

willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 45 • ISSUE 10 • OCTOBER 2018



2018 Customer Survey Results



SPECIAL STORE HOURS
WILLY WEST WILL BE CLOSED:
MONDAY, OCTOBER 1 AND TUESDAY, OCTOBER 2

IN THIS ISSUE: Alien Fruits; Kickapoo Coffee;
Owner Appreciation Week Info;
Willy West Expansion; and More!

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SPECIAL STORE HOURS
WILLY WEST WILL BE CLOSED:
MONDAY, OCTOBER 1
AND TUESDAY, OCTOBER 2

willy street co-op READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

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

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EDITOR: l.wermcrantz@willystreet.coop

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

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

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

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

Deli: 7:30am to 9:00pm

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

WILLY STREET CO-OP MISSION STATEMENT

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

WILLY STREET CO-OP BOARD OF DIRECTORS

Jeannine Bindl, President

Meghan Gauger, Vice President

Patricia Butler

Brian Anderson

Stephanie Ricketts

Trevor Bynoe

Michael Chronister

Dan Ramos Haaz (Interim Board Member)

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

BOARD MEETING SCHEDULE

Tuesday, October 16

Tuesday, November 20

Tuesday, December 18

Tuesday, January 22

Tuesday, February 19

Tuesday, March 19

Tuesday, April 16

Tuesday, May 21

Tuesday, June 18

As always, Board meetings are held at the Central Office beginning at 6:30pm (unless otherwise noted).

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CUSTOMER COMMENTS

Write Us!

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

TEEN COOKING CLASSES

Q: *My son enjoyed your cooking classes for several years. He was always incredibly proud of what he made, was eager to use the recipes at home, and his food preferences became much more diverse. As a 13-year-old, they're almost no classes for him. Perhaps there's a general dip in interest, but I'd encourage you to reconsider. Middle school and high school kids make many more choices about food. Most kids feed themselves after school. Many make their own lunches. With busy schedules, many families alternate between frozen pizza, mac n cheese, and restaurants. I would love to see classes with a teen's only audience about great food on-the-go or after school and food for sleep-overs. My son asked for classes about the ultimate sandwich, meatballs and desserts. Exploring in community in a teen space is so much more fun than online research. Thank you for considering. :)*

A: I'm happy to hear that your son has enjoyed the cooking classes at Willy Street Co-op, and I'm glad to know there is interest out there for teen classes. Historically, we have not had success with classes for teens, but I am willing to try again and see how they go. I will talk to our instructor about the possibility of trying out a couple of classes, and I hope to have them on the calendar in the new year (our classes are currently scheduled through December). Best regards, Liz Hawley, Education and Outreach Coordinator

THANKS FOR SPONSORING

Q: *As a long-time Willy Street Coop owner, I was very appreciative that the Coop was a Diamond Sponsor of the 5K race. It was so impressive that the race ran so smoothly given all the rain and the necessary course changes days before the race. A community coming together!*

A: How nice to hear from you and receive your positive feedback concerning the race. Yes, the Middleton Good Neighbor Fest has been around a long time and is so important to the people in the community. I'm glad to hear that the race went off without a

hitch. Cheers, Katie O'Connell-Jones, Owner Resources Coordinator—West

FLOWER ARRANGEMENT RECOMMENDATIONS

Q: *do y'all do arranged flowers? if not, can you refer me to a talented and fair florist in madison? much gratitude*

A: Thank you so much for reaching out. We do not create arrangements, but here are some places I can recommend:

- Farm To Vase: Local and seasonal flowers
- Lewiston Perennial Farm: I know they do weddings, but they are one of the places we buy flowers from. They may be able to help you...
- Rose Cottage: Small local florist.
- Felly's Flowers: Local florist chain.

I hope one of these folks can help you. I am so sorry for your loss.

Let me know if I can help further; take care! -Angela Pohlman, General Merchandise Category Manager

GREAT MEAT AND FISH

Q: *The meat/fish dept is spectacular! Love the house made sausage and Dan Fox's pork...and everything. Best in Town!*

A: Thank you for your positive feedback about our Meat and Seafood departments at Willy North. We think so too! We are very proud of the Meat department. Thanks for your support of Willy North. -Lily Hoyer-Winfield, Assistant Store Manager—North

HOT BAR FOOD CHOICES

Q: *I am more than disappointed with your hot food bar choices. I am going to leave hungry. You need to focus on food allergies. Choices today:*

- Cuban Pork—gluten*
- BarbQ Chicken—pure meat*
- Chicken w/spicy sauce—too spicy*
- Veggie lasagna—gluten*
- Tofu and tamales—just moved over from your cold display—not anything different for dinner*
- Brown rice—thank you! Not a meal, tho*
- Coconut mashed potatoes—coconut allergy*
- Sweet potato quesadilla—gluten*
- Chicken Piccata—gluten*
- Creamed corn w/bacon—gross*
- Turkey tetrazzini—gluten*

Get rid of so much gluten! Feed people who have food allergies.

A: Thank you for your feedback on our hot bar menu and your awareness to customers who have food allergies. We try to have options for all our customers, but it is difficult to have options daily for all customers with specific allergies. Please reference our hot bar menu online for daily options. We may also have varieties of salad and sandwiches and sushi that may satisfy. Thanks again for your feedback. -Lily Hoyer-Winfield, Assistant Store Manager

THANKS, NANCY

Q: *Hello! Just want to put in a word of appreciation for Nancy in Health & Wellness! She saved 6 empty liquid soap gallon jugs for us to make bluebird houses (sparrows hate plastic). My next trip to the Co-op, I was pleasantly surprised she had remembered my request and set them aside for me. They were perfect for our project and I am very grateful for her kindness! Thank you.*

A: Thank you for your recent customer comment regarding Nancy, our Health & Wellness buyer saving gallon sized jugs for you to use in a project. We love her too! I'm so happy that you thought to ask about recycling the bulk gallon jugs for birdhouses. We have plenty of recyclables for use in any project so keep asking. Thanks for your kind words about Nancy, we are grateful to have her as a part of our team.

Thanks again for your feedback and support of Willy North. -Lily Hoyer-Winfield, Assistant Store Manager—North

STAFFING SUGGESTION

Q: *Have you considered hiring more produce staff at West on Weeks? Bins are consistently picked over/empty the last 3 Weeks.*

A: Thank you for your comment. It looks like the day on which you wrote this comment was the day of our year-end inventory. Each year when this happens, we do purposefully sell down items on the retail floor to make the

counting process go more efficiently for us. There are also other occasions when we sell down or run out of items for various reasons, that are both in and out of our control.

I can assure you that we do our best to make sure both products and staff are in good supply on the Weeks. :) -Max Wilke, Produce Manager—West

HEALTHY LUNCH

Q: *So grateful that I can bring my kids here and eat a healthy lunch—all 3 of us for \$12 or less from the food bar—we leave feeling full and energized! Thank you!*

A: Thank you so much for taking the time to reach out and share your kind words. It makes such a difference to those working so hard to share the mission of the Coop! -Katie, O'Connell Jones, Owner Resources Coordinator—West

\$5 DINNER

Q: *Loved the \$5 Dinner. I would do this every month! Maybe choose a different night in summer to not conflict with Troy Gardens Pizza Night (Thursday).*

A: Thanks for your interest in our Willy North \$5 Dinner! We were very happy with how the first one went and we're planning at least two more, then we'll evaluate the future of the event. Great point about the Troy Pizza Night—we'll talk about that when planning for summer Dinners in the future. Have a nice week! -Brendon Smith, Communications Director

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GENERAL MANAGER'S REPORT

Co-op Month; Willy West Expansion; Water Everywhere; and More!



OCTOBER IS CO-OP MONTH!

Willy Street Co-op is celebrating National Co-op Month along with hundreds of co-ops across the country. Thank you for choosing to be an Owner of Willy Street Co-op—we are now over

by Anya Firszt,
General Manager

35,000 Owners strong! Whether you choose to buy all or just some of your groceries at Willy Street Co-op, you help to support the cooperative business model as well as strengthen the local economy. Please take a moment to think about the amazingly successful cooperative business you have helped to create.

This month our Co-op is celebrating its 44th year in business. For over four decades we have sourced local goods and services, provided hundreds of jobs, and supported community development. Thank you for being an Owner! One way we choose to celebrate is by hosting Owner Appreciation Week. Please plan to come into any of our retails the week of October 22-28 for specials and samples galore to celebrate you, our Owners!

WILLY WEST EXPANSION UPDATE

Another thing to celebrate this month is the anticipated completion of the expansion work at Willy West! I for one can't wait for the finishing touches to be done. Our staff have done an absolutely phenomenal job planning for the new space; if you have not shopped at Willy West in the last few weeks or months, you are in for a real treat. The grand reopening of Willy West is scheduled for October 27-28. Please make a point to check out our newly expanded retail space.

IMPORTANT REMINDER

Willy West will be closed Mon-

day, October 1 and Tuesday, October 2. This closure will allow staff and contractors to polish the newly poured concrete floors, relocate packaged grocery and wellness aisles, and buildout and put the last coat of paint on at least one new wall or soffit.

Check out the latest expansion updates here: www.willystreet.coop/willy-west-expansion and any grand reopening announcements. Thank you all for making this exciting new space a reality!

WATER WATER EVERYWHERE UPDATE

As reported in the September *Reader*, record breaking rainfall in August presented us with some of our own work-related challenges at Willy West and Willy North, and at our administrative offices. We recovered at the retails with minimal product loss, which is wonderful news to report. The only remaining inconvenience at this point is that Main Street remains closed at the Yahara River bridge, which means our drivers turn left out of the production facility driveway instead of right, and staff use the parking lot on the north side of the building instead of the south side. I feel our flooding issues are minor in comparison to others - thank you all for your generous contributions to our flood relief collection program at the registers!

FACE-TO-FACE TIME WITH THE GM

October 21 from 12:00-2:00pm at Willy East. You can also reach me by calling me at my direct line: 608-237-1210 or emailing me at a.firszt@willystreet.coop. And, this month I will also be at Willy West to celebrate the grand reopening on October 28 if you want to talk with me in person!

Finance Committee vacancy update

The Willy Street Co-op Board has appointed Jessica Taylor to fill the vacant owner seat on the Willy Street Co-op Finance Committee. Thank you to those Owners who expressed interest in volunteering to serve on the committee and taking time to submit an application for review and consideration.

RETAIL OPERATING HOURS—MARK YOUR CALENDAR

- Willy West will be CLOSED: Monday, October 1 and Tuesday, October 2
- Thanksgiving Day, November 21: stores are open 7:30am-2:30pm.

We truly appreciate our Co-op Owners—thank you for your patronage. We wouldn't be here without you!

BOARD REPORT

Owner Appreciation Week; Board Updates; and More!



by Stephanie Ricketts,
Board Member

"I'm so glad I live in a world where there are Octobers." - Anne of Green Gables

Welcome to full-on FALL here in Madison! After the hot and humid summer we had, I am very ready for these crisp temps, the brightly colored leaves, and all things autumnal. Hands up if you have done any of the following:

- Stopped in your tracks to admire the colors on a beautiful tree.
- Bitten into a perfectly crisp local apple (my personal favorite variety is the Zestar), possibly dipped in caramel, maybe even picked by your own hand.
- Carved or painted a pumpkin.
- Found your way through the Trenien Farm Corn Maze (this year the maze is in the shape of an elephant!)
- Started your day with a steaming mug of coffee or tea, maybe with some hot cider in the evening?

I hope by the end of the month you've checked off every box on this list, along with some fun occasions here at Willy Street Co-op!

OWNER APPRECIATION WEEK

Please mark your calendars for Owner Appreciation Week, October 22-28! We are so glad that you choose to be a part of this cooperative community, and we want to celebrate YOU. Come in for special promotions throughout the week, and say hi to your Board members on the 28th, when we'll be serving cake at each retail location from 11:00am-1:00pm!

WILLY WEST GRAND RE-OPENING

Construction at Willy West is wrapping up this month, with a grand re-opening Oct 26-28 adding to the excitement of Owner Appreciation Week. Come in and enjoy some super-duper promotions that week, and check out the transformed space!

NOTE: WEST WILL BE CLOSED OCTOBER 1-2 FOR CONSTRUCTION.

BOARD UPDATES

Board members elected in July were officially seated at the August 2018 Board meeting. In addition to the three seats filled during the election, an additional two seats became vacant over the summer. The Board opted to re-appoint Daniel Ramos

Haaz, a former Board member and chair of the Finance Committee, to one of the vacant seats. The last vacancy will hopefully be filled in the next month or so.

At the August meeting the Board also unanimously and enthusiastically elected Jeannine Bindl as Board President, and Meghan Gauger as Vice President! Both Jeannine and Meghan joined the Board in 2017, and have been Board and Committee rockstars since. Jeannine also served as Vice President last year. If you see either of them, be sure to give them a high five!

COMING UP

I'm writing this article for a mid-September deadline, and the Board's next meeting is just a few days away. We'll be reviewing the annual Co-op Financial Audit, conducted by Wegner & Associates (spoiler: the report looks great, without any areas for concern), best practices for Board tabling, and learning more about the Employee Council. In addition, the Board will be reviewing the 2018 Ends Report, one of the bigger monitoring reports we see each year. You know the saying "The Ends justify the means"? Well, for us at Willy Street Co-op our Ends Policy provides the guidance and framework for all of our actions, programs, etc. ("means"). The reporting on this policy is always very illuminating, and gives the Board a broad understanding of how well the Co-op is meeting our mission.

The Board will review and likely approve the draft policy at the September meeting, with some highlights coming your way in our next *Reader* article!

CURIOUS ABOUT THE ENDS POLICY LANGUAGE?

You can find it on our website, in our annual report, and below!

Willy Street Grocery Co-op will be at the forefront of a cooperative and just society that:

- has a robust local economy built around equitable relationships;
- nourishes and enriches our community and environment; and
- has a culture of respect, generosity, and authenticity.

SPECIAL STORE HOURS
WILLY WEST WILL BE CLOSED:
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OCTOBER 2

willy street co-op

FOLLOW US ON:



Community Room Class Calendar

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

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



COOKING

COOKING WITH CHEF PAUL: NAVIGATING THE WORLD OF HERBS AND SPICES

Location: Willy East Community Room
 Wednesday, October 10, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision required
 Your Co-op's Own Instructor: Paul Tseng
 Fee: \$10 for Owners; \$20 for non-owners

Join Chef Paul in this exploration of the amazing world of herbs and spices. Paul will teach how to utilize, store and make a dry rub and spice mix to apply to daily cooking. He will also demonstrate how to mince herbs and provide basic techniques of preparing spices to bring out more flavor and aroma. On the menu: baked herb potatoes, spice rubbed pork rib, spicy lentil soup, plus infused spiced tea.

SIX SPICES: INDIAN STREET FOOD

Location: Willy East Community Room
 Monday, October 15, 6:00pm–8:30pm
 Ages: 13 and older; adult supervision required
 Instructor: Neeta Saluja
 Fee: \$20 for Owners; \$30 for non-owners

Street food is very popular in India. Join Chef Neeta Saluja as she brings Indian street food to our classroom. She will demonstrate, and the class will sample the following dishes: Potato Patties with Spicy Green Pea Sauce; Bhel-Puri, puffed rice and crunchy wafers served with spicy green chutney; and Tamarind Chutney. Vegetarian.

SIX SPICES: GLUTEN- AND GRAIN-FREE INDIAN COOKING

Location: Willy West Community Room
 Thursday, November 8, 6:00pm–8:30pm
 Ages: 13 and older; adult supervision not required
 Instructor: Neeta Saluja
 Fee: \$20 for Owners; \$30 for non-owners

Join Chef Neeta Saluja for a gluten-free and grain-free meal! She will demonstrate how to make Chickpea Flour Pancakes; Spinach Raita, seasoned spinach infused with a delectable smoky flavor in plain yogurt; and Tapioca Pudding. Gluten-free and grain-free.

SIX SPICES: CHICKEN KOFTA AND MORE

Location: Willy East Community Room
 Monday, November 12, 6:00pm–8:30pm
 Ages: 13 and older; adult supervision not required
 Instructor: Neeta Saluja
 Fee: \$20 for Owners; \$30 for non-owners

Join Chef Neeta Saluja for Indian-style chicken meatballs. The menu will include Chicken Kofta, spiced ground chicken wrapped around whole almonds or dried apricots; Pepper and Corn Rice; and Tomato Salad with Roasted Peanuts, diced tomatoes, green chilies, cilantro, roasted peanut and yogurt.

INDIVIDUAL NUTRITION CONSULTATIONS

Location: East Community Room
 Wednesday, October 31, 2:15pm–5:30pm

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

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

SOUTHEAST ASIAN STREET FOOD WITH MADAME CHU

Location: Willy West Community Room
 Tuesday, November 27, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision not required
 Instructor: Josey Chu
 Fee: Free; registration required

Madame Chu's Southeast Asian condiments are unique and flavorful. Join Josey, Madame Chu herself, as she demonstrates cuisine from her Peranakan heritage. Gado Gado is commonly known as lotek by local street vendors. This salad is prepared with tempeh, fried tofu, hard-boiled eggs, potatoes, green beans, cabbage, cucumber and compressed rice. The salad is served with Madame Chu's condiments. Come and learn how to prepare this recipe passed down through many generations. Vegetarian, vegan and gluten-free.



BAKING

BAKING WITH CHEF PAUL: HOLIDAY PIES

Location: Willy West Community Room
 Thursday, November 1, 6:00pm–8:00pm
 Location: Willy East Community Room
 Thursday, November 8, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision required
 Your Co-op's Own Instructor: Paul Tseng

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

Are you pie-challenged? Join Chef Paul as he shares his secrets for great pies. He'll cover everything from a pâte brisée (a basic pie pastry) that never fails, to rolling out the dough, to techniques for a flaky crust and pretty edge. Paul will prepare an apple pie and answer all your pie-making questions. Vegetarian.



DIY

FROM THE GARDEN: HERBAL AND MILK-BASED SOAP MAKING

Location: Willy West Community Room
 Thursday, November 29, 6:00pm–8:00pm
 Ages: 12 and older; adult supervision required
 Instructor: Linda Conroy

Fee: \$35 for Owners; \$45 for non-owners

Join Linda Conroy in this fun hands-on class! We will make soap using frozen goat milk and whole herbs. Each person will participate in making a batch of soap and will take home several bars of soap with different herbs in them, as well as recipes and inspiration.



FAMILY

COOKING TOGETHER: OODLES OF NOODLES

Location: Willy East Community Room
 Friday, October 5, 5:30pm–6:45pm
 Ages: 5 and older; registration for adults and children required
 Instructor: Lily Kilfoy

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

Join Chef Lily Kilfoy in this hands-on cooking class for families. Almost everyone loves noodles, and in this class, participants will work together to prepare multiple delectable dishes that highlight this fun food. Lasagna, stuffed pasta, and mac and cheese, if you please. Come create a meal and take home recipes that are sure to become family favorites.

COOKING TOGETHER: POCKET PIES

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

LEARN ABOUT AND REGISTER FOR FOODSHARE LOCATION: LAKEVIEW LIBRARY

Location: Lakeview Library
 Thursday, October 4, 10:00am–2:00pm
 Location: East Community Room
 Thursday, October 18, 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.

Join Chef Lily Kilfoy in this exciting cooking class for families! She will introduce you and your family to healthy foods through delectable dishes and thoughtful themes, all while having a hands-on fun time. In this class, participants will work together to prepare scrumptious savory and sweet pocket pies. Recipes will also include a seasonal salad and beverage. Vegetarian and nut-free.

COOKING TOGETHER: FLAVORS OF INDIA

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

Join Chef Lily in this hands-on cooking class for families. Learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. In this class, participants will prepare a homemade meal inspired by flavors from India. Toasted spices, samosas, mango lassi and fragrant rice are just a few of the tasty things that will be explored. Nut-free and vegetarian.



KIDS IN THE KITCHEN: AWESOME APPLES!

Location: Willy East Community Room
 Tuesday, October 9, 4:30–5:30pm
 Ages: 9–12 years old; adult supervision not required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this exciting hands-on cooking class for kids. Early fall means the sweetest, crunchiest, juiciest and most awesome local food is finally in season—apples! In this class we’ll highlight the fantastic fruit in a variety of tasty recipes. Vegetarian and nut-free.

KIDS IN THE KITCHEN: FOOD FACES!

Location: Willy East Community Room
 Friday, October 12, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Heads made from bread? How about edamame for eyes, cauliflower florets for ears, or a red pepper strip for a super smile? Chef Lily can’t wait to see what the kids will come up with! Participants in this class will create edible faces using a variety of foods. Vegetarian and nut-free.

KIDS IN THE KITCHEN: ORANGE FOODS!

Location: Willy East Community Room
 Friday, October 19, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Instructor: Lily Kilfoy

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

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Peaches, cheddar cheeses, pumpkins, mangos and more—what do these fantastic foods all have in common? They’re all orange, of course! In this class, participants will make multiple recipes using all-natural orange foods. Vegetarian and nut-free.

KIDS IN THE KITCHEN: BAKING WITH ROOTS!

Location: Willy East Community Room
 Tuesday, November 13, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. When fall arrives and it’s cool enough to turn on the ovens again, it’s time to bake. Did you know that root vegetables make the most moist and delicious baked goods? Carrots, parsnips, ginger, beets, and more—in this class, kids will whip up multiple recipes while baking with roots. Vegetarian and nut-free.

KIDS IN THE KITCHEN: MUFFIN TIN MADNESS!

Location: Willy East Community Room
 Friday, November 9, 4:30pm–5:30pm
 Ages: 9–12 years old; adult supervision not required
 Location: Willy West Community Room
 Friday, November 16, 4:30–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Instructor: Lily Kilfoy
 Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this exciting hands-on cooking class. Of course you can make muffins in muffin tins, but did you know that you can create other delicious dishes in them as well? Chef Lily loves to make tacos and even mini pizzas using the nifty pans. What other things can you think of? In this class, participants will prepare multiple recipes using muffin tins. Vegetarian.



HOW THE THYROID GLAND WORKS

Location: Willy East Community Room
 Wednesday, October 17, 6:00pm–7:00pm
 Location: Lakeview Library
 Tuesday, November 27, 6:00pm–7:00pm
 Location: Willy West Community Room
 Tuesday, December 11, 6:00pm–7:00pm

Ages: Any; adult supervision required
 Instructor: Katy Wallace
 Fee: Free; walk-ins welcome




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



FERMENTATION FUN

Location: Willy East Community Room
 Wednesday, October 3, 6:00pm–8:00pm
 Ages: 8 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$20 for Owners; \$30 for non-owners

Join Linda Conroy in this hands-on class! Everyone will participate in preparing vegetables and herbs to add to the fermentation jars. Each person will take home several jars of vegetables and instructions on how to finish them at home. We will make carrot/cabbage kraut, pickled peppers and kohlrabi pickles. Dress to mess.

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willy street co-op

Ownership vs. Membership



by Robert Halstead, Owner Records Administrator

Hello! I'm Robert Halstead, and I'm an extremely proud Owner of our grocery cooperative. Recently, I became your new Owner Records Administrator. This position has allowed me to more deeply appreciate what it means to own a business versus being a member

of one. To me, the differences are clear. Yet, I've been thinking about how often I see or hear the words "ownership" and "membership" used interchangeably.

Due to the sheer number of membership-based businesses and organizations, using "member" when "owner" is the appropriate term has become a habit that may be difficult to correct. However, I feel it is worth taking some time to distinguish these two concepts by highlighting what makes Ownership at Willy Street Co-op so unique and rewarding. With hundreds of new Owners signing up every month, the goal of this article is to remind us all of the special connection we share here as well as point out some important information about your Ownership that may be useful to you in the future. Whether you were part of our beginnings in 1974 or just filled out an Ownership contract yesterday, this Cooperative is a reflection of each and every one of us.

WALK IN LIKE YOU OWN THE PLACE

What does this phrase mean to you? Lately, I've been considering how it means something special for cooperatively owned businesses. There are over 35,000 of us that can currently lay claim to owning Willy Street Co-op. We are strongest when we recognize this and treat each other accordingly. There are many differences between us as people and as consumers, but common threads bring us together. Actively appreciating those connections has a noticeable effect in the stores. The kinder you are to other Owners (including our staff), the more you will enjoy your shopping experience. Acting in the opposite manner is no fun for anyone.

Are you in a rush because you're running late? Are you frustrated because someone is standing in front of the product you need to grab? Are you projecting negativity because you're just having a bad day? We've all been there. It's understandable and these situations will continue to

happen to most of us from time to time. However, I would encourage you to try to reset. Let the positivity of the Co-op bring out the best in you. Remember that you are an Owner. Remember that almost all of us here are Owners too, and we are in this together.

THE OWNERSHIP CONTRACT

Ownership of anything comes with both benefits and responsibilities. When you sign an Ownership contract, you are signing a legal document. Our bylaws are bound by Wisconsin State Statutes, which allow us to categorize our business as a cooperative. In my opinion, signing the contract is one aspect of Ownership that is often taken much too casually. As it is a legal document that you are signing, there are specific guidelines for making any requested changes to your account. On Household contracts, or contracts for two Owners sharing the same dwelling, only the Primary Owner may make these changes (with very few exceptions).

I've seen this information come as a surprise to folks in a variety of situations. One example is when a relationship has ended and perhaps, the Secondary Owner is the person doing most of the shopping and wants to continue to use their current Owner number. This often results in a request for us to remove the Primary Owner from the account so that the Secondary Owner doesn't have to hear the name of their former partner at the register when being identified by a cashier. We see this request on average two to three times every year. The bad news in these scenarios is that we cannot make changes to Household contracts without the permission of the Primary Owner. Again, a legal document was signed. You can add "sorting out your Willy Street Co-op Ownership" to the same list as "sorting out your living space, shared possessions, and finances" when a relationship ends. The good news is that with a little patience, there seems to always be some agreeable solution. In the example given, a simple signature and one checkmark in a box by the Primary Owner on our Owner Resolution Form would give the Ownership to the Secondary Owner, who would then retain control of the equity and other rights stated in our bylaws. Another solution would be to start an entirely new Owner record with a brand new Owner number.

To echo my opening statements, I'd like to take a moment to remind you there is no difference between a one-digit Owner number and one with six digits. All Ownerships, regardless of number, have the same

access to the stores and our Owner benefits. Owner numbers are non-transferrable. We understand that your Owner number itself may be of value to you, but as our Board President Jeannine Bindl recently explained when asked about trading (or transferring) Owner numbers, "While we encourage Owners to be invested and make the most of their Ownership at the Co-op, we do not encourage placing value with one number or another. Each Owner number is of equal value and has the same voting rights as another."

I would add that each Owner brings equal value to our Co-op as a whole, and the more the merrier!

KEEP IN TOUCH

We ask that you keep your contact information updated. If you make a change to your mailing address, email address, or phone number, please let us know by filling out a contact update form at the Customer Service desk at any of our three stores. You may also make these changes by logging into your account online.

The more accurate you keep the information on your Owner record, the better we can communicate with you if we need to. If you leave a bag of groceries behind or leave your debit card at the register, we will attempt to contact you right away to minimize your inconvenience. Should a product you purchased be officially recalled, we will email or call you to let you know why the product was recalled and provide you with the next steps needed for a refund or to connect you with the company involved should you need more detailed information. Most other grocery stores do not and will not provide you with this level of service.

EQUITY IS YOUR PROPERTY

One of the biggest differences between memberships and ownerships can be seen by looking at the fees required to join. Memberships at stores like Costco and Sam's Club ask you to pay an annual fee to gain access to their stores. At Willy Street Co-op, we ask you to invest equity. Once your equity investment is paid-in-full, we stop asking for payments and your equity remains your property. You simply need to make one purchase

annually to remain an active Owner. We also allow anyone to shop—even if they don't sign up to be an Owner, and that makes your Co-op something for the entire community.

Should you decide that you no longer want to be an Owner for any reason, we will refund this investment upon request (minus any administrative fees paid). You may choose to conveniently donate your equity to our Community Reinvestment Fund (which has given out \$427,000 since 1992 to local nonprofits and cooperatives to support developmental and educational projects for our community) or request a refund check which will be cut and mailed to you within 90 days upon Board approval.

The investment required to be a paid-in-full Owner is \$56 for individuals and \$91 for households. These numbers make us one of the most affordable grocery co-ops in the country and equity shares have remained the same price since the early 1980s. In fact, these numbers cannot be altered without a vote by Owners to change them. We also offer installment plans to allow payments to be made over the course of several years. All of the benefits of Ownership are available upon signing your contract and making your first equity payment.

TOGETHER WE ARE AUTONOMOUS

We absolutely value our shoppers who choose to remain non-owners as they are also helping our organization thrive. That said, we do our best to point out the benefits of Ownership as often as we possibly can. Beyond saving money, you become more connected to your local store and the community around it. You have the power to vote for at least three open seats on the Board of Directors each year and have a say in how our organization moves forward. Your donations to CHIP, Double Dollars, and other register campaigns make clear impacts every single day. Your kindness directed towards our staff and other Owners gets reciprocated and creates both a better working and shopping environment for all.

So please... Next time you come to Willy Street Co-op...walk in like you own the place. You do. We all do.



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COFFEE NEWS

Alien Fruits and Co-ops in Cahoots



by Patrick Schroeder,
Prepared Foods
Category
Manager

Have you ever seen a cacao pod? In the wild or on the farm, it awkwardly hangs from the trunk and branches of the *Theobroma cacao* tree. An alien fruit of seemingly endless variety —shaped like a papaya, hard like an acorn squash and often ridged

like one, too. It comes in reds, browns, golds, purples, sometimes different varieties growing right alongside one another. Cutting one open reveals a world no less strange than the exterior—filmy, gooey white membrane enrobes brown and purple beans that are about the size of large grapes. The aroma from the interior is alluring, though: citric and bold, floral and sweet, even woody and mineral, depending on the variety of pod you're sniffing. None of that compares to your very first invitation to eat the fruit. It might go something like this:

Them: "Go ahead, try it!"

You: "Really? I don't know, is it truly edible?"

Once, outside of Capetown, an innocent-looking Afrikaner beseeched me to try a raw olive—totally uncured, straight from the tree. He said it would be an eye-opening experience. Which was a total lie, because my eyes were definitely shut tight against the absolutely horrendous, astringent, throat-parching flavor while he laughed uproariously. Given that experience, or a similar one that you might have had, hesitation could be deemed natural when proffered the slimy, white, bumpy mass that is the cacao bean in its raw form.

You: "What do you call the white stuff on the outside of the beans?"

Them: "That's the mucílago (mucilage). Try it, it's sweet. Just suck it off the bean."

If your confidence is still flagging at this point, totally understandable. "Sucking off mucilage" is hardly an activity that inspires visions of delectable comestibles. Hopefully, you overcome that lack of certainty, and stick that snotty blanco bean in your mug. Will you like it? If you can stomach a lychee fruit crossed with a pineapple, you'll be fine. Your next words will undoubtedly be: "wow."

These insights, powerful as they are, are not easily come by. To taste cacao, you have to go to cacao. That likely means equator, jungle, heat, mosquitoes. Is it worth it? I didn't know it was, until Equal Exchange brought me along on their delegation to Peru. I hope I can convince you, dear reader, to try it for yourself some day. It could change you.

FINE AROMA CACAO

In Peru, fine aroma cacao, the beans that fetch the highest prices and the most prestigious buyers, is on the rise. Exports of cacao and chocolate products exceeded \$300 million in 2017, with almost \$7 million of that being fully processed chocolates. Some small slice of that \$7 million is the chocolate that we use in our Bakery here at Willy Street Co-op (to the tune of about 8,000–10,000 pounds of chocolate chips per year!). Furthermore, while Peru is still contending in the top five of cacao- and chocolate-producing countries worldwide, they lead the whole dang pack in producing

organic cacao. To explore the gravity of these revelations, we have to head back into the jungle of Peru, to the region of San Martin, and finally to the villages of Lamas and San Jose de Sisa.



Deci outside his farm

THE SAN MARTIN REGION

Places like Lamas and Sisa don't rise to the top of the "places to see" lists authored by tourism websites around the world. However, if cacao is your goal, the San Martin region is gaining in notoriety for its bounty of beans. The whole area is now considered part of the genetic epicenter of cacao. As if the fruit could get any weirder or more varied, Peru somehow found a way to feather its cap with this native son and boldly build upon it. The fletching has largely been the work of a stew of organisations: government (both foreign and domestic), NGOs, and grower cooperatives like the one we visited, Oro Verde.

ORO VERDE GROWER COOPERATIVE

Oro Verde, according to Hiderico Bocangel, one of its first managers, was born out of that organizational stew in the 1970s in an effort to lure



Hiderico holding cacao



Cacao tree

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Varieties of cacao

farmers away from highly profitable coca farming. Coca, of course, was most famously the main ingredient of Coca-Cola (or of cocaine, if that's more your thing). At first, the focus of Oro Verde was coffee, with cacao coming into vogue as a way to farm plots that were at lower altitudes (coffee is best over 1,000 meters) as well as in response to years of coffee rust disease forcing farmers to adapt. Headquartered in Lamas, the co-op grew over the decades (now boasting over 1,500 farm families), convincing more and more farmers to invest in their land with cacao and coffee. The message Hiderico and his cooperators laid down was simple (but not easy): plant your land with cacao or coffee. Plant trees for wood and shade. Plant palm trees to retain water in the soil. Plant other fruits to attract bugs and animals that will help control pests so that you

can avoid using chemicals. Let us show you, it works.

FILOSOFÍA OF FARMING

Ten minutes outside Sisa (by bumpy jeep ride), Oro Verde member Deciderio and his family are living proof of this model. On Deci's chacra (small farm), he and his family cultivate cacao alongside countless varieties of palm trees, hardwood trees, banana trees, even pineapple bushes. Deci is a true missionary of this model of land stewardship. As he led us around his 20 hectares (about 50 acres), he pointed out this diversity of flora and affectionately referred to the different species of cacao and other beneficial plants as excelentes vecinos (excellent neighbors) or buenos amigos. Deci has an amazing clarity of purpose in his words as he describes this filosofía of farming. He leads us to the border of his farm and points to his neighbor's plot. It

is devoid of significant undergrowth and the cacao trees are small and scant—a stark contrast to the aliveness of his land, an aliveness that is evident at all layers, from soil to canopy. Deciderio sympathetically states that his neighbors “don't get it” and “don't want to be told what to do.” The starkness of it only seems to add to his resolve. Working with Oro Verde and subscribing wholeheartedly to their model of land and crop management enhances his family's life and allows him to build and grow, as a farmer and a human being.

GROWTH

Growth is the vital component of all of this. In Peru, Oro Verde fuels the growth of products like cacao, but also the growth of the people who produce it. They help create a culture of innovation and learning, which in turn empowers their members to produce their very best. It's a cycle of reciprocity and support that also delivers another type of growth: economic. The result of all this work is an agricultural product that transcends base-commodity status and commands premium prices that sustain the farmers and allow for reinvestment into the cooperative and its communities. Back here in the States, Equal Exchange ensures that the end results of this holistic producer model are amazing, high quality products. Products that businesses like the Willy Street Co-op and others like us will buy in great volume because we know that you, our Owners and shoppers, want to help fuel the growth of regions like San Martin, villages like Sisa, families like Deciderio's. It's a partnership that you can join. And it's delicious.



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LIQUOR NEWS

New Beer, Cider and Spirits Selection at Willy West!



by
Megan Minnick,
Purchasing Director

Dave Andrews is the Willy West Assistant Grocery Manager, as well as the beer, cider and spirits buyer for that store.

As the Willy West expansion project was finishing up, I sat down with Dave to talk about this process for picking products for the newly

expanded liquor department. The moment he started talking, Dave's enthusiasm and expertise in all things beer was apparent—this is obviously more than just a job to him—it is a labor of love.

Megan: How much extra space are we getting for beer, cider, and spirits?

Dave: It's at least three times the space we had previously. This includes additional space for wine.

Megan: What was your process for selecting new beer, cider, and spirits vendors? What criteria did you use?

Dave: We live in a great state, and there are lots of great Wisconsin beers, ciders and spirits that we haven't had space for in the past. I started by identifying local items that we haven't carried, especially things that are small and hyper-local to us, like Funk Factory, which is a brewery on the south side of Madison near the Coliseum; or Death's Door Spirits, which is right next door to Willy West.

With the new space, we've been able to consider some new breweries from outside of our local region as well. There are some breweries doing really exciting things in other states. It's great to be able to bring them in to compliment our local offerings.

The trick to working with so many small vendors is that, unlike other departments of the store,

alcohol vendors have to work through distributors. Each distributor has the exclusive rights to sell certain vendors' products in certain areas, so piecing together distribution can be really tough.

Megan: I know there was quite a bit of deliberation about how to display the different types of beer. What did we ultimately decide and why?

Dave: Initially, we really wanted to display beer by style (instead of grouping them by brewery) since that is easier for shoppers. If someone is coming in looking for an IPA, it would be great if they could see all of our options in one place.

The problem with that approach is that so much of the beer that is out there is seasonal. Customers buy different beers in different seasons—in the summer we sell a lot more "session" beers that are lighter and lower in alcohol; in the winter that changes to more porters and stouts. With styles changing so much based on the season, it's really hard to allocate space in a way that makes sense.

In the end we decided to keep local beer in the cooler doors, and the rest will be in the unrefrigerated aisles, grouped by brewery.

Megan: Can you tell me about 3 or 4 new vendors that you are excited about?

Dave: Yeah! Funk Factory is a new brewery on the south side of Madison in the Lakeside neighborhood. They are doing a lot of really unique sours and some ciders. These are fruit fermented brews, which are much more sour than traditional beers.

Restoration Cider is a cidery located in Madison that is using local apples. Willy North has been carrying their cider for a while now, and I've really been wanting to get it in. Their cider is bottled in glass bottles in four packs, and 5% of their profits go toward stream restoration projects in Wisconsin.

One of the non-local breweries I'm most excited about is North Coast

Brewery, which is in Fort Bragg, CA. They have put a lot into sustainability, and they source their ingredients super responsibly. They are a Certified B Corp, and 13 of their beers are non-GMO certified. They also hold a zero-waste certification, and use solar power to power their brewery. They've even partnered with a nearby farm who composts all of their waste grains. Plus, their beers are really really good!

Victory Brewing Company is from Pennsylvania. This brewery has extremely clean ingredient sourcing. They use whole flower hops, as opposed to the processed pelletized hops that almost every other brewery uses. This results in a more more intense, full, flavor and better aroma.

Megan: What's coming up seasonally that we should look forward to?

Dave: We're moving into the the season for porters, stouts, and imperials. Oktoberfests are available now, as well as Pumpkin ales. Lakefront Brewery makes a really good Imperial Pumpkin Ale, Dogfish Head makes a good Pumpkin Ale as well. I'd recommend Oktoberfests from Central Waters, Lake Louie, and Staghorn from New Glarus Brewery. Another beer that I love this time of year is the Lake Louie Milk Stout.

Megan: Anything else you would like customers to know about the beer, wine and cider selection at Willy West?

Dave: I think people often overlook how much liquor is produced in our state, and I'm excited to add to our selection. Many of these distilleries source grains and other ingredients from Wisconsin, and they are making some great stuff. Great Lakes Distilling, Great North Distilling, Death's Door, and State Line Distilling are examples. Death's Door is actually right next door to Willy West. Many people don't know, but the owner is in the store almost every day to shop. It's really great to be so connected to our vendors!

I also want folks to know that we are very committed to hunting for the next best thing, and helping new vendors get started. I think it's important to listen to our customers. If there's something you really like, let us know. We want customers to continue this journey with us, to help us mold this new space and make it your store.



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COFFEE NEWS

Kickapoo Coffee: Focusing on Farmers



The Viroqua roastery's facade



by **Melissa Reiss, Purchasing Assistant**

In the rich fertile soil of the Coulee Region of Southwest Wisconsin, farming is a way of life for many. One trip to the Co-op in the summer months and beyond, and you will see an abundance of colorful produce from Driftless-area family farms.

However, throughout the 1980s, the small family farms and dairies among this region hung in jeopardy by way of the rise of corporate agriculture which drove prices down and led to these farmers' inability to make ends meet. Also, the once-thriving tobacco industry met its decline, and with it went many family dairy farms. Fortunately, a decade or so later, with the culture of self-reliance so ingrained in the area, large Amish and Mennonite communities, mixed with a younger generation looking to get "back to the land," the

Driftless region found a resurgence to its current day status as epicenter of wholesome food, alternative education, and vibrant community.

Rooted in this culture of small farms comes a truly exceptional locally roasted coffee. In the early 2000s, TJ Semanchin and Caleb Nicholes met in Viroqua while they were both in the beginning stages of starting a coffee roastery. They decided to collaborate, and in 2005 established Kickapoo Coffee together, which is dedicated to guaranteeing better farmer compensation.

I ventured out to Kickapoo Coffee during the last week of August for an event held for their grocery and cafe customers which was to include a special presentation on a sustainable coffee model, a tour of the roastery, and a class on the effect of climate on coffee. Unfortunately, our summer here in Wisconsin is the wettest on record, and many of the roads and valley communities surrounding Viroqua experienced devastating flooding. I was already out in the area, so the Kickapoo crew graciously hosted a much smaller group for a tour, a cupping, and lunch at their Main Street cafe. My trip home was met

with some challenging and creative navigation.

Once housed in a train depot, the Kickapoo Coffee roastery has been in their current digs, which they were able to design to their specifications, for a little over four years. There are 18 employees at the roastery, in addition to more staff at their three cafes in downtown Viroqua, the Third Ward of Milwaukee, and the newest cafe on Lake Superior in Bayfield, which this year took over the space occupied by newly defunct Big Water Coffee Roasters.

The roastery is a gorgeous space. Three large rooms are separated by full-length glass windows, which meets their goal of creating a vibrant space that encourages a feeling of collaboration amongst the teams. In the center room are two large tables for gathering around for cuppings or eating lunch.

OUR TOUR BEGINS

We meet Alex Stoffregen, who will be our tour guide. He oversees sourcing, education, and quality control—the latter of which, according to him, begins on the farm.

Alex leads us into the roasting room where we gather around two large Probat drum roasters, and he introduces us to the more vintage of the two: Wunder Frau—meaning Wonder Woman in German—a fitting title since she was constructed in 1930s Germany and is made of cast iron.

Still standing next to Wunder Frau, Alex points to the other, much

larger roaster about two feet away. "And that's Jeff," he says with a grin. Jeff is roughly twice the size of Wunder Frau, was built in the 1980s and brought to Kickapoo in November of 2017.

Before Jeff arrived, operating solely with Wunder Frau, they could roast batches of 60 pounds. Jeff roasts three times that amount, at a capacity of 180 pounds per batch.



Jeff

COFFEE ROASTING—IS IT AN ART OR A SCIENCE?

This is a question some folks in the coffee industry might debate from time to time. Alex would say it's more like cooking: knowing how to use the different tools in your toolbox.

One of those in Kickapoo's toolbox is their sample roaster, an antique sample roaster from 1903, fully cast iron, which roasts 135 grams of coffee beans at a time, taking just nine minutes to roast.



The sample roaster

The recipe for roasting coffee is temperature over time. Temperature at which the beans are roasted, and duration of time spent in the roaster. As one may expect, darker roasts spend more time in the roaster, and less for lighter roasts.

They keep a record of their recipe on a mason jar lid which contains beans from that specific roast. Every Monday and Wednesday they taste and compare roasts. In addition to



Alex and Wunder Frau

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keeping consistency, these records mean they can trace back to roast date and time.

In case you're curious—because I certainly was—there isn't really such a thing as “secret coffee roasting recipes.” The precise recipes are super particular to your machine, and also of course your coffee beans.

The lighter the coffee, the more one can taste nuances in the coffee beans, which can be very specific to the locales and growing conditions at the individual farms, which in turn invokes the staff at Kickapoo memories of the farmers they meet and work with. Visits to coffee farms for Kickapoo typically takes place mid-harvest.

I asked Caleb what Kickapoo's preferred flavor profiles are. As I suspected by drinking their coffee over the years, they typically like to offer beans with a soft acidity, high complexity, and sweet, floral, and citrus notes. But that's not to say they don't have dark roasts.

Their line-up consists of single-origin sourced coffee from either specific farms or regions, as well as



The coffee silos which stores green coffee beans until they are roasted

their blends like Radiowave, Supernova, and Full Spectrum, which shift sources slightly over time depending on availability of beans, but are constantly evaluated for consistency. Each shift in origin is reflected on the label.

The green coffee beans are purchased seasonally, as the vibrance and life in the beans fade over time. At the time of my visit, the majority of the beans in the roastery came from Guatemala. Harvest in Central America typically occurs February through April. Guatemala specifically is closer to February. By August the beans have arrived in the temperature-regulated storage at Kickapoo, then roasted and delivered to stores and cafes they work with throughout the States during our summer months. In general, year-round, they send out between five and six thousand pounds of coffee per week.

Kickapoo's coffee offerings are mostly certified organic, the only exceptions being those from Congo and Kenya. When they first began working with their farm in the Congo, it was certified transitional—a certification for a farm that is moving towards becoming certified organic, but due to the high probability of residues left in the soil from conventional farming, takes three years of organic farming practices before a farm is eligible for organic certification. In Kenya (and various other countries), there is not much emphasis placed on organic certifications despite organic growing practices used.

The roastery is nearly 100% solar-powered by 80 solar panels,



with the exception for some natural gas that fuels Wunder Frau and provides some winter heating.

RAISING THE BAR

Kickapoo just launched an initiative called Raise the Bar, which provides the farmers they work with a new minimum price for their coffee crop.

All coffee is bought with U.S.

dollars, and as the speciality coffee industry has grown into what it is today, the farmers—the most vulnerable part of the coffee supply chain—are getting paid about the same they were 40 to 50 years ago.

In the 1990s, as the Fair Trade movement gained traction in the United States, eventually larger corporations starting buying up Fair Trade-certified coffee beans. This put a lot more pressure on farmers to produce more to keep up with demand, and practice more labor-intensive coffee-picking practices, while keeping costs low and stagnant. Farmers were getting paid less and less every year for their labor.

Fair Trade's cost stayed at \$1.30-\$1.35 per pound for the last 40 to 50 years, until it increased thirty cents to \$1.60, where it stands now. All other commodities such as oil have gone up in cost. At the same time, roasted coffee prices went up. This rise in price was not being seen by those that grew and picked the coffee beans.

With the Raise the Bar initiative,

Kickapoo Coffee established their own minimum price to their farmers. As of this writing, the price per pound is \$2.75, with a commitment to re-evaluate every year.

That's farmer-focused.

For more information on Kickapoo Coffee and the Raise the Bar initiative, visit kickapoocoffee.com/raisethebar



A cupping—the practice of evaluating aroma and flavor profiles

Double Dollars starts Tuesday, October 23rd!



Willy Street Co-op will once again issue Double Dollars coupons at the registers, this year each Tuesday from October 23rd through March 12th, 2019.

For every \$5 spent using a FoodShare/QUEST card for any FoodShare/QUEST eligible items, the Co-op will give you one \$5 Double Dollars Coupon, up to \$20, good for any fresh, frozen, or canned produce; edible plant seeds; and edible plant seedlings.



You can support the Double Dollars Fund at the Co-op by giving your cashier a Double Dollars scan tag or by shopping with reusable bags. We'll make a contribution to the Double Dollars Fund for each reusable bag a customer uses - 5¢ for a paper bag, 10¢ for a tote bag or backpack.



2018 ANNUAL MEETING & PARTY

coop™ deals

OCTOBER

Health & Wellness co-op deals: October 3–16

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





**Dr. Bronner's
Pure Castile
Soap**
All Kinds on Sale!
32 oz • Save \$7
\$9.99/tx





**Dr. Formulated
Organic
Probiotics**
Once Daily
30 cap • Save \$6
\$20.99/tx



Country Life
Vitamin D3 5,000 IU
200 softgels • Save \$2
\$12.99/tx



Aura Cacia
**Favorite Natural
Essential Oils**
Lavender, Peppermint, Eucalyptus
.5 oz • Save at least 20%
at least 20% off



Herbs Etc.
Deep Sleep
All Kinds on Sale!
Sizes vary • Save at least 20%
at least 20% off



Alaffia
**Fair Trade
Market Baskets**
All Kinds On Sale!
1 pc • Save \$4
\$34.99/tx



Andalou Naturals
**Shampoos or
Conditioners**
All Kinds on Sale!
11.5 oz • Save \$8.58/2

2 for \$10/tx



Host Defense
**MyCommunity
Capsules & Extracts**
All Kinds on Sale!
Sizes vary • Save at least 25%
at least 25% off



T-Relief
**XStrength
Pain Relief Cream**
3 oz • Save \$7
\$8.99/tx



Nordic Naturals
Curcumin Gummies
60 ct • Save \$11
\$24.99/tx



co-op deals: October 17–30



Natural Factors
**Organic
Oil of Oregano**
1 oz • Save \$9
\$16.99/tx




Schmidt's
Deodorant Sticks
All Kinds on Sale!
3.25 oz • Save at least 25%
at least 25% off




Bulletproof
XCT Oil
16 oz • Save \$8
\$13.99/tx




Evanhealy
**Rosehip Treatment
Facial Oils**
Rose, Blue
.5 oz • Save \$5-6
\$23.99/tx



Goodlight
Tea Light Candles
Sustainable Palm Oil!
24 pk • Save \$1.80
\$5.99/tx



Oregon's Wild harvest
Organic Turmeric
60 cap • Save \$11
\$19.99/tx



Tom's of Maine
Toothpastes
All Kinds on Sale!
Sizes vary • Save at least 20%
at least 20% off



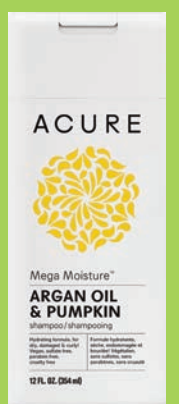
Natural Vitality
**Natural Calm
Magnesium Drink**
Orange, Lemon, Raspberry Lemon
8 oz • Save \$8
\$14.99/tx



Nutrigold
**Organic
One Daily
Multivitamin**
Women's, Men's
30 vcap • Save \$3
\$18.99/tx



Acure
**Shampoo or
Conditioner**
All Kinds on Sale!
12 oz • Save \$3.30
\$5.99/tx



PURPLE = LOCAL

coop™ deals

co-op deals: October 3-16

Our weekly Owner Rewards specials are emailed. We are doing this to be able to provide more information, including how to sign up.



Alexia Crispy Potato Puffs

19 oz • Save 99¢

\$2.50



Bulk Organic Quinoa

Rndm wt • Save 20¢

\$2.29/lb



Alter Eco Organic Chocolate Bars

All Kinds on Sale!

2.8 oz • Save \$2.58/2

2 for \$5/tx



Amy's Frozen Burritos

All Kinds on Sale!

6 oz • Save 49¢

\$2.50



Frontera Salsa

All Kinds on Sale!

16 oz • Save \$1.30

\$2.99



Brown Cow Cream Top Yogurt

All Kinds on Sale!

5.3 oz • Save 24¢

75¢



Dr. Bronner's Organic Coconut Oil

Whole Kernel, White Kernel

14 oz • Save \$4.50

\$5.99



C2O Coconut Water

17.5 oz • Save 64¢

\$1.65



California Olive Ranch Everyday Extra Virgin Olive Oil

16.9 oz • Save \$2.50

\$9.99



Annie's Homegrown Macaroni and Cheese

All Kinds (Except Organic) on Sale!

6 oz • Save \$1.79

\$1.00



Eden Organic Beans

All Kinds on Sale!

15 oz • Save 84¢-\$1.14

\$1.65



Honest Tea Iced Teas

All Kinds on Sale!

16 oz • Save 79¢

\$1.00



Native Forest Organic Light Coconut Milk

13.5 oz • Save 80¢

\$1.99



gimMe Roasted Seaweed Snacks

.35 oz • Save 20¢

\$1.79



Go Macro Energy Bars

All Kinds on Sale!

1.8-2.5 oz • Save \$1.58/2

2 for \$4



Lundberg Rice Cakes

All Kinds on Sale!

8.5 oz • Save \$1

\$2.99



Simple Mills Gluten-Free Almond Crackers

All Kinds on Sale!

4.25 oz • Save \$1

\$3.99



Kevita Kombucha

All Kinds on Sale!

15.2 oz • Save 50¢

\$2.29/tx



Nature's Path Cold Cereals

All Kinds on Sale!

10-14 oz • Save \$2-\$2.30

\$2.99



Lightlife Tempeh

Soy, Three Grain

8 oz • Save 80¢

\$2.49



Wyman's Frozen Mango Chunks

15 oz • Save 70¢

\$2.79



Udi's Gluten-Free Bread

White Sandwich, Whole Grain

All Kinds on Sale!

12 oz • Save \$1

\$3.99tx



So Delicious Cultured Coconut Yogurt

All Kinds on Sale!

5.3 oz • Save 49¢

\$1.50



Yogi Boxed Tea

All Kinds on Sale!

.85-1.27 oz • Save \$2.98/2

2 for \$6/tx



The specials on this page are valid October 3-16

All Specials Subject to Availability

OCTOBER

co-op deals: October 17-30

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



Quorn
**Chik'n Nuggets,
Patties & Tenders**
10.6-12 oz • Save \$2.29
\$2.50



Crofter's
**Organic Premium
Fruit Spreads**
All Kinds on Sale!
10 oz • Save \$1
\$2.99



Beanfields
Bean & Rice Chips
All Kinds on Sale!
5.5 oz • Save \$1.98/2
2 for \$5



Lily's Sweets
**Stevia-Sweetened
Chocolate Bars**
All Kinds on Sale!
3 oz • Save \$1.30
\$2.99/tx



Primal Kitchen
**Salad Dressings &
Vinaigrettes**
All Kinds on Sale!
8 oz • Save \$1.50
\$4.99



Endangered Species
Chocolate Bars
All Kinds on Sale!
3 oz • Save \$2.58/2
2 for \$4/tx



Lotus Foods
**Organic Thai Rice
Noodles**
All Kinds on Sale!
8 oz • Save \$2.58/2
2 for \$5



Green Mountain Gringo
Tortilla Strips
8 oz • Save 80¢
\$1.99



GT's
Kombucha
All Kinds on Sale!
16 oz • Save 98¢/2
2 for \$5



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



Woodstock Farms
**Organic Dark
Sweet Cherries**
10 oz • Save \$2.29
\$3.50



Van's
**Gluten-Free
Waffles**
6 pc • Save 79¢
\$2.50



Muir Glen
Tomatoes
All Kinds on Sale!
28 oz • Save \$1.98-\$3.58/2
2 for \$4



San-J
Tamari Soy Sauce
10 oz • Save 80¢
\$1.99



Ripple
Plant-Based Milk
Original, Unsweetened
48 oz • Save 80¢
\$3.49



Organic Valley
**Organic
Sour Cream**
16 oz • Save 80¢
\$2.99



Taste Republic
**Gluten-Free
Fresh Pasta**
Fettuccine, Linguini
9 oz • Save 50¢
\$3.29



Back To Nature
**Fudge Mint
Cookies**
6.4 oz • Save \$1.80
\$3.99



Wellness
**Grain-Free
Cat Food**
5.5 oz • Save 98¢/2
2 for \$3/tx



Talenti
Gelato and Sorbetto
All Kinds on Sale!
16 oz • Save \$1.80
\$3.99



Imagine
Soups
All Kinds on Sale!
32 oz • Save \$4.98/2
2 for \$5



Cascadian Farm
Granola Bars
All Kinds on Sale!
6.2-7.4 oz • Save \$3.98/2
2 for \$6



Stretch Island
**Organic
Fruit Leather**
All Kinds on Sale!
.5 oz • Save 29¢
50¢



Sweet Leaf
Clear Liquid Stevia
2 oz • Save \$3.20
\$8.99



Availability. Sales Quantities Limited.

The specials on this page are valid October 17-30



willy street co-op

OWNER APPRECIATION

JOIN US OCTOBER 22ND - 28TH

Owner Appreciation is when we celebrate our birthday and show our appreciation for our Co-op Owners. We'll have opportunities to win gift cards, free samples, birthday cake, sales for Owners and more!

ALL WEEK LONG
15% off organic bulk products
(except bulk coffee)

Select Willy Street Co-op Merchandise Sale



Eggplant Enamel Pins \$3.99
(orig. \$4.99)



Mushroom tote 99¢ (orig. \$1.99)



Eggplant Canvas bag \$5.99
(orig. \$7.99)



Locally Grown Adult t-shirts \$13.99
(orig. \$17.99)



Locally Grown Youth t-shirts \$9.99
(orig. \$13.99)



Locally Grown Adult Baseball Shirts \$15.99
(orig. \$19.99)



Locally Grown Youth Baseball Shirts \$12.99
(orig. \$16.99)



Locally Grown Posters \$5 (orig. \$10)



Locally Grown Bandanas \$6.99
(orig. \$7.99)

Pickle Enamel Pins \$3.99 (orig. \$4.99)



Organic Honeycrisp Apples \$1.99/lb



All CBD Products 25% off!

CBD BRANDS INCLUDE: CV Sciences, Innovative, and Inesscents.



Swedish Dish Cloths 50% off

+ Look for additional Owner Rewards sales throughout the week!



All Owner Appreciation sales for Willy Street Co-op Owners only. All Specials Subject to Availability. Sales Quantities Limited.

Join us to celebrate the end of
the Willy West Expansion Project!

Enter to win one of twenty-five prizes:



Ferndale all-natural whole turkey
(five winners)



Willy Street Co-op fruit pie
(five winners)



New Glarus Belgian Red & Raspberry Tart
(five winners)



Evolution Salt lamps
(five winners)



Alaffia handmade African baskets
(five winners)

Join "The Kids Chef" for a drop-in Kids in the Kitchen Class
Sunday, Oct. 28th, 2pm-4pm
Make fun food faces! Free and no registration necessary. Limited seats available; first come, first served.

+ A Rishi Tea Party with Willy Street Co-op Bakery Samples, Baby Animals to Pet from Heartland Farm Sanctuary
and all of the sales and prize drawings going on for Owner Appreciation! See website www.willystreet.coop.



Friday, Oct. 26th – Sunday, Oct. 28th
at Willy West



willy street co-op



Our third community event!

Thursday,
October 18th
4pm - 8pm
at Willy North

Dinner includes: Pasta Fagiole
with garlic bread, a green salad,
and a cookie.



www.willystreet.coop

SPECIAL STORE HOURS

WILLY WEST WILL BE CLOSED: MONDAY, OCTOBER 1 AND TUESDAY, OCTOBER 2



TWO Great Offers for New Customers!



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

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

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

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

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

EXTRA CD BONUS OFFER!

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

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

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

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

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BUBBIE'S HOMEMADE ICE CREAM MOCHI

A unique (first of its kind at the co-op) frozen sweet treat to hit the freezer section! Introducing mochi: ice cream tucked inside a chewy rice-based pocket. The box says it contains six servings, but for me it was more like two. Choose from Vanilla, Strawberry, Mango, and Green Tea. Available at Willy East and North.

VIRGIL'S ZERO SUGAR SODAS

Sugar-free, high fructose corn syrup-free, caffeine-free, preservative-free, but full of taste! Zero calories. Sweetened by a blend of erythritol, stevia, and monk fruit. Choose from Root Beer, Orange, Lemon Lime, Creme and Cola. Available at Willy East, North and West.



KLARBRUNN BUCKY'S CHERRY BERRY SPARKLING WATER

There's a new Klarbrunn flavor! Did you try it yet? Available at Willy East, North and West.



TADAH FALAFEL POPPERS

Falafel fans, try these hummus-stuffed pop-able falafel bites! In the freezer section, these are ready in less than 15 minutes for a perfect snack or dinner component, served with tabouli, fresh veggies, and all the works. Filled with either Lemon Garlic hummus or Harissa hummus. Available at Willy North.

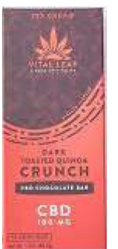


GAIA ADRENAL HEALTH DAILY SUPPORT

An herbal formula that supports the nourishment of the adrenals and our body's stress response. Available at Willy East, North and West.

VITAL LEAF CBD CHOCOLATE BARS

Finally, CBD in a delicious, organic, Fair Trade chocolate bar. Dairy-free, sweetened with coconut sugar! Try Classic Dark, Hazelnut, or Quinoa. Find them in the Wellness department! Available at Willy East, North, and West.



HURRAW! PREMIUM VEGAN LIP BALMS

Organic, raw, vegan, and lip-smacking good! Collect them all! Available at Willy East, North and West.



RSVP SILICONE STRAWS

These colorful reusable straws are made of strong yet flexible silicone. They're great for kids or anyone who likes to bite down on your straws. Three sizes: short, regular, and smoothie. Available at Willy East, North and West.





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

**THIS MONTH:
October 3**

Did water damage your appliances, furnace or water heater?

We recommend that you have a qualified appliance dealer or heating contractor check gas appliances for water damage. The Association of Appliance & Equipment Manufacturers recommends replacing any water-damaged gas appliances, including water heaters and furnaces. Attempts to use appliances or other equipment with defective gas control devices can result in serious injury to you or damage to your home.

For more information, call 608-252-7333 or 1-800-245-1125.



GS1864 9/6/2018

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SUNDAYS 9-1pm
MAY thru OCTOBER

Ahuska Park, 400 East Broadway

Music Weekly

Sept 9: Art at the Mart
featuring Dean's Blue Country
raindate 9/16

Sept. 2 & 16: Master Gardeners

mononafarmersmarket.com

EBT



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Detailed Cleanup

Consulting

Tree Crown Cleaning

Health & Aesthetics
Pruning

Overgrown Yard
Restoration

Historic Tree Preservation

Lighting Protection
Systems

Cable & Bracing

Plant Amnesty

References upon Request

SPECIAL STORE HOURS

WILLY WEST WILL BE CLOSED: MONDAY, OCTOBER 1 AND
TUESDAY, OCTOBER 2

2018 WILLY STREET CO-OP CUSTOMER SURVEY: THE RESULTS

Here are the results of our May 2018 Customer Survey. Thanks to all who filled it out! Your survey responses (along with those submitted via Customer Comments, emails, our newsletter and through social media) help us make a better Cooperative. Accompanying these survey results is an article where we outline what steps we are taking due to the feedback you have provided; we hope that we address the concerns you raise and live up to your very kind praise. Note: due to rounding, not all percentages may add up to 100%.

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?

We ask this question to determine our "Net Promoter Score." Anyone who chose 9-10 is a "promoter." Anyone who chose 0-6 is a "detractor." Anyone who chose 7-8 is neutral. To get this number, we take the percentage of promoters minus the percentage of detractors, divided by the number of respondents overall. The number can range from -100 (all detractors) to 100 (all promoters). Our score for the 2018 Customer Survey is 65, which is up very slightly from last year's score of 64.

2. At which Willy Street Co-op store do you shop most often? a. Willy East (45%) b. Willy West (36%) c. Willy North (19%)

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

Top answers in order of frequency were: produce (including listings of fruit or vegetables only), bulk, cheese, meat, dairy/milk, coffee, eggs. Top reasons why in order of frequency were: quality, selection, best, good, organic, price, and local.

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

Top answers in order of frequency were: paper products, meat, produce, milk, bread, and frozen products. Top reasons why in order of frequency were: price, better, selection, and availability.

5. On a scale of 0 to 10, please rate Willy Street Co-op's effectiveness in living up to the qualities mentioned in our Global Ends Policy, where 10 is complete and 0 is none.

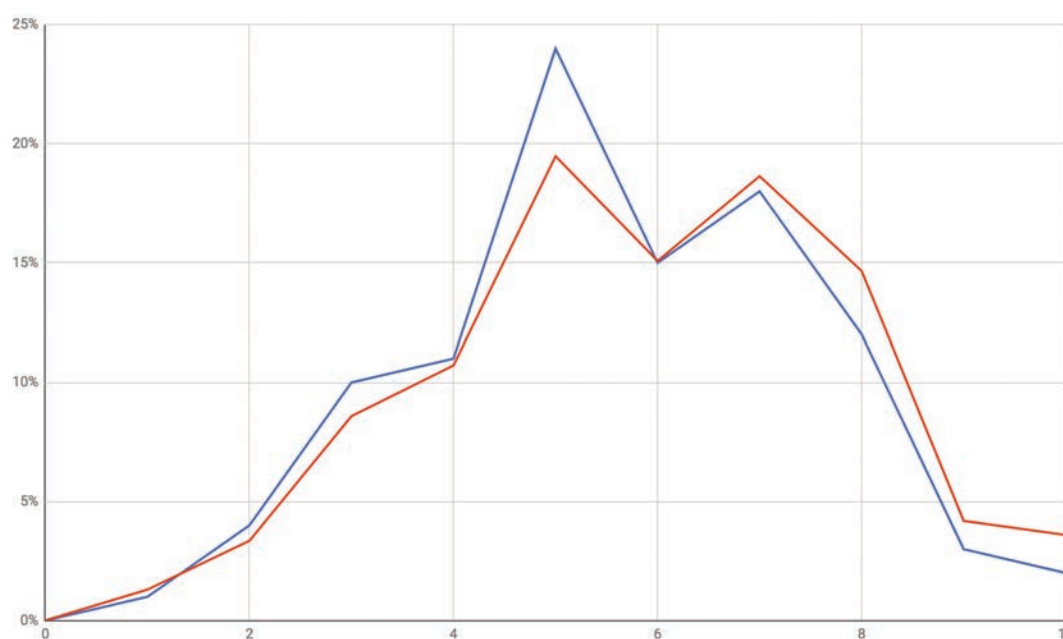
Number given is the average rating out of 10 for that quality.

- a. Cooperative (8.93)
- b. Just (8.74)
- c. Supports a robust local economy (9.00)
- d. Equitable (8.83)
- e. Nourishes and enriches our community (9.01)
- f. Nourishes and enriches our environment (8.87)
- g. Has a culture of respect (8.95)
- h. Has a culture of generosity (8.88)
- i. Has a culture of authenticity (8.80)

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

- 10 (4%)
- 9 (4%)
- 8 (15%)
- 7 (19%)
- 6 (15%)
- 5 (19%)
- 4 (11%)
- 3 (9%)
- 2 (3%)
- 1 (1%)
- 0 (0%)

The chart at the right compares the results of the answers to this question from 2017 (blue line) and 2018 (red line).



Thank you to all who filled out the survey. We greatly appreciate it!

How Are We Doing?

RESULTS OF THE 2018 CUSTOMER SURVEY

By **Brendon Smith, Communications Director**

Earlier this year, in May, we asked Co-op customers to fill out our annual survey. (Thank you to the over 2,800 people who did so!) Along with voting on Board members and major initiatives, and filling out customer comments, the survey is another way to let us know in what direction you would like your Co-op to go. What are we doing well and what do we need to work on? You answer our questions and then we work on things you tell us need to be improved, and we check the results of the next survey—did our work have the intended effects?

On page 20, you can see a summary of the survey responses. There were a few we wanted to highlight.

QUESTION NUMBER THREE

Question number three asked what you purchase most often at the Co-op and why; the next question asked what you purchase most often at a different grocery store and why. The answers here were very similar to the answers last year. We pride ourselves on our product quality, especially for organic and local foods, and we continue to work on pricing. Because of our commitment to paying staff a fair wage and paying a fair price to our vendors while giving back to the community, we know that we'll never be the cheapest source of groceries in the greater Madison area, but we do strive to be in line with or better than other stores when comparing the exact same products.

QUESTION NUMBER FIVE

Question number five was a new one for us this year. We added it to help us determine how well we were achieving our Global Ends policy:

Willy Street Grocery Co-op will be at the forefront of a cooperative and just society that:

- has a robust local economy built around equitable relationships;
- nourishes and enriches our community and environment; and
- has a culture of respect, generosity, and authenticity.

It looks like you think we're doing well overall with all average ratings from 0-10 falling between 8.74 and 9.01. The quality of being "just" was what received the lowest average rating. I know at least two respondents were confused by the word, thinking maybe there was a second word missing: "just...what?" If you were one of the respondents who marked us on the lower end for this quality, please share why! Conversely, the highest rating was for the quality of "nourishing and enriching our community."

Given that we're a food cooperative, that is great to see!

PRICING

Customers think our pricing is getting better as well; you can see a comparison between 2017 and 2018 responses to how customers rate our prices on a scale of 0-10, where 0 is extremely unaffordable and 10 is extremely affordable. Last year's rating was better than the previous year as well, so we seem to be on the right track. We continue to work on pricing, by sourcing better sales, tracking prices of competitors more closely, and buying more strategically to get a better price from our vendors and distributors.

CUSTOMER EXPERIENCE PILOT PROJECT

I should mention, too, that at the end of July we started a new customer experience pilot project. As Anya mentioned in the July General Manager report, we're working with our partners at National Co-op Grocers to develop a way to get more timely feedback from you. Randomly selected shoppers are receiving a survey invitation printed out at the register (even for Owners who have requested their receipts be emailed to them). The questions asked will be different from our annual survey; they will be tailored to your experience on the day you received your survey invitation. When shoppers complete the survey within three days, they receive a validation code to write on their survey invitation. Then they can use this invitation as a coupon for \$5 off a purchase of \$25 or more on a shopping trip within the next 30 days.

This new method of getting feedback from customers means that we will get much more timely, comprehensive, and statistically accurate information about how we're doing. It may also allow us to make some changes to our annual survey; we may change the type or number of questions we ask, or even change how frequently we conduct the survey. As we begin to tabulate the results of the ongoing customer experience pilot, we'll have a better idea of how we can better use the annual survey in the future. Ultimately, this all means that we will be better able to act quickly when we see negative trends (for example, repeated reports of poor customer service in a particular department at a particular store), and to continue positive trends (sharing praise with the staff when a particular department continues to receive high marks). Thanks again for your feedback and your help in making your cooperative better!

WHAT DO YOUR CHIP GIFTS ACCOMPLISH? They build a local movement for social and environmental justice.

Your gifts support Community Shares of Wisconsin (CSW) and its 66 member nonprofits.

Gathering Waters: Wisconsin's Alliance for Land Trusts protects Wisconsin's special places and grows healthy, vibrant communities by strengthening Wisconsin's land trusts. They advocate for funding and policies that support land conservation and foster a community of practice that promotes land trust excellence and advancement. In March Gathering Waters hosts a statewide land trust conference to support communications and collaboration between conservation leaders.



Gathering Waters: Wisconsin's Alliance for Land Trusts (Photo by Tom Eddy)



UNIDOS Wisconsin

UNIDOS Wisconsin recently launched support programs for male survivors of sexual assault and domestic abuse, who often face unique cultural and systemic challenges that discourage them from seeking support. Thanks to the welcoming team at UNIDOS, more Latino survivors of assault are able to receive the culturally appropriate support they need to build safety and well-being for themselves and their families.

Chrysalis Pops are made and sold by clients of **Chrysalis**, which helps people with mental illness achieve greater independence through work. In a recent interview with *The Capital Times*, participant Mark Carey said that the program, "...Gave me confidence. Confidence that I didn't have before. I started to believe in myself. It most definitely helps build those skills."



Photo Credit: Chrysalis

CHIP gifts are 1% of your bill,
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Thank you!



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

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SPECIAL STORE HOURS

**WILLY WEST WILL BE CLOSED:
MONDAY, OCTOBER 1 AND TUESDAY,
OCTOBER 2**

RECIPES

Gigi's Gazpacho

By Gigi Godwin, Willy Street Co-op Owner.

5 large ripe tomatoes, chopped
Salt and black pepper to taste
1 Tbs. Bragg's Organic Apple Cider Vinegar
1 tsp. honey
1 tsp. Bragg's Liquid Aminos
1 small bottle of R.W. Knudsen Very Veggie Juice
1 garlic clove, minced
1 small white onion, diced
1/2 of a small fennel bulb, diced
1 green pepper, chopped
1 small hot pepper, chopped
2 cucumbers, seeded and chopped

Directions: Place the chopped tomatoes with their juice in a large bowl. Add a pinch of salt, several grinds of black pepper, the apple cider vinegar, honey, liquid aminos, and Very Veggie juice. Add the remaining ingredients. Mix well then chill for several hours. Serve with a dollop of plain creamy yogurt, snipped fresh chives, and a drizzle of extra virgin olive oil.

Greek Fish in a Foil Packet

Adapted by Gigi Godwin from *Moosewood Restaurant Cooks at Home*.

2 sheets aluminum foil, approximately 12 x 24 inches
2 5- or 6-oz. firm fresh fish fillets, or 1 10-oz. fillet, cut in half (haddock or cod are good choices)
1 c. thinly sliced fennel bulb
1 small tomato, sliced
4 thin slices of red onion
2 garlic cloves, minced
2 Tbs. olive oil
Juice of one lemon
1 tsp. chopped fresh oregano
Dash of salt and ground black pepper

Directions: Preheat the oven to 450°F. Fold each sheet of foil to make a double-thick square. Brush a little olive oil in the center of each square. Rinse the fish fillets and pat dry with paper towels. Prepare the fennel, tomato, onion, and garlic.

Layer half of the fennel, onion, and tomato on each square and top with the fish fillets. In a cup or jar, combine the garlic, olive oil, lemon juice, and oregano and pour half over each fillet. Sprinkle with salt and pepper. Fold the foil into an airtight packet and bake for 25 minutes.

Open the packets carefully to release the steam. With a spatula, transfer the fish and veggies to individual plates and pour the remaining liquid over each serving. Serve with a side of rice, quinoa, or couscous and top with crumbled feta or goat cheese and freshly minced parsley.

Eggplant Burgers

From *Simply in Season* by Mary Beth Lind and Cathleen Hockman-Wert.

2 Tbs. olive oil
2 tsp. balsamic or wine vinegar
1 tsp. Dijon mustard
1/4 tsp. salt
1/4 tsp. pepper, freshly ground
1 eggplant, large
8 slice cheese, thinly sliced
2 tomatoes, thinly sliced
1 roasted red pepper, sliced in four pieces
8 basil leaves, fresh—you can use up to 16 leaves
4 crusty rolls or 8 slices of sturdy bread

Directions: Whisk the oil, vinegar, mustard, salt, and pepper together in a small bowl.

Cut the eggplant crosswise into 1/4" thick slices to make 12-16 slices. Brush with the oil mixture. Place on grill over medium-high heat.

Close the lid and cook, turning and brushing occasionally with the oil mixture, until tender, about 5-10 minutes. Remove from grill. (NOTE: The eggplant may be cooked under the broiler or sautéed in a frying pan until tender, 4-5 minutes on each side.)

Stack 2 slices of eggplant, then place a slice of cheese on top. Top with another piece of eggplant, and then add 2 slices of tomato and/or a piece of roasted red pepper. Then add 2-4 basil leaves, another piece of eggplant, and another piece of cheese. Finish with one piece of eggplant.

Repeat to make 4 stacks, adding a grind of pepper at the end. Place each stacked burger on the grill, and cook with lid closed, for about 2 minutes, turning once. Drizzle balsamic vinegar or olive oil on the inside of the bread and place on the grill until toasted. Rub a cut clove of garlic on each piece of bread. Top with the eggplant burgers.

Serve immediately. You can also allow the burgers to cool, wrap tightly and refrigerate for several hours or overnight, allowing the flavors to blend. Either way is delicious! Makes 4 servings.

Chopped Salad with Quinoa, Sweet Potatoes, and Apples

Adapted from www.foodandwine.com.

2/3 c. quinoa
1 lb. sweet potatoes, diced
6 1/2 Tbs. olive oil, divided
salt
pepper
1/4 c. apple cider vinegar
1 1/2 tsp. Dijon mustard
2 apples, large, diced
8 c. baby greens
1/4 c. flat-leaf parsley, fresh, finely chopped
1/4 red onion, sliced

Directions: Preheat oven to 400°F. Rinse the quinoa with cold water in a fine-mesh sieve. Transfer to a medium pot and cover with 1 1/3 cups water. Bring to a boil, then turn heat down to a simmer, cover, and cook until liquid has absorbed, about 15-18 minutes. Fluff the quinoa with a fork, transfer to a large bowl, and set aside.

Spread the sweet potatoes out on a rimmed baking sheet and drizzle with a tablespoon of the olive oil. Sprinkle with salt and pepper, and toss



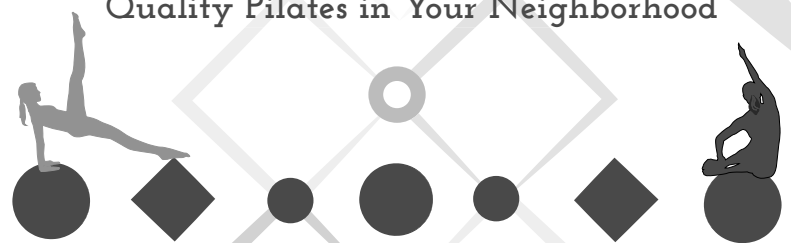
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gently to coat. Bake in the upper third of oven until golden and tender, 25-30 minutes. Allow to cool at room temperature.

In a small mixing bowl, whisk together the remaining 5 1/2 Tbs. of olive oil, apple cider vinegar, mustard, and salt and pepper.

Add the roasted sweet potatoes to the bowl of quinoa. Add the diced apples, baby greens, chopped parsley, and sliced red onion. Drizzle with the dressing, and toss well to coat. Serve immediately. Makes 4 servings.

Pot Roast with Rutabaga and Parsnips

Adapted from www.biggirlsmallkitchen.com.

chuck eye roast (2 to 2 1/2 pounds)
1/2 lb. rutabaga, cut into a large dice
1/2 lb. parsnips, cut into a large dice
salt
pepper
2 Tbs. sunflower oil
2 large onions, sliced

Directions: Use paper towels to pat the meat dry. Season with 1 1/2 teaspoons of salt and some black pepper. Heat a heavy, lidded pan (slightly larger than the meat) over high heat for 3 minutes. Add the sunflower oil, then place the chuck eye roast in the pan. Sear 4-5 minutes, until golden brown, then flip and sear the other side. Lower the heat to medium, and push the meat to the side of the pan. Add the onions and stir to coat in oil. Season with salt and pepper, and cook, stirring, 2-3 minutes. Pour water into the pot, enough to come halfway up the meat. Bring to a boil, then turn the heat to very low and cover. Simmer for 3 1/2 hours, turning the brisket occasionally. Add the rutabaga and parsnip, and cook for another 45-60 minutes, until the vegetables are cooked through, and the meat is fork-tender. Makes 4 generous servings.

Pumpkin Tortilla Soup

Adapted from www.thekitchn.com.

12 corn tortillas
4 Tbs. olive oil
1 medium onion, chopped
2 clove garlic, minced
1 c. cilantro, minced, plus sprigs for garnish
1 tsp. ground cumin
cayenne pepper to taste
1 1/2 c. pumpkin, purée (canned is fine!)
28 oz. diced canned tomatoes
5 c. low-sodium vegetable broth
1/2 tsp. salt
vegetable oil (for frying)
2 avocado, peeled, pitted, and diced

Directions: Slice half of the tortillas into 1/2-inch squares and half of them into 2-inch by 1/4-inch strips. Set aside. Over medium-low heat, heat the olive oil in a large stockpot. Add the onion, garlic, cilantro, and tortilla squares, and sauté, stirring frequently, until the onion is soft. Stir in the cumin and cayenne, and sauté for 1 more minute. Add the pumpkin, diced tomatoes and their juices, vegetable broth, and salt. Stir to combine, and bring to a boil. Cover and reduce heat to low. Simmer for 1 hour, stirring occasionally. Add a 1/2-inch of vegetable oil to a medium skillet. Heat over medium-high heat until hot but not smoking. In two batches, fry the tortilla strips until light golden and crisp. Use a slotted spoon to transfer the tortilla strips to a paper towel-lined plate.

Serve each portion of soup garnished with diced avocado, cilantro, and tortilla strips. Makes 6 servings.

Brussels Sprout and Chorizo Beer Hash

Adapted from www.food52.com.

1 lb. Brussels sprouts, outer leaves removed
4 medium red potatoes, halved
1 Tbs. olive oil
3 chorizo links, casings removed and discarded, crumbled
1 shallot, peeled and diced
salt
pepper
1 c. beer
2 Tbs. butter
4 large eggs, beaten

Directions: Bring two medium pots of salted water to a boil. Cook the Brussels sprouts in one pot for 5 minutes, then drain. Cook the potatoes in the other pot for 10 minutes, and drain.

Heat the olive oil in a large, deep sauté pan over medium-high heat. Add the chorizo, and cook, stirring, for 5 minutes. Stir in shallots and cook for 3 minutes. Add salt and pepper to taste.

Trim the bottoms of the Brussels sprouts, and slice lengthwise in half. Add to the sauté pan with the chorizo, and cook until beginning to brown, about 7 minutes. The bottom of the pan will begin to develop a crust, this is fine.

Peel the potatoes and cut into 1-inch cubes. Add to the sauté pan, and gently stir to incorporate. Add more salt and pepper to taste. Add the beer, and scrape up the browned bits from the bottom of the pan. Let cook about 5 minutes, until the potatoes begin to brown. If there are still more bits stuck to the pan, add a little more beer to deglaze.

In a medium skillet, melt the butter over medium heat. Add the eggs and cook, stirring frequently, until cooked but still soft.

Serve the egg over the hash, while hot. Makes 4 servings.

Glazed Butternut Squash with Brussels Sprouts

Adapted from Jen Hoy on About.com.

3 Tbs. olive oil (or untoasted sesame oil)
1 large shallot, sliced
1 lb. Brussels sprouts, stems trimmed, and cut vertically in half
1 lb. butternut squash, peeled and cut into 1/2" chunks—about 2 cups
1 c. vegetable stock (optional—you can also use water if need be)
pinch salt
1 can chickpeas, cooked
2 tsp. fresh rosemary, chopped

Directions: In a large, deep skillet with a tight fitting lid, warm the olive oil and shallot. Add Brussels sprouts and squash. Sauté for about 1 minute.

Add stock or water and sprinkle with sea salt, and bring to a boil over medium-high heat.

Cover the pan and reduce the heat to low. Allow to simmer for 5-10 minutes, until the sprouts and squash are tender. Do not stir!

Add chickpeas and rosemary. Raise the heat to medium-high and cook off the remaining liquid (again, don't stir!). Allow the squash and Brussels sprouts to lightly brown without stirring.

Serve warm or room temperature. Makes 5 servings.

Jeanne's Cauliflower Cheese Soup

by Jeanne Tentis, Willy Street Co-op Owner.

1 large head cauliflower, cleaned and broken into florets
4 c. chicken, turkey or vegetable broth, homemade or good quality, divided use
4 Tbs. unsalted butter
1 small onion, cut into small dice
1/4 c. flour (heaping)
2 c. sharp cheddar cheese, shredded
2 c. half and half or whole milk
salt and pepper to taste
toasted crouton, plain or garlic, (see note)

Note: Jeanne Tentis suggests this method for the crouton: "I usually get a baguette, cut it on an angle about 1/2 inch thick, rub it with olive oil and sometimes garlic. I then toast both sides under the broiler until golden. Any kind of crouton would work but this is my version and it

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RECIPES

works really well. I especially like to use garlic as it adds a punch to the creamy soup.”

Directions: Cook cauliflower in 2 cups of broth until fork tender, but not mushy. Drain and reserve broth. Reserve 1 cup of the florets and set aside. In food processor, puree remaining florets with the reserved cooking broth. Melt butter in a large pot and sweat the onions until soft. Add the flour and cook for 3-4 minutes on medium-low heat. Add 1 cup of broth and mix, cooking until thickened. Add the pureed cauliflower and blend well. Thin with additional 1 cup broth as needed. Add the cheese and stir until melted. Season to taste with salt and pepper. Add the reserved florets and the half and half or milk. Cook on low until heated through; do not boil. Check again for seasoning and adjust. Serve with a toasted crouton and sprinkle with chopped parsley. Makes 4 servings.

Cauliflower au Gratin

Recipe adapted from *The New Basics Cookbook* by Julee Rosso and Sheila Lukins.

1 head cauliflower, about 3 lbs., trimmed and cut into florets
2 Tbs. unsalted butter
2 Tbs. unbleached flour
1 c. milk
1 c. crème fraîche
2 oz. chevre, crumbled (about 1/3 to 1/2 cup)
1/4 c. fresh chives, snipped
pinch salt
pinch cayenne pepper
freshly ground black pepper to taste

Directions: Preheat oven to 350°F. Lightly butter a 12-inch gratin pan or shallow baking dish. Bring a large pot of water to a boil. Add the cauliflower and simmer until tender, about 10 minutes. Drain and set aside. In a small saucepan, melt the butter and whisk in the flour. Stir until a paste forms, then add milk incrementally, stirring until smooth. Cook over low heat, stirring, until thick. Add the remaining ingredients and remove from heat. Arrange cauliflower in baking dish and cover with sauce. Bake until bubbling and golden, about 40 minutes. Makes 6 servings.

Mixed Greens Spanakopita

Adapted from *Moosewood Restaurant Healthy Recipes*.

8 c. coarse greens (kale, mustard, collards, etc., stems removed)
8 c. soft greens (beet greens, spinach, chard, etc.)
1 c. feta
4 oz. cream cheese
1/2 c. olive oil
4 clove garlic, minced
1 pkg. filo dough
1 Tbs. oregano
1 Tbs. pepper
1/2 tsp. salt
1 Tbs. sesame seeds

Directions: Keeping the coarse and soft greens separate, prepare your greens, beginning by thoroughly rinsing them. Chop them into ribbons. Steam the coarse greens until soft. Remove from heat and place in a colander. Squeeze as much liquid from them as possible, then place in a large bowl. Steam and squeeze excess liquid from the soft greens using the same method, and place in the bowl with the other greens.

Add oregano, salt, pepper, feta, and cream cheese to the bowl. Stir until well combined.

In a small pan, warm olive oil over medium heat and add the garlic. Reduce heat to medium-low and cook until golden. Remove the garlic from the oil and stir into the greens mixture. Reserve the olive oil.

Place two sheets of filo dough on a clean work surface. Brush the shorter edge of the dough with the garlic oil and fold in half, like a hot dog bun. Place a generous amount of the greens mixture on the lower portion of the dough, on the left-hand side. Fold the right-hand corner over to form a triangle that covers the filling. Folding like a flag, continue to fold the dough into triangles, brushing the top triangle with olive oil. Flip the spanakopita triangle over and place it, with the flap side down, on a lightly greased cookie sheet. Brush with oil and sprinkle with sesame seeds. Repeat with the rest of the filo dough until finished.

Bake in 375°F oven and cook for 15-20 minutes, until the tops are golden brown. Makes 4 servings.

Leek, Lemon, and Feta Quiche

Adapted from www.feedingthesaints.com

1 lb. leeks
2 Tbs. olive oil
1 c. half-and-half
3 eggs
1 tsp. lemon zest
1 tsp. salt
black pepper, freshly ground
2 tsp. ouzo (or pastis, raki, or any other anise-flavored liqueur—optional)
1 puff pastry sheet, thawed according to package directions
2 1/2 oz. feta (divided into 4 slices)

Directions: Prepare the leeks by cutting off the roots and dark green tops. Slice lengthwise, then crosswise into 1/2-inch slices. Rinse very well under cool running water to remove any silt and sand from between the layers. Spread them on a clean dishtowel to dry, or spin in a salad spinner.

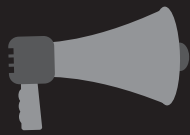
Place the olive oil in a large skillet and heat over medium heat. Add the leeks and sauté until wilted. Remove from heat and set aside.

In a mixing bowl, whisk together the half and half, eggs, lemon zest, salt, pepper, and ouzo, if using.

Prepare the pastry on a lightly floured surface. Roll out the puff pastry to 1/4-inch thick. Transfer to a pie dish and press into the corners and up the sides of the dish. Trim the edge of the crust with a sharp knife. Spread the sautéed leeks on the surface of the pastry. Pour in the egg and milk mixture. Top with the sliced feta.

Bake for 30-40 minutes until golden brown and the center is firm. Allow to cool at least 10 minutes before serving. Makes 4 generous servings.

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Local Produce Availability

Grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison.
Completely and truly local.

| Item | Oct. | Item | Oct. | Item | Oct. |
|------------------|------|----------------------|------|--------------------|------|
| Apples | x | Daikon | x | Peppers, Hot | x |
| Aronia Berries | x | Dandelion Greens | x | Potatoes | x |
| Arugula | x | Edamame | | Pumpkins | x |
| Basil | | Eggplant | x | Radishes | x |
| Beans | | Fennel | x | Rutabaga | x |
| Beets | x | Garlic | x | Salad Mix | x |
| Blueberries | | Grapes | x | Scallions | x |
| Bok Choy | x | Herbs, Pickling Dill | | Shallots | x |
| Broccoli | x | Herbs, Others | | Spinach | x |
| Brussel Sprouts | x | Horseradish | x | Sprouts | |
| Cabbage | x | Kale | x | Squash, Summer | |
| Carrots, 5lb Bag | x | Kohlrabi | x | Squash, Winter | x |
| Carrots, Bunched | x | Leek | x | Tat-Tsai | x |
| Carrots, Juice | x | Lettuce | x | Tomatillo | |
| Cauliflower | x | Melons, Musk | x | Tomatoes, Cherry | |
| Celeriac | x | Mustard Greens | | Tomatoes, Roma | |
| Celery | x | Mushrooms | x | Tomatoes, Slicing | |
| Chard | x | Okra | | Tomatoes, Heirloom | |
| Cilantro | x | Onions | x | Turnips | x |
| Collards | x | Parsley | x | Watermelon | |
| Corn | | Pears | x | | |
| Cucumber | | Peppers | x | | |

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willy street co-op

*Severe weather conditions (excessive rain, drought, etc.) will affect availability and price.



Staff Picks



DAKOTA

Vega Protein Powder

I was never into protein powders until I tried Vega on a whim one day...and now it's my favorite after workout protein drink. The chocolate protein powder tastes great with my favorite nut milk and mixes well in my shaker cup. It almost tastes like chocolate milk



because the texture is that smooth and creamy. A friend of mine convinced me to try the vanilla flavor with just WATER and even that was delicious. I'm still shocked. Vega is plant-based, has 20 grams of protein per serving, and if you try it, it might be your new favorite protein powder too.

Willy Street Co-op Vegetable Spring Rolls with Spicy Peanut Sauce

I love fresh spring rolls. Our Co-op spring rolls are made with the same quality, organic vegetables you'll find in our Produce section, then stuffed with soft rice noodles for a chewy compliment to the crunch of the fresh veggies. And then we have the sauce. This stuff is so good, I'd eat it on almost anything. Sweet, savory, and slightly spicy, this stuff is seriously delicious. They make a great appetizer to a grab-and-go lunch at the Co-op! I'm actually eating these as I type this.



JOE

Willy Street Co-op Olive Bar

You can put together your own assortment of high-quality olives, whether just a few for a snack or a lot for a party tray. Also allows you try something new without buying a whole jar.

Bulletproof Brain Octane Oil

Not just another MCT oil. This is the one specified in the original recipe for "Bulletproof coffee" because of superior C8 (caprylic acid) content. American-made, and coconut-based to help protect orangutans (vs. typical palm-based products.)



Epic Pork Rinds

Crunchy low-carb snack option, made by a company that embraces healthy and sustainable production methods. Noticeably fresher, better taste than most other brands.



Epic Bars

Delicious, low-carb, and convenient. Wild Boar is probably my favorite.



SARAH

Booda Butter Cream Deodorant

Made with only five food-grade ingredients, this all-natural deodorant is proof that often times simple is best! It goes on nice and smooth and does a great job of keeping smells and wetness at bay. It's vegan and gluten-free, and I also love that most of the ingredients are organic and fair trade.



Raw Rev Glo Creamy Peanut Butter and Sea Salt Bar

This tasty little bar is packed with 15 grams of protein, 14 grams of fiber, with only 2 grams of sugar. This nugget of peanut buttery goodness is completely vegan, not too sweet, very satisfying, and surprisingly filling!



SHARON

Jason Powersmile Toothpaste

Jason Powersmile is the mintiest toothpaste I have ever used. That blast of cool is the best



way to wake up a morning mouth, in my humble opinion. And there is no gluten, SLS, or fluoride.



SARA

Chao Creamery Tomato Cayenne Slices

Okay, here's the deal. These MELT really well. I take the whole block of chao slices, shred it on a grater, toss with some fresh tomatoes and onions, and throw it on some Stacey's Organic Flour Tortillas, and fry it up. Top with



some Tofutti sour cream and salsa or peppers of your choice and you have one zesty, delicious, dairy-free quesadilla.

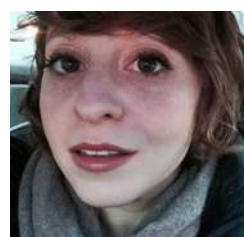
Primal Pit Paste—Jasmine

I have been trying to move away from a well known big name brand of deodorant because of ethical issues for quite some time and had tried about five other "natural" smaller brand deodorants over the years without success. I am active (jog/bike) and nothing worked very well and I kept going back to the old standby. After nearly giving up I tried Primal Pit Paste on recommendation. It works fantastic for me and has the best smell of any deodorant I've ever used—pleasant but subtle. More importantly it works well and with the paste I can easily control the amount I use depending on my planned activity level. 5 stars!



Megafood B12 Energy Cranberry Gummies

Vegans/gelatin-adverse—Don't pass by these B12 gummies! These are made with organic cranberries sourced from northern Wisconsin and are certified vegan, gluten-free, have no high fructose corn syrup, and are non-GMO. A delicious daily treat to help you keep your nerve and blood cells happy.



OLIVIA

Emmi Roth's Swiss Kaltbach Le Cremeux

This Swiss cheese is a little stinky and aged in the Kaltbach caves in the Alpine Valley. This cheese is heavenly, creamy and smooth. Tastes great on its own or melted on casseroles and in omelettes. Pairs well with Chardonnay or single malt Scotch.



Original Bitchin' Sauce

This is one of my favorite spreadable snacks with crackers or bread. It is lemony, and fresh. Reminds me of a combo of hummus and nut spread.



AMANDA

Nessalla Bulk Kombucha

I love that I can just get a glass of kombucha or fill my growler and get as little or as much as I want. There are always 3 great flavors to pick from and they rotate out different flavors. Then I can try flavors that I may not have tried before.



Willy Street Co-op Cheese Niblet Bin

I was not an adventurous cheese-eater before. But with the niblet bin, I can try different small pieces of cheese. I guess you could say it has really broken me out of my cheese shell!



PATRICK

Willy Street Co-op Mushroom Parm QBalls

Protein packed! Meatless meatballs that are made with quinoa, egg, and Parmesan cheese. No meat, still complete!



MINDY

REBBL Vanilla Spice Protein

When rollerderby practice ends late, I need post-exercise fuel, but I don't want to eat a full meal before getting into bed. REBBL has the calories and protein that I need without weighing me down. The ashwaghandha is an added bonus, helping to calm my body and my mind and allow me to get to sleep at the right time.



RACHAEL

Virgil's Organic Soda

Growing up I drank soda like it was going out of style. Clearly, not the best choice. No need to fear though, Virgil's is here with a naturally sweetened, caffeine-free option that tastes really good too! So far I have tried the cream soda and the orange and both have been wonderful! Looking forward to trying more of the many options that we carry!



FLORA

Celestial Seasonings Bengal Spice Tea

This non-caffeinated tea has a very strong cinnamon and clove flavor, making it wonderful for a relaxing day in while also being a mild pick-me-up for evening exhaustion. I like to brew it strong and drink it plain, paired with a piece of buttered toast as a bedtime snack, but it is good with milk too.



ALMA

Gazela Vinho Verde

A super light, fizzy Portuguese wine. Goes really well with fish or other light meals. Perfect for summer porch-drinking or for mixing cocktails and punches! Plus, it's super affordable!



TIFFANIE

Chocolove Toffee & Almonds in Milk Chocolate

I LOVE LOVE LOVE the blend of milk chocolate, toffee, and almonds in this chocolate bar. The milk chocolate will melt in your mouth and the bits of buttery sweet toffee will linger just long enough for you to want more.



CAITLYN

Topo Chico Mineral Water

The best sparkling water. Not sure if it ever loses its carbonation. I opened a bottle before I fell asleep one time and it was still super bubbly the next morning. A true hero and legend.



KASIA

Noosa Yogurts

This is perhaps the best yogurt I've ever had! It's super creamy, and all of their flavors are unique and delicious. I prefer the strawberry rhubarb because it's tart and sweet at the same time. You can eat it as a morning snack or as dessert :)



KELLY

Taylor Farms Organic Asian Ginger Chopped Salad

This salad is easy to put together, with all the ingredients portioned out and ready to go. Just mix it up and eat! The flavor is great, it's convenient and affordable. A nice healthy choice for a busy night.



ANDY

Concord Grapes from Carandale Farm

When I was a kid, we had Concord grapes growing on the fence along an edge of the back yard. In the years they were spared by the birds, it was heavenly to pop them in my mouth—a burst of the purest essence of grape. Grown at Carandale Farm, which focuses on unusual and heirloom fruit



varieties appropriate to our climate, these bring back sweet memories and make me want to live forever.



AMY

Tipi Produce Organic Carrots

Some of you may not know this, and some of you are very familiar, but local Tipi carrots are quite famous around here. For years, we have enjoyed their perfect crunch and sweet juices. We are lucky to have them around for 8 or 9 months of the year. The last day we sell them, usually in May, is a sad one for many. We will eat some other veggie until September when they are back in our lives again. A cult classic indeed.



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