate. Gluten-free and non-GMO. Available at East, West and North.

**POTTER'S OYSTER CRACKERS**



New from our local cracker makers: oyster crackers from Potter's Crackers! Top your soup with them or eat 'em by the handful! Certified organic- and as always, Potter's works with as many local ingredients and producers as possible. Available at East, West and North. Flavors vary.

**ULTIMA REPLENISHER**

A delicious way to get your electrolytes! Using real fruit flavors, plant-based colors, and sweetened with stevia. Zero sugar, zero calories, vegan, and gluten-free. Grab a convenient stick and try either Lemonade or Cherry Pomegranate. Available at East, West and North.



**SODASTREAM**

Addicted to bubbly water? Yeah. Save money and reuse with a SodaStream! Add carbonation to water in seconds. You control how your water gets flavored: add citrus, fruit, herbs, and your sweetener to taste. Or, just use one of their flavor enhancers and make your own soda at home! Available at North.



**SEVENTH GENERATION MENSTRUAL PADS**

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**willy street co-op CATERING**

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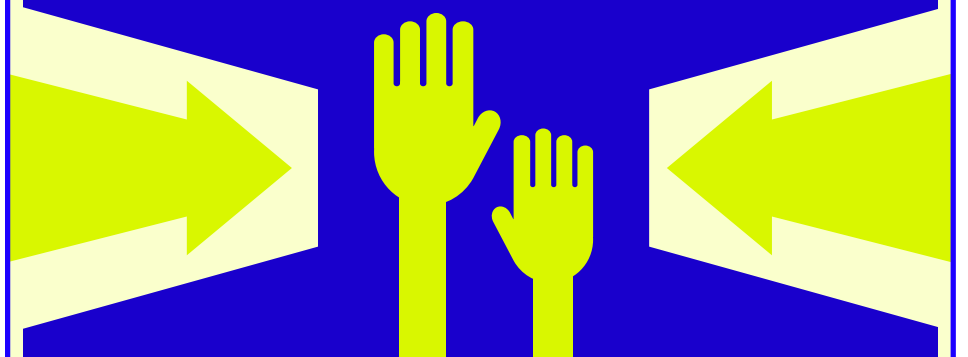
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# Voss Organics & West Star Farm



## VOSS ORGANICS

**Angela Pohlman:** How long has your farm been established? How did it start?

Mark Voss: My curiosity about farming began when I was 22 years old and a Peace Corps volunteer in Togo, West Africa. I worked with subsistence farmers and learned a great

by Angela Pohlman, Category Manager-Wellness

respect for working the land. I grew my first crops in Togo with neighbors and friends. It was an amazing learning experience. My next farming foray was in Japan. I lived and taught English there for a year and borrowed some land from a local farm family. They taught me a lot about Japanese farming approaches, and I shared with them what I had learned in Togo.

It was a great exchange. I have to mention that while I lived in Japan, I met the great agricultural thinker and philosopher Masanobu Fukuoka. He wrote a seminal book called *The One-Straw Revolution*—check it out.

When I returned to the U.S. in 1993, I applied to be a farming apprentice on a biodynamic CSA near Michael Fields Agricultural Institute in East Troy, WI—another formative experience. The next season, I joined several other recent apprentices and formed Drumlin Community Farm in Deerfield, WI. We farmed three rented acres and had a 60-member CSA that first year. We held many celebrations on the beautiful drumlin that gave the farm its name. Unfortunately, the landowner raised the rent on the house and adjoining land we were farming, so we moved Drumlin Community Farm to the south side of Madison and expanded our rented acreage and membership over the next few seasons. I left Drumlin in good hands in 1997 and moved to Viroqua with my newlywed wife, Michelle, to form Avalanche Organics on 10 rented acres with good farming friends and gifted farmers James and Kristen Welch.

Land tenure again became an issue and Michelle and I moved back to Madison to farm on five rented acres in Cottage Grove. We named our new farm Voss Organics. This was a great piece of land and close to Madison where we lived and marketed our products. Unfortunately, on Memorial Day weekend of 1999, an herbicide drift occurred on my newly planted acreage and I self reported to my organic certifier, MOSA. My

crops were no longer marketable as organic and the land needed to rest for three years to be certified again. The seedlings inside the greenhouses in Cottage Grove, however, were safe from the drift and able to be marketed as organic. A seedling business was born.

In those days, the Co-op leased patio space to Liza Lightfoot from Avant Gardening. Liza contracted with me to grow certified organic seedlings, which she sold along with many other cool products for the home and garden in her shop on the Co-op patio. When Avant Gardening's pop-up shop moved on, the Co-op contracted with me directly to grow organic seedlings. In the meantime our family was growing with the birth of our son and our daughter on the way, so Michelle and I bought a house with some land near town and continue to grow our seedlings for the Co-op and the Dane County Farmers' Market and the Northside Farmers' Market.

**AP: What kinds of products do you produce?**

MV: Our main products are organic vegetable, herb and edible flower seedlings. We also love growing tomatoes and kale, which we market to Madison's best restaurants and UW Hospitals.

**AP: How long have you been providing for Willy Street Co-op?**

MV: We have been a vegetable supplier to the Co-op since 1996 and a seedling supplier since 1999.

**AP: What can we expect in the future from Voss Organics?**

MV: We are very excited to provide grafted tomato plants this year. Grafted tomato plants have been very popular in Asia for years and are just making inroads here in the States. Our grafted tomato plants include a hardy organic rootstock of a variety called Estimo that lends superior disease resistance and productivity to the plant. The top of the plant—the scion—can be any variety, but we will offer our favorites: Brandywine, Striped German, Cherokee Purple, and Marmande. I grew grafted tomato plants last year in my own gardens and was extremely impressed with their production over a long season. The plants are more expensive because of the labor involved and the fact that each plant is essentially two, but the production more than makes up for the higher price.

**AP: Any advice for folks looking to start farming or gardening?**

MV: Grow what you love to eat most. You will care for it better. As you become skilled at growing—to-

matoes and green beans, for example, you will gain confidence and curiosity and you will add to your repertoire over time. Garden with friends. Ask questions and research. Take risks.

## WEST STAR ORGANICS

A conversation with Randy & Tanya Kohn of West Star Organics and our own Angela Pohlman, General Merchandise Category Manager.

**Angela Pohlman (AP): How long has your farm been established?**

Randy & Tanya Kohn (RTK): George and Sandy Kohn started West Star Farm in the mid-'90s. West Star was one of the first farms in Wisconsin to certify organic in 1999. Our first customer was Odessa Piper, former owner of L'Etoile, who asked West Star to provide high quality, locally grown, organic produce for her restaurant. From there, West Star expanded and continued to grow and sell produce at farmers' markets; wholesale to grocery stores and Co-ops in Madison, Milwaukee, and Minneapolis; and restaurants reaching as far as Chicago. In 2004, Tanya and Randy Kohn (George & Sandy's daughter-in-law and son) joined West Star. During this time, West Star Farm built additional greenhouses and began offering custom-grown transplants to other organic farmers as well as certified organic spring plants for home gardeners. In 2012, West Star Farm became West Star Organics with a focus and commitment to the greenhouse and nursery operation. Today, West Star Organics is excited for the future of organic gardening and helping people realize the satisfaction and success with growing their own food.

**AP: What kinds of products do you produce?**

RTK: West Star Organics grows over 220 varieties of certified organic spring bedding plants. We have 60 herb varieties (including medicinal, perennial, and ornamental), 40 vegetable varieties, 50 tomato varieties, 30 pepper varieties, and about 30 flowers. We also have a wide variety of perennial berry bushes, like raspberries, blueberries, blackberries, and a few other unique varieties. To complement the plants, we offer our compost and potting/growing mix. This is the same compost we use in our mix we use from start to finish (seeding to transplanting).

**AP: How long have you been providing for Willy Street Co-op?**

RTK: We are proud to be part of the Willy Street Co-op's continued growth and success for over 15 years.

**AP: What can we expect in the future from West Star?**

RTK: First and foremost, we will continue to work hard to provide our customers with the highest quality, healthiest certified organic plants. Our success is built on our customers (the home gardener) having successful and fruitful gardens every year. With our focus solely on the greenhouse/nurs-

ery operation, we are able to commit all our energy toward providing the best plants, products and services we can. We will continue to support the community, schools and education programs designed to teach about gardening and growing organically. The more we teach and help current and future gardeners grow organically, the more soil will transition to organic. Lastly, we love to experiment with new varieties. Every year, we will have something different and fun to grow. Look for artichokes this year—they are delicious.

**AP: Any advice for folks looking to start farming?**

RTK: There is a lot of enjoyment from growing and harvesting the fruits of your labor. Farming can be challenging but rewarding. Be flexible, yet scheduled. Stay on your schedule, but have a plan to adjust when Mother Nature strikes. Be proactive but quick to react. Take precautions to prevent issues from happening, but be ready to react when necessary to tackle the issue. Understand your costs so that you can make better decisions about what you grow and offer. Be ready to work very hard, long hours when necessary. You are in control, until Mother Nature says you are not, so plan accordingly and prepare properly. Find something you are passionate about and focus to achieve it.

**AP: Advice for folks looking to start gardening?**

RTK: Sorry to debunk a well-known phrase, but the adage that the color of your thumb determines your gardening success is not true. Gardening can be very satisfying and therapeutic, but can also be challenging. Organic gardening is about creating a life cycle between the soil, living organisms, and the plants. Using compost on your garden will build up the life in your soil. The life in the soil will help produce and break down nutrients for the plants. The plant will eventually compost down to restart the process. Especially for beginning gardeners, start with a healthy, strong plant. Plants take up their nutrients through their root systems, so look for plants grown in nutrient dense growing/potting mix. Plants grown through foliar feeding, or with basic potting mixes, don't have the long-term nutrients available for continued growth. West Star Organics Potting/Growing Mix uses both fast-acting and slow-release/long term nutrients for sustainable, healthy growth. Watering is one of the most crucial elements of gardening and the truth is, most gardeners overwater. Plants in ground tend to need less watering because they draw moisture from the surrounding soil, whereas plants grown in containers will need more watering. Overwatering promotes disease issues and can flush essential nutrients away from the plants. Lastly, don't be afraid to ask questions. Our goal is to help you have a successful garden, so don't hesitate to send us a message at [info@weststarorganics.com](mailto:info@weststarorganics.com).



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Photo Credit: WCCN

Benjamin Herrera is a Nicaraguan coffee farmer. He credits **Working Capital for Community Needs (WCCN)**'s partner agency CECOCAFEN for the high revenue he receives from selling his coffee. The income allows him to be close to home supporting his family in Nicaragua instead of migrating to look for work.



Photo Credit: ACLU of Wisconsin

Every year, the **ACLU of Wisconsin Foundation** holds a Youth Justice Forum to teach high school students to exercise, protect, and celebrate their civil rights and liberties. Participants learn about social media, public art, civics, and government and discuss topics relevant to equity and their rights and responsibilities.

In addition to providing 213 families with vegetables, participants in **Community GroundWorks'** Beginning Farmer Training Program help grow their sense of community. In the words of one participant, "We work hard, but we have fun. We are proud of what we produce, but don't take ourselves too seriously... we care for one another. We look forward to coming to the farm to share the day."



Photo Credit: Community GroundWorks

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# Food Waste (And What You and Your Co-op Can Do About It)

by Ben Becker  
Newsletter Writer

amounts to approximately 1.4 billion tons. The food waste problem is especially glaring here in North America, particularly when assessed through the lens of economic impact. Consider that Canada loses over \$30 billion, or 2% of their total Gross Domestic product, as a result of food waste every year. This number doesn't even account for possible costs associated with food waste's impact on energy, water, labor, capital or infrastructure, which could potentially triple the bottom line. Canada's loss seems modest when compared to the United States, however. America's capacity for production and inefficiency totals out at \$161 billion in uneaten food every year, representing between 30 and 40 percent of the edible

food that our country produces. This waste is also the biggest contributor to the American landfills by volume, as 21 percent of our waste stream is comprised of uneaten food. The 60 million tons that Americans don't eat requires nearly 220 billion dollars to grow, process and transport. While this is surely an impressive demonstration of inefficiency in our national model of production and consumption, what it means from a more personal perspective is that on average, each individual wastes 400 pounds of food each year.

The high price of wasted food to our nation is not just economic in nature, but also carries an environmental cost. Twenty percent of the U.S.'s water supply goes into growing wasted food. The uneaten food also requires vast stretches of land that could be otherwise utilized. In addition, food waste is a major contributor to climate change, creating 7% of the world's greenhouse gas emissions. This is even more frustrating when factoring in the social circumstances of food insecurity. In a nation where as much as 40 percent of our food will never be eaten, one in seven Americans faces uncertainty about getting enough to eat.

## STRATEGIES FOR PREVENTION

With the colossal scale of food waste in the U.S., it can be easy to forget that this is a global problem

and that the stakes truly impact every person on the planet. However, despite the daunting nature of the problem, there is much to be done to alleviate waste at the local and even at the individual level. According to the Environmental Protection Agency (EPA), "Everyone creates wasted food, but it is just as simple not to create it."

## SOURCE REDUCTION

The EPA arranges the opportunities for reducing food waste into a hierarchy based on the potential to mitigate waste at each stage of your carrot or strawberry's journey from the farm to the landfill. At the top of the hierarchy is "source reduction," or reducing the volume of surplus food generated. Source reduction is the best opportunity to reduce waste the most, as simply growing less food will minimize opportunities for waste further along our food's path. With less food grown, there will be that many fewer inefficiencies in other resources, such as fuel or labor invested into transporting or processing products that will never be eaten. It is at this stage, prior to food ever reaching the stores, when up to twice of the greenhouse gas emissions per ton resulting from wasted food could be curbed. This is due to the amount of surplus produce from farms or packing houses that will be passed over, discarded, or plowed back into the fields for failing to meet standards of "quality" for retail sales. These quality standards are not necessarily an indicator of nutritional content, flavor, or even of how edible they may be. Rather, produce may be rejected because it is not the appropriate size or shape. Such cosmetic deficiencies can make fruits or vegetables less attractive to customers, or may be awkward for storing in their containers during transport or in merchandising displays.

## FEED HUNGRY PEOPLE

The second tier in the hierarchy is to "Feed Hungry People." Establishments such as buffets and grocery stores often display more food than they expect to sell, a strategy that keeps their offerings looking full and appealing to consumers, but ultimately resulting in disposing of these surpluses. Fresh and prepared foods that go unconsumed can still be of use, either through donation to food pantries, shelters, or other services dedicated to feeding the hungry. Fresh produce may also be diverted at this stage to a grocer's prepared foods facilities to become juices, soups, or other dishes. Food that is beyond its fitness for human consumption may also be diverted to other tiers in the hierarchy, as food scraps may be collected for animal feed.

Other diversion techniques may include processing food scraps for industrial uses such as rendering and converting to fuel, or it may be composted to create a nutrient-rich humus to be used in agriculture or gardening. All of these strategies are preferable to the bottom of the hierarchy, as each stage sees a diminishing potential for recovering resources.

## LAST RESORT

This last resort is food waste disposal through a landfill or incineration. While these last resorts are far from ideal, incineration provides advantages over dumping food waste straight into the landfill, as it can reduce the amount of space taken up by the refuse. In addition, incineration can mitigate the climate impact, as combustion will release carbon dioxide rather than the far more dangerous methane gas that decomposition produces.

## UGLY PRODUCE

As noted above, the best opportunity for preventing food waste is at the source. When it comes to fruit and vegetables, much of the waste is due to superficial standards that we place on our produce. "No one is taking this produce home to paint a still life of it," says Patrick Schroeder, Willy Street Co-op's Prepared Foods Category Manager, in reference to the tendency of customers to seek out only the most visually appealing product. "The reason why there is even a classification between these types of produce is because people have proven that they will purchase one over another with their buying habits." This shallow approach to consumption has contributed to a culture in which nutrition and efficiency comes in second to beauty. Fortunately, over the past few years, grocery retailers across the world have begun to challenge customer perceptions about what makes a piece of produce truly beautiful.

A few years ago, grocery stores in Europe began to address the fact that the farmers were chucking perfectly viable products just because they were ugly. In 2014, the European declared it to be the "Year Against Food Waste" and retailers like France's Intermarché quickly answered the call, selling their farmers' more unsightly fruits and vegetables and promoting campaigns to re-educate their customers on the validity of blemished or bumpy products. Other European grocers and supermarkets soon followed suit, displaying ugly produce in displays next to their traditional offerings so that consumers might observe how they compared. Retailers also served prepared products made from these seemingly unsightly produce items in the form of soups or juices to

Somewhere deep within the back recesses or perhaps the chiller drawers of your refrigerator lurks something nefarious. It seems innocuous enough; you simply forgot that leftover meatloaf sandwich you planned to eat for lunch. Perhaps you bought a bag of carrots for that stew you never got around to making. Maybe that half-empty bottle of milk reached past its recommended date of use the day before yesterday. As you sort through your fridge, you casually discard of the uneaten containers of takeout food and moldy cheese. As you wheel your trash can to the curb, you probably don't give a second thought to the lost snacks inside, the breakfasts that never were, or potential meals that never were. Though you see no harm in chucking a few mealy apples, their destiny is a bit more menacing than just a rotten odor. The food you throw into the landfill will release greenhouse gas emissions, adding to the threat of climate change; it will also divert nourishment from society and from soil. And, it has a greater impact on your wallet than you may realize.

## FOOD WASTE AND STATISTICS

The issue of food waste is a major problem for the world-at-large. Approximately one-third of the food produced across the globe is lost or wasted every year. That one-third

show them to be equal in flavor and freshness. It wasn't long before this flirtation with secondary grade (but not of second rate) produce made its way to North America.

### WILLY STREET CO-OP FOOD WASTE REDUCTION EFFORTS

Over the last two years, Willy Street Co-op has worked to reduce food waste through cooperation with local farmers. We have requested that our partners, including Wisconsin Growers and New Traditions, supply distressed or Grade B produce for use in our recipes at our Production Kitchens and Deli facilities. Delicious but cosmetically inferior items we have used include potatoes, bell peppers, zucchini and sweet potatoes. According to Patrick Schroeder, "Perhaps the core reason to have a prepared foods department at a natural grocery store could be to bring food to market that might not otherwise have gotten to market." The ability to source produce provides a great opportunity for Willy Street Co-op, as it allows us to pass savings and quality onto the customer. Utilizing crops that might otherwise have gone to waste in our operations means that the Co-op can meet the challenge of offering dishes made from organic and local produce while also staying competitive on cost. It also means greater security and opportunity for local farmers. When farmers have crops of veggies or fruits that don't meet the typical retail size or shape, they can know that Willy Street Co-op has a demand for crops they might not have sold otherwise. When our Door

County fruit vendors suffered a poor strawberry season, they knew that they would be dependent on peach sales even though many might prove unsightly to customers. What might have proved an unfortunate situation for a local fruit vendor instead resulted in peach pies baked in the Willy Street Co-op Kitchen. Roughly 800 pounds of fruit was purchased and turned into delicious filling.

### CONCLUSION

While Willy Street Co-op continues to lead the charge against food waste in the local food system by championing greater infrastructure and processing, and more efficient sourcing, the problems of food waste remain a stark challenge requiring cooperation between consumers, growers, governments and businesses to shift a culture and a food system to greater efficiency. Doing so will require that organizations work to financially incentivize donations of uneaten food from businesses as well as provide standardized information and regulations to that end. This would include educating businesses on the liability protections and food handling practices that are involved in donating their surpluses. It also implies a need for greater logistics and infrastructure for the transport, processing, and distribution of this excess food.

There are also simple methods of storage, marketing and education that can have a big impact. A prime example is date labeling. Distinguishing between "Sell By" dates, "Use By" dates and "Best By" dates can have an impact on food donations and consumption by custom-

ers, and rectifying this confusion could reduce food waste by as much as 20 percent. Despite common misconceptions, these dates are not interchangeable. Sell By dates only govern when a retailer must cease to offer a product to customers for purchase, while Use By and Best By are recommendations for enjoying the product at its highest quality, although that product may be safe or edible for days after.






Carefully discerning how and when to use product to its maximum efficiency is only one method by which consumers can help to reduce food waste. Seeking out methods for putting scrap material to use either through a backyard compost pile or distributing to farmers as animal feed can also divert this waste from the landfill. Consumers may also prevent waste by carefully planning their purchases and preparation to avoid excess and uneaten leftovers. These practices prove fruitful to our environment and food supply, but they will to our wallets as well. Probably the most effective way for customers to impact a system of waste for the better is to make their voice heard through their purchasing power. Requesting products that do not meet superficial standards of quality in produce will help to dismantle the grading system that rejects viable quality fruits and vegetables. Buying these distressed or ugly products along with other mindful approaches to our consumption habits will reform our global food system into one of ideal distribution and maximum efficiency without fear or waste, hunger or environmental threat.

### WHAT CAN YOU DO TO HELP REDUCE FOOD WASTE? HERE ARE SOME TIPS:

- Donate unopened food you can't or won't use. Each Co-op store has food donation shelves near the exit. Share with or give perishable foods to a family member or friend. Someone else will certainly eat that head of cabbage or apple pie!
- Freeze or preserve produce that you can't use before it spoils.
- That half a zucchini or ten olives can be used on a pizza, in a soup, in pasta or some other dish.
- Compost.
- Buy prepared foods made by a company that utilizes ugly produce or buy ugly produce yourself.
- Food is often safe to eat and still high quality beyond its "best by" or "use by" date. Use a resource like eatbydate.com to determine how long a certain food lasts before spoiling. Typically one-third of a product's shelf-life remains after the sell-by date for the consumer to use at home.
- Buy fruit and vegetables that don't meet the usual cosmetic standards. Request produce with odd shapes. The taste and nutritional value is just as good.
- Ask your favorite restaurant or café to use ugly produce in their soups, juices and other dishes. You will enjoy the same great flavors while curbing unsustainable agricultural habits and helping to bring down prices.

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## RECIPES AND DRINK RECOMMENDATIONS

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### Slow-Cooked Rib Eye with Green Garlic-Parsley Butter

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

A compound butter with green garlic, parsley and shallots accompanies this tender rib eye.

- 2 c. chopped green garlic (both white and green parts)
- 1 lb. unsalted butter, at room temperature
- 1 c. chopped flat-leaf parsley
- 1 c. minced shallots
- zest of 1/2 lemon
- 1/4 c. lemon juice
- 2 Tbs. Worcestershire sauce
- 1 Tbs. kosher salt plus 1 teaspoon
- 2 tsp. black pepper
- 2 tsp. anchovy paste
- 1 center-cut, bone-in rib eye roast (about 7 1/2 pounds), fat left on
- canola oil
- 15 sprigs of fresh thyme
- 15 sprigs of fresh rosemary
- 1 bulb of garlic, sliced in half widthwise

**Directions:** Prepare a large bowl of ice water (about half ice), and bring a large pot of salted water to a boil. Place the green garlic in a fine mesh strainer, and submerge the strainer in the pot of boiling water for just 7 seconds. Transfer the strainer (with the green garlic in it) to the ice water bath until completely chilled. Drain excess water and spread the green garlic on a clean kitchen towel and pat it dry.

Place the green garlic in a blender and blend on high for 3-5 minutes, until smooth, adding up to a tablespoon of water if needed to keep the blades moving. Transfer to a large mixing bowl. Add the butter, parsley, shallots, lemon zest, lemon juice, Worcestershire sauce, the kosher salt, black pepper, and anchovy paste. Use a rubber spatula to incorporate all the ingredients, blending well until thoroughly combined (this will take a couple minutes - you can also use a stand mixer fitted with a paddle attachment).

Divide the butter into two portions, and place each one on a sheet of parchment or wax paper. Roll the bottom half of the paper over the butter with one hand, hold the bottom layer in place and with the other hand pull the covered butter toward you. Wrap your fingers tightly around the butter to roll it up. Twist the ends of paper to seal, and chill in the fridge until hard, about 2 hours. Remove one of the rolls from the fridge about 25 minutes before serving (see note).

Preheat oven to 250°F. Set a rack in a roasting pan.

Sprinkle the rib eye with a generous amount of salt and pepper. Heat a cast-iron skillet over high heat. Pour in about 1/4 inch of canola oil. When hot, place the beef fat-side-down in the oil. Sear until golden brown, 3-5 minutes. Sear the same way on all sides, then remove from heat.

Arrange the thyme and rosemary sprigs across the rack in the roasting pan. Set the two garlic halves on top. Place the rib eye on top of the garlic and herbs with the fat side facing up. Roast for 2 hours 45 minutes, until an instant read thermometer inserted into it reads 125°F. Let rest in the roasting pan for about 25 minutes before transferring to a cutting board to carve. While the beef is resting, baste several times with pan juices.

Carve the rib eye into 6 slices, and serve each slice with a 1/2-inch disk of green garlic-parsley butter. Serves 6.

Note: You will not need all the compound butter for the rib eye. Wrap unused butter tightly and freeze for up to a month.

**Star Recommends: Padrillos Malbec:** *"The 2014 Padrillos Malbec is sourced from the Uco Valley, cold-fermented in stainless steel with 20% inner staves. The wine is clean and straightforward with aromas of cherries and violets plus a faint hint of spices. The palate is fresh, medium-bodied, easy to drink. 300,000 bottles produced."*  
-Wine Advocate

please drink responsibly.



### Green Garlic Vichyssoise

*Adapted from [www.blue-kitchen.com](http://www.blue-kitchen.com).*

Young green garlic has a more delicate taste than the mature variety. Its mild flavor is highlighted in this chilled, fresh soup.

- 1 1/2 Tbs. unsalted butter
- 1 c. chopped green garlic, white and pale green parts (6-8 stalks)
- 1 c. sliced leeks, white and pale green parts (about 1 leek)
- 2 c. peeled, diced potatoes
- 1 1/2 c. vegetable broth
- water
- 3/4 c. half-and-half
- salt
- chopped parsley

**Directions:** In a large stock pot, melt the butter over medium heat. Stir in the green garlic and leek, and cook for 3-4 minutes, stirring frequently, until beginning to soften. Stir in the potatoes, and cook for 1 minute. Pour in the broth, and just enough water to cover the vegetables. Raise heat to medium-high, and bring to a boil. Reduce heat to low, then simmer uncovered, stirring occasionally, until the potatoes are tender. Allow to cool, then refrigerate to chill completely.

Use an immersion blender to puree the soup (or work in batches with a regular blender) until smooth. Transfer to a large bowl, and add the half and half. Add salt to taste, and serve in bowls topped with chopped parsley. Serves 4.

**Star Recommends: Schloss Saarstein Pinot Blanc:** *Savory smoke and mineral tones persist throughout this light-bodied Pinot Blanc, lending a shadowy cast to its fresh lemon and lime flavors. It's refreshing, with a brisk, revitalizing finish.* -Wine Enthusiast

### Roasted Sardines with Green Garlic Gremolata

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

If you've only tried sardines from a can, these'll pleasantly surprise you. Roasted until crispy, and topped with a bright and punchy gremolata, these sardines make a great appetizer for a small group, or a dinner for two.

- 1 1/2 lbs. fresh sardines
- 3 Tbs. flat-leaf parsley, chopped
- 1 Tbs. minced green garlic bulbs
- 1 lemon, zested and juiced
- salt
- olive oil
- black pepper

**Directions:** Preheat oven to 400°F. Lightly grease a rimmed baking sheet and set aside.

Use a sharp knife to remove the head, fin and gills of the sardines. Slice open each sardine's underside from the top to the tail end. Gently press each fish onto a cutting board, so that the two fillets are splayed out on either side, with the skin-side up. Firmly press down on the backbone until you feel the spine coming away, then flip it over and pull out the spine. Rinse under cool running water, then pat dry.

In a small bowl, mix together the parsley, minced green garlic, and the lemon zest and juice. Season with salt to taste, and set aside.

Brush both sides of the sardines with olive oil, and sprinkle with salt and pepper. Arrange on the prepared baking sheet and roast for 5 minutes, or until cooked through.

Serve hot, topped with the gremolata. Serves 4 as an appetizer, 2 as an entrée.

**Star Recommends: Moris Morellino di Scasano:** *"Deep ruby-red. Begins with slightly reduced aromas of dark plum, violet and licorice, along with intense notes of underbrush and cloves, but brightens with aeration. Densely packed but youthfully imploded, with a saline quality to the very expressive dark fruit flavors. Finishes pure, clean and long, with no shortage of energy and plenty of early-drinking appeal. No oak."* -Vinous

## Tofu with Green Garlic, Shallots and Soy Sauce

*Adapted from www.food52.com.*

With a simple pot of steamed rice, this tofu dish makes a perfect week-night dinner. The tofu is pan-fried, then tossed in a sauce fragrant with ginger, shallots, chiles and lots of green garlic.

1/2 c. grapeseed oil (or canola)  
3/4 lb. firm tofu, patted dry, cut into 1-inch cubes, patted dry again  
2 Tbs. cornstarch  
salt  
5 Tbs. unsalted butter  
1 4-inch knob ginger, peeled, finely chopped  
2 Serrano chiles, stemmed, seeded, minced  
3 bunches green garlic, trimmed, sliced into 2-inch pieces (about 12 stalks)  
5 shallots, thinly sliced  
1/4 c. soy sauce  
1 Tbs. brown rice vinegar  
1 Tbs. sugar  
black pepper, to taste  
steamed rice, for serving

**Directions:** In a large bowl, toss the tofu with the cornstarch and a large pinch of salt.

Line a plate with a few layers of paper towels. In a large, well-seasoned wok or cast iron skillet, heat the oil over medium-high heat. Fry the tofu in oil until golden brown all over, about 3 minutes on each side. (Do this in batches to avoid crowding the pan if needed.) Drain the tofu on the paper towel-lined plate, and set aside. Discard all but 1 tablespoon of oil from the skillet. Return pan to medium heat, and add the butter. When melted, stir in the ginger, chiles, green garlic, shallots and a pinch of salt. Cook, stirring, until tender, about 10 minutes. Stir in the soy sauce, brown rice vinegar, sugar and black pepper. Return the tofu to the pan. Cook, stirring, until heated through, 2-4 minutes. Toss to coat in the sauce. Serve hot, over steamed rice. Serves 2.

**Star Recommends: Commanderie de la Bargemone Rosé: Offers classic aromas of wild strawberries and red currants, with a light, floral character and a crisp, bone-dry palate.**

## Pork, Asparagus and Sugar Snap Pea Stir-fry

*Adapted from www.thekitchn.com.*

Pork tenderloin and spring vegetables are glazed in a rich, garlicky sauce in this quick meal (after you've chopped all your vegetables, this only takes about 20 minutes!)

1 c. white rice, uncooked  
1/4 c. soy sauce (or tamari)  
2 Tbs. sherry  
2 Tbs. brown sugar  
1 Tbs. rice vinegar  
1 tsp. sesame oil  
1 tsp. cornstarch  
16 oz. pork tenderloin, sliced into 1/2-inch-thick medallions, each medallion sliced into 2-3 strips (see note)  
salt  
pepper  
2 tsp. canola oil, divided  
2 shallots, thinly sliced  
1 lb. asparagus, trimmed, sliced into 1-inch pieces  
1 1/2 c. sugar snap peas, trimmed  
2 cloves garlic, minced  
1-inch piece of ginger, peeled and minced  
1 1/2 tsp. crushed red pepper flakes

**Directions:** Combine the rice, 2 cups of water, and a pinch of salt in a medium saucepan. Bring to a boil, then stir, reduce heat to very low, and cover. Cook for 20 minutes, until the rice is tender and the water is absorbed. Set aside, covered.

In a small bowl, whisk together the soy sauce, sherry, brown sugar, rice vinegar, sesame oil, and cornstarch. Set aside.

Season the pork tenderloin generously with salt and pepper. Heat half of the canola oil in a large sauté pan over high heat. Add the pork and cook, turning occasionally, for 5-7 minutes, until the edges begin to brown and the pork is just cooked through. Transfer to a plate and set aside.

Add the last teaspoon of canola oil to the pan, and sauté the shallots until soft, 2-3 minutes. Add the asparagus and cook for 1 minute. Stir in the snap peas. Add 2 tablespoons of water, and scrape up any browned bits from the bottom of the pan. Add up to 2 more tablespoons of water if there are still a lot of browned bits. Sauté the vegetables until the asparagus and sugar snap peas are crisp-tender and bright green. Add the garlic, ginger, and crushed red pepper flakes, and sauté for another 30 seconds. Add the reserved soy sauce mixture, and fold in the cooked pork. Toss to coat in the

sauce, and cook, stirring, until the vegetables are glazed and the sauce has thickened, just a minute or two longer. Serve hot, with the rice. Serves 4.

**Note:** Place the tenderloin in the freezer before slicing for 20 minutes.

**Star Recommends: Emilio Moro Finca Resalso: Intense cherry color with purple hints due to it being a young wine. On the nose it is intense and fragrant, with primary aromas of blueberries, licorice and black fruits. On the mouth it is round, expressive, intense and easy to drink.**

## Asparagus, Mushroom, and Cheddar Tart

*Adapted from www.themessybaker.com.*

Store-bought puff pastry forms a buttery and delicious, but super simple, base for this savory tart. Be sure that the pastry is completely thawed before starting the recipe.

1 sheet puff pastry, thawed  
flour, for dusting  
1/4 lb. crimini mushrooms, trimmed, sliced  
2 scallions, trimmed, sliced  
1 Tbs. olive oil  
15 asparagus spears, large, trimmed  
3 oz. aged cheddar, grated  
2 sprigs fresh thyme  
black pepper

**Directions:** Preheat oven to 425°F. Line a rimmed baking sheet with parchment.

Gently unroll or unfold the puff pastry, and lightly dust with flour. Very lightly roll across the seams to create an even surface, and gently roll out to about 10 x 12 inches. Use a sharp knife to score a line an inch in from the edges. Prick the pastry with a fork all over inside this border. Transfer to the prepared baking sheet, and bake for 8-10 minutes, until the edge starts to puff up and the pastry is beginning to turn golden.

In a large skillet over medium-high heat, sauté the scallions and mushrooms in the olive oil until tender. Transfer to a dish. Sauté the asparagus in the skillet over medium-high heat, until bright green, but not totally tender. Remove from heat and set aside.

Remove the pastry from the oven and sprinkle with the mushrooms and scallions, staying inside the border. Top with half of the cheese. Sprinkle with the thyme leaves, then arrange the asparagus on top. Sprinkle with the remaining cheese and some black pepper. Lower the oven temperature to 375°F. Return the pan to the oven, and bake an additional 10-15 minutes, until the pastry is deep golden-brown, and the cheese is melted and bubbly. Serve immediately, while hot. 2 servings

**Star Recommends: Angeline Pinot Noir Reserve: This dense, sophisticated Pinot Noir boastfully over-delivers aromas of fresh strawberries, wild raspberries, and spicy cherry cola. The smooth, resolved palate has a clean, well-balanced acidity that ties up neatly with an understated creamy, caramel finish.**

## Creamy Lemon Asparagus Pasta

*Adapted from www.minimalistbaker.com.*

This pasta dish is tossed with tender roasted asparagus and a creamy, lemon-and-garlic-infused sauce that's also dairy-free.

1 bunch asparagus, trimmed  
3 1/2 Tbs. olive oil, divided  
salt  
black pepper  
2 lemons, sliced  
2 Tbs. minced garlic  
10 oz. bowtie pasta (uncooked)  
2 1/2 c. unsweetened almond milk  
3-4 Tbs. all-purpose flour  
2 Tbs. nutritional yeast (optional)  
2 Tbs. lemon juice

**Directions:** Preheat oven to 400°F. Place the asparagus on a rimmed baking sheet and drizzle with 1/2 tablespoon of the olive oil and a pinch of salt and pepper. Layer the sliced lemon over the asparagus. Roast for 20-25 minutes, until the asparagus is tender. Transfer the asparagus to a cutting board and chop into thirds.

Bring a large pot of salted water to a boil. Cook the pasta according to package directions, until al dente. Drain, and set aside.

Heat a large, deep skillet over medium heat. Add the remaining 3 tablespoons of olive oil and sauté the garlic for 1-2 minutes, just until it begins to turn golden. Whisk in 3 tablespoons of flour, and cook, whisking, for 30 seconds. While whisking, pour in the almond milk, 1/2 cup at a time. Stir

in some salt and pepper. Lower the heat to medium-low, and continue cooking, whisking frequently, until the mixture thickens. Whisk in the nutritional yeast, if using. If the sauce seems too liquid-y, whisk in an additional tablespoon of flour. (For an extra creamy sauce, use an immersion blender to blend it at the end.) Stir in the lemon juice. Taste, and add more salt and pepper if needed.

Transfer the cooked pasta and asparagus into the sauce. Toss well to coat. Serve hot. Serves 4.

**Star Recommends: Bucci Verdicchio: 100% Verdicchio varietal; amply layered bouquet, reminiscent of vanilla, butterscotch, almonds and nuts. Mimosa and ripe Golden Delicious apples continue on the palate.**

## Almond Cake with Strawberry Rhubarb Compote

*Adapted from www.smittenkitchen.com.*

Spring has arrived, and with it rhubarb and strawberries! A simple, tart compote beautifully complements this almond cake.

- 1 lb. strawberries, rinsed, hulled
- 1 lb. rhubarb, trimmed, tough strings removed
- 1 tsp. lemon zest
- 1 Tbs. lemon juice
- 1 c. granulated sugar, divided
- 7 oz. almond paste
- 4 oz. unsalted butter, diced and chilled
- 2 Tbs. honey
- 3 large eggs
- 2 Tbs. amaretto
- 1/3 c. all-purpose flour, sifted
- salt
- 1/3 c. sliced almonds, toasted
- confectioners' sugar
- 3/4 c. crème fraîche, whipped to soft peaks (or whipping cream)

**Directions:** Select about a quarter of the smallest strawberries and slice into quarters. Set them aside.

Cut the remaining strawberries in halves or quarters so that they are mostly uniform in size. Place in a medium saucepan. Chop the rhubarb into 3/4-inch pieces, and add to the pot of strawberries. Add the lemon zest and juice, and 3/4 cup of the sugar. Stir to combine, then heat over medium-high heat. Cook, stirring often, until the sugar dissolves. Let it

come to a boil and cook at a low boil, stirring frequently, until the liquid reduces. Lower the heat and simmer for an additional 2 minutes, until the rhubarb is very tender. Remove from heat, and fold in the reserved strawberries. Let cool to room temperature, then transfer to a covered container and chill.

Preheat oven to 350°F. Butter and flour an 8-inch round cake pan. Line with a round of parchment.

If using a stand mixer, attach the paddle attachment, and place the almond paste and remaining 1/4 cup of sugar in the bowl. (If using a handheld mixer, place them in a large mixing bowl.) Cream the almond paste and sugar together in low speed until the almond paste breaks up, then increase the speed to medium for 2 more minutes. Add the butter and mix for an additional 4-5 minutes, until the mixture is very airy and light in color. Add the honey, and beat in one egg at a time. Add the amaretto, sifted flour, and a pinch of salt. Mix until just combined. Scrape the batter into the prepared pan and smooth the top.

Bake 25 minutes, until golden, and it bounces back when you press it. Place on a wire rack to cool in the pan. When cool, flip the cake out on the rack and remove the parchment. Flip it over once more so that the top of the cake is facing up again. Brush with amaretto, then sprinkle with the toasted almonds. Dust with confectioners' sugar. Serve with the crème fraîche and strawberry-rhubarb compote. Makes 1 8-inch round cake.

**Star Recommends: Martini and Rossi Asti: Martini is one of the largest and best producers of Asti; sweet, delicate flavors of melon, peach, apple and grapefruit; perfect with this cake.**

## Double Ginger Rhubarb Crumble

*Adapted from www.poppytalk.com.*

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

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

**Directions:** Preheat oven to 350°F.

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

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

Serve warm or at room temperature. Makes 8-10 servings.

**Star Recommends: Tariquet Premieres Grives: Light gold. Ripe nose suggestive of baked grapes and notes of beeswax. A very soft wine with the same delicious aromas on the palate.**

## Rhubarb Compote

*Served slightly warm over vanilla ice cream, this makes an incredible dessert.*

- 1 1/2 lb. rhubarb, chopped, about 6 cups
- 1/2 c. white wine
- 2 Tbs. orange zest
- 1 1/8 c. cane sugar

**Directions:** Combine all ingredients in a heavy saucepan. Simmer over medium heat for 15 minutes, stirring occasionally. Serve warm or cold. Makes 3 cups.

**Star Recommends: Champalou Vouvray: "This wine offers a fresh, almond and white flower-laced nose and a lively, earthy, and chalk-packed flavor profile. This refreshing sparkling wine is sure to bring a smile to readers' faces on hot summer afternoons."**

**—Robert Parker**

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# Staff Picks



## ASTORIA

### RJ's Soft-eating Licorice Mango

Tastes like caramelized mango. The best thing you could buy in fruity chewy candy.



### Just Pik't Orange Juice

The most orange-bursting-flavored OJ I have ever found next to juicing myself.



## JUNIPER

### Follow Your Heart® Vegenaïse®

Light and creamy—easily “dressed up” to make the perfect spread. Add lemon and mint for fennel and celeriac slaw. Add Sriracha for a spicy wrap. Or chives, thyme and black pepper (as a replacement for sour cream).



## SHANNON

### Fentiman's Rose Lemonade

It's the best kind of lemonade I have ever tasted! Incredible! Wow!



## BRIAN

### Paqui Tortilla Chips Nacho Cheese Especial

Gluten Free and non-GMO. Great chips to snack on plain or eat with salsa or sour cream dip. One bag is never enough! They taste amazing.



## AMANDA

### Annie's Homegrown Organic Dijon Mustard

This mustard is versatile: Alone on a brat or burger. Great whisked with honey and olive oil for a dressing. Try it on a cracker with some Braunschweiger.



## JOE

### Siete Family Foods Cassava & Coconut Tortillas

Grain-free tortillas!



## KATHERINE

### Houseplants

I am always so impressed with the variety and quality of houseplants that we sell at the Co-op. Almost every plant in my house has been purchased here and with no regrets! These contribute to the general loveliness of my apartment and also help to increase the air quality.



## ERIC

### Yuppie Hill Poultry Eggs

They're from Burlington, WI!



## JACK

### Bell Wine Cellars Big Guy Red Wine

It's red wine with a drawing of my dog on the label and, just like my dog, it's so lovable you want to kiss it. (Available at North.)



## JULIA

### RXBAR

I am so happy we started carrying these bars; they are super-tasty and such a clean, easy snack! All the flavors are great, but the chocolate coconut might be my favorite.



## PYGN

### Alter Eco Dark Salted Burnt Caramel Organic Chocolate

I picked this bar out assuming I wouldn't love it. I typically prefer a smooth creamy milk chocolate bar, but this stuff is good. It has a luscious texture with little crunchy bursts of salted caramel mixed in. The burnt buttery goodness is comforting. Organic, fair trade Swiss chocolate. It's got it all going on.



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**ANYA**

**Berries**

Strawberries, blackberries, raspberries—nothing says yumminess like a bowl of mixed berries with a splash of cream. Oh my gosh—heaven in every spoonful.



**ANGELA**

**Baraka French Atlantic Grey Sea Salt**

Best neti pot salt I have ever tried! I have used other ones and could never get the sting away, no matter how much salt or baking soda was in it. This one feels great, dissolves well, and tastes great.



**RITA**

**Willy Street Co-op Tropical Crimson Iced Tea**  
Obsessed.



**ANNA**

**Evanhealy Green Tea Clay Mask**

A bunch of people recommended this product to me but I never took them seriously. Boy, was I wrong. This mask clears up my blemishes and makes my skin look better than it has in years. You can actually feel it drawing out the toxins from your skin as it dries. This product is a must-try for face mask fanatics like myself!



**ANGELICA**

**Manitoba Harvest Organic Hemp Pro Fiber**

I like that this product has so many nutrients, such as Omega-3s, fiber, and protein, and that it is so easy to add to a smoothie. I like that it is organic and that it is from the hemp plant and not a cow. I even like that it is greenish, though this took some getting used to. It just feels so much more nutritious because of its plant-based color. I feel like I am taking good care of myself when I use this product.



**SARA**

**Andalou 1000 Roses® Shampoo and Conditioner**

I admit, I was a bit skeptical about this product because I'm very loyal to my favored brands. I tried this shampoo and conditioner on a whim and was pleasantly surprised. Not only is it great for color-treated and non-color-treated hair, but it also suds up well and rinses clean without making your hair feel dry and crunchy. And it smells SO GOOD!! Think of the subtle smell of roses after it rains, and you'll have what this shampoo and conditioner smell like. Simply delightful. Needless to say, I've switched my loyalty to this fabulous line for my hair care.



**AMY**

**Weleda Salt Toothpaste**

It's the ONLY toothpaste where my teeth feel truly clean. The salt and mint also pack a wallop of mouth-zing. Hear me now, and believe me later: This is IT!



**ALI**

**Barlean's Omega Swirl Ultra High Potency Fish Oil—Key Lime**

This product is so beneficial to health and it tastes SO GOOD! I look forward to taking my dose of it every morning! It's hard to believe something that tastes like candy can actually reduce your level of blood fat.



**DUSTIN**

**Black Garlic**

It's really good on its own, on a pizza, or on a sandwich!

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**ANNA**

**Field Day Organic Roasted Garlic Pasta Sauce**

I use this product for all my tomato-y sauce needs. It has great flavor that melds well with any Italian dish (meatball subs being my favorite). Major bonus—it's very affordable!



**AMY**

**Kalona SuperNatural Organic Whole Chocolate Milk**

Best Chocolate Milk I have EVER tasted! So rich. So creamy. Perfect Treat!



**Sartori Dolcina Gorgonzola**

I use primarily on steaks and salads. Best Topper Ever!



**Madison Sourdough Peach Danish**

Are you looking to treat yourself with a tasty morning treat? This is the best. (Blueberry and Raspberry are a close second.)

**Willy Street Co-op Sweet Greens Fresh Juice**

My favorite way to "eat" my vegetables. And it helps my tummy feel better when it is upset. Available at East and West.

**Willy Street Co-op Italian Marinated Chicken Breast**

All of the marinated chicken breasts taste amazing when you grill them, and the Italian is my favorite. Ready to grill!



**JESSE**

**Annie's Homegrown Spirals with Butter & Parmesan**

While all the Annie's Mac 'n' Cheese products are pretty good, this one is a stand-out. Perfect as a complementary side dish to a meal, but also works as the ideal midnight snack when you've got the mega-munchies.



**LEAH**

**Simply Gum Ginger**

This gum is, well, just that—simply gum! The natural ingredients make for a better gum! The ginger flavor is perfect for soothing an upset tummy or giving you a zingy burst to bring your



mouth back to life. Complete with papers for when you are done (trust me, this stuff gets kind of sticky!!); the attention to detail this company has gone to with their gum is phenomenal!

**Mineral Fusion Sheer Moisture Lip Tint**

This product leaves a light tint to your lips while providing moisture and protection! The colors range from subtle tones to my personal favorite, Smolder, which is a brighter, bolder hue.



**BRANDY**

**Ramps, Asparagus, Overwintered Spinach, Morel Mushrooms**

May brings a special treat of the first locally harvested vegetables! If the timing is just right on the harvests, you can make the most simple and delicious stir fry. I absolutely love the combination of ramps (wild-crafted onions, which have a garlic and onion flavor), morel mushrooms (also wild-crafted), asparagus and overwintered spinach.

This dream-team of veggies is delicious over rice, with pasta, or even mixed into scrambled eggs.

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