

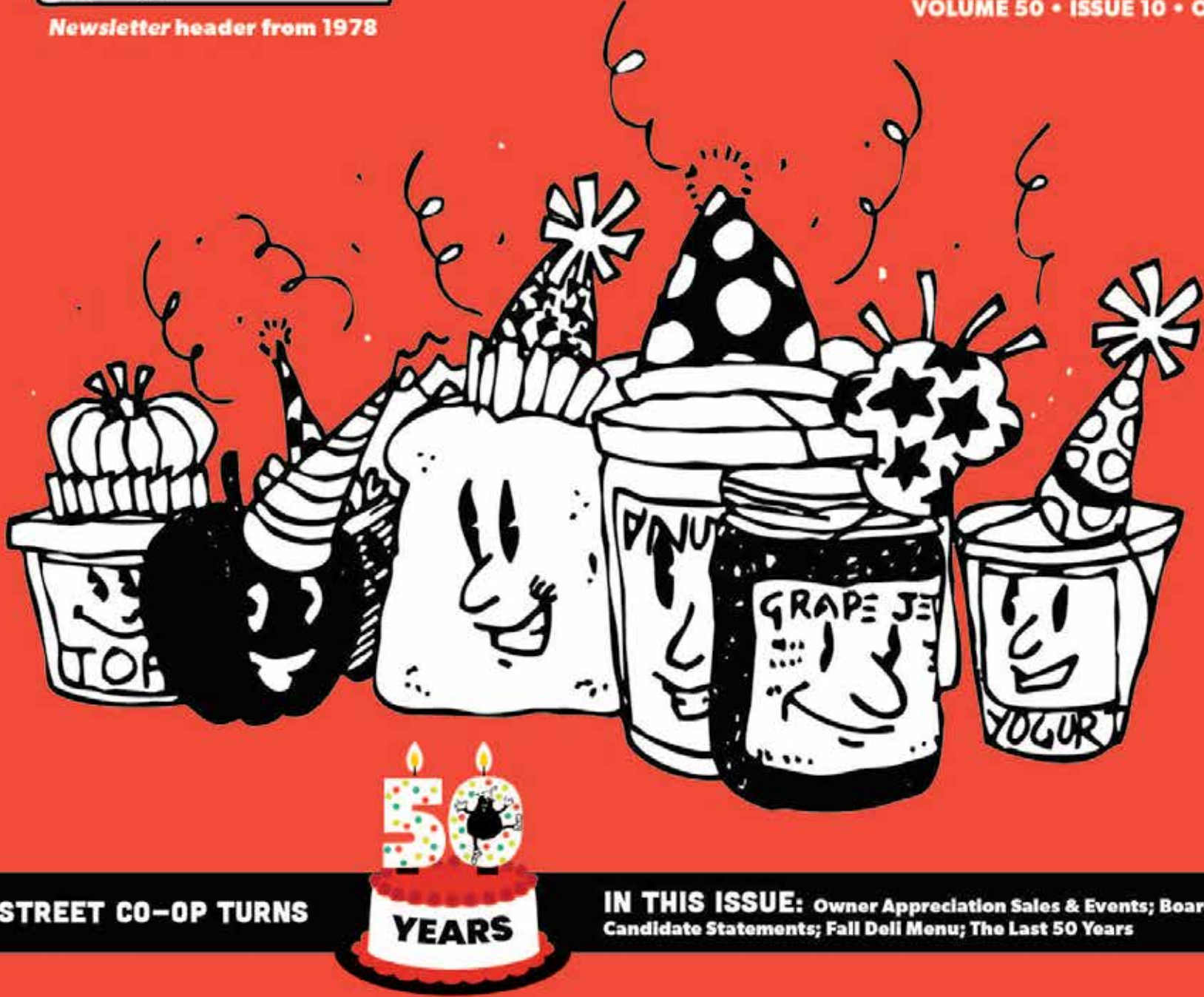
The
Williamson
Street
Grocery
Cooperative

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

NEWSLETTER

Newsletter header from 1978

VOLUME 50 • ISSUE 10 • OCT 2024



WILLY STREET CO-OP TURNS

IN THIS ISSUE: Owner Appreciation Sales & Events; Board Candidate Statements; Fall Doll Menu; The Last 50 Years

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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 informational purposes only. Before taking action, you should always consult a professional for advice. Articles may be reprinted with permission from the editor.

Submissions: Ad space reservations due by the 10th of the month before publication; artwork due the 15th of the month before publication.



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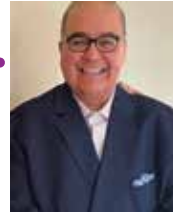
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SPOONER-
HARVEY



..... IKE
ROSS



..... CAROL
WEIDEL



..... NANCY
RANUM



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

October 23
January 22

December 4
March 26

EMAIL: BOARD@WILLYSTREET.COOP
ALL-BOARD@WILLYSTREET.COOP
(includes the GM, Executive Assistant, and Board Administrator)

1 WILLY EAST
1221 Williamson St.
Madison, WI
(608) 251-6776
Open: 7:30am - 9:00pm

2 WILLY WEST
6825 University Ave.
Middleton, WI
(608) 284-7800
Open: 7:30am - 9:00pm

3 WILLY NORTH
2817 N Sherman Ave.
Madison, WI
(608) 471-4422
Open: 7:30am - 9:00pm

CENTRAL OFFICE
1457 East Washington Ave.
Madison, WI
(608) 251-0884

**New hours
at Willy North
& Willy West!**

IN THIS ISSUE

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You're Invited!

WILLY STREET CO-OP TURNS 50 THIS YEAR AND WE ARE CELEBRATING!

To celebrate 50 years of locally growing, Owner Appreciation has bigger sales and giveaways than usual this year. We'll also be offering extra giveaways and holding extra events over the next 12 months. Check out willystreet.coop/50th for details.



OCTOBER 2024

You're Invited! Willy Street Co-op's Birthday Party!

Date: Sunday, October 16, 1994
Time: 12-3 PM
Place: At The Co-op

Please join us as we celebrate the Co-op's 20th anniversary. Board Members will be serving birthday cake.

See You There!



October 1994

CUSTOMER COMMENTS

the bathrooms should be for shoppers at the co-op rather than the fair. I am disabled where I need access to a bathroom. Perhaps the Farmers' Market should consider getting their own restrooms.

Thank you for reaching out and sharing your experience with me. I am so sorry you had such a long wait to use one of our restrooms. I can't imagine what an uncomfortable and unpleasant experience that was for you. The farmers market has indeed grown in size since we moved into our location at Willy North. I acknowledge that this does reduce the number of available parking spots directly in front of the store, however it is really important to us to support the farmers market, and the end of our parking lot is the best place for the market to set up. Regarding our restrooms, we certainly want our customers to have access to the restrooms whenever they need them. Unfortunately, there are times throughout the day and week when all of them are in use and there is a wait. The farmers market having portable restrooms could potentially reduce how often that happens on Sunday mornings and I'm happy to pass along the suggestion to them. Thanks again for sharing your experience. -Jenny Skowronek, Willy North Store Director

SUSHI

My spouse buys up to three boxes of sushi at a time, but then doesn't eat it for several days. I'm wondering how long the different types of sushi keep in the refrigerator, whether freezing is okay, and whether raw vs cooked ingredients affects the timeline for safe storage.

Thank you for your recent email regarding sushi best-by dates. I reached out to Joe, who owns and operates Mamachit Sushi and produces the sushi sold in our stores. He recommends any of his products be consumed within 24 hours of purchase, and does not recommend freezing. I hope this information is helpful, and have a great day! -Nick Heitman, Category Manager: Meat, Seafood, Beer, Wine & Spirits

WEEDS AT WILLY WEST

Today (Wed., July 24th, 2024) I was eating lunch at one of the outdoor tables at Willy West during the noon-hour. A man with a spray bottle of weed killer was spraying the few weeds growing in the cracks between the sidewalk sections while I and others were eating. I'm assuming he works for the mall owner, but it was upsetting to know that I had just spent a couple hundred dollars buying organic products, including my red-curry tofu wrap, only to have weed killer sprayed a few feet from me and my food. Could you please ask the mall owner if they could hand pull the weeds or schedule weed spraying at a different time?

Thank you for bringing this concern to our attention. We understand your frustration regarding the weed spraying incident at Willy West earlier today. However, it's important to note that the strip mall maintenance and landscaping activities, including weed control, are managed by the mall owner and not directly under our store's jurisdiction. We appreciate your suggestion regarding alternative times for weed spraying or the method used. We will forward your feedback to the mall management team promptly so they can consider your concerns and possibly adjust their maintenance schedule accordingly. Thank you again for taking the time to share your feedback. -Frantseska Kois, Willy West Store Director

PERKS PASS

We enjoyed the Festival Perk Pass last month at La Fete. I asked a vendor how this works (did they get reimburses or something to help fund the discount). They said they did not get reimbursed by the coop. We were surprised. I guess we shifted from free meal provided by the coop (a few years ago) to really having the vendors bearing the burden of this perk. Am I getting that right? For now, we've decided not to seek or use the perk pass to help the vendors make ends meet. If you can explain the change I would appreciate it. Thank you.

Thanks for your question! With the Good Neighbor Festival and the Northside Festival, the organizers collect the amount to be redeemed for food and beverage vendors, we send the organizers a check, and they reimburse the vendors. Fete organizers preferred to handle it another way, with the vendors getting a break on the booth fee. We make it clear to Fete organizers that we do NOT want vendors taking on any hardship to be able for us to offer the half-priced meals and beverages. I will follow up with Fete organizers about this (without mentioning your name). Please feel free to share my contact information with that vendor so they can share their perspective with me, if they are comfortable doing so—I would share the concern but not the identity of the vendor when talking with Fete organizers. We at the Co-op are very invested in the Perks Pass being a good thing for Owners, festival organizers, and festival vendors—if it's not working for the Fete vendors, we'll be addressing that. Have a nice weekend! -Brendon Smith, Marketing & Communications Director

APEEL COATING

Hi there! I am inquiring today regarding whether you stock products with the Apeel coating. I love Willy Street and this has become a very important factor in my shopping. Thanks so much!

Hi, We do not carry any products that have been treated with apeel. -Andy Johnston, Produce Category Manager

ALIVE MUSHROOM ELIXIR

Hello! Alive mushroom elixir makes a Matcha Vanilla and/or Matcha Cream Soda. I've been having a really hard time finding these, not just at the co-op, so I think they might be phasing it out? If either of these flavors still exist I would love love love for it to come back please. I drank like 3 of those bad boys a week and now I can never find them and I've been searching for a similar product but nothing quite scratches the itch. Thank you!!!

Hi, Thanks for taking the time to share your feedback with us. Sorry to hear that you're no longer able to find one of your favorite beverages. Fortunately, it looks like the Matcha Vanilla is currently available to us. I wasn't able to locate the Matcha Cream Soda within our distribution. I assume that the Matcha Vanilla is either replacing this, or they are in the process of transitioning the Matcha Vanilla to the Cream Soda. I plan on placing an order for this product by the end of the week, so you should hopefully be seeing this back on our shelves sometime next week. Feel free to reach out if you have any questions. Thanks! -Dave Andrews, Willy West Grocery Manager

BULK TAMARI

I've been purchasing tamari in bulk for a long time at Willy Co-op West. When I went there today, there was no tamari in bulk. Why was it dropped from the liquid bulk items? Do you plan to be bringing it back in the future?

Thank you for your comments and questions!! We stopped carrying it due to low sales. We do not plan on bringing it back. I am sorry to disappoint you. I appreciate you letting us know what you are looking for in our stores! Have an excellent week!! -Dean Kallas, Grocery Category Manager

SLOTTED SPOONS AT SALAD BAR

Several times I have asked about using slotted spoons at the salad bar, for the radishes and celery that are kept in water. I was even told that they have slotted spoons in the kitchen! To me it seems unresponsive that no one bothers to change the establishments habits, when it would be such a simple fix, and no one that i'm sure other co-op shoppers would also appreciate!! Maybe its a small gripe but it continues to frustrate me! Thanks for hearing me out... maybe I will see a change one day soon (I hope). Sincerely, long-time Co-op Shopper

Thank you so much for taking the time to fill out a customer comment form and I'm sorry to hear you are frustrated. I'll start my response by saying that this is the first time this request has made it to me and for that I apologize. I will work with the Deli staff to find a way to better communicate feedback they are getting on the floor to the supervisors and managers. We are always looking for ways that we can do better and customer feedback is one of the best ways for us to hear how we can improve our services. Thank you also for your suggestion. We currently use tongs with the radishes and the celery and for many of the other salad bar offerings as well. The tongs have been preferred over spoons by customers over the years because they find it easier to pick up the veggies and transport them to the boxes without dropping them. I do see where a slotted spoon would be useful in some cases though. So I did a quick poll of some of our regular salad bar shoppers and they overwhelmingly told me they preferred to stick with the tongs. I'm still open to being convinced on this change but I think for now we will keep using the tongs. Please let me know if there's something I'm not seeing that might tip the scales towards slotted spoons. Thank you again for the suggestion. -Bob Smith, East Deli Manager

SUNDAYS AT NORTH

On Sundays during the Farmers' Market it has become very difficult to find parking and find a bathroom. As the market has grown exponentially to be more of a fair than a farmers' market, I stopped going. On Sunday, I went into the coop to find a line of 6 people waiting for the bathrooms. Perhaps

Have a comment or request you would like to share?

We would love to hear from you!



www.willystreet.coop/contact-us

50

WEDNESDAY, OCTOBER 2 IS
Wellness Wednesday
 WILLY STREET CO-OP OWNERS GET
15% OFF
 BODYCARE & WELLNESS
 willy street co-op

15% OFF

O W N E R

COMMUNITY PERKS

In celebration of our 50th anniversary, we have partnered with businesses throughout our community where you can get a free product or discount just because you're a Willy Street Co-op Owner! We call them Community Perks.

Check out all participating businesses at:
willystreet.coop/community-perks
 OR SCAN THIS QR CODE:

All perks are subject to change without notice.

willy street co-op

LOCALLY GROWING FOR

50 YEARS

willy street co-op

50

50

We're celebrating **50 years** of locally growing starting in October, so you'll see these "50" logos a lot over the next 12 months! We'll use them to highlight some extra events, giveaways, and historical information.

Eggie the Eggplant was originally drawn by Hawley Wright Kusch and—prior to this issue of the newsletter—has been most recently seen on printed receipts. Learn more about Eggie and Hawley in the article on page 9.

The more colorful 50 logo is a combination of bits of t-shirt designs and other illustrations made by Art & Design Coordinator Hallie Zillman and finished by Content Specialist (and newsletter editor) Caitlyn Tompkins. Its design captures our 50th theme of "locally growing."

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BY ANYA FIRSZT,
GENERAL MANAGER

Hello dear Owners,
Happy 50th Anniversary!

In 1973, a group of people in Madison's Marquette neighborhood wanted to take control of where and how their food was sourced and grown. A year later this same group of people opened our first store on Williamson Street. And, for the last fifty years much of our business has been fairly routine; buying locally grown and produced products, employing people, and serving our Owners and customers.

The Co-op has specialized in organic and natural foods for as long as we have been open for business. But, one thing that sets us apart from other grocery stores is that we are a cooperatively-owned and democratically controlled business. Our Owners have a say in how the business is run, what products to sell, what services to offer, and how to distribute the profits. The cooperative business model works.

The Co-op has stayed focused on its mission and vision, however we changed over the last fifty years, from one store to three. Our Co-op has grown to be one of the country's largest consumer cooperatives with \$67 million in annual sales, 400 employees, and nearly 34,000 Owners.

Together we navigated four relocations and three remodel and expansion projects at our eastside location alone. We needed more kitchen space to support prepared foods sales growth at our east location and the potentiality of a second store, so in 2005 we opened an off-site production facility. In 2010, East was nearly tapped out in terms of sales growth, so we opened our second store in Middleton, and in 2016, we opened our third store on Madison's northside, in what was Pierce's Market. And, last March, we opened our newest location, Aubergine; a space for Co-op and community events, private rentals, cooking classes, and gallery space for local artists.

We owe so much to our founding member/Owners; were it not for their vision, hard work, and dedication, we would not be here today. Thank you founding Owners!

If you have recipes, stories or photos to share about the Co-op's early years, we'd love to hear from you. You are invited to share historical Co-op stuff at info@willystreet.coop.

In recognition of this major milestone, we have planned a few 50th

events—enhanced Owner sales, year-long give-aways, cake cutting, 50th Anniversary photo exhibition at Aubergine, Owner Community Perks, and the “Rooted In Community” mural dedication. Cheers to 50 years!

ANNUAL MEETING

The Co-op's Annual Meeting is scheduled for Tuesday, October 1 at Aubergine (1226 Williamson Street). The event is in person this year, scheduled to begin at 5:45pm and run to about 6:30pm with a panel discussion to follow. Light snacks and beverages will be available before and after the meeting. We need 50 Owners to reach quorum, can we count on you?!

2024 ANNUAL BOARD ELECTIONS

Annual Board elections are happening this month. We have six Owners running to fill four seats (3: three-year terms and 1: one-year term). Ballot information is included in this issue of the *Reader* and will also be sent to you via email (provided we have your current email address) and/or US mail. You can cast your ballot in-store, online via the email link we sent, by phone, or mail in your ballot. Electronic ballots

are due no later than Monday, October 14.

Election results will be announced at the special Owner meeting scheduled for Wednesday, October 16. Last call for ballots is 6:00pm with the results announced at 6:30pm. Look for election updates on the Co-op's website following the special meeting or in the November issue of the *Reader*.

WILLY EAST MURAL UPDATE

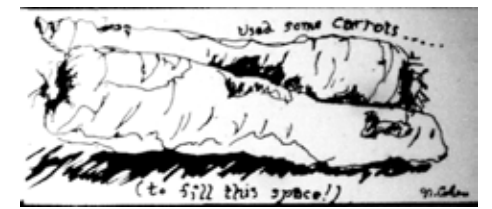
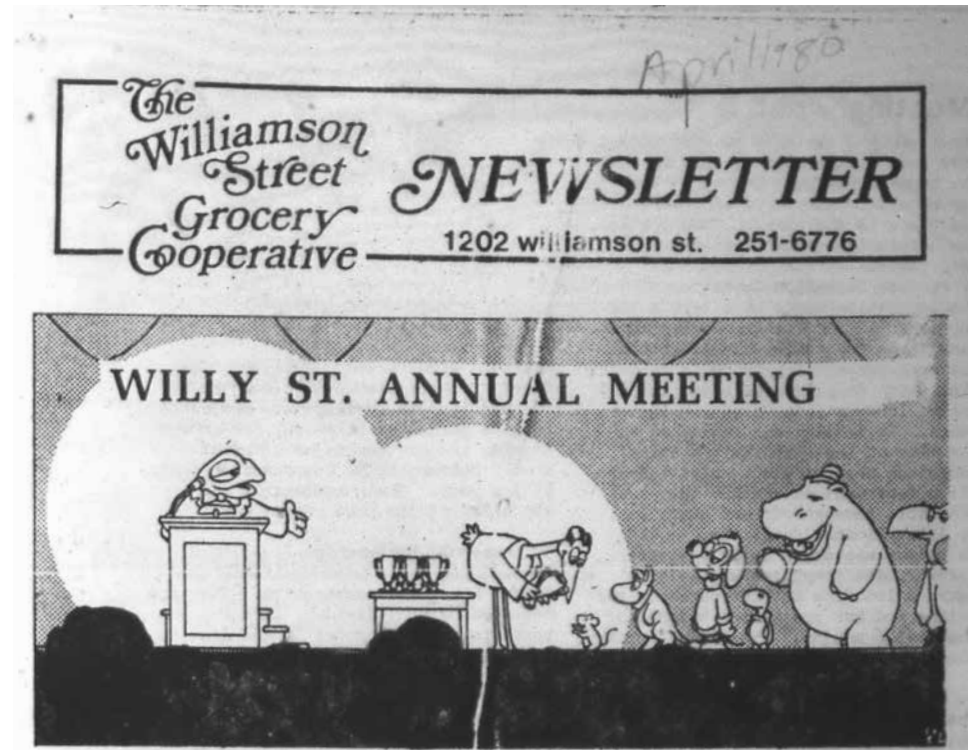
The new Willy East mural, “Roots,” is close to completion—what a wonderful transformation of the East's west wall! The mural dedication is planned for mid- to late-October 2024. Come and see the finished work and meet the artist, Sylvia Annelise Hecht. See article on page 8 to learn more about the muralist and her work.

UPGRADED ATMS AT THE RETAILS

You may have noticed that the UW Credit Union ATM at Willy East has been replaced with a new upgraded model that is now interior access only. The one at Willy North is scheduled to be replaced October 1–2, with the same new upgraded model. The ATM at Willy West is scheduled to be replaced October 9. Sorry for any inconvenience these upgrades and down times may have caused.

Here's to you, dear Owners, for being part of the journey for fifty wonderful years!

Anya



NEWSLETTER CARROT SPACE FILLER FROM MAY 1978.

WILLY STREET CO-OP'S NEWSLETTER COVER FROM APRIL 1980.

willy street co-op

VOTED

#1 Health Food Store AND Favorite Grocery Store

MADISON.COM PEOPLE'S CHOICE '24 WINNER

MADISON.COM PEOPLE'S CHOICE '24 FAVORITE

Thank you for voting us your #1 choice for Health Food Store and a favorite Grocery Store in the MADISON.COM People's Choice Award readers poll!

VOTE

For the Willy Street Co-op

BOARD CANDIDATES

Voting open October 1st–16th

This year you can vote by mail, in the store, by email, or by phone.

PHONE, MAIL, BALLOT, EMAIL icons

VOTE

For the Willy Street Co-op

BOARD CANDIDATES

Voting open October 1-16

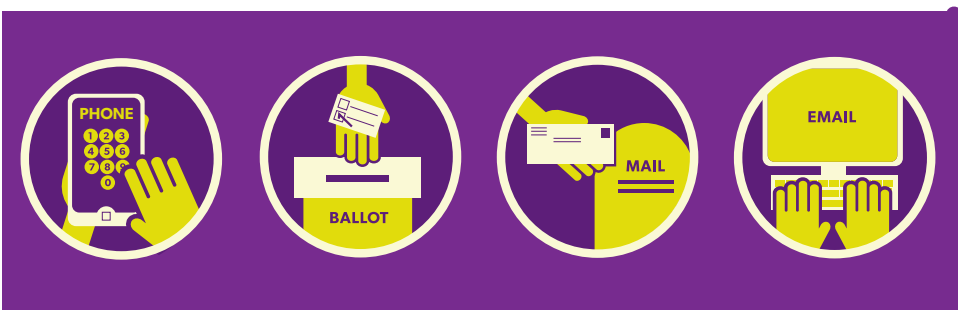
Paper ballots are due by Wednesday, October 16 at 6:00pm. Online and phone voting ends Monday, October 14 at 11:59pm. Ballots will be counted at the Central Business Office (1457 E. Washington Ave., Madison) beginning at 6:30pm, October 16. Drop your ballot off at the kiosk near the Customer Service desk at any of our stores, vote online via the unique ballot link emailed to you (if we have your current email address), vote by phone with the unique personal identification number (PIN) mailed or emailed to you, or mail your absentee ballot to: 2024 Owner Vote, Willy Street Co-op, 1457 E. Washington Ave., Madison, WI 53703. Candidate statements appear on pages 6 and 7 of this issue. Please vote for up to FOUR candidates. Only Owners' votes are valid. One vote per Owner account. If both Owners on a Household Account vote, only the Primary Owner's vote will be counted. Candidates are listed in alphabetical order. (If you would like your ballot to remain anonymous, use the following procedure: 1. Place completed ballot in envelope and seal. 2. Write your name and Owner number and sign across the seal. 3. Mail or deposit in the ballot box.)

Board of Directors

Please vote for up to FOUR candidates.

Ballots with more than four votes will not be counted.

- Caryn Murphy
- Debra Shapiro
- Sarah Larson
- Tatiana Dennis
- Dan Streit
- Jenny Wraalstad



Why four candidates?

One of the current Board members who was serving a two-year term but was not up for reelection this year recently announced that they would be resigning at the end of October. (In a typical year there are three seats open.) The Board member who resigned had one year left in their term, so three elected Board members will have a three-year term, and one will have a one-year term. The top vote-getter will be able to decide if they want the one-year term or the full term; if they choose the full term, the decision goes to the next top vote-getter.

BOARD CANDIDATES



Caryn Murphy

SUMMARY STATEMENT

I have previously served on the board of directors, and I also chaired the board development committee in 2023. I'm excited about the opportunity to represent owners again. I hope to use my experience with board operations and policy governance to support the continued stability and success of our thriving Co-op.

WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

My experience with policy governance shapes my thinking about the role of a board in steering a large organization like the Co-op. I think the most important qualifications for a WSGC board member are an interest

in serving and a commitment to the work that needs to be done. I think owners should choose me as a representative because I know what this work entails, and I'm dedicated to serving the interests of owners. If you see me shopping (usually at East or North), please feel free to say hi and share your thoughts about our Co-op!

HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY?

I've been an east-sider for more than twenty years, and I'm a longtime Co-op owner. I was elected to the board in 2020, and I've served on both the policy committee and the board development committee (chairing it last year, as an owner-at-large).

HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?

I'm committed to strengthening Willy North and capitalizing on the Co-op's strengths as an "employer of choice" in our area, which have both been identified as strategic priorities. I believe the Co-op's continued success lies in supporting its employees and ensuring healthy and affordable options for everyone in our community.



Debra Shapiro

SUMMARY STATEMENT

I'm running for Willy Street Board because after serving on the Board 2005-2012, I believe I can make a significant contribution to the co-op's purposes of making local, organic, and natural foods available to the Madison community while providing an inclusive and supportive workplace.

WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

I'm a foodie and a cook with a long-standing interest in local & organic foods and where our food comes from - local food systems. I firmly believe that everyone should have access to food that promotes health, at a fair price. I have teaching experience and experience with co-ops, as well as participating in shared governance at UW-Madison. I'm also a librarian who recently retired as non-tenured faculty at the UW-Madison Information School (iSchool) where I taught for 23 years and managed the online Masters degree in Library & Information Studies. In between earning my undergraduate degree in art history and returning to graduate school to become a librarian, I worked at many local restaurants and was the head cook at a co-op women's dorm on the UW campus for 5 years.

I love to develop recipes and since 2022 I've written recipes geared to the weekly veggie box contents for my CSA, Tipi Produce. I have a large collection of recipes online (links below), and teach cooking classes at Orange Tree Imports and have taught classes designed to help people use all the vegetables from their CSA boxes for CSA FairShare.

HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY?

Many (but not all!) of my volunteer gigs revolve around food. I volunteer at the Goodman Community Center food pantry and at the Dane County Farmers Market. I volunteered for REAP Food Group for several years, and I've also served on the boards of a number of local co-ops and organizations including Union Cab and WORT. My UW-Madison shared governance experience includes 7 years on the Academic Staff Executive Committee, a standing committee of the Academic Staff Assembly, similar to a Board of Directors. I began working as an election official for the city of Madison in 2008, and am currently a Chief inspector and an in-person absentee voting hourly employee.

HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY?

I will use my past experience on the Board and knowledge of food systems generally and local foods specifically to help promote the co-op's mission to provide access to organic and local foods. I will also be able to use my teaching and shared governance experience to communicate with others, spread the word about the co-op, and help to develop effective policies to guide co-op activities.

Instagram: <https://www.instagram.com/debslunch/>



Sarah Larson

SUMMARY STATEMENT

I believe cooperative businesses and food are central to a thriving local economy. They build and shape community. I love taking my passion, interest and experience working with / in food businesses for the last 20 plus years to help support a thriving Willy Street Co-op.

WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

Throughout my service, I will strive to center long term sustainability and profitability that aligns with our ownerships and communities needs. 50 years is amazing but the world continues to change and we need to ensure the coop survives the next ten plus. My career has centered on supporting local food and farm businesses - this gives me a rich background and insights into the trends and challenges food businesses in general and those like a grocery coop faces. This context will round out my experience in grassroots board, leadership, and community building to best represent owners while also keeping an eye on the fiduciary governance responsibilities that come with being a board member.

Potential conflicts of interest: my day job involves supporting food and farm businesses through the Food Finance Institute where I work closely

with many Wisconsin food and farm businesses and service providers. Conflicts of interest can sometimes arise related to this work in which case I disclose and recuse myself.

HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY?

I love centering purpose while organizing people - I find myself in a variety of leadership roles in our community because I am energized by people aligning around a mission. I believe I have a unique ability to activate and empower people towards a unified goal. And to shift between strategic thinking and tactical planning to respond to the most emergent needs of an organization. Currently, I am the executive director of Madison roller derby, the treasurer of FairShare CSA Coalition, and serve on the board of the Madison Public Market Foundation and Seven Acre Dairy.

HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?

I will use my experience and background in the food industry to build upon our strategic planning work to help ensure we have a long-term vision that center a unique competitive advantage / value proposition for the coop. I will use my leadership and financial governance skills to step into whatever roles I can be most helpful in keeping an eye towards profitability and sustainability. I will center equity diversity including belonging accessibility in my thought processes and considerations for decision makings. I appreciate the opportunity to be considered for another term of board service to continue to help further the mission and vision of the Co-op.

<https://www.linkedin.com/in/sarah-larson-14328b34/>



Dan Streit

SUMMARY STATEMENT

Building local food systems is important to me as I work toward strengthening sustainability in my community. The Co-op is a keystone in fostering Wisconsin's food community. I am excited to use my skills and experiences to ensure that the co-op continues its vital role in the local food community.

FULL STATEMENT

In my professional life, I work for a Madison-based non-profit organization that is committed to advancing equitable initiatives to mitigate, and adapt to, climate change. This work aligns my professional goals with my personal beliefs about the urgency of accelerating environmentally sustainable behaviors and technologies.

Extending from these beliefs, community and local, sustainable foods are two of my core values. I understand that my community extends from the neighbors on my street to the residents of southern Wisconsin, who include a diverse mix of backgrounds, identities, and income levels. All levels of community are important to me.

I commit my time to building up my communities and to supporting local food systems. For example, I have served on boards of directors for my faith community and for Dane Buy Local. I am also an active member of the Dane County Food Collective and I regularly volunteer at my local food pantry.

I believe that continuing to strengthen Dane County's local food communities is essential to the health and wellbeing of residents and is also an important strategy in fighting against climate change.

I am eager to bring both my professional background related to climate change mitigation and adaptation, as well as my personal convictions and experiences in supporting local foods to my service on the Willy Street Co-op Board of Directors.

Willy Street Co-op is a cornerstone of the region's food growers and processors. The Co-op has made strong environmental commitments and is clearly grounded in the communities that it serves.

As a Board member, I would add my analytical and facilitative background to the amazing expertise that is already offered by the other board members. I would ask new questions; I offer new insights; and strive to help the Co-op further align its policies to reduce GHG emissions and fight food insecurity in the community.

I do not have any conflicts of interest related to my position as a board member of the Co-op.



Tatiana Dennis

SUMMARY STATEMENT

I grew up with Willy Street Co-op, a cornerstone of the Madison community. After three years on the board, I've found my voice and rhythm. I'm running again to continue contributing to this space, ensuring it is equitable and inclusive for everyone who calls this place home.

WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

As a lifelong East Sider, the Co-op has always been a part of me. Now, I've had the privilege of being a part of it. Over the past three years, I've helped push for a more equitable and inclusive Co-op that better reflects the diverse community it serves. I'm proud of what we've accomplished, and I'm committed to continuing that work.

HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY?

After graduating from UW-Madison in 2018, I spent two years working and traveling globally before returning to Madison in 2020. Since then, I've been deeply involved with the community, working at a local nonprofit and joining the Co-op board.

My time on the board has been a rewarding journey of growth and commitment. Now, as a grant writer for Centro Hispano and a member of the Co-op's DEI committee, I look forward to continuing to help guide the Co-op towards a more sustainable future. In my passtime I teach yoga at a local studio, tend to my small garden, and love spending time outdoors.

HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?

I will continue to bring my perspective as a Black Madisonian and non-profit professional to the board, using my experiences to bring new perspectives and foster community. By applying my skills in community engagement, I will work to further the Co-op's mission of sustainability and health, helping ensure it keeps growing while still remaining the co-op we all know and love.



Jenny Wraalstad

SUMMARY STATEMENT

I appreciate that within our community there's a place where you can regularly see local, organic options available to consumers. I had some health issues which lead me to look to food and supplements as "medicine" and was happy to find that Willy Street Co-op had what I needed.

WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

I worked for this great think tank for a few years. Several departments and managers had to come together and move the organization we were launching forward into a new market. That was a deeply collaborative experience that was ultimately focused

on long term sustainability, which is what I understand the Co-op board aims to achieve.

HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY?

I moved to a neighborhood that I love a few years ago and wanted to find ways to support that community. I volunteer doing homeless outreach and the Walk to End Alzheimer's. I was a troop leader for my adult child's girl scout's troop. I have also volunteered with the Literacy Network here in Madison and wrapped Christmas gifts for Santa's Without Chimneys..

HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?

I have worked for organizations where we collaborated to achieve larger institutional goals. I've written and discussed new policies and policy changes. I can take information in and make fair decisions that benefit the whole, while maintaining integrity. My analytical skills from years of being an accountant allow me to cut through unnecessary details to the heart of the matter, while holding several viewpoints in mind to make group decisions that have an impact.



ROOTED IN COMMUNITY: WILLY EAST MURAL SPOTLIGHT

BY: KRISTINA KAHAPT, CUSTOMER EXPERIENCE MANAGER



Willy Street Co-op has been locally growing for 50 years together with our surrounding communities. Our Co-op was started by a small group of eastside Madisonians who wanted more access to simple, high-quality food grown by local farmers and makers. They wanted to know how the food was grown and where it was coming from. In the 50 years since, more and more Americans have become interested in where their food comes from, who's making it, and how it's made. The Co-op has grown along with this interest, now serving 34,000 Owners at three stores, a production kitchen, a central office and a new eastside community space, becoming one of the largest food cooperatives in the country.

As we approached our 50th year, we wanted to commemorate this milestone with a new East store mural, created by a local Dane County artist, to represent our vision statement in art form:

“Willy Street Co-op is a local community partner that nourishes a sustainable, accessible, and equitable food system where everyone can participate.” We received many stunning entries in the spring of this year, and from those entries, a Co-op art selection committee narrowed them down to just three concepts. Our Owners voted for their favorite in the month of July, with more than 400 Owners participating in this collective process. The winning vote was for the “Roots of our Community” mural by Sylvia Annelise Hecht. For more information on the other two artists and concepts, please visit our voting results webpage: <https://www.willystreet.coop/co-op-blog/willy-east-mural-design-vote-results> As a reminder, this new mural will replace our beloved 12-year-old “Utopia” rendering by Pamela Castro representing female strength and unity on the west side of the store next to the fire station. We thank Pamela for sharing her expression of self for all these years!

Sylvia explained where the inspiration for the design came from by saying, “...I saw images of the root systems of native prairie grasses, which hold an enormous amount of water and nutrients, and can extend up to 15 feet underground. [These roots] are crucial for maintaining the health of our soil and our native ecosystems.” Sylvia mentioned that her goal is to create art that inspires and gives a sense of peace. In September of 2022, Sylvia had her own personal journey through the recovery from a traumatic brain injury, which guided her to be, “...passionate about exploring the way our environment affects our nervous system, and the strategies I’ve learned about using our environment to assist with self-regulation.” This personal experience has shaped Sylvia’s advocacy for neurodiversity,

which is also represented in this mural alongside other diversities including multiple lenses of human experiences, ecosystem, and biodiversity. Sylvia’s work is not only local, but world-wide. She has traveled the world painting murals, “...learning to incorporate local culture and values into my murals, and investigating the relationship between our environments and our emotional states.”

It has been wonderful to see the mural sketch come to life during the painting progress this past month. By the time you read this article, the mural will be close to completion and ready for celebration. Please stay tuned to future mural dedication details through our social media and website.

OWNER PERKS AND EVENTS TO LOOK FORWARD TO DURING OUR 50TH ANNIVERSARY:

- Birthday Cake Cutting with the Board at each store. Come enjoy some homemade chocolate and orange vegan cakes made by our Off Site Kitchen staff.
 - North Store: October 5, 11am-1pm
 - West Store: October 12, 11am-1pm
 - East Store: October 19, 11am-1pm
- Annual Meeting featuring a panel discussion including Steve Rankin and Steve Rooney, Co-op founding Owners. This meeting will take place at Aubergine (1226 Williamson Street)
 - October 1, 5-8pm (appetizers and beverages will be provided)
- MMoCA Gallery Night participant at Aubergine (1226 Williamson Street), featuring a retrospective of historical curated Co-op photographs from 1974 until now. Appetizers and drinks will be provided.

October 4, 5-9pm

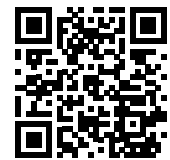
- Farm-to-Table Dinner at Aubergine—WOW! This event filled up the weekend after our September *Reader* went out, when it was featured in my article. Even though it is filled up, we do have a waitlist for those that want to see if there are potential opportunities through cancellations. An additional update, we now have five farmers, makers, and producers who will join us to speak about their businesses and their partnerships with the Co-op over the years for you to look forward to hearing if you are attending.

October 25, 6:30-9:00pm



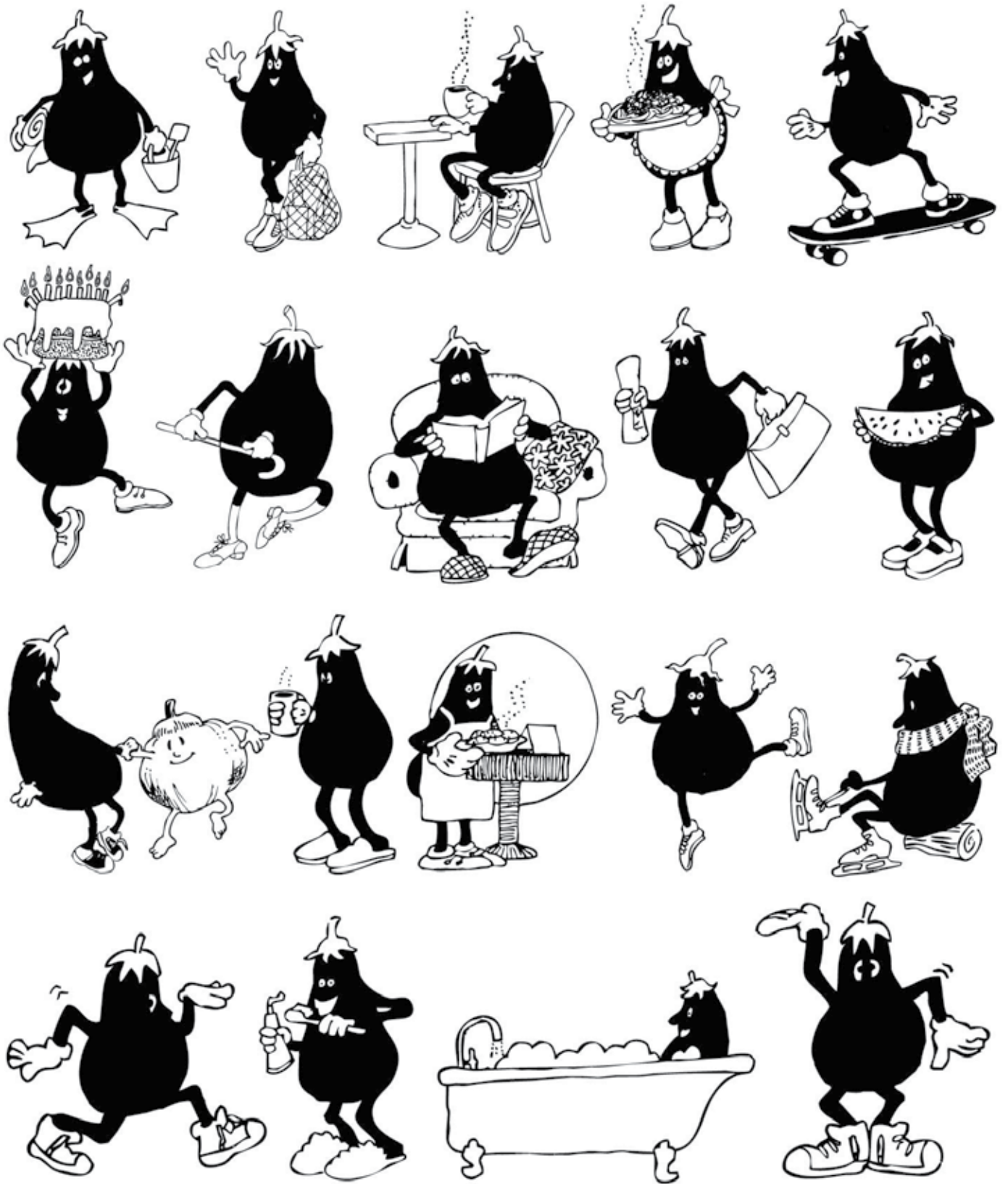
- Owner Community Perks from October 2024–October 2025
- In celebration of our 50th anniversary, we have partnered with businesses throughout our communities where you can get a free product or discount just because you’re a Willy Street Co-op Owner! We call them Community Perks. Check out all participating businesses at: willystreet.coop/community-perks.

Additional Resources:
Madison Magazine highlight of East Mural Project:



EGGIE'S ORIGIN STORY: AN INTERVIEW WITH HAWLEY WRIGHT KUSCH

BY: CAITLYN TOMPKINS, CONTENT SPECIALIST



Wondering why the eggplant has been our muse for so long? Meet Eggie, Willy Street Co-op's original mascot, and Hawley, Eggie's creator. I had the chance to ask Hawley a couple of questions about her stint as the Co-op's resident illustrator from 1976 to the early 90s and she gave us this lovely little slice of eastside life.

HAWLEY: "Yes, indeed, I always did want to be an artist and only an artist—never went thru the famous ballerina or cowgirl or nuclear scientist period—where I had my first show in kindergarten at the Laguna Beach Art Festival and went straight thru all the art courses HS and UNI could offer (other than a short stint in New Mexico where my husband and I tried to raise goats and build our own house from adobe—that lasted approx 2 weeks) but it wasn't 'til moving here and going to one year of MATC that I found someone to teach me the nuts and bolts of actually putting together a portfolio and how to find clients.

I worked at the coop when it was in the old veterinary office and served on the board of directors. We didn't have a functioning cash register but did have a beautiful antique one that just stayed open with a cardboard box inside and a store cat named Winky who kept us mouse free pretty much but did lounge in the open bulk bags. We were very earnest—I remember the huge controversy over whether or not to carry ice cream with sugar in it and then, what to sell it in cups with plastic (!) spoons, wooden spoons (bamboo ones weren't an option) or spoons hanging from twine.

I loved my time at the Co-op, both as a young twenty something,

lugging my bulgur home across Orton Park to try and figure out how the hell to turn that into dinner and then as a thirty something, doing the ad art at 2AM with sleepless babies and then as a 40-50 something acting all professional with my own studio, then my sixties were in the Eastern Mediterranean, learning how to actually cook bulgur before coming back and enjoying just being a customer at a totally transformed Willy Street.

Y'know the original Eggie wasn't an eggplant, it was a western-style carrot with chaps.

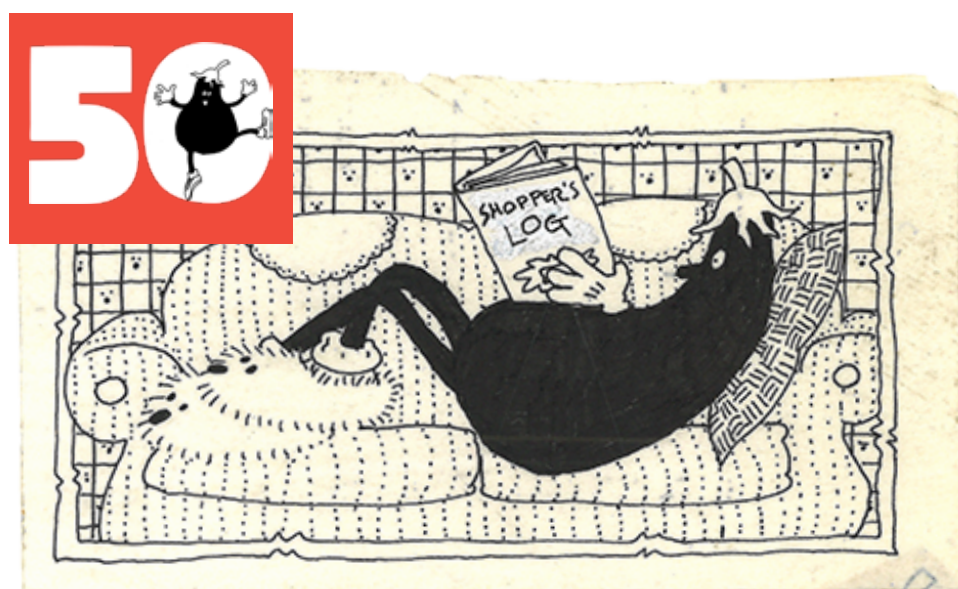
I found the old ad and will bring it along to the Retrospective but as soon as I did the eggplant, I was happy with his otherness (cartoon carrots are a dime a dozen but at that time eggplants were more their own guys) (and all eggplants have much cuter

butts than carrots do). The name Eggie came from someone else but it fits a lot better than Edmund.

My favorite eggplant that I kept for years was on a toddlers' size T-shirt of my son's that I hung onto for almost 40 years but then in a fit

of downsizing, apparently threw out (sound of head slap)."

See Hawley's drawings (and Hawley!) at our Willy Street Co-op Retrospective Gallery Night on Friday, October 4 from 5-9 at Aubergine.



HAWLEY, EGGIE THE EGGPLANT'S CREATOR AND ILLUSTRATOR.



CHEESE PLEASE: HOME CHEESE-MAKING BASICS

Location: Aubergine, 1226 Williamson St.
Tuesday, November 5, 6:00pm–8:00pm
Location: Willy West Community Room
Wednesday, November 20, 6:00pm–8:00pm
Ages: 14+; adult supervision required
Instructor: Linda Conroy
Fee: \$50 for Owners; \$60 for non-owners
Capacity: 20

This introduction heralds the boldness of cheese! Linda will cover the ingredients and procedures necessary for success. This class is interactive: we will make and taste simple cheese styles, cover sourcing milk, and uses for whey. Leave with recipes, samples, and a culture to get started. Whether you continue making cheese or attend to experience the process, cheese will never look the same! Demonstration and hands-on.



ELDERBERRY FOR HOME USE

Location: Willy West Community Room
Wednesday, October 16, 6:00pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Kirsten Landsverk
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Everyone has heard of the amazing properties of the superfood elderberry. In this class, Kirsten Landsverk will get into the health properties of adding elderberries to food as well as making our own elderberry syrup for use at home. Everyone will take home a jar of syrup that they make in class. Demonstration and hands-on.

TOPICAL APPLICATION OF HERBS

Location: Aubergine, 1226 Williamson St.
Tuesday, October 22, 6:00pm–8:00pm
Ages: 14+; adult supervision required
Instructor: Linda Conroy
Fee: \$50 for Owners; \$60 for non-owners
Capacity: 20

Using herbs topically can promote the healing of the skin, relieve irritation from bug bites, pain, inflammation, and much more. Join herbalist Linda Conroy for this hands-on workshop to learn about herbs for skin health and to transform them into infused oils as well as salves and lotions. Everyone will take home preparations made in class as well as recipes. Lecture and hands-on.

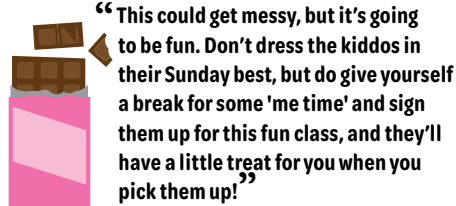


SPROUTS: CHOCOLATE DIPPED EVERYTHING

Location: Aubergine, 1226 Williamson St.

Thursday, October 10, 4:00pm–5:00pm
Location: Willy West Community Room
Tuesday, October 15, 4:00pm–5:00pm
Ages: 5–8 years old; adult supervision not required
Your Co-op's Own: Mike Tomaloff
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 8

We'll try our hand at hand-dipped treats! Fruits, shortbread cookies, tasty truffles, and more dipped in chocolate and decorated with sprinkles and swirls. Dress for a little mess with Mr. T and the Co-op Sprouts for this fun hands-on activity with treats in class and to-go. Hands-on.

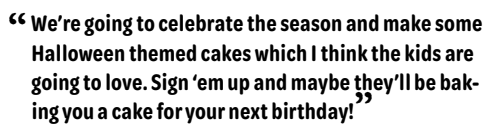


-Mike Tomaloff, Co-op Class Instructor

SPROUTS: PIECE OF CAKE

Location: Willy West Community Room
Tuesday, October 22, 4:00pm–5:00pm
Ages: 9–12 years old; adult supervision not required
Your Co-op's Own: Mike Tomaloff
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 10

Bake a cake? Piece of cake! Join the Sprouts and Mr. T to learn about baking cakes and making icing. Together we will whip up a batter, bake some little cakes, make some tasty frosting, and then decorate our creations with all sorts of goodies. Hands-on.



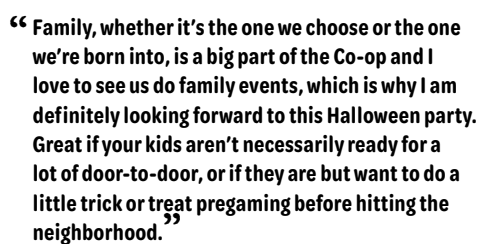
-Mike Tomaloff, Co-op Class Instructor



SPROUTS FAMILY EDITION: HALLOWEEN PARTY

Location: Aubergine, 1226 Williamson St.
Thursday, October 31, 4:00pm–5:00pm
Ages: 5–11 years old; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 25

It's no trick, the Co-op has a treat for you! Make Aubergine a stop on your trick-or-treat route and join us for the first Sprouts Family Edition: Halloween Party and get your spook on right with fun treats, tricks, and activities. Painting pumpkins, decorating cookies, and making popcorn balls are on the menu. Costumes optional, but encouraged!



-Mike Tomaloff, Co-op Class Instructor



HORMONE BALANCE NATURALLY

Location: Zoom
Wednesday, October 2, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 40

Do you suspect your hormones are out of whack? Katy Wallace, Naturopathic Doctor of Human Nature will present four priorities to focus on to balance your hormones naturally, without the need for replacement- or bio-identical hormones.

HOW THE THYROID GLAND WORKS

Location: Zoom
Tuesday, November 19, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 40

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

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



MINDFUL MOMENT: GUIDED GROUP MEDITATION

Location: Aubergine, 1226 Williamson St.
Tuesday, October 8, 5:00pm–6:20pm
Tuesday, October 22, 9:30am–10:50am
Tuesday, November 12, 5:00pm–6:20pm
Tuesday, November 26, 9:30am–10:50am
Tuesday, December 10, 5:00pm–6:20pm
Ages: 14+
Instructor: Sean Phillips
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 20

Welcome to Mindful Moment, a guided group meditation class for both beginners and experienced participants. Sessions start with a brief introduction, followed by guided meditation, and conclude with discussion, and Q&A. Stay for refreshments and a meet and greet. Mindful Moment aims to help individuals realize inner peace and enjoy its benefits, such as enhanced clarity, focus, reduced stress, and better mental and physical well-being.

SELF-CARE CIRCLE: GENTLE YOGA & JOURNALING

Location: Aubergine, 1226 Williamson St.
Saturday, October 19, 10:00am–11:20am
Ages: 18+
Instructor: Mourning Dove
Fee: \$25 for Owners; \$35 for non-owners
Capacity: 8

Prioritize your self care journey with guided reflection, journal prompts, gentle movement, and kindhearted community. We'll close our circle with a sound bath including crystal bowls, Koshi chimes, ocean drum, and more. All bodies, identities, and abilities welcomed and valued. Please include accessibility needs, accommodation requests, and preferences when you register

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson Street
Wednesday, October 16, 1:30pm–4:45pm
Wednesday, December 4, 1:30pm–4:45pm
Location: Willy West Community Room
Wednesday, November 6, 1:30pm–4:45pm
Wednesday, September 11, 1:30pm–4:45pm
Location: Zoom
Wednesday, October 23, 1:30pm–4:45pm
Wednesday, November 13, 1:30pm–4:45pm
Wednesday, December 18, 1:30pm–4:45pm
Fee: \$55 for Owners; \$90 for non-owners

An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email info@humannaturellc.com or call 608-301-9961.



WISCO PARTY FARE

Location: Aubergine, 1226 Williamson St.
Thursday, October 3, 6:00pm–8:00pm
Location: Willy West Community Room
Tuesday, October 8, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Wisconsin cheeses, pickled veggies, and smoked fish are staples of almost any cheesehead gathering. Join Chef Mike and gear up for the holiday party season as we prepare a homemade beer and cheese spread, smoke some locally raised trout, pickle some veggies, and more! Demonstration with hands-on opportunities.



“It goes without saying that Wisconsin has some amazing, unique, and sometimes unusual food traditions, and I am excited to share some of my favorites with you. In particular smoking some of the incredible rainbow trout available at the Co-op and showing you how easy it can be to do at home.”

-Mike Tomaloff, Co-op Class Instructor

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Lakeview Library
Thursday, October 10, 6:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to explore the unlimited choices of plant-based meals. Register at <https://www.madison-publiclibrary.org/events>. Registration will open two weeks prior to the program date on September 26.

VEGETARIAN COMFORT FOODS

Location: Aubergine, 1226 Williamson St.
Friday, October 11, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Instructor: Lynn Olson
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Once a staple in Lynn's kitchen, Bountiful Bean's tofu was a one-of-a-kind, delicious, labor of love. With the recent retirement of the Bountiful Bean owners, their many fans may be wondering how to adapt after losing this historic, natural food product. Join Lynn Olson as she highlights mainly plant-based foods while demonstrating recipes and techniques for versatile, vegetarian, crowd-pleasers.

On the menu: Herb Tofu Pot Pie and Walnut Burgers. Each recipe includes dairy and gluten, but they can be easily altered with vegan and gluten-free ingredients. Join us for an evening to learn, taste, and share.

50TH ANNIVERSARY SPECIAL: AUBERGINES AT AUBERGINE

Location: Aubergine, 1226 Williamson St.
Thursday, October 17, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef Mike to learn a few new ways to cook our logo! Mike will demonstrate Zacusca, a traditional autumnal spread from Romania, Moussaka with layers of roasted eggplant and zucchini, richly spiced ground lamb, and topped with silky bechamel, then baked to perfection, and finally we will prepare some simple and delicious eggplant and olive bruschetta with cheese and plenty of olive oil drizzled on top.



“Eggplants are all too often overlooked, I think, and many of us have had unfortunate experiences eating them. I hope to change some minds with this class by demonstrating methods to get great flavor and texture from what is one of my personal favorite seasonal veggies (actually, it's a berry).”

-Mike Tomaloff, Co-op Class Instructor

COOKING WITH CHEF PAUL: SCALLION PANCAKES AND SEAFOOD CHOWDER

Location: Willy West Community Room
Thursday, October 17, 6:00pm–8:00pm
Location: Aubergine, 1226 Williamson St.
Thursday, October 24, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng

Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

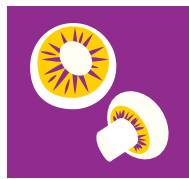
A recent trip to Taiwan prompted Chef Paul to refine these two dishes. In this class, he will demonstrate how to make the hot water dough, how to prepare fish stock, and how to select the seafood to add into the chowder. Demonstration only.

MARVELOUS MUSHROOMS

Location: Aubergine, 1226 Williamson St.
Thursday, November 7, 6:00pm–8:00pm
Location: Willy West Community Room
Tuesday, November 12, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef 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 hands-on opportunities.

“This class is back for a second run after selling out the first time around. If you like mushrooms, you'll love this class! If you don't think you like or grew up with rubbery, canned mushrooms, and don't get what people see in them, then this may be the class for you, too. Let me show you some new tricks for cooking mushrooms that might change your mind!”



-Mike Tomaloff, Co-op Class Instructor

COOKING WITH CHEF PAUL: NUTRITIOUS MEALS ON A BUDGET

Location: Lakeview Library
Thursday, November 14, 6:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to learn how to select and store produce, meal plan to make the most of fresh fruits and vegetables, and how to reduce food waste in your kitchen. Enjoy samples of Paul's tasty and versatile recipes! Register at <https://www.madisonpubliclibrary.org/events>. Registration will open two weeks prior to the program date on October 31.

COOKING WITH CHEF PAUL: HOLIDAY TURKEY AND SIDES

Location: Aubergine, 1226 Williamson St.
Thursday, November 21, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Want to have succulent turkey on the dinner table for Thanksgiving? Join Chef Paul to learn a couple of ways to make that happen! Paul will discuss brine versus dry rub, and wild rice stuffing will complement the meal! Demonstration.

AUTUMN HARVEST: A BOUNTY OF BRASSICAS

Location: Willy West Community Room
Thursday, November 21, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

The days are getting shorter, the evening air nips at your ears as the nighttime temperatures drop ever closer to freezing, and the brassicas in the

CO-OP CLASS CALENDAR

garden are reaching the peak of their flavor. Join Chef Mike to explore the remarkably numerous varieties of this hardy genus, and make some delicious dishes! On the menu: Brussels sprouts slaw with dried cranberries, radishes, toasted pepitas, and a sweet poppy seed dressing; collard greens braised to tender perfection with smoked pork and apples; and rapini sauteed in olive oil with garlic, shallots, and pillowy gnocchi.



“There are so many great dishes to make from brassicas, not to mention that they are abundant, economical, and easy to use. I am particularly looking forward to the collard greens. Growing up I didn't know much about collards, but now they regularly appear in my kitchen. They are so delicious, easy to grow, inexpensive to buy, and are loaded with good stuff.”

-Mike Tomaloff, Co-op Class Instructor

HATTIE'S POLISH KITCHEN

Location: Willy West Community Room
Tuesday, December 3, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Autumn is cabbage season, and Chef Mike invites you to join him for a trip through time, going back 30, 40 years to his Great Aunt Hattie's kitchen. Our gastronomic time machine will start with hearty cabbage rolls, slow cooked in rich tomato sauce; delicious kapusta: braised cabbage and kraut with mushrooms, brown sugar, vinegar, bacon, and caraway; and finally kapusta used to make bigos, the classic Polish hunter's stew served with easy-to-make-at-home kluski noodles. Demonstration with hands-on opportunities.

HOLIDAY SOUS VIDE

Location: Aubergine, 1226 Williamson St.
Thursday, December 12, 6:00pm–8:00pm
Location: Willy West Community Room
Tuesday, December 17, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

The sous vide cooking method is not only a great way to prepare foods with precision, it's also a great time and money saver during the busy holiday season. Join Chef Mike for recipes and ideas to make your holiday feasts easier and more economical. We'll explore alternatives to roasts like prime rib that will deliver all the flavor and extravagance, without the high price tag. Also on the menu: perfect mashed potatoes, without the cauldron of boiling water taking up real estate on the range. How about dessert? Indi-

vidual cremes brulee and cheesecakes poached to perfection in little jars that your guests will love. Demonstration with hands-on opportunities.

COOKING WITH CHEF PAUL: SHABU-SHABU

Location: Lakeview Library
Thursday, December 12, 6:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: Free; registration required
Capacity: 12

In cold weather, making stock will warm up our dwellings and hearts. In this class, you will learn how to make stock utilizing trimmings from produce and meat. Once the stock is made, shabu-shabu can be served. It's a great way to entertain by gathering your friends and family around the hotpot on a cold winter day. Register at <https://www.madisonpubliclibrary.org/events>. Registration will open two weeks prior to the program date on November 28.

COOKING WITH CHEF PAUL: GUA BAO

Location: Willy West Community Room
Thursday, December 19, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef Paul for a delicious class featuring the classic Taiwanese street food with braised pork belly, pickled greens, cilantro, and peanut powder stuffed in an open-mouth steamed bun. Paul will show you how to make the bun from scratch. Plus you'll get a lesson on how to make the sweet peanut powder, braise the pork, pickle greens, and more. Demonstration.

Scan the QR code
to register for classes
and check out our
refund policy

or go to www.willystreet.coop/events



OCTOBER IS CO-OP MONTH

These products are made by cooperatives.



Frontier
Organic Vanilla Extract
2 fl oz • Save \$3.50
\$8.99



Organic Valley
Organic Sour Cream
8 oz • Save 50¢
\$2.29 **L**



Equal Exchange
Organic Baking Cocoa
8 oz • Save \$2.00
\$7.99



Equal Exchange
Organic Regular Coffee
10-12 oz • Save \$1.50
\$9.99 **i**



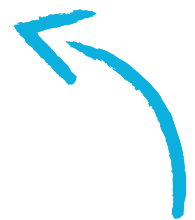
Dr. Bronner's
Organic Chocolate Bars
2.93-3 oz • Save \$1.70
\$3.79



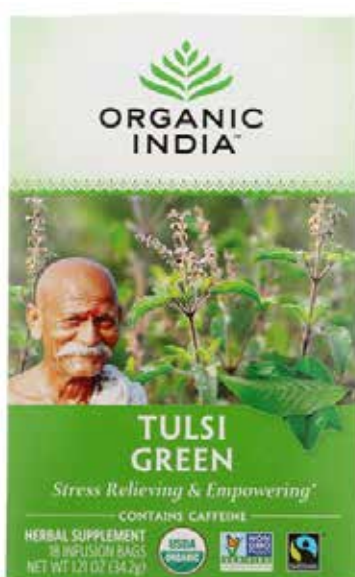
Organic India
Organic Whole Psyllium Husk
12 oz • Save \$10.00
\$12.99



Navitas Organics
Organic Unsweetened Cacao Powder
8 oz • Save \$3.00
\$7.99



Dr. Bronner's
Pure Castille Soap Refill
32 fl oz • Save \$6.00
\$10.99



Organic India
Organic Boxed Teas
18 ct • Save \$2.00
\$3.79

Alter Eco
Organic Chocolate Bars
2.65-2.82 oz • Save \$1.80
\$2.99



OCTOBER IS FAIR TRADE MONTH

These products are fair trade. Learn more at www.fairtradecertified.org



OCTOBER 2-15

coop deals
Sales For Everyone!

Muir Glen
Organic Canned Tomatoes
28 oz • Save \$2.29-\$2.79
\$3.00



Go Macro
Bars
1.8-2.5 oz • Save \$1.98 on 2
2 for \$5 **i** **L**



Cascadian Farms
Organic Frozen Fruit
8-10 oz • Save \$3.00
\$3.99



Nixie
Organic Sparkling Water
8 pk • Save \$1.50
\$4.49



Forage
Kombucha
12 fl oz • Save 58¢ on 2
2 for \$4 **L**



Kettle Brand
Potato Chips
5 oz • Save \$1.00
\$2.99



Liquid I.V.
Hydration Multiplier
10 ct • Save \$3.50
\$14.99

Angie's
Boom Chicka Pop Popcorn
4.4-7 oz • Save \$1.50
\$2.79

Kite Hill
Frozen Plant-Based Ravioli
9 oz • Save \$2.00
\$6.49



Blue Diamond
Almond Breeze Almond Milk
32 fl oz • Save \$1.98 on 2
2 for \$5

ECOs
Laundry Detergent
100 fl oz • Save \$2.50
\$12.99 **i**

Mavuno Harvest
Organic Dried Fruit
2 oz • Save \$1.00
\$2.79



Giovanni
Smoothing Castor Oil Shampoo or Conditioner
13.5 fl oz • Save \$3.50
\$6.99 **i**

Simple Mills
Almond Flour Crackers
4.25 oz • Save \$1.80
\$3.99 **i**

Maya Kaimal
Simmer Sauces
12.5 oz • Save \$2.00
\$4.49



Ancient Nutrition
Bone Broth Protein
15.7-17.8 oz • Save \$5.00
\$39.99

Amy's
Frozen Burritos
Select Varieties
5.5-6 oz • Save \$1.29
\$3.00

MegaFood
Blood Builder Iron Minis
60 tab • Save \$7.00
\$12.99



C20
Coconut Water
17.5 fl oz • Save \$1.58 on 2
2 for \$4

Mountain Valley
Spring Water
33.8 fl oz • Save 70¢
\$2.29

Ardor
Organic Sparkling Energy Drink
12 fl oz • Save \$1.58 on 2
2 for \$5



Lily of the Desert
Organic Aloe Vera Juice
32 fl oz • Save \$1.30
\$5.99

Jason
Toothpaste
4.2 oz • Save \$2.00
\$4.99

Nordic Naturals
Algae Omega Unflavored
60 ct • Save \$9.00
\$21.99



Sales on this page valid October 2-15, 2024.
All sales subject to availability. Sales quantities limited.



OWNER APPRECIATION

celebrating 50 years at willy street co-op

SALES



Bulk Sale

(September 30–October 6)

Owners get 15% OFF bulk products

500+ PRODUCTS ON SALE.
BULK WATER EXCLUDED.



Wellness Wednesday

(Wednesday, October 2)

Owners get 15% OFF bodycare & wellness products

INSTEAD OF THE USUAL 10% OFF!



Co-op Gear Sale

Owners get 50% OFF most Co-op gear

(October 7–13)

GIVEAWAYS



Win Wonderstate coffee for A YEAR!

One 1 lb bag of Wonderstate Coffee ground or whole bean coffee, any variety, per week for a year.



Win Cedar Teeth pizza for A YEAR!

One Cedar Teeth pizza, any variety, per week for a year.



Win Chocolate Shoppe ice cream for A YEAR!

One Chocolate Shoppe ice cream, any variety, per week for a year.



Win Rude Brew kombucha for A YEAR!

One Rude Brew kombucha, any variety or size, per week for a year.



Win Willy Street Co-op breakfast for A YEAR!

One 12oz or 16oz cup of brewed coffee and any one Willy Street Co-op-made pastry per week for a year.



Win Willy Street Co-op lunch for A YEAR!

One Willy Street Co-op-made sandwich, wrap, or packaged salad per week for a year.

Watch for the entry boxes in the stores
October 7–13.

One entry per participant. No purchase necessary.

EVENTS



JOIN US FOR CAKE!

We'll be serving birthday cake at each store from 11AM–1PM:

Willy North: Saturday, October 5

Willy West: Saturday, October 12

Willy East: Saturday, October 19

Willy Street Co-op RETROSPECTIVE



JOIN US FOR GALLERY NIGHT!

Take a walk down memory lane. Featuring historical photos in our gallery. Appetizers & sparkling water provided.

Aubergine (1226 Williamson Street):
Friday, October 4 from 5–9PM

OWNER COMMUNITY PERKS

We have partnered with businesses throughout our community where you can get a free product or discount just for being an Owner!

willystreet.coop/community-perks

Owner deals

Sales For Owners only!



OWNER APPRECIATION SALES: OCTOBER 7-13



Garden of Eatin'
Tortilla Chips
16 oz · Owners Save \$3.50
\$3.49



Organic Honeycrisp Apples
From Washington
Owners Save \$1.50/lb
\$1.49/lb



Mont Gravet
Red Blend, White Blend & Rosé
25.36 fl oz · Owners Save \$3.00
\$6.99

Woodstock
Organic Frozen Fruit
10 oz · Owners Save \$2.00-\$3.50
\$3.49



Sno Pac
Organic Frozen Vegetables
10 oz · Owners Save \$1.98-\$2.98 on 2
2 for \$5 **L**



Seven Stars
Organic Yogurt
32 oz · Owners Save \$1.30
\$3.49



Hu Kitchen
Organic Chocolate Bars
2.1 oz · Owners Save \$5.58 on 2
2 for \$5



Bell & Evans
Boneless Skinless Chicken Breast Tray Pack
Owners Save \$3.00/lb
\$5.99/lb



Josie's Organics
Chopped Salad Kits
7.8-11.5 oz · Owners Save \$3.00
\$3.99



Willy Street Co-op
Basic Multi
90 tab · Owners Save \$10.00
\$11.99
Basic Multi
180 tab · Owners Save \$10.00
\$23.99
Basic Multi Iron-Free
90 tab · Owners Save \$10.00
\$10.99



Willy Street Co-op
Hot Coffee
Owners Save \$1.00-\$1.25
50% OFF



Grass Run Farms
Grass-Fed Beef Ribeye Steak
Owners Save \$5.00/lb
\$14.99/lb



Earthbound Farm
Organic Salads
5 oz · Owners Save \$2.00-\$2.50
\$2.99



Skuna Bay
Farm-Raised Atlantic Salmon
Owners Save \$4.00/lb
\$14.99/lb



Field Day
Organic Pasta
16 oz · Owners Save 98c on 2
2 for \$3



Sartori Cheese
BellaVitano
5.3 oz · Owners Save \$2.00
\$3.99 **L**



Stacey's Organics
Organic Tortillas
17 oz · Owners Save \$1.50
\$4.49

Equal Exchange
Organic Olive Oil
16.9 fl oz · Owners Save \$8.00
\$9.99 **i**



NessAlla
Kombucha
12 fl oz · Owners Save \$2.98 on 2
2 for \$3 **i** **L**



Equal Exchange
Organic Coffee
Whole Bean & Ground
Mind, Body, and Soul
& Love Buzz
10-12 oz · Owners Save \$4.00
\$7.49 **i**

i = Inclusive Trade **L** = Local

Sales on this page valid October 7-13, 2024. All Owner Deals sales for Willy Street Co-op Owners only. All sales subject to availability. Sales quantities may be limited.



Farmer's Market
Organic Pumpkin
15 oz • Save \$1.50
\$2.49



Nature's Path
Organic Instant Oatmeal
Select Varieties
8 pk • Save \$1.20
\$3.79



Pacific
Organic Soup
32 fl oz • Save \$1.30
\$4.49



Epic
Homestyle Savory Chicken Bone Broth
14 fl oz • Save \$2.00
\$4.99



Annie's
Mac & Cheese
Select Varieties
6 oz • Save \$3.98 on 2
2 for \$3



Equal Exchange
Organic Tea
20 ct • Save \$1.99
\$3.50 **i**



Birch Benders
Organic Pancake & Waffle Mix
16 oz • Save \$1.50
\$4.99



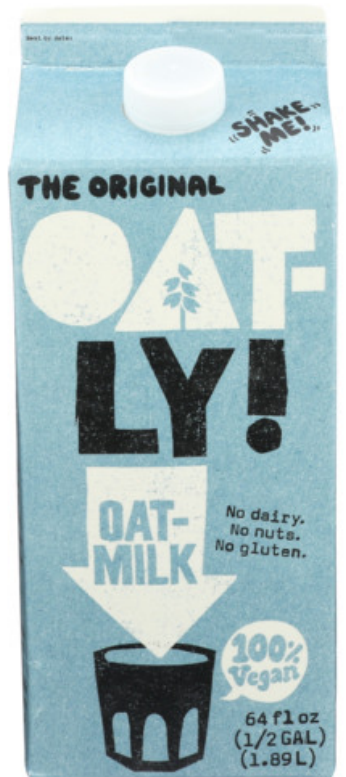
Organic Steel Cut Oats
bulk • Save 30¢/lb
\$1.69/lb



Aura Cacia
Mineral Bath
2.5 oz • \$1.58 on 2
2 for \$5



Oatly
Oatmilk
64 fl oz • Save \$1.00
\$3.99



OCTOBER 16-29

coop deals
Sales For Everyone!



Orgain
Organic Plant-Based Protein Powder
2.03 lb • Save \$45.99 on 2

Buy One, Get One
FREE



Caulipower
Cauliflower Crust Pizza
10.9-11.3 oz • Save \$9.49 on 2

Buy One, Get One
FREE



Beyond Meat
Breakfast Sausage Patties
8 oz • Save \$6.49 on 2

Buy One, Get One
FREE



Lotus Foods
Organic Ramen
2.8 oz • Save \$2.49 on 2

Buy One, Get One
FREE



Herban Cowboy
Deodorant
2.8 oz • Save \$7.49 on 2

Buy One, Get One
FREE



Quantum Health
Organic Cough Relief Lozenges
Select Varieties
18 ct • Save \$5.99 on 2

Buy One, Get One
FREE



Natural Factors
Stress-Relax Tranquil Sleep Chewable
60 tab • Save \$32.99 on 2

Buy One, Get One
FREE



Bionaturae
Organic Tomatoes
28.2 oz • Save \$4.79 on 2

Buy One, Get One
FREE



Garden of Eatin'
Tortilla Chips
5.5 oz • Save \$2.58 on 2

2 for \$5

LaCroix
Sparkling Water

12 pk • Save \$1.00

\$4.99

Rao's
Homemade Pasta Sauce

24 oz • Save \$3.30

\$6.49



Quinn
Gluten-Free Peanut Butter Filled Pretzels

7 oz • Save \$1.30

\$4.49

Larabar
Bars

1.6-1.7 oz • Save \$1.58 on 2

2 for \$3

R.W. Knudsen
Organic Tart Cherry Juice

32 fl oz • Save \$3.50

\$6.99



Siete
Refried Beans
16 oz • Save \$1.58 on 2

2 for \$5

Fage
Greek Yogurt

16 oz • Save \$1.80

\$2.99

Alaffia
EveryDay Shea Body Wash

32 fl oz • Save \$3.00

\$9.99



Xlear
Spry Xylitol Gum

100 pc • Save \$1.00

\$6.99

Andalou Naturals
Facial Sheet Mask

1 ea • Save \$1.20

\$3.79

SolaRay
Magnesium Glycinate

120 cap • Save \$11.00

\$15.99



Evolution Fresh
Organic Orange Juice

59 fl oz • Save \$1.00

\$8.99

Desert Essence
Hand & Body Lotion

8 fl oz • Save \$1.30

\$6.99

Whole Earth & Sea
Men's or Women's Multivitamin & Mineral

60 tab • Save \$19.00

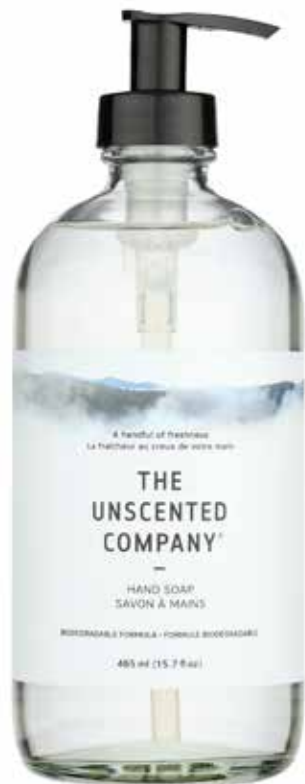
\$26.99



Sales on this page valid October 16-29, 2024.
All sales subject to availability. Sales quantities limited.



**BY MELISSA REISS,
PURCHASING ASSISTANT**



ACTUAL VEGGIES VEGGIE BURGERS

This name don't lie—these quarter-pound patties are crafted with nothin' but vegetables (and sometimes quinoa). In fact, they are soy free, gluten free and nut free, which is super unique for a veggie burger! Choose from Mushroom Quinoa, Sweet Potato, Superfood Green (yes, the patty is actually green), or Black Bean. High in protein, high in fiber, and highly colorful. Grab these at Willy East only. <https://actualveggies.com/>



THE UNSCENTED COMPANY



The Unscented Company—with B Corp and Women-Owned certifications—is on a mission to minimize our collective environmental impact. As the name suggests, this company's products are all fragrance- (and dye-) free. Never tested on animals and biodegradable with over 90% naturally-derived ingredients, you can rest assured that these products are safe and gentle on the family as well as the environment.

All Co-op locations have recently brought in their shampoo, conditioner, and hand soap. All three of these products will also have two liter (67.6 fl oz) refill pouches available, so you can refill your own containers. Each refill pouch saves four single-use bottles from the waste stream! <https://unscentedco.com/>



BABA'S PITAS AND HUMMUS

Mini, fluffy, soft pitas. Makes a great snack or Mediterranean tray addition for your next party spread. And they are perfect for scooping up their creamy hummus, which comes in a traditional form, or some tasty flavors like Roasted Red Pepper and Caramelized Onion. <https://lovebabas.com/>



WOODSTOCK ORGANIC BANANA WATER

One ingredient: organic banana. Though as simple as it may sound, there are actually two varieties of heirloom banana that make up this beverage. Loaded with natural antioxidants and electrolytes but no added sugar or artificial flavors. It's a great sports drink too. <https://www.woodstock-foods.com>

CHUNKS OF ENERGY

They're back! At Willy East and Willy West, you can find the same Chunks of Energy we used to pack into little clear bags at our production kitchen, now in 7-ounce resealable pouches. These chewy chunks have been made by a family-owned and operated company since 1992. Many varieties to choose from like Cacao Superfoods or Lemon Pomegranate. Bite-sized and packed with nutrition, they are great for the trail or the lunchbox. <https://www.chunksofenergy.com/>



READERS' WRITE!

HAVE A SEAT!

Q: I think that the cashiers should have swivel chairs like their counterparts in France! Why do they need to stand?

A: Back at the old site we had stools available for cashiers but we found them to be in the way and made the ringing/bagging transition quite slow and awkward. Personally, I found it hard to ring while sitting and would generally rather stand than sit. I don't get many complaints about standing from cashiers but am open to meeting their needs. Thank you for your concern for our cashiers. I will pass along your thought for more consideration. -Becca Schill, Front End Manager

BULLETIN BOARD ANARCHISM

Q: The bulletin board should be organized so everyone uses 8x10 or 5x7 flyers and doesn't cover up anyone else. Now it's anarchy.

A: I totally agree with you, however it would be tragic to eliminate someone's event from the board because they didn't fit the size requirement. Sometimes I fold announcements that waste space to decrease their footprint. Your suggestion is valid and one I've also contemplated and have decided to let them be as they are: inconsistent. -Lynn Olson, Member Services Manager

T-SHIRTS FROM THE OLDEN DAYS

Q: Customers would love it if we sold old WSGC t-shirts. Are they available? Could they be made? Thank

A: Thanks for your comment! I'm planning on making them available as early as this spring. We don't have any left right now and between the Annual Membership Meeting t-shirt and the winner of the t-shirt contest, I think

Smith, Communications Manager

SEEDLESS GRAPES

Q: I believe seedless grapes shouldn't be labeled in the organic section or even called Natural because they aren't. They are altered by humans (seedless). In nature this doesn't happen. Also, would like to see the co-op carry more seeded grapes.

A: I believe keeping track of hybrids isn't my job. There are far too many. Heck, even cider is altered apples! Seeded, as well as seedless grapes have a particular season. Now the seedless are available. Soon, only the seeded grapes will be available. The seedless grapes outsell the seeded by a factor of 20 at least. -Loretta Wilson, Produce Manager

WE'RE NUMBER THREE!

Q: Way to go, Willy Street Co-op Staff! I was astounded that we came in 3rd in the regular "grocery" category. Of course Willy Street Co-op won the "Natural Foods Grocery" category but that our co-op came in really well in the category for those humongous commercial groceries says a lot about how far the co-op is reaching out!

A: Thanks! -Anya Firszt, General Manager

STEEP & BREW

Q: Wondering why you no longer carry bulk Steep & Brew coffee. Is it a local company and I like the

Write Us!

We welcome your comments and give each one attention and serious consideration. Air your grievances, make your suggestions and send us your praise via the member services@willystreetcoop.com email or by filling out a form at the Customer Service desk at the front of the store. You can also reach us via snail mail at: 1221 Williamson Street, Madison, WI 53703 Thank you!

A: I have been having trouble finding any as well. Sterling was one of the that used to produce the I find a lead let me know, is local. Thanks! -Dean Manager

RAW NUTS

Q: Please begin to carry organic pistachio nuts. There is a growing group in Madison. Thank

A: I'm keeping an eye on it. -Wynston Estis, Merch

SUPER, SUPER, SUPER

Q: Can we get a super sharp white cheddar? Vermont white cheddar?

A: We offer Jim's cheddar right now. Jim Wisconsin, and since



Customer Comments

I love your store. Improvements look great. One suggestion: it's very difficult when carrying a basket, purse while shopping to find any little place where you can set down your little piece of paper to write produce #s down. Possibly you could install little blocks of wood or whatever all around with attached pencils.

Thanks, we'll work on it. -Patty

Put the coffee machine farther away from the registers. It's hard to think when someone's grinding away. Also make an express lane for people, especially for weekends.

Soon we will be moving the register counters away from bulk. I hope there will be sufficient distance. If not, we will try to find another solution. In the fall, I hope, we can have a fourth checkout...to be express. -Patty

I notice that the Earthwise cleaning products are distributed from Colorado, but there's no notice by these products to inform customers. Could you put one up?

Yes, of course! -Patty

I am surprised that you

would mix coffee and teas in the same aisle with homeopathics and soap. Bad mix.

Well, we wanted the bulk teas and coffees near the other bulk items in the window area. We also wanted the vitamins, homeopathic items and HABA in view of cashiers to watch for shoplifters. It just seemed to fit for us. I hope that it's O.K. -Patty

YO! Warn your customers that SNAPPLE is a huge sponsor of Rush Limbaugh's radio show (he plugs it on TV also). If you don't believe me, tune in 1480 WTDY-AM anyday 11-2 and just listen—he LOVES the stuff. So, let's can the pig and his favorite beverage, too! Thanks!

We're sorry about having such an offensive person plugging one of our products but there is no boycott declared on Snapple. I'm not sure from your comment whether Snapple advertises on his show or if he just plugs the product repeatedly. If they advertise, we should write to them and urge them to stop. But we can't stop him from running his mouth off about what he likes to drink. Snapple's address is:

Arnold Greenberg, COO
Snapple Beverage Corp.
175 N. Central Ave.
Valley Stream, NY 11580

(516) 872-4800
Thanks for your concern. Rush Limbaugh really is a pig! -Catherine

Do you still carry Dr. Bronner's Barley Malt Sweeteners? It's a powder. I use it along with fructose instead of sugar. If you don't carry it, do you know where I could get it? Thanks.

We once carried Ohsawa barley malt powdered sweetener, but it has since been discontinued by the manufacturer. I'll look into Dr. Bronner, though. More later. -Anya

Twice bought a half-gallon of milk only to have it go bad before the "sell by" date. The product was properly refrigerated. It's frustrating when I still have a good portion of the product left and am going to use it for breakfast or whatever, pour it into my cereal, then have to throw it all out. Perhaps you should talk to your supplier about this.

A thousand pardons. Of course, bring it back (empty) for credit! Lots of things can cause this. Not knowing the temperature of your fridge, I might consider that. But again, I'm sorry it ruined your breakfast! -Anya

The Reader

10

May 1993

OLD CUSTOMER COMMENTS

Customer Comments

The customer comments box is located near register 3 in the store. All comments and responses are posted on the clipboard above the box.

Please adjust the (organic) p-nut butter to "creamy smooth" instead of crunchy. It's nicer than crunchy.

We'd be happy to adjust the P-nut butter machine for your favorite texture. Just ask a cashier or stocker for some help. -Wynston

Millina's Picante Tomato Ketchup-Wonderful!

Thanks for the suggestion. We will order this item. -Wynston

Product request-Chinese Broccoli-like regular broccoli but sweeter, less bitter flavor, thinner stalks (less woody), faster cooking.

I've never heard of it—please educate me. I'll ask our distributors and farmers about it and see if I can buy some. -Loretta, Produce Manager

I was stupefied to see the Jiffy Mix cake and blueberry muffin mixes on the shelf. Artificially flavored, imitation, lard, sugar, BHT are just a few of the words on the box! Screen out this junk. Sorry about my tone.

Part of what we try to do here is to be a neighborhood grocery store. This is a cheap item with some ingredients we'd rather not see but it's just one product that we offer to people that can't afford the whole nine yards of organic whole food. By increased demand the whole foods market is getting closer in price to commercial foods but it's still out of reach for many people. Trying to meet everyone's needs... -Wynston

November 2003

people can organize their bulk food containers would be a nice addition.

A: Thanks for the idea — it is my intention to organize the flyer material and clear table space! Anya Firszt, General Manager

HASHBROWN SELECTION

Q: Requesting a different style of frozen hashbrown. You know, the long skinny ones. The type you carry is the short fat kind. They're just not the same.

A: Cascadian Farms makes one too. I will bring it in and hopefully they will be the long skinny ones. Thanks, Dean Kallas, Grocery Manager

REDUCE RECEIPTS

Q: Adjust computer/program to include an option of a receipt. It wastes paper and energy to have a receipt for every transaction.

A: This would be nice but doesn't seem to be an option with our current register system. I'll have Alvin, our all-knowing-IT guy, look into it again though. In the meantime we do recycle all the receipts left behind. Thanks for your concern. Becca Schill, Front End Manager

PRODUCE PLU'S

Q: Please tell your checkers to read the produce #'s on the list. Often they assume organic and have over-charged me if I'm not watching every scan. We fill out the numbers for a reason! Thanks.

A: The cashiers are told to double check organic vs. commercial produce. They also take a tour of the produce aisle at the beginning of each shift so they have a good idea of the non-organic produce in stock, but we occasionally get new things in mid-shift so they might not be aware. Many people no longer write down PLU numbers, so we try our best to know them all but as you can see it is still helpful to write down your numbers. I will remind them to look at the numbers and ask if unsure. Thank you, Becca Schill, Front End Manager

BPA LIST

Q: You have a BPA Checklist here <http://www.willystreet.coop/bisphenol> but it says it hasn't been updated since 2012. Any chance you've got a more recent version?

A: Thanks for asking. We do not have a more recent list presently. We recently acknowledged internally that we have a number of processes that were developed separate from one another regarding what we screen products for, and we are currently working on a more comprehensive process to get more frequently up-to-date information for our Owners. It may take a bit to get our new vendor questioning and information presentation process in place, but once we get a system established, we hope you will see much more information such as BPA usage updated on a more regular basis. If there is a specific product that you are wondering about in the meantime, please do not hesitate to ask. We appreciate the feedback, as it helps us know that our plans to better serve you are headed in the right direction! -Kirsten Moore, Director of Cooperative Services

GREAT CUSTOMER SERVICE

Q: I called over to the meat department to inquire with them about having any Paleo-compliant Italian sausages and the woman that helped me (I can't remember her name...maybe Jess? But I'm not sure...) offered the most exceptional customer service that I have had in a very long time and it was so refreshing as she was definitely going out of her way and doing something that she didn't need to do for me. She explained that they didn't have any fresh sausage, but that they were making it this afternoon and she would love to set some aside for

Jeremy Johnson, Meat Manager-West

VAPING

Q: As always, WE LOVE OUR COOP! Friendly, helpful, responsive, and LOCAL!

What's your policy on "vaping" (activating E-cigarettes) in the store. I recently got yet another bronchial infection after exposure—and the corps. will NEVER tell the truth, but they are all unhealthy. Pls. post a sign? TNX!

A: As I was looking for our smoking policy, which we do not have, as state law dictates the policy, I noticed that recently the City of Madison added E-cigarettes to the city indoor smoking ban. Rest assured, due to that, you should not encounter E-cigarette vapors inside our store.

Please let me know if I can assist you further. -Kirsten Moore, Director of Cooperative Services

B-A-N-A-N-A-S

Q: I just gotta say, the Co-op's organic bananas are always on point. I mean ALWAYS! When I walk in looking for some top-notch organic bananas at a decent price, I know I'm about to win. This is for real. Your organic banana game is the best in the city. No doubt that in moments of weakness, I've definitely stopped in to a large chain grocery store hoping to bring home some ripe organic bananas... but dude, they will let you down! I'm about go all 2004 Gwen Stefani here on the east side because you got me like, "Yo! This place is bananas. B-A-N-A-N-A-S!" So yeah, props for all that. I'm proud to be on team Willie Street Co-op. Cheers!

A: Thanks for the kind words; I'll pass them on to staff! -Andy



TOGETHER WE TRANSFORM OUR COMMUNITY

Your pledge through workplace giving funds systemic change.

Support the local causes you care about most through workplace giving and Community Shares of Wisconsin.

Community Shares of Wisconsin offers you the choice of supporting nearly 70 local nonprofits working on voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, and much more.

A pledge through your workplace giving campaign is urgently needed and greatly appreciated. When you designate to one of our member nonprofits they receive 100% of your gift.

Photo provided by FairShare CSA Coalition, credit: Shine United

Learn how your workplace can participate:
communityshares.com/workplace-giving

Double Dollars at the Co-op Tuesdays through March 4!



Every Tuesday, from October 15 through March 4, 2025, any shopper using their FoodShare/QUEST card to purchase groceries is eligible to receive up to \$20 worth of Double Dollars coupons.

For every \$5 you spend using FoodShare/QUEST for any FoodShare/QUEST eligible items, the Co-op will give you ONE \$5 Double Dollar Coupon, up to \$20.

These coupons can help purchase any fresh, frozen, or canned produce; and seeds/seedlings for growing edible plants at any of our stores any day of the week from October through May as funds allow.

For more information visit www.willystreet.coop/double-dollars. Double Dollars Tuesdays are made possible thanks to a partnership with the City of Madison, Community Action Coalition for South Central Wisconsin, Dane County, Public Health Madison & Dane County, Willy Street Co-op, and other private funders.



ATTORNEY PAUL O'FLANAGAN

Coop member,
PROGRESSIVE & LOCAL
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See what's new & tasty in produce or what's on sale for Owners each week!

www.willystreet.coop/emails to sign up
 - you can unsubscribe any time you wish.

Behind on your bill? MGE is here to help.



We're here to work with you.

MGE representatives are here to help households and businesses that may need help. If you need assistance or have questions about your account, please visit the Customer Service section of mge.com or call us at (608) 252-7144.

Scams are on the rise. Make sure it's us.

If you receive a call, email or visit that you suspect is fraudulent, please call MGE at (608) 252-7222.

Get free energy-saving advice.

MGE can provide expert advice for how to assess and manage your energy use. Email our Energy Experts at AskExperts@mge.com.

MGE is committed to safe and reliable service.

Lights out, power line down or other emergency? Call us at (608) 252-7111. Smell gas? Leave immediately and call us at (608) 252-1111.



Your community energy company

LOCAL BRANDS THAT ARE ALSO COOPERATIVES

BY: MICKY ELLENBECKER, PURCHASING ASSISTANT



If you haven't already seen this news proudly plastered all over this *Reader* issue and all over the stores, Willy Street Co-op is celebrating its 50th Anniversary year starting this month!!! That's right, 50 years! (And I thought I was getting old.) It takes a lot of teamwork, compromise and patience to operate as a cooperative, but it also fosters community and inclusion. So, in honor of our co-op business model, we want to recognize our fellow local co-op vendors and brands we sell that are committed to the shared responsibilities and democratic control that is the foundation of a cooperative business. We appreciate them navigating these waters alongside us and for the greater community. Hats off to you all!

MAPLE VALLEY COOPERATIVE

Maple Valley was originally founded almost 30 years ago by three friends in the Driftless region, but shifted its business structure to a co-op model in 2007. Its mission is "to produce and market the finest organic maple products with fair and sustainable methods while respecting our farmers, customers, vendors, employees, the land, and our communities." Maple Valley now has more than 30 farmer members tapping trees in Wisconsin, Minnesota, Michigan, Ohio, Pennsylvania, New York and Vermont. These are family farms, most of which are multi-generational and many that span for several generations where they've passed along the craft of maple sugaring from one generation to the next. Farmers who join the cooperative are required to be sustainable farming stewards, ensuring their maple woodland understory

stays intact to provide habitat for abundant and diverse wildlife and to prevent soil erosion. They must also minimally tap their trees so they stay healthy and may produce for up to 200 years. That's a lot of carbon sequestration for the good of the planet and the people! And, in return for their dedication to quality and stewardship, the co-op offers the farmers a sustainable living wage.

ORGANIC VALLEY

It all started in 1988 when a handful of Midwest family farmers in the Driftless region were fed up with the state of American agriculture. They were discarded by a bankrupt agricultural system and were told to "get big, or get out!" because industrial, chemical farming was the only existing option for survival. But they didn't want to be industrial, chemical farmers, and they didn't want to be at the mercy of corporate agriculture. So one farmer, George Siemon, put up posters calling local farmers to band together. And they did. Family farmers filled the county courthouse and they all agreed there had to be a better way—a more sustainable way—to continue farming like they always had, in a way that protects the land, animals, economy and people's health. And that's how their farmer-owned cooperative was born.

Organic Valley is now made up of over 1,600 family farms and more than 900 employees, all pooling their passion and resources to bring organic food to the tables of people across the country.

Their farmers share the costs of getting their products to market, and they share the profits when the company does well. But along with everyone who works there, they share a vision of a healthier, more sustainable food system. Everything they do is a collaboration toward that goal.

JUST COFFEE COOPERATIVE

Just Coffee Cooperative is a worker-owned, Fair Trade, and organic coffee roasting cooperative in Madison, Wisconsin, dedicated to a model of commerce based on transparency, respect for labor, and environmental sustainability. The Just Coffee founders were prompted to begin roasting in 2001 by Zapatista coffee growers in Chiapas, Mexico who were producing high-quality, organic beans on small, ecologically integrated family plots but finding no buyers. As an act of solidarity, these founders pledged to purchase their coffee and sell it. They now work with more than 15 grower coopera-

tives around the world, importing their beans mostly through their importing cooperative, Cooperative Coffees, whose online published contracts permit consumers to verify the price paid to the farmer.

WISCONSIN MEADOWS

Founded in 2008 on the rolling meadows of Wisconsin, their cooperative began as a small community of farmers committed to changing the way beef was produced and consumed. Their story is one of regeneration—of the land, their communities, and the health of their families. Through collaboration and a shared vision, they've grown, but their core mission remains unchanged: to produce the highest quality, grass-fed and finished beef while nurturing the soil and waterways that sustain our way of life. Every steak, every roast, tells the story of their dedication to a healthier planet and the promise of a sustainable future for the next generation of farmers. Now more than 230 family farmers take pride in being owner-members of the Wisconsin Grass-fed Beef Cooperative.

WISCONSIN GROWERS COOPERATIVE

Wisconsin Growers Cooperative was founded in 2006 to help roughly 30 farming families maintain ownership of their farms and market their produce. All of the farmers are Amish at this time and are located in west/central Wisconsin near the towns of Black River Falls, Mondovi, and Taylor. Some farmers have only a small garden plot, while others have several acres of produce, and every piece of produce is grown with the help of good old-fashioned horsepower. No tractors here! Labor is traded on the farms if someone needs help with just about anything such as weeding, planting, and harvesting. Farmers/growers take turns on the growers board (a three-person board of directors) helping to manage everything from planning what type of produce each grower will grow, to making sure the produce truck gets loaded on time as well as assisting the sales manager as needed. Its members are dedicated to the idea that if farmers take "good care of the soil, the soil will pay back with high-quality produce." And non-Amish father and daughter team, Al and Kayley Weinrich, serve as the coordination team for this all-Amish cooperative in order to bridge the communication and transportation gap between the growers and customers.

WESTBY COOPERATIVE CREAMERY

Since 1903, the Westby Cooperative Creamery has been dedicated to producing high-quality cultured and hard cheese dairy products under the same principle since day one—small production batches and top-quality milk make for a great product. The co-op is farmer-owned, meaning that more than 175 farmers and their families who supply milk daily to the creamery, own the business. Their farmer-owners share a philosophy in ensuring the best welfare to their animals with rBST-free milk; no hormones are injected into the cow to make them produce more milk. Delivering sustainable dairy products is their priority. They conserve natural resources, renew energy, and responsibly manage waste. And they keep their cows comfortable and their needs urgent.

SILVER & LEWIS CHEESE FACTORY COOPERATIVE

The small factory located in Monticello, Wisconsin has been operating since 1897 and is known for its Farmer, Brick, and Muenster cheeses. They are the second longest continuously running co-op in the entire state of Wisconsin at a whopping 127 years. Their co-op is much smaller and operates a little differently than others. The building and land is owned by the 20+ dairy farmers that supply the milk, and Josh (Head Cheesemaker) and Clara Erickson own the cheesemaking equipment within the factory and marketing segment of the factory.

CHALET CHEESE COOPERATIVE

Founded in 1885 by five dairy farmers, Chalet Cheese Cooperative continues to flourish as one of the United States oldest cheese cooperatives. Their cheese-making facility is owned by their dairy farm members (patrons) who are the suppliers of the milk to the facility. All their patrons are located in Green County, Wisconsin, close to the factory and provided fresh milk daily to the cheese factory. Chalet Cheese is known for producing unique flavored cheeses through an artisanal approach, accomplished cheesemaking knowledge, and a Swiss cheesemaking heritage. They specialize in producing Baby Swiss, Limburger, Wisconsin Brick, Swiss, and smoked versions of these cheeses. They are proud to say they are the only producer of Limburger in the United States. You'll recognize their brands as Country Castle & Deppler on our shelves.



PHOTOS CLOCKWISE: LITTLE GIRL SWIMMING IN THE WATER TANK AT WESTBY COOPERATIVE CREAMERY WHILE THE CALVES LOOK ON; CHEESEMAKERS AT SILVER & LEWIS CHEESE COOPERATIVE; KOKOWAGAYO (GAYO WOMEN COFFEE COOPERATIVE FOR JUST COFFEE COOPERATIVE), THE FIRST ALL WOMEN COOPERATIVE IN THE COFFEE INDUSTRY IN SUMATRA. ESTABLISHED IN 2014, IT IS LOCATED IN THE GAYO MOUNTAIN REGION IN THE ACEH PROVINCE, SUMATRA



WILLY STREET IS COOKING!

BAKED MAC & CHEESE

INGREDIENTS

- 1.5 pound penne (ziti, rigatoni, or elbows also work)
- 4 tablespoons flour
- 4 tablespoons butter
- 3 cups milk or half & half
- 1/8 teaspoons grated nutmeg
- 12 ounces cheese (grated 4 cups; monterey jack, pepper jack, mozzarella and/or mild cheddar)
- 1 tablespoon paprika
- 1/2 cup grated parmesan or pecorino
- 1/2 cup bread crumbs or panko
- olive oil (generous drizzle)
- salt & pepper to taste
- dash (or 3) of cayenne (optional)
- paprika

PREPARATION

Bring a large pot of salted water to a boil; cook penne until just tender.
Drain pasta, rinse under cold water, and pour into a casserole dish (9" x 13"); drizzle with

olive oil; stir to coat the pasta with the olive oil.

Preheat the oven to 350° F. Scald milk (small bubbles will appear on the edge of the saucepan) and remove from heat; set aside.

Melt butter in another saucepan; add the flour and whisk over low heat for about 4–5 minutes until thickened. Do not brown.

Add the scalded milk to the flour/butter mixture, whisk well. Add nutmeg, cayenne (if using), season with salt and pepper, and cook over medium heat until mixture thickens to desired consistency (about 5 minutes). Pour sauce over the penne, mix well.

Distribute the grated cheese evenly over the penne; season with salt and black pepper to taste.

Mix grated parmesan or pecorino and bread crumbs; sprinkle over penne, sauce, and cheese. Finally, sprinkle with paprika. Cover with foil and bake for 35 minutes, remove foil, and bake another 10 minutes or run under the broiler for a few minutes. Serve immediately.

Recipe courtesy of Anya Firszt. Modified from The New Basics Cookbook; Rosso & Lukins.

GOAT CHEESE IN OLIVE OIL & GARLIC

INGREDIENTS

- 4 ounces fresh goat cheese
- 3/4 cup olive oil
- 1 teaspoon black peppercorns
- 3 sprigs fresh thyme
- 2 garlic cloves
- 1 teaspoon herbs de provence
- several basil leaves, cut into thin ribbons

Note: Leftover cheese and olive oil mixture can be used as a sauce served over pasta.

PREPARATION

Cut the goat cheese into 1-inch thick discs (or roll into small balls) and place onto a heat-proof dish. Place sliced garlic, thyme, herbs de provence, and basil on and around the goat cheese. Pour olive oil into a small saucepan, add peppercorns. Heat until peppercorns begin to pop. Pour hot olive oil and peppercorns over goat cheese and herbs—careful the oil may sputter. Allow to marinate for several hours, serve at room temperature with baguette/crackers. Refrigerate leftovers.

Recipe courtesy of Anya Firszt.

POTATO SOUP
sauté in 2-3 TSP butter:
1 small grated carrot
1 " minced onion
1 stalk or so chopped celery

Stir in:
1 tsp salt or spike
1/2 tsp pepper (red or black)
2 cups hot milk or 1/2 & 1/2
1 cup leftover potatoes (mashed down)

Cook 20 min. & serve with a batch of quick bran muffins & a winter-fruit salad (grapefruit sections tossed with honey & almonds)

hey, it's tasty, cheap AND easy!

Willy St Coop
1202 williamson 251-6776 OPEN DAILY

RECIPE IN AD FROM THE 1980S

BLUEBERRY (OR PEACH) COBLER

INGREDIENTS

- 4 cups blueberries (peaches or cherries also work)
- 1/2 lemon, juiced
- 1 teaspoons ground cinnamon
- 4 tablespoons butter (or Earth Balance for vegan), room temp.
- 2/3 cup sugar
- 1 1/4 cup flour
- 1 1/2 teaspoon baking powder
- 1/2 cup milk
- 3/4 cup water
- pinch of salt

PREPARATION

Preheat the oven to 350 °F
Place peaches and blueberries, lemon juice, and cinnamon in a 1 - 1.5 qt baking dish, set aside.
Put Butter (or Earth Balance) and sugar into a medium mix-

ing bowl and beat with an electric mixer on medium speed until light and fluffy, about 5 minutes.

Add flour, baking powder, and salt and beat on medium speed until the mixture coarse crumbs, about 30 seconds.

Add milk (or soy/almond milk) and continue beating, scraping sides and bottom of bowl with a rubber spatula as necessary until batter is smooth, about one minute more (batter will be very thick).

Using a soup spoon, drop batter by the heaping spoonful over the peaches/berries in the baking dish. Pour 3/4 c boiling water over the batter (water will smooth out the dollops of batter slightly).

Put the baking dish on a baking sheet, transfer to the oven, and bake pudding, rotating half way through cooking time, until berries are bubbling and crust is golden brown, about one hour.

Recipe courtesy of Anya Firszt. Modified slightly from Mrs Ramos' Blueberry Cobbler.

***** CARROT BREAD *****

- 2 1/2 C whole wheat flour
- 1 tsp. baking powder
- 3/4-1 C. honey
- 1 tsp. ground cinnamon
- 3 eggs
- 1 1/2 C. milk
- 1 1/2 C. chopped nuts
- 1 tsp. salt
- 2 C. shredded carrots

Grease loaf pan and dust lightly, set aside. Combine flour, honey and baking powder and soda, cinnamon and salt in a large bowl. Mix well. In medium size bowl beat eggs, oil and milk together, stir into flour mixture until moistened. Then stir in carrots and nuts. Pour into prepared pan. Bake at 350F for one hour and 15 minutes or until center is firm. Cool on a wire rack for 10 min. Wrap in plastic wrap and let the bread set over night. It tastes much better the next day.

RECIPE

RECIPE FROM THE 1ST CO-OP NEWSLETTER—THE WILLY STREET NEWS—DATED APRIL 18, 1975

HUMMUS WITH ROASTED SEEDS

INGREDIENTS

- 4 cups cooked chickpeas (2 15oz cans)
- 1 1/2 teaspoons cumin seeds
- 1/2 teaspoon coriander seeds
- 1 1/2 tablespoons unroasted sesame seeds
- 4 tablespoons lemon juice
- 3 tablespoons raw or roasted tahini
- 3 cloves of garlic
- dash cayenne
- salt & pepper to taste

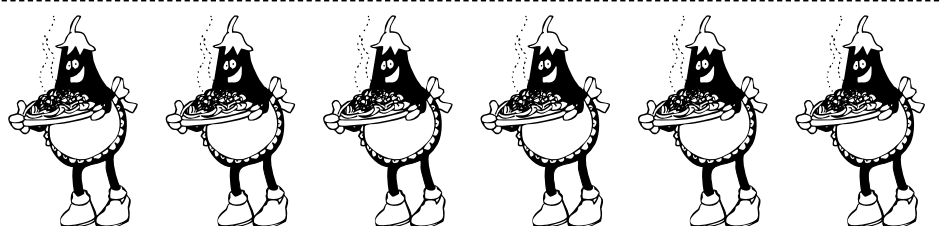
Recipe courtesy of Anya Firszt.

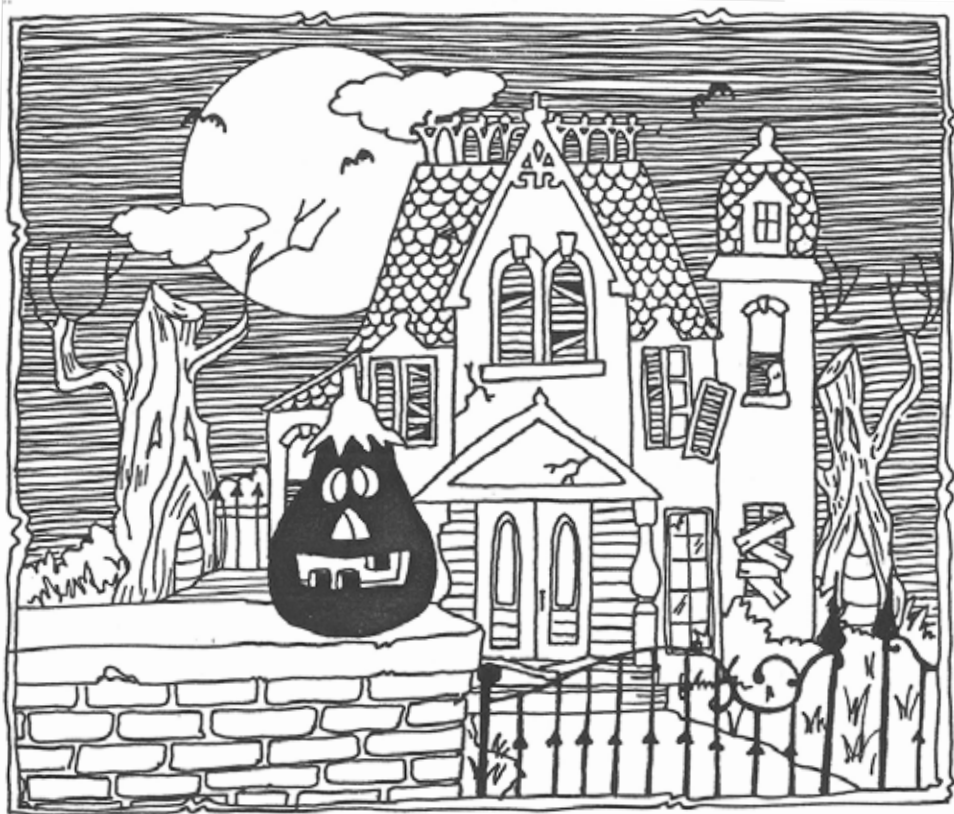
PREPARATION

Toast seeds in a skillet until the sesame seeds begin to pop. Crush with mortar and pestle or spice grinder—coffee grinder works well. Set aside.

Add drained chickpeas (reserve liquid) and place into the bowl of a food processor; mash until coarsely ground. Add lemon juice, raw or roasted tahini, cloves garlic, toasted seeds, dash cayenne, and salt and pepper (to taste). Puree to desired consistency, adding reserved chickpea liquid if necessary for lighter consistency.

Place mixture in a serving bowl, pour olive oil over the hummus, garnish with cilantro or scallions, kalamata olives, sprinkle of cayenne, sumac, and/or lemon zest. Serve with pita, toasted/sliced baguette, veggies.





THROUGHOUT OUR 50TH YEAR, WE'LL BE SHARING PHOTOS, ADS, ARTICLES, OWNER RECOLLECTIONS, & ILLUSTRATIONS LIKE THESE. Do you have a Co-op-related photo or recollection to share, especially from the '70s or '80s? Please email us at info@willystreet.coop



Co-op members enjoy a free chair massage

on Member Appreciation Day, October 19, 1995. Massage Therapists Ken Kirkpatrick and Brian Boman volunteered their time to make sure their fellow Co-op members felt relaxed and appreciated. After all, without members we wouldn't be a cooperative.

December 1995

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OLD OWNER APPRECIATION & FALL EVENTS, ADS & ARTICLES

Willy Vision Cooperation at Willy Street

By Renee Miller
of the Willy Street Staff

No, the TV is off.
I'm not in the store.
I'm listening to crickets,
looking out on my neighborhood,
turning over a question
I was surprised I could not answer—
directly.

"The primary mission of the (Willy Street Grocery) Co-op is to operate a financially-sound retail grocery store serving the needs of the near-east-side community of Madison. Cooperative philosophy and values are an essential part of our enterprise; therefore, the Co-op will give equal consideration to the needs of all members and recognize the right of workers to participatory management and a humane work environment."

(continued page 9, column 1)

You're Invited! Willy Street Co-op's Birthday Party!

Date: Sunday, October 16, 1994
Time: 12-3 PM
Place: At The Co-op

Please join us as we
celebrate the Co-op's
20th anniversary.
Board Members
will be serving
birthday cake.



See You There!

October 1994

A Look Into The Crystal Ball Five Customers Tell Us Their Vision Of The Co-op's Future



Barbara Frasier

"I think it will continue to grow. I'm especially interested in good bakery and bread. I've been a co-op person for a long time. Many co-ops have gone under in my lifetime. I'm pleased and encouraged that this Co-op has grown and continues to thrive."



Rob Kennedy

"The whole area is becoming more vital as a residential and retail area at the same time. We could have light rail behind the Co-op within ten years. The store will be more important not only to this community but to the whole city."

Lillian Pearson, age 3

"I like the fruit leathers."



Tracy Vukelich

"The Co-op will still be here; and still be a source for alternative foods. With so much competition, I hope it's still here."

Karl Beitz (no photo)

"The Co-op will continue to offer a wide variety of natural and organic foods. I've always been treated in a very friendly manner here and I think that will continue."

Eda Rassner, RN certified massage therapist



MASSAGE EAST
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Madison, WI 53704

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By Appointment

October 1994

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The Willy Street Reader October 1991

Page 9

Willy Vision: The Coming Together

(continued from page 1)

Inspired by this, I've been seeking—
"What is the evolution of our vision?"

Vision: far reaching image of desired state
penetrating vision into current functioning

"How did we get here?
Where does this highway go?"

Not an easy answer to be found,
so I am building—
like so much archeology
perhaps anthropology—

Reaching into a culture developed by nomads,
individuals from all walks of life.
Diverse histories,
Diverse futures coming together.
We will call this coming together
cooperation.

According to the ancient scrolls
and photographs of this culture,

Everything never changes,
nothing ever stays the same.

- in '79 we fought about marshmallows
- in '78, '82, '88 and '91 it was member participation
- in '83 prices, in '91 prices
- '79, '84, '87 management structure
- '75, '78, '82, '84, '85, '87, '90 worker control
- '78, '85, '90, '91 space

- in '79, '83, '89 we celebrated member involvement
- in '79, '83, '89 we celebrated prices
- in '80, '86 it was management structure
- '76, '79, '83, '86, '88 worker control
- '79, '86, '91 space

I'm starting to see that this culture is deeply invested in process
the means of penetrating vision into current function.

"The primary mission of the (Willy Street Grocery) Co-op is to operate a financially-sound retail grocery store serving the needs of the near-east-side community of Madison. Cooperative philosophy and values are an essential part of our enterprise; therefore, the Co-op will give equal consideration to the needs of all members and recognize the right of workers to participatory management and a humane work environment."

Of the process, the most consistent element is the commitment
to education
of the process,
of our place in society,
of the environment,
of food awareness,

and of political issues.

Despite our diverse agendas, we've still committed ourselves to
sharing, conflicting, resolving, creating and changing as the
culture changes, oftentimes bringing ourselves full circle to start
all over again.

We will call this circle cooperation.

So here we stand as we have stood before:
a diverse group of people
coming together
in a circle
with a vision. ■



FALL DELI MENU

BY: NICHOLAS OCONNOR,
PREPARED FOODS CATEGORY
MANAGER



EMBRACING THE FLAVORS OF FALL

As autumn starts, our Co-op is thrilled to roll out some of our fall recipes, to embrace the rich, warming flavors of the season. From hearty soups and vibrant salads to tasty baked goods, our fall offerings are made to celebrate the comforts of autumn food! With options for vegans and gluten-free folks, fall food for all!

SOUPS: A WARM WELCOME TO THE SEASON

Fall marks the official opening to Soup Season; not everyone enjoys a piping hot bowl of soup in the hot/humid summers of Wisconsin—or so I'm told! Our fall soups are satisfying, providing the perfect way to warm up and fill up on a chilly day. While each soup is vegan-friendly, you don't need to be vegan to enjoy them. These soups will all be available in our Grab & Go Deli case and in the rotation of our daily hot soups.

Vegan Tomato Vegetable Soup

Our Vegan Tomato Vegetable Soup is a hearty soup for a chilly day. This soup is packed with a medley of green beans, corn, carrots, celery, kale, and potatoes simmered in a robust tomato broth. Seasoned with garlic, basil, and thyme, it offers a comforting, familiar flavor profile.

The soup pairs well with a slice of toasted bread or one of our cornbreads for a satisfying lunch or light dinner. It could also be a great starter to any meal. This classic and familiar soup actually came about as a request from some of our staff who wanted to see a soup on our menu that was full of vegetables, but didn't have grains, noodles, or meat added.

Vegan Chipotle Sweet Potato Soup

For folks who enjoy a bit of spice, our Vegan Chipotle Sweet Potato Soup is one of my personal favorite soups that we make. This soup uses the natural sweetness of sweet potatoes with the smoky heat of chipotle peppers. The creamy texture comes from using a blend of sweet potatoes and coconut milk, making it rich and smooth with just a little bit of texture, but not overly "coconutty." Hints of cumin and cinnamon add depth and warmth, making

each scoop complex and comforting. This soup is perfect for cool fall days when you need something hearty and warming with a little kick.

Vegan Creamy Harvest Soup

Our Vegan Creamy Harvest Soup is autumn in a bowl, featuring a blend of butternut squash, carrots, onions, potatoes, and a touch of coriander. The result is a beautifully creamy, slightly sweet soup.

The secret to its luxurious texture lies in the careful blending of roasted vegetables and soy-milk, which provides a dairy-free creaminess that makes it creamy but light. It's a perfect choice for those looking to enjoy the quintessential flavors of fall in a cup.

SALADS: FRESH, CRISP, AND FULL OF FALL GOODNESS

Salads might not be the first thing that come to mind when you think of fall, but you can't have just hot soup all season, right? Our salads are both hearty and refreshing, showing off another side of fall flavors.

Cranberry Walnut Chicken Salad

Our Cranberry Walnut Chicken Salad is a nice combination of tender chicken, dried cranberries, and crunchy walnuts. This salad perfectly balances sweet, savory, and tangy flavors, with the cranberries providing a burst of sweetness and the walnuts adding a satisfying crunch. The chicken is roasted then shredded, ensuring it is juicy and flavorful.

Serve on a bed of mixed greens and garnished with a sprinkle of feta cheese, or put on ciabatta or pumpnickel bread with a slice of tomato, romaine, and some Swiss. This salad is filling and light, making it an ideal lunch option.

Gingered Beets

I get requests for this one year round, but only put it on the menu for fall and winter, so I know a few folks will be excited to hear about its return! For those of you who haven't tried this before, this salad has a pleasant earthiness, with fresh beets that are cooked al dente to bring out their natural sweetness, then cut and tossed with a ginger-infused dressing that adds a spicy zing. The result is a vibrant, colorful salad that is visually appealing and full of flavor.

The ginger pairs beautifully with the beets, enhancing their earthy flavor while adding a touch of warmth. This salad is perfect as a side dish or light appetizer, offering a unique fall-flavor profile.

Spinach and Wild Rice Salad

Our Spinach and Wild Rice Salad is a hearty and wholesome option, perfect for those seeking a filling healthy meal. This salad combines nutrient-rich spinach with the nutty flavor and chewy texture of wild rice. We add toasted slivered almonds and fresh scallions for a delightful mix of textures and flavors.

The salad is dressed with a vinaigrette that adds a touch of tang, and compliments the earthiness of the wild rice and spinach. It's a satisfying dish that works

as a pleasant side to your lunch.

QUICHE: A SLICE OF FALL COMFORT

Quiche is a classic dish that we've been making for years, and something that's nice to be able to change up throughout the year so that there's some variety. Our fall-inspired quiche will likely be a favorite for many around the breakfast table. We offer three varieties of quiche throughout the year: a vegetarian quiche, a vegetarian made-without-gluten option, and—lastly—a bacon quiche, ensuring everyone can enjoy this delicious dish. Each quiche has both mozzarella and provolone that we get from Burnett Dairy Co-op, which is a farmer-owned cooperative based near Grantsburg, Wisconsin.

Maple Roasted Vegetable Quiche

Our Quiche with Maple Roasted Vegetables is a savory delight that perfectly captures the flavors of fall. The quiche features a medley of seasonal vegetables—carrots, parsnips, potatoes, and red onions—roasted with a touch of maple syrup to enhance their natural sweetness. The vegetables are then combined with a creamy egg filling and baked in a flaky, buttery crust until golden and delicious.

The sweetness of the maple-roasted vegetables pairs beautifully with the rich, savory egg custard, creating a well-balanced and satisfying dish. This quiche is perfect for breakfast, brunch, or a light dinner, offering a comforting slice of autumn.

Made-without-Gluten Quiche with Maple Roasted Vegetables

For folks who don't consume wheat, we also make one with a gluten-free crust so those with dietary restrictions can also enjoy the Maple Roasted Vegetable Quiche. The filling remains the same, with the same delicious combination of maple-roasted vegetables and creamy eggs. This quiche is a fantastic option for those following a gluten-free diet, ensuring everyone can enjoy the comforting flavors of fall. (Like all of our made-without-gluten foods, this one is made in a kitchen that

uses flour in other products, so those with an extreme gluten allergy may want to avoid these products.)

BAKERY ITEMS: SWEET TREATS TO CELEBRATE THE SEASON

No fall menu would be complete without a selection of baked goods that capture the warmth and spice of the season and flavors that make autumn such a beloved time of year.

Chai Spice Scones

Our Chai Spice Scones are a perfect blend of warmth and spice, ideal for a cozy fall morning or afternoon treat. These scones are infused with the aromatic flavors of chai, featuring a blend of spices like cinnamon, cardamom, ginger, and cloves. The result is a tender, buttery scone with a subtly sweet and spicy flavor profile.

These scones pair wonderfully with a cup of tea (dare I say, chai?) or coffee. They're perfect for breakfast, brunch, or a comforting snack as the weather turns cooler.

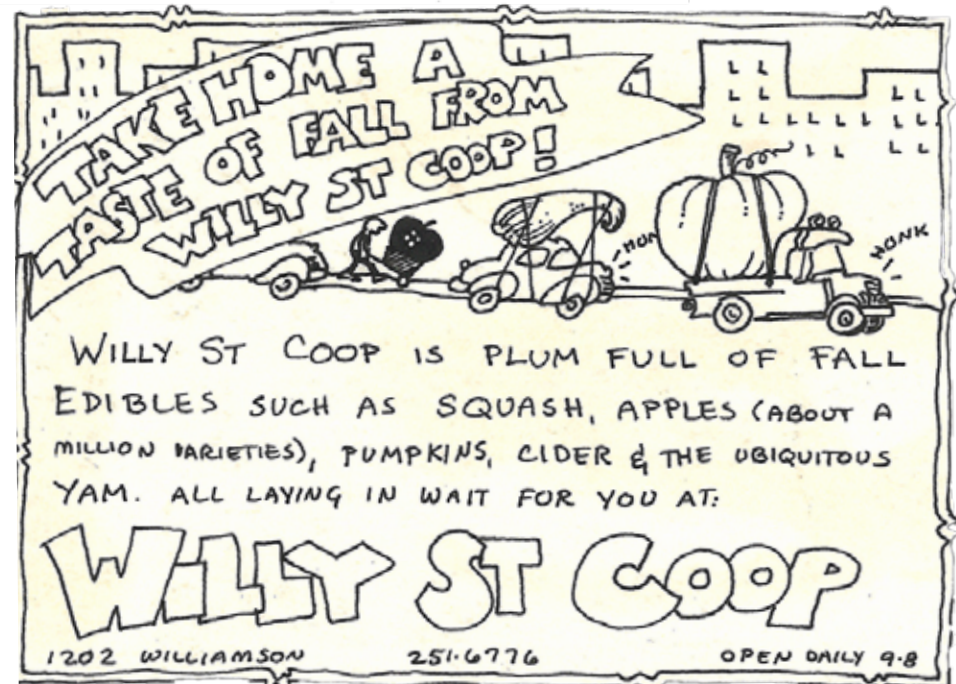
Vegan Made-without-Gluten Cranberry Scones

For those who are gluten-free or dairy-free, our Vegan Made-without-Gluten Cranberry Scones offer a delicious way to enjoy a classic fall treat. These scones are made with a blend of gluten-free flours, ensuring they are light and tender without sacrificing flavor. We also swap out the dairy normally found in a scone recipe for vegan alternatives.

Studded with tart, dried cranberries, these scones provide a burst of flavor with every bite. They're slightly sweet, with a hint of cinnamon, making them the perfect accompaniment to your morning coffee or an afternoon tea.

A CELEBRATION OF FALL FLAVORS

Our fall menu is more than just a collection of dishes—it's a celebration of the season and all the wonderful flavors it brings. From the comforting warmth of our vegan soups to the hearty goodness of our salads and the sweet bakery items, there's something for everyone to enjoy.





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- ◆ Jewelry repair and restoration is a Studio Jewelers specialty, and we do pearl and bead re-design and restringing, in-house.
- ◆ Our staff estate jewelry specialists can evaluate and advise you on inherited jewelry pieces you may have questions about.
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1101 WILLIAMSON ST, 1973.



1202 WILLIAMSON ST, 1980s. KAMM'S BAKERY DROP OFF.



1202 WILLIAMSON ST, 1990s.



1221 WILLIAMSON ST, 1999. STAFF BOWLING IN BASEMENT BEFORE REMODEL.



1202 WILLIAMSON ST, 1970s. PEACE PROTEST.



1202 WILLIAMSON ST, 1980s. BASEMENT BOARD MEETING.



1221 WILLIAMSON ST, 1999.



1014 WILLIAMSON ST, 1977. 1ST CO-OP STORE FRONT.



1976-77. EGGIE MAKES THEIR DEBUT.



1202 WILLIAMSON ST, 1980s.



1202 WILLIAMSON ST, 1980s.



ANYA FIRSZT, 1990s.



1221 WILLIAMSON ST, 1999. RIBBON CUTTING AT WILLY EAST'S GRAND OPENING.

A BRIEF HISTORY OF WILLY STREET CO-OP

1973

1974

1977

1983

1986

1996

1999

1973

Williamson Street Grocery Co-op incorporates and starts searching for a storefront. Some produce sales start in 1101 Williamson St., Madison-Nature's Bakery Co-op's basement at the time and currently Mother Fools Coffeehouse.

1974

Co-op opens at 1014 Williamson St. (currently Petinary Clinic) in October with six full-time staff members, 900 sq. ft. of retail floor space, and a little storage space. The retail space offered produce and bulk foods, as well as a limited supply of packaged foods and convenience products such as toilet paper, matches, etc. The first volunteer staff is formed.

1977

Co-op moves to 1202 Williamson St. (currently Social Justice Center). New coolers, shelving, and shopping carts are purchased from Strickler's Market to equip the new store. By the next year, sales had doubled.

1983

Co-op memberships change from "Lifetime" to "Fair Share." New bulk bins are installed, bringing most bulk dispensing up to health codes. With much staff opposition, co-op extends shopping hours to 9pm. Year ends with a large loss of \$33,000, mostly due to low margins and a high payroll. Scales at the register improve bulk accuracy.

1986

Co-op expands into 1206 Williamson St, which had been Clyde's Appliance Store, doubling the size of the store to 3,100 sq. ft. Willy Street Co-op Deli is created.

1996

Anya Firszt is hired as the General Manager. She had previously held several positions at the Co-op, including clerk, assistant produce manager, grocery manager, and merchandiser.

1999

Co-op moves into 1221 Williamson St. (currently Willy East), the former home of the Fraternal Order Eagles. Co-op Owners helped to move products from the old store to the new store by passing them along a human chain—talk about cooperation!



1882 E MAIN ST, 2005. OWNERS IN LINE TO SEE NEW PRODUCTION KITCHEN.



6825 UNIVERSITY AVE, 1960s. ORIGINAL GROCERY STORE: KROGER'S.



2817 N SHERMAN AVE, 2016. RIBBON CUTTING AT WILLY NORTH GRAND OPENING.



1226 WILLIAMSON, 2024, AUBERGINE AT NIGHT.



1882 E MAIN ST, 2005. RIBBON CUTTING AT PRODUCTION KITCHEN GRAND OPENING.



6825 UNIVERSITY AVE, 2010. RIBBON CUTTING AT WILLY WEST GRAND OPENING.



2817 N SHERMAN AVE, 2016. FIRST CUSTOMER.



1226 WILLIAMSON, 2024, RIBBON CUTTING AT AUBERGINE.



CHIP™ LOGO.



2817 N SHERMAN AVE, 2016. WILLY NORTH FACADE WITH NEW LOGO.



6825 UNIVERSITY AVE, 2018. CONSTRUCTION AT WILLY WEST.



2020, UNION CAB DELIVERING GROCERIES DURING COVID PANDEMIC.



2005

A production kitchen is opened at 1882 E. Main St. The kitchen will provide most deli and bakery products for the store as well as making food for a catering program. Co-op ends negotiations to open a store in the Monroe Commons site, citing high rent and lease terms. Trader Joe's would go on to open a store in that space.

2008

Co-op becomes only business collecting Community CHIP™ for Community Shares of Wisconsin. From 1978–2024, over \$4 million has been collected for local nonprofits.

2010

Willy West opens at 6825 University Ave. in Middleton, becoming one of a few US food co-ops to make the leap to having multiple stores. The store is 9,600 sq. ft. (only 100 sq. ft. more than Willy East at the time).

2016

Willy North opens at 2817 N. Sherman Ave. in Madison. The Northside Planning Council had lobbied the Co-op to consider the location when they became aware that Pierce's Northside Market would be closing.

2018

Willy West expands into neighboring mall space, adding about 3,500 square feet of retail space and more backstock space.

2020

The Co-op institutes COVID-19 pandemic precautions, including customer capacity limits, closing the salad bars and hot bars, shorter store hours, and improving our online ordering/curbside pickup process.

2024

Aubergine: a Willy Street Co-op Community Space opens at 1226 Williamson St. The space once again provides a place for Co-op classes and private rentals after Willy East began using its former Community Room for much-needed storage!

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