

willy street co•op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 44 • ISSUE 9 • SEPTEMBER 2017



IN THIS ISSUE: New Board Member Activities; Community Supported Agriculture: FairShare CSA Coalition; Multiplying Your Dollar's Value When You Shop Local; and MORE!

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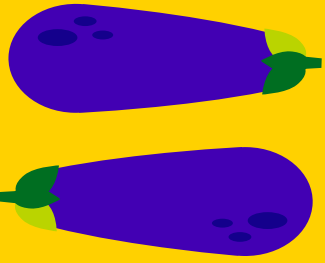
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READER

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

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

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: l.wermcrantz@willystreet.coop

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

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

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

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

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

Deli: 7:30am to 9:00pm

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

WILLY STREET CO-OP MISSION STATEMENT

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

WILLY STREET CO-OP BOARD OF DIRECTORS

Holly Fearing
Dave Pauly
Patricia Butler
Bruce Slaughenhaupt
Jeannine Bindl
Brian Anderson
Meghan Gauger
Evan Cameron
Stephanie Ricketts

BOARD CONTACT INFO:

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

BOARD MEETING SCHEDULE

ALL MEETINGS BEGIN AT 6:30pm UNLESS OTHERWISE NOTED

September: no meeting
October 17th
November 21st
December: no meeting
January 16th
February 20th
March 20th
April 17th
May 15th
June 19th
AMP July 12nd
July 17th

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

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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. The rest can be found in the commons or in the binder near Customer

COMMONS CONVERSATIONS

Q: *There is a young man conducting bible studies – one on one several evenings per week at Willy North. Religious freedom is not protected in public places and I find this highly offensive/inappropriate.*

A: Thanks for sharing your concerns with us. Without your providing us with your name or contact information, I am answering this question with the facts that you provided, and I am assuming these meetings are private conversations being had in our North commons between two people.

The Co-op is not a public place; it is a private business owned by 34,700+ people, and we value the diverse interests of both our Owners and other public customers. While we are a secular organization that does not offer, advertise or sponsor events with religious purpose or content, we are also open to all, without religious discrimination. People are welcome to use tables in our commons to have private conversations with other consenting individuals, and we do not intervene unless the conversation has become disruptive. If the young man you speak of is speaking too loudly, is soliciting customers to have a discussion, or is engaging people who do not give him consent to speak with them, please let a manager on duty know when it is happening and we would be happy to review the rules of the commons with him. However, if he is talking with someone who wishes to talk with him, we believe they are within their rights to discuss or study topics of the choosing privately.

Please let us know if you have any further questions or concerns. –Kirsten Moore, Cooperative Services Director

COMMONS COMPLIMENT

Q: *The commons at North is so warm and inviting. The long table with fresh flowers, fireplace, toy area, computer access and lots of windows! Love it! Thank you. Oh, and water filter, too! Well done!*

A: Thank you for taking the time to write to us, sharing your positive experience at Willy North. I have shared your comment with the rest of the staff to enjoy. Thanks again for reaching out. Hearing from folks like you really makes our day! Have a great one yourself! –Robert Halstead, Owner Resources Coordinator

BULK IDEAS

Q: *Hello, I have three thoughts about the bulk sections. 1) If the bulk items typically stocked at each store could be listed on the new website, that would be amazing. Prices and current stock wouldn't be necessary. 2) Bulk freezer section for items like blueberries, peas, etc. (Seattle has it: <https://imgur.com/tXcTX2c>). It's possible this exists and I've missed it. 3) It would be awesome if you could advertise how the bulk foods come packaged, it would allow owners to make more educated decisions about what they purchase and how. This could be on the website or part of the bulk foods course (which I haven't taken yet, so it's totally possible that this already exists).*

A: Thanks for your suggestions. We are in the middle of a long-term project that involves the development of an e-commerce website. This site will list, at a minimum, products that will be available for purchase via the site, including bulk items. Pricing will also be included, and we hope that at some point current stock would be available as well; this is a work in progress. With regard to frozen bulk, we have experimented with this in the past and based on movement and space limitations, we have found that it is instead best at our stores to have a mix of product sizes available for customers to choose.

We do have a Simply Bulk class that is free for customers to take and learn about the bulk aisle, and we also have a brochure with preparation guidelines. We have also produced videos about using the bulk aisle in the past as well. The class does talk about the various ways one can shop in bulk. Sizes and bulk packaging vary frequently, and so if there is a specific volume you are seeking the best recommendation we have is to ask a bulk buyer. We will keep your thoughts about bulk education in mind as the new website is being developed.

Please let us know if we may assist you further! –Kirsten Moore, Cooperative Services Director

EXPANSIONS

Q: *I am totally opposed to more expansions. As a Member since about the beginning in the early 70s, I complained about your first expansion. Why can you apply some funds to price relief many of my friends and maybe me too in the near future I won't be able to afford you.*

A: Thank you for supporting us all these years and for sharing your opinion about Co-op expansion. We just held a vote of the Ownership regarding two types of expansion: expanding our West location and pursuing a possible expansion over the next three years. For West, the Ownership passed the referendum to pursue expansion by about 85% of the votes cast, and for general expansion, the referendum was passed by about 77% of the votes cast. While we know that not everyone agrees that

the Co-op should pursue a path of expansion, we will continue to follow the voice of the majority of those who participate in our decision-making processes.

As we have said during discussions of previous expansions, we do not raise or lower prices to support expansion, we base our prices on what the products cost for us to put on the shelves and how we can then price them competitively with other grocers of our size in the area. Expansion has actually contributed to our ability to price better, thanks to building the ability to purchase inventory in greater volume.

We do apply funds to price relief: we have an Access Discount Program for shoppers with low income to receive 10% off groceries, and we are also now contributing Co-op money saved when people reuse shopping bags to the City's Double Dollars program that helps shoppers using FoodShare/QUEST at the Co-op and participating farmers' markets purchase more fresh foods. We are also contributing labor and marketing support to the pilot Fruit and Vegetable Prescription Program offered at UW Health Northeast Family Medical Center in partnership with the City, County and Second Harvest to offer patients who screen positive for food insecurity vouchers to purchase fresh fruits and vegetables at the Co-op. Last year, we removed our surcharge, a barrier to those who are trying out our Co-op from receiving shelf prices for our products, and we also began offering new Owner benefits: making Wellness Wednesday sales, Meat Sale Thursday, Fish Sale Friday at North, and flash sales benefits to Owners that also provide price relief. I also encourage you to check out and subscribe to our Owner Rewards sales fliers and to also look for our everyday Co-op Basics sales in the stores, where you have great opportunities to get great products at a low cost.

As always, please let us know if you have further questions or concerns. We appreciate the dialogue with our Owners. –Kirsten Moore, Cooperative Services Director

BEST PARTY EVER

Q: *Best co-op party ever! Gift bag and food lines well laid out. All three-meal options were fantastic! (Can you carry those spinach cheese tamales in store?) Really fun free samples and free gifts. Kudos to all staff who made it happen.*

A: Thank you for the feedback! I'll share it with the others who helped make it a great event. We will also be talking with Tameria el Poblano about bringing in those cheese and spinach tamales. They made them specially for us for this event because the jalapeño ones were too spicy for some people. We hope to see you there next year! –Brendon Smith, Communications Director

ELECTIONS RESULTS

Q: *Dear Co-op employee, Willy St Co-op encourages members to vote for their board and other topics—and says they will provide us with results—yet I can't find the results in my inbox, or on your website. Instead, I read in the paper that voters approved the expansion of Willy West. Shouldn't members hear about that from the co-op before reading it in the press?? Also, could Willy North handle the 16 oz Blue Farm Organic Corn Chips instead of the 12 oz? Blue Farm is very local, doesn't spray the environment with poisons, and deserves a pallet full of chips to be sold at a bulk/sale price down by the frozen section. Seems like a natural fit with the Co-op member's ethics rather than Frontera chips owned by ConAgra corporation and shipped thousands of miles to our mouths. Thanks!*

A: Sorry to hear that it was difficult for you to find the vote results. We posted the vote results on our website and shared on social media as soon as they were available and we also posted the results on signage in the stores. I have also passed on and logged your request for the larger size Blue Farm Organic Corn Chips to the grocery team at North. Please let us know if there is anything else we may do for you. –Kirsten Moore, Cooperative Services Director

THANKS

Q: *So, I learned the hard way today that you shouldn't pick up a glass bottle of Kombucha after trying on hand lotion. On the bright side, I also learned that you have amazing employees. I was so embarrassed when the bottle fell to the floor in the checkout line and broke. A cashier at Willy North was wonderful, making me feel better, saying exactly the right thing, and easing my mortification in the kindest way. (Oh, and she and two other employees offered to go get another bottle of the flavor I dropped.) Seriously, it seems like a little thing, but it was big to me, a person who is rather shy and self-conscious even when I haven't just shattered a glass bottle in public. Employees who are that kind and generous don't occur in a vacuum. Thank you for hiring wonderful people and creating a working environment that allows them the freedom to be kind and thoughtful and connect on a human level. And please tell the cashier that she's the best!*

A: Thanks so much for sharing your story with us! We've all had our moments, and I'm glad our staff was there to make yours a bit better. I've passed on your positive feedback to the cashier and her supervisor. Have a great weekend! –Kirsten Moore, Cooperative Services Director

GENERAL MANAGER'S REPORT

Equity Drive; Beer & Wine; North News; and More!



by Anya Firszt, General Manager

Back to school, back to routines. Back to packing lunches and backpacks for your little ones heading out on their first days of the school year. There is no shortage of back-to-school lunch staples and after school treats at our retails—check it out!

EQUITY DRIVE IN OCTOBER: YOU OWN IT, GO ALL IN!

As you all know, as Owners you have the option to invest your equity in the Co-op all at once or to select a payment plan. But did you know that investing your Owner equity in full helps you and helps your Co-op? Investing your Owner equity in full helps save you money on administrative fees for collecting payments and strengthens your Co-op's financial equity. A strong cooperative investment in equity allows us to finance more of our major expenditures, such as an upcoming expansion of our West location, internally instead of borrowing from others. Next month you can help us celebrate National Co-op Month by participating in our Equity Drive, when we will try to raise \$50,000 in Owner equity throughout the month. If you haven't paid your Owner equity investment in full, October will be a great time to show your co-op loyalty and invest fully in our widespread support of the greater Madison community and your business. Administrative fees will be waived for all equity payments in the month of October, and all Owners with their Owner equity investment paid in full will be entered in drawings for prizes. Many Owners are already fully invested, and we appreciate your support. Thank you!

WILLY EAST BEER & WINE APPLICATION

As I reported last month, Willy East is in the process of applying for a license to sell alcohol. We plan to offer a small selection with a focus on locally produced beer, as well as wine and cider. This is in response to years and years of requests to bring back these products (we used to have a license to sell alcohol at 1202 Williamson Street), and we have finally determined to move forward with plans to do so.

We applied for our license in mid-July and the neighborhood meeting, which is part of the licensing process, was held Tuesday, August 8th. Six-

teen people were in attendance. We will be meeting with the Marquette Neighborhood Association (MNA) Preservation and Development Committee, and then with the MNA Board, probably at their September 21st meeting. The license to sell alcohol will go before the Alcohol License Review Committee in September or October, whose recommendation will then go to the Common Council. At the time of writing this update, the details of the exact meeting dates have yet to be determined, and we will keep you posted about the process.

WILLY NORTH OUTDOOR SEATING AREA UPDATE AND MORE

The construction fencing for our Willy North outdoor seating area project was installed in mid-August, and if all goes according to plan (and the weather cooperates), by the time you receive this issue of the *Reader*, you will see a dramatic and exciting change to the front of Willy North. Landscaping will be tackled after the curb and patio are complete. Thank you, Bachmann Construction and Skidmore Property Services! And, also to the Bruns, Northside Town Center property owners, for their part in making this project happen.

Another update regarding Willy North—the number one ask from shoppers at Willy North was that we offer fresh juice and coffee drinks and made-to-order sandwiches. In anticipation of fulfilling these requests, I am excited to announce that our plans for the installation of a sandwich counter, as well as a juice and coffee bar, are nearly complete. We expect work to begin on these installations at the end of September or in the beginning of October.

SPECIAL STORE HOURS AND DATES TO THINK ABOUT

We will be open until 7:30pm on Labor Day, Monday, September 4th.

No regularly scheduled Board of Directors meeting in September; the Board has scheduled their annual retreat for Saturday, September 16th. The next regular Board meeting is Tuesday, October 17th at 6:30pm.

OPEN UNTIL

7:30pm on Labor Day (Monday, September 4th)

BOARD REPORT

New Board Member Activities



by Dave Pauly, Board Member

Before I go into the August new Board member activities, I want to say a BIG THANK YOU to all the folks who made our recent annual meeting a huge success.

Co-op employees: Thank you for all the planning, service and hard work you put into the event. Kudos to all who assisted in any way!

Owners: Thank you to the thousands of Owners who voted for the new directors and referendum proposals. It is always great to get your thoughts since the Board's job is to be your representative

New Board members: Thank you to all 10 candidates for stepping up and going through the election process. It took courage to do what you did and your willingness to serve is much appreciated.

NEW BOARD MEMBER ORIENTATION

Now to what happened in August for the five new board members. The Co-op's goal is to orient new Board members thoroughly so they know their job and can execute it as representatives of the Owners. This is what they did in August.

One-on-One Meetings

Held one-on-one meetings with

Anya Firszt, the Co-op's General Manager. This was a great time to hear the history of the Co-op and get a thorough overview of all the Co-op's operations, structure and organization.

Attended orientation sessions as a group that covered:

- Co-op bylaws
- Vision/mission/ends statements
- All monitoring policies
- General Co-op governance principles
- Balance sheet
- Income statement
- Fiscal Year 2018 budget
- Latest independent auditor's report
- Board computer files and procedures

Board buddies

Each new Board member met with their Board buddy. The Board buddy is a more experienced Board member who answers questions for the new member and is there to make the transition to the Board easier.

First Board meeting

At this meeting the new members and returning ones elected the president and vice president of the Board. They also selected the committees they wanted to serve on. They also gave input into the agenda for the day-long Board retreat, which will take place in September to further train the whole Board.

August was a very busy month for the new members but was necessary to get them fully trained in their new role representing you, our Owners.



**THIS MONTH:
SEPTEMBER 6TH**



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.



LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library
 Tuesday, September 12th, 6:00pm-7:30pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Paul Tseng
 Fee: Free; registration is required

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.



COOKING TOGETHER: FLAVORS OF THE GARDEN

Location: Willy East Community Room
 Friday, September 22nd, 5:30pm-6:45pm
 Location: Willy West Community Room
 Friday, September 29th, 5:30pm-6:45pm
 Instructor: Lily Kilfoy
 Ages: 5 and older; registration for adults and children

required

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

Join Chef Lily Kilfoy in this class for families. Learn about different foods and where they come from, kitchen safety, how to follow recipes, and how to use an assortment of tools. It's the season to have a garden with a magnificent harvest to reap, or a favorite farmer with a table full of delicious deals. In this class, we'll put an abundance of produce to use creating a meal with flavors of the garden.

COOKING TOGETHER: FLAVORS OF INDIA

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

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



INTERNAL CLEANSING

Location: Willy East Community Room
 Thursday, September 7th, 6:00pm-7:00pm
 Ages: Any; adult supervision required
 Instructor: Michelle Jolly
 Fee: Free; registration required

This program is an introduction to the food-based cleansing process. Join Michelle Jolly, Health Coach of Human Nature, to learn new ways to get healthy by assisting the body's major elimination and toxin-removing organs (liver, kidneys and digestive tract) with food and herbs that allow for internal cleansing. Vegan, gluten-free and grain-free.

COOKING MATTERS AT THE STORE

Location: Willy North
 Thursday, September 7th, 10:00am-11:00am and 12:30pm-1:30pm
 Ages: Any; adult supervision not required
 Instructor: Lytonia Floyd
 Fee: Free; registration required

Are you eligible for SNAP benefits? If so, join us to learn how to get the most nutrition for your food dollars. A UW-Extension FoodWise Nutrition Educator will lead a free guided tour of the Willy North grocery store. Registration



HEALTHY EATING ON A BUDGET: LOCAL EDITION

Location: Willy East Community Room
 Monday, September 11th, 6:00pm-8:00pm
 Ages: 13 and older; adult supervision not required
 Your Co-op's Own Instructor: Ben Becker
 Fee: Free; registration required

Feel empowered to prepare fresh, healthy foods, even when limited by the size of your wallet. Through participation in discussion, shopping, preparation and tasting, participants will explore strategies for procuring nourishing and affordable food, and recognizing fresh, nutritious choices. This class will feature introductions to recipes, shopping strategically, and the preparation of an in-class meal.

OLD FARM COUNTRY COOKBOOK: RECIPES, MENUS, AND MEMORIES

Location: Willy West Community Room
 Monday, September 18th, 6:00pm-8:00pm
 Ages: 13 and older; adult supervision not required
 Instructor: Jerry Apps and Susan Apps-Bodilly
 Fee: Free; registration required

Join celebrated rural storyteller Jerry Apps and his daughter, Susan Apps-Bodilly, as they share food stories of farm family life during the Depression years of the 1930s and 1940s war years. Susan will discuss and show how to make several recipes from their book as Jerry's mother did. Through these recipes, Jerry and Susan will take us back to an era when all food was local and farming was a family-run affair. Food samples will be available for tasting.

COOKING WITH CHEF PAUL: CRACKERS FROM SCRATCH

Location: Willy West Community Room
 Wednesday, October 4th, 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 in exploring gluten-free crackers by using sweet potatoes and papaya, with avocado as the binding agent. Various gluten-free and nut flours will be used. He will also demonstrate dipping sauces, including sour cream and caramelized onion, as well as papaya salsa. Vegetarian and gluten-free.

LIFE IN A NORTHERN TOWN: COOKING, EATING AND OTHER ADVENTURES ALONG LAKE SUPERIOR

Location: Willy East Community Room
 Thursday, September 28th, 6:00pm-8:00pm
 Ages: Any; adult supervision required
 Instructor: Mary Dougherty
 Fee: Free; registration required

Join Mary Dougherty, author of *Life in a Northern Town*, for a discussion about cooking, eating and living in Bayfield, Wisconsin. Just in time for fall entertaining, she'll prepare a Savory Gorgonzola Cheesecake and Dried Pear Flatbread. Food samples will be available for tasting.




SUNDAYS 9-1pm
MAY thru OCTOBER
 Ahuska Park, 400 East Broadway
 EBT & Double Dollars Accepted

Music Weekly:
 Visit mononafarmersmarket.com

Master Gardeners: September 3 & 17
Sept 10 Art at the Mart: (9/17 raindate)
 with Dean's Blue Country

Oct 29: Halloween at the Market
 Bring in this ad by Oct 1 to enter a drawing for 20 Market Dollars

Name: _____ Phone: _____ WS



Unshackle Your Shoulders
 A Feldenkrais® Awareness Through Movement® Workshop
 With Sandy River, 30 year Guild Certified Feldenkrais Practitioner™

Hunched shoulders? Stress / tension, in your shoulders, neck, or upper back? Arm movements limited by pain or stiffness? Discover what you may be doing unknowingly in your chest, neck, or elsewhere that impacts your shoulders. Learn to release tension and replace inefficient, ineffective habits through gently exploring new options. Experience moving with more ease, coordination, comfort, and freedom.

WORKSHOP: Saturday, Sept. 16, 2017, 10am - 1pm — \$45
CLASSES: 8 Mondays, Sept. 18 - Nov. 6, 2017, 7:15 - 8:30pm — \$120
 Free introductory video precedes first class at 6:45pm on Sept. 18

Goodman Community Center 149 Waubesa St.
608-241-7635 to register (and all inquiries/appointments)
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is required; please register by contacting Lytonia Floyd by phone 608-224-3645 or by email Floyd.lytonia@countyofdane.com. FoodWise programs empower Wisconsin residents to make healthy choices through learner-centered nutrition education. For more information, visit their website: fyi.uwex.edu/foodwise/ or call 608-224-3714.

MOOD FOODS

Location: Willy East Community Room
Wednesday, September 20th, 6:00pm–7:00pm
 Ages: Any; adult supervision required
 Instructor: Katy Wallace
 Fee: Free; walk-ins welcome

What does food have to do with your mood? What you eat can relieve anxiety, depression and other experiences by supporting biochemical changes and reducing inflammation. Katy Wallace, Traditional Naturopath of Human Nature, will discuss the foods that contribute to moodiness and those that are associated with good moods. Gluten-free and grain-free.



KIDS IN THE KITCHEN: HARVEST SNACKS

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

Location: Willy West Community Room
Friday, September 15th, 4:30pm–5:30pm

Ages: 9–12 years old; adult supervision not required
 Fee: \$10 for Owners; \$20 for non-owners

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. It's harvest time, and a cornucopia of crops are still coming in—apples, tomatoes, butternut squash, raspberries, sweet corn and more. What else can you think of? In this class participants will work together and use a variety of equipment and tools to produce harvest snacks.

KIDS IN THE KITCHEN: GLORIOUS GRILLED CHEESE

Location: Willy West Community Room
Tuesday, September 12th, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Location: Willy East Community Room
Tuesday, September 19th, 4:30pm–5:30pm
 Ages: 5–8 years old; adult supervision not required
 Instructor: Lily Kilfoy

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Cheddar, Gouda, colby, Swiss, and mozzarella. The ooiest and gooiest of cheeses melt to make the best sandwiches. In this class, kids will grate local cheeses, slice and snip seasonal vegetables and herbs, and butter fresh-baked breads to create their very own glorious grilled cheese sandwiches.

KIDS IN THE KITCHEN: PIZZA PARTY

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. It's the perfect time for a pizza party, and in this class, participants will learn to snip, cut and grate as they prepare a variety of toppings and cheeses. They will also hand-stretch and roll dough as they make their very own personal pizzas. Recipes will also include a seasonal salad and smoothie. Vegetarian and nut-free.

KIDS IN THE KITCHEN: ORANGE FOODS

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

Join The Kids Chef Lily Kilfoy in this hands-on cooking class for kids. Cheese, apricot, sweet potato, carrot, mango and more—what do these fantastic foods all have in common? They're all orange, of course! In this class, participants will make multiple recipes using all-natural orange foods. Vegetarian and nut-free.



PRESERVING THE HARVEST: FERMENTING LOCAL AND WILD FOODS

Location: Willy East Community Room
Tuesday, September 12th, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision required
 Instructor: Linda Conroy

Fee: \$22 for Owners; \$32 for non-owners

Join Linda Conroy to learn how adding wild food to our fermented vegetables is delicious and nutritious. She will discuss ways to increase the nutrient density of ferments by adding wild food to local fermented vegetables. We will make carrot/burdock kraut, adding other herbs and wild food to craft a unique ferment. Everyone will take a jar home. Vegetarian.

PRESERVING THE HARVEST: WATER BATH CANNING

Location: Willy West Community Room
Tuesday, September 19th, 6:00pm–8:00pm
 Ages: 13 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$22 for Owners; \$32 for non-owners

Join Linda Conroy to chop tomatoes and go through the process of canning them. We will add spices to the jars, and everyone will take home one

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of the jars to enjoy at home. We will talk about safety of canning as well as the storage needs of canned fruits and vegetables. Vegetarian.



SIMPLY LOCAL: HIGHLIGHTING OUR LOCAL PRODUCERS

Location: Willy East Community Room
Wednesday, September 6th, 10:00am–10:30am and 4:00pm–4:30pm
 Location: Willy West Community Room
Friday, September 8th, 11:00am–11:30am and 4:00pm–4:30pm

Location: Willy North Commons
 Thursday, September 14, 10:00am–10:30am and 2:00pm–2:30pm
 Ages: 13 and older; adult supervision not required
 Your Co-op's Own Instructor: Co-op Services Staff
 Fee: Free; walk-ins welcome

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

SIMPLY BULK: AN INTRODUCTION TO THE BULK AISLE

Location: Willy West Community Room
Tuesday, October 10th, 1:30pm–2:30pm
 Location: Willy East Community Room
Wednesday, October 11th, 6:00pm–7:00pm
 Ages: 13 and older; adult supervision not required
 Your Co-op's Own Instructor: Co-op Services Staff
 Fee: Free; registration required

This discussion and tour of our Bulk department gives shoppers a chance to learn the layout of the aisle and discover a little bit more about our diverse bulk offerings. This class will prepare Owners to shop more effectively, and they will learn some tips and tricks for saving money in this popular section of the store.

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INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room
Thursday, September 14th, 2:15pm–5:30pm
 Location: Willy East Community Room
Tuesday, September 26th, 2:15pm–5:30pm

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

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

LEARN ABOUT AND REGISTER FOR FOODSHARE WITH SECOND HARVEST

Location: Lakeview Library
Thursday, September 7th, 10:00am–2:00pm
 Location: Willy West Community Room
Wednesday, September 6th, 9:00am–1:00pm
 Location: Willy East Community Room
Tuesday, September 12th, 8:00am–12:00pm

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

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LOCAL NEWS

What Is Next for the Local Food System?



by Patrick Schroeder, Production Kitchen Category Manager

Have you ever had an idea that you just couldn't shake? A kernel of something bigger, something that grabs you by the imagination? An idea that you can't seem to shut up about? I have one of those ideas. It's been stuck in the craw of my psyche for two years now. It's been through many

different iterations, faced compliment and criticism, and gone in and out of being on the forefront of my mind, but it's always there.

In essence, it is this: what is next for the local food system?

In this writer's opinion, this is at the heart of Willy Street Co-op's purpose. Our Board of Directors revised our Co-op's Ends Policy last year to this:

"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."

Given these revised Ends, building our participation in and helping to develop local food systems and supply chains clearly fulfills on all of them.

Take just one aspect of local food production that we're pretty heavily involved in: organic farm products (grains, fruits, vegetables, dairy). Wisconsin was third in the U.S. in organic land acreage and second in the number of organic farming operations for the same time period. Despite that, we were fifth in sales of organic product in 2014, our most recent data, with \$200,800,000 in sales. Average sales per farm were \$164,000. Compared to the U.S. leader, California

(surprise!), organic farms on their soil average \$795,000 per farm. So what does this mean? I interpret it to mean that Wisconsin is full of small-scale organic producers—which is great! That said, it means we are only supporting a small percentage of what is a comparatively small market. It isn't yet enough!

So we still have room to grow. You could imagine that a large percentage of these organic sales in Wisconsin (that aren't organic silage and livestock feed, a majority of the total sales) are still being directly marketed through community supported agriculture programs and farmers' markets. Both of these direct-to-consumer models are treasured aspects of Wisconsin's food culture, but they don't deliver the food to the end-user in a way that promotes a larger scale of use. To increase the scale of use of local, organic products (which, again, is only one category of local product), I feel there are four major facets that need to be addressed:

COST

Food costs have been going down for decades as large-scale operations leverage economies of scale to drive efficiency and competition. To some extent, local food systems have to present ways to take advantage of similar practices to achieve similar reduction. Cost is a driving force for the majority of consumers, and a direct corollary to accessibility.

AGGREGATION

Moving into more local and regional collection of food is one way to mitigate cost and build accessibility to local foods. The USDA likes to describe this type of operation as a "food hub" which they define as, "a business or organization that actively manages the aggregation, distribution and marketing of source-identified food products, primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail and institutional demand."

EDUCATION

Successful promotion of local food has to be tied closely to education of the end-user. Despite what we, as local food system participants, may achieve in terms of greater efficiency in our systems, we will likely never reach the levels of market penetration or cost reduction that large-scale operators enjoy. Therefore, we must rely on education and marketing to help consumers and end users to see the value in local food use.

ACCESSIBILITY

Local food systems have to actively pursue new pathways to present food to the market. Finding ways to work with large-scale community institutions like hospitals, schools of all levels, and meal programs, as well as restaurants and grocery stores, is a way to ensure that local food reaches ever

increasing numbers of people. This, coupled with cost reduction through efficiencies gained in the supply chain, might be our best chance to get more local food into more local hands. Reliance on retailers like restaurants and grocers alone will not reach the widest audience.

This year, I am part of a research project to determine just what part the Co-op is to play in this next step for local food systems. This idea isn't just mine and it needs all the nurturing we can offer it. In addition, it could use anything you might see to contribute. If there are players in the local food scene that you think we should be speaking with as part of our research, please let me know at p.schroeder@willystreet.coop. I look forward to your contributions to the evolution of this inquiry. In my opinion, it is one of the greatest and most worthy of our time.

EAT LOCAL MONTH NEWS

Eat Local Month Sales



by Melissa Reiss, Purchasing Assistant

It's Eat Local Month! Each September, we team up with local vendors to offer more sales on local goods than usual! Here are just a few vendors that will be on sale. Check out the serving suggestion recipe ideas. Some of them will be in the stores offering demos during the

month, so stop in to meet the makers and sample their products. Keep an eye on our weekly sales flyers for all the details, and let's celebrate local!



BUNKY'S

Long-time Madison favorite Bunky's may not be a cafe destination

currently, but you can still get their line of Mediterranean at Madison stores, including the Co-op. Hummus, falafel and baba ghanouj will be on sale in the Grocery department. Pair them with some toasted pita and you have a well rounded meal! We recently began carrying a couple of their soups (selection varies by co-op location) in the Deli grab-n-go. Take them home and heat them up for a nourishing, hearty meal.

RP'S PASTA

East-side Madison's own fresh pasta company!



What better time to try something new from them, or stock up on a favorite. Choose from fresh filled pasta, fresh rolled pasta, or frozen ravioli. Top 'em up with their sauces (which will also be on sale), toss with fresh pesto, or try one of the recipes found on their website: www.rpspasta.com/recipes. However you serve them, the freshness will shine through.

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MAD MAIDEN SHRUB

The Mad Maiden herself began making her tangy, delightful concoctions in 2013. Her tinctures are crafted using wildcrafted herbs and local honey right here in Madison. Women-owned and operated!

Recipe: Shrubbed Ginger Beer

- 5 parts Ginger Ale or Beer
- 5 parts Water
- 1 part Honey Ginger Shrub

Directions: Mix and serve over ice. Find this and more recipes on her website at: madmaidenshrub.com/wp/recipes/.

AUGUSTA'S ANTIPASTO

Antipasto means "before the meal." Owner Diana was inspired by her family's traditional Italian cooking since she was a child. Now she continues their legacy with a ready-to-eat antipasto that is versatile and delicious.

Suggested uses:

- Topping for bruschetta
- Dipping sauce for toasted bread, pita chips, crackers and more
- Sauce for your spaghetti, rotini or farfalle pasta
- Add to your green salad as a topping choice along with salami, provolone and olives
- Add to your pasta salad with olive oil and vinegar dressing with fresh mozzarella, tomatoes and basil
- On hot or cold sandwiches
- Add to baked fish—see following recipe

Recipe: Salmon with Augusta's Antipasto

- 5 Tbs. olive oil
- 1 medium onion, finely chopped
- 2 cloves of garlic, finely chopped
- 1 12 oz. jar Augusta's Antipasto
- 2 bay leaves
- 1 tsp. chopped oregano, chopped
- 4 center cut salmon fillets with skin on

Salt and freshly ground pepper

Directions: Preheat the oven to 375°F. In a large saucepan, heat 3 Tbs. of the olive oil until shimmering. Add the onion and garlic and cook over medium-high heat, stirring occasionally, until softened, about 5 minutes. Add the jar of antipasto, oregano and bay leaves and stir. Turn the heat down to warm and combine the flavors. Simmer 2-3 minutes. Discard bay leaves.

In a large skillet, heat the remaining 2 Tablespoons of olive oil. Season the salmon with salt and pepper and add to the skillet, skin side down. Cook over high heat until the skin begins to brown, about 4 minutes. Transfer the skillet to the oven for about 10 minutes, until thoroughly cooked. Transfer the fish to plates, spoon the sauce all around and serve.

For more recipes from Augusta's Antipasto, visit their website at www.dianaanddaughters.com.



ORCHARD STREET APPAREL

Self-taught screenprinter Whitney Teska began his business along with his partner Julie out of their Milwaukee basement in 2008. They have since moved out of the basement, but still stay true to their values—creating their line of t-shirts, hoodies, onesies and kitchen towels using ethically-produced garments, eco-friendly phthalate-free inks and soy-based biodegradable cleaners. Their kid and adult t-shirts will be on sale from September 11th–17th, so check them out!

Be sure to check out sales from Potter's Crackers, Angelica's Garden, Maple Valley Syrup, Just Coffee, Quince & Apple, Let It Ride Cold Brew Coffee, Cates Family Farm, LuSa Organics, The Kombucha Shop kombucha making kits, Wisconsin Candle Company and more!

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Lorrie Hurckes Dwyer, Dane County TimeBank
Winner of the Liesl Blockstein Community Leadership Award
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Photo Credit: Anna Kaminski

Andrea Kaminski, League of Women Voters of Wisconsin
Winner of the Linda Sundberg Civil Rights Defender Award
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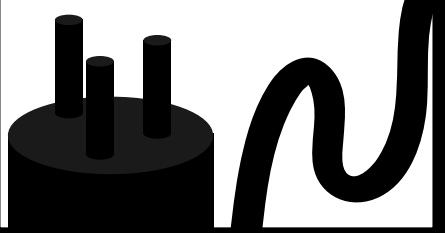
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Free the Seed!



by Mike Burns, Merchandiser

How could someone own the rights to a seed? Seeds are the life's harbingers. They have paved the way for life as we know it by providing and sustaining most of this planet's life and have made human civilization possible through the agriculture's birth. It is

incredibly dangerous to allow the authority over these life-bearing objects to be in the hands of the few. Today there are only a few companies in the entire world that account for most commercial breeding and seed sales. The increasing use of patents to assert control over the world's seed supply, as well as the world's farmers, is even more frightening.

Patented seeds cannot be shared, replanted or saved by farmers or gardeners without the risk of heavy court and legal fees that can bankrupt farmers. There are stories of lawsuits being filed simply because entire crops were "contaminated" by the cross-pollination of patented seed crops. Seeds are even being genetically modified to no longer produce seeds, making seed saving impossible and forcing farmers to buy new seed every year. Companies deny the fact that they use this technology, but ironically they own the patent for these "terminator seeds" and "promise to never use it."

We need to be aware of this growing monopoly on seeds, as there are many potential outcomes, most of which could prove disastrous. The good news is that people are not sitting still. Groups and organizations across the globe are working hard to not only battle for the freedom of the seed through policy, but also to gather, store and, most importantly, share a wide range of heirloom seeds that cannot be patented. One local

cooperative farm is doing just that by engaging in their own seed-saving endeavor as well as being part of a larger group seed-saving initiative.

REGENERATIVE ROOTS

Wild Abundance Community Farm is the name of the cooperative, permaculture-based land project that supports three different ventures including: Regenerative Roots (Dennis Fiser and Anne Drehfal's organic vegetable operation), Coney Garth (Julie Engel's pasture-raised rabbit operation) and Cultivating the Commons (Clint Freund and Kass McKinnon's seed-saving operation). I believe the group's explanation of the 30-acre co-op says it all: "We all own equal shares of the farm, and work cooperatively to care for the land and develop innovative, integrated systems that can nourish our families as well as the larger community. By sharing ownership of the land, farm enterprises are better able to begin building a sense of permanence on the land without the overwhelming amount of debt that often accompanies purchasing land on your own. Sharing the land also creates a spirit of camaraderie in what can otherwise become an isolating occupation."

Regenerative Roots is an intentionally small-scale certified organic vegetable farm nestled within the larger Wild Abundance Community Farm cooperative land project in Jefferson, Wisconsin. Anne and Dennis operate the vegetable farm and have been farming together since 2009. Every time I go out to visit, it is quite clear that they really have it figured out. Between the two of them, they have about 20 years of experience farming and an infinite supply of love for the land, adventurous spirits and a genuine generosity that has to be experienced to be fully understood. They are truly wonderful people who continue to create a shining example of how organic farming cannot only be sustainable, but can also thrive in today's large-scale industrial farming world. Anne and Dennis prioritize being a small-scale farm because they

"enjoy being involved in all aspects of farming" and aim to keep it that way. The driving force behind the farm is a focus on land stewardship and regenerative agriculture, hence the name.

Today, Willy Street Co-op is their primary wholesale account, which comprises 60% of the farm's total sales. They also have about 40 current CSA shares and sell at two local markets. In the Willy Street Co-op Produce departments, you can find their kale varieties, chard, seedless cucumbers, and heirloom and cherry tomatoes when in season.

Recently they began working with a seed-saving group to share their kale seed. This project is a combined effort between Regenerative Roots and Cultivating the Commons, the seed-saving project at Wild Abundance Community Farm run by Clint and Kass. While there are a number of seed-saving projects going on at the farm, the seeds they have pledged to the Open Source Seed Initiative are two specific varieties of lacinato kale: Old Growth Palm and Dazzling Blue.

OPEN SOURCE SEED INITIATIVE

The Open Source Seed Initiative (OSSI) was created by a group of folks with the common goal to "free the seed." Using the model created by open source software designers, this group of farmers, plant breeders, seed companies and sustainability advocates aims to keep seeds free from patents. Their mission statement says that OSSI "is dedicated to maintaining fair and open access to plant genetic resources worldwide in order to ensure the availability of germplasm to farmers, gardeners, breeders, and communities of this and future generations." This is done through OSSI's outreach and OSSI pledge dissemination, which aims to preserve the right to freely use and share the seeds they offer.

THE OSSI PLEDGE

"You have the freedom to use these OSSI-Pledged seeds in any way you choose. In return, you pledge not to restrict others' use of these seeds or their derivatives by patents or other means, and to include this Pledge with any transfer of these seeds or their derivatives."

OSSI is essentially a platform for

plant breeders who agree to share favored, unique or rare seed varieties with whoever agrees to disseminate the pledge further. When I asked Anne and Dennis how they became involved with OSSI, they said that they had been growing a few of the OSSI seed varieties "because they simply outperform other varieties" according to NOVIC. The Northern Organic Vegetable Improvement Collaboration (NOVIC) puts together a national database of organic varietal trials for sharing information with growers and researchers.

The evolving endeavors at the Wild Abundance cooperative have taken inspiration from OSSI and other seed-saving initiatives to create Cultivating the Commons. Clint and Kass run the operations and focus on small-scale, regionally adapted seed from overwintered plants to provide "freed seed" for the regional community. Catalyst and inspiration create more solutions, just as the OSSI pledge seeks to establish among the seed-driven community. The more people who share their concern of seed ownership and control, the more likely to see people rally around a cause of global significance.

HOW CAN YOU GET INVOLVED?

The first step is to further educate yourself on the challenges facing seed "ownership," corporate agricultural practices and the potential solutions. Then, take that knowledge and share it with your friends and family. This is how a movement is truly built.

Also, check out the solutions presented by Wild Abundance Community Farm and all of their members, including Regenerative Roots (www.regenerativeroots.com) and Cultivating the Commons. You can support Regenerative Roots by buying their beautiful produce at all the Willy Street Co-op stores, visiting them at the market or checking out one of their fun farm events.

OSSI has numerous resources on their website (<http://osseeds.org>) including where you can purchase open source seed, a list of partner seed companies and growers as well as a quarterly newsletter and a Get Involved page (osseeds.org/actions/).

As organizations and groups across the globe stand up against large corporate entities and their tightening grip on the basis of our agriculture, people are beginning to understand the gravity of freeing the seed. No one should own life and we certainly should not sit around and let it happen. Free the seed!



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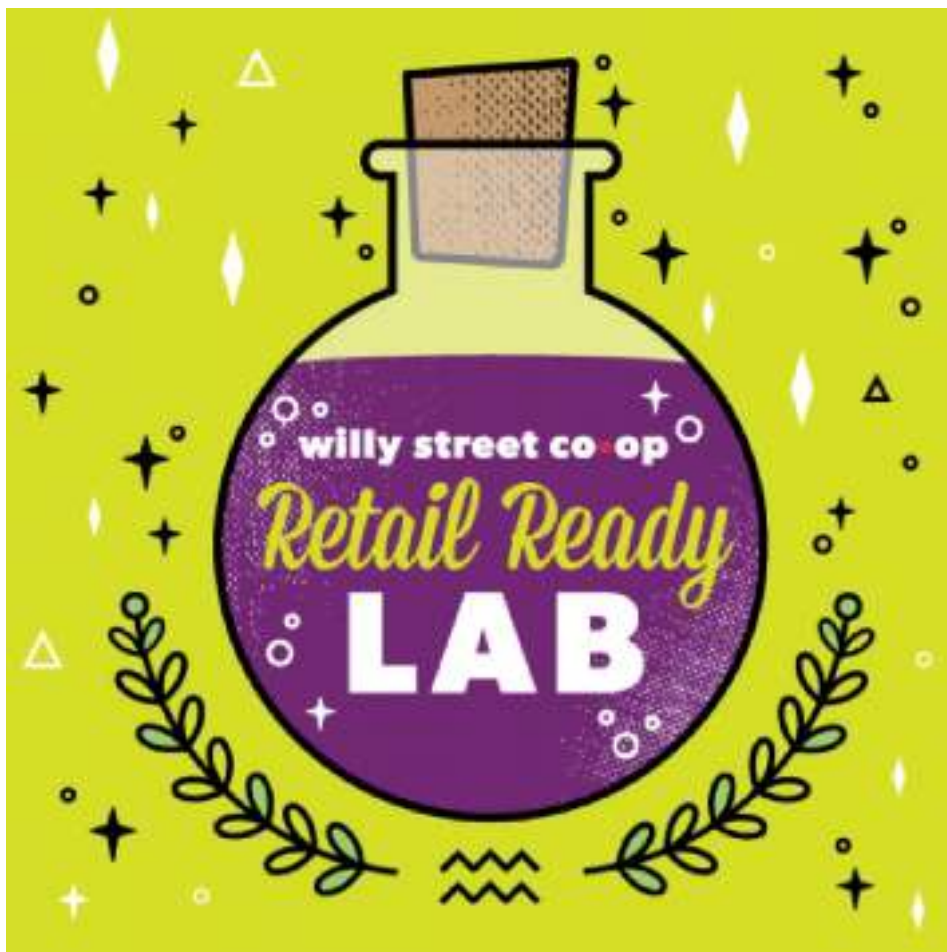
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by
Angela Pohlman,
 General Merchandise Category Manager

It's September, and Willy Street Co-op is celebrating all things local. This month we are launching our Retail Ready Lab!

The Retail Ready Lab is an opportunity for small local vendors to sell their products in our stores for a full month and receive beneficial feedback from customers and staff.

This month we have two Retail Ready Lab participants to introduce you to!

CRESS SPRING BODY CARE
Blue Mounds, Wisconsin

Learn about them in their own words: "Cress Spring Body Care is dedicated to providing effective, organic skin care to improve all skin types. We source local and/or fair trade ingredients when possible. We strive to use raw unprocessed ingredients. Ten percent of profits are donated to charities."

About their Products: "We provide two different varieties of face cream and cleansing cream: one for very dry skin and one for combination skin. We sell Replenish Body Cream and a kid's cream. We also have four different fruit-flavored lip balms for kids called Lickables. We make four flavors of lip balms with essential oils for adults and one intensive lip balm made with sea buckthorn and blue chamomile essential oil."

"Our products are different than other companies because there are no binders, thickeners, sweeteners, petroleum, emulsifiers or preservatives. Our products are 100% organic and made with 100% pure oil and essential oils. The ingredients have been thoroughly researched and hand-selected for their skin-enhancing qualities."

NAMI CHIPS

Viroqua, Wisconsin

Learn about them in their own words: "Utilizing our nature's abundance and the knowledge of eastern art of fermentation, we are here to meet the needs for nutritious, delicious and convenient food. Efficiency and sustainability are our passion!!"

About their Products: "Namichips is a vegan soul-food meal in a chip with probiotic and macrobiotic property. Our recipes are developed based on the local produce here in the midst of organic land, WI. We chop the veggies, germinate the seeds, ferment the grains and dehydrate to create this artisan chip for the optimum health benefit. It's a super handy SuperFood meal on the go!"

Look for these two vendors in each of our stores at our Retail Ready Lab displays! Then be sure to give your feedback via the paper comment box or online at willystreet.coop/retail-ready-lab.

If you are a small, local vendor and you are interested in applying, please email newvendor@willystreet.coop.

Tell us why you ❤️ your co-op

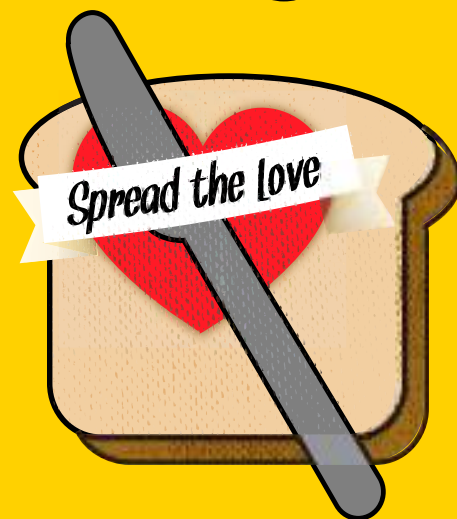


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ONA FUNCTIONAL FUEL BARS

Ona foods began its company in Colorado, and are new to the Co-op and the Madison community, having moved here to join Tribe 9 foods with RP's Pasta and Yumbutter. These soft and chewy organic nut and seed butter-based energy bars supply long-lasting satisfying, "clean" energy without fillers, artificial ingredients, soy, dairy, gluten, or refined sugars! They include prebiotic fiber with adaptogens and provide energy and digestive and immune health. Certified gluten-free and vegan. Check out their other snack and cookie products, which vary by store. Available at East, West, and North.



ALTA PALLA SPARKLING WATER

Certified organic sparkling water! Crisp, refreshing sparkling water with organic flavors. Wild Berry, Peach, Grapefruit, and Lemon Lime. Available at North.



LUNCHSKINS PAPER BAGS

A new line of recyclable, compostable, reusable and resealable sandwich-sized paper bags by women-owned, mission-driven brand Lunchskins! Just in time for back-to-school, these bags replace single-use plastic sandwich bags, while looking bright and stylish all at once! Choose from red apple or blue shark motif. Durable, grease-resistant paper, and FDA-approved, food safe ink. There is even room on each bag to write a name or a short message to your child for their lunch. Available at East, West, and North.



BEYOND MEAT THE BEYOND BURGER

A new pea protein-based burger patty that "looks, cooks and satisfies" like beef. Soy- and gluten-free, these much talked about burgers are receiving wide acclaim as the next big thing in the plant-based protein category. And yes, they actually use beet juice to achieve as close of an appearance to red meat as possible. Vegan and non-GMO. Available at West and North.



GENEXA COLD CRUSH FORMULA

When founders David Johnson and Max Spielberg were looking for safe and organic medicines for their families, their search came up short. That's when they decided to create it themselves, with a team of medical professionals, chemists, pharmacists, and formulators. The result, after years of research and development, is a line of certified organic homeopathic medicines (the first of their kind!). Also a Non-GMO Project member, each medicine has been thoroughly tested for safety and stability.



Just in time for fall, their Cold Crush formula is used to treat congestion and mucus, cough, sore throat, runny nose and sneezing. The organic chewable tablets are acai flavored. Non-drowsy! Available at East, West, and North.

AVALON ORGANICS ECZEMA THERAPY INTENSIVE CREAM

The concentrated blend of colloidal oatmeal and natural oils provide immediate relief for eczema symptoms. Dermatologist and clinically tested. No GMOs, parabens, phthalates or synthetic fragrances. Try their body cream and gentle cleanser as well for eczema relief. Available at East, West, and North.



WEDDERSPOON HONEY POPS

Wedderspoon sources organic Manuka honey for these sweet pops. These are perfect for soothing sore throats for kids and adults alike, without a traditional "medicine" taste—the certified organic honey is the medicine! Also contains vitamin C for an added immune boost. Available at East, West, and North.



ORGANIC INDIA GINGER CAPS

For digestive support! Uses certified organic ginger, 700 mg per capsule. Stimulates digestion and nutrient assimilation. Gluten-free, vegan capsules. Available at East, West, and North.



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coop™ deals

SEPTEMBER

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

Health & Wellness co-op deals: Aug 30–Sept 19



Avalon Organics Shampoo or Conditioner

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

\$5.99/tx



Evan Healy Rose Cleansing Milk

4 oz • Save \$3

\$27.99/tx



EO Everyone Hand Soap

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

\$3.99/tx



Host Defense Mycommunity

60 cap • Save \$12

\$27.99/tx



Seventh Generation Regular Maxi Pads

24 pc • Save \$1.30

\$3.99/tx



Organic India Organic Turmeric Formula

90 cap • Save \$13

\$19.99/tx



Bulletproof Xct Oil

16 oz • Save \$7

\$14.99/tx



Icu Eyewear Men's & Women's Readers

1 pc • Save \$4.50

\$18.49/tx



Nature's Gate Fluoride-Free Toothpastes

All Kinds on Sale!
6 oz • Save \$1.80

\$3.99/tx



Country Life Lysine

1,000 Mg
100 tab • Save \$2

\$9.99/tx



Kal Magnesium Glycinate

400 Mg
90 tab • Save \$6.50

\$12.99/tx



Alacer Super Orange Emergen-C

1,000 Mg Vitamin C
30 pc • Save \$2

\$9.99



Health & Wellness co-op deals: Sept 20–Oct 3



EveryDay Shea Body Lotion

All Kinds on Sale!
32 oz • Save \$1

\$9.99/tx



Weleda Sage Spray Deodorant

3.4 oz • Save \$4

\$8.99/tx



Dr. Bronner's Pure Castile Soap

All Kinds on Sale!
16 oz • Save \$3

\$6.99/tx



Wedderspoon Organics Manuka Honey Drops

Eucalyptus, Lemon, Ginger
4 oz • Save \$4.50

\$7.99/tx



Spry Xylitol Toothpaste

All Kinds on Sale!
5 oz • Save \$1.80

\$3.99/tx



Natural Factors Curcumin Rich Theracurmin

60 cap • Save \$10

\$21.99/tx



Tea Tree Therapy Tea Tree Oil

.5 oz • Save \$1.30

\$4.99/tx



Enzymedica Digest Gold

45 cap • Save \$10

\$19.99/tx



Herb Pharm Mullein Garlic Ear Oil

1 oz • Save \$3

\$9.99/tx



Boiron Oscillocochinum

6 pc • Save \$7

\$9.99/tx



Garden of Life Organic RAW Probiotics

Women's, Men's
90 cap • Save \$3.30

\$43.99/tx



Organic India Organic Cinnamon

90 cap • Save \$10

\$17.99/tx



PURPLE = LOCAL

All Specials Subject to Availability. Sales Quantities Limited.

coop™ deals

co-op deals: August 30–September 19



Wallaby
Organic Kefir
Whole Milk, Lowfat
32 oz • Save \$1
\$3.49



Nocciolata
Organic Hazelnut Spread
9.52 oz • Save \$2
\$3.99



Wild Planet
Wild Albacore Tuna
Salt, No Salt
5 oz • Save \$1.10
\$3.39



Bionaturae
Organic Pasta
All Kinds on Sale!
16 oz • Save 50¢
\$1.99



Blue Sky
Organic Soda 6-Packs
Ginger Ale, Cola, Root Beer
6-pk • Save \$1
\$3.19/tx



Cocomels
Organic Coconut Milk Caramel Pouches
Original, Sea Salt, Espresso, Vanilla
3.5 oz • Save \$1.79
\$3.00/tx



California Olive Ranch
Extra Virgin Olive Oil
16.9 oz • Save \$3
\$8.99



Stonyfield
Organic Fat Free & Lowfat Yogurt
All Kinds on Sale!
32 oz • Save \$1.20
\$3.29



Earth Friendly
Ecos Dishmate Dish Liquid
All Kinds on Sale!
25 oz • Save \$1.49
\$2.00/tx



Santa Cruz Organic
Organic Lemonade
All Kinds on Sale!
32 oz • Save 99¢
\$1.50



Maple Valley
Organic Maple Syrup Squeeze Bottle
12 oz • Save \$1
\$9.49



Larabar
Energy Bars
All Kinds on Sale!
1.6-1.7 Oz • Save 79¢
\$1.00



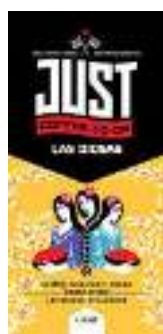
Immaculate Baking Company
Organic Cinnamon Rolls
17.5 oz • Save \$2.30
\$3.69



Fiordifrutta
Organic Wild Lingonberry Spread
8.82 oz • Save \$1.50
\$3.99



Cascadian Farm
Organic Frozen Vegetables
Sweet Corn, Broccoli Cuts, Garden Peas, Mixed Vegetables, Cut Green Beans
16 oz • Save 50¢-70¢
\$2.29



Just Coffee
Las Diosas Coffee
12 oz • Save \$1.30
\$8.49



Kettle Brand
Organic Potato Chips
Lightly Salted, Salt & Pepper
5 oz • Save 99¢
\$2.00



Muir Glen
Organic Pasta Sauce
All Kinds on Sale!
25.5 oz • Save \$1.49
\$2.50



Native Forest
Organic Coconut Milk
Simple, Classic
13.5 oz • Save \$1
\$1.99



Organic Valley
Organic Half & Half
Hazelnut, French Vanilla
16 oz • Save 50¢
\$2.49



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



Newman's Own Organics
Fig Bars
All Kinds on Sale!
10 oz • Save \$1.40
\$3.39



Divine
Fair Trade Chocolate Bars
All Kinds on Sale!
3.5 oz • Save 79¢
\$3.00/tx



Seventh Generation
Bathroom Tissue
12-pk • Save \$2.50
\$7.49/tx



The specials on this page are valid August 30–September 19

All Specials Subject to Availability

SEPTEMBER

co-op deals: September 20–October 3



Luna & Larry's
Coconut Bliss
**Coconut Milk
Ice Cream**

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

\$4.99 



Santa Cruz Organic
**Organic Concord
Grape or Orange
Mango Juice**

32 oz • Save \$1.79

\$3.00 



Terra Chips
**Sea Salt
Plantain Chips**

5 oz • Save \$1.30

\$1.99 



Hiball
Energy Drinks

All Kinds on Sale!
16 oz • Save 79¢

\$2.00/tx 



Muir Glen
**Organic
Canned Tomatoes**

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

\$2.00 



Newman's Own Organics
**Organic Salted
Pretzel Sticks**

8 oz • Save \$1

\$2.49 



Nature's Path
**Organic
Flax Plus Cereals**

All Kinds on Sale!
10.5-14 oz • Save \$2-\$2.30

\$2.99 



Back To Nature
**Organic Stone
Ground Wheat
Crackers**

6 oz • Save \$1.10

\$2.69 

Field Day
**Organic
Apple Juice**

128 oz • Save \$1

\$8.99 


Frontera
Tortilla Chips

All Kinds on Sale!
10-12 oz • Save 79¢-99¢

\$2.50 

Koyo
Ramen

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

80¢ 

Lightlife
Jumbo Smart Dogs

13.5 oz • Save \$1

\$3.29 

Organic Valley
Organic Grassmilk

All Kinds on Sale!
64 oz • Save \$1

\$4.79 

Natural Sea
**Alaskan
Pink Salmon**

Salt, No Salt
7.5 oz • Save \$1.30

\$2.99 

Canyon Bakehouse
Gluten-Free Bagels

Plain, Everything
14 oz • Save \$1.50

\$4.49 

Woodstock Farms
**Hardwood Lump
Charcoal**

8.8 lb • Save \$2.80

\$6.99/tx 

Kevita
**Coconut
Probiotic Drinks**

All Kinds on Sale!
15.2 oz • Save 50¢

\$2.29 



Salpica
Salsa

All Kinds on Sale!
16 Oz • Save \$1

\$2.99 



Pacific Natural Foods
Organic Soup

Chicken Noodle, Chicken & Wild Rice,
Santa Fe Chicken

17.6 oz • Save \$1.30

\$2.69 



Blue Sky
Soda 6-Packs

All Cane Sugar Kinds (Except
Organic) on Sale!

6-Pk • Save 50¢

\$3.00/tx 



Good Health
**Veggie Crinkle
Chips or Sticks**


6.75 oz • Save 99¢

\$3.00 



Theo Chocolate
**Organic
Chocolate Bars**

All Kinds on Sale!
3 oz • Save 99¢

\$2.50/tx 



Cascadian Farm
**Organic
Frozen Fruit**

All Kinds on Sale!
8-10 oz • Save 99¢

\$3.00 



Westbrae Natural
Organic Beans

All Kinds on Sale!
25 oz • Save \$1.20

\$2.29 



September is Eat Local Month at **willy street co-op**



All September long, we are making it even easier for you to eat local. We are highlighting local products throughout our stores, adding more sales on local products, and inviting more local farmers and vendors into our stores to sample their products and answer your questions about them. We'll also have Flash Sales, free samples of local foods, contests, and recipes for dishes using only local ingredients.

Flash Sales 3pm-6pm Every Friday in September!


Willy Street Co-op Owners get 10% off all local products in a different area of the store each Friday in September. On Friday, September 1st, all local meat is 10% off from 3pm-6pm. Look for the purple tags!

Other Fridays will have Flash Sales for local packaged grocery, cheese, wellness, general merchandise, and produce products! Check the website, social media and in-store signage for more Flash Sale information.

Please order any special cuts of meat by 1pm on 9/1/17 to pick them up during the Flash Sale and get the 10% off. All Flash Sales are for Willy Street Co-op Owners only and supplies are limited. Sales quantities may be limited.



Local Love

 We'll be posting one Eat Local Mini challenge on Facebook each week and randomly selecting three entries per week to each receive a tote bag full of local products worth over \$100!

LOCAL PRODUCE AVAILABILITY

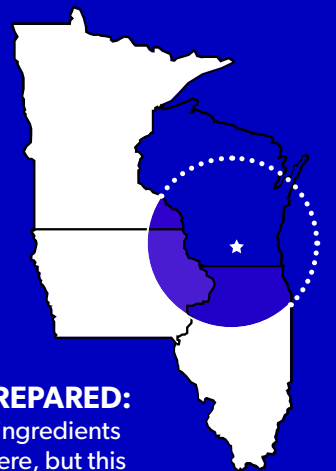
Here's a list of what we expect to have during the majority of September. Severe weather may affect availability.

Apples
Aronia Berries
Arugula
Beets (Red & Gold)
Bok Choy
Broccoli
Brussel Sprouts
Cabbage
Carrots
Cauliflower
Chard
Cilantro
Collards
Cucumber
Daikon
Dandelion Greens
Fennel
Garlic
Kale
Kohlrabi
Leeks

Lettuce
Mustard Greens
Mushrooms
Onions
Parsley
Pears
Peppers
Peppers, Hot
Potatoes
Radishes
Salad Mix
Scallions
Shallots
Spinach
Sprouts
Squash (Summer and Winter)
Tat-Tsai
Tomatillo
Tomatoes (Cherry, Heirloom, Roma and Slicing)
Watermelon

Our Three Levels of Local

Lots of stores talk about shopping local. What does that really mean? The definition varies depending on where you shop; there is no set definition for "local" in the grocery sector. At our Co-op, local means the product was sourced from anywhere in Wisconsin or from within 150 miles of the State Capitol building. Local products are noted with purple tags in our Co-op, and we break down our local definition three ways:



100% LOCAL:
Grown (ex. produce, meat, eggs), raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison. Completely and truly local.



ESSENTIALLY LOCAL:
At least 50% of the ingredients are grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison.



LOCALLY PREPARED:
There may be ingredients grown elsewhere, but this food was processed or assembled by a local company.

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

FREE!  PICK ME! 

Compliments of the Willy Street Co-op Produce Department

TOO MANY GRAPES?
Grapes are sold by the pound. Feel free to break the bag up and purchase the quantity you want.

willy street co-op

willy street co-op
EVERYONE WELCOME!



WE CAN CUT CABBAGE

Just want half?
Ask a Staff Member.

willy street co-op



Community Supported Agriculture: FairShare CSA Coalition

by Leah Perri, Communications Intern, FairShare CSA Coalition

With food options like grocery stores, big box stores, fast food establishments, farmers' markets, and Willy Street Coop, why choose community supported agriculture?

"When a consumer chooses to be part of a CSA, they're not just helping that farmer have a healthy, vibrant CSA community," stated Claire Strader, FairShare CSA Coalition's Small-Scale and Organic Produce Educator. "They're also shoring up the local food economy. That farmer

For 25 years, FairShare CSA Coalition has helped build the local food movement in Dane County and beyond by connecting organic CSA growers and eaters. What began as a living room discussion in 1992, became a coalition of eight farms bringing the first CSA boxes to Madison in 1993, and has grown to over 50 farms in the coalition today. From the very start were the core beliefs that CSA builds, strengthens and nourishes a community. The goals from the inception of the coalition have been two-fold: to unite growers toward a

the hard work it takes to grow food, get it to the stores and onto the plate. Many FairShare farmers take pride in the impact CSA has on today's food system, and the role they play in providing healthy, nutritious food to their community. "Most food in our country is grown and produced in very toxic ways," said farmer Dela Ends of Scotch Hill Farm. "CSA is totally transparent. FairShare member farms add the security of organic certification, which is the only food label consumers can trust to know their food was not grown with synthetic chemicals or GMOs."

While there are a number of factors why someone may not have access to organic, fresh produce, high-quality foods should not only be for an exclusive group of people. "The healthiest foods should not be the most expensive," said farmer Cassie Noltnerwyss of Crossroads Community Farm. "But unfortunately, government subsidies for commodity crops have subverted our food system so that the unhealthy, processed calories are the cheapest. It's important to make healthy, raw, unprocessed foods available to everyone."

FairShare has taken this issue head-on by dedicating a large part of its funding, resources and time toward increasing food access for limited-income households, while still ensuring that farmers receive fair prices for their hard work.

THE PARTNER SHARES PROGRAM

The Partner Shares program, established in 1993, provides financial assistance toward membership in a CSA, bringing families affordable farm-fresh fruits and vegetables. For eligible households, FairShare will contribute 50% toward the cost of a CSA share, up to \$300. "Seeing fresh, delicious food and a community of people enjoying it is something we want everyone to be a part of, while also experiencing the farms where it's grown," said FairShare Executive Director Erika Jones. "I think having access to fresh food is really a right, and it's something that brings us all together."

In 2016, the Partner Shares program provided financial assistance to 154 households to purchase CSA shares. One Partner Shares member, Caitlin Schulze, said she and her partner, Adam, have always valued eating healthy and liked the idea of CSA, but like many people, they just couldn't afford it on top of the non-produce

grocery bill. "We wanted good produce but didn't have a lot of money, and it's kind of a hefty price, especially all at once," she said. "With our loan debt, it just wasn't very feasible for us."

Through the Partner Shares program, Caitlin and Adam have



Caitlin Schulze and her partner, Adam, prepare a meal using their CSA vegetables.

been able to afford organic produce through Vermont Valley Community Farm, along with the other benefits of joining a FairShare CSA farm: weekly recipes and storage tips, opportunities to visit the farm, and a direct connection with their farmer. "It has impacted (my diet and eating) more than I thought it would," Caitlin said. "I have always been healthy, but having a CSA made me realize I was buying the same things over and over at the store, and a lot of the time it wasn't even in season."

Another Partner Shares member,



Farmer Dela Ends of Scotch Hill Farm.

Tracy McLachlan, wanted to provide her children with healthy food, especially at a time when they were struggling with stress and depression issues, but knew it was something she could not afford without assistance. "In the past, I would have just made do with the food we could get, but I



Luna Circle CSA share box.

can then supply food to the farmers' market, the grocery store, and those other important components of the local food system. Every person that joins a CSA, is not just helping the CSA movement, they're helping all these other pieces of the local food movement, and there is no other buying choice that can do that."

In community supported agriculture, or CSA, consumers invest in an farm by paying a fee up front at the start of the growing season to help farmers cover initial costs, and then receive weekly boxes of fresh fruits and vegetables. But CSA is much more than a box of vegetables. It is an investment in environmentally and socially conscious farming. It is the freshest food option available. And it is choosing human connection over convenience.

common cause; and to make CSA accessible to all.

For many FairShare farmers, CSA is essential to jump-starting their season in the spring by providing the financial security to purchase seeds, supplies, equipment, and more. But CSA also means much more to farmers. "(CSA) has helped my farm and family make a more direct and in some cases stronger connection to my customers," said farmer Katy Dickson of Christensen's Farm. "My members feel invested in a farm and are willing to 'weather' the ups and downs of the season...Plus my CSA members give me the encouragement and moral boosters I need during the season to know that they appreciate what I am doing."

CSA provides farmers the opportunity to share with customers

INTERESTED IN LEARNING MORE?

- About FairShare: www.csacoalition.org
- Join a Farm: www.csacoalition.org/how-to-pick-a-farm

think the stress made me think that it is better to provide fresh, healthy food, and see if that is helpful," she said. Providing the CSA food to her family had made all the difference, she said. "I think it has helped us all in having enough to eat, nutritious fresh food in the fridge, and really a colorful fresh plate is so much more appealing to eat," she said. "It has helped me feel better about my parenting to be able to set out salads, berries, cucumbers, and carrots that taste amazing."

Local organizations are also participating in the Partner Shares program. At Bee Balm Learning Center, receiving a CSA share is not only a convenient way to bring high-quality food to more families, but it is also an educational opportunity for young children, said Administrator Bekah Barrales. "Healthy eating habits start early in life, and I think it is important that we do our part to raise 'healthy eaters,'" she said. "For some families funding is a huge obstacle to (CSA), and I think it is up to us, as a community, to find ways to help each



Farmers Katy Dickson and Skye Christensen of Christensen's Farm.

other. Nutrient dense foods can add so much to everyone's quality of life, that it is important to make it a priority."

REAP AND COMMUNITY ACTION COALITION

In Dane County, there is certainly

a strong community of people working to increase food access: REAP Food Group is bringing farm fresh snacks into the classroom with farm-to-school, Second Harvest is signing up more people for SNAP to increase their grocery purchasing power, and Community Action Coalition (CAC) is working on incentives for purchasing fresh foods with SNAP through the farmers market Double Dollars program, to name a few.

And rather than creating competition, it is important to forge connections between these groups to work toward a common goal. "We recognize (at CAC), and many other organizations recognize, that food is critical to nourishing the minds and the bodies of the people who make our city great, and who are going to drive positive change in our community," said Erica Anderson of the CAC. "Before any progress can be made, people have to be fed. I think there are so many commonalities between people working in the food system."

FairShare is working hard to maintain CSA as the foundation of a healthy, local food system, while also forging connections by working with food pantries, farmers markets,

and other community members and organizations.

Today, CSA farmers face many challenges amid a complex and evolving food system. How can CSA compete with the price of cheap food options, or the convenience of grocery stores? In community supported agriculture, the answer lies in connecting with one another, and investing in food that has a story behind it. It's about knowing where and how



Driftless Organics CSA share box.

food is grown, who's growing it and how those practices impact the land, the environment and people.

FairShare has grown and changed tremendously over the last 25 years, but still holds firm to its original goals. "We want to strengthen farms and the connections between people and the land and where their food comes from," said Executive Director Erika Jones. "With these strong connections, people will be better equipped to understand and act for the good of the whole food system."


FairShare believes that because of these connections, CSA is more than just one local food option—it is the backbone of a strong local food system.

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What's for Dinner?

See the Deli hot bar menus on our website.
willystreet.coop/menus

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Multiplying Your Dollar's Value When You Shop Local



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

It's no secret that when you shop at your Co-op, you are shopping at a local store. A store staffed, managed, and governed by local residents, with about 34,000 local people actively invested in keeping this local business rooted in our community. Did

you also know that your dollar can actually generate more money in the community when you shop local? It's true. When you keep your money here, in the community, that money gets spent again by the local community. This is called the local multiplier effect, and it's why organizations like National Cooperative Grocer (of which your Co-op is a member) have researched our collective multiplier power and determined that for every \$1 we spend as shoppers at grocery co-ops, we put \$1.60 back into the local economy.

HOW MONEY MULTIPLIES WHEN SPENT LOCALLY

Spending your money locally is an efficient way to sustain your local economy. According to *Time*, buying local "enhances the 'velocity' of money." When your money is kept close and paid to your neighbors, and then your neighbors' neighbors, then "more people have had the benefit of the money and what it has purchased for them." The idea is that when you keep the money circulating locally, your community can remain more resilient and self-sustaining even when we face economic downturns. The American Independent Business Alliance (or AMBIA), says

"going local creates more local wealth and jobs" three ways: by direct impact, when local businesses spend locally to generate inventory, pay utilities, purchase equipment and pay employees; by indirect impact, when that money is spent with other local partner businesses and then recirculated; and by induced impact, when that money spent with other local businesses and used to pay local people and then spent in the local economy. Essentially, the more we spend locally, the more our community can spend money with each other.

HOW WE SPEND YOUR MONEY LOCALLY

We've previously reported that when you spend \$20 at your Co-op on local goods, nearly 100% of your money stays in our local community



(compared to 12% of that money leaving our community to pay shareholders and corporate executives when you buy local products at a national retailer). From that \$20, \$12.80 goes directly to the local producer, \$5 pays your local Co-op employees' wages and benefits, \$0.40 provides for local charitable giving, local sponsorships, local promotions and the Access Discount Program, and \$1.80 pays for occupancy and operational costs. Nationally, gro-

cery co-ops create 40% more jobs per square foot, donate 69% more income and purchase 58% more locally than stores using the traditional corporate shareholder model. When you shop your Co-op, you make a major local economic difference.

SUPPORT LOCAL ENTREPRENEUR, SHOP THE RETAIL READY LAB

Without a doubt, your Co-op is more likely to purchase and provide goods from a local producer when we can, and because we are accustomed to working within the small business supply chain, we are primed to support our local entrepreneurs. The Association for Enterprise Opportunity (AEO), a member organization that supports microbusiness (which is typically how entrepreneurs are defined, since many have less than five employees), microbusinesses "forge paths to job stability and self-sufficiency," and "if one in three Main Street microbusinesses hired a single employee, the United States would be at full employment." When you shop local, and select products from our small and newer producers, you are not only multiplying the im-

microbusinesses can not only have a beneficial impact on our economy, but can increase inclusiveness and equality in that economy too."

That is why, when you are shopping local at your Co-op, we strongly suggest you check out the new Retail Ready Lab, which offers small local vendors a chance to test out selling their products in our stores for a limited time. Then, we and those vendors review your feedback together and learn what needs to happen in order to successfully launch their products in the retail setting. As mentioned in the Retail Ready Lab section of this month's *Reader*, this month we feature Cress Spring Body Care from Blue Mounds, and Nami Chips from Viroqua (both products produced by women). You can sample and also buy their products at the Retail Ready Lab displays in all three of our stores. Then, write your feedback on the paper provided in stores, or send us your feedback online at willystreet.coop/retail-ready-lab. We are so excited to offer this program to the many local entrepreneurs providing goods for you in our area, and we look forward to seeing how our program supports their economic growth.

THANK YOU FOR MULTIPLYING YOUR LOCAL IMPACT!

Whether it's by shopping your Co-op, choosing local products, participating in the Retail Ready Lab, giving to Community Shares of Wisconsin through Community CHIP or supporting the Double Dollars Fund through cash donations and reusing bags (which helps those using FoodShare/QUEST also

contribute to the local economy and multiply their effect at both the Co-op and local farmers' markets), you are keeping your cash local and circulating local. That makes each and every dollar of yours a powerful contributor to your community. We are proud to celebrate Eat Local Month with you again this September, and we appreciate that you help our local producers, local employees, local entrepreneurs and your many neighbors thrive.



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The Local Food Movement

by Lucy Hodgman, Newsletter Writer

Surveys of Willy Street Co-op customers show that your vision for the Co-op lies squarely with the local. When asked to complete the sentence “Because of Willy Street Co-op,” survey respondents overwhelmingly associate the Co-op with local food. In the 2016 survey, 83% of people chose “shoppers can choose more locally produced items, and local farmers and food producers are supported and thriving” as one of their top three options. This demonstrates quite clearly how passionate you are about local food and how much you want the Co-op to focus on and invest in it. With Madison also being home to an enormous array of farmers’ markets, it’s no surprise that our city is ready to put our money where our mouth is. Local food is increasingly accessible to us through a variety of channels—not just farmers’ markets and the Co-op, but also community supported agriculture (CSA) options and resources, formal and informal, for starting a garden. Personally, I don’t have much of a green thumb, but as a pedestrian on the near-east side of Madison, I acquired basil seedlings and a free cherry tomato plant from different sources marked “free” just by walking home from work. My point is, we’re collaboratively creating a culture in which eating local is easier than in the last few decades.

WHY LOCAL?

Environmental impact is a huge reason many people choose to eat local foods, but that’s a more complex issue than it might seem at first glance. For example, according to Anna Lappé in *Diet for a Hot Planet*,

a 2007 analysis in the *New York Times* by author James McWilliams purported that it was more environmentally friendly for British people to eat lamb from New Zealand than from the United Kingdom. Seem strange? Apparently, New Zealand (at least at the time of this analysis) had more environmentally friendly energy sources and therefore cleaner farming practices than the UK—enough so to offset the advantage offered by skipping the flight miles. As Lappé explains, “Lamb raised in New Zealand used seven times less nitrogen.”

Of course, environmental impact isn’t the only reason to eat locally; but this author’s point is that it’s easy to focus solely on food miles as a value and to overlook related matters. When we’re interested in supporting local producers, we should also investigate our underlying reasons for that desire and strive to create local food systems that support those connected values.

Lappé also notes that many “locavores,” as they’re often called, care greatly about farming practices and about knowing their farmers. “Yes, food miles are important, but just as important is how your food was produced and by whom...it matters that food has been raised sustainably and comes from people you know, or at least have the possibility of knowing...the ‘local’ in locavore is really code for sustainability and connectivity.”

Part of the reason local is even more important than organic certification to many people may be because they know that local farms often follow, or do their best to follow,

organic practices, even if they are too small to access support for organic certification. Organic certification can be expensive for a small farm, and in some areas, not well supported by local or state governments. As Douglas Gayeton explains in *Local: The New Face of Food and Farming in America* about visiting Alabama and not finding organic farms, “Many areas [in the American South] lack local distribution systems to connect interested farmers with the consumers who want these organic goods. Second, Alabama farmers don’t get enough guidance and support to go organic... [t]hird, southern farmers don’t want the federal government to come in and tell them what to do with their land.” Instead, as Gayeton learns from talking with farmer Edwin Marty at Jones Valley Urban Farm, Marty lives by a principle called “Local first, certification second... Organic certification or a piece of paper will never ensure you’re getting good food. You have to know your farmer.”

“Know Your Farmer” is an important mantra of the local food movement. You may have seen the “Know Your Farmer” and “Know Your Maker” signs at Willy Street Co-op locations. Even the USDA uses this phrase in their “Know Your Farmer, Know Your Food” initiative. If you frequent farmers’ markets, you know how easy it can be to get to know your farmer; we want to help you see the direct and close relationships the buyers at Willy Street Co-op have with local farmers and producers, hence the signs we make to highlight where your food comes from and introduce you to the people working so hard to bring it to your plate.

HISTORY

The Michigan State University Center for Regional Food Systems published a brochure, available freely online at foodsystems.msu.edu/uploads/files/Local_Food_Movement.pdf, that includes a wealth of information on the history and trajectory of the local food movement in the United States. Some high points, paraphrased:

- The merging of the local food movement with other food-related issues such as food justice, food access and health is fairly recent.
- Number of CSAs in the United States over time:
 - 1990: 60
 - 2005: 1,046, an increase of about

- 1,740 percent since 1990
- 2009: 2,932, almost tripled in four years
- Number of farmers’ markets in the United States over time:
 - 1994: 1,775
 - 2004: 3,706, more than doubled in a decade
 - 2011: 7,864, more than doubled again in seven years
- In 1996, the first farm-to-school program was piloted in California and Florida.
- In 2012, a census of farm-to-school program participation showed 38,000 participating schools, serving 21 million students.

The word “locavore,” by the way, is a relatively recent term. Coined in 2005 by Jessica Prentice; it caught on like wildfire and became the *Oxford American Dictionary* word of the year just two years later.

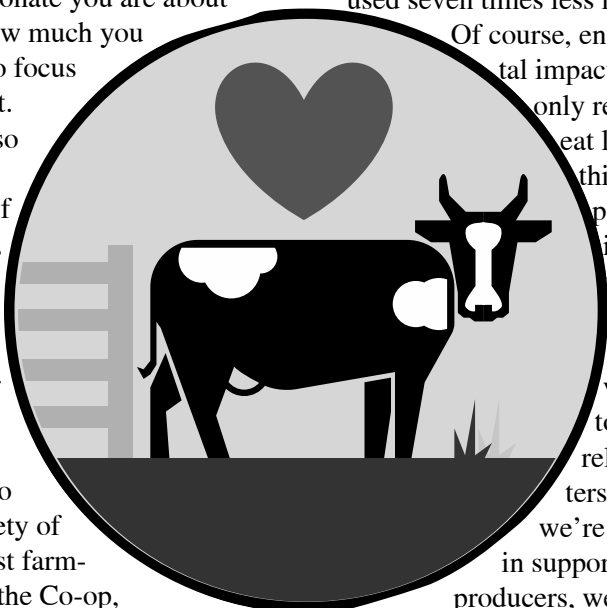
TYPES OF LOCAL PRODUCTS

Produce

Local produce in the Madison area not only could have a whole article written about it, but it does. Check out the article on page 17 written by Leah Perri of FairShare CSA Coalition with information about CSAs and their role in the local food community in the Madison area. And later in this article, I’ll review some interesting information I learned about how Co-op Buyers source local produce for the Prepared Foods departments.

Cheese

What could be a prouder local Wisconsin product than cheese? As the #1 cheese producer in the United States ever since 1910, Wisconsin does distribute cheese nationally and globally, but those of us who live here get to enjoy top-quality cheese as a local food. Around 80 percent of the cheese sold at Willy Street Co-op is



local. If you were around the Co-op stores in March, you might have participated in the annual Cheese Challenge, which pits 32 cheeses—all local—against each other in a March Madness-style competition. Due to everyone who voted, we now have a winner: Hook's Triple Play Extra Innings, an aged cheese made from goat, sheep and cow milk. The competition was stiff, though, and if you are feeling nostalgic as you're reading this right now, make sure to stop by the Cheese department next time you're at the Co-op and pick up any one of the competitors. Every one of them was from a local producer that would be delighted to have your support.

Bread

As an east-sider, I'm infatuated with the bakery options on Willy Street alone. With Nature's Bakery, Batch Bakehouse and Madison Sourdough, one will never want for freshly baked bread options around here. And all of them are different with uniquely special options; all are available at Willy East, West and North, alongside many additional fantastic breads from other vendors.

Madison Sourdough is taking local to a particularly deep level. They mill grains for their bread. If you've never tasted bread made from freshly milled flour, you're in for a treat; it's fantastic. Madison Sourdough describes on their website, "Our Austrian stone mill is currently producing whole grain flours milled from Wisconsin-grown grains. Most of our loaves in production include our in-house milled flour."

SOURCING LOCAL PRODUCTS FOR THE CO-OP

Patrick Schroeder, Prepared Foods Category Manager, shared with me some information about how the Co-op sources local products, along with an innovative method used to keep track of vendors. The Co-op buys from over 400 separate vendors over the course of a calendar year—a very high number. As Patrick explains, this takes a lot more work than dealing with only a few large distribution houses, as might happen at a grocery store that's less focused on small local farms and producers. How to handle all the information for the many vendors? In the Prepared Foods departments, the buyers use a spreadsheet with frequently updated information on vendors and their prices. Aside from just indicating prices, the spreadsheet indicates when buyers should make purchasing from a local vendor the top priority, based on seasonality and the commitment to buy local.

Patrick describes the process of sourcing from individual local vendors as "ear-to-the-ground," involving word of mouth and "meeting them at conferences, farmers' markets, or food shows"—again, a whole different ballgame than buying everything from a few large distributors.

One particular challenge in keeping local products in the stores revolves around weather, particularly

when it comes to produce. Volatility in supply due to weather means that buyers need to keep backup options in mind; so, if you expect to see a local product during a particular season and you see a non-local version instead, this is a likely reason. And, as Patrick explains, "Even vendors dealing in shelf-stable goods can sometimes gap in production or have their inventory rapidly reduced by acts of God or larger retailers buying them out. You [a Co-op buyer] just have to roll with the punches and be communicative." The good news is that the systems in place, and the people who created and work with them, are doing a great job of maximizing the local products we're able to keep available for shoppers. Patrick cites the vendor spreadsheet as having exponentially increased the amount of local produce buying in the Delis and Production Kitchen. The amount of work that goes into the ever-dynamic purchasing system impressively showcases the buyers' dedication to Owners' values when it comes to local products.

LOCAL FOOD IN SCHOOLS

Feeding their family local food at home might be a priority for many in the Madison area, but what about kids' school lunches? The USDA began a Farm-to-School program in 2012, and the non-profit called National Farm to School Network began in 2007. Here in town, the Madison Metropolitan School District Food and Nutrition Department works with REAP Food Group in a partnership called MMSD Farm to School Project, which "brings fresh, local, sustainably produced food to children, establishes reliable markets for local farms using sustainable agriculture practices, and provides hands-on education in Madison classrooms." (www.reapfoodgroup.org/farm-to-school) According to the school district's website, in 2014-2015, 50,000 pounds of local fruits and vegetables went into meals for 25,000 students. In fact, when REAP encountered a funding gap last spring, your Co-op was able to donate money to help them continue providing fresh produce for the remainder of the school year.

LOCAL ON A BUDGET

When certain items are in season and plentiful, eating locally can be effortlessly cheaper than buying globally. At other times, and for certain items that are more expensive to produce, eating locally can feel like it's taking a hit on the ol' wallet. Fortunately, there's a whole book with innovative ideas on how to eat locally and thriftily. *Eat Local for Less* by Julie Castillo has many lists, including this one:

1. Eat less meat
2. Make several meals from each chicken or large piece of meat
3. Buy the seasonal avalanche and then freeze it
4. Buy single-ingredient items and cook meals from scratch
5. Buy directly from real farmers
6. Plan meals around what's cheapest

- at the time
7. Serve a filling first course made of what's cheap, serve a smaller second course of the pricier stuff
8. Grow some of it yourself
9. Buy the farmer's seconds
10. Buy the whole cow or pig, not just the pricey cuts

And I would add: check the scratch-and-dent produce baskets underneath the regular produce displays at the Co-op for discounted items that are still delicious. For more tips on thrifty shopping at the Co-op specifically, see the article from August 2016 by that title, online at www.willystreet.coop/reader/august-2016/thrifty-shopping-willy-street-co-op. Many of the tips in that article can be applied to local food, given that the Co-op stocks so many local products! (Note that in the time since that article was published, the IDEALS program has changed names to Co+op Basics, but still serves the same purpose.)

Another way to eat locally on a budget is through foraging wild foods. Of course, do your research on what you're gathering before you start eating what you see around. But if you know how to identify safe-to-eat foods, you might be surprised to know how much can be found freely available. Several organizations have created maps for foraging, including a large, global one at fallingfruit.org. Check out the website and zoom in on the map to find out where the publicly accessible fruit trees are in Madison or wherever you may be.

FURTHER READING & INVOLVEMENT

In Wisconsin, REAP Food Group would be a great place to start if you want to work to increase access to local food. According to their

website, "[f]or more than 19 years, REAP Food Group has been working throughout Southern Wisconsin to build and sustain a local food system that supports small family farms and locally owned businesses, promotes sustainable agriculture practices, and provides access to fresh, healthy food for the entire community." You can support them by volunteering, attending their events, becoming a member, or buying a t-shirt. Information on how to do all of these things is available on their website at www.reapfoodgroup.org/about/get-involved.

In all my research for this article, one book stood out to me as an excellent—and beautiful—resource on many interconnected topics related to local food. That book was *Local: The New Face of Food and Farming in America* by Douglas Gayeton, published in 2014. To learn an incredible amount about what specific people and groups are doing across the country to farm and eat more consciously, check out this book. It's full of a huge variety of photos and stories.

In the realm of cookbooks, check out *From Asparagus to Zucchini: A Guide to Cooking Farm-Fresh Seasonal Produce* by Fairshare CSA Coalition, from right here in Madison. *From Asparagus to Zucchini* is available for sale at all three Willy Street Co-op stores. As the book's promotional description explains, "*From Asparagus to Zucchini* is more than just a cookbook. Also included are essays that address the larger picture of sustainable agriculture, how our food choices fit into our economy, environment, and community, and more information on home food preservation and how to help kids appreciate—and even eat—their vegetables." How deliciously thorough!

What's for lunch?

See the Deli hot bar menus on our website.

www.willystreet.coop

willy street co-op



Community Shares of Wisconsin to Honor 2017 Community Change-Makers on September 27th

by Emily Winecke, Communications and Marketing Director, Community Shares of Wisconsin

On September 27th, join Community Shares of Wisconsin (CSW) as they celebrate the work of three incredible leaders working to build a better community for all.

CSW's 2017 Community Change-Maker Awards honor people making a difference at Community Shares of Wisconsin member nonprofits—65 organizations Willy Street Co-op shoppers support by saying “Yes” to the Community CHIP™ program. These nonprofits work to address barriers that harm people and build sustainable and thriving communities in Wisconsin.

THE 2017 CSW CHANGE-MAKERS

- Ginna Isunza, UNIDOS Against Domestic Violence – Winner of the Sally Sunde Family Advocate Award – sponsored by Zendesk
- Lorrie Hurckes Dwyer, Dane County TimeBank – Winner of the Liesl Blockstein Community Leadership Award– sponsored by UW Health & Quartz
- Andrea Kaminski, League of Women Voters of Wisconsin – Winner of the Linda Sundberg Civil Rights Defender Award– sponsored by Heartland Credit Union

“We are excited to honor three leaders who are truly dedicated to making Wisconsin a better place for everyone,” said Cheri Dubiel, CSW Executive Director. “Whether it’s by building community, supporting local families or lobbying for everyone’s rights at the Capitol, these women have positively impacted thousands of lives across the state.”

COLLABORATION AND INNOVATION

When Lorrie Hurckes Dwyer started her career in mental health services, she saw too often how individuals seeking support were being undervalued by the very systems that were meant to help them. Now as Executive Director of the Dane County TimeBank, she works to build communities where everyone is valued equally and has a voice in decisions that impact their lives.

Hurckes Dwyer helped launch the TimeBank’s first school-based Youth Court in 2008 at La Follette High School, and following successful results, helped the program expand to five area schools and

two community-based youth courts. To date, more than 800 kids have been through the TimeBank’s Youth Court, with 90% successfully completing agreements and avoiding the formal juvenile justice system.



Lorrie Hurckes Dwyer

“There are so many things that prove to be harmful about the traditional [juvenile justice] system,” Hurckes Dwyer said. What restorative justice offers is a “pro-youth development model that helps kids learn and grow, and to also get on a path that’s supportive and part of the community.”

The success of local restorative justice programs, like the Dane County TimeBank’s, has led to a new citywide initiative that allows all kids ages 12-16, who receive municipal tickets in the City of Madison, the opportunity to participate in restorative justice programs instead of going to municipal court. Dane County TimeBank works together with its partner organizations, Briarpatch Youth Services and YWCA-Madison, to get as many kids in restorative justice programs as possible and to make sure they have successful results.

“It’s been incredible,” said Hurckes Dwyer. “Instead of pushing alone, we’re all pushing together.”

REMOVING BARRIERS ONE PERSON A TIME

Ginna Isunza also understands the importance of pushing together—especially for victims of sexual assault and domestic violence. That’s what inspires her work as a sexual assault advocate for UNIDOS Against Domestic Violence.

“What keeps me going is the courage of our clients. To come and talk to me about what happened is

huge,” Isunza said. “I have to turn that courage into action and help them.”

For Isunza, that means being there for her clients along every step of their journey to seek safety and security for themselves and their families. That can mean finding them emergency shelter, coordinating therapy, working with law



Ginna Isunza

enforcement, helping her clients navigate the immigration system or just being there to listen.

Over the last five years, Isunza has worked with over 300 people who have experienced sexual assault and domestic abuse. UNIDOS never turns people away who need support, which can mean long nights scraping together resources to match the unique needs of each client. And because of the language and cultural barriers facing Latinx survivors, Isunza is also there to advocate for better community resources and education, so that everyone has access to the services that may save their lives.

“As long as I have a voice, and I can communicate to get my clients what they need—I’ll do it,” she said.

EVERY VOTE, EVERY VOICE

Education and advocacy are also at the core of Andrea Kaminski’s work as Executive Director for the League of Women Voters of Wisconsin. With Kaminski’s leadership, the League became a major force against legislation, like voter ID requirements, that threaten the right to vote for many in Wisconsin. Although voter ID was eventually enacted in Wisconsin, the League’s efforts helped ensure that no voter

was disenfranchised over the course of 11 elections in three years.

“The League takes the long view,” said Kaminski. “Our members take losses in stride, and they just keep going.”

That’s because the League of Women Voters of Wisconsin is fueled by hundreds of volunteers from across the political spectrum, who come together under the shared belief that every eligible citizen should have the right to vote and have their ballot counted.

“When I feel discouraged, the League’s Board of Directors and volunteers have the energy and the will to continue,” said Kaminski.



Andrea Kaminski

“It’s just such an honor to support these incredible people.”

And for others who may feel like they don’t have a voice in the process, Andrea urges them to stay engaged, whether that’s simply learning about issues, or taking the next step and reaching out to their representatives. “Even if it’s just 30 minutes a day, you’ll sleep better if you’re doing something.”

Celebrate these community leaders and others making a difference by attending CSW’s 2017 Community Change-Maker Awards Event on Wednesday, September 27th, 5:00–7:00pm at Union South. CSW will also honor 24 Backyard Hero Award Winners for their volunteer work at Community Shares’ member nonprofits. The event is presented by MG & E with proceeds supporting the work of Community Shares of Wisconsin and its members. For more information and tickets visit: bit.ly/2017Changemakers or call 608-256-1066

RECIPES AND DRINK RECOMMENDATIONS



Peach and Parma Ham Salad

Adapted from www.houseandgarden.co.uk.

This salad needs perfectly ripe peaches—slightly soft, and very fragrant. The recipe is written to serve four as a side, but would be a nice main dish for two.

- 6 large ripe peaches
- 8 slices Parma ham
- 2 oz. tender salad greens
- 4 Tbs. olive oil
- 1 Tbs. balsamic vinegar
- 1/2 tsp. Dijon mustard
- 1/3 c. toasted pine nuts

Directions: Divide the peaches among 4 plates, and top each plate with 2 slices of ham. Place the greens in a mixing bowl and season with salt and pepper.

In a small bowl, whisk together the olive oil, balsamic vinegar and Dijon mustard until combined. Drizzle enough dressing over the greens to lightly dress them. Toss to coat.

Divide the salad between the plates and sprinkle with toasted pine nuts. Serve with more dressing on the side. 4 servings

Star Recommends: Jean De Roze Sauvignon Blanc: A clear yellow color with reflections of green, bouquet earthy, a distinct and lasting taste in the mouth, well balanced. Sauvignon Blanc is hugely popular. Crisp, dry, and refreshing.

Peach Sangria with Cava

Adapted from www.winefolly.com.

When peaches are in season and the days are still long and sweltering, pour yourself a chilled glass of this refreshing sangria.

- 1/4 c. brandy
- 1 lemon, juiced
- 2-3 Tbs. sugar
- 3 large peaches, pitted, cut into cubes
- 2 cups ice cubes
- 1 750ml bottle of Cava (or Prosecco, or a dry, zesty Torrontes or Chenin Blanc)

Directions: Pour brandy, lemon juice and sugar into a pitcher. Stir until sugar dissolves. Add the peaches and the ice. Add the Cava, give it a stir, and serve immediately. 4 servings

Star Recommends: Cristalino Cava Brut: Fresh, toasty nose, beautiful citrus, green apple and mineral flavors, supple, lively mouth-feel, and clean, crisp finish make it the ultimate celebratory wine.

Roasted Peach Sherbet

Adapted from www.alwayswithbutterblog.com.

Roasting the peaches for this sherbet will intensify their flavor and sweetness.

- 7-8 ripe peaches, quartered, pitted
- 1 lemon, zested and juiced
- 3/4 c. sugar
- 1 c. heavy cream

Directions: Preheat oven to 400°F. Arrange the peaches skin-side down on a baking sheet. Roast for 30 minutes. Place the peaches, lemon zest and lemon juice, sugar and heavy cream in the pitcher of a blender. Blend until smooth. Transfer to a container and chill in the refrigerator until completely cool, about 60 minutes. Churn in an ice cream maker, and freeze in a freezer-safe container until set. Let sit at room temperature about 10 minutes, then scoop into bowls and enjoy. Makes 1 quart.

Star Recommends: Avinyo Cava Rosé Brut: Bright red fruits combine with toast notes. On the palate the wine is fresh and vibrant with light spicy elements.

Grilled Peaches with Mint Pesto

Adapted from www.loveandlemons.com.

This savory side dish goes nicely with grilled meats or kebabs, when it's so hot out that you don't want to turn on the stove. The mint and basil pesto is a unique accompaniment that you'll want to make again and again.

- 2 peaches, firm but ripe, sliced into 6 wedges each
- 2 tsp. olive oil, plus 1/4 cup, divided
- 1 tsp. balsamic vinegar
- 2 c. arugula, or other tender greens
- 1/2 c. packed fresh mint
- 1/2 c. packed fresh basil
- 1/4 c. pine nuts, toasted (or walnuts)
- 1 clove garlic, roughly chopped
- 1 lemon, zested and juiced
- red pepper flakes
- salt
- pepper

Directions: Toss the peaches with 2 teaspoons of the oil, balsamic vinegar, and a pinch of salt. Heat a grill or grill pan to medium and brush with oil. Place the peach wedges on the grill, and cook undisturbed for 2-3 minutes on each side, until grill marks appear and the peaches are heated through. Transfer to a dish and allow to cool to room temperature.

Combine the mint and basil in the bowl of a food processor. Add the 1/4 cup of olive oil, toasted pine nuts, chopped garlic, lemon juice, and lemon zest, a pinch of red pepper flakes, and salt and pepper. Pulse until smooth. If the pesto seems too dry, add a bit of water, a teaspoon at a time.

Toss the arugula with a drizzle of olive oil and arrange on a serving platter. Top with the grilled peaches, dollops of the mint pesto, and serve. Serves 4.

Star Recommends: Bongiovanni Arneis: Light straw yellow in color; delicate fruit aromas of pear and white peach evolve into complex floral notes with hints of aniseed, confirmed on the palate.

Sweet Onion-Marinated Skirt Steak

Adapted from www.bonappetit.com.

This marinade, though light on ingredients, packs a punch that makes flavorful, tender steak every time.

- 1 sweet onion, small, coarsely grated
- 2 Tbs. light brown sugar
- 1 Tbs. white vinegar
- 1 Tbs. olive oil, plus more for the grill
- 1 1/4 lbs. skirt steak
- salt
- pepper
- 2 Tbs. minced chives

Directions: You can use a deep casserole dish or a large resealable plastic bag to marinate the beef. Combine the onion, brown sugar, vinegar and oil in either the dish or the bag. Sprinkle the steak generously with salt and pepper, and add it to the dish or the bag. Turn to coat in marinade, and let it sit for at least 20 minutes, or refrigerate for up to 2 hours.

Heat a grill to high, and lightly oil the grate. Pat the steak dry and set on the grill. Cook 2-3 minutes per side, turning it just once, until browned and medium-rare.

Let sit on a cutting board for 10 minutes. Slice thinly and serve sprinkled with salt and minced chives. Serves 4.

Star Recommends: Vina Sastre Roble: Lots of flowers on the nose, particularly violets and lavender, and also some roasted coffee notes. Smooth with mellow tannins, this wine is savory and lightly smoky. The finish is long and mineral with an iron quality.

Avocado and Sweet Onion Salad

Adapted from Gourmet, August 1999.

This salad is so good alongside anything grilled. Its dressing has a healthy kick from jalapenos, but the creamy avocado and sweet onion work to balance it out.

- 3 limes
- 2 jalapeno chiles, coarsely chopped
- 1/3 c. olive oil
- 1 1/2 tsp. sugar
- salt
- pepper
- 1 large sweet onion
- 4 avocados
- 1 c. packed fresh cilantro sprigs

Directions: Squeeze 1/4 cup of juice from the limes. Place the lime juice, chiles, olive oil, sugar, and salt and pepper to taste in a blender. Purée until smooth. Taste and add more salt and pepper, if needed.

Slice the onion in half through the stem and slice thinly crosswise. Cut avocados in half, remove pits, then slice in half again lengthwise. Peel and slice lengthwise into 1/4-inch-thick slices.

Arrange the avocado, onion, and cilantro on a serving platter. Drizzle the dressing on top, and serve. Makes 4 generous servings.

Star Recommends: Nisia Rueda Verdejo: Pungent aromas of mustard, leeks and citrus peel set up a slightly oily feeling palate. This tastes of salty citrus fruits, orange in particular. A solid, acidic finish is fresh for the most part but with a skin-driven texture.

Sweet Onion and Corn Quinoa Fritters with Corn and Basil Salad

Adapted from www.food52.com.

Savor the last of the summer's bounty with this produce-heavy meal. Bonus—it's vegan, and you can make it gluten-free with a 1:1 swap of gluten-free flour for the all-purpose.

- 1 c. uncooked quinoa, rinsed well and drained
- 2 Tbs. flaxseed meal
- 6 Tbs. boiling water
- 2 ears fresh corn, shucked, divided
- 1/2 c. loosely packed minced fresh basil, plus 1/2 cup loosely packed torn fresh basil, divided
- 1/3 c. finely minced sweet onion, plus 1/4 c., divided
- 1/2 c. all-purpose flour
- 2 Tbs. nutritional yeast, optional
- 2 tsp. sea salt
- 1 tsp. crushed red pepper
- 1 tsp. paprika
- 1 tsp. apple cider vinegar
- 1 tsp. lime juice
- 2 tsp. olive oil
- neutral oil for frying

Directions: Place the quinoa in a saucepan over medium-high heat and toast, stirring constantly, for 4-5 minutes, until fragrant. Add two cups of water and bring to a boil. Stir, reduce the heat to very low, cover, and cook 12-15 minutes, until the liquid has been absorbed and the quinoa is tender. Uncover and let cool completely before continuing with the recipe.

In a small bowl, whisk the flaxseed meal with the 6 Tbs. boiling water. Set aside and let cool completely.

Use a box grater over a large bowl to grate the kernels from one of the ears of corn. The grated corn will be very mushy. Add the cooled quinoa to the bowl of corn, plus the 1/3 cup of minced onion, 1/2 cup of minced basil, flour, nutritional yeast, salt, crushed red pepper and paprika. Stir to combine, being careful not to over mix. Stir in the cooled flax mixture. Season to taste with more salt and pepper.

Use a tablespoon to scoop out the fritter dough. Make small patties, dusting your hands with a little flour if the dough seems sticky. Set the fritters on a baking sheet or dish while you make the salad.

Use a sharp, heavy knife to slice off the kernels from the remaining ear of corn. Place in a mixing bowl. Fold in the 1/2 cup of torn basil and the remaining 1/4 cup of minced sweet onion.

In a small bowl, whisk together the apple cider vinegar, lime juice and olive oil. Pour the dressing over the corn and basil salad and toss to coat. Season to taste with salt, black pepper and crushed red pepper flakes. Set aside.

Place a few layers of paper towels on a dish. Heat the oil in a large, heavy skillet over medium-high heat. Cook the fritters in batches for 3-4 minutes per side, until golden-brown and crispy, adding more oil as needed. Set them on the paper towel-lined plate as you cook them.

Serve the fritters with the corn and basil salad. Serves 4.

Star Recommends: Mondeco Dao Tinto: This complex wine offers notes of black cherry, raspberry liqueur, strawberry compote, cocoa, leather and cardamom. Very smooth, very yummy.

Sweet Onion Poppyseed Dressing

Adapted from www.thenourishinggourmet.com.

A versatile dressing that pairs well with all kinds of salad—from a vegetable-heavy green salad to fruit salad to sliced grilled chicken over arugula or spinach. Using a blender will result in a characteristically creamy, pale dressing, but whisking works too.

- 1/2 sweet onion, grated on a box grater
- 1 Tbs. brown mustard or Dijon mustard
- 1 tsp. salt
- 1/4 c. honey
- 1/3 c. apple cider vinegar
- 3/4 c. extra-virgin olive oil
- 1 Tbs. poppyseeds

Directions: Combine the onion, mustard, honey, salt and vinegar in a

blender and purée until creamy (see note). Drizzle in the olive oil and continue to blend until combined and smooth. Pour into a jar or cruet and add the poppyseeds, giving it a stir or gentle shake to combine. Keeps covered and refrigerated for up to 2 weeks.

Note: You can use a bowl and a whisk instead—the dressing won't be quite as creamy, but still delicious. Makes 1 1/3 cups.

Roast Chicken with Potatoes, Lemons and Capers

Adapted from www.blue-kitchen.com

- 1 chicken, 3 1/2-4 lbs.
- salt
- black pepper
- 2 lemons
- 1 sprig of fresh rosemary, plus 2 Tbs. of rosemary leaves
- olive oil
- 12 small red potatoes, scrubbed and halved
- 1 medium onion, peeled, halved and thickly sliced
- 2 Tbs. capers, drained

Directions: Preheat oven to 450°F. Remove giblets from chicken and reserve for another use, if you like. Rinse chicken inside and out; pat dry with paper towels. Season the inside with salt and pepper. Slice one of the lemons in half and place in the cavity, squeezing the lemon to release some juice. Use the side of a heavy knife to smooch the rosemary sprig, and add it to the cavity. Rub the outside of the chicken with some olive oil, and season with salt and pepper.

Lightly grease a skillet or shallow roasting dish with olive oil. Set the chicken breast-up in the pan and roast for 20 minutes.

Place the potatoes in a mixing bowl and toss with olive oil, rosemary leaves, and salt and pepper. Slice the remaining lemon into thick slices and drizzle them with olive oil.

Reduce heat to 375°F. Arrange the potatoes around the chicken. Return to the oven and roast for an additional 20 minutes. Remove the chicken from the oven and arrange the sliced lemon, onion and capers around it. Continue to roast for another 25 minutes, or until a thermometer inserted into the thickest part of the thigh (away from bone) reads 165°F, and the juices run clear.

Transfer the chicken to a cutting board and let sit for 5 minutes before carving. Arrange the chicken and roasted vegetables, lemon and capers on a serving dish. Serve warm. Serves 4.

Star Recommends: Mercer Estate Chardonnay: This elegant Chardonnay opens with aromas of fresh green and golden apples, pears, vanilla and lemon. The body is full and lush with a clean, smooth finish.

Gorgonzola Scalloped Potatoes

Adapted from www.biscuitsandsuch.com.

These scalloped potatoes are a decadent twist on a classic, with tangy and buttery gorgonzola layered with thinly-sliced potatoes, heavy cream, garlic and three other kinds of cheese.

- 8 medium red potatoes, washed and sliced into 1/8-inch slices, divided into 3 piles
- 1 c. gorgonzola cheese
- 2 c. grated mozzarella
- 1/2 c. grated Parmesan
- 1/2 c. grated Asiago
- 2 c. heavy cream
- 2 cloves garlic, minced
- 1 tsp. crushed red pepper flakes
- 1 tsp. salt

Directions: Preheat oven to 350°F. Arrange a layer of overlapping potatoes in a medium casserole dish. Top with 1/2 of the gorgonzola and about 1/3 of the mozzarella. Arrange a 2nd layer of potatoes over the cheese, then add the rest of the gorgonzola and another 1/3 of the mozzarella. Arrange the remaining potatoes in a final layer, then sprinkle the rest of the mozzarella on top, followed by the Parmesan, Asiago, salt and crushed red pepper flakes.

In a small heavy saucepan, whisk together the heavy cream and minced garlic over medium-high heat. Bring just to a boil, but then immediately remove from heat. Add the cream to the dish of potatoes, pouring it around the perimeter of the baking dish so you don't disturb the layers.

Bake for 40-45 minutes, until the cheese is bubbling and golden brown. Let rest for 15 minutes at room temperature before serving. Serves 6.

Star Recommends: Sassoregale Sangiovese: Its color is a bright ruby red. On the nose, it is clean and precise, with hints of morello cherries, wild berries and a moderate spiciness. On the palate it reveals a full-bodied, assertive flavor, which expresses both great intensity and elegance.

Staff Picks



BRENDON

Batch Bakehouse Scali Bread

I use this for almost all of the sandwiches I make. It tastes delicious, it lasts for days, and it's baked right down the street from Willy East.



SERENITY

Driftless Organics Sunflower Oil

Flavorful, versatile, reasonably priced and best of all: local! I buy it from the bulk aisle. This has replaced olive oil as my go-to oil, and I use it in cooking and in things like salad dressings.



Di Salvo's Pasta Sauce Original Recipe

I don't know what their secret is, but Di Salvo makes the best tomato sauce on the planet. It's made without any sugar! Try it; you will love it.



ERIC

Mix & Match 6 Packs

A great way to sample several different local craft beers! (Willy West only)



SARAH

Simple Soyman Tofu

I never cared about what kind of tofu I bought until I bought Simple Soyman, and now I can't buy anything else. Before trying it, I didn't even know what a huge difference there could be between brands of tofu. This is what tofu is supposed to taste like. The texture, the flavor, everything about it is perfect. I've even found it to be easier to cook with than the other tofu I've used in the past.



MEGAN

Mad Maiden Shrub

This is the first drinking vinegar to hit the market that uses locally grown ingredients; plus, it's super tasty! I usually just add it to plain or sparkling water to make a simple yet sophisticated beverage.



DEAN

Yumbutter Almond Butter

It's great for hiking. You can also just squeeze it onto a spoon and share it (or directly into your mouth)!



ZELDA

Angelica's Garden Lime Kvass

LIME KVAASS IS MY NEW FAVORITE THING IT IS SO GOOD IT IS THE BEST. Sweet and tart, this little darlin' packs a mighty delicious probiotic punch. Locally made in Elmwood, Wisconsin. A small glass before bed is the perfect after-dinner digestif.



AMY

Porchlight Products Multi-Grain Pancake Mix

A wonderful pancake mix that is not only seriously tasty, Porchlight also teaches skill-building jobs, which earns vital revenue for their non-profit agency. Porchlight also provides emergency shelter, food, employment services, counseling and affordable transitional and permanent housing to over 8,000 people annually.



Madame Chu Sauces and Pastes

Instant POW in your plain ol' veggies, eggs or chicken! A massive amount of gourmet Southeast Asian flair. Sambal Nyonya brings a most fragrant heat. Ginger Garlic for fans of either is the more mild option, but certainly not any less lacking in flavor. Support this blossoming local business with these must-have condiments in your kitchen!



ASHLEY

Quince and Apple Syrups and Jams

Quince and Apple syrups and jams are specially made right here in Madison. With unusual flavor pairings like black tea and fig, your gift will be consumed with curious delight. Go one step further and add a nice cheese and water crackers for a complete gift.



ANSLEY

Sassy Cow Salted Caramel Ice Cream

This is definitely the best salted caramel ice cream I've ever had. I'm lucky the rest of my family loves it too, because I could eat the whole quart! Plus, it's made just outside Madison!



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Shopping with Kids?

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

FREE! PICK ME!

Compliments of the Willy Street Co-op Produce Department

Rishi Lavender Earl Grey Black Tea

I've been making this tea into iced London Fogs all summer! Pour over ice, add a little honey and a splash of vanilla, and top with milk of choice! (I like Living Harvest Tempt Original Coconut Hempmilk.) Delicious, refreshing, and a little caffeine—perfection!



UP4™ Kids Cubes

These are amazing! They're chewable and delicious, so my son not only remembers to take a probiotic every day, but also looks forward to it! Made locally in Middleton!



Willy Street Co-op Pizza Dough

I throw this in a cast iron skillet in the oven with my homemade sauce and the pre-packaged pizza cheese from the Deli plus whatever is floating around the fridge. In 20 minutes, I have the tastiest thick-crust, crispy-but-soft pizza ever!

Willy Street Co-op Veggie Breakfast Sandwich

I always look forward to my morning shift at West because it means I can get a breakfast sandwich! Toasty biscuit with egg and cheesy mushrooms and onions—yum! It's fast, easy and the price is oh-so-right. (West only.)



AMY

Carmella's Italian-Style Barbeque Sauce with Bacon

Amazing BBQ sauce! And Carmella's only has 3g of sugar per serving. My previous favorite had 12g per serving. And Carmella's tastes so fresh! I love it!



KRISTI JO

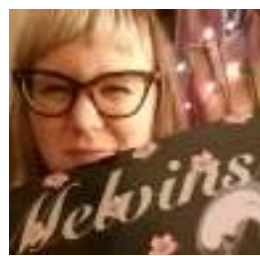
Four Elements Herb-Infused Body Oils

The Love scent is made up of cinnamon, rose and sandalwood essential oils. Very hydrating and smells wonderful!



Sartori Montamoré® Cheese

Fruity and creamy. Great on crackers or in a grilled cheese.



LACEY

Four Elements Herbals Soaps

I love the fact that ingredients for these soaps were grown in Wisconsin. They all smell super-wonderful!



HELEN

LüSa Organics Purification Cedar Sage Soap

I love the earthy, sweet scent of this soap. The smell lingers nicely after a shower and isn't overwhelming.



Marieke Foenegreek® Gouda

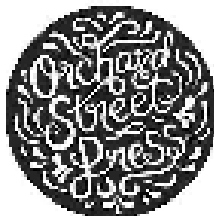
The creamy richness of the gouda goes very well with the toasted flavor of the fenugreek. I love eating this cheese by itself, or with crackers and some fresh fruit.



ABIGAIL

Orchard Street Press Clothing

Represent your true (or inner) Midwestern self with these super-cool and beautiful Milwaukee-designed and -printed shirts and onesies.



LILY

Stoney River Soap Lavender-Spearmint

I love this local soap; the scent is refreshing, and it lasts a long time. Made in Oxford, Wisconsin by hand using essential oils, non-GMO coconut oil, non-GMO olive oil, and organic sustainable palm oil. This soap is always on my list for Wellness Wednesday.



KRISTIN

tera'swhey Simply Pure Fair Trade Certified™ Dark Chocolate Whey Protein

When I first heard about this product years ago, I thought it was great that it was born out of a desire to use the whey that was extracted during the cheese-making process. High in protein, it turns out that it tastes great too! I love adding this to smoothies—my favorite combination is blueberry, spinach and coconut milk with the chocolate tera's whey. I've also used it to make protein shakes for my daughter with just the tera's whey and milk.



GIANOFER

Pinn Oaks Farm Ground Lamb

Makes the best Shepherd's Pie in TOWN!!!



KELSEY

Willy Street Co-op Chicken Empanada Pocket

Our empanadas are delicious hot or cold. They're not too spicy—just a bit of a kick. Yummy chicken and veggies and a flaky crust.



Greenbush Bakery Sour Cream Cake Donuts

These glazed donuts are simple and so good, either as a breakfast treat or dipped in hot cocoa

Roth Original Havarti Cheese

This Havarti is delicious. It's great for sandwiches, salads, burgers, or just on its own. I'm partial to the original, but this local company has a few yummy varieties you can try.



JAMIE

Willy Street Co-op Red Curry Tofu

Exciting tofu? It's real, folks! Lightly seasoned with Indian spices to give the dish an irresistible flavor. The tofu is prepared to the texture of perfectly hard-boiled egg white—not rubbery! The flavor of this dish will turn any tofu skeptic into a tofu lover!



KATIE

Willy Street Co-op Almond Milk

It's 100% pure almond milk. It tastes so much fresher than a boxed milk and it contains no additives. My favorite way to use this almond milk is whipped into a smoothie with fruits and veggies. (East and West only.)



PATRICK

Willy Street Co-op Blueberry Lemon Cake

Local blueberries create a vibrant purple frosting slathered over dense, bright yellow cake. I love this one.



ANNA

Willy Street Co-op Make Your Own Smoothie

A while ago, I tried to recreate something similar in taste to an Orange Julius. With a base of coconut milk and orange juice, add strawberry, banana, and pineapple. It's soooo good! If you order one, please refer to it as "The Anna" so I look cool. I'm kidding, but for real, it's super tasty.



ANDREA

Willy Street Co-op Sausages

They're fast, easy and so satisfying. I love all the different kinds our Meat department makes. Now that grilling season's coming, these guys will become a staple.



SHARON

Widmer's Two Year Old Cheddar

This has become my cheese staple. It has enough tang to be eaten solo with some fresh grapes or a perfect pear, and it is sublime in a grilled cheese or on top of a turkey burger or hamburger. I rarely make a shopping trip without adding this cheese to my cart.



ANNA

Cesar's Queso Fresco

So good! Great flavor, really crumbly, really delicious.



JOE

Willy Street Co-op Bone Broth

It's the real deal: slow-simmered from grass-fed beef bones and a touch of cider vinegar. You can add your choice of salt if desired, or not.



IAN

Willy Street Co-op Meatballs

Perfectly seasoned; whether eating them by themselves or in a red sauce, you don't need to add anything—they are good to go and delicious!



KATHERINE

Willy Street Co-op Almond Cheeze Balls

These cheeze balls are deceptively delicious for people of any diet and are great to share with friends. The product itself is also very unique because it is utilizing a waste product from the production of almond milk in the Juice Bar. (East and West only.)



PHILIP

Sungold Tomatoes

These are the perfect snack for anyone on the go! They're sweet and delicious and a great addition to any salad.



Regenerative Roots Heirloom Tomatoes

These delicious tomatoes fit well with any dinner. They have a rich earthy flavor and will add a pop of color to any dish. Buy a bunch and make some salsa, or a few to make a quick caprese salad.

Sweet Italian Frying Peppers

They are a local, quick and healthy snack! You can add to any dish for a sweet, delicious crunch. Cut them up for your kids' school lunches. Their sweet taste will be a real treat!

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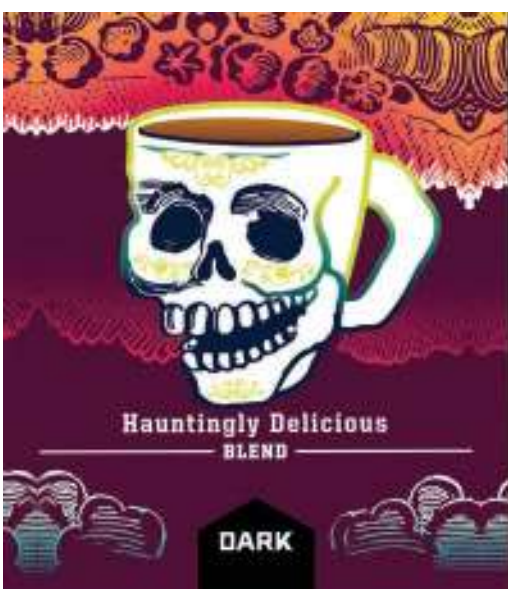
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