

WILLY STREET CO-OP BOARD OF DIRECTORS

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BOARD CONTACT INFO:

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

BOARD MEETING SCHEDULE

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.

April 24

June 26

July 24

WILLY STREET CO-OP MISSION STATEMENT

Cultivate and empower community, customers, employees, and suppliers through cooperative principles and practices.

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READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

East: 1221 Williamson Street, Madison, WI 53703, 608-251-6776

West: 6825 University Ave, Middleton, WI 53562, 608-284-7800

North: 2817 N. Sherman Ave, Madison, WI 53704, 608-471-4422

Central Office: 1457 E. Washington Ave, Madison, WI 53703, 608-251-0884

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

SUBMISSIONS

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

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

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: b.smith@willystreet.coop

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

NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 7:30am-9:00pm; Willy West: 8:00am-9:00pm; Willy North: 8:00am-9:00pm every day

IN THIS ISSUE

- 3 Customer Comments
- 4 This Month's Co-op News
- 5 Aubergine and a Hearty Thanks
- 6-7 Co-op Class Calendar
- 8 Making Bell & Evans Our Source for Chicken in the Delis
- 9-11 Co-op Deals
- 12 Made by Your Co-op
- 13 New Products
- 14 Earth Week
- 15 Bulking Up for Earth Day
- 16-18 The 2024 Community Reinvestment Fund Recipients
- 19 Good Things for Playing in the Dirt



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*; publication does not necessarily indicate an endorsement of views stated in a customer's original comment. Many more comments can be found in the commons or in the binder near Customer Service. Thank you!

ADDED SUGARS & SATURATED FATS

Q: I do a lot of shopping at Willy Street Coop but have been increasingly disappointed in some of your product lines that contain excessive added sugars as well as saturated fats, such as coconut. For example, your shelf stable packaged oat milks all contain excessive added sugar. I could not find any this morning that were unsweetened. Some other stores in the area do carry shelf stable unsweetened oat milk. Similarly, most of your vegan yogurt options are full of saturated fat, such as coconut and added sugars. There are way too many other products that are ultra-processed as well. Personally, I would like coops to get back to the basics of only selling real food.

A: Thank you for sharing your comments! We have a lot of people shopping at our Co-op, and they are looking for different types of products. We try to be inclusive by offering things that a variety of people might like to purchase. Packaged foods can be inherently ultra-processed, but we do try to provide packaged grocery products that are not as processed. While I share your concerns related to added sugar in our food, I would like to politely point out that many people see coconut oil as a healthy fat.

Looking at the past month of movement for our shelf stable milks, here is what I am seeing for oat milk without any sweeteners added:

- Pacific Foods Organic Oat Milk 32 fl oz; available at all of our stores.
- Pacific Foods Organic Vanilla Oat Milk 32 fl oz; available at Willy North & West.
- Oatly Barista Blend Oat Milk 32 fl oz; available at Willy North & West.
- Oatly Oat Beverage Original 32 fl oz; available at Willy North & West.
- RISE Brewing Co. Organic Oat Milk Original 32 fl oz; available at all of our stores.

I hope this list helps! Some of these may be sold refrigerated because that is often how people like to buy them, but they all are shelf stable. East has less space and therefore fewer options.

I appreciate you reaching out to let us know what you are looking for in our stores! Have an excellent day! -Dean Kallas, Grocery Category Manager

ALL APOLOGIES

Q: On Sunday I was at the Willy St East store and was checked out by a gentleman with blond hair at the last register. I'm sorry, I didn't catch his name. I was horribly rude to him, and I wanted to send an apology. Not an excuse, but I was having a challenging day with multiple stressors and unfortunately took my frustration out on him. I hope you'll pass along to him my apology for my behavior.

A: Hello, I am the Front End Manager at Willy East and oversee all of the cashiers. I wanted to thank you for taking the time to write an apology! I will make sure to pass it along to the cashier you went through on that day. Some days can be challenging,

but recognizing your behavior and reaching out is very much appreciated! I hope things are looking up for you this week. -James Wolf, Willy East Front End Manager

ON A GOOD FOOTING

Q: I wish to commend three of the employees who were working yesterday, February 15, around 2 pm. I spoke to the two people at the service desk about the parking lot and the hazardous conditions I observed as I walked from my parked car to the store. They acknowledged those conditions and said they were waiting for sanding/salting treatment from the company that carries out that task. They were very polite. I told them I was expecting a friend to arrive shortly who has mobility issues and uses a walker. They sent a staff member out to spread some salt. Then when I went out to assist my friend this same staff member joined us to sprinkle more salt and to offer assistance. About an hour later when we left, the gentleman at the service desk accompanied us and made sure my friend was safely in her car. I regret I did not have the presence of mind to ask the names of these very kind and diligent individuals. They should be recognized for their kind assistance. I hope you will share this email with these three people. THANK THEM FOR ME!

A: I want to express our sincere gratitude for taking the time to share your recent positive experience with us. Your words brightened our day, and we are thrilled to hear about the exceptional service you received.

It warms our hearts to learn that our staff at the service desk went above and beyond to address the hazardous conditions in the parking lot promptly. We greatly appreciate your acknowledgment of their politeness, responsiveness, and genuine concern for your friend's well-being.

While we regret that you didn't get the opportunity to note their names, your kind words have not gone unnoticed. I have shared your email with the team, and they are genuinely touched by your appreciation.

On behalf of our team, thank you for recognizing the efforts of our staff. We are grateful for customers like you who take the time to share positive experiences. Warm regards. -Frantseska Kois, Willy West Store Director

BREACH IN THE HULL

Q: I've had a Willy Street Coop lifetime membership since 1976. We moved about 20 miles west of Madison in the early nineties so our use of the Coop for groceries lapsed until 2010 when a second store opened in Middleton. By that time, since my lifetime membership had lapsed, my husband and I re-upped and we've been happily buying groceries there ever since. The point in relating this history is that, since 1976, I've been buying UN-hulled sesame seeds

in bulk for the huge amounts of homemade granola I make every 6 weeks for our breakfasts. Each batch uses 5 cups of sesame seeds so I love your bulk isle.

When the pandemic hit, and the bulk isle dissolved, other sources for sesame seeds and everything else had to be found. Since the bulk isle is back, all of the granola ingredients are available except for sesame seeds. I've been very patiently waiting for them to return. Last week, when I again checked the sesame seed bin, I was shocked to find it was full of hulled sesame seeds. Not only that, when I asked a staff person about it, he had never even heard of UN-hulled sesame seeds and didn't know what I was talking about! So, my question is, when if ever, will Willy Street coop have UN-hulled sesame seeds available? Thank you.

A: Thank you for reaching out with your question regarding our current selection of Sesame Seeds in the Bulk aisle. My apologies that we have been out of stock of the Unhulled Sesame Seeds for some time now. I'm also sorry to hear that one of our staff members was unable to help with answering your questions.

Unfortunately, starting in June 2023, we started to notice sporadic shortages of bulk Sesame Seeds from our distributors. This shortage eventually evolved into long term out of stocks from all of our vendors. Since then, we have been on the lookout for any viable bulk Sesame Seed option that is available to us. With that being said, the Hulled White Sesame Seeds (currently in the aisle) have been our only long term option.

Fortunately, our distributor is finally back in stock of the Unhulled Sesame Seeds that were previously in the aisle prior to the shortage. They are currently in Bulk and are available for purchase.

Once again, my apologies that these have been out of stock for so long. Hopefully we will have consistent inventory moving forward. Please let me know if you have any questions. Thanks! -Dave Andrews, Willy West Grocery Manager

IT'S ALL ABOUT THE CONES

Q: Paper cones in bulk aisle are very difficult to use especially into the small plastic bags provided. Onion powder did not go very well.

A: I'm sorry that the funnels are proving difficult to use. During the start of the lock down and later health code changes we had to switch to pourable containers from our old scoop jars. We realized this would be difficult to use with the bags we have provided but determined that it was the best option available for us and our customers. We do have single plastic bulk containers with lids of varying sizes over in the bulk department by produce as well as some larger bags with twist ties available for you to grab and bring to the spices if you would prefer to use those instead. -Nate Groth, Willy North Grocery Manager

HOT BAR VARIATION

Q: I'd like the same things picked to be on the North hot bar as on West and East as I like the North selection all the time but the East has same items all the time and I'm not too favorable to it and West always has the same items and out of the good items I'd like all the the time with the stuff I don't like still there.

A: I received your customer comment about the selection at East and West not being the same as North. Can you give me a few examples of things at North that you are wanting to see at the other stores?

For some context, each deli has some independence with approximately 30 to 40% of their dishes so some of the stuff that they carry at North are recipes that North cooks have created over time. So knowing what dishes you're looking for could help me narrow down which recipes we should look at sharing between delis. Thanks for writing in! - Nicholas OConnor, Prepared Foods & Cheese Category Manager



GENERAL MANAGER REPORT

This Month's Co-op News



by Anya Firszt, General Manager

Hello April! Hello Dear Owners!

April generally means warmer days (although we've been fooled), more daylight, along with a few days to celebrate including April Fool's Day, Earth Day,

and hard to forget, tax day.

EARTH DAY

First celebrated on April 22, 1970; this year we will observe 53 years of Earth Day with a few in-store events: all bulk grocery products on sale at 15% off (excluding prepackaged loose teas and herbs and bulk water) for the week of April 22-28, no better time to restock the pantry!

You can see ways the Co-op has engaged in sustainable practices to positively contribute to the environment, visit willystreet.coop/sustainability to learn more. What will you do to celebrate Earth Day?

UE CONTRACT NEGOTIATIONS

The last week of February, we began contract negotiations with the United Electrical, Radio, and Machines Workers of America (UE) for our third contract.

I am pleased to report that we successfully negotiated and reached an agreement regarding our third contract. The UE 1186 membership voted to ratify the temporary agreement, and the new contract is effective March 16. This new contract offers additional benefits and wages for our hourly employees while being mindful of our fiscal responsibility for our Owners and the Co-op's long-term success. The new contract increases the minimum starting pay to \$18.15 per hour and raises the overall wages of hourly employees 21% over the three-year term of the contract. The new contract also offers seniority increases for years of service, an additional paid holiday, more flexibility in access to unpaid time off, and additional bereavement leave.

I would like to thank the members of both the UE bargaining team and the Co-op management bargaining team for their caring and thoughtful contributions to the final contract. I am thankful for the collaboration that we engaged in to reach agreement on this new contract, and I am optimistic for our partnership going forward.



The UE bargaining team and management bargaining team celebrate the completion of contract negotiations.

ONLINE SHOPPING IMPROVEMENTS

We've added some improvements to our online store! Owners will now have their online purchases tracked in their Owner accounts so they can be included when we calculate patronage refunds in profitable years. Shoppers may now also shop online using EBT. Visit shop.willystreet.coop if you want to learn more about this service or to place an order.

FY23 PATRONAGE

If you have not yet claimed your FY23 patronage, there is still time. You have until June 16, 2024 to use it as a store credit (on purchases), receive cash back, or donate to Double Dollars. Don't miss out on this perk of cooperative ownership.

CO-OP GOVERNANCE

Is this going to be the year you decide to run for the Board of Directors? Here's a reminder that our Board Elections and the Annual Meeting are now held in October. Look for candidate instructions, application deadline, as well as tabling and voting dates in the coming few months.

AUBERGINE

If you have not visited Aubergine, our new community space which is located across the street from our Eastside store, make a point to stop in and view the space and artwork by local artist and musician, Roscoe Mitchell. You can see his pieces until April 23rd. Our next local artist to show their work at Aubergine, May 3 through late June, is Jessica M. Gutiérrez, a Nicaraguan-American Watercolor and Mixed Media Artist who resides in Madison. The artist reception is on Friday, May 3, from 5-9pm as part of Madison Museum of Contemporary Art's Gallery Night. If you are interested in continuing the fun that evening, stop by Cafe CODA for their scheduled entertainment, programming and happy hour. Cheers!

In closing, before you know it, it will be time to push up your sleeves and start digging in the dirt, making the soil ready for planting seeds and seedlings. I can't wait!

PS: Several people asked that we print in the *Reader* the recipes for the Bean Dip and Vegan Cheese Ball that were served at the Grand Open-

ing of Aubergine; if you want either or both recipes, send me an email (a.firszt@willystreet.coop), and I will happily share with you.



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BOARD REPORT

**Aubergine
and a
Hearty
Thanks**



**by Sarah
Larson,
Board
President**

Your Co-op hosted the grand opening of Aubergine, the new eastside Willy Street Co-op community space, on Friday March 8th. It was a delightful buzz of energy, art, and community. The space connects

with local jazz club Cafe CODA and is across from the Willy East location.

Creating community and providing opportunities for education and information-sharing are core parts of being a cooperative (see our explanation of the 8 Cooperative Principles to the right). Ever since the community room at Willy East has been in use for sorely needed storage, there has been a gap in our ability to do so.

Aubergine will feature artists and offer event space. Event space can be used to host a wide range of activities from traditional meetings and wellness classes like yoga to ones that leverage the commercial kitchen onsite for events like cooking classes. See upcoming events at willystreet.coop/events. Learn about renting the space at willystreet.coop/aubergine.

We are thrilled to see this space grow into use by our Owners and our community.

Update/note from the Board on Co-op staff appreciation: It was brought to our attention that we missed thanking Co-op staff in February's *Reader* article. I can assure you it was an unintentional human mistake and not representative of how the Board feels or seeks to regularly express gratitude to and for the contributions of all Co-op staff. We know there would be no Co-op without the employees who staff the stores and create the experience for our shoppers. A big and hearty thanks to all our loyal Owners, exceptional Co-op staff, and talented management, for both another profitable fiscal year, and the grand opening of Aubergine.

EIGHT COOPERATIVE PRINCIPLES

The International Cooperative Alliance outlines seven cooperative principles by which cooperatives put their values into practice. The Alliance is considering adopting the eighth principle listed below; we and many other co-ops have already chosen to adopt it.

1. Voluntary, Open Ownership

Open to all without gender, social, racial, political, or religious discrimination.

You may shop, join, or leave the Co-op at any time.

2. Democratic Owner Control

One Owner, one vote.

Your voice will be heard.

3. Owner Economic Participation

Owners contribute equitably to the capital of the cooperative. The economic benefits of a cooperative operation are returned to the Owners, reinvested in the co-op, or used to provide Owner services.

You participate in the economic success of your Co-op.

4. Autonomy and Independence

Cooperatives are autonomous organizations controlled by their Owners.

Together, you help guide the Co-op.

5. Education, Training & Information

Cooperatives provide education and training for Owners so they can contribute effectively to the development of their cooperatives. They inform the general public about the nature and benefits of cooperation.

Resources are available to help you to make informed decisions.

6. Cooperation Among Cooperatives

Cooperatives serve their Owners most effectively and strengthen the cooperative movement by working together through local, regional, national, and international structures.

Your Co-op is more successful when cooperating with others.

7. Concern for the Community

While focusing on Owners' needs, cooperatives work for the sustainable development of their communities through policies accepted by their Owners.

Your community benefits from your Co-op's work.

8. Diversity, Equity, and Inclusion

Cooperatives strive to incorporate diversity, perform equitably, and ensure inclusion at all levels of their organizations to better serve members, show Owners they are valued, and ensure Owners receive equitable service.

We will be successful when you feel that you belong at your Co-op.

Advertise in the Reader

Reach over 34,000 Co-op Owners.

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Discounts for non-profits, Owners and for multiple insertions.

Find info here: willystreet.coop/advertising

willy street co-op



Co-op Class Calendar

Visit www.wilystreet.coop/events to register.

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 email education@wilystreet.coop 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.



BRUNCH WITH YOUR FOLKS

Location: Aubergine, 1226 Williamson St.

Friday, April 5, 6:00pm–8:00pm

Location: Willy West Community Room

Friday, May 10, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Treat your folks to a delicious brunch menu! Mike will show you how to make richly battered brioche french toast with fruit compote, a cheesy yet light frittata, the timeless classic Eggs Benedict with rich Hollandaise sauce, and delicious Dalgona coffee, whipped to frothy perfection. Demonstration only.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Lakeview Library

Thursday, April 11, 6:30pm–7:30pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

Fee: Free; registration required

Capacity: 12

Join Chef Paul to explore the unlimited choices of plant-based meals. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on March 28.

SELECTING AND COOKING SHELLFISH

Location: Aubergine, 1226 Williamson St.

Friday, April 26, 6:00pm–8:00pm

Location: Willy West Community Room

Friday, June 7, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Join Mike for a lesson on choosing and preparing shellfish. He will discuss what to look for when selecting mussels, clams, oysters, and more, and then cook some delightful dishes including steamed fresh mussels, New England-style clam chowder, crab cakes, and a primer on serving oysters on the half shell. Demonstration only.

COOKING WITH CHEF PAUL: SUSHI FROM SCRATCH

Location: Aubergine, 1226 Williamson St.

Thursday, May 16, 6:00pm–8:00pm

Location: Willy West Community Room

Thursday, May 30, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

The foundation of sushi is the rice. Join Chef Paul to learn to prepare well-balanced sushi rice, to learn the story of sushi, and to taste the exquisite flavor of umami. He will demonstrate the technique for forming maki rolls. All the condiments from real wasabi to homemade pickled ginger will be provided. Demonstration with limited hands-on opportunities.

MARVELOUS MUSHROOMS

Location: Aubergine, 1226 Williamson St.

Friday, May 17, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Mike Tomaloff

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Join Mike to delve into some delicious dishes using mushrooms. This

overview of mushroom cookery includes a roasted mushroom roulade with crispy, buttery layers of phyllo dough; oyster mushroom and bay scallop stew with crusty baguette; and rich duxelle with toast points. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: "WHOLEISTIC" CHICKEN

Location: Willy West Community Room

Friday, June 20, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Join Chef Paul to learn how to fabricate a whole chicken into breasts, tenders, thighs, wings, and legs. He will then turn those into many tasty dishes from coconut chicken rice, garlicky chicken wings, and béchamel chicken. Demonstration only.

COOKING WITH CHEF PAUL: THE ROLLING SCONES

Location: Aubergine, 1226 Williamson St.

Thursday, June 27, 6:00pm–8:00pm

Ages: 12 and older; adult supervision required

Your Co-op's Own Instructor: Paul Tseng

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Scones contain more than just starch. Join Chef Paul for a demonstration on how to turn scones into a whole meal, from bacon and chive to soufflé omelet and mushroom to roasted beef and greens. Demonstration only.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Aubergine, 1226 Williamson St.

Thursday, May 23, 6:00pm–8:00pm

Ages: 18 and older

Your Co-op's Own Instructor: Paul Tseng

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 8

Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. Join Chef Paul as he guides participants through hands-on knife skills, including the major cuts, slices, and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with. Hands-on.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library

Thursday, June 13, 6:30pm–7:30pm

Your Co-op's Own Instructor: Paul Tseng

Fee: Free; registration required

Capacity: 12

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

Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on May 30.

FORAGERS WALK: WILD FOOD/WILD MEDICINE

Location: Willy North

Tuesday, April 30, 5:00pm–7:00pm

Location: Willy West

Thursday, May 16, 5:00pm–7:00pm

Ages: 12 and older; adult supervision required





Instructor: Linda Conroy
 Fee: \$22 for Owners; \$32 for non-owners
 Capacity: 25

Join herbalist and forager Linda Conroy to explore the wild plants that grow around us. We will learn about common and uncommon wild plants that can be used for food and medicine. Identification techniques, as well as ways to prepare plants for optimal nutrition and healing will be discussed. Dress appropriately for the weather and wear comfortable walking shoes. Interactive walk.

THE HOME HERBAL APOTHECARY

Location: Aubergine, 1226 Williamson St.
 Tuesday, May 7, 6:00pm–8:00pm
 Ages: 12 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$55 for Owners; \$65 for non-owners
 Capacity: 20

Making your own remedies is easy and fun. Join veteran herbalist Linda Conroy for this informative and interactive class. We learn about, sample, and make infusions, sprays, lozenges, and tinctures. Everyone will take home what we make, recipes, and the confidence to work with herbal remedies at home! Lecture and hands-on.

HERBAL FIRST AID KIT: LEARN, MAKE, AND TAKE

Location: Willy West Community Room
 Thursday, June 6, 6:00pm–8:00pm
 Ages: 12 and older; adult supervision required
 Instructor: Linda Conroy
 Fee: \$40 for Owners; \$50 for non-owners
 Capacity: 20

Participants will learn about herbs for common first aid issues (i.e. cuts, scrapes, bites, nausea, allergies, and more). As we learn, each person will prepare remedies to take home. Everyone will leave with a spray, infused oil, salve, lozenge, tincture, tea blend, dry herbs, and a handout with recipes and instructions. Hands-on.



BONE HEALTH AND NUTRITION

Location: Zoom
 Tuesday, April 9, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration required

Are you wanting to do more for bone health than taking calcium and doing weight-bearing exercises? Join Katy Wallace, ND, of Human Nature, LLC, in discussing three main areas that typically need attention in a case of bone loss: high-mineral diet, nutritional supplementation, and adequate monitoring and adaptation.

This class is not designed to and does not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes provided by Willy Street Co-op are for informational and educational purposes only and are not meant to replace medical consultation with your physician.

NUTRITION TIPS FOR REDUCING INFLAMMATION

Location: Zoom
 Wednesday, May 22, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration required

Learn how to manage and reduce inflammation through dietary choices. Join Katy Wallace, ND of Human Nature, LLC in a discussion of dietary tweaks that maximize health progress. Discover which foods help reduce pain and auto-immune behavior while clarifying skin, and supporting gut, brain, and hormone health.

This class is not designed to and does not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes provided by Willy Street Co-op are for informational and educational purposes only and are not meant to replace medical consultation with your physician.

NUTRITION TO BUILD MUSCLE, A KEY TO HEALTHY AGING

Location: Zoom
 Tuesday, June 11, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration required

Healthy muscles are critical for fostering health and longevity. Increased muscle mass supports mitochondrial, cognitive, and metabolic health, among

other things. What can you do if you work out and still don't see much gain in muscle or improvements in health markers? Join Katy Wallace, ND, of Human Nature, LLC for a discussion of foods and supplements that safely support building a healthy body.

This class is not designed to and does not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes provided by Willy Street Co-op are for informational and educational purposes only and are not meant to replace medical consultation with your physician.



EARTH DAY RESTORATIVE YOGA WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center
 Thursday, April 18, 5:00pm–6:00pm
 Ages: 18 and older
 Instructor: Mourning Dove
 Fee: \$15

Capacity: 8

Embrace the spirit of Earth Day while you're gently guided into restorative yoga poses for relaxation. Calm your beautiful nervous system, connect body and mind with the elements, and cultivate gratitude for the planet. Includes intention setting and sound bath. All bodies, identities, and abilities are welcomed and valued. A great place for beginners to start their journey.

SELF-CARE YOGA FOR CARETAKERS WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center
 Thursday, May 9, 5:00pm–6:00pm
 Ages: 18 and older
 Instructor: Mourning Dove
 Fee \$15

Capacity: 8

In a nurturing environment, release the pressures of the day, connect body and mind, and prioritize YOU. Designed especially for those who care for others. Guided reflection, gentle yoga with affirmations, and relaxation. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SELF-CARE YOGA CIRCLE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.
 Tuesday, May 21, 5:00pm–6:00pm
 Ages: 18 and older
 Instructor: Mourning Dove
 Fee: \$15

Capacity: 8

In a nurturing environment, release the pressures of the day, connect body and mind, and prioritize YOU. Guided reflection, gentle yoga with affirmations, relaxation, and community. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

SELF-CARE YOGA: SUMMER SOLSTICE WITH MOURNING DOVE

Location: Aubergine, 1226 Williamson St.
 Thursday, June 20, 5:30pm–6:30pm
 Ages: 18 and older
 Instructor: Mourning Dove
 Fee: \$15

In a nurturing environment, embrace the longest day of the year with this solstice-themed yoga class. Release the pressures of the day, connect body and mind, and prioritize YOU. Guided reflection, gentle yoga with affirmations, and relaxation. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson Street
 Wednesday, April 3, 2:15pm–5:30pm
 Wednesday, June 5, 2:15pm–5:30pm

Location: Willy West Community Room
 Tuesday, May 7, 1:30pm–4:45pm

Location: Zoom
 Wednesday, April 17, 1:30pm–4:45pm
 Wednesday, May 15, 1:30pm–4:45pm
 Wednesday, June 12, 1:30pm–4:45pm



VENDOR PROFILE

Making Bell & Evans Our Source for Chicken in the Delis



by **Nicholas Oconnor, Prepared Foods & Cheese Category Manager**

Bell & Evans has long been a staple of our Meat Department, and a customer favorite for years. They also used to be a staple of our Prepared Foods program for many years. Due to major supply issues over the last few years, reliable sourcing for our Delis became very

cumbersome. Now, in cooperation with our Meat & Seafood Category Manager, Nick Heitman, we have established a new supply line and distributor for our Bell & Evans chicken!

In the world of food and poultry, not all chicken is the same. Consumers have become acutely aware of the differences between conventional brands and a superior product such as Bell & Evans. Known for their commitment to ethical practices, sustainability, and quality, Bell & Evans has made a niche for themselves in the food industry. In this article we will look at some of the benefits that make Bell & Evans chicken a superior choice for us to use in our Prepared Foods program as well as the scope of this change.

RAISED WITH CARE

Bell & Evans takes pride in its approach to poultry farming, emphasizing humane and ethical practices. They raise their chickens in a good and clean environment, without the use of antibiotics. This dedication to the well-being of the animals translates into a superior quality of meat that is not only more flavorful but also aligns with the values of conscientious consumers—like us!

EXCEPTIONAL FLAVOR AND TEXTURE

The quality of the chicken from Bell & Evans is also noteworthy. The chickens are raised on an all-vegetarian diet, resulting in a meat that is tender and bursting with natural flavors. The commitment to avoiding additives and artificial enhancers ensures that the true essence of the chicken is preserved, which results in the absence of unwanted flavors or after-tastes that you will find in many other foods containing chicken.

NO ANTIBIOTICS EVER

Bell & Evans proudly promotes a “No

Antibiotics Ever” policy. This means that their chickens are raised without the use of antibiotics, contributing to a healthier food choice for consumers. The absence of antibiotics not only ensures a cleaner and more natural taste, but also addresses concerns related to antibiotic resistance, making Bell & Evans a responsible and health-conscious choice.

PRODUCT OFFERINGS

Some of the dishes in which you can look forward to finding Bell & Evans chickens used: BBQ Chicken, all of our Chicken Salads, and—one of my personal favorites—the Sweet and Hot Chicken! You will also occasionally see Chicken Tenders on the hot bar. In order to make sure we have foods available for folks who have gluten sensitivity or are just reducing the amount of gluten they consume, we use Bell & Evans gluten-free breaded chicken tenders. If eating gluten is your thing, please don’t let the fact that the breading is made without gluten turn you off! These are absolutely delicious and you probably couldn’t even tell if you had to undertake a “Pepsi challenge”-type test!

Our whole roasted chickens are also going to be Bell & Evans. We’ve been working with our distributor and Bell & Evans to make sure we have a smooth transition, and have procured new packaging for these birds that will highlight the great qualities of our committed source for chicken. At the time this article is published, we will be running a sale for our Whole Roasted Chickens at all stores, and they will be \$2 off. The sale runs from Monday, April 1 through Sunday, April 7 and is for Willy Street Co-op Owners only.

If you pick up a whole roasted chicken, I encourage you to also grab some of our Coleslaw, Mashed Potatoes, Maple Roasted Vegetables, Mac & Cheese, or a housemade soup!

In a market flooded with poultry options, Bell & Evans stands out as a brand that supports ethical poultry farming, and clean practices in our food industry. Choosing Bell & Evans chicken not only elevates the taste and texture of our Prepared Foods program, but also reflects a commitment to supporting responsible and humane farming practices. We are very excited to have completed this transition over the last few months to a dedicated source for chicken and are excited to have all of you who eat chicken try this out!

For more information on Bell & Evans’ standards and what they do from beginning to end please visit: www.bellandevans.com/our-standards/the-100-rule.

willy street co-op

FOLLOW US ON:



TOGETHER WE TRANSFORM OUR COMMUNITY

Community Shares of Wisconsin funds systemic change.



Photo courtesy of Southern Wisconsin Bird Alliance

This Earth Day, support Wisconsin nonprofits that work to protect our environment, advocate for sustainability, and support local food and farms.

When you say YES to donate through Community CHIP® at Willy Street Co-op, you support nonprofits that work for social and environmental justice including:

1000 Friends of Wisconsin
Citizens for Safe Water Around Badger
Clean Wisconsin
FairShare CSA Coalition
Friends of Wisconsin State Parks
Gathering Waters: Wisconsin’s Alliance for Land Trusts
Midwest Environmental Advocates
Physicians for Social Responsibility Wisconsin
REAP Food Group
River Alliance of Wisconsin
Rock River Coalition
Rooted
Sierra Club Foundation – Wisconsin Chapter
Southern Wisconsin Bird Alliance
Sustain Dane
Urban Triage
Wisconsin Conservation Voices
Wisconsin Wetlands Association

THE BIG SHARE WAS A BIG SUCCESS

Thanks to the generosity of over 3,600 donors like you, The Big Share® raised over \$700,000 for Community Shares of Wisconsin and our nearly 70 member nonprofits! Thank you!

COMMUNITY
CHIP
COMMUNITY SHARES OF WISCONSIN

COMMUNITY
SHARES
OF WISCONSIN

communityshares.com



Willy Street Co-op Reader, April 2024

Health & Wellness co-op deals: April 3-April 16

Want to get an email reminder about Co-op Deals sales?
Sign up at www.willystreet.coop/emails.
You can unsubscribe at any time.



**Dr. Bronner's
Pure Castile
Liquid Soap Refill**
All scents on sale!
32 fl oz • Save \$6
\$10.99^{+tx}



**MegaFood
Women & Men
55+ One Daily
Multivitamin**
90 tab • Save \$20
\$32.99^{+tx}

Dr. Tung's
Smart Floss
1 ea • Save 99¢
\$3.50^{+tx}

Earth Science
Deodorant
2.45 oz • Save \$1.30
\$5.99^{+tx}

SolaRay
**Magnesium
Glycinate**
240 cap • Save \$20
\$21.99^{+tx}

Nordic Naturals
**Ultimate
Omega**
180 ct • Save \$21
\$54.99^{+tx}

Jason
Toothpaste
4.2 oz • Save \$2
\$4.99^{+tx}

Mrs. Meyer's
**Hand
Soap Refill**
33 fl oz • Save \$2
\$7.99^{+tx}

Gaia Herbs
**Turmeric
Supreme**
Extra Strength
60 cap • Save \$12
\$18.99^{+tx}

Great Lakes
Wellness
**Collagen
Peptides**
16 oz • Save \$6
\$25.99^{+tx}

co-op deals: April 17-April 30



Alaffia ⁱ
**EveryDay Shea
Body Wash**
All Scents on Sale!
32 fl oz • Save \$3.50
\$9.49^{+tx}

If You Care
**Household
Gloves**
1 ea • Save 70¢
\$3.29^{+tx}



Sukin
**Sensitive
Facial Moisturizer**
4.23 oz • Save \$1.70
\$6.29^{+tx}



Sappo Hill
**Glycerine Cream
Bar Soap**
3.5 oz • Save \$2.49 on 2
Buy One, Get One
FREE
2 for \$2.49^{+tx}




Giovanni ⁱ
**2Chic Ultra Moist
Shampoo & Conditioner**
8.5 fl oz • Save \$7.99 on 2
Buy One, Get One
FREE
2 for \$7.99^{+tx}



Bach
Rescue Pastilles
1.7 oz • Save \$14.49 on 2
Buy One, Get One
FREE
2 for \$14.49^{+tx}

Orgain
Vegan Nutritional Shake
Chocolate & Vanilla
11 fl oz • Save \$3.79 on 2
Buy One, Get One
FREE
2 for \$3.79



The Humble Co.
**Plant-Based
Sensitive Toothbrushes**
Black & White Bristles
2 ct • Save \$3.79 on 2
Buy One, Get One
FREE
2 for \$3.79^{+tx}



Ultima Replenisher
Electrolyte Powder
3.2 - 3.7 oz • Save \$22.99 on 2
Buy One, Get One
FREE
2 for \$22.99^{+tx}

Liquid I.V. ⁱ
Hydration Multiplier
10 ct • Save \$18.49 on 2
Buy One, Get One
FREE
2 for \$18.49^{+tx}



Ancient Nutrition
Multi-Collagen Protein
Unflavored
16 oz • Save \$44.99 on 2
Buy One, Get One
FREE
2 for \$44.99^{+tx}

coop™ deals

co-op deals: April 3-16



Amy's Pizzas
All Kinds on Sale!
9.1 - 14 oz • Save \$2.50
\$8.99



Canyon Bakehouse Gluten-Free Bread
San Juan 7 Grain, Mountain White
18 oz • Save \$1.80
\$5.99



Talenti Gelato & Sorbetto
All Kinds on Sale (except Layers!)
16 oz • Save \$1
\$4.99



Bragg Organic Apple Cider Vinegar
Raw & Unfiltered!
32 oz • Save \$2.30
\$5.49



Caboo Tree-Free Bathroom Tissue
12 pk • Save \$3
\$9.49+tx



California Olive Ranch Everyday Extra Virgin Olive Oil
25.4 oz • Save \$7
\$21.99



ECOS Ultra Ecos Laundry Detergent
All Kinds on Sale!
100 oz • Save \$2.50
\$12.99+tx



From the Ground Up Gluten-Free Crackers
Sea Salt, Cheddar
4 oz • Save \$1.30
\$2.99



Freshe Canned Tuna Meals
All Kinds on Sale!
4.25 oz • Save \$1
\$3.99



Hippeas Chickpea Puffs
All Kinds on Sale!
4 oz • Save \$1.30
\$2.99



Westbrae Canned Organic Beans
All Kinds on Sale!
15 oz • Save \$2.58 on 2
2 for \$5



Go Macro Bars
All Kinds on Sale!
1.8 - 2.5 oz • Save \$1.98 on 2
2 for \$5



La Croix Sparkling Water
All Kinds on Sale!
12 pk • Save \$1
\$4.99



Just Iced Tea Iced Tea
All Kinds on Sale!
16 oz • Save \$1.58 on 2
2 for \$4+tx



Clasen's Baguettes
Rustic Sourdough, Classic French
16 oz • Save \$2
\$2.49



Rishi Tea Sparkling Botanical Drinks
All Kinds on Sale!
12 oz • Save \$2.58 on 2
2 for \$5



Tasty Bite Entrees
All Kinds on Sale!
10 oz • Save 79¢ - \$1.29
\$3.50



Muir Glen Organic Canned Tomatoes
All Kinds on Sale!
28 oz • Save \$2.30 - \$2.80
\$2.99



Pacific Organic Soup
All Kinds on Sale!
32 oz • Save \$1.30
\$4.49



Traditional Medicinals Organic Tea
All Kinds on Sale!
16 ct • Save \$1.50
\$4.49+tx



Santa Cruz Organic Dark Roasted Peanut Butter
Crunchy, Creamy
16 oz • Save \$2.30
\$5.99



Page Greek Yogurt
Whole, 2%, Fat Free
32 oz • Save \$2.50
\$5.99



Florida's Natural Orange Juice
All Kinds on Sale!
52 oz • Save 50¢
\$4.29



Oatly Oat Milk
Original, Full Fat
64 oz • Save \$1
\$3.99



The sales on this page are valid April 3-16
All Sales Subject to Availability. Sales Quantities Limited.

APRIL

Want to get an email reminder about Co-op Deals sales? Sign up at www.willystreet.coop/emails. You can unsubscribe at any time.

co-op deals: April 17-30



evol Frozen Burritos

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

2 for \$5

Alter Eco Organic Chocolate Bars

All Kinds on Sale!
2.65 - 2.96 oz • Save \$1.70

\$2.79

Field Roast Plant-Based Mini Corn Dogs

10 oz • Save \$2.30

\$5.99



Annie's Homegrown Organic Graham Crackers

Honey, Cinnamon
14.4 oz • Save \$2.50

\$4.49

A2 Whole Milk

59 oz • Save 50¢

\$3.99

C2O Coconut Water

17.5 oz • Save \$1.58 on 2

2 for \$4



Ardor Organic Sparkling Energy Water

All Kinds on Sale!
12 oz • Save 90¢

\$2.39

If You Care Unbleached Coffee Filters

#2, #4
100 pcs • Save 50¢

\$3.49^{+tx}

Fillo's Beans & Sofrito

All Kinds on Sale!
10 oz • Save \$1

\$2.79



Garden of Eatin' Tortilla Chips

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

2 for \$5

Louisville Vegan Jerky Vegan Jerky

All Kinds on Sale!
2.5 - 3 oz • Save 1.50

\$5.49

Kettle Brand Potato Chips

All Kinds on Sale!
5 oz • Save 99¢

\$3.00



Mavuno Harvest Organic Dried Fruit

All Kinds on Sale!
2 oz • Save \$1

\$2.79

Mount Hagen Organic Instant Coffee

Regular, Decaf
3.53 oz • Save \$3

\$8.99

Purely Elizabeth Granola

All Kinds on Sale!
8 - 12 oz • Save \$3

\$5.49



Quinn Gluten-Free Peanut Butter Filled Pretzels

7 oz • Save \$1.80

\$3.99

Seventh Generation Dish Soap

All Kinds on Sale!
19 oz • Save \$1.29

\$3.50^{+tx}

Sir Kensington's Classic Mayonnaise

12 oz • Save \$2.30

\$6.99



Woodstock Organic Frozen Veggies

Green Peas, Cut Spinach,
Broccoli Florets, Shelled Edamame
10 oz • Save \$2.58 on 2

2 for \$5

Noka Organic Fruit Smoothies

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

2 for \$4

Forage Organic Kombucha

All Kinds on Sale!
12 oz • Save 58¢ on 2

2 for \$4^{+tx}



Kevita Organic Probiotic Drinks

All Kinds on Sale!
15.2 oz • Save 70¢

\$2.79^{+tx}

Triple Crown Organic Barbeque Sauce

14 oz • Save \$2

\$5.99

Icelandic Provisions Skyr

All Kinds on Sale!
5.3 oz • Save 50¢

\$1.79



The sales on this page are valid April 17-30.
All Sales Subject to Availability. Sales Quantities Limited.

MADE BY YOUR CO-OP



**MEDITERRANEAN
BEET SALAD**



**POTATO AND
LEEK SOUP**



**MOZZARELLA AND
TOMATO QUICHE**



**TARRAGON
CHICKEN SALAD**



**LEMON PARSLEY
BEAN SALAD**

VENDOR PROFILE

New Products at the Co-op



by Jess Catherine, Merchandiser

NEW IN THE MEAT DEPARTMENT

Vermont Smoke & Cure Jerky (available at West and North)

This rural smokehouse is nestled between the Green Mountains and the Champlain Valley. This small team of dedicated employees makes small batch jerky using premium cuts of beef, pork, or turkey, and only natural hickory or maple hardwood chips. Choose from:

- Original Beef + Pork Sticks
- BBQ Beef Sticks
- Uncured Turkey Pepperoni Sticks
- Smoked Chipotle Beef + Pork Sticks

Learn more about Vermont Smoke & Cure at vermontsmokeandcure.com.



NEW IN HEALTH & WELLNESS

Dr. Bronner's Castile Soap Carton Refills (all varieties)

Use Less Plastic! Refill! Refill! OK!

Refill your Dr. Bronner's 100% post-consumer-recycled bottle, all-purpose spray bottle, foaming pump dispenser, and more with a 32oz. Soap Refill Paper Carton! Uses 82% less plastic than one of their 32oz. recycled bottles; it's sustainability made easy!

Dr. Bronner's Soap Refill Carton is the same, great Magic Soap—plant-based, ultra-concentrated, and versatile, with only the purest organic and fair trade ingredients. The Soap Refill Carton is packaged in an FSC-certified paper carton with minimal plastic and aluminum lining for shelf stability—packaging chosen for its lower environmental impact! Refill bottles up to 32 ounces. Recycle anywhere paper milk cartons are accepted. Store in a dry environment. Avoid exposing the container to water or moist conditions to prevent damage.

Learn more about Dr. Bronner's at drbronner.com.

NEW IN THE GROCERY DEPARTMENT

Sweet P's Pantry Caramels

These creamy caramels are made in Oconomowoc with Wisconsin AA butter, cream, and a touch of Wisconsin honey to create the smoothest, velvety texture and rich caramel flavor. Natural goodness in every bite. Learn more about Sweet P's Pantry at sweetspantry.com.



Olipop

Healthy meets delicious. Flavorful sparkling tonic that supports microbiome and digestive health with prebiotics, botanicals, and plant fiber. A new kind of soda; healthy, not diet. Learn more about Olipop at drinkolipop.com.



Field Day Products

Field Day products are a great combination of quality and affordability.

- Organic Tahini
- Organic Chia Seeds
- Organic Hemp Hearts
- Organic Red Wine Vinegar
- Organic White Wine Vinegar
- Non-GMO Avocado Oil Spray
- Organic Frozen Crinkle Cut Fries
- Organic Frozen Shoestring Fries
- Organic Frozen Shredded Hash Browns

Learn more about Field Day at fielddayproducts.com.





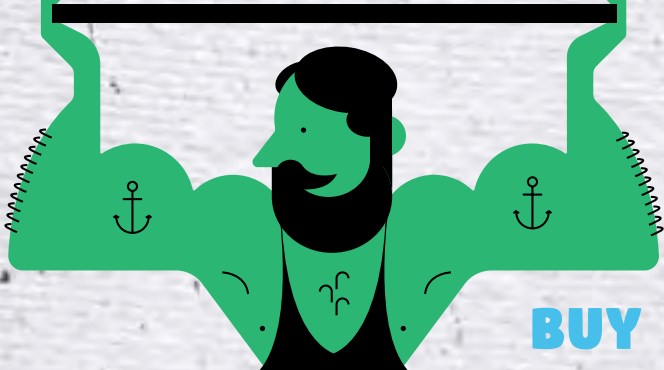
15% OFF BULK PRODUCTS

for Willy Street Co-op Owners

Includes hundreds of products: coffee, nuts, granolas, dried beans, flour, and more!

Prepackaged loose teas & herbs and bulk water are not included.

HOW TO BUY IN BULK



1

Fill a sanitized container with as much as you need.

(Record the empty container's weight if not already known.)

2

Write the PLU # marked on the bin, using provided supplies.

(We offer twist ties, markers/pencils, etc.)

BUY AS MUCH OR AS LITTLE AS YOU NEED!

These cookie ingredients cost 40% less...



...than these cookie ingredients

Bulk products = less waste + more savings

See the recipe, product costs, and calculation at www.willystreet.coop/bulk.



GROCERY NEWS

Bulking Up for Earth Day



by **Melissa Reiss,**
Purchasing Assistant

It's April once again and as the ground warms and thaws from winter we are thinking about ways to honor and sustain the Earth that supports our life.

According to the Environmental Protection Agency, 40% of America's landfills are

comprised of wasted food and food packaging. By shopping in bulk and purchasing only what you need, you can reduce both your food budget and your waste. Do you only need a half pound of that obscure grain for the recipe you want to make? Instead of buying a two-pound package and potentially wasting most of it, you can purchase exactly half a pound in our Bulk aisle.

A few ways to reduce packaging start in our Bulk aisle.



EQUAL EXCHANGE FIVE POUND BAGS OF COFFEE

Drink coffee every day? So do I. I've also started making my own cold brew at home.

Did you know that we sell five pounds of Fair-Trade organic coffee from Equal Exchange at all three stores? At North, you can find these on the Equal Exchange endcap. If there aren't any on the shelf at the other stores, you can ask a staff member to see if there's any in the back. Purchasing a five-pound bag of coffee and filling a countertop glass, ceramic, or otherwise tightly-sealed container prevents waste from the smaller prepackaged 10-12 oz bags, or using a new bulk bag.

Think of a certain item in our Bulk aisle that your family uses very often: bread flour, dried black beans, long grain brown rice? Have you considered purchasing a whole bag from us?



TIERRA FARM

Tierra Farm—purveyor of fine, certified organic nuts, seeds, dried fruits, and chocolate products that grace our bulk bins—is once again leading the way in sustainability in the natural foods world. In addition to generating more than 70% of their electricity from solar panels on their upstate New York farm, they are committed to going plastic-free.

You may remember a short time when we carried their products in plastic tubs at the Co-op. They have discontinued that packaging and, when they did, they sent us a letter with their reasons. Here is an excerpt from that letter:

“...being true to our sustainability and environmental impact beliefs we can no longer utilize plastics in the packaging of our products. After exhaustive study and experimentation we have not found a suitable and sustainable packaging source to replace our plastic packaging. We can no longer play a part in polluting our earth with plastic and will continue to search for a viable, sustainable packaging solution.”

They have now upgraded to 100% compostable packaging for their retail items (please note: we do not as of yet sell their pre-packaged items at the Co-op):

“Over 100 Tierra Farm products now come in packaging that you can easily and completely compost in your backyard pile or bin. Currently, all 12oz and 3lb Tierra Farm products are packaged in certified compostable material.”



DOUDLAH FARMS

By purchasing local goods in our Bulk aisle, you're doubling down on

the resources it takes to acquire your food—reducing the miles your food has traveled and reducing excessive packaging. In the Bulk aisle, you'll find a variety of Doudlah Farms Organic products: dried beans, sunflower seeds, and popcorn from a local family farming on 1,700 Certified Organic acres in Evansville, Wisconsin. If you missed the March *Reader*

article introducing the Doudlahs, you can revisit it here: willystreet.coop/march-2024/our-interview-with-lucy-mark-from-doudlah-farms-organics.

Supporting local farms, growing some of your own food, buying in large quantities of staples you use everyday—these are all ways you can celebrate our planet this Earth Day. What other ways can you think of?

ATTORNEY PAUL O'FLANAGAN

Coop member,
**PROGRESSIVE & LOCAL
LAW FIRM OFFERING:**

**WILLS, TRUSTS, TAX,
ESTATE PLANS, PROBATE,
GUARDIANSHIP & FAMILY
ASSISTANCE TO FOLKS
AT REASONABLE COST.
FREE HOUSE CALLS.**

CALL: 608-630-5068

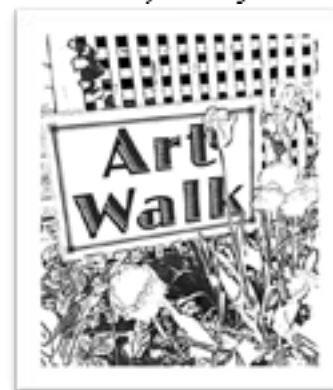
Shopping with Kids?

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



Compliments of the Willy Street Co-op Produce Department

Marquette-Atwood Neighborhood Art Walk Sunday, May 5, 2024 11:00 A.M. to 5:00 P.M.



Come enjoy a spring day!

Jewelry - Ceramics - Watercolor - Textiles - Graphic Art - Oil - Sculpture - Lino-Cut Prints - Candles - Pottery - Illustration - Photography - Ink - Acrylic - Paper Assemblage - Mixed Media - Mobiles - Painted Furniture - Fiber - Batik - Greeting Cards

47 Artists at 31 residential locations

Find our Map at www.marquette-atwoodartwalk.com



plug and pay

Using a portable electric space heater is one of the most expensive ways to heat your home.

You will not save money with an electric space heater unless you turn your central heating system down many degrees and use the space heater to warm a small area.

Visit mge.com/heater to learn more.

mge
your community energy company

GS1759 2/4/2021

The 2024 Community Reinvestment Fund Recipients

by Liz Hawley, Education & Outreach Coordinator

Since its inception in 1992, Willy Street Co-op's Community Reinvestment Fund (CRF) has contributed more than \$580,000 to local nonprofits and cooperatives to support developmental and educational projects for our community. The fund is seeded when Owners who have become inactive and have not claimed their equity after three years either abandon or donate their Owner equity to our Co-op for charitable purposes.

Grants from the CRF may be awarded to innovative, educational, and/or entrepreneurial endeavors that impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships and collaboration. Areas of funding include food justice or access, sustainable agriculture, health and well-being, or social change. This fiscal year, the Board allocated \$65,000 for this competitive grant fund, an increase of \$10,000 in available funds over last year, and we received 40 total applications requesting \$123,927 in funding.

The CRF grant review committee is pleased to share the 22 projects receiving funding this year:

CANOPY CENTER: FOOD FOR HEALING & CONNECTION (\$2,650)

Canopy Center offers support, advocacy, and therapy to children and families who have been impacted by trauma and adversity through three programs: Court Appointed Special Advocates (CASA), Oasis Sexual Abuse Therapy, and Parent to Child Supervised Visitation. Many of the children and families they serve also struggle financially, and although Canopy Center provides most of their services at no cost, they note that "when children arrive hungry or families are concerned about where their next meal will come from, it creates an unnecessary distraction from the hard work they are about to do." To alleviate this barrier, they provide snacks or ingredients to make a sandwich. Canopy Center staff say, "This small amenity truly helps set children up for success, ensuring they can concentrate during programs and increasing the probability of successful therapeutic outcomes." They also stage family sessions in a home-like

setting with a kitchen available for families to cook a meal together. Additionally, Canopy Center provides emergency food assistance in the form of grocery store or restaurant gift cards. CRF funding is for snacks and gift cards.

CEOS OF TOMORROW, INC: BUILDING YOUTH FINANCIAL WELLNESS (\$4,070)

Founded in 2016, CEOs of Tomorrow helps youth in grades 4-12 unlock their entrepreneurial gifts and use them to make the world a better place. Their programs are based on three foundations: social entrepreneurship education, financial literacy, and work readiness. Their Teen Money Mentor program hires 9-12 graders from underserved populations to be mentors for their peers on financial matters—money management, budgeting, saving, and investing. Through their participation as mentors, these teens earn up to six high school credits and up to eight Madison College Prior Learning Credits. This spring the mentors will attend the Generation Wealth Conference: Lessons to Build Legacy conference to support their professional development. CRF funding is for staff time, Teen Money Mentor wages, transportation, conference fees, lodging, and meals.

EAST SIDE ALANO CLUB OF MADISON: STRUCTURAL ENGINEER CONSULTATION (\$2,500)

The East Side Alano Club (ESAC) is an organization that maintains a facility on Madison's northside for 12-step groups and recovery meetings, including Alcoholics Anonymous, Al-Anon, Drug Addicts Anonymous, and Narcotics Anonymous. The ESAC facility was built in the 1960s, and the roof needs to be replaced. After receiving two estimates with varied information, their board of directors determined they needed to consult with a structural engineer to determine the capacity of the existing structure to handle the additional weight of roof replacement. The consultation will help ESAC "develop an informed plan to continue maintaining the building for the addiction recovery community in Dane County." CRF funding is for a consultation with a structural engineer.

EASTMORLAND COMMUNITY CENTER: GUNS TO GARDEN TOOLS (\$2,000)

The Eastmorland Community Center (ECC) "was founded on a vision of bringing people together for life-giving work within our neighborhood." Their latest project, Guns to Garden Tools, will incentivize people to turn over unneeded firearms in exchange for gift cards. The surrendered guns will then be converted into garden tools. At the event, the project coordinator will have chop saws and a forge to dismantle and remake the surrendered guns right on site. ECC staff note, "Less guns in our local community make us all safer and awareness of the issue helps community members to grow and contemplate their relationship with gun ownership." CRF funding is for gift card incentives.

EYES OF HOPE, STOUGHTON: BAYVIEW AFTER SCHOOL PROGRAM (\$3,000)

Eyes of Hope, Stoughton, Inc. (EoH) has served Stoughton's youth with a variety of programs for the past 15 years. Their purpose is "to encourage the development of strength, confidence, honesty, and service by creating a close-knit community. Youth can discover and celebrate their true selves and authentic purpose." One of their newest programs, Bayview After School Club, supports a group of Latinx youth who live in the Bayview mobile home community, a low-income/low-access area of Stoughton with limited transportation access. EoH administers this after-school program right in the Bayview community to increase access for the youth. The program engages both kids and their families; program staff are available to answer questions from parents, and the staff have also advocated for the parents to school administrators for specific support the parents request. CRF funding helps cover staffing for the after-school club.

GSAFE: BLACK TRANS FUND PROJECT (\$5,000)

GSAFE is an organization that supports LGBTQ+ youth leadership development by providing leadership training and LGBTQ+ educator training for K-12 educators across the state. This year they are piloting a 12-month capacity-building program

that is intended to empower transgender girls and femme-identified gender non-conforming youth of color through a comprehensive set of modules focusing on public health education, leadership development, anti-bullying education, and legal rights, among many other topics. This program is a collaboration between GSAFE and their Black, transgender-identified partners from Milwaukee working to build strength and resilience among Black, transgender-identified young people. GSAFE notes, "There are currently very few services in Dane County that are specifically designed for these youth populations. By contrast, there is more support currently available in the Milwaukee area[...] GSAFE will bridge this gap and transport Dane County youth to connect with their like-identified peers in Milwaukee. Adult mentors who are transgender women or femme-identified gender nonconforming adults of color will provide leadership and support to the youth." CRF funding is for stipends for participants, food, transportation, swag, and general program supplies.

HORIZON HIGH SCHOOL: GARDEN PROJECT FOR HHS 2024 SUMMER SCHOOL (\$2,000)

Horizon High School provides students in recovery from Substance Use Disorders with a safe and supportive community in an academic and therapeutic setting. They are the only such high school in Wisconsin and one of 42 in the entire nation. This year they plan to integrate a new gardening program into their summer school programming. The goals of this program include "improvement in science knowledge and skills, increased consumption of fresh fruit and vegetables, improved social skills and behaviors, to learn how food is grown, to model sustainable practices, and gain respect for the environment and nature, and finally, to promote hard work and physical activity while enjoying outdoor experiences." CRF funding is for staff supervision, materials for raised garden beds, garden tools, soil, and miscellaneous expenses.

KLJ MOVEMENT INC.: SCHOLAR DANCE PROGRAM (\$1,755)

KLJ Movement was founded in 2020



as a means to create a space of artistic expression that empowers BIPOC contributors in the art of dance; it is the only Black-owned dance company owned by a woman in Madison. KLJ Movement provides safe spaces for youth to learn dance styles that are not always available in academic settings, and they emphasize the importance of representation of historical white-dominant dance styles to be taught by BIPOC instructors. Youth ages four to 18 are eligible to enroll in the dance programs as company scholars. Through the program, scholars learn routines from instructors who have had formal training in the styles of ballet, modern, hip hop, and African-influenced movement. KLJ Movement notes, “The outcome of the dance program is to prepare students for professional entertainment opportunities, all while maintaining an encouraging, relational, and empowering culture that sets them up for success in their mental, social, and physical wellness.” CRF funding covers the tuition of one scholar.

LAKEVIEW FOOD PANTRY: FUNDING FOR LAKEVIEW FOOD PANTRY (\$3,000)

The Lakeview Food Pantry has served Madison’s northside since the early 1980s. They have seen a dramatic increase in usage in 2023, serving 42% more households than in 2020, the previous record year. This increased demand put a strain on their finances, and they had to focus on providing basic food essentials and cut back on extras such as personal care items. They are looking to add additional freezer space to adequately manage their frozen food supply, and additionally, return to offering a greater variety of personal care items, such as dish soap, laundry detergent, shampoo, diapers, cleaning supplies, etc. CRF funding is for a new freezer and personal care items.

MADISON NORTHSIDE PLANNING COUNCIL, INC: MADCITY FOOD CARTS (\$2,000)

Ten years ago, Madison Northside Planning Council (NPC) opened FEED Kitchens, a shared commercial kitchen, food business incubator, and home to FEED Bakery Training Program and Healthy Food for All, their food recovery initiative. FEED Kitchens is also the parking space for many of Madison’s food carts, and event organizers began contacting FEED Kitchens to find out if they could book food carts for their events. In response, FEED compiled a listserv of food cart operators to better recruit them for event requests. They called the group MadCity Food Carts, and it now works to match event organizers with food cart operators. This year, MadCity Food Carts plans to help food cart operators organize into a cooperative. This producer co-op will help the food cart operators advocate for their shared interests with the intent of incorporating and operating as its own entity.

The co-op will operate the listserv, connect with event organizers, organize events, and advocate collectively to the City and County for rule changes that impact their work. Eventually, they may be able to form a buyer’s club to increase their economy of scale and form a health insurance group. CRF funding will pay the wages for staff time and the cost of supplies and printing.

MIDWEST MUJERES COLLECTIVE: BE BOLD TAKE THE MIC PROGRAM WITH YO QUIERO DINERO (\$2,800)

Midwest Mujeres Collective was founded in 2021 “to address pay inequality and barriers to career advancement experienced by Brown and Black women in Dane County.” They aim to reduce poverty and income inequality by providing educational opportunities that support underrepresented women and women who experience barriers to entry into the job market. This year, they will train their third Be Bold cohort, allowing them to train six women of color to share their journeys to economic empowerment. These women will present at the annual Yo Quiero Dinero event, which brings awareness to the racial wage gap and provides local women of color a place to hone their presentation skills, thus leading them to success in the workforce. CRF funding includes stipends for participants and speaker coach training fees.

NEIGHBORHOOD HOUSE: ESSENTIALS PANTRY (\$1,000)

Neighborhood House Community Center is Madison’s oldest community center with a mission to “provide high-quality programming and social services that facilitate the growth of a diverse, responsible, and welcoming community.” Recently, Neighborhood House started a new service to eradicate hygiene poverty—the inability to afford necessary non-food items like diapers, toothpaste, and laundry detergent. Neighborhood House staff notes, “Families in hygiene poverty are forced to make trade-offs or difficult choices like not washing clothes or sharing toothbrushes. There are few programs and resources nationally and locally that address this problem.” They began to offer an Essentials Pantry in 2023 every quarter or when they received a large donation of non-food items. They also partnered with other housing and social service providers to create housewarming baskets for families leaving homelessness and transitioning to permanent housing. These baskets contain household items like cookware, linens, and cleaning supplies. This year, they plan to increase the number of clients they serve and focus on sustaining a reliable source of high-quality hygiene, cleaning, and household products. CRF funding will purchase hygiene and cleaning products and home goods for housewarming baskets.



PURPOSE GROWN PROJECT: PURPOSE GROWN PROJECT (\$5,000)

The Purpose Grown Project (PGP) is a “collaboration of farmers, distributors, and community food hubs whose goal is to bridge the gap between agricultural abundance and community well-being. PGP is a farmer-led initiative created specifically to grow more local produce to share with families in need.” PGP was formed in 2023 to consolidate the efforts of local farmers working to improve food accessibility. In this model, six local farms produce food for 12 community sites with distribution assistance from Healthy Food for All, a food recovery project of the Northside Planning Council. Project staff at various community center partners coordinate distribution and connection to those who receive the food. CRF funding covers a portion of the total fresh, local produce.

REAP FOOD GROUP: UPROOT FOOD TRUCK (\$4,000)

REAP Food Group is a grassroots organization focused on connecting people and local food producers through their Farm to School, Farm to Business, Farm to Communities programs, and the Farm Fresh Atlas. They plan to start a food truck incubator program for local chefs and culinary students using a food truck donated by Emmi Roth Cheese Company. This program will serve culinary students and other food entrepreneurs interested in owning a food truck. REAP Food Group staff predict that “as more culinary professionals own food carts, there is a potential opportunity for more food cart festivals.” CRF funding will pay the food truck apprentice, and fully cover the cost of fuel and supplies (i.e. plates, napkins, cups, and silverware).

ROOTS4CHANGE COOPERATIVE: SOMOS RAICES: INTERNATIONAL GATHERING OF BIRTH

WARRIORS (\$3,150)

Roots4Change (R4C) is the first co-op owned, led, and managed by immigrant Latinas/Indigenous women, doulas, and community health workers. This year, they will convene the first International Latina/Indigenous Conference on Maternal, Child, Family & Community well-being. R4C notes, “As immigrants themselves, the members of R4C understand first-hand the importance of being seen as a whole person in the medical system—not just an immigrant or not just a woman of color[...] Although many of the current learning opportunities serve as an equity approach proxy, they cannot encapsulate the nuances and non-verbal ways of knowing and learning that come with having lived experiences and contextual knowledge.” CRF funding is for early childhood providers to lead activities for children during the conference.

TEXTILE ARTS CENTER OF MADISON: FREE COMMUNITY PROGRAMS (\$4,680)

The Textile Arts Center of Madison was founded in 2023 “on the belief that textiles connect us all; that creating with fiber contributes to our wellbeing; and that creative expression through textile and fiber arts should be celebrated, abundantly supported, and made accessible to all.” This year, they plan to launch free community programming, including family exploration days, mending days, “Sewing Machine 101,” maker meet-ups, and a fiber-focused book and podcast club. CRF funding will pay the teaching artists, a book group lead, and a paid intern.

THE BETTER PATH FOUNDATION: RECOVERY HOME GARDEN OASIS (\$3,801)

The Better Path Foundation is a new organization that works with veterans and justice-involved people who have housing insecurity and are in recovery from Substance Use Disorder.



The Better Path Foundation provides affordable housing and a supporting environment to maintain sobriety to help the folks in recovery become productive members of society. This year, they plan to create a garden oasis at each of their two property locations. The residents of the houses will be involved in the planning, layout, and design, and they will help build the gardens. They will have a garden coach available to give them hands-on gardening training and a health coach will teach them how to cook the foods they grow. CRF funding will provide all the necessary equipment, tools, and supplies (i.e. fencing, hoses, soil, seeds, and seedlings) to build the garden at one of the two housing facilities as well as the fee for the garden and health coaches.

THE MADISON SKATE-PARK FUND: ELVEHJEM ALL-WHEEL DIY (PHASE 2) (\$3,000)

In 2021, the Madison Skatepark Fund (MSF) successfully advocated for a pilot project Do-It-Yourself (DIY) all-wheel park approved by the City of Madison. MSF fundraised to cover the cost of all construction materials and provided volunteer labor to build the concrete obstacles, and they finished construction on the all-wheel park in Warner Park in late 2021. Following completion, the Madison Parks Department identified another space in Elvehjem Park that they offered to MSF for the next DIY skatepark location, and volunteers completed phase one of that project last year. They're now prepared to build phase two and complete the project later this year. For both of these DIY skateparks, MSF assigned

a park steward to monitor the park to ensure it stays clean and safe, and the group will fund any future repairs needed at either park. CRF funding is for skatepark construction materials.

TRIANGLE COMMUNITY MINISTRY: HEALTHY COOKING CLASSES (\$575)

The Triangle Community Ministry serves the Triangle Neighborhood (the area within S. Park Street, Regent Street, and W. Washington Avenue)—a community that experiences chronic poverty, and many residents live with some form of disability. One of the biggest challenges is regular access to high-quality food. Second Harvest FoodBank and local pantries contribute food, but many residents are unable or unsure how to prepare them. This year, Ministry staff plan to offer monthly cooking classes at the Brittingham Apartments for neighborhood residents. Staff will demonstrate recipes and techniques to turn the available ingredients into meals. CRF funding is for cooking equipment, including two induction burners, a cookware set, a storage tote, a slow cooker, extension cords, and reusable containers for leftovers.

UNIDOS: REUNIDOS SUPPORT GROUP (\$2,500)

UNIDOS's mission is to "empower Latine and other marginalized communities to break the cycle of domestic violence, end sexual assault, and promote healthy family systems." ReUNIDOS is a free bilingual and culturally relevant support group for Latino and immigrant men. This year, they will work with a local Guatemalan artist on a series of six workshops for participants to use painting to

self-express and heal. UNIDOS staff note, "Research shows that there is a tremendous benefit to using art in healing, particularly for victims of abuse[...] Additionally, studies support the use of art therapy with survivors as a stress-management technique." CRF funding is for workshop lead stipends.

VERA COURT NEIGHBORHOOD CENTER: COMMUNITY GARDEN IMPROVEMENT (\$2,519)

Vera Court Neighborhood Center (VCNC) is a community center on Madison's northside with community gardens located in the middle of multiple low-income housing neighborhoods marked as priority areas on the 2022 City of Madison Food Access Improvement Map. VCNC staff said, "Having the easy and accessible option of growing their own food significantly helps relieve their financial burden." This year, VCNC hired a Community Gardens Coordinator who lives in the community, and they are responsible for renting the plots, coordinating time when water is available, and planning garden work days and education days. CRF funding is for the Community Garden Coordinator stipend, replacing broken garden tools, and water for the garden.

WORT/BACK PORCH RADIO BROADCASTING, INC: WORT COMMUNITY JOURNALISM COLLABORATIVE (\$4,000)

WORT 89.9 FM is a nonprofit, community radio station serving Dane County with news, talk, public, cultural affairs, and music since 1975. They are starting a new journalism training

program—WORT Community Journalism Collaborative—intending to integrate it into the News Department as an annual summer program to train journalists from Madison's communities of color. WORT staff says, "The proposed Journalism Collaborative is part of our efforts to broaden the diversity of perspectives in our news stories and increase our audience's understanding of issues that are under-reported in the local news landscape." WORT is working with a UW Public Humanities Fellow to develop culturally relevant curriculum materials for the trainees, connect with community organizations that serve Black, Indigenous, Latine, and Hmong populations to recommend individuals for the program, and the Fellow will also interview and select the six trainees for the hands-on journalism training. CRF funding will go toward space renovation for the trainees' workspace, audio equipment for the trainees, and a laptop for the summer program manager.

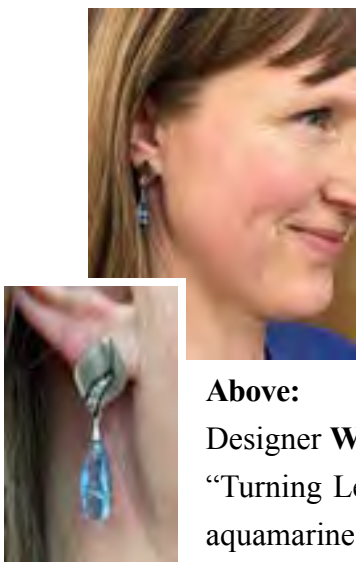
CONGRATULATIONS AND THANK YOU!

Congratulations to the winners of this year's grants and thank you to all organizations that applied—you're all doing important work in our communities! Thank you to this year's CRF review committee; Board Directors Anthony Hernandez, Ashwini Rao, and Isabel Spooner-Harvey, Owners-At-Large Carol Cohen, Jack Longert, Kirsten Moore, and Glen Reichelderfer; Customer Experience Manager, Kristina Kuhaupt; and Education and Outreach Coordinator Liz Hawley.

And of course, a special thank you goes out to all of our Owners past and present who make this funding possible.

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Above: Designer Whitney Robinson models her "Turning Leaf" earrings with detachable aquamarine icicle drops. More from the Turning Leaf collection can be seen at right. *Whitney welcomes custom commissions.*



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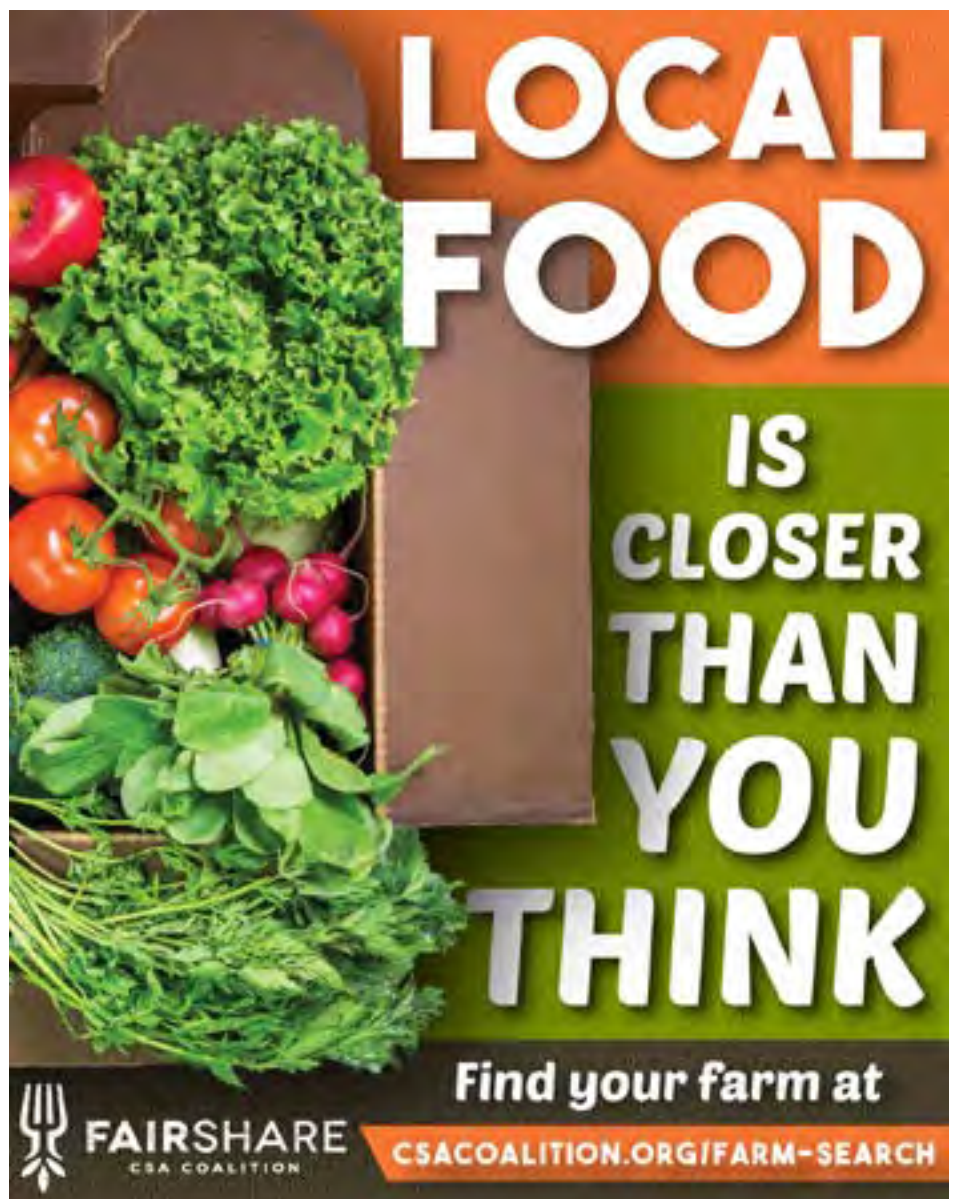
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