

willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 46 • ISSUE 10 • OCTOBER 2019



2019 Customer Survey Results



IN THIS ISSUE

Owner Appreciation Week; Your Equity Explained;
World's Largest Fair Trade Produce Display; and more!

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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

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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
Ann Hoyt, Vice President
Brian Anderson
Stephanie Ricketts
Trevor Bynoe
Michael Chronister
Gigi Godwin
Sarah Larson

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

**BOARD MEETING
SCHEDULE**

Tuesday, October 15
Tuesday, November 19
Tuesday, December 17
Tuesday, January 21

As always, Board meetings are held at the Central Office beginning at 6:30pm (unless otherwise noted). Dates are subject to change. Please see www.willystreet.coop/events/board-of-directors to confirm.

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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!

STARTING A GROCERY CO-OP

Q: I live in Dubuque currently and would like information on how to get our co-op. This on is the Best I have been to. Thank you!

A: Thanks for the kind words and for your interest in a grocery co-op in your area. I was sad to hear in 2017 that the Dubuque Food Co-op closed. Starting a grocery co-op is not easy as the retail grocery business is very competitive. But there are resources out there, most notably Food Co-op Initiative. FCI is a nonprofit geared towards providing resources to communities interested in opening grocery co-ops, and much of the information they have available they provide at no cost. You can learn more at www.fci.coop. We hope you'll come back to Willy Street Co-op the next time you're in town. -Kirsten Moore, Cooperative Services Director

FATS

Q: I read the article about fats in the May Reader and have some follow-up questions: (1) Will liquid vegetable oil containers say if the oil is "expeller-pressed" or "cold-pressed"? I've looked for that on olive oil before, but never, for example, on canola oil. (2) How would I know if dairy products (milk, cheese, butter) are from grass-fed cows? (3) Does the Co-op sell lard and tallow from pastured pigs and cows? If so, where would I look for it in the store? (4) Is the author an objective source or a paleo-enthusiast writing from that perspective? Thank you for an interesting article.

A: Thanks for writing and for your patience! We're glad you enjoyed the article. There are no regulations that require producers to label their products as "expeller-pressed," "cold-pressed," or "grass-fed" and so it's totally up to the producer to decide if this information would be worthwhile to print on their labels for customers (many do, because it's positive marketing). If a producer does not include this information on their label, you could certainly contact them to find out. We do indeed sell lard from Willow Creek, who raises pasture-raised pork, but we do

not carry tallow.

Andy Gricevich is on Co-op staff, I checked in with him about his leanings, and he said "I don't follow any particular diet, Paleo or otherwise. Though I don't know that I could claim to be an "objective source" (like anybody else), I can say that my research for the article included books, articles and scientific studies coming out of a wide range of perspectives, from the USDA's official opinions to those of 'beyond Paleo' writers. I did my best to check everything I reported as fact against a variety of sources, and feel confident that the article is solidly rooted in good science." He also recommended Nina Teicholz's book *The Big Fat Surprise* as "a non-Paleo-oriented, meticulously researched and cited book on the subject." Please let us know if you have further questions. Have a great afternoon! -Kirsten Moore, Cooperative Services Director

CLAM CHOWDER

Q: I've been craving a good bowl of clam chowder recently and the other day I saw the Bar Harbor Clam Chowder in the can at Willy East. The packaging looked pretty fancy and the cost was a bit off-putting but, given my "need" for clam chowder, I decided to try it. Holy cow!! What a fantastic soup. I added a little milk and butter as suggested by the label and it scratched all the right comfort food itches. I hope you'll keep this product in stock as I'll be back for more.

A: I have shared your comment with the grocery buyer at the East location. I am happy that you enjoyed the soup! I have been intrigued by the label; it does look very fancy to me as well. I am also a big fan of clam chowder; now I am going to have to get some and give it a try. Thanks for giving us the feedback. Have a beautiful day. -Amanda Ikens, Owner Resources Coordinator-East

ANNUAL MEETING & PARTY GIFT BAGS

Q: Is there another way to distribute the gift bags? There were so many elderly and people with walkers waiting in the hot sun. It just doesn't seem safe or respectful to the members of the Willy Street Co-op. Thank you!

A: Thanks for sharing your concerns with us. My short answer is: we haven't found one yet.

My longer answer is: we began offering gift bags about a decade ago to help encourage Owners to come early and get their dinner and then stay for the meeting. When we started doing this, each gift bag had maybe 10-12 items. We've refined our process over time and now gift bags contain over 20 items, and the contents of a few of them could be valued at \$30 or more. Although it takes many hours to fill 1,000 gift bags, the contents are

donated by vendors, so the cost to us is relatively low.

Similar to the increasing value of the contents, over the years the time at which ticket holders start to line up has moved earlier and earlier, which means some of them choose to stand there for hours. The Owners who have made it somewhat of an art form will bring a folding chair, music to listen to, an umbrella, and/or reading material. As these gift bags are free and getting one is a matter either of planning and commitment (if you line up early) or fortunate timing, it's each individual's decision if they want to wait for one or not.

We have considered some other options: Last year someone suggested providing shade for the people who line up, but spending money on tents to provide shade for an hour or so (for the vast majority of those in line) would be too expensive. Because of the railroad tracks, we are limited by how we can have the line go (in shade behind tents, for example)—having it cross the tracks would create a safety hazard. Having a lottery or a set number of gift bags (like we do with meal tickets) wouldn't help with the goal of getting people there early. We could potentially move the gift bag distribution point to somewhere else, but that will create other challenges, like moving it farther from a source of water and potentially making Owners walk across the park (or farther) to get in line for dinner.

As we do each year, we collect feedback from attendees and staff members, the planning group evaluates it and then uses it to plan for the next year—we will include this feedback as well! -Brendon Smith, Communications Director

AWARD-WINNING CHEESE

Q: Wisconsin won a lot of awards for its cheese this year and it would be really great if Willy Street Co op could feature some of those award-winning cheeses so that the members could try them.

A: Thank you for taking the time to write. I apologize it has taken so long for me to respond. I agree with you, we definitely could do a better job featuring all of the award-winning cheeses we sell in the Cheese department. I will work with our Communications department to figure out the best way for us to do this moving forward.

Thank you, Jeremy Johnson, Meat and Specialty Category Manager

SESAME SEED TREASURE HUNT

Q: I shop at East and North. I should have asked a staff member to lead me to the white sesame seeds long ago, but never did. I discovered this at North, yesterday. The black sesame seeds are in the spice area. The white sesame seeds are in

the bulk area.

I wonder if anyone else is puzzled by this sesame seed separation. Maybe a sign would help. No matter. I am thrilled that I finally found them. My crispy tofu will be spectacular now.

A: Thanks so much for bringing this up and I'm sorry you had to go on a sesame seed treasure hunt! The North store is unique in many ways and one of them is that bulk spices are separated from the rest of bulk. We will be sure to get a sign up on the bulk sesame seed container and vice versa. Some categories just have multiple uses and it's hard to find the balancing point sometimes. We sell a lot of sesame seeds and have them in a larger container with the rest of the seeds and nuts. The black sesames are a bit more unique and usually used as a topping, hence being with the spices. But obviously, they can both be used in a variety of ways.

We are considering trying to get all the spices over to the bulk area (like at East) but we will have to do some serious shuffling around to make it work so it might be a ways down the line. Hopefully, the sign will help in the future for now. Best, Mike Burns, Product Placement Manager

LOCAL SUGAR SNAP PEAS

Q: I was in yesterday to get some produce since yours is the freshest. I picked up some sugar snap peas which I think were from Oregon and was disappointed with them. Do you not have a local farm that could provide a fresher supply? I find a lot of your vegetables are not locally raised.

A: Thanks for writing! It looks like you caught the very last of the non-local sugar snap peas that we had in house. We've been carrying local for the majority of this month from New Traditions Homestead in Hillsboro, WI. In fact, we had local sugar snap peas on sale last week!

I can say that some crops, especially the early season ones like peas, were a little late this year for us due to the cool wet spring. It seems like things are catching up now, but you are correct that most years we would expect to have things like sugar snap peas by late June.

We do our best to provide as much locally grown produce as possible, working with over 20 small farmers to supply almost everything that is feasible to grow on a wholesale scale in Wisconsin. If there are other specific things that you haven't found in our stores that you think we should have, please let me know and I can either give you some backstory, or if it is something that we don't have a local grower for, I can work with our growers to try to get it on the shelf next year.

Thanks so much! -Megan Minnick, Purchasing Director



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Online shopping & Delivery!

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See: shop.willystreet.coop.

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Dinner for just \$5
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Thursday at Willy North.

Vegan, vegetarian, and made-without-gluten options usually available. See www.willystreet.coop/events for the next \$5 Dinner menu.

willy street co-op

This month's
Wellness Wednesday is
October 2

GENERAL MANAGER'S REPORT

National Co-op Month; Union Representation; and More!



by Anya Firszt,
General Manager

The month of October has a plethora of national observations to celebrate including Vegetarian Awareness Month, Pickled Peppers Month, Apple Month, and Farm to School Month, but the one that is near and dear to me is National Co-op Month.

OCTOBER IS NATIONAL CO-OP MONTH!

Willy Street Co-op is celebrating Co-op Month along with hundreds of other co-ops across the country. Cooperatives have been celebrating Co-op Month since the mid 1930s, and Willy Street Co-op joined the pack starting in 1974 when we opened our first retail store on Williamson Street. This marks our 45th year in business, and we have you to thank for our success.

Willy Street Co-op strives to provide the goods and services you ask for, and when possible we source these goods and services from cooperatively owned businesses. If supporting the cooperative business model is important to you, please consider supporting any number of our local and regional cooperatives. Co-ops come in many shapes and sizes—providing everything from groceries to cab rides to hardware. You can likely find a co-op that fits one or more of your personal needs.

OWNER APPRECIATION WEEK: OCTOBER 7-13

One way we can say thank you and offer appreciation this month is during Owner Appreciation week, which is October 7-13. We will be celebrating our birthday, and at each store we have for you Owner-only sales promotions, the chance to win great prizes, daily product samples, and a Fair Trade produce display at Willy West that may earn world's largest classification! These products will be offered at a discount to Owners at all of our stores.

And, what better way to celebrate a birthday than with CAKE! Our Board of Directors will be serving cake at each store on Sunday, October 13 starting at 12:00pm.

WILLY NORTH MURAL

We have another special celebration this month, also on Sunday, October 13 beginning at 12:00pm, we

will dedicate the new mural at Willy North. This community art project was done in collaboration with Dane Arts Mural Arts. Check it out!

UNION REPRESENTATION

The staff who are members of the bargaining unit at Willy Street Co-op voted in favor of union representation on September 4, 2019. We have received notification from the National Labor Relations Board (NLRB) of Certification of Representation by the United Electrical, Radio, and Machine Workers of America (UE), and we recognize the union.

Our management team respects the decision that our staff have made, and we will in good faith move to collective bargaining with the goal of reaching an agreement. I will share any further developments on a contract via our website and newsletter.

UPCOMING FOOD CO-OP CONFERENCE

Willy Street Co-op is pleased to host the 2020 Up and Coming Food Co-op Conference on March 6-7, 2020. This conference is designed to offer people who are interested in starting a co-op some tools to help them in their journey. The conference is coordinated by the Indiana Cooperative Development Center and its partner Food Co-op Initiative. To read more about this exciting opportunity for start up co-ops to get a leg up, check out this website: icdc.coop/up-coming-2019/about-up-coming-2019.

MADISON VOTES!

Thank you to everyone who voted once again Willy Street Co-op your favorite grocery store in the Isthmus MadFaves poll! And, please vote for us again in the Madison Magazine/Channel3000.com poll.

SPECIAL STORE HOURS AND DATES TO THINK ABOUT

- Thanksgiving Day, November 28:
Stores are open 7:30am-2:30pm.

ONLINE SHOPPING AND DELIVERY FROM WILLY STREET CO-OP

Shopping online for store pick-up or home delivery could help make your holiday baking stress-free and more fun, find out how here: shop.willystreet.coop.

We truly appreciate you, our Co-op Owners—thank you for your patronage. You are the reason we are here.

Until next month.

BOARD REPORT

Unionizing; Owner Appreciation Month; Meet New Board Member Sarah Larson!



Stephanie Ricketts, Board Member

Hello Willy Street Co-op Community! Welcome to October, and all of its pumpkin-spiced glory. I'm keeping this intro short and sweet, as we have a lot to cover in this month's Board Report!

WILLY STREET CO-OP STAFF VOTE TO UNIONIZE

In early September, Willy Street Co-op employees voted in favor of unionization through the United Electrical, Radio and Machine Workers of America (UE). Consistent with our commitment to supporting Willy Street Co-op staff, the Board recognizes the outcome of this vote and will continue to comply with all National Labor Relations Board (NLRB) requirements. I, along with my fellow Board members, look forward to learning more about the collective bargaining process, and how the Board can best support the organization as a whole.

HAPPY OWNER APPRECIATION MONTH!

October heralds the anniversary of Willy Street Co-op's founding back in 1974. There is no more appropriate way to celebrate than by honoring YOU—our amazing Owners! There is more information in this Reader on specific promotions, events and more. Swing by any store on October 13 for some appreciation cake, served by your Board!

NITTY GRITTY BOARD WORK

At the September Board meeting, one of the top items for the Board was the annual audit report presented to the Board by our external audit partner, Wegner CPAs. I am happy

to share that we received a clean audit report this year, meaning there were no major areas of concern from Wegner.

Another major agenda item was the annual Ends report, presented by the General Manager. As a reminder, the Co-op's Board operates in a Policy Governance model, which means we set policies that guide the Cooperative, and then monitor the organization's attainment of those policies via reports. The Ends are big, important policies that set the high level priorities for the organization. To that end, they are also short and broadly worded. Our Ends Policy reads:

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.

The General Manager sets reasonable interpretations of what attaining these Ends policies looks like, which the Board can negotiate with her each year. We then review the documented efforts taken to comply with these definitions. This year's Ends Report came back compliant with all policy definitions.

Last but not least, the Board began planning for its annual retreat, conducted a skills assessment to help with future Board recruitment efforts, and had a private session discussion on next steps for the Board in light of staff's unionization decision.

NEW BOARD MEMBER INTRODUCTION: SARAH LARSON

I'm also happy to introduce you to another of your newly elected Board members, Sarah Larson! Sarah was elected in July 2019 to a three year seat on the Willy Street Co-op Board of Directors.

Stephanie Ricketts (SR): What was your first memory of Willy Street Co-op?

Sarah Larson (SL): My first memory of the Willy Street Co-op was, honestly, probably from a different angle than most. I went to college in LaCrosse, and worked at People's Food Co-op for awhile. When I moved home to Madison, I started working for Tera's Whey. My first memory of Willy Street Co-op was around then, when I was working to get Tera's Whey on the shelf.



SR: How did you first learn about cooperatives, and what was the first co-op you joined?

SL: I first learned about co-ops in college. I don't know that I remember specifically when or how. I was a liberal arts student majoring in environmental studies and philosophy, living in LaCrosse. Eventually I found the People's Food Co-op, and that ended up being the first cooperative that I joined. It became part of my food, cooperatives, and environmental journey then, and co-ops continue to inform my sustainable food journey today.

SR: What do you rely on Willy Street Co-op for?

SL: I rely on Willy Street Co-op for a trusted assessment of the state of food. I particularly love the Reader reports from Megan in the Purchasing department, and how they help me understand how pricing works, how category management is going, and what we see in the food on the shelves and what it indicated in terms of the broader food system.

SR: What are your top three favorite Willy Street Co-op foods?

SL: I recently discovered the Willy Street Co-op bone broth, so

I've been drinking that for breakfast this week. I also am a big fan of Justin's Dark Chocolate PB Cups, and the Forage kombuchas.

SR: Do you have any favorite food traditions?

SL: In the last few years my parents have been wintering in Nevada, and not around for Thanksgiving. My brother, husband, and I have done Thanksgiving together, and it has turned into a really fun celebration of food. We cook around a theme and have an all-out day of cooking, say Indian food, or empanadas, and we invite friends over and play board games. That has turned into a really nice tradition.

SR: Besides being a Willy Street Co-op Board member, what else do you like to do with your time?

SL: I like to read and play board games. I also play roller derby on the Quad Squad. Recently I became a member of the Madison Food Council, and I am also big into Big Brothers and Big Sisters. I also love to spend time with my amazing dog Radar, because he is the bomb!

SR: What are you most excited about in being a new Board member, and what do you see as the biggest opportunities and challenges the Co-op will face over the next few years?

SL: I am really excited to be coming on the Board in this time of change, and getting up to speed and helping the Co-op move forward and continue to be a strong force of good for all its Owners.

As far as challenges, it's getting more and more competitive in the grocery environment. We're lucky that Willy Street Co-op is such an anchor in the cooperative grocery world. Figuring out how to best innovate and keep that growth in the changing shopping environment will continue to be a challenge moving forward. How does the Co-op respond to trends like zero waste, climate change, etc.? How do these become embedded in the store, in packaging, in call outs, etc. It will be interesting to see how these will be integrated in the retailer by the consumer, and how information dissemination will change via new technologies.

SR: Is there anything else you'd like our Owners to know?

SL: I am looking forward to the journey ahead, and to growing with the Co-op!

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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.



BAKING

BAKING WITH CHEF PAUL: HOLIDAY BAKING

Location: Willy West Community Room
Thursday, November 14, 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 as he shares his secrets for great holiday desserts. 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 Ombre Pie, Pear Galette, Salted Nut Shortbread, and more.



COOKING

COOKING WITH CHEF PAUL: FISH TACOS AND EMPANADAS

Location: Willy East Community Room
Thursday, 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 to learn to make pico de gallo, seasoned fish, and all other garnishes you'll need to build a taco step by step. Then Paul will demonstrate how to make empanadas, from the simple wheat flour dough to the fillings and how to cook them.

SIX SPICES: DELICIOUS AND SIMPLE INDIAN COOKING

Location: Willy East Community Room
Wednesday, October 16, 6:00pm–8:30pm
Ages: 13 and older; adult supervision required
Instructor: Neeta Saluja
Fee: \$20 for Owners; \$30 for non-owners

Join Chef Neeta Saluja to learn to make a simple lentil soup (daal), accompanied by vegetable rice and roasted eggplant yogurt raita. To complete the meal she will also make chicken kofta filled with almonds and apricots.

SIX SPICES: PANEER STUFFED INDIAN BREAD

Location: Willy West Community Room
Monday, November 4, 6:00pm–8:30pm
Ages: 13 and older; adult supervision required
Instructor: Neeta Saluja
Fee: \$20 for Owners; \$30 for non-owners

Join Chef Neeta Saluja to learn to make a cheese-stuffed bread with homemade fresh paneer (Indian cheese) and fresh herbs and spices cooked on the

stovetop. Also on the menu are Cauliflower with Red Potatoes (crunchy white cauliflower and creamy new red potatoes cooked with fresh ginger, and spices) and Carrot Kheer (grated carrots cooked in milk on slow heat with nuts and cardamom). Vegetarian.

LEFSE DEMONSTRATION

Location: Willy West Community Room
Saturday, November 9, 10:00am–12:00pm
Ages: Any; adult supervision required
Instructor: Pam Barnes
Fee: Free; drop-in demonstration

Join Pam Barnes, former owner of Sole Passion Baker, as she demonstrates her family holiday tradition of making lefse! For those of you who don't know what lefse is, it's a Norwegian flatbread made with potatoes, flour, butter, cream, and salt. It's a tradition in Pam's family to spread butter and sprinkle sugar on the lefse. This is a fun event for all ages to watch, and there will be lefse to sample!



HERBAL AND GOAT MILK SOAP-MAKING

Location: Willy West Community Room
Sunday, November 3, 10:00am–1:00pm
Ages: 13 and older; adult supervision required
Instructor: Linda Conroy
Fee: \$40 for Owners; \$50 for non-owners

Join herbalist Linda Conroy for this fun, hands-on soapmaking workshop! Start out learning the basics of herbs and soapmaking, then dive into a hands-on experience making traditional soap with herbs and fresh goat's milk. Take home an appreciation for the natural world, several bars of soap made in class, plus instructions and recipes for making soap at home.

HOLIDAY WINE TOOLKIT

Location: Willy West Community Room
Tuesday, November 5, 6:30pm–7:30pm
Ages: 21 and older
Instructor: Micca Hutchins
Fee: Free; registration required

The holidays are a time for gatherings of friends, of partners, of families, of friends. For many of us this means menu planning—from hors d'oeuvres to desserts, from Thanksgiving through the New Year. Micca's Holiday Wine Toolkit is what every menu planner needs to make meals into memories.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy East Community Room
Thursday, November 7, 6:00pm–8:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Paul Tseng
Fee: \$10 for Owners; \$20 for non-owners

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



FAMILY

COOKING TOGETHER: FLAVORS OF WEST AFRICA

Location: Willy East Community Room
Friday, October 4, 5:30pm–6:45pm
Ages: 5 and older; registration for adults and kids required
Instructor: Lily Kilfoy

LEARN ABOUT AND REGISTER FOR FOODSHARE LOCATION: LAKEVIEW LIBRARY

Location: Willy East
Thursday, October 17, 9:00am–1:00pm
Thursday, November 21, 9:00am–1:00pm
Location: Willy North
Thursday, October 3, 10:00am–2:00pm
Thursday, November 7, 10:00am–2:00pm
Location: Willy West
Friday, October 11, 9:00am–12:00pm
Friday, November 8, 9:00am–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.

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy East Community Room
Tuesday, October 8, 2:15pm–5:30pm
Wednesday, November 13, 2:15pm–5:30pm
Location: Willy West Community Room
Wednesday, October 23, 2:15pm–5:30pm
Tuesday, November 19, 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 choices 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.

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

Join Chef Lily Kilfoy in this family cooking class to learn about different foods and where they come from, how to follow recipes, and how to use a variety of tools. In this class, participants will prepare Chef Lily's take on a delicious dinner inspired by flavors of West African countries such as Ghana and Nigeria. Jollof Rice, Adalu, yams, plantains, and a sweet ginger drink will be explored.

COOKING TOGETHER: FLAVORS OF AUSTRALIA

Location: Willy West Community Room

Friday, November 15, 5:30pm-6:45pm

Ages: 5 and older; registration for adults and kids required

Instructor: Lily Kilfoy

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

Join Chef Lily in this hands-on family cooking class. Learn about different foods and where they come from, how to follow recipes and how to use a variety of tools. Participants will prepare Chef Lily's take on a meal inspired by flavors and dishes from the continent of Australia. A vegetarian "sausage" roll, savory pies, sweet peas, cherries, Fairy Bread, and more will be explored.



IMMUNE

Location: Willy West Community Room

Thursday, October 10, 12:30pm-1:30pm

Location: Willy East Community Room

Friday, October 11, 12:30pm-1:30pm

Ages: 13 and older; adult supervision not required

Instructor: Heidi Nemcek, Herb Pharm Herbalist and Educator

Fee: Free; registration required

With so much going on, it's easy to let some of your healthy habits fall by the wayside. But don't let your guard down. That first crisp breeze is a reminder that winter is coming—as well as immune season. As the days shorten and temperatures drop, it's a good time to give your immune system some TLC. Thankfully, there's plenty you can do to bolster your body's natural defenses even when you're short on time.

MUSHROOMS IN THE KITCHEN AND APOTHECARY

Location: Lakeview Library

Tuesday, October 15, 5:00pm-7:30pm

Ages: 13 and older; adult supervision required

Instructor: Linda Conroy

Fee: Free; register at www.madisonpubliclibrary.org/events

Learn about the healing value of mushrooms as well as how to prepare them for optimal nourishment and healing. Samples will be provided and you will leave with a mushroom tonic made in class. Recipes and all supplies provided.



KIDS IN THE KITCHEN: ORANGE FOODS!

Location: Willy West Community Room

Tuesday, October 8, 4:30pm-5:30pm

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

Location: Willy East Community Room

Tuesday, October 22, 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 kids cooking class. Mangoes, squash, colby cheese, cantaloupe, carrots, and more—what do these great groceries all have in common? They're all orange, of course! In this class, kids will make multiple recipes using all-natural orange ingredients. Vegetarian and nut-free.

KIDS IN THE KITCHEN: TRICKY TREATS!

Location: Willy East Community Room

Friday, October 11, 4:30pm-5:30pm

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

Location: Willy West Community Room

Friday, October 25, 4:30pm-5:30pm

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

Instructor: Lily Kilfoy

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

Join "The Kids Chef" Lily Kilfoy in this hands-on kids cooking class. In this class, kids will create tasty treats that will trick their taste buds. Spinach in the chocolate chip cookies, Black beans in the brownies, or perhaps cauliflower in the cake?! Participants will have a blast as they trick each other by hiding healthy ingredients in a variety of treats.

KID FOOD EXPLORERS: ARMENIA

Location: Willy West Community Room

Sunday, October 20, 11:00am-12:00pm

Ages: 6-12 years old; adult supervision not required

Instructor: Michelle Morrison

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

Take a trip through food and have a taste of dishes from around the world. We'll prepare and cook a dish from Armenia so we can learn a little about life and food there!

KIDS IN THE KITCHEN: RAGING ROOTS!

Location: Willy East Community Room

Friday, November 8, 4:30pm-5:30pm

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

Location: Willy West Community Room

Friday, November 22, 4:30pm-5:30pm

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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 kids cooking class. When fall arrives, that means an abundance of awesome root vegetables! Sweet potato quesadillas, beet cookies, carrot dippers with shallot dip and more! In this class, kids will whip up a marvelous meal using root veggies. Vegetarian and nut-free.

KIDS IN THE KITCHEN: POCKET PIES!

Location: Willy West Community Room

Tuesday, November 12, 4:30pm–5:30pm

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

Instructor: Lily Kilfoy

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

Join "The Kids Chef" Lily Kilfoy in this kids cooking class! In this class, participants will work together to make scrumptious savory and sweet pocket pies. A cauliflower and cheese combo, apple cinnamon turnovers, perhaps pizza-flavored pies will be prepared. We'll even round the menu out with a salad and drink. Vegetarian and nut-free.



FOOD-BASED CLEANSING

Location: Willy East Community Room

Tuesday, October 1, 6:00pm–7:00pm

Ages: Any; adult supervision required

Instructor: Katy Wallace

Fee: Free; walk-ins welcome

This program is an introduction to the food-based cleansing process. Join Katy Wallace, Traditional Naturopath of Human Nature, to learn ways to assist the body's major elimination and toxin-removing organs (liver, kidneys, and digestive tract) with food and herbs that allow for internal cleansing.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library

Thursday, October 3, 6:00pm–7:30pm

Ages: 13 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

Fee: Free; register at www.madisonpubliclibrary.org/events

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

HOW THE THYROID GLAND WORKS

Location: Lakeview Library

Tuesday, November 12, 6:00pm–7:00pm

Ages: Any; adult supervision required

Instructor: Katy Wallace

Fee: Free; register at www.madisonpubliclibrary.org/events

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, will present the roles of minerals and diet in supporting the thyroid gland.

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BODYCARE NEWS

Plastic-Free Bodycare



by
Angela
Pohlman,
Wellness
Category
Manager

We've been getting a ton of requests lately for reduced or plastic-free bodycare. I'm so excited to see this interest. It's been very gratifying seeing new and innovative products come into the market! We've carried some options for years that are plastic-free, and of course we've

recently added some products that meet those needs. Here's a quick summary of what we have as of this writing:

- Bars soaps: Brands like Lusa and Pacha have no packaging at all, and brands like Indigo Wild, Four Elements, Madison Soap Company, Dr. Bronner's, and several others use a paper wrapper that can be either recycled or composted.
- Solid Hair Care: We've carried Four Elements Herbal Shampoo Bar for years—a classic! We also have J.R. Liggett's Shampoo bar, Lusa's Shampoo and Shaving bars, as well as a new line from HiBar—solid shampoos and conditioners!
- No-plastic moisturizers: Four Elements makes luscious hand creams and oils that are in glass containers—reusable and recyclable! Lusa has a solid lotion bar in a reusable steel container, not to mention their sugar scrubs! Another option for moisturizing is using oils in glass jars—like coconut oil or olive oil; a little bit goes a long way!
- Pucker up without plastic: So far we have Booda Organics Eco Tube Lip balms—adorable little cardboard tubes. I found out recently that Lusa will be moving to the cardboard tubes as well! We're still looking for more options, so stay tuned!
- Best Face forward: Aside from using bar soaps for your face, brands

such as American Provenance, Qet, Pranarom, and Evan Healy primarily use glass containers for their face care lines. Some of our customers use an oil to simultaneously wash and moisturize their face—consider coconut, argan or rosehip seed oils (the ones in glass bottles of course).

- De-Stink Sustainably: We have some spray deodorants in glass containers from Weleda, or glass jars with deodorant paste from Booda Organics. Lusa is moving towards a cardboard container for their deodorant. Look for that in the coming months! Qet has a paste deodorant in a plastic container, but it has no moving parts and can be easily cleaned to recycle.
- Bulk Liquid Soaps: We have carried bulk liquid soaps, shampoos, and conditioners for years! Recently, after assessing sales, we reduced our options to just the products that were the most popular. With the resurgence of interest, we're re-assessing our selection. Stay tuned...
- Bulk Powders for DIYers: Don't forget to look in our dry bulk section by the bulk herbs. You'll find bentonite and french green clays which are excellent for making your own clay masks or poultices. We also have beeswax beads that are great for making your own lip balms or salves!
- Oral Care for those who care: While we do have some toothpastes from Eco-Dent and My Magic Mud, they are in plastic containers that are recyclable. We are looking at other tooth powder and tablet options for the near future. Stay tuned!
- Toothbrushes: We carry recycled plastic toothbrushes from Preserve, and bamboo toothbrushes from Green Panda.
- Floss: All stores carry Dental Lace—plastic-free floss made of silk, with a reusable glass container.
- Aunt Flo meets Ms. Frizzle: We have reusable pads from Party In My Pants as well as The Diva Cup reusable menstrual cup. We are as-

sessing our options, and hoping to add more soon! Stay tuned!
The plastic-free bodycare industry

is in its infancy; I expect we will see a ton more plastic-free options on our shelves in the coming months.

GROCERY NEWS

Chocolate Recipes



by Jeremy
Johnson,
Category
Manager—
Meat

What better way to show someone you appreciate them than to give them chocolate? Chocolate is loved by just about everyone. When most people think of chocolate, they think of sweet

decadent desserts, but with its rich, complex flavors, it can be so much more. Here are a few savory chocolate recipes and a couple sweet ones too.

CHOCOLATE CHILI

- 1 (15-oz.) can pinto beans drained and rinsed
 - 2 dried chipotle chiles, stemmed and seeded
 - 1 dried ancho chile, stemmed and seeded
 - 1 Tbs. unsweetened cocoa powder
 - 2 tsp. dried oregano
 - 2 tsp. ground cumin
 - 1 tsp. paprika
 - 1/2 tsp. ground cinnamon
 - 1 lb. boneless beef chuck, trimmed and cut into 1" cubes
 - Salt and pepper, to taste
 - 1/4 c. olive oil
 - 4 cloves garlic, chopped
 - 2 large white onions, chopped
 - 1 (6-oz.) can tomato paste
 - 1 (15-oz.) can crushed tomatoes
 - 1 (12-oz.) stout beer
 - 1 1/2 Tbs. brown sugar
 - 2 1/2 c. chicken stock
 - 2 oz. semisweet chocolate, finely chopped
 - 2 Tbs. lime juice
 - Sour cream and roughly chopped cilantro, to garnish
- Directions: Heat a medium saucepan, over

medium-high heat. Add chiles, and cook until toasted, about 5 minutes. Transfer to a bowl and cover with 2 cups boiling water, let sit 20 minutes. Drain the chiles, reserving 1/2 cup soaking liquid, transfer chiles and liquid to a blender with cocoa, oregano, cumin, paprika, and cinnamon and puree until smooth. Set sauce aside.

Add oil to pan and return to medium-high heat. Season beef with salt and pepper. Working in batches, add beef to pan, cook until browned on all sides, 4–6 minutes. Transfer beef to a bowl. Add garlic and onions to pan, cook, stirring occasionally, until golden, about 4 minutes. Add tomato paste, cook, stirring until slightly caramelized, about 2 minutes. Add reserved sauce, cook until slightly reduced, about 3 minutes. Return beef to pot, plus tomatoes, beer, sugar, and stock; bring to a boil. Reduce heat to medium-low, cook until beef is very tender, 1–1 1/2 hours. Stir in beans, along with chocolate, lime juice, salt, and pepper. Serve.

CHOCOLATE BBQ SAUCE

- 1 Tbs. butter
- 1 clove garlic, minced
- 2 shallots, minced
- 1/2 oz. semisweet chocolate, chopped
- 1 (6-oz.) can tomato paste
- 2 Tbs. packed brown sugar
- 1 Tbs. honey
- 1 Tbs. cider vinegar
- 1 Tbs. unsweetened cocoa powder



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1/2 Tbs. Worcestershire sauce
 1 Tbs. Dijon mustard
 1 tsp. chili powder
 1 tsp. kosher salt
 1/2 tsp. ground black pepper
 Pinch of cayenne

Directions: In a mixing bowl, combine the chocolate, tomato paste, sugar, honey, vinegar, cocoa, Worcestershire, mustard, chili powder, cayenne, and salt and pepper and set aside. Melt the butter in a medium saucepan over medium heat. Add the garlic clove and shallots and cook them in the butter until they turn soft, about 2-4 minutes. Add the chocolate mixture and stir to combine with the onion and shallots. Allow the mixture to thicken for about 3-4 minutes, stirring occasionally.

CHOCOLATE HUMMUS

1 15-oz. can chickpeas, drained and rinsed (1 1/2 cups)
 1/4 c. unsweetened cocoa powder
 3 to 4 Tbs. pure maple syrup
 3 Tbs. tahini
 1 1/2 tsp. vanilla extract

a small pinch of salt
 4 Tbs. water

Directions: Add chickpeas, cocoa powder, maple syrup, tahini, vanilla extract, salt, and 2 tablespoons of water to the bowl of a food processor. Puree for about 30 seconds, then scrape down the bowl. Add the remaining 2 tablespoons of water and puree again until you reach a creamy texture.

SPICY CHOCOLATE AND TOMATO SOUP

2 Tbs. extra virgin olive oil
 2 Tbs. unsalted butter
 1 onion, diced
 3 cloves garlic, minced
 2 carrots, peeled and diced
 2 celery stalks, diced
 1 c. sun-dried tomatoes, sliced
 salt and pepper to taste
 3 Tbs. harissa
 2 tsp. Hungarian paprika
 2 tsp. ground cumin
 1 tsp. ground coriander
 1/2-3/4 c. dry sherry or white wine
 1 28 oz. can diced tomatoes

4 c. chicken broth
 1/4 c. cilantro, chopped
 1/4 c. Italian parsley, chopped
 3-4 oz. bittersweet chocolate
 2 Tbs. honey or to taste
 queso fresco, goat cheese, or crème fraiche to garnish

Directions: Heat oil and butter in a stock pot over medium-high heat until butter melts. Add onion and sauté until translucent, approx. 5 mins. Add garlic, carrots, celery and sun-dried tomatoes. Season with salt, pepper, harissa, paprika, cumin and coriander. Sauté for a couple of minutes to toast spices and soften vegetables. Add wine and continue cooking on high until all of the liquid has evaporated. Add tomatoes and chicken broth. Bring to a boil. Cover and reduce heat to a simmer. Cook for 45 mins or until vegetables are tender. Pass the soup through a food mill or blender to puree and remove any large particles. Return soup to pot and place over low heat. Add parsley and cilantro. Add chocolate and enough honey to balance acidity. Adjust seasoning to taste.

Serve hot, garnished with queso fresco, fresh goat cheese, or crème fraiche.

CHOCOLATE BROWNIES

Soft butter, for greasing the pan
 Flour, for dusting the buttered pan
 4 large eggs
 1 c. sugar
 1 c. brown sugar
 8 oz. melted butter
 1 1/4 c. cocoa, sifted
 2 tsp. vanilla extract
 1/2 c. flour, sifted
 1/2 tsp. kosher salt

Directions: Preheat the oven to 300°F. Butter and flour an 8-inch square pan. In a mixer fitted with a whisk attachment, beat the eggs at medium speed until fluffy and light yellow. Add both sugars. Add remaining ingredients, and mix to combine. Pour batter into a greased and floured 8-inch square pan and bake for 45 minutes. Check for doneness with a toothpick inserted into the center of the pan should come out clean. When it's done, remove to a rack to cool.



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The World's Largest Fair Trade Produce Display



by Megan Minnick, Purchasing Director

Yep, you read that right—from October 11 through the 13, in celebration of both Fair Trade Month and Owner Appreciation week, Willy Street Co-op staff will be setting up the world's largest display of Fair Trade produce. It's not every day you get to witness a world record—especially one with such a great cause, so come check it out!

SO... WHY ARE WE DOING THIS EXACTLY?

First, because it's fun! For those of us who work in the Produce department, this kind of display-building opportunity represents an exciting challenge that

unique for a long time in their availability and consistency, making it possible for us to carry them almost all the time. In the past few years, Fair Trade avocados have become more available, and we are now ready to make the switch! Though we can't promise that we'll have supply 100% of the time (even avocados are a seasonal fruit in the places that they grow!), we expect to be able to offer them as the majority of the avocados we sell year-round.

WHY FAIR TRADE?

We believe that Fair Trade products extend the same intention that we have when we offer local products from our local area to communities around the world. We will never have local bananas and avocados, but our customers buy lots of them. By purchasing Fair Trade at your Co-op, you can be sure that your purchase is helping preserve and maintain healthy farming communities worldwide, not just locally.



La Casitas community in Ecuador received a fresh, clean water filtration system through the use of AsoGuabo Banana Co-op premium funds. Photo credit: AsoGuabo Banana Co-op

goes beyond our everyday fruit stacking. We don't often get to contemplate the detailed logistics of piling bananas and avocados to the ceiling!

Second, we're doing this because we want to draw attention to the Fair Trade system, and we're hopeful that this event will do just that. In the rush of everyday life, it can be hard for any of us to stop and contemplate how our purchase of seemingly mundane items like bananas and avocados affects the lives of people across the world; but when you're confronted with the world's largest Fair Trade produce display, it's tough to ignore!

Lastly, we are using this event to announce a new purchasing commitment: going forward, we plan to source Fair Trade-certified avocados as our primary supply. As many of our Owners know, we've been selling Fair Trade bananas for years now. Fair Trade bananas were

FAIR TRADE SYSTEM

The Fair Trade system has four main components. Though the specifics differ for each commodity, there are standards for all Fair Trade commodities (coffee, chocolate, bananas, avocados, etc.) that fall within each of these four areas:

- **Minimum Price:** This is the most foundational part of the Fair Trade system. For all Fair Trade products, farmers are guaranteed a minimum price for the products they grow, regardless of the whims of the global market.
- **Environmental Standards:** Fair Trade standards include an emphasis on maintaining the health of the ecosystems and communities where Fair Trade products are grown. Soil health, water conservation, resilience to climate change, and habitat preservation are all included.

- **Working Conditions:** Unlike organic certification, Fair Trade goes beyond the way food is grown, and takes into account the health and well-being of the people who grow it. These standards include things like gender equality, adequate facilities for workers, paid maternity leave, and the right of association of workers.
- **Premium:** Fair Trade products all have a monetary premium that is paid to the growers above and beyond the minimum price. This amount varies by country and commodity. For example, Certified Organic bananas from Peru and Ecuador have a \$1.00 per 40lb box premium attached. Organic Avocados from Mexico have a 12¢/kilo premium, which works out to roughly \$1.36 per box of 60 avocados.

avocados (that's more than 336,000 individual avocados)! This translates to \$7,616 that we could have generated in Fair Trade premium money—and that we will be generating in future years with the switch to Fair Trade.

So all together, we're looking at close to \$20,000 in Fair Trade premium dollars flowing directly from Willy Street Co-op customers to farmers and farmworkers in one year alone just with bananas and avocados. When you add other Fair Trade commodities like coffee, chocolate, sugar, and others, and when you consider the impact over many years, the impact grows dramatically.

The best part? None of this is charity, or something that any of us



Muhers Emprendadores de Tenguel: The women entrepreneurs' cooking school in Tenguel learning to prepare a wide array of dishes for the catering business. Photo credit: AsoGuabo Banana Co-op

This premium money is given back to farmers and farm workers to be used democratically, with the dictate that it be spent on community projects that better the farmers and farmworkers, their families, and their communities.

WILLY STREET CO-OP'S IMPACT

All of this is well and good, but what does it mean for us here at Willy Street Co-op? In short, you may be surprised by how much collective good we are accomplishing with the Fair Trade products that are already sold through our three stores.

Take bananas as an example. In 2018, our three locations sold a total of 10,182 boxes of Fair Trade bananas, a little more than 400,000 pounds. Not only did those purchases support farmers and workers via the Fair Trade minimum price and other standards, but they generated \$10,182 in Fair Trade premium money that went directly back to the farming communities that grew those bananas. Multiply this by the bananas we've sold in the 10-plus years we've been carrying Fair Trade and you can see that our impact is not insignificant. And, as our banana sales grow, so does the amount of Fair Trade premium that we're giving back.

When we think about adding Fair Trade avocados, our impact grows even farther. Last year, the Willy Street Co-op Produce departments sold 5,600 boxes of

has to remember to do outside of our normal routine. It's wrapped into our everyday grocery purchases when we choose to buy Fair Trade products.

I will leave you with a few examples of how one small banana farmer Co-op in Ecuador, AsoGuabo, chose to use their premium dollars in 2018. AsoGuabo has 130 farmer members, growing Fair Trade-certified bananas that are ultimately packaged under the Equal Exchange label. These are the same Equal Exchange bananas you will find in our stores. Remember that \$10,182 in banana premium we generated in 2018? This is where it went!

- AsoGuabo built a health clinic near their offices that is open to farmers, farm workers, and community members several days per week.
- Premium money paid the salary of a physical therapist to work with kids with disabilities in the community.
- Construction of a roof for a community school. AsoGuabo members plan to use some of next year's premium money to build a playground for this same school.
- Support for the Women's Entrepreneurs' Cooking School—AsoGuabo purchased a fridge and an oven to support this women's incubator catering business.
- Construction of a potable water plant to bring safe water to an impoverished community in the area.

We're Not Just Your Neighborhood Bank. We're Your Neighbors.



A Great Offer for New Customers!



Receive \$300 When You Open
A New True Checking Account
With Monona Bank.

JUST FOLLOW THESE THREE EASY STEPS:

- 1 **OPEN** a True Checking account with at least \$100. We make banking simple with no minimum daily balance requirement and no monthly service charge.
- 2 **START** using at least two other qualified accounts or services which may include: online or mobile banking, debit or credit cards, Bill Pay, and other options.
- 3 **MOVE** your direct deposits and payments, including your payroll or Social Security to your new account. ClickSWITCH makes it easy!

It's Easy. CONTACT ONE OF OUR BANKING ADVISORS TODAY.

Your \$300 bonus will be deposited into your new non-interest bearing account within 90 days after you complete these three easy steps. Of course, you'll need to keep your account in good standing and actively use your new account and services (5+ transactions per month). We really just want to be your bank. While we truly value our current clients, this special offer is only available to individuals that have not received a similar bonus in the past and don't currently have a checking account with us. Offer expires on December 31, 2019.

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CELEBRATE

COOPERATIVES AND COMMUNITY
AT CO-OP CONNECTION



Join Summit Credit Union and other local cooperatives for the 9th annual Co-op Connection, celebrating cooperatives and community.

SATURDAY, OCTOBER 5
8:30 am - Noon

Martin Luther King Jr. Blvd, Madison
(Next to the Farmers' Market)

OPEN TO THE PUBLIC!

Enjoy *free* family activities, prize drawings and product samples.



SPECIAL THANKS TO OUR SPONSORS



MIND BODY SPIRIT | WELLIFE EXPO

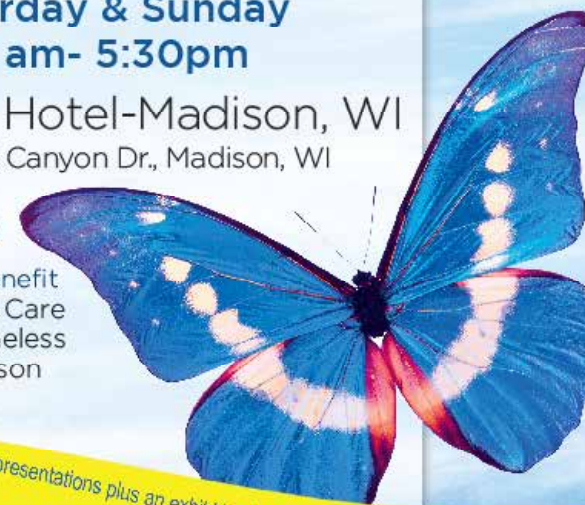
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Saturday & Sunday
10 am- 5:30pm

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& Porchlite Homeless
Shelters, Madison



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This month's
Wellness Wednesday is
October 2

Health & Wellness

co-op deals: October 2-15

THIS MONTH: OCTOBER 2
Owners take an extra 10% off during Wellness Wednesday, the first Wednesday of the month!





Andalou Naturals Shampoo or Conditioner
All Kinds on Sale!
8.5-11.5 oz • Save \$4.29

\$5.00/tx





PlusCBD CBD Gummies 5mg
Cherry Mango, Citrus Punch
30 ct • Save \$7

\$19.99/tx



Quantum Cough Relief Lozenges
Bing Cherry or Meyer Lemon
18 ct • Save \$2

\$3.49/tx



Gaia Herbs Black Elderberry Syrup
Certified Organic!
3 oz • Save \$7

\$14.99/tx



Nourish Rose Butter
Moisturizing and regenerative.
5.2 oz • Save \$5

\$10.99/tx



Terry Naturally Curamin
Clinically Studied!
60 cap • Save \$7

\$31.99/tx



Nordic Naturals Nordic Berries Multivitamin
For kids or adults!
120 pc • Save \$5

\$19.99/tx




Dr Bronner's Pure Castile Soap
All Kinds on Sale!
32 oz • Save \$4

\$10.99/tx



Vital Proteins Collagen Peptides
From grass-fed, pasture raised cows!
20 oz • Save \$6

\$36.99/tx



Schmidt's Bar Soap
All Kinds on Sale!
5 oz • Save \$1.50

\$3.79/tx




co-op deals: October 16-29

Natracare Natural Pads
All Kinds on Sale!
10-14 pc • Save \$1.50

\$3.49/tx



Bulletproof Brain Octane
High-quality fats!
16 oz • Save \$6

\$19.99/tx



EveryDay Shea Shea Butter
Fair Trade!
11 oz • Save \$3

\$8.99/tx



Host Defense MyCommunity
Immune Support!
60 cap • Save \$10

\$29.99/tx



Frontier Organic Fair Trade Gunpowder Tea
Unfurl a cup today!
Rndm wt • Save \$11/lb

\$17.99/lb



Aura Cacia Lavender Essential Oil
Great for DIY Gifts!
2 oz • Save \$11

\$26.99/tx



Dr. Formulated Organic Kids Chewable Probiotics
All Kinds on Sale!
30 ct • Save \$6

\$17.99/tx



Herban Cowboy Deodorants
All Kinds on Sale!
2.8 oz • Save \$1.50

\$5.79/tx



Natural Vitality Natural Calm
All Kinds on Sale!
8 oz • Save \$7-\$8

\$15.99/tx



Avalon Organics Shampoo or Conditioner
All Kinds on Sale!
11 oz • Save \$4

\$6.99/tx




coop deals

co-op deals: October 2-15



Siete
Cassava
Coconut Tortillas
7 oz • Save \$2
\$6.99



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



Lightlife
Tempeh
Original Soy, Three Grain
8 oz • Save \$1
\$2.49



Quorn
Meatless Nuggets
10.6 oz • Save \$1.79
\$3.00



Silk
Cashew Milk
Unsweetened
64 oz • Save 50¢
\$2.99



Honest Tea
Iced Tea
All Kinds on Sale!
16 oz • Save 79¢
\$1.00



Brown Cow
Cream Top Yogurt
All Kinds on Sale!
5.3 oz • Save 29¢
\$1.00



Nature's Path
Instant Oatmeal
8-Packs
All Kinds on Sale!
14 oz • Save \$1.80
\$2.99



Amy's
Burritos
Cheddar Cheese, Black Bean,
Southwestern
5.5 oz • Save 70¢
\$2.29



Bhakti Chai
Chai Drinks
All Kinds on Sale!
16 oz • Save 30¢
\$3.99



Annie's
Macaroni and
Cheese
Classic, Shells and White Cheddar,
Bunny Pasta, Shells and Real Aged
Cheddar, Four Cheese
6 oz • Save \$1.79
\$1.00



Alter Eco
Dark
Chocolate Bars
All Kinds on Sale!
2.8 oz • Save \$2.58/2
2 for \$5^{tx}



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



Daiya
Organic
Vegan Dressing
Ranch, Blue Cheeze
8.36 oz • Save \$1.49
\$3.50



Once Again
Almond Butter
Crunchy, Smooth
16 oz • Save \$3
\$8.99



ECOs
Ultra Ecos
Laundry Detergent
All Kinds on Sale!
100 oz • Save \$2
\$9.99/tx



Dr. Bronner's
Organic
Coconut Oil
Whole Kernal, White Kernal
14 oz • Save \$3.50
\$6.99



GT's
Organic Kombucha
All Kinds on Sale!
48 oz • Save \$1
\$6.99/tx



Orgain
Vegan Protein Shakes
Chocolate, Vanilla
11 oz • Save 98¢/2
2 for \$5



Wildbrine
Korean Kimchi
18 oz • Save \$1.80
\$4.99



Go Macro
Energy Bars
All Kinds on Sale!
1.8-2.5 oz • Save \$1.58/2
2 for \$4



Organic Valley
Lactose-Free
Milk
All Kinds on Sale!
64 oz • Save 50¢
\$4.79



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



Que Pasa
Tortilla Chips
All Kinds on Sale!
11 oz • Save \$2.98/2
2 for \$5



The specials on this page are valid October 2-15
All Specials Subject to Availability. Sales Quantities Limited.

OCTOBER

co-op deals: October 16-29



Mike's Mighty Good Ramen Cups

All Kinds on Sale!
1.6-1.9 oz • Save 64¢

\$1.65



California Olive Oil Everyday Extra Virgin Olive Oil

16.9 oz • Save \$2.50

\$9.99



Endangered Species Chocolate Bars

All Kinds on Sale!
3 oz • Save \$2.58/2

2 for \$4^{tx}



Near East Couscous

Parmesan, Original, Pine Nut,
Roasted Garlic & Olive Oil
5.6-10 oz • Save 84¢-\$1.34

\$1.65



Epic Pork Rinds

All Kinds on Sale!
2.23-2.5 oz • Save \$1.49

\$2.50



R.W. Knudsen Organic Apple Juice

32 oz • Save \$3.98/2

2 for \$5



Lotus Foods Pad Thai Rice Noodles

8 oz • Save \$1.50

\$2.29



Frontier Organic Vanilla Extract

2 oz • Save \$3

\$8.99



LaraBar Bars

All Kinds on Sale!
1.6-1.7 oz • Save 79¢-99¢

\$1.00



Bragg's Liquid Aminos

16 oz • Save \$1.30

\$3.49



Udi's Gluten-Free Bagels

13.9 oz • Save \$1

\$3.99



Wyman's Wild Blueberries

15 oz • Save \$1

\$3.49



Food Should Taste Good Tortilla Chips

All Kinds on Sale!
5.5 oz • Save \$2.58/2

2 for \$4



Oatly Original Oatmilk

64 oz • Save 50¢

\$3.49



Yogi Tea

All Kinds on Sale!
.85-1.27 oz • Save \$2.98/2

2 for \$6^{tx}



C2O Coconut Water

17.5 oz • Save \$1.58/2

2 for \$3



Mary's Gone Crackers Organic Gluten-Free Crackers

5.5-6.5 oz • Save \$1.50

\$3.99



Cascadian Farm Cold Cereal

All Kinds on Sale!
8.6-14.6 oz • Save \$2.49

\$3.00



Amy's Frozen Pizzas

All Kinds on Sale!
11-14.4 oz • Save \$1.80-\$2.80

\$5.99



Hilary's Eat Well Veggie Burgers

All Kinds on Sale!
6.4 oz • Save \$1.98-\$2.58/2

2 for \$5



Pacific Organic Soup

All Kinds on Sale!
32 oz • Save \$1

\$3.49



Ben & Jerry's Dairy Ice Cream

All Kinds on Sale!
16 oz • Save \$2

\$3.99



Frontera Salsa

All Kinds on Sale!
16 oz • Save \$2.58/2

2 for \$6



Beyond Meat Brats

14 oz • Save \$1

\$7.99



The specials on this page are valid October 16-29
All Specials Subject to Availability. Sales Quantities Limited.



willy street co-op

OWNER APPRECIATION



Join us October 7th - 13th

Over **1,000** items on sale for owners, giveaways, free samples and more!

10% OFF ALL BULK PRODUCTS

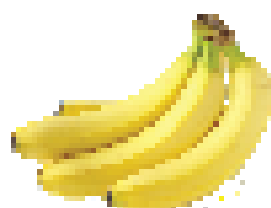
(excludes bulk coffee & bulk eggs)



Hot Brewed Coffee with purchase of select fresh morning bakery

Includes muffins, scones, donuts, cakes, cookies, breads, morning buns, & cinnamon rolls. Limit one per transaction. Self-Serve Coffee Valid 7:30am-10pm

Sales for Owners only. All Specials Subject to Availability. Sales Quantities Limited. All produce sales subject to change based on extreme weather.



Fair Trade Bananas
Bunches/ Bunches

~~Original Price~~
\$9.99/lb



Fair Trade Hass Avocados
Each Box

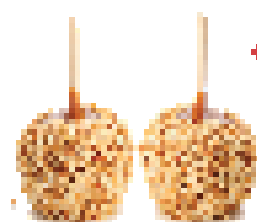
~~Original Price~~
\$9.99/ea



Fair Trade Organic Liquid Protein Chocolate Bars
2.5oz ea

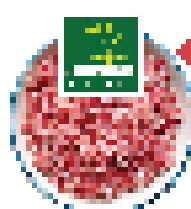
~~Original Price~~
\$2.00/ea

See "world of organic" display of Fair Trade avocados & bananas, at West starting 10/10/19 at 4pm!



Chewy's Peanut Caramel Apple & Pink
12 ea

~~Original Price~~
\$5.49/ea



Perdue Ground Turkey Meat
1lb ea

~~Original Price~~
\$2.99/lb



On the Border Mustard
7 ea

~~Original Price~~
\$4.49/ea



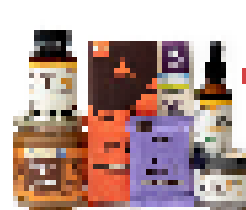
On the Border Blue, Yellow & White Corn Tortilla Chips
12 ea

~~Original Price~~
\$2.00/ea



All the Eggs or Goodness Brand Eggs
Hills, Low, Four Seasons, J.E. Light

~~Original Price~~
25% OFF



All Wellcom CBD Products
CBD Oil, CBD Cream, CBD Gummies, CBD Lotion, CBD Spray, CBD Tincture

~~Original Price~~
25% OFF



willy street co-op Reusable Tote

~~Original Price~~
\$5.99/ea



willy street co-op Men & Women Uniform and Women's T-shirts

~~Original Price~~
\$13.99/ea



willy street co-op Petal Lipel Pin

~~Original Price~~
\$3.99/ea

Find even more Owner-only sales at: willystreet.coop/owner-rewards



Join us for the Willy North Mural Dedication on Sunday, Oct. 13th at 12pm.

www.willystreet.coop

Birthday Cake with the Board at all stores, Sunday, Oct 13th from 12pm-2pm

or while supplies last



STORES OPEN UNTIL 2:30PM ON THANKSGIVING



DAVE'S KILLER BREAD

We've received a lot of requests for this brand. All of their products are certified organic and Non-GMO Project Certified. Owner Dave is carrying on his family's bread company, but what sets these nutrient-dense, organic breads and bagels apart is Dave's Second Chances program. He hires those who have a criminal background and are ready to change their lives for the better. It gives people a second chance not only to make a living, but also to make a life. Read some inspirational stories on their website at www.daveskillerbread.com/secondchances. The company also finds many other ways to give back to their community. Each employee is "encouraged to find volunteer opportunities that suit their own interests and provide rewarding experiences." Learn more about how one of their employees organized a lunch donation for the homeless community along Portland's waterfront at www.daveskillerbread.com/giving-back. On top of that, each year they donate 300,000 loaves of bread to food shelters and non-profit organizations. Sandwich loaves are available at West. Bagels available at East, West, and North.



GRK SAUCE

Handmade in St. Paul, Minnesota, these sauces will kick up your meals. The owner of this company uses a passed down recipe from their Lebanese grandmother. From their website: "The new generation is carrying the tradition on and sharing the love with you. Only the finest and most wholesome ingredients are used to ensure the highest quality and most divine flavor." Choose from Original, Garlic and Fresh Basil, Garlic Chipotle, and Harissa Saffron. Available at North.



HEALTHFORCE VITAMINERAL GREEN

Potent green superfood complex. This supplement combines 25 nutrient dense superfoods in a convenient powder. No binders, no fillers, no added sweeteners. Vegan and gluten-free. Available at East, West, and North.



ANDALOU CANNACELL FACE CARE

Andalou's CannaCell line utilizes hemp stem cells to promote a glowing complexion! Choose from cleansers, toners, and creams. Available at East, West, and North.



HIMALAYA TOOTHPASTES

Natural toothpaste that is free from fluoride, triclosan and sodium lauryl sulfate!

Clean and whiten your teeth with traditional Ayurvedic ingredients such as neem and triphala. Refreshing! Try all four: Original Neem and Pomegranate, Whitening Complete Simply Mint or Peppermint, or Complete Simply Cinnamon. Available at East, West, and North.



OM MUSHROOM LION'S MANE CAPSULES

OmMushroomSuperfood now has encapsulated mushrooms! Check out their Lion's Mane—cultured on organic oats, each three-capsule serving yields 2,000 mg of mushroom. Lion's Mane is also known as the "smart Mushroom." These mushrooms may promote mental clarity, focus, and alertness. Available at East, West, and North.




We have been Willy Street Co-op's Lawyers for over 30 years!

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Carousel Bayrd
Patricia (PK) Hammel
Scott Herrick
David Rosebud Sparer





**Wellness
Wednesday**

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

**This month's
Wellness
Wednesday
October 2**



Richard Levine, PhD
Integrative Clinical Psychologist

*Hours by appointment.
Call today to arrange a consultation.*

715 Hill Street Ste. 270
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Compassionate, confidential therapy for individuals and couples ... without labels

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

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



Why Our Vendors (and One Community Partner!) Appreciate Co-op Owners

We asked our vendors and community partners why they appreciate Willy Street Co-op Owners, and here's a selection of their responses!



HED PEACE

Headbands

By allowing us to share our message of hope and education about addiction, we truly believe Willy Street Co-op plays a large part in saving lives in our community. Willy Street Co-op is the perfect platform as we share our message with like-minded people who are compassionate and truly care about our communities.



VOSS ORGANICS

Organic Seedlings

My seedling sales at the Co-op have grown by leaps and bounds in the last 20 years as the Co-op has grown. Offering high quality organic seedlings to gardening Owners gives me great satisfaction. We are growing our gardens together. The seedling carts at the Co-op locations are a perfect compliment to my farmers' market presence on the Square and at the Northside Market.



QET BOTANICALS

Natural deodorant, facial cleansers, serums, and other plant-based, locally made treatments.

Families know that when shopping at Willy Street Co-op we can expect healthy food and lifestyle options. Having our plant-based face and body treatments sprinkled in the Wellness aisles makes us not only proud to be there, but it's helped to create brand awareness and it gives the confidence that we can find safe and clean ways to care for our bodies.



FERNDALE MARKET

Turkey

Willy Street Co-op has been a steadfast supporter of our farm and turkey products! They "walk the walk" when it comes to sourcing sustainable foods and supporting independent farms like ours. It's a true partnership. Members of the Willy Street Co-op staff visit our farm each year to see again how we raise our turkeys and to learn how we can continue do more together. We're incredibly proud of the relationship we have with Willy Street Co-op!



WISCONSIN GRASSFED BEEF COOPERATIVE

Grassfed Beef and Pastured Pork

Our cooperative of over 200 sustainable Wisconsin Family Farms would not be in business if it weren't for dedication and commitment to true local foods shown by the Owners of Willy Street Co-op. Thank you for your support of Wisconsin sustainable family farms. Your support has made rural communities across Wisconsin stronger and more resilient.



WEST STAR ORGANICS

Spring Garden Plants

Our relationship with Willy Street Co-op continues to flourish and helps us offer the best quality plants to the local community.



CRESS SPRING BODY CARE

Facial Care Products

I am grateful for the opportunity to sell at Willy Street Co-op. As a small business owner, the Co-op's Owners have been super supportive and excited about my local, organic skin care products and given me more confidence to continue building my business. I have since then expanded my line and retail locations. Thank you for your support.



AMERICAN PROVENANCE

Deodorants, Men's Grooming

Willy Street Co-op was one of the first retailers to carry our products! Their support, through on-going customer purchases, has allowed us to gain a regional and national presence.



COMMUNITY ACTION COALITION FOR SOUTH CENTRAL WISCONSIN, INC.

Housing, Clothing, and Food—including the Double Dollars program

Willy Street Co-op Owners make INCREDIBLE contributions to the Double Dollars Fund by shopping with reusable bags and making donations using the scan cards at the check out lane. Owners' contributions are a big reason why we are able to offer Double Dollars—a matching program for people who shop with FoodShare benefits at participating farmers' markets and the Co-op. Double Dollars gets fresh, healthy, local food into kitchens and onto tables of families throughout our community. Thank you!



RALLY ENERGY, LLC

Caffeinated Mints

Willy Street Co-op opened doors for us we never could have imaged. The name recognition of the Co-op is very strong. Our shared success at the Willy Street Co-op locations has helped us tremendously!



CEDAR ROAD MEATS

Bacon, hot dogs, summer sausage

Willy Street Co-op has allowed us to grow our business by adding more staff and new equipment to better serve all our customers. It has been a great partnership with all three stores and we appreciate the relationship.



EQUAL EXCHANGE

Coffee, chocolate, bananas, tea, and more!

For more than three decades, Willy Street Co-op Owners have worked hand-in-hand with Equal Exchange to build truly radical alternatives to conventional commodity trading, and push the food industry to become more just, equitable, and environmentally sustainable! Equal Exchange imported the country's very first container of fair trade coffee 33 years ago, and Willy Street Co-op Owners have supported us since nearly the very beginning. There is no question that without committed customers like the Co-op's Owners, we would never have survived the first few years. After all, in 1986, who had ever heard of paying more than market prices for coffee?

Over the years that Equal Exchange and Willy Street Co-op have worked together, Owners have supported fair prices for thousands of small-scale farmers growing coffee, chocolate, bananas, and more. Collectively, the Willy Street Co-op Owners' financial contribution to small farm communities outside of the United States is substantial. The tens of thousands of dollars that Owners send to family farms in the form of fair trade premiums each year go directly to supporting projects that keep farm communities thriving and vibrant. The projects themselves might sound technical and unexciting, like infrastructure improvements or supplies to improve organic crop yields, but they are pivotally important to making sure that small-scale farming remains a viable option for generations to come.

Beyond the financial impact for farmers, Willy Street Co-op Owners who buy Equal Exchange products are also participating in a fully cooperative supply chain, as we are a worker-owned cooperative ourselves! In fact, there are three Equal Exchange worker-owners who live in Madison (with a fourth owner-track employee who will hopefully be an owner by the end of the year!) And the cherry on top is that many of our products are delivered to the stores using a cooperative distributor (CPW).

To sum up, as Owners of one of the country's largest and most innovative cooperative grocery stores, you are not just buying delicious, quality food for your family—you're also actively participating in a revolutionary supply chain that supports thousands of farm families here in Wisconsin, in the United States, and around the world. Thank you for fighting for a more just and equitable food system with us!

ANOTHER STORE, OR A BIGGER ONE

As Anya reported in the August newsletter, we aren't currently pursuing a fourth store, and we're not planning to expand retail floor space in any of our three stores. After we pay off a significant chunk of the Owner Bonds we sold to help finance opening Willy North and the expansion of Willy West, that may be an option, although that's at least a few years away at this time.

"NOTHING"

Over 100 respondents wrote that they would change "nothing" about the Co-op. Wow!

CHANGES TO PREPARED FOODS

Out of the 171 comments that respondents wrote in regarding our prepared foods and baked goods, 80 of them mentioned our Hot Bar (or Salad Bar, or both). Many were positive, but many echo our own sentiments about these fixtures of our Delis: "Better hot food options on the hot food bar...like roasted veggies, things without a ton of sauce, etc...", "Can we get some variety?", and even "I'd make your hot bar fresher and more attractive looking. It often looks dried out and unappetizing." Patrick Schroeder, the Prepared Foods Category Manager, had this to say about the Hot Bar, "We first started selling out of a buffet-style hot bar in 2010. It's grown from being less than 15% of our Deli's sales to over 45%. Half of the products we make at our Production Kitchen are for the Hot Bar—to the tune of more than 15,000 pounds per month! We have a lot of internal motivation to make improvements to it, but its volume makes it challenging to implement changes well and quickly."

To tackle that problem, Patrick, our Kitchen Director Jamie Acocks, and other key staff have been working on a deep-dive audit of our hot bar operation. The goal of this audit is to overhaul the norms and practices that they and staff have adopted (consciously and unconsciously) to deal with the rapid growth of the program and replace them with procedures that can be responsibly implemented and more consistently executed. This audit is ongoing since midsummer and will likely finish next summer. Some of the recommendations that Patrick and team would like to implement through this overhaul are:

- Thematic menus for the hot bar
- Broadcasting of the hot bar menus further in advance online and in-store
- More vegetables and components that can be combined into meals and less emphasis on fully-composed dishes
- Consistent, seasonal rotation of menu items

REDUCING PACKAGING, INCREASING BULK OPTIONS

Dean Kallas, the Grocery Category Manager, is reviewing our Bulk aisle offerings and we may be adding some new products in 2020. Angie Pohlman,

the General Merchandise Category Manager, has been adding some bodycare items with sustainable packaging like HiBar solid shampoos and conditioners. (See her article on page 9.) We also sold some strawberries in 100% recyclable cardboard containers and blueberries in nearly plastic-free cartons. Demand currently tends to outstrip supply for these products, so you may see something one week and not the next, but this is important to us and to many of you, so you can expect to see more and more lightly packaged and bulk products at your Co-op.

The original purpose of this survey—which we've offered almost every year for at least two decades—was to get feedback from customers on a range of aspects of the Co-op, from the cleanliness of the stores to quality of products to overall direction of the business. Now that we have CX surveys that ask about daily experience in the store, we can use the annual survey to focus on the big questions. Next year, the Board of Directors will take over ownership of the annual survey, and will use it to collect feedback on their governance of the Co-op.

WHAT ARE THESE CX SURVEYS OF WHICH YOU SPEAK?

Last fall, we also started offering a survey to random customers during check-out. These surveys ask about customers' experience (CX) that day: How was parking? How clean was the store? Were staff members helpful? In appreciation for completing the survey, the customer receives a code that turns the survey slip into a \$5 coupon.

We can adjust the frequency with which these surveys are offered so that we can get at least 30 completed surveys per month, the recommended amount to get statistically valid data. About 1 in every 242 customers (on average) get the survey request, and roughly 1 in 6 of the randomly chosen customers who receive the slip fill out the survey.

We solicit customer feedback in a number of ways: through customer comments, our website, our annual customer survey, social media, etc. But none of these methods are as reliable or timely or representative as the CX survey program. Because the questions and methods are consistent, we can see changes in survey responses over time and get data we can use to find positive or negative trends and then act on it.

Since we began using the CX system, we have made overall improvement in a number of areas, including availability of products, friendliness of staff, and ease of moving through the stores. Two areas that we're working on are greeting customers before they reach the check-out lane, and availability of staff—in fact, there is some overlap there, since if we aren't greeting you as you shop, you may not realize that we're staff members!

Whether you filled out the annual survey, filled out a CX survey, wrote a customer comment, emailed us, commented on a social media post, or shared feedback in person, we appreciate it when you share your thoughts with us—it helps us to make an even stronger cooperative.



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ACCREDITED BUSINESS ELDERCOUNSEL

Your Equity Explained and Appreciated!



by Robert Halstead, Owner Records Administrator

Every business would be wise to take a moment to truly thank their customers from time to time. While Willy Street Co-op does take many opportunities to thank all of our customers in general for shopping with us, we do not as often take the time to thank our Owners for their

equity investments in the business and explain why it is vital to our operations.

Do you know where the money you invest in Willy Street Co-op Ownership actually goes? Ownership is at the core of our cooperative business model and is a major part of what sets us apart from almost all other grocers in the area. Ownership comes with many benefits to you, the shopper, but your investment of Ownership also provides major benefits to the business as a whole.

EQUITY PAYMENTS

Equity generally refers to the amount of capital Owners contribute. It also includes the annual earnings we retain as a business after calculating the difference between our total assets and our total liabilities. To be a Willy Street Co-op Owner, you must invest by choosing to either make a one-time equity payment or spread the payments out over the course of seven years (or 14 years if you qualify for the Access Discount Program). This investment of equity allows you to own a share of the enterprise as a whole. It provides a point of commonality for the many unique individuals and households who shop here.

Investing equity in Ownership is very different than paying an annual

membership fee. To borrow from an October 2018 Reader article on that topic: "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."

OWNERSHIP PROTECTS THE CO-OP

Equity cannot legally be used in the same way as profits would be. However, equity can be used for capital expenditures and assisting with store operations. We can also borrow against it and receive lower interest rates on loans as well. In this sense, our business having an adequate amount of equity rolling in is like an individual person having good credit.

Thanks to the support of our Owners, we are able to compete as a cooperative business in Madison's crowded grocery retail market. Unlike with most other retailers, each Willy Street Co-op Owner is ultimately invested equally and as a result has an equal say in how our Co-op is governed. The equity share allows you to participate in this process by voting for our Board of Directors as well as on ballot initiatives which can range from altering our bylaws to supporting large-scale projects such as remodels or even opening new locations. In this manner, your voting privileges have a direct effect on our business decisions.

We also depend on our Owners to contribute their knowledge and passion to our Board committees. We seek their input via customer comments and their engagement with our social media platforms. The more Owners are able to be well-informed and get involved, the more likely it is that Willy Street Co-op will move in a direction that is a good fit for everyone.

THE POTENTIAL FOR PATRONAGE REFUNDS

When our Cooperative has a profit surplus, our Board of Directors may approve a patronage refund. This share of the surplus comes back to Owners proportionate to their purchases that fiscal year. The current amount of equity invested is not considered as a factor. Whether or not our Board chooses to issue a surplus as a patronage refund (and the size of that refund) is based on how much surplus was earned as well as what

our current needs may be. Cooperative Principle 3, Owner Economic Participation, allows for cooperatives to either return surpluses to the Owners or to reinvest those surpluses in developing the cooperative and its services. While it's true that we have only issued patronage refunds four times since we began this practice in 2011 (the last time in 2014), we have taken on some major projects to improve services: remodeling Willy East, opening Willy North, and expanding Willy West.

When we are able to disperse surplus profits back to our Owners, we are also able to take advantage of significant tax savings. This keeps more money in our local economy. As Willy North grows to support itself, we are currently on our way to a return to profitability.

EQUITY REFUNDS

Our Board is also tasked with approving the return of equity to any Owner who requests to close their account. This means that your equity investment is refundable upon approval if you are moving out of the area or just simply no longer desire to be an Owner.

To obtain an equity refund, Owners need to fill out an Owner Resolution Form which makes this request official and allows us to make sure we have the proper mailing address on file for your equity refund check. You also can choose to donate your equity to our Community Reinvestment Fund. The equity refund/donation process can be completed at our Customer Service desk or by emailing the Owner Records Administrator at ora@willystreet.coop. Equity refund requests are then sent to the Board to approve at their next regular meeting. Because equity refunds require Board approval, this process can take 60-90 days from the date of the request.

ABANDONMENT OF EQUITY

When an Owner stops shopping at the Co-op but does not contact us to close their account, their equity eventually will be considered to be "abandoned." Once per year, we notify Owners who haven't shopped in over three years and let them know they need to take action with their account. Willy Street Co-op cannot legally keep or repurpose this equity without notifying the Owners who run the risk of abandonment. Wisconsin State Statutes Chapter 185 regulating cooperatives dictates the notification process. We mail out notices to these Owners at their last known address as well as place a legal ad in the Wisconsin State Journal.

Owners in this scenario can then make a purchase (and/or an equity payment if they are not paid-in-full) to regain their good standing. They may also choose to close their accounts and either have their equity refunded or donated. If Owners at

risk for equity abandonment take no action at all, their equity will be donated to our Community Reinvestment Fund.

COMMUNITY REINVESTMENT FUND

Since 1992, Willy Street Co-op has contributed \$452,000 to local nonprofits and cooperatives to support developmental and educational projects for our community via the Community Reinvestment Fund. Grants may be awarded to projects supporting food justice and/or access, creating/developing cooperative businesses, sustainable agriculture, health and well-being, and/or social change.

In Fiscal Year 2019, the Community Reinvestment Fund Committee awarded \$25,000 to 11 organizations. More information is available on our website including grant guidelines and timelines. The next application period will occur in January 2020.

Speaking of supporting our local communities, there are some other exciting things happening at Willy Street Co-op this month that are worth mentioning here.

MURAL DEDICATION AT WILLY NORTH

The Community Mural Project for Willy North has spent the month of September at the Dane Arts Mural Arts studio receiving some finishing touches. The "Good Things Grow Here" mural will get mounted as part of a dedication ceremony to take place during Owner Appreciation Week on Sunday, October 13 at noon. Join us at Willy North to celebrate the completion of this beautiful community project.

THE RETURN OF DOUBLE DOLLARS

Our fourth season of Double Dollars is right around the corner! Every Tuesday between October 22-March 10, customers who use their FoodShare/QUEST (SNAP) benefits when they shop will be eligible to receive Double Dollars vouchers to shop at the Co-op for every \$5 they spend on their EBT card, up to \$20. The vouchers can be used at any Co-op retail location, any day of the week, during business hours from October 1-May 31.

THANK YOU AGAIN!

We can't make this cooperative work without the investment and participation of our Owners. There are over 36,000 of us working together to be autonomous and successful as a business while ensuring that we benefit our communities along the way. If this article seems to showcase everything good about what your equity and the Coop does, that's because it should! Investing equity makes you an Owner of everything good and lets you know that the small amount of money you paid in is what makes Willy Street Co-op possible. Thank you, Owners!



RECIPES

Quinoa Salad with Shiitakes and Fennel

Adapted from www.thewednesdaychef.com

If you prepare all your vegetables and herbs beforehand, this dish is fairly quick to put together. The vegetables get deliciously caramelized in the peanut oil.

2 c. quinoa
1 qt. water
salt
1/4 c. peanut oil
5 cloves garlic
fennel
2 c. shiitake mushrooms
1 bunch green onions
2 Tbs. soy sauce
2 Tbs. rice wine vinegar
1/2 c. cashews
4 Tbs. flatleaf parsley
4 Tbs. cilantro
1 lime

Directions: In a medium pot, bring the water to a boil. Stir in the quinoa and a pinch of salt, reduce the heat to a simmer, and cover. Cook for 12-15 minutes, until the quinoa is tender. Remove from heat and drain. Set aside. Heat the peanut oil in a wok or large skillet over high heat. Add the garlic and cook 30 seconds, just until it turns gold. Remove from the oil with a slotted spoon and set aside. Add the fennel to the pan and cook, stirring constantly 5-7 minutes, until golden. Remove the fennel with a slotted spoon and set aside. Add the shiitakes to the pan and stir-fry until caramelized, 4-5 minutes. Add the green onions and cook until the onions begin to wilt, 1-2 minutes. Add the soy sauce and vinegar and toss to combine. Place the quinoa, fennel, garlic, shiitakes, green onions, cashews, parsley, cilantro, lime zest and juice in a large bowl. Fold gently to combine, check the seasonings and adjust as needed, and serve.

Tomato Fennel Gratin

Adapted from www.gourmandinthekitchen.com.

This dish is perfect for making the slow transition from summer to fall.

5 tomatoes, sliced
2 fennel bulbs
1/2 c. crème fraîche
1/4 c. Kalamata olives, chopped
3 Tbs. thyme leaves
1/2 c. parmesan, grated
salt
pepper

Directions: Preheat oven to 350°F. Butter a baking dish or gratin dish. Arrange the fennel in a steamer basket over several inches of water and steam until tender, 8-10 minutes. Transfer to a mixing bowl. Add the crème fraîche, chopped olives, half of the thyme leaves, and half of the Parmesan. Toss to combine, then place in the prepared baking dish. Top with the sliced tomatoes, overlapping slightly. Season with salt and pepper, remaining thyme leaves, and Parmesan.

Bake uncovered until bubbling and the cheese starts to brown, about 20-25 minutes. Allow to rest 5 minutes before serving.

Fennel and Onion-Braised Pot Roast with Carrots

Adapted from www.food52.com.

If you have the time, salt the chuck roast a full 24 hours before making this. Leftovers make marvelous sandwiches.

2 Tbs. olive oil
2 lb. rolled chuck roast
black pepper
1 1/2 c. cored, trimmed, julienned fennel bulb
1 1/2 c. peeled julienned yellow onion
1 Tbs. minced rosemary
2 tsp. fennel seeds
3 c. carrots
2 1/2 c. dry red wine
salt

Directions: Heat the oven to 325°F. Season the roast liberally with black pepper. Heat a 4-quart enameled pot over medium-high heat. Add the olive oil and tilt the pot to coat the bottom. Sear the roast until deep brown on all sides. Lower the heat if needed to prevent the oil from burning.

Transfer to a tray.

Add the fennel and onion to the pot and sprinkle liberally with salt and pepper. Sauté over medium-high heat until tender. Stir in the fennel seed and rosemary. When fragrant, pour in the wine and bring to a boil. Reduce heat to a simmer. Return the roast to the pot, and nestle in amongst the vegetables and wine. Arrange the carrots around the roast. Sprinkle with salt and pepper and cover.

Place the covered pot in the oven and roast for 1 1/2-2 hours, until the meat is tender, but retains its shape when sliced. Remove roast and cover with aluminum foil, set aside. Place the pot over medium high heat and bring the sauce to a boil. Reduce the liquid by half. Taste, and adjust the seasoning as needed.

Slice the roast and serve with the vegetables. Spoon the sauce on top. Enjoy!

Apple Cranberry Salad

Recipe by Chef John Merucci at Brook Lodge, Augusta, MI Submitted with permission by Sabine Gross, Willy Street Co-op Owner

16 oz. cranberries
3 apples
1 orange
1 tsp. ginger
1/4 c. agave

Directions: Coarsely grate or chop apples and cranberries, using a food processor or hand grater. Finely chop peeled orange; finely grate or mince ginger. Add agave syrup and stir to mix all ingredients. If possible let stand a couple hours before eating so that flavors will blend.

Sausage Sweet Potato Bake

Recipe reprinted with permission from More With Less Cookbook

This is comfort food that comes together quickly.

1 lb. pork sausage
2 medium sweet potatoes, peeled and sliced
3 medium apples, peeled and sliced
2 Tbs. sugar
1 Tbs. flour
1/4 tsp. ground cinnamon
1 tsp. salt
1/2 c. water

Directions: Brown sausage in skillet, breaking up large pieces. Drain excess fat and transfer to a 2-qt. casserole dish. Arrange sweet potato and apple slices on top of sausage. Combine remaining ingredients and pour over top of mixture in casserole. Cover and bake at 375°F for 50-60 minutes or until the potatoes and apples are tender.

French Apple Cake

Adapted from Dorie Greenspan's *Around My French Table*.

Dorie Greenspan's cake couldn't be easier to prepare. It is chock-full of apples, whose flavor is heightened with vanilla and boozy, dark rum. This is a decidedly grown-up cake that keeps beautifully, up to three days after baking—although it's so good, it's hard to imagine there being leftovers for that long!

3/4 c. flour
3/4 tsp. baking powder
pinch salt
4 apples
2 eggs
3/4 c. sugar
3 Tbs. dark rum
1/2 tsp. vanilla extract
8 Tbs. butter, melted

Directions: Place the oven rack in the center of the oven and preheat oven to 350°F. Line the bottom and sides of an 8-9-inch springform pan with parchment.

In a small bowl, whisk together the flour, baking powder, and salt.

Peel and core the apples, then chop into 1-inch cubes.

In a large bowl, whisk the eggs until foamy. Add the sugar and whisk for a minute until creamy. Whisk in the rum and vanilla. Whisk in half of the flour, then half of the melted butter, followed by the remaining flour, then the remaining butter. Stir after each addition until well-incorporated. Fold in the apples, and toss until coated completely in batter. It will look like it's mostly apples. Scrape into the prepared pan, and gently smooth the top.

Bake for up to 1 hour and 20 minutes. Begin checking for done-ness at 50 minutes, testing with a sharp knife. If it comes out clean and the top is nicely golden, it's ready. Place on a wire rack to cool for 10 minutes, then carefully lift the parchment and cake out of the pan. Let cool on the wire

rack to slightly warm or room temperature before serving.

To store leftovers, just press some wax paper or plastic wrap onto the cut surfaces. It's too moist to keep covered. It will keep for up to 3 days.

Pork Chops with Mustardy Apples and Onions

Adapted from www.dinneralovestory.com.

Served with a simple green salad dressed in a light vinaigrette, this one-pan dinner hits the spot on cool, blustery, fall evenings.

2 onions, chopped
2 apples, diced
olive oil
4 pork chops
2 1/2 Tbs. mustard
2 1/2 Tbs. apple cider vinegar
1/3 c. apple cider
salt
pepper

Directions: In a large skillet over medium-low heat, sauté the onions and apples in olive oil for about 5 minutes. Push the apples and onions aside. Raise the heat to medium, and in the same pan, brown the pork chops, about 4 minutes per side. Transfer the pork chops to a plate.

Add mustard, vinegar, and cider to the pan, scraping the bits from the bottom of the pan, and reducing the liquid for about 1 minute. Return the pork chops to the skillet. Stir the onions and apples to incorporate, and cover. Cook another 3 minutes, until cooked through.

Pumpkin Stew

Recipe submitted by Nina Hasen, Willy Street Co-op Owner

This versatile dish can be served a couple of different ways.

2 Tbs. ginger, minced
1 pie pumpkin, cubed
2 Tbs. olive oil
1 tsp. toasted sesame oil
3 cloves garlic, minced
2 apples, diced
2 Tbs. soy sauce
2 c. chicken broth
5 yellow onions, chopped

Directions: Put a large sauté pan over medium heat. When the pan is warm, add the oils (how much oil you need depends on what kind of pan you are using and how well-seasoned it is—you just need enough to make sure the onions, garlic and pumpkin don't stick). When the oil is shimmering, add the garlic and ginger. Sauté for a minute or two over medium heat. Add the onions and continue sautéing until the onions have softened and begun to turn transparent. Add the pumpkin and turn the heat up just a bit. Sauté until the pumpkin begins to brown and soften, just a few minutes. Add the soy sauce, liquids and the apples, if you are using them. You want enough liquid to almost cover the pumpkin. Bring the stew almost to a boil, then simmer 15-20 minutes until the pumpkin is well cooked. Taste for seasoning, adding more soy sauce or juice if necessary.

Autumn Minestrone

Adapted from The Moosewood Restaurant Daily Table

If you are a fan of minestrone, you will surely enjoy this veggie-laden version. The kale is a particularly nice touch, imparting a complementary texture as well as a nutritional punch. Wholesome and satisfying, this soup seems to get better in the couple of days after it is cooked. You may find yourself distracted in the quiet of your workday, looking forward to your leftovers.

2 Tbs. oil
1 c. onions, chopped
2 cloves garlic, minced or pressed
1 tsp. dried oregano
6 c. water
2 1/2 c. winter squash, peeled and cubed. Select a firm variety, such as acorn, buttercup, or delicata
2 1/2 c. potatoes, cubed
1/2 c. carrots, peeled and diced
2 stalks celery, chopped
4 c. kale, stems and center rib removed, chopped
1 1/2 c. cannellini beans, or 15 oz. can, drained
salt and fresh ground pepper, to taste

Directions: In a large stock pot, warm oil over low heat. Add onions, garlic and oregano. Salt to taste and sauté for 5 minutes or until onions are

translucent. Add water and bring to an even boil. Add squash, potatoes and carrots and cook for about 10 minutes or until the vegetables are almost done. Lower heat and add celery, kale, and beans and simmer for 5 to 7 minutes until celery and kale are tender and beans are hot. Season to taste with salt and ground black pepper.

Maple-Spiced Delicata, Fennel, and Kale Bowl

Adapted from www.sproutedkitchen.com.

Serve with some good bread for a wholesome, warming dinner.

2 Tbs. olive oil
1 Tbs. maple syrup
1 tsp. whole-grain mustard
1/2 tsp. cayenne
pinch crushed red pepper flakes
1/2 tsp. cinnamon
1/4 tsp. nutmeg
salt
pepper
1 1/2 lb. delicata squash, skin on, halved and seeded
1 fennel bulb
1 bunch purple kale, stems removed
3 Tbs. red onion, minced

Directions: Preheat oven to 400°F. Arrange oven racks in upper and lower thirds of oven.

In a small bowl, whisk together 1 tablespoon of the olive oil, the maple syrup, mustard, cayenne, crushed red pepper flakes, cinnamon, nutmeg, and salt and pepper. Set aside.

Spread the kale on a baking sheet and drizzle with the remaining tablespoon of olive oil and a pinch of salt and pepper. Set aside.

Slice the delicata squash into 1" half moons. Slice fennel in half and remove and discard tough core. Slice into 1/2" wedges. Place on a rimmed baking sheet. Drizzle with the oil and maple syrup mixture, and toss to coat. Add another drizzle of olive oil if it seems too dry. Roast in the upper third of the oven for 30 minutes, tossing vegetables halfway through cooking time. Transfer the baking sheet to the lower rack to cook the last 10 minutes, until tender and caramelized. After moving the squash to the lower rack, place the baking sheet of kale on the top rack to cook for 10 minutes, until the edges are crisp.

Transfer the squash, fennel, and kale to a large serving bowl. Toss with the minced red onion, and serve warm.

Roasted Chicken with Caramelized Butternut Squash

Adapted from www.devilandegg.com.

Roasting squash alongside chicken this way turns it meltingly tender, with a crisp coating, almost candy-like.

1/2 tsp. salt
1/2 tsp. cardamom
1 tsp. cumin
1/2 tsp. coriander
1 Tbs. lemon juice
1 chicken
2 Tbs. butter
2 lb. butternut squash
1 Tbs. olive oil
black pepper
1 c. white wine

Directions: Combine the salt, cardamom, cumin, coriander, and lemon juice in a small bowl to form a paste. Rub this mixture all over the chicken, and let sit for 1 hour. You could also do this step in the morning and refrigerate it until the evening when you're ready to cook.

Preheat the oven to 425°F. Place the chicken in a large roasting pan, and place butter underneath the skin. In a large bowl, toss the squash in olive oil and a sprinkle of salt and pepper. Arrange the squash around the chicken in the roasting pan. Roast for 30 minutes, then pour the wine over the chicken. Return to the oven and continue cooking until ready (the internal temperature of the chicken thigh should be 170°F). Remove the pan from the oven. With tongs, lift the chicken out of the pan, and tilt it so that the juices pour over the squash. Transfer the chicken to a cutting board.

Toss the squash with the accumulated juices in the roasting pan, scraping up any browned bits.

Carve the chicken and serve with the squash and pan juices.

Staff Picks



CAITLYN

Origin Breads Sourdough Sandwich Loaf
Any loaf from Origin Breads is amazing. The sourdough is made with wild yeast. They source their grains from Meadowlark Organics in Ridgeway, Wisconsin, and Lonesome Stone



Milling in Lone Rock, Wisconsin grinds the flour using an old-world stone milling technique. Then it is hand-formed and baked just down the street from Willy East on East Washington Ave. I pinky promise you will love this bread.

Meredith Dairy Marinated Sheep & Goat Cheese

This is my new favorite cheese—thanks to Dan in the Cheese department at Willy East. It is so good warmed up under the broiler on some crusty bread. Such a treat and would make a perfect gift for any cheese lover in your life. Available at East and North.



AMY

Dr. Brite Mint Whitening Mouthwash
This woman-owned company saw a need for toxic-free mouth care. I'm looking to see my smile whiten up a bit in addition to protecting and cleansing my teeth and gums. Vegan, alcohol-free, SLS-free, fluoride-free, gluten-free. Safe to swallow.



ROBERT

Willy Street Co-op Risotto Cakes
I use these tasty little cakes for an easy side dish at dinner or a post-lunch snack. I'm sure they are extra delicious coming out of an oven, but 45 seconds in the microwave does me just fine. Now made with no gluten ingredients!



ANGELA

MegaFood Acute Defense
I've taken this as directed for the last few colds I have gotten, and it really seems to help shorten the duration dramatically! I feel better faster, most importantly. It is all herbal, and the andrographis in it makes it bitter, but that is part of the medicine. Highly recommended!



PATRICK

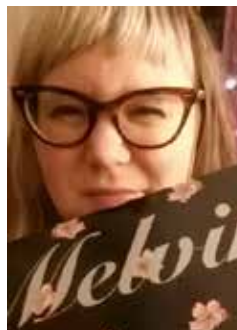
Willy Street Co-op Mint Chocolate Pie
Ready to meet your new favorite dessert? Chocolatey, minty mousse enveloped by organic, Fair Trade chocolate on top of a chocolate crumb crust.

Willy Street Co-op Mushroom Parm QBalls
Protein-packed! Meatless meatballs that are made with quinoa, egg, and parmesan cheese. No meat; still complete!



EMILY

Cedar Road Meats Peppered Bacon
This bacon comes with a built in peppery kick. It is super delicious in a BLT, crumbled over a salad, or added to any breakfast sandwich!



LACEY

Dreamfarm Cracked Pepper Chevre
Dreamfarm is a small and sustainable organic farm in Cross Plains, Wisconsin. Their fresh-style goat cheese is made from milk sourced only from their farm in small batches with many of the steps done by hand. Willy Street Co-op is extremely lucky in that we are the only retail market that offers this amazing cheese! Highly recommended with Potter's Crackers Caramelized Onion Crackers.



LINDSEY

Farm Fresh Canola Oil
Canola oil is a staple in my house and having a local option is amazing. I love knowing where it comes from. The taste is great and the bottle is pretty!



JOE

Willow Creek Braunschweiger
Delicious way to get some healthy organ meat in your diet. The secret is Willow Creek bacon. No unwanted additives like some other brands.



PHILIP

Koyo Garlic Pepper Ramen
Quick, easy, and delicious. I always keep a couple packets on hand if I need a quick meal at home. Easy to add other vegetables and a protein source to make super ramen! Vegan, non-GMO, and only \$1.29!



ABIGAIL

Willy Street Co-op Hot Toddy Concentrate
I pick up a bottle of the hot toddy concentrate whenever I feel remotely like a sickness is coming on. Whether I actually turn out to be sick or not, it ALWAYS makes me feel better. I mix it with hot water for ultimate coziness. A little bit goes a long way, and it is really nice to share as well.

evanhealy Green Tea Clay

This is the best clay mask on our shelves—hands down, and I've tried almost all of them! It's almost ritualistic: mixing a teaspoon or two of this beautiful powder with some hydrosol, scooping the mud onto your face, feeling your facial skin tighten as the mud dries (10 minutes-ish), then exfoliating it gently off in the sink (or shower). Clay is an excellent way to pull impurities out of your pores, leaving you with a more even complexion and natural glow. I also use this clay as a spot treatment for blemishes. Don't let the price scare you away—this product is worth the price and a little bit goes a long way (lasts for months even when doing a mask once or twice a week). P.S.



If your skin is very sensitive or mature, try the Evan Healy French Rose clay for a more gentle alternative. Selfcare, yes!

Driftless Dreams Caramels

New, USDA-certified, organic, locally grown hemp from the beautiful hills of Ocooch Mountain in Wisconsin's Driftless region. Delicious, smooth, and creamy handmade caramel. What more could you ask for in a CBD product?! Each caramel is a lovely dose of 20mg full-spectrum CBD, and is currently the only Wisconsin-grown CBD option we offer on our shelves. Support local hemp farmers and support your own wellness with these delectable treats! Located at the registers, 20mg chocolates are also offered (but I'm tellin' ya—the caramels are where it's at!).



DUSTIN

Wholesome Organic Delish Fish

If you enjoy other fish-shaped red candies then you'll love these! Made with real ingredients and just as tasty!



PHILIP

Apples to Atoms WineCrisp Apples

As the name suggests, this is a crisp apple with a fruity flavor. Firm, crispy flesh with mild tart taste. A great everyday eating apple.



SHARON

Acure Moroccan Argan Oil

About six months ago I stopped washing my face with soap and started using Acure Moroccan Argan Oil. When washing off make-up, I rub this over my dry face and then remove the make-up with a warm washcloth. In the morning, I use this again with a warm washcloth. I've stopped having breakouts, and my skin is truly moisturized. Best yet, one bottle lasts me for several months.



OLIVE

Willy Street Co-op Spring Rolls with Spicy Peanut Sauce

These are perfect for lunch or a snack. They are light, refreshing and just the right mix of textures. The spicy peanut sauce adds just the right tangy kick!



PEACH

Four Elements Nettle Peppermint Tea

I've been suffering from unusual summer allergies; everything bloomed late and it's been crazy windy blowing tons of pollen around. This nettle tea has been a real life saver. The peppermint is cooling and soothes. And it's local!! Nestled in the Baraboo Bluffs.



Salad Girl Blueberry Basil Salad Dressing

Best salad dressings ever!! You will never go back, Seriously! All of their flavors are great :) But the Blueberry Basil is delightful during the late summer months where I'm throwing tons of peaches, cherries and strawberries in my salads and wraps. Pairs well with pistachios and feta.



Super Charge Foods Spicy Madisonal Microgreens Mix

It feels like Life!!! these little green dudes give you so much soul shine. The spicy mix really packs a punch. Perfect in salads, sandwiches, wraps, the list is endless



Boody Eco Wear

AMAZING!!! I have so many of their products. I've had one of the scoop necks for two years. It's still as black as black, retains it shape and stretch, is breathable and insanely soft :) I love these.



CATE

Willy Street Co-op Olive Bar

Yummy! I really like that the selection on the olive bar is different at all three of the stores. This way I can treat myself to my favorites at each of the stores. Great snack, great for entertaining, great with crackers and hummus.

Wisconsin Meadows Grass-Fed Beef Jerky

This flavorful, lean jerky has become a staple in our house. Really glad that the product is local and grass-fed. Makes a nutritious high-protein snack that is great for those grab and go moments in life.



MARIA

Dandy Blend Instant Herbal Beverage with Dandelion

Dandelion is so good for the liver. My favorite way to drink this is with a teaspoon of Dandy Blend, a half teaspoon of instant decaf coffee, a splash of vanilla extract, a dash of cinnamon, sweetener of choice (optional) and choice of milk in 16 oz. of water. Delicious!



MICHAIAH

Organic Valley Cultured Butter (Unsalted)

Rich, creamy, organic, and supporting local economy and community?! Heck yeah. Nothing beats fresh, long-lasting energy you can add to the most basic and gourmet meals, all only produced within these abundant lands.





Richard Levine, PhD
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THE LIVING LOVE IT TOO.

WAKE THE DEAD ON SALE NOW



deep, dark, undead BLEND
HAUNTINGLY DELICIOUS



NICO

Stacey's Organic Tortillas

Stacey's Tortillas are a staple in the Kain household. Wrap organic black beans, jasmine rice, ripe avocados, Cesar's Queso Quesadilla cheese, and Chip Magnet Cilantro Lime into a tortilla. Bake or grill for five minutes and serve with a dollop of Seven Stars Farm's whole yogurt and drizzle with Cholula sauce.



LAURA

Carr Valley Mobay

Locally made, half goat cheese, half sheep cheese, separated by a line of vegetable ash. Delicious on pizza, crackers, on a burger or even on its own. Taste for yourself why this cheese should actually be spelled MoBAE ;)



Fresh Figs

I pretty much live on fresh figs at this time of year!!! Juicy and filling, great on yogurt with granola or just one after the other after the other after the other....



MOURNING DOVE

Baby White Turnips

A couple years ago someone told me how "buttery" these turnips were. Based on how their eyes lit up, I just had to try them. Now I wait all year for them. I love to chop them up raw to add to salads, but I have to admit that I eat most of them before they make it to the bowl.



KATHERINE

PB8 Probiotics

PB8 offers a very affordable way to increase your digestive flora. This is especially helpful for maintaining your gut health during the holiday season and is also a great way to boost your immunity!



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 70 member nonprofits.

Leading up to the 2018 midterm elections, 575 people called the American Civil Liberties Union Wisconsin (ACLU) voter-assistance hotline with questions pertaining to voting. The help provided by ACLU-Wisconsin doesn't just end with office work. They are in the community helping our most vulnerable citizens access voting.



A blind woman with a wheelchair had no ID but wanted to vote. Volunteers were able to transport her to the DMV for a new ID. She ended up voting early in 2018.

Photo: ACLU

2019 has been a banner year for CSW member agency, WORT 89.9 Back Porch Radio Broadcasting, Inc. In collaboration with Isthmus and the Progressive Magazine, they hosted the Madison Mayoral Candidate Forum in March to a full house at the downtown Madison Public Library. WORT won two first-place awards: Best Hard News/ Investigative Reporting and Best Use of Audio presented by the Wisconsin Broadcasters Association. Cheers for Community powered radio having a big impact!

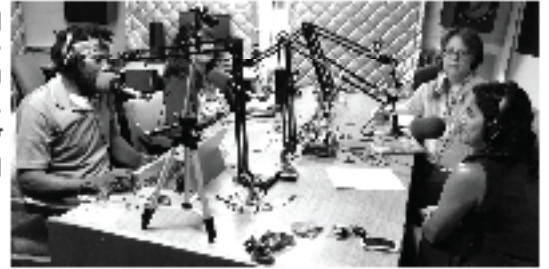


Photo: WORT 89.9 Radio



In April, UNIDOS (serves victims of Domestic Violence and Sexual Assault) received a huge surprise from Madison Modern Market. They nominated UNIDOS for their work with the Latinx community to be recognized with a \$10,000 donation from B*tchstix. The company sells lip balm and the profits generated are used to support organizations that empower survivors of domestic violence and sexual assault. With their generous donation, UNIDOS provided the women in their support groups wonderful Mother's Day gifts and they put together an amazing anniversary event to celebrate 23 years of service to the community.

Photo: UNIDOS

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This month's Wellness Wednesday is October 2





Studio Jewelers is a local, woman-owned jewelry gallery featuring hand-crafted pieces from a score of independent artists and small studios from around the country. We offer custom design, expert in-house repair, appraisals, and pearl and bead restringing. We love to work with what you have, recycling your out-of-date or broken jewelry into beautiful new pieces. Stop in and have your jewelry checked and cleaned at no charge, and meet shop cats Iles and Toby!



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dcm.org

