

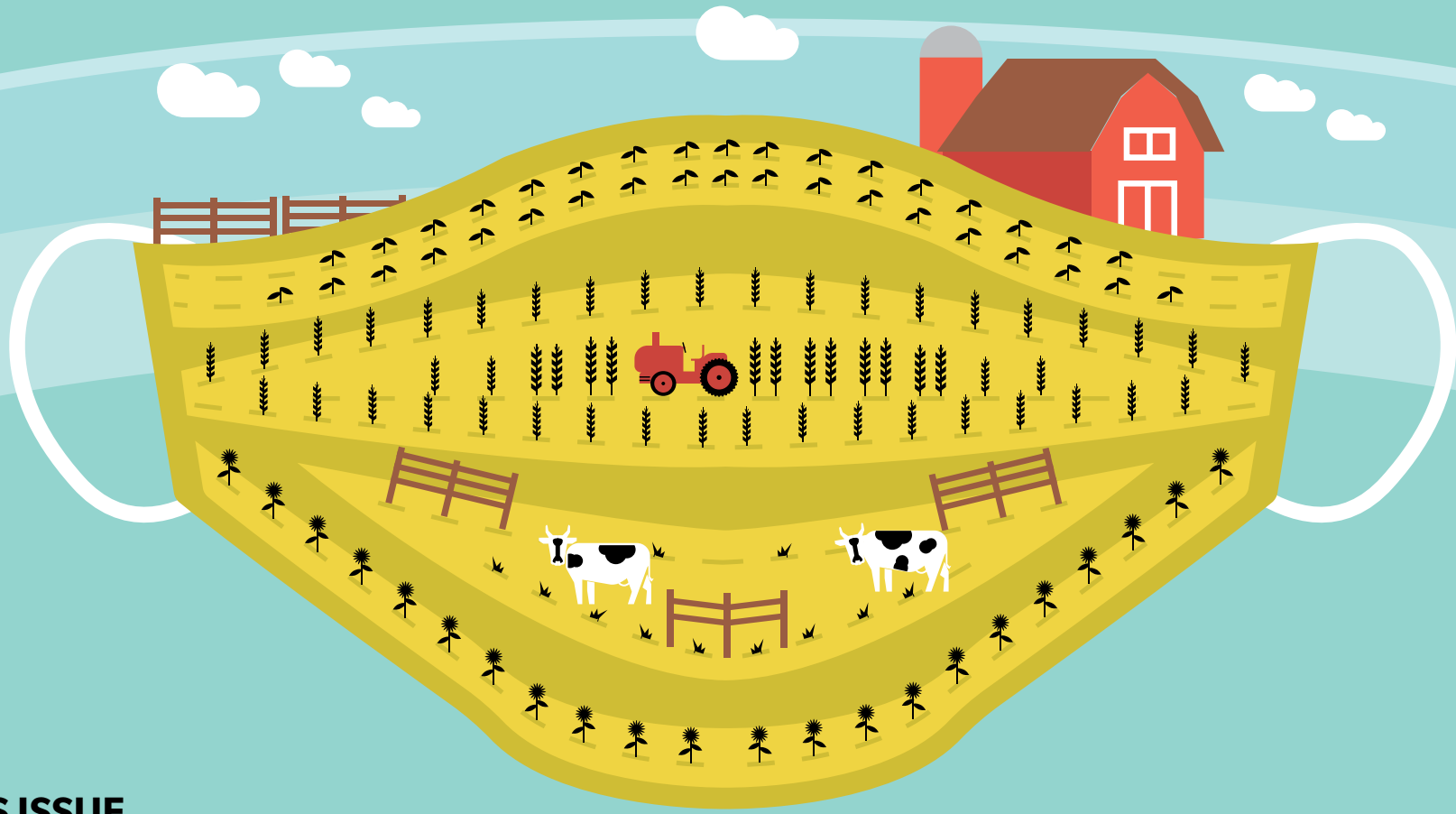
willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 47 • ISSUE 9 • SEPTEMBER 2020

Farmers and Facemasks

Wisconsin's Local Food Economy Takes on the Coronavirus



IN THIS ISSUE

Eat Local Month; Step Up: Equity Matters;
Homemade Condiments; and more!

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Labor Day, September 7: All stores open from 8:00am-6:30pm

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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.

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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.

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WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East and Willy West: 8:00am-8:00pm, every day
Willy North: 9:00am-8:00pm

East Juice Bar: 8:00am-4:00pm; West Juice Bar: M-F: 8:00am-2:00pm;

North Juice Bar: 7:30am-7:00pm

Deli: 7:30am to 9:00pm

Seafood Center—East and West: 10:00am- 6:00pm.

**WILLY STREET CO-OP
MISSION STATEMENT**

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

**WILLY STREET CO-OP
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Jeannine Bindl, President
Ann Hoyt, Vice President
Brian Anderson
Stephanie Ricketts
Michael Chronister
Gigi Godwin
Sarah Larson
Caryn Murphy
Ashwini Rao

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

**BOARD MEETING
SCHEDULE**

September 16
November 18
January 22
March 17
April 21
June 17
July 21 (and Special Owner Meeting)

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

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THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 4 for details.

SPECIAL STORE HOURS

Labor Day, September 7: All stores open from 8:00am-6:30pm

CUSTOMER COMMENTS

Write Us!

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

MANDATORY MASKS

Q: *Very sad about the mandatory mask decision...unless you are trained in proper mask wearing you are actually making the virus problem worse....removing the mask improperly, touching, etc. will only spread more germs. A better way for all of us to deal with this is prudent caution, generous handwashing and sanitizing, and NOT TOUCHING your face. Reusable masks? Are you kidding. I assume they are washed after one use? And how are they removed from a person's face? Where are they placed? Yuck. And about the hearing impaired....I have hearing loss and wear hearing aids. I don't understand your reasoning on this...I need for YOU to not wear a mask so I can see your lips, not the other way around. Sadly, I will not be using the store until the mandatory mask wearing is dropped.*

A: Thanks for sharing your concerns. We have made the decision to require face coverings with guidance from the public health community, and ultimately to protect our employees. We agree that we cannot guarantee that all the thousands of people who enter our premises regularly will follow the personal guidelines for wearing face coverings, nor can we guarantee that they will follow the guidelines for hand washing, sanitizing, and face touching. That was unfortunately true even before the pandemic began. In order to protect our employees and customers, we feel it is best to cover all bases and require all customers who are able to wear a face covering for the 10-60 minutes that they are in the store. If a customer does not have a face covering of their own, we have disposable paper masks available. From the CDC:

- “CDC recommends that people wear cloth face coverings in public settings and when around people who don't live in your household, especially when other social distancing measures are difficult to maintain.
- “Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others.
- “Cloth face coverings are most likely to reduce the spread of COVID-19 when they are widely used by people in public settings.” Our policy includes room for

providing accommodations to those who cannot wear face coverings, also based in public health guidance. Exemptions include “persons who are hearing impaired, or communicating with a person who is hearing impaired, where the ability to see the mouth is essential for communication.” If you are shopping our store and need to speak with someone without wearing a mask, you may alert a manager or visit the customer service desk, and we can answer your questions without a mask, either by practicing social distancing, or using the plexiglass barriers at the counter. -Kirsten Moore, Cooperative Services Director

STAFF PICKS INFORMATION

Q: *I know WSGC takes seriously owners' suggestions so here's my latest: when relevant, edit “Staff Picks” recommendations so that suggested products include specifics. As a result of reading the “Staff Picks” column—which I find very helpful—often purchase products I'd never otherwise seek out. One of the recommended products in this month's (July) “The Reader” is Miyokos Cheers to Cheddah spread. I like cheese so looked for it in the cheese case during shopping trips at both Willy East and Willy North. This product was not in the dairy case at either store. On neither occasion did I have time to extend my shopping trip to seek out a staffer for help. (After all, we dutifully follow WSGC's request to limit the # of times we shop @the Coop plus limit our time spent in the stores.). Ultimately I went online to the Miyokos corporation's website. Aha: this item is not a dairy product so of course it wasn't in the cheese case at Willy East and Willy North. All to say: if Coop staff are asked, then forget, to include such essential information as ‘By the way, this spread bearing a title making it sound like it's a dairy product is not a dairy product,’ then the editor of “The Reader” needs to do their job of adding such a detail to (in this case) a ‘staff pick.’*

A: Thanks for the idea. Sorry you had a hard time finding Miyokos. I'll do my best to add this information as it comes up. Take care! -Liz Wermerantz, Editor

MEMBERSHIP FEES

Q: *In light of the current BLM movement, things that we previously viewed as business as usual should be scrutinized to support this movement and to ensure that equal opportunities are being extended to all. With this in mind, I have a question about your membership fees and the resulting surcharge when one is not a member. Are they a sign of privilege? Some of us need to shop at the*

co-op because of food allergies and intolerances. There are very few places to accommodate these health needs. If one is not paid a living wage, are you saying that by requiring one to be a member of the co-op to shop for food without the addition of a surcharge, that one has to make so much for a living? And if one doesn't make that much for a living at a level you set, then is the surcharge penalizing one? Is this what you are saying by requiring a membership fee to avoid the surcharge? Does the co-op really need a membership fee to operate? Your merchandise can sometimes seem over-priced to me, even as a member, compared to other stores. Are you saying that you are not profitable enough that you require people to pay to shop at the co-op? Please explain how the co-op is responding to the current movement and making shopping a right for everybody.

A: Thanks for asking and for taking an interest in food accessibility in our community.

Anyone can shop the Co-op and anyone can join if they wish. There is no penalty nor surcharge for not being a co-op owner. We have not had a surcharge for non-owners since August of 2016, when we removed the surcharge for this very reason: it does not foster an inclusive and welcoming environment.

We are organized via statute as a cooperatively owned business, and by our articles of incorporation, our owners are the consumers who choose to join and support the cooperative in that way. Those who select for themselves to be an Owner in the business do need to pay equity to join as that is how cooperatives are structured. We do not have corporate stockholders, and so purchasing a \$56-\$91 Ownership does support the Co-op in ensuring we can have good cash flow to keep the business in operation for our community. In addition, Owners who say that they have financial hardship are also welcome to participate in our Access Discount program, which offers 10% off groceries and a longer equity payment plan, so that someone can join the Co-op and pay as little as \$4 per year until their Ownership is invested in full. This provides more people an opportunity to participate in the cooperative if they wish and support in doing so. Please let us know if you have other questions about Ownership in the Co-op. -Kirsten Moore, Cooperative Services Director

STORE HOURS

Q: *Please let me know when the store is going back to its normal hours, and explain why they haven't yet.*

If the Co Op is concerned with their customer's safety, normal hours would be safer, as a larger number of people are always there because the hours force them to be

there at a reduced time. Because the Co op is operating at reduced capacity, there is often a long line outside during afternoon and early evening hours, and people remove masks outside because it's 90 degrees and unbearable. Obviously, the Co op made more money the past few months than they normally would, so hopefully it doesn't have to do with them wanting to save money. It's both an inconvenience and less safe to continue with reduced hours.

A: Thanks for asking, we do certainly understand your concerns and are starting to talk about how these measures we have taken may need to be modified for the long term. All of the measures are still important to minimizing the amount of contact between people indoors, but we likely need to continue making adjustments to processes as we are getting further into this ongoing pandemic. Some of these practices are challenging for customers and employees alike, especially when it comes to inclement weather.

At this time, we are not entirely sure when we will be changing our hours again. Having reduced open hours supports our employees in their ability to tend to the sanitization, cleaning, stocking, and other duties in their departments that require them to be out on the retail floor before and after customers are in the stores. While this does not eliminate the need for employees to be on the retail floor while customers are present, having this extra time at the beginning and end of the day increases safety for both employees and customers who have to practice social distancing while in the store. We're not sure that we can manage the financial impact of adding additional time to the beginning and the end of the day to schedule this work.

As a clarification, the Co-op certainly is not making more money than it normally would during this time. We did have record breaking sales for two weeks in March during the frenzied start of the pandemic, but since then, we have had to drastically reduce services while also spending more money than we are bringing in due to the need for more cleaning, to provide face coverings for employees and customers, to keep our employees compensated as best as we can for their essential service, to provide expanded delivery and pick-up offerings, to package products that used to be self-service, and more. We agree that it would be nice to go back to regular hours and that it could be beneficial to spread out the time available for customers to shop. We're just not sure how to get there safely, or whether it is something we can afford.

We assure you we will keep the Owners posted as our pandemic precautions continue to evolve. Thanks again for your feedback, we appreciate it and will keep it in consideration. -Kirsten Moore, Cooperative Services Director

Owners: know someone who should be a Willy Street Co-op Owner?

If someone you refer becomes an Owner, we'll give you a \$25 gift card!

New Owner must give your name and email address and/or phone number when signing up.

Gift cards may take up to 60 days before ready for pick-up. Offer for Willy Street Co-op Owners only.



Instead of Wellness Wednesday, we are offering a Wellness Any Day Virtual Coupon!

willy street co-op Owners

GET 10% OFF

Wellness or Bodycare products on any one transaction they choose during the month of September.

No paper coupon needed!

Discount can only be used one time 9/1/20-9/30/20 per individual or household Owner account. Coupon will not work again on an Owner account after being used; please plan your purchases accordingly. Not valid for online orders. No cash value.



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Labor Day, September 7: All stores open from 8:00am-6:30pm

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Winner of the Liesl Blockstein Community Leadership Award



Dee Sweet
Nominated by Wisconsin Conservation Voices
Winner of the Linda Sundberg Civil Rights Defender Award

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GENERAL MANAGER'S REPORT

Eat Local Month; COVID-19 Planning; Equity, Diversity, and Inclusion; & More!



by Anya Firszt, General Manager

Welcome September—the first month of Autumn.

In 2020, the autumnal equinox—also called the September equinox or fall equinox—arrives on Tuesday, September 22. Fall begins in the North-

ern Hemisphere on this day. Hello fall!

“By all these lovely tokens, September days are here. With summer’s best of weather and autumn’s best of cheer.” -Helen Hunt Jackson

We are now nearly two-thirds of our way through the first quarter of the new fiscal year. Where does the time go?! Last month, we conducted our annual 401(k) and Worker Compensation audits, as well as the FY20 financial field work review by our accountants to support the annual audit report. This month, we’ll see the results of those reports, and we will plan for any recommendations to improve our processes.

EAT LOCAL MONTH

September is Eat Local Month! Keep your eyes peeled for special promotions throughout the store as we celebrate our incredible local producers. To name a few products we’re highlighting: Off The Block Salsa, Willow Creek Farms, Mango Man Salsa, Pasqual’s Chips, The Naked Baker, and Ela Orchard.

Now more than ever, supporting local is important; buying local helps keep more money circulating in our economy and will make it easier for local businesses to weather the pandemic. Check out Kirsten Moore’s article on page 16 to learn more.

OWNER APPRECIATION

On the near horizon, October is Co-op Month and the month during which we commemorate our birthday. We’ll be 46 years old, and we’re celebrating by distributing 1,000 gift bags to randomly selected customers,

holding a virtual scavenger hunt, giving you chances to win gift cards, and offering great Owner-only sales.

COVID-19 PLANNING

We have an internal group that has been meeting at least weekly since the outbreak of the pandemic to discuss operational changes to provide a safe place for staff and customers to work and shop.

We are presently working on how to support turkey sales, increased offerings of prepared foods, holiday promotions, and cooler/cold weather accommodations for customers all the while practicing social distancing. There is a lot to think about with regard to COVID-19, and I am forever grateful to our staff who are constantly thinking about and considering ways to promote a safe and sound plan for staff and customers alike. Thank you!

EQUITY, DIVERSITY, AND INCLUSION—NEXT STEPS

Our first major activity with Step Up: Equity Matters (who is helping us become a more equitable, inclusive, and diverse organization) is encouraging staff to participate in the Uprooting Bias Challenge. This challenge creates space for individual, confidential reflection while building a shared framework for change based on the Step Up Approach to recognize, own, and disrupt biases.

Next steps in this work will be organizing focus groups of staff members, Board members, and possibly Owners; requiring staff to complete a survey to help Step Up create an organizational equity assessment; and Step Up’s review of many of our procedures and policies.

I am looking forward to the work we accomplish with Step Up. Stay tuned for future updates.

STORE HOURS

All stores are open from 8:00am-6:30pm on Labor Day.

I hope in the coming weeks and months we can all return to some semblance of normality. Routine sounds good right about now. I long to buy bulk coffee beans!

Until next month, stay healthy.

BOARD REPORT

Step Up: Equity Matters; Welcome New Board Members; & Caryn Murphy!



by Stephanie Ricketts, Board Member

Hello cooperative community!

Welcome to September. The usual traditions of this month, like going back to school and you-pick apple season beginning, look very very different for most of us. I hope amidst the stress and uncertainty, there are still moments of joy and a chance to savor this abundant season here in Wisconsin.

STEP UP: EQUITY MATTERS

The Willy Street Co-op Board of Directors continues to participate in work with Step Up: Equity Matters, the consulting firm hired by Willy Street Co-op to help address diversity, equity, and inclusion in our Co-op. Your Board has one Board member on the team of Co-op representatives meeting with Step Up monthly. Currently, that Board member is Jeannine Bindl. We are also, as a group, participating in an Uprooting Bias challenge that has been offered to all Co-op staff, through Step Up. This challenge is intended to help Step Up evaluate the Co-op’s needs and start the work of recognizing our biases. If you are interested to learn more about Step Up: Equity Matters, they can be found at StepUpForEquity.com.

COLUMINATE ABOLITIONISTS CHALLENGE

In addition, five of the nine Board members, including myself, are participating in the Columinate Abolitionists Challenge. The Abolitionists Challenge, presented by LaDonna Sanders Redmond, is a six-month program for anyone who identifies as a cooperator and is interested in gaining an understanding of how they can commit to eliminating white supremacy in cooperative spaces and in the broader society. The program includes directed readings, self-reflection and participation by cooperators in a program to help make cooperatives more actively engaged in bringing strength in our shared work in diversity, equity, and inclusion.

Participants meet monthly for a guided discussion around books that explore issues of oppression and white supremacy in America, in addition to action items assigned throughout the month. Our first meeting was on August 6th, and our first book is *My Grandmother’s Hands* by Resmaa Menakem. Learn more about The Abolitionists Challenge here: columinate.coop/events/abolitionists.

WELCOME NEW BOARD MEMBERS

The Board has two new members to welcome from the July 2020 election cycle: Ashwini Rao and Caryn Murphy! Joining returning Board members Brian Anderson and Jeannine Bindl, all four were officially seated at the August 2020 meeting. I had the pleasure of interviewing Caryn Murphy for this *Reader* article, so you can get to know one of your new representatives a bit better!

MEET CARYN MURPHY

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



Caryn Murphy (CM): That would go pretty far back for me. I moved to the Eastside in 2001 and so my first memory of the Co-op would be at Willy East. I remember when I first moved to the neighborhood I was hesitant to shop at the Co-op because I wasn’t sure how membership would work, if I’d even be allowed inside.

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

CM: I grew up in Stevens Point, and so I think the first co-op that I ever knew about was the Stevens Point Area Co-op. I don’t think my family ever belonged to that Co-op, though. I think Group Health Cooperative here in Madison, WI, was the first cooperative I joined.

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

CM: I rely on the Co-op for shopping, but also so much more than that. I look forward to getting the *Reader* every month. The *Reader* is a really good source of information, especially ideas about new products. One of my favorite sections is definitely staff picks, where I get ideas for things I want to try. I also love the customer comments, like everyone else.

The article from the June 2020 *Reader* about personal care when you’re wearing a mask is a super valuable resource that I’ve shared with multiple people since it was published. It’s a really detailed overview with lots of great suggestions, and it’s especially responsive to something people are worried about right now. That’s a great thing the Co-op does—it provides resources and information relevant to our community, in a timely fashion.

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

CM: I like the Yuppie Hill eggs, which might only be at North right



THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 4 for details.

now. The Co-op is my go-to place for coffee [beans], but I'm not particularly brand loyal. I'm happy to experiment with whatever is on special. Pink Lady apples, those are a highlight of the Produce section—they're the best! I also love Sheba bars.

SR: Do you have any favorite food traditions?

CM: I don't know if you would call it a tradition, but I have cooking habits. I like to make something over the weekend that will last into the week. In the fall and winter I love crockpot stuff, like lentil soup or veggie chili; I don't worry about a recipe, I just toss in whatever I want (but definitely tomatoes). I like making something that is big and warm and will last for a few days. It's something to look forward to with fall coming on.

SR: How has COVID-19 impacted your cooking, eating, or other food practices?

CM: I would say that I've done a lot of cooking and baking experi-

ments in this time. Not as much in the hot summer weather, but especially in March, April, May, anytime I saw a recipe that interested me I was game to try it. I'm cooking with rice much more than before as well. I actually really feel like I've developed some new interest in cooking at home, whereas before I'd been more of a "isn't it better to cook one thing that could last all week?" kind of person.

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

CM: I try to get outside every day and get some exercise. In the summer I try to go kayaking at least once a week. I read a lot, and I definitely keep up with film and television. I worked at a video store for many years (approximately a decade) so I'm pretty good, if people give me a sense of what their tastes are, at recommending what they might like. For example, for Co-op Owners a recommendation would be *The*

Biggest Little Farm, a documentary about a couple who leave their jobs to start farming in California. Another recommendation for Co-op Owners is a documentary called *Honeyland*, about a woman who is a beekeeper in Macedonia. Both are great documentaries for folks interested in food, sustainability, etc.

SR: What are you most excited about in being a new Board member?

CM: I am excited about participating in conversations about the future direction of the Co-op. I've been learning a lot about policy governance, and I'm looking forward to getting to know my fellow Board members and getting a handle on our priorities.

SR: What do you see as the biggest opportunities and challenges the Co-op will face over the next few years?

CM: I think that our community's level of interest in sustainability, health, and wellness has always

been good for the Co-op, and it's a continuing opportunity. People have even more of an interest in sustainability, concern about the future, and wanting to effect positive change.

In terms of challenges, I hope it's not going to be true for the next few years, but the current situation adapting to COVID-19 related circumstances is a big challenge. The Co-op has been a model in the community for how to adapt, adjust, and keep people safe, but it's unclear to all of us how long this will continue. Not knowing, having no end date, is a big challenge.

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

CM: I'm really excited to have this opportunity, and I am always interested in talking to Owners. If you see me out and about, please say hi. I'll be ready to listen to your thoughts on the issues that Board members should be considering.

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Community Room Class Calendar

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

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

Out of an abundance of caution, Willy Street Co-op classes are canceled through the month of September. Watch social media and our website for an announcement when classes resume. Additional precautionary measures will be implemented when we begin to offer classes again.

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Terroir: The Cultural, Social, and Economic Factors That Shape Our Food System



by
Megan Minnick,
Purchasing
Director

The other day, the word terroir came up at my family's dinner table. I struggled to explain to my seven-year-old son what the word means: "It's the idea that everything about the place where a plant is growing can affect how it tastes," I explained. "Things like how sunny it is, what the soil is like, what other plants grow nearby, and even if the ground is flat or sloped can make a difference in how something grows and what kind of flavor it has. In theory, each unique place grows plants that have their own unique taste."

The conversation stopped there, with my son looking at me like I might be a little crazy, but it got me thinking.

What if we expand this concept of terroir to include not just the environmental factors that make food crops grow one way or another, but also the cultural, social, and economic factors that shape our food system and allow all of the flavors that are unique to our little corner of the world to come into being? How is this place we call home different from every other, and how does that uniqueness show itself in terms of the local flavors available to us?

The concept is intriguing, but it is not at all simple. Like a local apple with complexities of flavor that defy explanation and the occasional blemish or bruise; the social, economic, and cultural dynamics of Dane County, Wisconsin are a complex topic. I could easily write a million words about this, but I'll do my best to explain what I mean in the next 1,000.

FLAVORS THAT ARE INDIGENOUS TO THIS PLACE

The original inhabitants of this

place that we now call Dane County, Wisconsin were members of the Ho Chunk Nation. What kinds of flavors did these people associate with this place? Many of the foods and preparations that were enjoyed by people of the Ho Chunk Nation have been obscured by a history of subjugation and extermination of the Ho Chunk by Europeans and their descendants. However, you can still find some of these foods if you know what you are looking for—and they serve as a foundation for what makes the flavor of this place unique.

When you drizzle maple syrup on your pancake, bite into that perfect ear of summer sweet corn, munch on a snack of dried cranberries, enjoy a wild rice pilaf with walleye or trout or savor the sweetness of roast winter squash on a crisp autumn evening, you are tasting foods that are indigenous to this place.

Part of terroir in the classic sense includes the influence of plants that may grow near a food crop. Drawing from this, our current relationship with native foods can be likened to what happens when an invasive species chokes others out. Like plants being overgrown by an invasive species, many flavors that were once central to this place have now been lost or obscured as the people who cultivated them were pushed out.

Though most of the foods that were eaten by people of the Ho Chunk Nation are now cultivated by people who are not native, it's still important to stop and acknowledge the deliciousness that Native People cultivated and not to take it for granted. So much has been appropriated from Native peoples, the least those of us who are not indigenous can do is stop and say thank you for the sweetness of maple syrup.

EUROPEAN FLAVORS BROUGHT HERE AND CULTIVATED BY FARMERS, ARTISANS, AND MAKERS

Here's where the cheese, beer, and brats come in, thanks to the

German and other European immigrants that flocked to this land over a hundred years ago. Our European food heritage is where we learned to pickle the veggies we grow, make jams from the fruits we harvest, and bake bread from the wheat that grows abundantly in the fields around Spring Green.

European methods of farming, cooking, and processing dominate our Wisconsin foodscape. When we typically think of the flavors of this place, it's mostly from a Euro-centric viewpoint.

That's not to say that these flavors aren't delicious—they are! They certainly have a place at the table. They are also part of what makes us unique: a unique blending of the food traditions of German, Italian, Norwegian, Irish, and many others immigrant groups who settled here.

This is the Friday Fish Fry, the bratwurst, and the homemade strawberry preserves, the brandy old fashioned, rhubarb pie, frozen custard, the Italian flavors of the Greenbush neighborhood, and oh so many kinds of delicious cheese!

It wasn't until I left the Madison area and moved to California for a brief while that I realized just how unique some of these foods and flavors of Wisconsin are. I was amazed at the looks of wonder and disbelief that I got from friends as I described the phenomenon of fried cheese curds—they couldn't imagine a place where such a thing was a "normal" food. Rhubarb was thought of as an exotic ingredient, not the springtime staple that I grew up enjoying in my Grandmother's delicious pie.

FLAVORS BROUGHT BY MORE RECENT ARRIVALS

Madison wouldn't be Madison if we didn't include one more layer of flavor that was brought here by more recent immigrants to this place. These flavors are so diverse that I hesitate to lump them all under one heading, but in the interest of time and word count, that's what I must do.

Take a quick walk through one of our stores and you'll find local products that represent an incredible array of flavor from all over the world, reflecting the diversity of people who call the Madison area home: Madame Chu's beautifully crafted Southeast

Asian sauces; Mango Man's tangy sweet salsas that bring the flavors of the Caribbean to our Northern city; Ernie's African Kick Sauce, a zingy hot sauce made by a mother-daughter duo from Togo; and the intricately flavorful Indian meal kits from Flavor Temptations and Masala Mojo. There are also Latinx flavors like Cesar's award winning Oaxacan-style string cheese, Tortilleria Zepeda tortillas, and Tamalería el Poblano tamales. These are all foods expertly crafted by recent immigrants to this place, and they define its flavor just as much as any other.

We can't ignore the hard fact that a good portion of the flavors and foods of the people who call Madison home are under-represented in this list, or not represented at all. Have you ever wondered why there aren't more Hmong or Black-owned restaurants in our booming "foodie" city? There is a whole array of flavor that has been obscured by the economic and cultural disadvantage of People of Color in our community. It's not that they don't exist (they do!), but the people who are experts at crafting them aren't as readily able to become entrepreneurs due to the systemic racism that underlies our society, and is very much present in this place we call home.

In terms of terroir, this could be seen as a lack of biodiversity—when only certain kinds of plants are allowed to flourish, so much of the complexity and range of flavor that we might otherwise experience is lost, and even the dominant species can suffer as it turns into a monocrop.

So what is the terroir of this place we call home; what is the unique taste of this place? It has deep roots in fertile, yet often underappreciated, indigenous cultures and foodways; it is nurtured by a predominantly European landscape and climate; and it is increasingly, yet not fully, enriched by a diversity of cultures and flavors.

Let's step back this Eat Local Month to first simply enjoy the unique and complex flavors of this place we call home; and then resolve to continue to work within ourselves and our community to improve the terroir of this place to bring out all of the possibilities of flavor and make it as delicious and as equitable as it can be.

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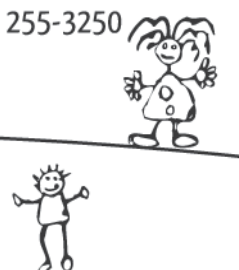
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LOCAL VENDOR NEWS

Recipes from Local Vendors



by **Melissa Reiss, Purchasing Assistant**

We hope you are enjoying Eat Local Month here at the Co-op. You'll find sales on local products all month long. For inspiration, we reached out to a few local vendors to share some

recipes featuring their products. I'm definitely hungry (and thirsty) after reading these recipes. Enjoy!



MADAME CHU

Chicken in Red Sweet and Spicy Sauce

- 10-12 pieces of chicken, drumsticks or wings
- 2 tsp. salt
- 2 tsp. turmeric powder
- 2 Tbs. Madame Chu's Ginger Garlic, divided into 1 Tbs. amounts
- 2 Tbs. canola oil
- 3 shallots, minced
- 1/3 c. water
- 1 cinnamon stick
- 2 lemongrass
- 2-3 Tbs. Madame Chu's Sambal Nyonya (depending on spicy heat level)
- 1 can coconut milk
- 1 c. water
- 1 small can tomato paste
- 1 tsp. salt
- 2-3 Tbs. brown sugar

Directions: Marinate chicken with Madame Chu's Ginger Garlic, salt and turmeric for at least an

hour or overnight.

Air fry or deep fry the chicken just until cooked, set aside.

Blend the shallots and Madame Chu's Ginger Garlic with the 1/3 cup water, set aside

Heat oil in a large pan. Add the shallot mixture, then immediately add the cinnamon stick and bruised lemongrass. Add chicken. Add the coconut milk, 1 cup water, and tomato paste. Season with salt and sugar to taste. Serve with rice, fresh cucumber, and tomatoes.



ERNIE'S AFRICAN KICK SAUCE

Ernie's African Kick Sauce is produced and manufactured by a mother-daughter duo. After 20+ years living in Madison, they are proud to share cuisine from West Africa, Togo, and Lomé. This jewel from their culture represents their zest for life. Find out more at: ernieskicksauces.com.

Salmon & Couscous Salad

- 2-3 salmon filets
- 5 Tbs. olive oil, divided
- Ernie's African Kick Sauce, to taste
- Near East Couscous (Original Plain)
- 2 c. water, chicken stock, or vegetable stock

These following amounts are approximate and don't have to be exact:

- 1/2 red onion, chopped
- 1 red bell pepper, chopped
- 1 cucumber, chopped
- Fresh or canned sweet corn, drained
- Parsley, chopped, to taste
- Salt, to taste

Directions: Preheat oven to 350°F. In an oven-safe dish, mari-

nate salmon with 2 tablespoons of olive oil, a pinch of salt, and Ernie's African Kick Sauce to taste.

Place in the oven for 25-30 minutes. Pour the couscous into a large heat-proof bowl/container with a lid. Add a pinch of salt and 3 tablespoons of olive oil. Stir.

In the meantime, boil hot water, chicken, or vegetable stock (your preference). At the boiling point, quickly pour the liquid into the container with the couscous, filling to only three inches above the couscous, and quickly place the lid on to cover.

Let sit for 20 minutes allowing it to rise. Fluff with fork. Chop vegetables and parsley, mix them with your couscous, and plate with marinated salmon for a delicious low-carb meal.



MANGO MAN

Here is a great recipe from Chef Thony Clarke, a.k.a. Mango Man, owner of Cafe Costa Rica. Featuring his original Mango Man salsa—what he refers to as “Latin soul in a bottle.” In addition to a marinade, this red salsa makes a fantastic dipping sauce for oven fries, chicken, or deep-fried cheese curds. Also try his Monte Verde salsa! Find more at mangoman-cooks.com or connect on Facebook at facebook.com/mangoman-cooks.

Mango Man Caribbean Chicken

- 3 1/2 lb. chicken
- 1 Tbs. Jamaican jerk seasoning, or adjust as needed
- 1 c. scallions, chopped
- 1/2 c. pineapple, chopped
- 1/4 bottle Mango Man Salsa (red), or adjust as needed
- 1/2 c. water
- Salt and pepper, to taste

Directions: In a crockpot,

coat chicken with salt and pepper, and then coat with Jamaican jerk seasoning. Chop scallions and sprinkle in the crockpot. Sprinkle in chopped pineapple.

Pour Mango Man salsa over chicken. Pour water to cover chicken. Put the crock pot on low for 8 hours or high 4 hours.

Adjust the Mango Man salsa and the Jamaican seasoning as needed, according to taste. Enjoy!

MAD MAIDEN SHRUBS

Here are a few fun and unique “mocktails” featuring locally made fruit shrub by Mad Maiden. Her Honey Ginger shrub is a full-strength drinking vinegar using organic apples from Wisconsin orchards. Find even more recipes on her website: madmaidenshrub.com.



Zero Proof Shrub Tonic

- 5 oz. Top Note Lemon Tonic
- 2 Tbs. Mad Maiden Cranberry Shrub

Optional: Orange zest

Directions: Mix. Add the orange zest, if using. Serve.

Zero Proof Dark and Stormy

- 1.5 oz. Let it Ride old brew coffee
- 3 oz. Top Note Ginger Beer
- 1 oz. Mad Maiden Honey Ginger Shrub

Optional: Orange zest

Optional: Dash of vanilla

Directions: Mix. Serve cold over ice.

EZ Apple & Ginger Shrub

- 2 oz. fresh pressed apple juice from local apple orchard
- 3 oz. Wisco Pop Ginger
- 2 Tbs. Mad Maiden Honey Ginger Shrub

Directions: Mix. Serve.

Apple Ginger Shrub

- 2 oz. apple cider
- 3 oz. water
- 2 Tbs. Honey Ginger Shrub

Directions: Mix. Serve cold over ice.

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COOKING NEWS

Homemade Condiments



by **Jeremy Johnson,**
Meat Category Manager

Homemade condiments don't have to be an all-day process. Here are my versions of some homemade condiments that are quick and easy.

MAYO

1 large egg yolk (at room temperature)

1 Tbs. lemon juice

1 c. neutral-flavored oil (I like avocado oil)

1/4 tsp. sea salt (to taste)

Directions: Place the egg yolk in a medium-sized bowl. Add the lemon juice and whisk until frothy. Very slowly, begin adding the oil in a thin stream while whisking continuously. If the oil starts to build up at all, stop pouring and whisk vigorously until it is incorporated. Continue adding the oil while whisking until all the oil has been used. Whisk 1/4 teaspoon of salt into the mayo. Taste and add more if needed.

TOMATO KETCHUP

5 lb. ripe tomatoes

2 teaspoon salt

1/2 tsp. cinnamon

1/8 tsp. cloves

1/2 tsp. allspice

1/8 tsp. cayenne

1/2 tsp. garlic powder

1 c. cider vinegar

1/2 c. dark brown sugar

1 large onion, chopped

1/2 tsp. black pepper

2 Tbs. extra-virgin olive oil

Directions: Heat the oil in a large heavy pot over medium-high heat until it shimmers. Add the onion and cook until well browned; this will take about 10 minutes. Add the remaining ingredients. Bring to a simmer and cook over low heat, stirring occasionally, until the vegetables have broken down. This will take about 45 minutes. Puree the ketchup in a blender or food processor, then return it to the pot. Return ketchup to a simmer and continue to cook until it reaches a desired consistency. This will take 1 1/2-2 more hours. Toward the end of cooking, stir the ketchup more frequently to prevent scorching. Season the ketchup with salt to taste.

MUSTARD

6 Tbs. mustard seeds

1/2 c. mustard powder

1/2 c. beer

3 Tbs. cider vinegar

2 tsp. salt

Directions: Grind the whole mustard seeds for a few seconds in a spice or coffee grinder, or by hand

with a mortar and pestle. You want them mostly whole because you are using mustard powder, too. Pour the semi-ground seeds into a bowl and add the salt and mustard powder. Pour in the beer, then stir well. When everything is incorporated, let this sit overnight then pour in the vinegar and stir to combine. Then just pour into a glass jar and store in the fridge.

BBQ SAUCE

1/2 c. onion, chopped

2 cloves garlic, minced

2 Tbs. olive oil

1 c. ketchup

1 tsp. cider vinegar

1 c. beer

1/4 c. honey

2 Tbs. Worcestershire Sauce

1 tsp. mustard

1 tsp. chili powder

Directions: Sauté onions and garlic in olive oil in a medium saucepan over medium heat, until onions are tender. Add remaining ingredients and bring to boil, then reduce heat. Simmer, uncovered, for about 15 minutes or until it reaches desired thickness. If sauce gets too thick, add more beer or maybe a dash of whiskey.

TOMATO VINAIGRETTE

1 fresh red tomato, chopped

3/4 c. olive oil

1/4 c. apple cider vinegar

1 clove garlic, chopped

1 Tbs. fresh basil

1 Tbs. fresh oregano

1/2 tsp. salt

1/4 tsp. pepper

Directions: Add all ingredients to a blender or food processor. Blend until smooth and no large chunks of garlic or tomato remain. Store in a container with a tight-fitting lid for up to 5 days in the refrigerator. (It may separate during this time—just give it a couple of shakes).

BLUE CHEESE DRESSING

2 c. mayonnaise

1 c. sour cream

1/4 c. white wine vinegar

1/4 c. fresh parsley, minced

1 garlic clove, crushed

1/2 tsp. ground mustard

1/2 tsp. salt

1/4 tsp. pepper

4 oz. crumbled blue cheese

Directions: Place all the ingredients in a blender; cover and process until smooth. Store in the refrigerator.

SPECIAL STORE HOURS

Labor Day, September 7: All stores open from 8:00am-6:30pm



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HOYO SAMBUSAS

A staple in every Somali home, sambusas are savory triangular-shaped pastries. Inside the handmade fillo, sambusas are filled with carrots, onions, garlic, and lentils, and seasoned with coriander, cumin, turmeric, salt and red pepper flakes. You'll find two varieties; one of them also includes beef. Hand-wrapped and then fried to create a flaky crust, these frozen pastries make a convenient and delicious snack or meal component. Made near the Twin Cities.



FLAVOR TEMPTATIONS SAUCE & SPICE PACKS

New from local vendor Flavor Temptations! Nearly everything you need to give you a delicious, quick, and authentic Indian meal at home except the chicken or veggies! Three different options: Butter Chicken, Chicken Tikka Masala, or Veggie Korma. Why not try them all? Each pack—which contain a jar and a dry spice packet—makes five servings-worth when made according to instructions on the jar. Made with organic spices, these flavor packs are gluten-free and very low sodium, with no added sugar. Goes perfectly with Deep Indian Kitchen's naan bread, found in the freezer section.



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- Kuli Kuli Green Shots: Daily Green Boost*, Focus Focus Focus*, Get Well Soon, or Stress Be Gone *contains caffeine
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- eeBoo Solar System Jumbo Double Pencils 6-pack
- EcoLove Hand Soap: Green Vegetables, Red Vegetables, or Purple Fruit for dry skin

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- Ball Fruit Pectin
- Ball Liquid Fruit Pectin
- Ball No-Sugar-Needed Fruit Pectin
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- Santa Cruz Organic Crunchy Light Roasted Peanut Butter
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- Stream2Sea Mask DeFog. Works for glasses too!
- Dr. Formulated Advanced Omega 290mg EPA, DHA & DPA
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12 pc • Save 70¢

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\$3.99



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Strawberry Rose
5.3 oz • Save \$2.96/4

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Muir Glen Organic Pasta Sauce

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25.5 oz • Save \$2.98/2

2 for \$5



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5.5 oz • Save \$2.98/2

2 for \$5



Hi Ball Sparkling Energy Water

All Kinds on Sale!
16 oz • Save \$1.58/2

2 for \$4/tx



Forage Kombucha Kombucha

All Kinds On Sale!
12 fl oz • Save 20¢

\$1.79



Florida's Natural Orange Juice

All Kinds on Sale!
52 oz • Save 50¢

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Hope Hummus

All Kinds On Sale!
8 oz • Save \$1.30

\$2.99



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SEPTEMBER

co-op deals: September 16-29



Muir Glen Organic Salsa

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\$3.99



Yogi Organic Tea

All Kinds On Sale!
16 ct • Save \$1.29

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Tasty Bite Rice Pouch

All Kinds On Sale!
8.8 oz • Save \$1.58/2

2 for \$4



Uncle Matt's Organic Organic Orange Juice

All Kinds On Sale!
52 fl oz • Save \$1

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Kalona Supernatural Organic Cottage Cheese

2%, 4%
16 oz • Save \$1

\$3.99



Better Life Sage & Citrus All-Purpose Cleaner

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\$3.99 /tx



Good Health Avocado Oil Potato Chips

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2 for \$5



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13.5 fl oz • Save 70¢

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24 oz • Save \$1

\$4.29



Mom's Best Cold Cereals

All Kinds On Sale!
15-24 oz • Save \$1

\$2.99



Divine Fair Trade Chocolate Bars

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

2 for \$5 /tx



Blue Diamond Refrigerated Almond Breeze Almond Milk

All Kinds On Sale!
64 oz • Save 50¢

\$2.99



Amy's Meal Bowls

All Kinds on Sale!
8-9.5 oz • Save \$1.80

\$3.99



Clif Nut Butter-Filled Energy Bars

All Kinds On Sale!
1.76 oz • Save 74¢

\$1.25



Wild Planet Wild Sardines

All Kinds On Sale!
4.375 oz • Save \$1.58/2

2 for \$4



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Regular, Low Sodium
32 fl oz • Save \$1

\$3.49



Rx Bar Protein Bars

All Kinds On Sale!
1.83 oz • Save 98¢/2

2 for \$4



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All month we'll be celebrating local farmers and vendors! Enjoy many local products on sale, local product give aways and more!



OWNERS: in September, get 10% off all your local products when you buy at least \$50 worth.

Local Cheese



Local Beer



Local Bakery



You'll be surprised how many local products you can get!

Discount available to Willy Street Co-op Owners in September (2020) In-store sale only. Does not apply to gift cards. While supplies last. All specials subject to availability. Sales quantities may be limited.

September is Eat Local Month

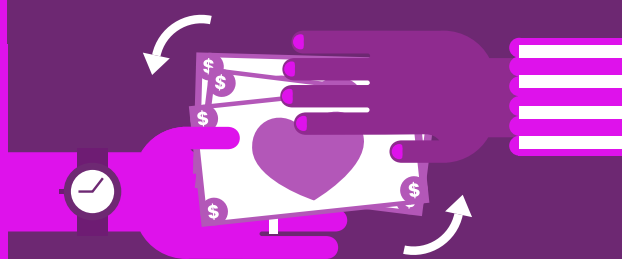
10
YEARS OF
Eat Local Month

THREE REASONS TO EAT LOCAL:



You're supporting local farmers & vendors. Many small farms were struggling even before the pandemic.

1



It keeps money circulating in the community, which helps keep people employed & more financially secure.

2



Local foods tend to be fresher & more nutritious than food shipped across the country or farther away.

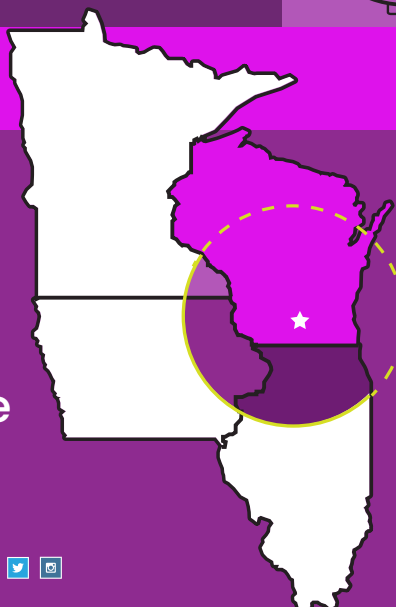
3

At Willy Street Co-op, over 1/3 of the products the Co-op purchases are local!



We define "local" as within 150 miles of the State Capitol building or anywhere in Wisconsin.

www.willystreet.coop



OUR 3 LEVELS OF LOCAL:



100% LOCAL: Grown or 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.

2020 CHANGES EVERYTHING

2020 FESTIVAL

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SPEAKERS

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COST

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THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 4 for details.

SPECIAL STORE HOURS

Labor Day, September 7: All stores open from 8:00am-6:30pm

COOPERATIVE SERVICES NEWS

Keeping Your Money Local

SUPPORT THE ECONOMY; SUPPORT THE COMMUNITY



by Kirsten Moore, Cooperative Services Director

2020 has brought both personal and economic strife to people, communities, and businesses throughout the local region and well beyond. At the time of writing, the Federal \$2.2 trillion economic stimulus bill called the Coronavirus Aid, Relief, and

Economic Security (CARES) Act had expired and negotiations for new aid remained at a standstill. Here at Willy Street Co-op we have always believed that a strong local economy can help weather financial storms, and now the economic fallout from the coronavirus pandemic are putting the strength and support for local economies to the test.

PANDEMIC PUTS FOCUS ON LOCAL

Nothing gets more local than our own bodies, families, and neighbors, and the pandemic has certainly called for us to reexamine how we take care of ourselves as well as how we interact with and protect each other. This year has changed the way that people think about their homes:

what we put in our homes to meet our needs and keep ourselves fed, healthy, safe, comfortable and entertained; and who we welcome into our homes, for how long, and with what personal protections. Leaving our most immediate locality, our dwelling, has its own new questions: what are the rules at the places we are going; how many people will be there; is it safe to go further away; is safe to work or visit our extended family and friends; or is there a way to achieve our goals without leaving the safety of personal space at all? The pandemic has definitely made an impact on how we think about local food: how much food do we need to make it to the next shopping trip; how was our food handled or prepared before we bought it; can we make more of the foods we enjoy ourselves; and how can we support the people we know in our communities who are producing and selling our food from a distance? And we face new concerns about the impact the pandemic is having on our local culture and economy: will we, our families, and our neighbors still have our jobs, health, and homes on the other side of the pandemic; and who in our community is being most impacted by or left behind because of COVID-19? The pandemic has definitely impacted some individuals, families, and communities more

than others, but one way it has impacted all of us is that it has required us to think more about our most local needs and how we can support each other.

CO-OPS AND THEIR SUPPLIERS RELY ON LOCAL SUPPORT TO THRIVE

When we become Owners of the Co-op, we agree to keep our Ownership active and in good standing by remaining current on our equity payments until they are invested in-full and by making a purchase at least once per year. Our active Ownership has grown and grown over the years to almost 36,000 at the beginning of 2020. 77% of our active Owners reside in Madison and Middleton, 88% reside in Dane County, 95% reside in Wisconsin, and five people reside outside the US. Some people travel quite far

since the beginning of March, which accounts for approximately the same percentage of Owners who live out of state. It makes total sense: if you shop at the Co-op because it's close to where you work, and you work at home now, you might not come to the Co-op. If you are a student, or a relative of a student in the Madison area, and school is out of session, you're not coming to Madison and stopping at the Co-op. And the further away you live, the less likely you are to make that seasonal trip to southern Wisconsin to visit us under the current conditions. That's why now, more than ever, we rely on our most local shoppers for your support, and you are making the difference in the economic health of your Co-op! We appreciate all of our Owners who find us local and safe enough to visit. You're not only supporting your Co-op, but your



to keep their Ownership active by shopping once a year, and this year, the pandemic has made it hard for some to leave their more immediate localities to come and shop here. As a result, we have seen our active Ownership decline by just about 5%

employees, suppliers and producers as well during this difficult time. We also appreciate our Owners afar, and we look forward to being able to be of service for you when it's safer and more convenient for you to travel again.

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willy street co-op

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for up-to-date info on market operations and how you can support our farmers and safely buy directly from farmers!

dcfm.org/fresh/covid-19

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willy street co-op

WHEN YOU SHOP LOCAL, MORE MONEY STAYS IN THE COMMUNITY

Civic Economics studied the local economic return from independent businesses and found that on average 48% of revenue from independent businesses like ours is recirculated locally. This is compared to chain retailers, who recirculate only 13.6% of their revenues in the localities where they do business. When you shop local products at your local Co-op, even more of your money is recirculated locally. Currently, for every \$20 you spend on local products at the Co-op, about 92% of that money stays local. \$12.80 goes to the local producers; \$5.10 goes to employee wages and benefits (all our employees are local too); \$0.40 goes to local events, sponsorships, donations, promotions, and the Access Discount; and \$1.70 is left to cover our occupancy and overhead costs.

Our local producers not only employ people to provide food, health and beauty products, housewares, clothing, and other products and supplies that sustain and give joy to our communities, but they also help us employ people in our local area and give back to other businesses and people in our area who support others or simply need our support outright. When we think about the times we are in and the fragility of our community health and the economy around us, it is certainly not a stretch to say that shopping and eating local is essential to sustaining the local community.

YOUR LOCAL SPENDING MULTIPLIES LOCAL IMPACT

We've written about the economic

multiplier effect before when talking about shopping local, and it never hurts to review. The nonprofit New Economics Foundation says "A higher proportion of money re-spent in the local economy means a higher multiplier effect because more income is generated for local people. More income retained locally, or nationally, means more jobs, higher pay and more tax revenue for government, all of which may lead to better living standards." So when you spend locally, you're recirculating that money locally, and then the local people you paid recirculate that money locally, and the impact of that money within the local community multiplies.

SUPPORT LOCAL BEYOND YOUR CO-OP

As you think about Eat Local Month, please don't stop at what you can buy and who you can support at the Co-op. Perhaps more than ever before, our area organizations, businesses, and neighbors need your local support to further multiply the value of our dollars in our community. Not all small businesses gained access to the Federal aid made available by the Paycheck Protection Program offered as part of the CARES Act. In fact, UnidosUS, a nonprofit serving the Latinx community recently reported on the racial inequities present in the distribution of the PPP. In a nationwide survey they learned "nearly half of [Black and Hispanic] small-business owners say they anticipate closing within six months; only one in 10 received funding they requested." Due to capacity restrictions and other regula-

tions in place to prevent the spread of COVID-19, our local restaurants need those who can purchase takeout or those who feel comfortable dining at their establishments to do so. Some smaller farmers do not sell to retailers, and they may be relying on your direct purchases through local farmers' markets, another business model strained by COVID-19. Nonprofits are also reporting challenges meeting their fundraising goals to continue to provide for the people they serve.

LOCAL CONSIDERATIONS

When considering Eat Local Month we may also be looking at how we'll make our personal earnings, income, and/or savings last through the pandemic and the personal and economic waves in its wake. If it's within means, there are a few things we can consider when we do buy the things we need or

desire. Is there someone local to support when making purchases? Are there local businesses and suppliers that have been overlooked who could really use the support? And when we do spend locally (or if we don't), who is benefiting from that income, and where else will that income provide further local support?

These are tough times, and as the saying goes, "it takes a village." You are the village. Whether you shop the Co-op because it's located conveniently for you or because you make a point of buying local on the regular, it's our work together as a cooperative and our collective commitment to local businesses and neighbors that will continue to allow for us to make a real difference in local lives. Thank you for playing an active part in keeping our locality strong, and for considering how spending your dollars locally has a multiplying impact.



THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 4 for details.

SPECIAL STORE HOURS

Labor Day, September 7: All stores open from 8:00am-6:30pm

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Farmers and Facemasks

Wisconsin's Local Food Economy Takes on the Coronavirus

by Ben Becker, Newsletter Writer

It is a time of unprecedented events, as the statistics of death become the routine of each daily news segment. It is an era ruled by fear and isolation, as every interaction is colored with reserve. It is a period of profound loss, as we each endure loss of loved ones and disruptions of a lifestyle filled with free movement and friendly relationships. As our way of living takes shape and normalizes into a form almost unfathomable to us mere months ago, so too are the systems which provide for our material needs. The luxuries of an industrial and far-reaching food system are myriad, but one of the greatest is the ease in which we were able to buy food. As the COVID-19 pandemic has sent shockwaves across the globe, it has also caused a paradigm shift in where our food comes from and in the latex-gloved hands through which it passes on its way to our tables.

The level to which we take for granted our access to food is probably best expressed in a child's straightforward if naive observation that "vegetables come from the store." While so often grocery carts and checkout lanes hide the complexities and consequences of our diet from those who have never had to reach into the earth to pull up their potatoes nor to pluck the feathers from the chicken they will roast for their family, the shock of suddenly empty store shelves has hit like a punch to the gut. In these times of uncertainty, the often mundane activity of buying vinegar or toilet paper lays heavier on the mind.

A NEW SIGNIFICANCE

Grocery shopping has taken on a new significance and with it the duties of those who stock the shelves and ring you up. In a time of pandemic when each of us carries the potential for danger on our breath, a person of prudence would certainly

pause before stepping food across the threshold of enclosed brick and mortar, let alone to boldly don the clerk's apron and offer service to shoppers. Still, while this anxiety is ever-present, there is no denying that grocers remain a necessity for our survival, especially as farmers' markets and restaurants see their viability as a purveyor of nourishment limited. In mindful recognition of this necessity, Willy Street Co-op has been rapid to respond with measures intended to not only safeguard staff members and Owners as they spend time within an enclosed space, but to give recognition to the challenges these times present. No doubt, Owners will have witnessed a changing shopping experience, with mandatory face coverings for both customers and staff, the observance of social distancing measures including space markers and limited occupancy allowances, plexiglass barriers at customer service lanes, store hours dedicated to the immune-compromised, and a continued effort to keep stores and surfaces cleaned and disinfected.

ECOMMERCE

The Co-op has also made incredible strides in eCommerce for those looking to limit their exposure by bypassing the traditional retail setting. Our eCommerce platform and offerings have been infused with a shot in the arm to grow from a small pilot program to an entire department servicing 300 orders a week. Simultaneously, Co-op operations have pivoted to introduce curbside pick-up so that shoppers may get their orders without leaving the safety of their vehicles.

While investing in the well-being and peace of mind for our Owners, Co-op management has also sought to recognize the additional stresses and insecurities these uncertain times place on employees by seeking to

maintain staffing levels as much as possible in the face of economic uncertainty while offering hazard pay to compensate for the potential risk that daily interactions with the public carry.

ARTISAN GRAIN COLLABORATIVE

The Co-op and other grocers are not the only ones looking to find creative and innovative ways to respond to the crisis at hand. In order to keep food on our plates, local farmers are working to fill the needs that the industrial food economy has been unable to meet. With an ability to create shorter more sustainable supply chains amidst the large suppliers' failures to keep products on shelves are the farmers, bakers, brewers, and millers who make up the Artisan Grain Collaborative. This network of engaged persons from various fields including producers, malters, writers, or advocates are championing a regenerative grains food system across the Upper Midwest.

Together these collaborators seek to increase the amount of acreage in the region dedicated to the raising of smaller grains including such cereal varieties as barley, rye, millet, and spelt. Such a shift marks a return to form for our region. Once defined as the grain belt, our region has given way to an over-emphasis on corn and soybean production, reducing the production of small grains in Wisconsin to a level of saturation of only five percent.

For the Artisan Grain Collaborative, the movement towards smaller grains is about more than just a return to form, but rather an endeavor to create a more sustainable system across the board through an emphasis on increasing market opportunity for their producers and greater farm viability, as well as addressing environmental concerns such as water-holding capacity and carbon

sequestration.

As the global economy has seen breakdowns during the pandemic, small grains are suddenly seeing a long-awaited moment to shine, especially in terms of their place in the local food system as uncertainty about our food infrastructure has brought a greater focus on the purchase of staple crops. Artisan Grain Collaborative's Executive Director, Alyssa Hartman, notes that "Grains have been the last item to the plate in the farm-to-table movement." However, as the coronavirus has compelled a shift in buying habits, local grains are starting to get more attention.

As supply interruptions during March and April created bread shortages, consumers started to seek alternative, more sustainable sources to meet their needs, and local or regional farmers have been able to help fill that spot. While the conventional supply chain was unable to fill orders for flour, these farmers were able to quickly pivot, providing two or five-pound bags direct to market while rapidly making use of new ways to interface with their customers including online shopping and local pickups.

NEIGHBOR LOAVES

The challenge to quickly adapt to new ways of doing business has been a challenge across the food system, and while the market for farm-to-table goods has enlarged, other opportunities for sales have shrunk, especially wholesale accounts with restaurants. To help keep bakers going and their staff employed while bringing local grain to market, the Artisan Grain Collaborative started Neighbor Loaves, connecting the community, bakers, farmers, and those in need by allowing you to purchase bread made from at least 50% local grain for donation to community feeding organizations. At the time



of this writing, approximately 13,000 loaves have been sold, representing the infusion of \$90,000 into the food economy.

This project has included the participation of both Madison Sourdough and Origin Breads, who each use 100% organically grown flour from local farms. Shoppers can continue to support the resurrection of our grain infrastructure in Wisconsin by looking for these products and seeking out local grain, and there has never been a better time in part due to the opening of Meadowlark Community Mill, who will soon be taking over for Lonesome Stone Milling, a processor local grain enthusiasts are surely familiar with.

COMMUNITY SUPPORTED AGRICULTURE

While grains are finally seeing their due in the local food system, eaters are also looking to farm-to-table to fill other parts of their plate. A keystone of our local food economy has long been community supported agriculture (or CSA), a means of buying locally grown vegetables and other products directly from the farm that grew them. Again, the interruptions to the food supply chain have inspired a shift in buying habits created both losses and opportunities for local growers, and the resulting challenge of adapting to new ways of doing business. As other sources for local vegetables have become less available while consumers seek to eat more of them, CSA sales have gone through the roof. According to Carrie Sedlak, Executive Director of the Fair Share CSA Coalition, 94% (and possibly all) of their member farms have seen their CSA shares sold out this year, a phenomenon that has never occurred before. This is some good news for local producers, who are now more reliant on the CSA model as other markets for their products such as wholesale accounts, restaurants and farmer's markets have become unavailable. While the COVID pandemic is the cause of these losses, it has also inspired the increased interest in CSA shares, as many see this model as much safer because they can go and pick up their shares or have them delivered.

Buyers are displaying a greater interest in healthy options such as wholesome vegetables and choosing to cook more at home while eating out less, all of which are factors driving their patronage of the more sustainable practices used by CSA farms. CSA producers are also more reliable and buyers have peace of mind in knowing they can count on this weekly regular delivery that involves just a small local supply chain that is less likely to break down like the longer big supply chains that can fail with just one faulty link.

HEADACHES AND INNOVATION

The need to fulfill increased demand for locally grown food, and to do so safely during a pandemic has created some headaches for farmers

and producers. In order to address the new landscape of sales and COVID concerns, many farmers have adapted by pivoting away from business as usual and embracing innovation. In order to allow more home delivery, farmers have had to develop new systems on the fly. Many farmers are also using online software to allow customers to buy products. Farmers have realized the need for more online payment processes. All of these changes require substantial time and financial investment, a difficulty for farmers who are already working long hours for low margins. While some have been stretched thin, hopefully in future years, CSA farms may be able to capitalize on their lessons learned and infrastructure built during this difficult year. These developments may come in handy during the next season if customers continue to show an increased interest in this model, but those seeking to safeguard their access to local produce shouldn't wait too long, as early bird sign-ups for next year's CSAs will take place between October and November.

THE CO-OP'S SUBSCRIPTION BOX

The logistics involved in planting and harvesting for a CSA require substantial planning, and so when unforeseen events such as a pandemic take place, the impact on farmers who already have seeds in their soil is tremendous. Despite their hard work and innovative spirit, this reality creates a limit on the amount of local produce that can be diverted into CSA shares and directed to consumers.

As producers rush to respond to the market, the creative thinking of Willy Street Co-op's Purchasing Director, Megan Minnick, has led to an innovation allowing more local farmers and eaters to connect during this transition. Megan's introduction of the Co-op's subscription box has introduced a model of shopping not unlike the CSA: For \$100 a month, customers have been able to pick up a box each week filled with \$30 worth of either organic fruit or local organic vegetables all sourced from between ten and fifteen farms. Despite this similarity to the CSA model, it was not intended to divert sales to local farmers but actually to augment them, as community-supported shares had already been sold out but farms still needed ways to sell excess produce. The makeup of these boxes has been largely driven by supply, targeting the fruits or vegetables that farmers are otherwise unable to unload to restaurants and other usual buyers.

While acting as a stop-gap to help farmers in this time of need, the subscription boxes have also been of great value to shoppers, especially those seeking food without exposing themselves to the potential health concerns that now beset the traditional shopping trip. By acting as an intermediary to fill both the needs of farmers and customers through this program, Megan has been able to witness the difference this small impact has made on their lives and

the gratitude that both producers and eaters have expressed just to be able to have their needs met.

FOOD BANKS

While the Co-op and other local supply chain champions are fighting for food security in a disease-ravaged economy, food banks are also pivoting to protect those most sensitive to a lack of food. In only the past six months, Danielle Lawson, the Food Resource Manager for Second Harvest Food Bank of Southern Wisconsin, has seen the emergency food system undergo a tumultuous change. Second Harvest relies on partnerships with retail grocery stores for close to 40% of all their shelf-stable and perishable goods, so when runs on toilet paper and other goods early this year overwhelmed suppliers and manufacturers, the food bank was left without this dependable resource, resulting in close to a 50% drop in donations. As supply stabilized, Second Harvest adjusted and was able to resume 95% of their regular retail pick-ups following this shock, but with the economic impacts of COVID putting many out of work or at reduced hours, the need for food banks to maintain their supply has only become more critical.

For the most economically vulnerable members of our society, the ability to save earnings as a bulwark against harder times is not feasible, let alone to insure against an unexpected event such as the coronavirus outbreak. So when restaurants closed their doors and businesses laid off staff this spring, Second Harvest saw a large increase in clients, many of whom had never needed to apply for this kind of aid before. As Federal benefits and the social safety net widened throughout June and July, the food bank saw a steep reduction in need, but as the last check went out on July 25, an increase in demand happened throughout August.

MILK DUMPING

As the need for emergency food increased, ensuring a reliable supply of food continued to be a challenge as supply chains faltered. With our society's overabundance of production, feeding the hungry is never a question of yield, but of supply. A heartbreaking example for many in this time of crisis has been the dumping of milk by dairy farmers for whom the usual markets have dried up. While school and restaurant closures closed off the channels dairy farmers depend on, food banks like Second Harvest have been able to divert some of the surpluses, taking what they can in pint or half-pint cartons. The unrealized tragedy is not that an excess of raw milk cannot get into the hands of the malnourished, but that the infrastructure necessary to process, pasteurize, package, and distribute just isn't in place to keep up.

Still, Second Harvest is working with connectors and producers as much as possible to keep Wisconsin

products on their shelves. With government support through programs such as the CARES Act, Danielle has been able to source more of their food locally than ever before. "We are now able to have better access to local products than we usually do in normal times as a result of this funding." As funds earmarked for local food becomes available, the ability to purchase local products such as Reynards String Cheese becomes a new possibility for Second Harvest, who usually must make purchasing decisions that will stretch donation dollars as far as they can.

NETWORKS OF RESILIENCE

Second Harvest, along with the Artisan Grains Collaborative and Fairshare, are just of a few of the organizations that are finding ways to make the local food economy here in Wisconsin more robust during the Coronavirus Pandemic. The Center for Integrated Agricultural Systems at the University of Wisconsin-Madison recognized the need to respond to COVID-related food system issues and decided to use their capacity to engage statewide stakeholders in the conversation. In facilitating this engagement, the center is working to identify and communicate about what resources members of our food system require, and what emergency funds are available, while also working to create an alignment of activity amongst stakeholders. To that end, the center has teamed up with people from across Wisconsin at all levels of our local food economy to convene a network dedicated to aligning a systematic response to COVID-19.

By creating connections and forums for conversation, this group has engaged in addressing strategies to provide immediate financial assistance to farmers and business owners, to maintain or create supply chains and markets for Wisconsin small and medium-sized producers immediately, assess the challenges growers, suppliers, and institutions are facing and work to recognize solutions, resources, and possible stop-gap measures.

As our regional and local food stakeholders continue to connect and organize, it is clear we can look forward to a stronger, more resilient system going forward. However, to make this a long-term reality going forward, the harsh realities of responding to the pandemic need to be recognized. Though their sales are up, small local farmers may not be seeing profits as they continue working longer hours while seeing more expenses such as online platforms, increased packaging, and equipment necessary to keep their workers and customers safe. To keep these models of production viable in the years to come, support from consumers is essential. As the pandemic has revealed the unsustainable nature of our global food supply chain, the future of our economy requires a commitment to purchasing local foods in the post-COVID era.

RECIPES

Braised Eggplant and Tomatoes

Adapted from www.thekitchn.com

4 Tbs. olive oil
1 eggplant, halved lengthwise
1 tsp. salt
1 onion, sliced
14 oz. tomatoes, cut into 1/2-inch pieces
1/4 c. parsley, chopped
2 Tbs. basil, chopped

Directions: Preheat oven to 400°F. Drizzle a 9x9-inch baking dish with 2 tablespoons of the olive oil. Place the eggplant, cut side up, in the baking dish and sprinkle with 1/2 tsp. of the salt. Set aside.

Heat the remaining olive oil in a skillet over medium heat. Add the onions and sauté until translucent, about 5 minutes. With a slotted spoon, transfer the onions to a mixing bowl and combine with the cut tomatoes, basil, parsley, and remaining salt. Scoop the tomato and onion mixture onto the eggplant. Cover the baking dish with foil and bake for 10 minutes.

After 10 minutes, baste the eggplant with the juices that have collected in the baking dish, and cover and return to the oven for another 15 minutes. Baste once more, and bake uncovered, until the eggplant is tender, about 20 more minutes.

Serve hot and enjoy!

White Bean and Beauty Heart Radish Salad

Adapted from www.epicurious.com.

This hearty salad is much more than the sum of its parts, and happens to be beautiful too. A great accompaniment to anything from the grill.

2 anchovy fillets packed in oil, drained
3/4 c. olive oil
2 Tbs. capers
2 c. packed flat-leaf parsley leaves, divided
1/4 c. lemon juice
Salt
Pepper

3 1/2 c. cannellini beans, rinsed
3/4 c. black olives, pitted and quartered
1 bunch beauty heart radishes, cut into thin wedges
2 scallions, thinly sliced

Directions: Use a blender to make a coarse puree of the anchovies, olive oil, capers, and 1 cup of the parsley. Transfer to a large bowl, then stir in the lemon juice and some salt and pepper to taste. Add the beans and olives and toss to coat. Transfer to a serving dish and top with the radishes, remaining parsley, and scallions.

Serve at once, or chill for up to 4 hours.

Tomatillo Bloody Marys

Adapted from www.saltandwind.com.

These are an excellent addition to a summertime brunch. Vegetarian Worcestershire sauce is sold at the Co-op if you're not a fan the anchovy-laden kind.

1 lb. tomatillos
1/2 pint cherry tomatoes
1 seedless cucumber
2 cloves garlic
2 Tbs. lime juice
1 Serrano chile
1 tsp. coarse salt
30 fl. oz. vodka

fresh cilantro
6 tsp. prepared horseradish
4 1/2 tsp. green hot sauce
3 tsp. Worcestershire sauce
celery seeds
ice
lime wedges
tortilla chips
6 green onions

Directions: In a blender, combine the tomatillos, tomatoes, cucumber, garlic, lime juice, Serrano chile, and salt. Blend until very smooth, at least 30 seconds.

To make each cocktail, place 2 sprigs of cilantro into a cocktail shaker. Bruise lightly with a muddler or wooden spoon. Add 5 ounces of the Bloody Mary base, 2 ounces of vodka, 1 teaspoon horseradish, 3 tsp. Worcestershire, 3/4 teaspoon of green hot sauce, and a pinch of celery seeds to the shaker. Add ice halfway up, and stir about 10 times to combine, until the shaker is cold. Pour the drink with the ice into a glass, and garnish with a lime wedge, cilantro, and tortilla chips and a green onion, if using.

Pork and Green Chile Stew

Adapted from www.thekitchn.com.

This stew, laden with roasted peppers and tomatillos, becomes even more flavorful after one or two days, so it's great if you're able to make it in advance.

1 lb. Poblano peppers
8 oz. tomatillos
2 Tbs. canola oil
4 lb. pork shoulder
1 yellow onion, chopped
6 cloves garlic, minced
1 Tbs. ground cumin
1 tsp. dried Mexican oregano
2 bay leaves
2 Tbs. apple cider vinegar
4 c. chicken stock
3/4 lb. Yukon Gold potatoes, diced
salt
black pepper
warm tortillas
fresh cilantro

Directions: Arrange an oven rack a few inches from the broiler. Place the peppers on a rimmed baking sheet and cook, turning occasionally, until charred on all sides, 15-20 minutes. Transfer the peppers to a large bowl and cover tightly with aluminum foil to steam. Set aside.

Place the tomatillos on the baking sheet and broil them, flipping once, for 5-10 minutes, until they are charred. Chop and place in a bowl. Peel the skins from the peppers and remove the stems and seeds. Chop them and add them to the bowl of tomatillos.

Pat the pork dry with paper towels and sprinkle with salt and pepper. In a large Dutch oven, heat the canola oil over high heat. Working in batches so as not to overcrowd the pan, cook the pork for 3-4 minutes, until browned all over. Use a slotted spoon to transfer to a large bowl. Reduce the heat to medium. Add the onions, and cook until soft, 5-7 minutes. Stir in the garlic, cumin, oregano, and bay leaves. Cook for 1 minute, then increase the heat to high and add the apple cider vinegar. Scrape up any browned bits from the bottom of the pan. Pour in the chicken stock and add the reserved peppers and tomatillos. Bring to a boil, then reduce the heat to low, cover, and simmer until the pork is tender, 2-2 1/2 hours. Add the diced potatoes, and cook an additional 30-40 minutes, until they are tender. Season to taste with more salt and pepper.

Serve with warm tortillas, garnished with cilantro.



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SPECIAL STORE HOURS

Labor Day, September 7: All stores open from
8:00am-6:30pm



LOCAL Staff Picks



CAITLYN

Stoney River Soap Bars

Stoney River's soap bars are handmade in small batches with ingredients like non-GMO olive oil and honey. They all have a natural, subtle scent and look pretty in a soap dish. Stoney River is also woman-owned and locally made in Oxford, Wisconsin.



Donkey Chips Salted Tortilla Chips

These local tortilla chips stand up to any dip—salsa, guacamole, bean dip, hummus, you name it. A perfect chip.



MEL

Upton's Naturals Seitan

I love seitan, so I love all of Upton's Naturals Seitan products, but my favorite is their chorizo-style seitan. Upton's seitan is low fat, low in carbs, dairy-free, vegan, and high in protein. I use it in wraps, in sandwiches, on salads, in chili, as a breakfast side, and in stir fry (but I could really just sit and eat an entire chunk of it out of the package). What is seitan, you ask? According to the Upton's Naturals website, "Seitan is a traditional Japanese food made by rinsing the starch away from wheat and retaining the protein." It is very hearty and has a real "meatiness" to it. So, if you like seitan for seitan's sake or, if you are looking for a great alternative to meat, give Upton's Naturals Seitan a try!



MOURNING DOVE

Organic Sweet Potatoes

Three words: sweet potato smoothie. I like to chop up sweet potato, bake in a glass dish with a little water, and store in the fridge to have on hand to add to salads. But they're also perfect for making a creamy dessert drink. Blend two frozen bananas, a hearty handful of cooked sweet potato chunks, and a couple dashes of pumpkin pie spice. Add water and blend. Sweet, super creamy, and tastes like pumpkin pie.

Maple Valley Organic Dark Robust Maple Syrup

This maple syrup is awesome because it's local, tastes better than sugar in everything, and you can use a mason jar to save on wasteful packaging. Try mixing with some tahini for a nut-free apple dip!



PATRICK

Cedar Teeth Cheesus Crust Pizza

I love everything about this pizza (and all of their pizzas). And what's not to love? They're local; they are clearly light-hearted and fun, oh, and they taste amazing! Something about that rosemary sourdough crust—just... phenomenal!

Seriously we keep a minimum of two of these in our freezer at all times. Perfect quick dinner or an awesome late night snack. SO GOOD!!



AMY

Rossario's Classic Spaghetti Sauce

Locally made from Rossi's Pizza owners, this is our family's go-to sauce. Its just got a nice kick and seems more flavorful than the more basic lines we carry. I just wanted to let you know about it. :)



AMANDA

Andrew & Everett Melting Cheese

This melting cheese helps you create the creamiest homemade macaroni and cheese! Seriously creamy! You can also make a delicious queso dip by combining with a can of Ro*tel canned tomatoes.



Pasqual's Original Southwest Tortilla chips

So dang good! With dip, without dip. So much flavor!!!

Ember Foods Vegetable Samosa with Tamarind Chutney

These are a great snack, appetizer or light lunch. This little samosa is packed with flavor and is paired nicely with their beautiful tamarind chutney. They smell and taste divine!



MICHAIAH

Organic Valley Unsalted Cultured Butter

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



BRENDON

Nature's Bakery Six Grain Granola

I like to add this granola to yogurt, blueberries and chia seeds. In addition to the six (count 'em—six!) organic grains, the sunflower seeds and honey add great flavor and offer some crunch and chew. And it's made right down the street from Willy East!



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MARNIE

Driftless Organics Sunflower Oil

Driftless Sunflower Oil is locally grown and processed right here in Wisconsin! I like to drizzle it over winter squash and root vegetables before roasting—it adds a complementary nutty flavor. I also use Driftless Sunflower oil in baking—it adds a subtle, nutty flavor to pumpkin, squash, and banana muffins.



ANGELA

Tortilleria Zepeda Yellow Corn Tortillas

Rich corn taste, thick and flexible tortillas. I love just slathering them in butter and eating them over the stove. Do yourself a favor and try these.



Cress Spring Body Care Purify Face Cream

This local face cream is designed for combination, acne-prone, sensitive skin. I LOVE the smell—predominantly neem, almost savory. Better yet, when I use it regularly it helps prevent my mask-related acne. Rich, and luscious—a little goes a long way!



Lusa Organics Grounding Lotion Bar

No plastic and locally made. Rub the bar between your hands like a bar of soap to gently melt it and then rub into your hands, arms, everywhere! Pop it back into its tin and drop it in your bag. Easy to transport, no risk of leaking lotion. Great scent, super moisturizing, innovative.



Ernie's African Kick Sauce

Locally made, ridiculously delicious and versatile. Fantastic on eggs, tacos, mixed with mayo and dolloped on sandwiches, sex up your salsa; it's kind of endless. So good!!!



HALLIE

Mango Man Salsa

I LOVE THIS SALSA! I have yet to find something I don't like it with. I use it as marinade for chicken, shrimp, or pork. Especially great when making pulled pork! I use it for sauce over everything, even rice and beans. I have even used it over greens as a salad dressing! Spicy, tangy, slightly sweet and full of flavor.

Cesar's Queso Fresco

This cheese completes me! Perfectly salty and crumbly in texture. AMAZING on pretty much anything, but especially perfect on sweet corn or tacos.



KRISTI JO

Madison Soap Company Bar Soaps

Madison Soap Company is a local, woman-owned, woman-run business. Using sustainably sourced ingredients such as Rain forest Alliance Certified Palm Oil, they sincerely care about what is put into each of their unique skin-loving bars of soap. Clean yourself up while saving the rain forests!!



We have something for everyone.

All Just Coffee on sale in September.



ABIGAIL

Driftless Dreams Caramels

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



JOE

Willow Creek Braunschweiger

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



Knapp Made Chainmail Scrubber

I used to use cheap metal scrubbers to clean my cast iron pans, but discovered that little metal shreds were contributing to clogged drains. Then I found these fancy ones made of heavy-duty chainmail, like a suit of armor. Mine works great and looks like it will last forever. In fact, it actually comes with a lifetime warranty. While manufacturing is outsourced, it is sold by the Wisconsin company that created it.



KELSEY

Crafted in the Woods Candles

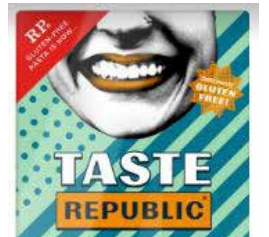
All of these locally made soy candles are fantastic, but the Creme Brulee Cafe scent is by far my favorite. A warm, sweet, vanilla-ish scent that you will love. Creme Brulee scent at East and West only.



LAURA

Taste Republic Gluten-Free Tortellini

Are you now gluten-free and haven't had tortellini for longer than you remember?! Don't despair, Madison-based pasta company Taste Republic has your salvation! This tortellini is delicious and holds together well (gluten-free people will know what I'm talking about). Maybe it's because I've been gluten-free for a while, but I can't even tell the difference between this and regular tortellini! My favorite meal lately has been to toss this with our house-made parsley pesto, some ripe heirloom tomatoes, avocado, and some shredded Sartori cheese on — YUM!



Underground Meats 'Nduja

A spicy pork spread that is perfect with a slice of cheese on crackers. Careful, or you'll eat it all in one sitting! (which I have never done... never.....)



DAN

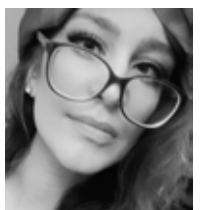
Madame Chu Ginger Garlic Sauce

I cook. A lot. This sauce is so good that I have four jars in my fridge. I add it to sauces, use it for a really easy stir fry, and marinate meats in it. Every time Josey is in the store to sample, she gives me more ideas...and I buy another jar.



Renard's Creamy Salsa Spread

Creamy Salsa Spread? More like Dreamy Salsa Spread! This is an awesome spread for burgers, with a taco salad, or eaten with a spoon while no one is watching. Plus it won't break the bank!



MELANIE

The Naked Baker Pumpkin Chocolate Chip Cookies

These cookies are amazing! They have a soft texture, real ingredients, and are sweet but not too sweet. Yum. The Pumpkin Chocolate Chip Cookie is available September through Thanksgiving.



ABBY

Willy Street Co-op Individually Wrapped Vegan Chocolate Chip Cookie

I'm not even a vegan, but I find these to be the tastiest chocolate chip cookies we offer! This buttery (but not actually butter) cookie melts in your mouth. Also, the chocolate-chip-to-cookie ratio is on point.



ANGELICA

Willy Street Co-op Red Curry Tofu Wrap

If you're vegan in a hurry, this is the Grab & Go sandwich for you. The Red Curry Tofu is tasty and flavorful and makes it easy to eat the vitamin-rich spinach. An easy way to feel good about lunch on the go!



CATE

Gail Ambrosius Caramels

Such a great way to treat myself or a friend. Sweet, salty AND covered in chocolate! They are super rich and buttery so just one is enough, but I'm in no way opposed to eating the whole box in a sitting. Honestly, I think they might even be medicinal. :)



Tipi Produce Savoy Cabbage

This cabbage looks beautiful with tinges of purple on the outside leaves and spiraling ridges throughout the head. It is mild and sweet and super tender. A fantastic complement to your favorite chicken or vegetable soup recipe in the fall. Plus Tipi Produce is local hailing from Evansville, Wisconsin.

Harmony Valley Farm Arugula

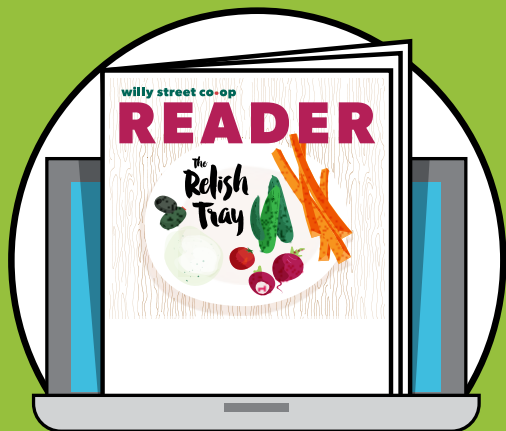
The arugula from Harmony Valley Farm is delicious! Super crisp and nice and spicy. Great as the only green in your salad or on your sandwich but also just a great addition to either for adding extra interest to the meal. Plus it is local from Viroqua, Wisconsin.

SPECIAL STORE HOURS

Labor Day, September 7: All stores open from 8:00am-6:30pm

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Local Produce

AVAILABILITY

ITEM NAME	SEPT	OCT
Apples	x	x
Arugula	x	x
Baby Bok Choi	x	
Beans, Green	x	
Beets, Bunched	x	x
Blueberries		
Bok Choi	x	x
Broccoli	x	x
Brussels Sprouts	x	x
Burdock Root	x	x
Cabbage	x	x
Carrots, Bulk	x	x
Cauliflower	x	
Celeriac, Bulk	x	x
Chard, Swiss	x	
Collard Greens	x	x
Corn, Sweet	x	
Cucumbers	x	
Dandelion Greens	x	
Eggplant, Globe	x	
Fennel	x	x
Garlic	x	x
Herbs	x	x
Jerusalem Artichokes	x	x
Kale	x	x
Leeks	x	x
Lettuce	x	
Muskmelon	x	
Mustard Greens	x	
Onions, Sweet	x	x
Parsnips	x	x
Peppers	x	
Peppers, Poblano	x	
Peppers, Spicy	x	
Potatoes, Fingerlings	x	x
Potatoes, Purple	x	x
Radish, Beauty Heart	x	x
Radish, Daikon	x	x
Radish, Red	x	
Rhubarb		
Rutabaga	x	x
Salad Mix	x	
Scallions	x	
Shallots	x	x
Spinach	x	x
Squash, Summer	x	
Tah-tsai		x
Tomatillos	x	
Tomatoes, Heirloom	x	
Turnips	x	x
Watermelon	x	
Squash, Zucchini		

Chart reflects planned availability; unseasonable weather & supply changes could affect availability.

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