

The
Williamson
Street
Grocery
Cooperative



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

NEWSLETTER

VOLUME 51 • ISSUE 2 • FEB 2025

So next time you shop, why not keep an eye out for those little yellow circles? They may be small, but what's behind them is huge.



Our Inclusive Trade Issue

inclusive
trade

Sales Flyer, Vendor Spotlight, and an Inclusive Trade Program Feature

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Meet Jake Bujnowski, Willy Street Co-op's new Graphic Designer! You will start to see his playful designs in the Reader, on signage, ads, and social media, among many other Co-op-branded spaces. Welcome, Jake!

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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3 WILLY NORTH
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 Madison, WI
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2 WILLY WEST
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 Open: 7:30am - 9:00pm

CENTRAL OFFICE
 1457 East Washington Ave.
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SARAH LARSON

TATIANA DENNIS

GIGI GODWIN

ISABEL SPOONER-HARVEY

ANTHONY HERNANDEZ

IKE ROSS

ASHWINI RAO

DEBRA SHAPIRO

DAN STREIT

The Board meets 8-10 times a year, meetings are virtual, 6:30-8:30pm. Owners are invited to attend during the open session of the BoD meeting. See www.willystreet.coop/events and select the Board category for details.

March 26, 2025

April 23, 2025

May 28, 2025

June 25, 2025

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

THE WILLY STREET GROCERY CO-OP

MISSION STATEMENT

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

EIGHT COOPERATIVE PRINCIPLES

VOLUNTARY OPEN MEMBERSHIP

DEMOCRATIC MEMBER CONTROL

COOPERATION AMONG COOPERATIVES

AUTONOMY AND INDEPENDENCE

DIVERSITY, EQUITY, AND INCLUSION

MEMBER ECONOMIC PARTICIPATION

CONCERN for the COMMUNITY

EDUCATION TRAINING AND INFORMATION



We are always on the lookout for plastic-free options; unfortunately, we are many times limited to what is available on the market and what our suppliers are offering. I will be sure to pass your comments

regarding specific produce products along to our Produce Category Manager. Thank you for taking the time to write in to let us know your concerns and what you're looking to find in our stores! -Liz Muñoz, Director of Purchasing

BREAKFAST WRAP

My issue today is the breakfast wrap at Willy Street West was delicious (packaged 10/23)! From what I can tell, it was the seasoning and the consistency of ingredients throughout the wrap. Usually, the wraps are not as

balanced with ingredients throughout the wrap, sometimes all potato bite or egg. Also, they may not always have seasoning throughout or are a little on the bland side. Not today! If there is a way to keep this more consistent mix and flavor that would be great! Props to whoever cooked them! I used to be a breakfast cook myself, these were good.

Thank you so much for taking the time to let us know how much you enjoyed your breakfast wrap! Our deli team takes great pride in ensuring that the food we serve meets our customers' satisfaction. We will continue to work with our team to ensure we can provide the highest level of consistency and deliciousness in every wrap we produce. I let the particular sandwich operator know how pleased you were, and they were very appreciative for the feedback. Thank you so much for being a loyal customer! -Pete Silver, Willy West Deli Manager

GROCERY BAGS

I'm curious to know if there's any initiatives to lower the amount of bags we use at the Co-op. As part of a co-op, it's nice to know we have social and environmental initiatives that have a great impact on our community, but the bag situation is one of the most obvious, and potentially easiest target as the next environmental initiative. I find myself continually displeased with receiving double-bagged groceries at almost every trip to the co-op I take as this seems very wasteful. I would like to see a shift in a new direction, or at least a discussion around how we handle our bags. In Canada, for example, many grocery stores are encouraging customers to bring their own bags. In 2022, Canada prohibited the use of single-use plastic grocery bags. From personal experience, they even charge customers for taking and using provided paper bags. While I understand this would be very difficult to implement in the United States, currently, maybe there is some takeaway the co-op can use to implement better practices. At the very least, maybe we need to invest in higher-quality bags with handles that hold more groceries. I don't have the perfect solution, but I just wanted to raise the issue in hopes that it'll be discussed. It would be lovely to see a shift in the US toward better one-time use bagging practices and it would be amazing if the co-op could be on the forefront of this.

Thanks for reaching out and letting us know about your concerns during the bagging portion of your shopping trips. We are always looking for ways to continue reducing our paper footprint in our stores. Currently, we do encourage shoppers to utilize their own reusable bags and by doing so, the Co-op donates 10 cents per bag to the Double Dollars Fund which supports nutritional access for all. Additionally, those who do use paper bags (both ours and other retailers) can choose to donate those bags on our

shelves that hold local food pantry donations. All pantries in our area are always in need of these resources and do put them to good use. In regards to your question on if we can stop double bagging and consider finding a different supplier that has sturdy bags, I can pass that suggestion to the appropriate folks here. In the meantime, please feel free to ask your cashier to not double bag your items when checking out. -Kristina Kuhaupt, Customer Experience Manager

FERMENTATION CLASSES

Do you ever offer classes in fermentation, like kefir, kimchi, sauerkraut?

We have had fermentation classes in the past, and I'll ask our instructors to bring some of these back! We should be able to get them on the calendar sometime in the springtime. We do have a sourdough class coming up this winter. You'll get to make your own starter and leave the class with a loaf of bread to rise and bake at home. Thanks for the suggestions! -Liz Hawley, Education and Outreach Coordinator

GROCERY DELIVERY

I got a delivery from Willy St. Co-op on Nov. 2nd between 9 am and 10 am. Unlike past deliveries, this one came in an unmarked personal car. The worker had no Willy St. Co-op shirt or jacket and later I got a text from DoorDash. I had thought when I ordered from Willy St. Co-op that the delivery would come with Willy St. Co-op employees. When did that change?

We switched to a new E-Commerce platform through the company E-Grocery last winter. One of the things that appealed to us about this platform was that they offer a third-party delivery service using DoorDash. We liked doing our own deliveries and know our shoppers appreciated it, but the cost of doing so outweighed the benefits. Now, we have time to spend shopping more orders here at the store! We appreciate your feedback; please let us know if you have any further questions or concerns, thanks! -Laura Shorey Montgomery, Front End Assistant Manager/E-Commerce

COMPOSTABLE MEAT WRAP

Is the paper wrapping at the meat counter compostable? If it is, could we get some signage or something letting everyone know? And if not, could we look into finding one that is? It seems to have a liner, which makes me think it wouldn't be, but I also don't want to get the plastic packed meats when possible for obvious reasons.

We have reached out to our vendor for information on the butcher's paper, and I'm sharing the details we have so far. I will also raise the points you mentioned with my colleagues for further consideration. Thank you once again for your patience and I wish you a pleasant day

- Improved sustainability due to less paper and poly material needed to meet functionality requirements offering an innovative product design.
 - Less reliance on petroleum based poly resin which is non-renewable.
 - Reduced paper fiber used due to a 80% recycled sheet with 40% post-consumer fiber content.
 - Soft and pliable freezer sheet with improved feel and acceptance with operations.
 - Improved barrier and "Moisture Vapor Transmission Rate" due to natural filler in poly blend
- Angelo Vieira, Willy East Meat Department Manager

CALIFORNIA MANDARINS

I recently picked up a bag of California mandarins at Willy West. At home, when I read the label, I was surprised to read that the mandarins were "Treated to maintain freshness in transit with one or more of the following: Thiabendazole, Imazalil, Fludioxonil, Azoxystrobin, and coated with food grade natural resins and/or vegetable wax." I realize this bag was not labeled organic and so it doesn't need to meet organic standards, but I want to find out if it's common for other nonorganic citrus sold at the co-op to be treated with these fungicides. The label doesn't mention a grower, just that the mandarins are distributed by Fruit World Company, Inc. Thanks for any information you can send my way.

Great question and thanks for the comment! You are correct in that products not labeled organic do not need to meet organic standards. As to whether or not it's common for other nonorganic citrus sold at the Co-op to be treated with fungicides, I would say yes, it is likely a standard industry practice. Fruit is likely exposed to fungicides while on the tree, and during the packing process, in both the conventional and organic sector. Any fungicide would be approved by the FDA, and for organic applications, included in the USDA's list of approved substances for organic production. Additionally, all fungicide applications in the state of California are regulated by the California Department of Pesticide Regulation.

There is a lot of great information available on fungicide use in agriculture, and it's encouraging to see how advancements in technology and research are increasingly contributing to sustainability in both the organic and conventional agricultural sectors. Here is a very informative article from UC Riverside about fungicides and pollinators— <https://cfn-fungicides.ucr.edu/fungicides-and-pollinators>. I hope this is helpful! Thanks, and have a great day! -Andy Johnston, Produce Category Manager

PLASTIC REDUCTION

I shop at Willy Street Coop each week and spend about \$800 each month at the East Side store. I really do like the store and the selections available. I am glad that more unsalted organic nuts have been offered in the bulk food section, especially the organic walnuts. I would like to request that you make a concerted effort to reduce plastic package of produce and other foods. I love mandarins, but often refrain from buying them because of the plastic nets. I would also love it if it became possible to buy blueberries without the plastic packaging.

Thanks for being a frequent Willy East shopper—It's great to hear you enjoy the selection and the store in general! Plastic reduction is an important issue to our organization and to many of our shoppers and owners.

Have a comment or request you would like to share?

We would love to hear from you!



www.willystreet.coop/contact-us

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LOCALLY GROWING FOR

50 YEARS

willy street co-op

50

willy street co-op

We're celebrating **50** years of locally growing beginning October 2024, 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.

WE CAN CUT CABBAGE

Just want half?
Ask a Staff Member.

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Are you enrolled in the Access Program?

It's that time of year to renew your Access participation!

Willy Street Co-op will be sending out renewal notifications to all current Access Owners at their email address on file or their last known mailing address.

To avoid a lapse in your enrollment, please stop by one of our Customer Service desks by March 31st, 2025 to fill out your renewal form.

Have a question?
Please contact our Owner Records Administrator at 608-284-7794 or ora@willystreet.coop.

General information about the Access Program can be found at the Customer Service desk and at www.willystreet.coop/access

ACCESS PROGRAM

willy street co-op

Please come and visit

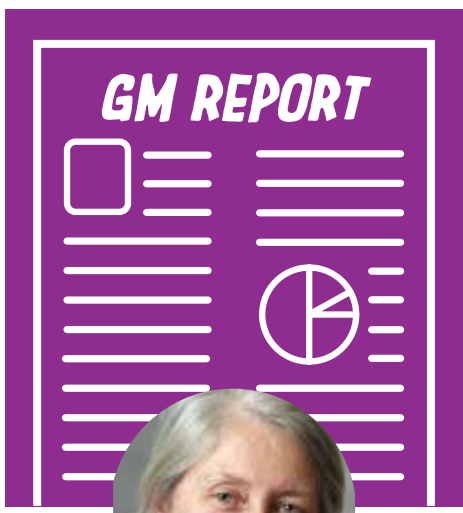
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PERSEVERANCE

INNER FIRE YOGA

Try our welcome special →



**By: Anya Firszt,
General Manager**

Hello dear Owners, February again caught me by surprise, coming sooner than I thought it would on the heels of the longest month of the year.

NEED A REASON TO CELEBRATE?

There are a few traditional dates to celebrate this month including Groundhog Day, a way of marking the midpoint between winter and spring and predicting the end of winter or not; the Super Bowl LIX game being played marking the end of the football season; and Valentine’s Day on February 14th to spend with loved ones (or not). We also have a couple more reasons to celebrate including 15% off bulk (excluding bulk water) for Owners from February 3-9. Stock up and save!

INCLUSIVE TRADE SHOWCASE

As you may know, our Inclusive Trade program is designed to highlight products from companies owned and operated by individuals from under-represented groups. The feature article this month explains what those groups are and why it’s important to us and to these vendors—and we hope to you as well! Some Inclusive Trade vendors’ products will be on sale for all customers later this month (see page 16), and all vendors offering samples in our stores February 17-March 2 will be Inclusive Trade vendors. Check out willystreet.coop/inclusive-trade to see the sampling schedule.

SABRA HUMMUS BOYCOTT UPDATE

Since announcing our decision in January to pull Sabra hummus, we received feedback from some Owners and customers who were dismayed that senior management chose the course we did. For us, the decision options were clear, either keep the product on our shelves or pull it, but the decision process was challenging given that this topic is profoundly personal to many of you who provided input.

We reviewed all of the input we received and were at an impasse, as there was substantial feedback shared both in support of pulling the product and in support of keeping the product. As Owners and customers, you also provide feedback to the Co-op through your

purchasing decisions, and we consider product sales in deciding what items to keep and which to discontinue offering at our stores. In this case, the Sabra boycott process had a significant negative impact on its sales and we ultimately pulled the product because sales declined.

SABRA BOYCOTT BACKGROUND

In November, 1% of Owners (337) requested a boycott of Sabra Hummus. Per our Boycott Policy, in December, we initiated a two-week comment period, which ended on December 16, 2024.

These Owners called for Willy Street Co-op to remove Sabra Hummus from our shelves due to their ownership by PepsiCo and Strauss Group, which allegedly provides funding to Israeli military brigades. Responding to a letter from Willy Street Co-op, Sabra sent two letters in response. Shortly before the comment period started, it was reported that PepsiCo is buying out Strauss Group’s interest in Sabra.

We reviewed all Owner feedback we received on this topic; 205 of the comments supported the boycott, 38 did not support the boycott, and 3 comments didn’t fall into either of these options. Of these, 161 of them asked to be shared publicly, and they can still be found at willystreet.coop/sabra.

This was a complex discussion involving political factors, accessibility, customer interest, and other considerations. After careful review, we have decided to drop the five Sabra products that we carry at Willy North (the only store that carries Sabra) for the following reasons:

- **Declining sales** - Sales of this product declined significantly since the comment period started.
- **Comparable alternatives** - We originally brought in this product as a lower-priced option, but we’re now able to offer other brands of hummus of equivalent quality at the same or even lower price.
- **Owner feedback** - The Boycott Policy states that the comment period is not an Owner vote, but the fact that the majority of comments supported the boycott did play a factor in this decision.

We appreciate the thoughtful feedback from our Owners and staff and will continue to prioritize transparency and dialogue on matters of shared concern.

2018 OWNER BONDS

In 2018, we asked Owners to support our Willy West expansion. For those Owners who purchased a seven-year bond in 2018, final redemption will be mailed out by the end of February. Thank you, again, for helping to make that remodel and expansion project a reality.

In closing, here’s a thought, “February is the month to embrace the healing power of laughter and find joy amidst life’s challenges.”– Marianne Williamson

Until next month, be well.

Anya



**By: Community Shares
of Wisconsin Staff**

On Tuesday, March 4, Community Shares of Wisconsin and its nearly 70 member nonprofits will host The Big Share®, an online day of giving focused on social and environmental justice. Since 2015, The Big Share has raised almost \$5 million for the member nonprofits of Community Shares of Wisconsin. Visit thebigshare.org for details and to donate.

This year’s Big Share campaign is themed “Build Our Future Together” and Community Shares is encouraging people of all ages, including youth, to get involved in the social and environmental justice movement through philanthropy.

“Now in its eleventh year, The Big Share is a great opportunity for the community to demonstrate its commitment to the causes we all care about including voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, LGBTQ+ rights, and much more,” said Executive Director Cheri Dubiel. “Join us on March 4 to be part of this collective effort.”

It’s easy to donate to your favorite nonprofits. Visit thebigshare.org to search for nonprofits by name or by cause. A gift to Community Shares supports all member nonprofits. Individuals who want to donate early can give any time between now and March 4.

Take your advocacy for social and environmental justice to the next level by creating your own fundraising campaign to support your favorite Community Shares member nonprofit. Fundraisers help spread the word about The Big Share by engaging family members, friends, and coworkers. Easy to use resources are available to help fundraisers, including pre-made social media posts and graphics. For more information, visit communityshares.com/big-share-fundraising-guide/.

This year, Community Shares of Wisconsin is inviting donors to include their children in their giving decisions. “Educating your children on the importance of philanthropy in powering social movements will help them understand the value of giving back and grow our movements for generations to come” said Dubiel.

The Big Share Live, a day-long telethon to support The Big Share, returns in 2025. The program will be live streamed on YouTube and thebigshare.org, and will feature local entertainment, prize announcements, discussions about social and environmental justice, and more from Community Shares’ member nonprofits. Follow Community Shares of Wisconsin on social media for additional information and ways to engage with The Big Share leading up to March 4.


Since 1971, Community Shares of Wisconsin and its members have worked together to advance social justice and protect the environment in Wisconsin. Together they envision a future where people come together to ensure every member of our community is safe, healthy, and able to thrive.

The Big Share’s principal partner is Madison Community Foundation. Media sponsors are The Cap Times, Triple MMM 105.5, and News 3 Now. Other sponsors include Ascendium Education Group, Boardman Clark, First Business Bank, Summit Credit Union, Wegner CPAs, and more. Special thanks to Willy Street Co-op for their support of Community Shares of Wisconsin through the Community CHIP® program.



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Baby Care Aromatherapy
CBD Supplements

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Premium Probiotics
DHA
Vitamin E
Vitamin C
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Vitamin K



**OWNERS GET 10% OFF
Wellness & Bodycare items
the first Wednesday of every month!**

**The next
Wellness
Wednesday
is February 5!**



PÂTE À CHOUX: SWEET AND SAVORY RECIPES

Location: Aubergine, 1226 Williamson St. Wednesday, February 19, 6:00pm–8:00pm
Location: Willy West Community Room Tuesday, February 25, 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

Pâte à choux is a delicate dough used in many types of pastry, and we'll try out a few. On the menu: Savory baked gougères, cheesy little puffs flavored with Wisconsin-made gruyère; delicious fried crab puffs, golden brown and crispy, great for parties; French-style beignets, covered in powdered sugar when they're still hot from the oil; and last but not least, we will all have a turn at that Wisconsin State Fair staple and fill our own cream puffs. Don't let the fancy French words fool you, you too can pâte à choux! Recipes contain: milk, eggs, wheat, and shellfish. Demonstration with limited hands-on opportunities.

SOURDOUGH FROM START TO FINISH

Location: Aubergine, 1226 Williamson St. Wednesday, February 26, 5:30pm–8:00pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 20

Learn to make sourdough bread from start to finish! We will prepare a starter that each of you will take home. Participants will prepare their own loaf of bread to take home, rise, and bake. Bring a loaf pan and a towel to wrap your loaf in to take home. The Instructor will have dough prepared and offer a visual for each stage of the bread-making process. Recipes and resources will be provided. Recipes contain: wheat. Hands-on.



INFUSED OILS AND SALVE-MAKING FOR BODY CARE

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

Join Kirsten Landsverk for a discussion on which oils are used for what skin types, certain plant profiles that you can infuse into oils, and then a demonstration as to how to recreate these products in your own home for your own family. Taking it one step further we will learn ratios and recipes to turn these oils into healing topical salves that you can use for your whole family. Plus you'll get to take home the salve you make in class! Demonstration and hands-on.



SPROUTS: HOT DRINKS FOR COOL KIDS

Location: Aubergine, 1226 Williamson St. Thursday, February 6, 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

Mulled apple cider, hot chocolate from scratch, and warm pumpkin spice milk steamers! We'll bake some sugar cookies to go with, and try our hand at homemade marshmallows. Recipes include: milk and soy. Hands-on.

SPROUTS: DIPS AND SPREADS

Location: Willy West Community Room Tuesday, February 18, 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

In this class we're making fun and easy snacks that you can make yourself. Veggies and hummus? Homemade cheese spread? How about a sweet dip for fruit? All three are on this Sprouts menu, sign up

SPROUTS: COOKIE CLUB

Location: Willy West Community Room Tuesday, March 11, 4:00pm–5:00pm
Location: Aubergine, 1226 Williamson St. Thursday, March 20, 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: 10

Join the Sprouts as we bake and decorate cookies! Coconut macaroons, classic peanut butter, and filled sandwich cookies fill your favorite cookie jar, but they're so good they won't be around for very long! Recipes include: milk, eggs, peanuts, and wheat. Hands-on.



BALANCING BLOOD PRESSURE

Location: Zoom Tuesday, February 11, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50

To succeed in lowering blood pressure naturally, it helps to combine proper dietary changes with natural supplements and activities. Join Katy Wallace, Naturopathic Doctor, of Human Nature, LLC, in a presentation of multiple ways to lower blood pressure.

NUTRITION TIPS FOR REDUCING INFLAMMATION

Location: Zoom Tuesday, March 11, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 40

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

Classes provided by Willy Street Co-op are not designed to and do 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.



FULL MOON SELF-LOVE MEDITATION CIRCLE

Location: Aubergine, 1226 Williamson St. Monday, February 17, 6:00pm–7:00pm
Ages: 18+
Instructor: Mourning Dove
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 12

Spend time in kind-hearted community this Valentine's season to reflect, share, set intention, and get comfy and cozy for a self-love meditation with mini sound bath. Please bring a notebook, extra blankets or pillows, and anything that will make you feel more safe, comfy, and special. Herbal tea, mats, and bolsters provided. Please include accessibility needs, accommodation requests, and preferences at registration. Pj's welcome!

SAFE(R) & SOUND SELF-CARE CIRCLE

Location: Aubergine, 1226 Williamson St. Monday, March 24, 5:00pm–6:00pm
Ages: 18+
Instructor: Mourning Dove
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 8

Prioritize your self-care journey through self-love reflections, gentle movement, intentional rest, optional sharing, and community. We'll end with a sound bath using bowls, Koshi chimes, and ocean drum. Mask-required class. Mats, props, bolsters, masks, and seating options provided. Please include accessibility needs, accommodation requests, and preferences at registration.

SELF-CARE CIRCLE WITH GENTLE YOGA

Location: Aubergine, 1226 Williamson St. Monday, March 24, 6:30pm–7:30pm
Ages: 18+
Instructor: Mourning Dove
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 8

Prioritize your self-care journey through self-love reflections, gentle movement, intentional rest, optional

sharing, and community. We'll end with a sound bath using bowls, Koshi chimes, and ocean drum. Yoga mats, props, bolsters, seating options, and herbal tea provided. Please include accessibility needs, accommodation requests, and preferences at registration.

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson St. Wednesday, February 12, 2:15pm–5:30pm
Location: Willy West Community Room Tuesday, March 18, 1:30pm–4:45pm
Location: Zoom Wednesday, February 19, 2:15pm–5:30pm Wednesday, March 5, 2:15pm–5:30pm
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.



JORDANIAN MEZZE

Location: Willy West Community Room Wednesday, February 26, 6:00pm–8:00pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 12

Mezze is the Jordanian version of tapas and typically consists of three dishes. In this class, Sharon will discuss traditional Jordanian culture and dishes, and you will assist in preparing moutabel (a smoked eggplant dish), manakeesh (Jordanian flatbread with za'atar), and umm' ali (the Jordanian national dessert made with fruit and nuts). Plus you'll take home za'atar from Aman to use at home! Recipes contain: milk, tree nuts, and wheat. Vegetarian. Demonstration with hands-on opportunities

WINTER WARMERS: CO-OP COMFORT FOOD

Location: Aubergine, 1226 Williamson St. Tuesday, February 4, 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

Learn a few of the Co-op's favorite comfort foods to cook at home, and save yourself a trip out into the cold! Willy Hot Dish? Add this hot bar rock star to your repertoire. How about Sierra Madre chicken enchiladas? Easy and convenient any time of the year. Finally,

we'll discover the surprise ingredients of the cheesiest macaroni on Willy Street and finish it in the oven for a crispy gratin topping. Recipes contain: milk, wheat, and eggs. Demonstration with limited hands-on opportunities.

WINTER WARMERS: FRENCH COUNTRY COMFORT

Location: Willy West Community Room
 Wednesday, February 5, 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
 We'll be making a classic Coquillet with beans, sausage and pork. Next on the menu is a layer thin slices of potato with hot garlic- and herb-infused cream to make potato gratin far superior to that stuff that comes in a box. Finally, confit byaldi, the dish Thomas Keller developed while working as the food consultant on the Pixar film *Ratatouille*. Recipes contain: milk. Demonstration with limited hands-on opportunities.

ELEMENTS OF GUMBO: CREOLES AND TOMATOES

Location: Aubergine, 1226 Williamson St.
 Tuesday, February 11, 6:00pm-8:00pm
 Ages: 13+, adult supervision required
 Instructor: Steffry Langham
 Fee: \$30 for Owners; \$40 for non-owners
 Capacity: 12
 We will explore the history, culture, and foods that made Louisiana a true melting pot. We will go by ingredients and/or culture sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Creole Sauce, Creole Scallops, and Tomato Pie. Everyone will make a packet of Creole seasoning to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.

MUSHROOMS FOR HEALTH AND NOURISHMENT

Location: Willy West Community Room
 Wednesday, February 12, 6:00pm-8:00pm
 Ages: 12+; adult supervision required
 Instructor: Linda Conroy
 Fee: \$40 for Owners; \$50 for non-owners
 Capacity: 20
 Learn about mushrooms and how to prepare them for optimal nourishment and healing. This presentation will offer an overview of mushrooms' health benefits and medicinal qualities. The instructor will offer ideas for preparing mushrooms and recipes for inspiration. In the hands-on component, we will make a variety of mushroom condiments, delicacies, and medicine that everyone will take home. Recipes contain: milk. Lecture and demonstration.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Lakeview Library
 Thursday, February 13, 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.madisonpubliclibrary.org/events>. Registration will open two weeks prior to the program date on January 30.

COOKING WITH CHEF PAUL: FRESH PASTA, GNOCCHI, AND DUMPLINGS

Location: Willy West Community Room
 Thursday, February 20, 6:00pm-8:00pm
 Location: Aubergine, 1226 Williamson St.
 Thursday, February 27, 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
 Making fresh pasta is always fun and fulfilling. You will walk away with the know-how and techniques of making fresh pasta, gnocchi, and dumplings. Recipes contain: wheat. Demonstration with limited hand-on experience.

CULTURAL INFLUENCES OF GUMBO: CAJUN

Location: Aubergine, 1226 Williamson St.
 Tuesday, February 25, 6:00pm-8:00pm
 Ages: 13+, adult supervision required
 Instructor: Steffry Langham
 Fee: \$40 for Owners; \$50 for non-owners
 Capacity: 12
 We will explore the history, culture, and foods that made Louisiana a true melting pot. We will go by ingredients and/or culture, sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Creamy Cajun Pasta, Boudin Balls, and Smothered Chicken and Rice. Everyone will make a packet of Cajun seasoning to take home as well! Laissez les bon temps rouler. Recipes contain: milk, tree nuts, and wheat. Demonstration with limited hands-on opportunities.

IT'S A MARDI PARTY!

Location: Aubergine, 1226 Williamson St.
 Tuesday, March 4, 6:00pm-8:00pm
 Ages: 10+; adult supervision required
 Instructor: Steffry Langham
 Fee: \$30 for Owners; \$40 for non-owners
 Capacity: 20
 Join Steffry Langham to celebrate New Orleans-style with food, Hurricane Mocktails, and some of her favorite Louisiana party tunes. This get-together will celebrate Fat Tuesday along with the city of New Orleans. Sorry, there won't be a parade but you can choose 2 of 3 entrees including Steffry's own Gumbo, Vegan Red Beans, and/or Vegan Gumbo Z'Herbes. There will be King Cake and her famous Vegan Brownies for dessert.

WINTER WARMERS: VEGETARIAN SOUPS AND STEWS

Location: Aubergine, 1226 Williamson St.
 Wednesday, March 5, 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
 Keep Old Man Winter at bay with comfort foods! In this class we will prepare minestrone with pasta, a rich mushroom stew, hearty lentil and vegetable soup, and an impromptu dish that will utilize whatever Chef Mike has on hand. Join us for class and we'll see what he comes up with! Recipes contain: milk, eggs, and wheat. Vegetarian. Demonstration with limited hands-on opportunities.

ANY DAY WISCO FISH FRY

Location: Aubergine, 1226 Williamson St.
 Thursday, March 13, 6:00pm-8:00pm
 Ages: 12+; adult supervision required
 Your Co-op's Own: Mike Tomaloff

CO-OP CLASS CALENDAR

Fee: \$30 for Owners; \$40 for non-owners
 Capacity: 10
 You don't have to wait for Friday to have that Friday Fish Fry! This Wisconsin staple is awesome any day of the week. We'll deep fry some beer battered fish, whip up some tartar sauce, shred cabbage for classic coleslaw, and of course make some tasty fries. Recipes contain: milk, eggs, fish, and wheat. Demonstration with limited hands-on opportunities.



“ Any Day Wisco Fish Fry was a great class at West last year, and I am excited to bring it to Aubergine! You'll learn a lot more than just how to make these Wisconsin Friday night classics, you'll learn methods to put to use in your kitchen like safe deep frying, making slaws and cold salads, and the science behind good French fries, to name a few. ”
 -Mike Tomaloff, Co-op Class Instructor

A TURKISH MEAL

Location: Aubergine, 1226 Williamson St.
 Tuesday, March 11, 7, 6:00pm-8:00pm
 Location: Willy West Community Room
 Wednesday, March 26, 6:00pm-8:00pm
 Ages: 16+; adult supervision not required
 Instructor: Sharon Long
 Fee: \$40 for Owners; \$50 for non-owners
 Capacity: 12
 Experience Turkey from your seat at Willy Street Co-op! You will help prepare a meal Sharon ate in Trabzon, the Black Sea Region, Turkey. We'll start with Ottoman salad and kofte meatballs, and then we will then prepare kunefe, a Turkish pastry dessert made with phyllo strands, sweet cheese, butter, and rose-flavored simple syrup. Plus you'll take home kofte spices from Istanbul to use at home! Recipes include: milk, tree nuts, and wheat. Demonstration with hands-on opportunities

Scan the QR code to register for classes and check out our refund policy
 or go to www.willystreet.coop/events

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CUSTOMER EXPERIENCE NEWS



2024 COMMUNITY REINVESTMENT FUND PROJECT REPORTS

By: Liz Hawley,
Education and Outreach Coordinator

With the New Year comes the new cycle of Community Reinvestment Fund (CRF) grant applications, decisions, and awards—an exciting time of year! The application period for the 2025 CRF grants just recently came to a close, and the grant committee will diligently review all of the applications submitted by local 501(c)3 nonprofits and cooperatives. Before we dive into the 2025 grant cycle, I'd like to share a report on the progress recipient organizations made last year with the funds (totaling \$65,000) awarded to them through the Co-op's grant program.

Grants provide for local endeavors that are innovative, hands-on, and educational, impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships, collaboration, and entrepreneurialism.

All organizations that receive awards provide progress reports to the Co-op about their funded projects. Here are the stories we received this past year.

CANOPY CENTER

The Canopy Center offers support, advocacy, and therapy to children and families who have been impacted by trauma and adversity. With the grant funding they received, they were able to purchase snacks, kitchen supplies, and restaurant and grocery gift cards. They were also able to replace their coffee machine and pots and pans for the kitchen used by children and families to create a more welcoming environment during therapy sessions. The therapists at Canopy Center note that access to snacks positively impacts the children's therapeutic outcomes.

CEOS OF TOMORROW, INC

CEOs of Tomorrow used their grant funds for the These Teens Mean Business Internship Program. This summer-long, college-level internship program for high school students provided entrepreneurial and professional development through in-class instruction as well as hands-on experience in personal finance, resume writing, and professionalism.

CEOs of Tomorrow plans to build more relationships with local businesses to broaden the scope of internships, especially businesses owned by women and people of color. Interested business owners should contact CEOs of Tomorrow to learn more. They are also looking for professionals to volunteer as guest speakers or mentors for the teens.

EAST SIDE ALANO CLUB OF MADISON

The East Side Alano Club (ESAC) is an organization that maintains a facility on Madison's northside for 12-step groups and recovery meetings, including Alcoholics Anonymous, Al-Anon, Drug Addicts Anonymous, and Narcotics Anonymous. The ESAC facility was built in the 1960s, and the roof needs to be replaced. The ESAC Board of Directors used grant funds to meet with a structural engineer to determine the best path forward for the 60+ year-old building. Following fundraising efforts, they plan to get the roofing project underway in late 2025.

EASTMORLAND COMMUNITY CENTER

The Eastmorland Community Center hosted a Guns-to-Garden Safe Surrender event in 2024. The Guns-to-Gardens movement works to reduce gun violence by reducing the number of guns in homes and communities. Unwanted guns are dismantled and the leftover parts are forged into garden tools. Twelve guns were surrendered at the event, and Jeff Wild, the Guns to Gardens blacksmith, led demonstrations showing how he dismantles the guns and turns the metal parts into garden tools with his forge.



The chop saw station, dismantled guns, and some of the tools they were made into. Photo Courtesy of Eastmorland Community Center.

EYES OF HOPE, STOUGHTON

Eyes of Hope, Stoughton used their grant funding to support the Bayview After School Club. They report that through the club programming the kids eagerly participate in exploring nature after initially showing apprehension regarding outdoor activities. The children have also demonstrated increased confidence, especially in social situations. Eyes of Hope, Stoughton staff report, "The program has become a safe space where children feel empowered to try new things, make mistakes, and learn from them—all key aspects of personal development. We measure success based on consistent attendance, happiness and engagement of the children, and creative exploration."

GSAFE

GSAFE started a new program for trans femme-identified young people in Madison and Milwaukee. The program, called True You, launched in January, and it matches trans femme-identified youth (ages 14-18) with a similarly identified adult in a mentorship relationship. Their work continues to connect organizers in the Madison and Milwaukee trans femme-identified communities.

Community members interested in this program as either a mentor or mentee and are trans femme-identified should contact GSAFE to learn more. For non-trans femme-identified individuals interested in the program, GSAFE encourages donations of basic beauty products, art supplies, or financial support of the program.

HORIZON HIGH SCHOOL

Horizon High School, Wisconsin's only recovery high school, received a grant to create gardens as part of its summer school program. The students got their hands in the soil, planted seeds, and watched the garden grow throughout the summer. The food the students grew was used in the school's nutrition program, which provides breakfast and lunch to the students. School staff noted, "It has been valuable for [the students] to recognize the effort that goes into growing plants from seed, to understand the daily dedication to plant care, and feel the sense of satisfaction that comes with eating produce that has been harvested moments before a meal."

KLJ MOVEMENT

KLJ Movement offers a Scholar Dance Program for youth ages 4-18 to learn from formally trained instructors in the styles of ballet, modern, hip hop, African-influenced movement, and performance skills. The program evaluates its success based on physical, mental, and social wellness of the youth. According to surveys of the youth and their families, KLJ Movement is "firmly established as a recognized safe space for Black and Brown individuals within the community." Youth in the program report feelings of

belonging and confidence. The program seeks to positively impact social wellness of the participants. Staff note, "We have an opportunity to model community and proactive social relationships to our scholars."

KLJ Movement seeks volunteers for their annual production titled "Summer Interlude." If you're interested in volunteering, register online at <https://kljmovement.org/volunteer-opportunities>.



Scholar Dance Program youth perform at Summer Interlude. Photo Courtesy of KLJ Movement.

LAKEVIEW FOOD PANTRY

Lakeview Food Pantry has seen a steady increase in demand at their pantry putting a strain on their finances and emphasizing the need for additional freezer space. At the same time, they have had to focus on providing basic food essentials while cutting back on personal care items. With CRF grant funds, they purchased an additional freezer, allowing them to better manage their frozen inventory. They were also able to return to offering households a variety of personal care items like dish soap, laundry detergent, shampoo, and diapers.

MADISON NORTHSIDE PLANNING COUNCIL

FEED Kitchens, a venture of Madison Northside Planning Council, set out to organize Madison's food cart operators into a cooperative for shared marketing, insurance, and information sharing and networking. In 2024, FEED Kitchens created MadCity Food Carts, a listserv for food cart operators to receive event invitations and for cross communication. Sixty-two of the city's food cart operators joined the listserv.

FEED Kitchens' also has the goal to help the food cart operators self-organize and to train them to operate MadCity Food Cart themselves, and hopefully, the winter season, the slow season for food carts, will be beneficial in this organizing effort.

MIDWEST MUJERES

Midwest Mujeres empowers Latinas and women of color to overcome their fears of public speaking and help them grow professionally. The Be Bold cohort mentored and educated women of color equipping them with professional development and storytelling skills. Their program includes one-on-one coaching and stipends to ensure that financial barriers don't hold anyone back. They noted, "A combined 62% of our attendees (of 150) were either current entrepreneurs or considering starting their own businesses, highlighting our community's entrepreneurial spirit and ambition." Next, Midwest Mujeres plans to grow this into a certificate program intended for women of color over 50.

They are looking for bilingual speakers to help them evaluate their members' needs. If you're interested in this work, please reach out to Midwest Mujeres.



Women participating in the workshop learn public speaking and storytelling skills. Photo Courtesy of Midwest Mujeres.

REAP FOOD GROUP

Looking to revitalize the use of the food truck that was gifted to them from Emmi Roth Cheese Company following the pandemic shutdown, REAP Food Group partnered with chef Yusuf Bin-Rella to use the truck to deliver Afro-Indigenous cuisine sourced from local and Indigenous-owned farms in Wisconsin at meal nights at Troy Gardens. Following these successful events, REAP hired an intern and food truck coordinator for the 2024 season. Throughout the season they attended many events and developed meaningful relationships with local farmers, chefs, and event organizers. REAP noted, “Each food truck event was a unique opportunity to educate the eaters about new cuisine, chefs, and featured farms. We had menu boards featuring the ingredients and farms and used the opportunity to distribute Farm Fresh Atlases.”

REAP reports, “We are always looking for potential volunteers to help with events. We also are contemplating how to best utilize the truck for mission-aligned events going forward. We certainly would love to expand our farm network. We also would love to make the truck more sustainable, and would welcome partnering with anyone who could help us find the best way to reduce fossil fuels on the truck, mostly the propane and appliances that run on propane.”



The Uproot food truck at an event at Troy Farm. Photo courtesy of REAP.

ROOTS4CHANGE COOPERATIVE

Roots4Change Cooperative held the first Latin American Maternal and Child Health Conference with more than 200 women in attendance. This conference created a space where people of different nationalities and languages could come together with “the purpose of creating changes in the medical system to improve the treatment and services available to Latino communities in Wisconsin and the United States.” The conference was described as “a transformative gathering that amplified marginalized voices, sparking a movement for Latinas’ liberation and health equity.”

TEXTILE ARTS CENTER OF MADISON

The Textile Arts Center of Madison (TAC) opened in 2023, and the grant funding they received was used for TAC’s free community programming. The Community Day events included hands-on fiber art activities, the distribution of free craft packs with creation inspiration guides, and secondhand supply sales. TAC also offered hands-on activities at local events and festivals throughout the summer. Additionally, they hosted mending days, maker meetups, and a fiber-focused book and podcast club. These free community programs engaged nearly 1,500 participants, almost doubling TAC’s initial goal.

THE BETTER PATH FOUNDATION

The Better Path Foundation operates recovery houses in the Madison area for veterans and justice-involved people who have housing insecurity and are in recovery from Substance Use Disorder. With the CRF grant funding, they installed gardens at two of their properties with the assistance of the residents of the houses. They report, “The production of the plants was excellent, and our garden professional did awesome in leading the men and women in what and how to plant, tending to the garden, and the reward was plentiful. Our guys made salsa with an abundance of tomatoes harvested, along with various peppers, cucumbers, and other vegetables produced.”

If you’re interested in getting involved, The Better Path Foundation would be happy to receive donations of garden tools and equipment. They may also need volunteers to help tend the gardens.



Volunteers work to install the gardens. Photo courtesy of The Better Path Foundation.

THE MADISON SKATEPARK FUND

The Madison Skatepark Fund had a productive fall working on the Elvehjem Park All-Wheel DIY Project. Their all-volunteer group consists of a few folks who work professionally in the skatepark construction industry, and they handle all of the planning and logistics of building the skatepark. Another core group of volunteers shows up for the workdays to lay and finish concrete into ramps. This volunteer base allows them to spend all of the grant funds on construction materials like concrete, rebar, and wood for creating forms for the all-wheel park.



A volunteer working on the all-wheel park. Photo Courtesy of The Madison Skatepark Fund.

TRIANGLE COMMUNITY MINISTRY

Triangle Community Ministry (TCM) launched a series of cooking classes for residents in the neighborhood housing complexes. These classes feature ingredients most often provided by food pantries with recipes that are simple, inexpensive to prepare, and produce several servings. TCM staff said, “Nurse Carri also spends some time highlighting ‘better choices’ when it comes to things like cooking oils, sugar, sodium, etc. and provides a shopping list and recipe for all in attendance. At the end of the presentation, we have a fresh batch of the featured recipe and everyone gets to try it, so it ends with a nice time of social gathering over a plate of food.”

UNIDOS

UNIDOS piloted the ReUNIDOS bilingual and culturally relevant support group for Latine and immigrant men in Dane County. Through this group, participants could explore their emotions, develop self-awareness, cope with stress, and improve their overall well-being. UNIDOS collaborated with Richi Morales, a local Guatemalan painter, on a series of workshops called “How to Express Emotions through Painting.” UNIDOS reports, “We received very positive feedback and plan to dedicate a workshop that mixes painting and literature. The participants and facilitators have expressed interest in writing a book to talk about their stories and experiences participating in support groups and workshops.”



ReUNIDOS participants explore how to be leaders in their personal lives and the community, explore how to express emotions and stress healthily, and learn how to ally with victims of domestic abuse and sexual violence (men, women, and children). Photo Courtesy of UNIDOS.

VERA COURT NEIGHBORHOOD CENTER

The Vera Court Neighborhood Center Community Garden Program addresses food access and food insecurity, provides garden and nutrition education, and decreases food waste through a composting program. Grant funding was used to purchase new and replacement tools for gardeners to use, support the garden water utility, and pay the stipends for the community garden coordinator. One gardener shared, “The garden encourages me to eat parts of the plant that stores usually don’t supply, like the tops of carrots, but which are very nutritious. I also love the fruit trees and other things I can forage for.”



Students in Vera Court’s Elementary Program planting seeds in starter pots to contribute to the youth plot. Photo Courtesy of Vera Court Neighborhood Center.

WORT/BACK PORCH RADIO BROADCASTING

WORT’s Summer News Collaborative launched in mid-June with the goal of integrating it into the News Department as an annual summer program to train journalists from Madison’s communities of color. WORT staff producer Jade Iseri-Ramos was hired to manage the project and provide individualized training. Topics of the ten-week course included an introduction to local media and broadcasting, reporting and interviewing, audio editing, photojournalism, writing for the ear, ethics and storytelling, and career development and job opportunities. WORT staff report, “One unexpected outcome from the program is the revival of the Hmong Radio program on WORT. It features news and community announcements relevant to the Hmong community broadcast in the Hmoob language. This program has had the same hosts since the late 1980s who retired in 2021. WORT continued to air reruns of the program while searching for a viable way to sustain this key work. In early 2024, as a part of her work as a community connector for the City of Madison, Ze Yang began reviving the show and producing one hour of radio a month about city news and resources in the Hmoob language.”



The WORT Summer News Collaborative Inaugural Cohort outside the WORT studios. Photo courtesy of WORT.

THANK YOU 2024 CRF GRANT RECIPIENTS AND OWNERS

Each year we look forward to reading about the innovative projects our local nonprofits propose, and hearing about the successes when projects come to fruition is even more inspiring! For us, another grant cycle has come to a close, but the work of these nonprofits never ends. Thank you to all these organizations for the impactful work you do for the communities you serve! Thanks, also, to the Owners who have left the Co-op and opted to donate their equity to charitable purposes—this funding is possible because of your generosity—thank you! We’re looking forward to reading the innovative and inspiring grant proposals for 2025!

This is a selection of the many comments we receive each month. The customer comments box is located near register 3 in the store. All comments and responses are posted on the clipboard above the box.

On the 26th (Wed) I saw a barefoot customer in the store (she was wearing an orange hooded sweatshirt and torn jeans. Aren't there City and State health regulations against that? (Should I have told a cashier?)

There is no city ordinance that requires shoes to be worn in a grocery store. I personally would not encourage walking around barefoot in the store for safety reasons, but I can't require shoes to be worn. Thanks for your observation. —*Anya, General Manager*

Can you carry Lulu's Pita Bread—it's better and cheaper?

You know, you are right! LuLu's packages of pita are larger than we carry currently, yet cost less per pita. I called to see if we'd be able to carry a few of LuLu's products in the deli. We'll be sure to feature them prominently in order to gauge their popularity at this store. Thanks for the input! —*Diana, Deli Manager*

I'm wondering why you've stopped carrying Total, which is more vitamin-rich than any other cereal. I do a lot of my shopping here, and this is a staple of my diet, so I'd appreciate its return. Thanks.

So many cereals, so little shelf space...Total was a WIC approved cereal but has been dropped from the program. To accommodate the program we've had to bring in other approved cereals. I'm sorry. With more space, I would be happy to pick Total up again. —*Wynston, Grocery Manager*

1) Get those adzuki beans back in bulk. 2) Educate your consumers about their high protein content to make sure they sell! Thanks.

Have you looked in the Herb & Spice section? That's where they are located, in a jar above the spices. —*Wynston*

Write Us!

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

MEAT LOVERS

Q: There are not enough meat lover's options in the deli.

A: Yes, this is a concern I have heard from other omnivores. When reviewing our menus and recipe catalog, admittedly we do produce a little heavy on the vegan options. On average we offer 14 vegan options in our cold/hot case per day and 7 containing dairy or meat. The Deli department strives to offer the variety that our Owners desire while being mindful of dietary restrictions. I feel we have a pretty good balance but there is always room to improve. I will be sure to let our cooks know that the meat lovers would like a few new options. Thanks for the feedback! Best, *Gina Jimenez-Lalor, Deli Manager—East*

GLUTEN-FREE BAKERY

Q: Please carry gluten and dairy-free baked goods in your bakery. All those I found made fresh here are gluten-free but not dairy-free.

A: Thanks for writing! Right now we do have a few products that are

both dairy-free and gluten-free. Two products that are from Rustic Kitchen are the Pender Isle Chocolate Zucchini Cupcake and the Ginger Kick Carrot Muffin. We also carry seven flavors of raw cheesecakes from Earth Café. We are currently searching for more products that fit both of these categories. We will also bring these ideas to our own in house bakery to see if they might explore things they could produce in their facility. —*Bill Pohlman, Deli Manager—West*

LOCAL AVAILABILITY

Q: Would like to see more fruit and veggies that are local!

A: Thanks for the comment! We always try to carry as much local produce as we possibly can—right now (early August) about 60% of our vegetable offerings are locally grown, and the remainder are things that either are not available in our area or things that do not tolerate the high temperatures and dry conditions we've had this year. This has been an extremely tough year for local fruit growers. We had local peaches and will have some apples, but the supply will be far less than in a normal year. Thanks again for the comment. We're doing the best we can! —*Megan Blodgett-Minnick, Produce Manager—West*

COFFEE PRICES

Q: Whoa—a 16 oz. coffee is now \$2.43?! That is higher than any coffee shop I know of in town. What gives?

A: Thanks for writing! You are correct that our coffee prices have gone up. The only reason the price was raised was because the cost to us has gone up so much recently. I feel we are in line with other places that sell coffee in town. As you no doubt know our coffee is sourced from Fair Trade organizations and we choose to

sell organic, which of course costs more in general. Additionally we strive to pay wages and benefits fairly ourselves to our workers and carefully maintain all our equipment to high standards.

The local coffee shop by my apartment charges \$2.50 for a 16 oz. coffee. —*Bill Pohlman, Deli Manager—West*

SWEETS

Q: I feel that having the display of bakery sweets in the produce section is contrary to the Co-op's general emphasis on encouraging healthier eating and connection with local foods. I've seen many parents delighted that their kids are so excited about fruit. Now, of course, the cookies are the first things they see. We carry great baked goods at our Co-op, but why distract from our truly beautiful produce department? Put the bakery in the bakery!

A: Thanks for writing! I'm happy you noticed the new bakery display in the Produce department. This is exactly what we were looking for. Bakery sales have been slow at our new location. I agree we carry great baked goods at our Co-op so we feel they needed more exposure. This idea was initiated with the cross-merchandising of shortcake and pound cake with the strawberries found in the Produce department. It was such a success that the idea was expanded upon to include other items such as the cookies you mentioned. I think children will still be drawn to our Produce department with their beautiful displays of colorful fruits and vegetables. —*Bill Pohlman, Deli Manager—West*

PRODUCE PRICES

Q: Noticed California corn for 99¢/ear and California seedless watermelon for 89¢/lb. (10 lb. melon = \$10) in store when up the street by Walgreens I can buy Wisconsin Euster's corn for 50¢/ear and seedless

OLD Customer Comments 50



May 2003

READERS' WRITE!

LOW SODIUM SELECTIONS

Could you please identify the cheeses with the lowest sodium content?

Thanks for writing. The lowest are the Jarlsburg Lite Reduced Fat Swiss cheese with 130mg per serving. The Organic Valley reduced Fat & Sodium Cheddar cheese with 135mg per serving or the Mt. Sterling Mild Cheddar goat's milk with 120mg per serving and finally the Organic Valley Skim Mozzarella with 105mg per serving. Thanks. —*Dan Moore, Deli Manager*

DELI SELECTIONS

Since rearranging the deli the number of selections has decreased. In particular, it is hard to find the Macaroni Salad with any regularity anymore.

Thanks for writing. The selections in the deli have decreased slightly to help us ensure freshness. However, macaroni salad as well as coleslaw, potato salad and tabouleh have been moved to the pre-packaged case next to the salad case. They're still made fresh, just packaged up immediately since they sell so quickly. Thanks. —*Dan Moore, Deli Manager*

NEIGHBORHOOD LOYALTY

The buzz in the papers of late regarding the co-op's possible move to N. Sherman's former Kohl's site makes us very concerned. If the co-op wants to expand, go join W. Regent St. and re-open the old Ken Kopp's store site. DON'T LEAVE THE NEIGHBORHOOD THAT GAVE YOU LIFE AND SUPPORTED YOU ALL THESE YEARS!

Well — I have no, repeat, no intention of vacating this site. If we do anything, it would be based on research of where our membership is from and a market study that would support where sales could be captured. The expansion committee is beginning this work. It has been strongly suggested that we work

with Monroe St. Co-op — but that would be at best a second site — we would not leave this neighborhood. —*Anya Firszt, General Manager*

CHEESE LABELING

Can you please find a way to label the cheese as either organic or non-organic. Thank you.

The new USDA rules restrict us from labeling products as organic once we've cut and repackaged them in smaller weights, because we are able to lower the price by repackaging 40lb. blocks of cheese into smaller amounts. We continue to offer organic cheeses that we can label as organic, items that are in their original packaging. —*Wynston Estis, Merchandiser*

PRODUCE PRAISE

I was startled to see the letter saying the Willy Street Co-op is inferior to the Whole Foods. Here is my experience. The grapefruit at the co-op are much better than those at Whole Foods. They may look worse (which is normal for organic produce) but they taste better. Some of the "organic" grapefruit at Whole Foods look so good and taste so watery that I wonder how organic they are. The co-ops apples are also better. Oranges are equally good at both stores. So is the whole wheat bread, but it is much more often sold out at Whole Foods. Keep up the good work.

Bless your heart! We work quite diligently to provide the best quality produce anywhere. I also would appreciate the opportunity to address any problems as they arise. These perishable produce items can be

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!

difficult to maintain consistent quality, but we try so very hard. We expect some problems in nature. —*Loretta Wilson, Produce Manager*

TICKET TIME

How many times did we buy booze at Star and run across the street to the coop? Did they ticket us? No! If I want to run across to Pick More Daisies after shopping the coop do I really have to move my car? I usually bike or walk. Are we a good neighbor? Perspective.

The Co-op is not ticketing a car for amounts of time that seem reasonable —we support anyone shopping at the Co-op, and then running another errand—again in a reasonable amount of time. The few minutes it should take a person to run that extra errand is not the problem we are trying to manage. The person who parks in the lot for hours to shop, dine or even work elsewhere is the person we are having to deal with. The Co-op has secured off-site parking for staff to alleviate the use of the lot from an internal standpoint. The staff do not have the use of the lot—as in we recognize and ticket cars that park in the lot overnight or for extended periods of time. Warmer weather is just around the corner and bike use will be up and parking won't be such an issue. —*Anya Firszt, General Manager*

TOP TEN LIST

Here are 10 reasons why my 2 1/2 year old daughter and I like to shop at the Willy Street Co-op.

1. Fresh fruit samples when we walk in!
2. Half-sized shopping carts perfect

- for my daughter to push around.
 3. A great play area for post-shopping activities
 4. Curious George sandwiches
 5. A stool for the water fountain!
 6. Bulk food is a fun activity
 7. The bike rack off Jenny St. has space for bike trailers
 8. A changing table in the men's room!
 9. Veggie Bootie
 10. Patient and friendly staff !!
- Thank you! Thank you! Thank you! We love seeing all the kids in the store and hope it's a family-friendly place where kids can learn the importance of natural foods and organics while having a little fun, too! —*Liz Wermcrantz, Marketing Manager*

Quieting the Chatter in the Mind
by Lyrea Grauefont

For many years I found it very difficult to still the constant chatter in my mind. I was driven by a desire for spiritual growth, but found meditating to be a challenge. Whatever precious peace I found in meditation or retreats was often shattered as soon as I re-entered my usual life situations. Then in 1996, I discovered a set of meditative techniques called "The Ishayas' Ascension" which I now teach. A major advantage of Ishayas' Ascension system is that the techniques are designed to be used not only as a closed-eyed meditation, but also with the eyes open at any time during the day when one needs to return to a state of balance. The resulting peace and stillness has made a huge difference in my life.

The Ishayas' Ascension techniques are tailored by each individual, using a formula that coordinates function in the right and left hemispheres of the brain. This draws the mind inward, providing experiences of pure stillness that catalyze a natural cleansing and harmonizing process. The accumulated debris of old thought patterns are gently released, freeing the individual to live more fully and clearly in the present moment. It has been my experience that the resulting serenity is not easily interrupted or shaken by the stresses of everyday life. Ascension is not a religious teaching, and no belief is required. For more information, including upcoming classes in Madison and other areas, please call me at:

(608) 549-2023
or visit my website at www.mwt.net/~growchi



PASTA (-LIKE THINGS) + SAUCE

By: Melissa Reiss, Purchasing Assistant

RP's Pasta Company Pumpkin Tortelloni + RP's Pasta Company Roasted Garlic Alfredo Sauce

Tortelloni is the smaller cousin to tortellini, and these delicious little nuggets are stuffed with pumpkin and Parmesan cheese. Support your locally made artisan pasta company!

Layer on the richness with this sauce made from Wisconsin cream, butter, and Parmesan cheese. Rounded out with a tasty garlic purée.



Olden Organics Zucchini Veggie Noodles + Rao's Homemade Sundried Tomato Pesto

Olden Organics—based out of Ripon, Wisconsin—offers us some high quality processed fresh vegetable products. Since adding a food processing facility in 2016, they can cut, slice, dice, julienne, and spiralize any vegetable and most fruits too. Their farm grows the majority of crops for their processed products, and sources the rest from other certified organic Wisconsin farms. Even if you don't follow a gluten-free diet give this pairing a try!

This pesto uses sundried tomatoes, tomato pulp, oil, cheese, and nuts for a refreshing take on the classic basil-based pesto.



Montebello Organic Torchiette Pasta + Graza "Drizzle" Finishing Olive Oil

Why not try this fun, relatively uncommon pasta shape? Originally developed in the Campania region of Italy, torchiette, or "little torches," is a twisted, bell-shaped cut of pasta that holds smooth sauces especially well. Montebello pasta is made using pure spring water and durum wheat semolina organically grown on a small cooperative of family farms in the rolling hills overlooking the Adriatic Sea.

Graza's "Drizzle" olive oil is an extra virgin finishing oil made from olives that are picked early, when flavor is bold and antioxidants are highest. Made for eating, not heating. This is a new product at the Co-op, so try it out!



Lotus Foods Organic Forbidden Rice Ramen + Madame Chu Satay Peanut Nyonya Sauce

Japanese-style noodles made from heirloom black rice instead of wheat. In addition to being gluten-free, forbidden rice is one of the most nutritious ancient grains, with a delicious nutty taste. You get four cakes per package.

Locally made Madame Chu's Satay Peanut Nyonya is a dense paste that strikes a balance between the heat of the peppers and the richness of peanuts. Fourteen ingredients come together offering a sweet, hot, and sophisticated flavor. Mix some of this with coconut milk, then ladle over your Forbidden Rice Ramen. You can add chicken or tofu if you'd like. Garnish with cilantro or chopped scallions.

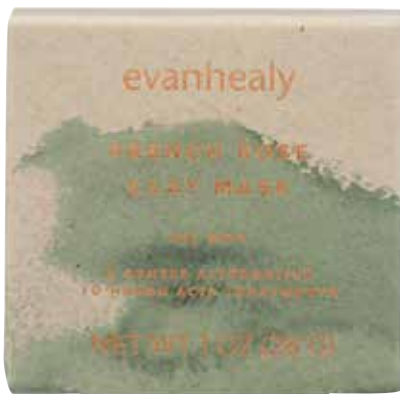


Thai Kitchen Stir Fry Rice Noodles + Bachan's Japanese Barbecue Sauce

These naturally gluten-free rice noodles are steamed, not fried. Thick, flat, and ready to be tossed with any sauce!

Bachan's Japanese Barbecue Sauce combines flavors of teriyaki, mirin, ginger, garlic, and green onion for an umami-full taste. Rich, bold, and deeply savory-sweet. Add a dash of Sambal Oelek fresh chili paste for some heat!





evanhealy
French Rose Clay Mask
1 oz • Save \$5.00
\$16.99



Tony's Chocolonely
Chocolate Bars
6.35 oz • Save \$1.99
\$4.00



Justin's
Organic Peanut Butter Cups
1.4 oz • Save 70c
\$1.79



Endangered Species
Chocolate Bars
3 oz • Save 99c
\$3.00



Talenti
Gelato
16 oz • Save \$1.00
\$4.99



Bachan's
Japanese BBQ Sauce
16-17 fl oz • Save \$2.00
\$7.49

Hu Kitchen
Organic Chocolate Bars
2.1 oz • Save \$1.30
\$3.99



Nature's Path
Organic Love Crunch Granola
11.5 oz • Save \$1.49
\$4.50



Montebello
Organic Pasta
16 oz • Save 99c
\$3.50



Lotus Foods
Organic Pad Thai Rice Noodles
8 oz • Save \$1.49
\$3.00



FEBRUARY 5-18

coop deals
Sales For Everyone!

Bitchin' Sauce
Sauce

7-8 oz • Save \$6.99 on 2

Buy One, Get One

FREE



Simply Organic
Organic Dip
& Seasoning Mixes

.7-1.41 oz • Save \$1.99 on 2

Buy One, Get One

FREE



The Good Crisp Company
Potato Crisps

5.6 oz • Save \$3.99 on 2

Buy One, Get One

FREE



Against the Grain
Gluten-Free Pizza

22.4-24 oz • Save \$13.99 on 2

Buy One, Get One

FREE



Lily's Sweets
Chocolate
Baking Chips

9 oz • Save \$9.29 on 2

Buy One, Get One

FREE



Aura Cacia
Mineral Bath

2.5 oz • Save \$3.29 on 2

Buy One, Get One

FREE



Annie's Homegrown
Mac & Cheese

Select Varieties

6 oz • Save \$7.96 on 4

4 for \$6

Booda Organics
Organic Booda
Butter Daily
Moisturizer

8.4 oz • Save \$10.00

\$25.99

Deep Indian Kitchen
Potato & Pea
Samosas

11 oz • Save \$2.00

\$4.99



Muir Glen
Organic Fire
Roasted Tomatoes

28 oz • Save \$2.29-\$2.79

\$3.00

Oatly
Oat Milk

64 fl oz • Save 50¢

\$4.49

Crofter's
Organic Just
Fruit Spread

10 oz • Save \$1.00

\$3.99



OM
Organic Lion's Mane
Mushroom Gummies

60 ct • Save \$10.00

\$18.99

Baba's
Hummus

10 oz • Save \$1.29

\$3.50

GT's
Organic Kombucha

16 fl oz • Save 79¢

\$3.00



Siggis
Plain Whole Milk
Icelandic Yogurt

24 oz • Save \$1.50

\$4.99

Organic Valley
Sour Cream

16 oz • Save 50¢

\$3.79

Beyond Meat
Beyond Beef
Grounds

16 oz • Save \$3.00

\$7.99



Moon Valley Organics
Organic Lotion Bar

1.9 oz • Save \$3.50

\$9.49

Nordic Naturals
Ultimate Omega

180 ct • Save \$23.00

\$52.99

Hume Supernatural
Deodorant

2 oz • Save \$2.50

\$9.49



Cascadian Farm
Spud Puppies
Potatoes

16 oz • Save \$1.69

\$4.00

Tasty Bite
Simmer Sauce

13 oz • Save \$2.00

\$4.49

Patagonia Provisions
Canned Seafood

4.2 oz • Save \$2.00

\$4.99



Sales on this page valid February 5-18, 2025.
All sales subject to availability. Sales quantities limited.



Treeline Cheesemakers
**Herb Garlic
French-Style
Cashew Cheese**
6 oz • Save \$1.30
\$5.99



Equal Exchange
Organic Tea
16 ct • Save \$1.49–\$1.99
\$3.50 **i**



Wyman's
Wild Blueberries
15 oz • Save \$1.80
\$3.99



Primal Kitchen
**Mayo with
Avocado Oil**
12 fl oz • Save \$1.50
\$8.49



Organic Quick Cooking Oats
bulk • Save 30¢/lb
\$1.69/lb

Bionaturae
**Organic Extra
Virgin Olive Oil**
17 fl oz • Save 4.00
\$10.99



Safe Catch
**Elite Pure
Wild Tuna**
5 oz • Save 49¢
\$3.00



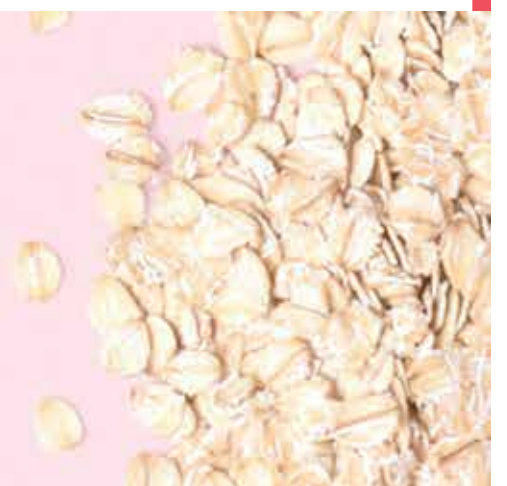
Planet Oat
Oat Milk
52 fl oz • Save 50¢
\$3.29



A Dozen Cousins
Seasoned Beans
10 oz • Save 99¢
\$3.00 **i**



Cascadian Farm
Organic Frozen Vegetables
Select Varieties
10 oz • Save \$1.29
\$3.00



FEBRUARY 19–MARCH 4

coop deals
Sales For Everyone!

Olipop
**Sparkling Tonic
& Soda**

12 fl oz • Save 58¢ on 2

2 for \$4



Bionaturae
**Organic Durum
Semolina Pasta**

16 oz • Save 80¢

\$2.69



Rao's Homemade
Pasta Sauce

Select Varieties
24 oz • Save \$3.30

\$6.49



Daiya
**Plant-Based
Shreds**

7.1 oz • Save 80¢

\$3.99



KIND Healthy Grains
Granola

11 oz • Save \$2.00

\$5.49



Gardein
**Plant-Based
Be'f Burger**

12 oz • Save \$1.80

\$4.69



Late July
**Organic Dipper
Tortilla Chips**

7.4 oz • Save \$1.00

\$3.99

Hyland's
**Calms Forte
Sleep Aid**

100 tab • Save \$5.00

\$8.99

Hoda Soy
Organic Firm Tofu

10 oz • Save \$1.30

\$3.99



Pacific
Organic Soup

16.1–16.5 oz • Save \$1.49

\$3.50

Native Forest
**Organic Simple
Coconut Milk**

13.5 oz • Save \$1.10

\$2.69

Alba Botanica
**Very Emollient Body
Lotion**

32 fl oz • Save \$5.00

\$11.99



Alaffia
**EveryDay Shea
Body Wash**

32 fl oz • Save \$4.00

\$8.99 

Good Health
**Sea Salt
Avocado Oil
Potato Chips**

5 oz • Save 99¢

\$3.00

Mary's Gone Crackers
**Organic Super Seed
Crackers**

5.5 oz • Save \$2.20

\$3.79



Caboo
**Tree Free Toilet
Paper**

12 ct • Save \$2.50

\$9.99

Fage
Greek Yogurt

16 oz • Save \$1.80

\$2.99

Quinn
**Gluten-Free
Peanut Butter
Filled Pretzels**

7 oz • Save \$1.30

\$4.49



HiBAR
**Shampoo &
Conditioner Bars**

2.7–3.2 oz • Save \$4.00

\$8.99

Natural Factors
Coenzyme Q10 100 mg

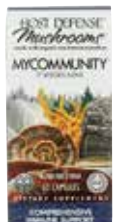
120 ct • Save \$12.00

\$20.99

Host Defense
**Organic
MyCommunity**

60 cap • Save \$4.00

\$30.99 



Maya Kaimal
**Spicy Vindaloo
Simmer Sauce**

12.5 oz • Save \$2.49

\$4.00

Bionaturae
**Organic Tomato
Paste**

7 oz • Save 70¢

\$2.29

R.W. Knudsen
**Organic Just Tart
Cherry Juice**

32 fl oz • Save \$4.50

\$5.99



Sales on this page valid February 19–March 4, 2025.
All sales subject to availability. Sales quantities limited.

Inclusive Trade Sales

2/17/25 - 3/2/25

Over
\$15
in savings!



Soul Brew Kombucha
Kombucha
12 fl oz • Save \$1.50
\$3.79 ⓘ L

Cedar Teeth
Pizza
Select Varieties
21-22 oz • Save \$1.00
\$9.99 ⓘ L



Madame Chu
Cooking Sauce
7 oz • Save \$4.00
\$8.99 ⓘ L



Olden Organics
Value Added Fruits & Vegetables
8-16 oz
20% Off ⓘ L



Greenbush Bakery
Donuts
6 pc • Save \$1.00
\$4.49 ⓘ L



Bunky's
Hummus
10 oz • Save \$1.00
\$4.49 ⓘ L



Tortilleria Zepeda
Hopi Blue Corn Tortillas
8.8 oz • Save \$1.50
\$3.99 ⓘ L



Hidden Springs Creamery
Driftless Cheese
5 oz • Save \$2.00
\$5.99 ⓘ L



EVP Coffee
EVP Coffee
12 oz • Save \$2.50
\$11.49 ⓘ L

inclusive trade

fresh deals

Sales for Everyone!

Talk to some of our Inclusive Trade vendors and try their free samples! See the schedule at willystreet.coop/inclusive-trade.



BUILD OUR FUTURE TOGETHER

THE BIG SHARE® — TUESDAY, MARCH 4

Advance social and environmental justice by supporting the nearly 70 member nonprofits of Community Shares of Wisconsin during The Big Share.

These local nonprofits are working on the causes you care about most including voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, LGBTQ+ rights, and much more.

It only takes a few minutes to give online and you can even take your advocacy to the next level by creating a personal fundraising campaign now to support your favorite member nonprofit.

For more fun on March 4, tune in to The Big Share Live, a day-long telethon streaming on YouTube and thebigshare.org. The program features local entertainment, prize announcements, discussions about social and environmental justice, and more.



Principal Partner



Donate now through March 4 at

THEBIGSHARE.ORG

Savings Emailed!



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.



willy street co-op

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608-249-0438

Don't buy replacement windows...

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

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

Visit mge.com/heater to learn more.



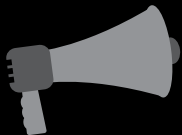
GS1759 2/4/2021

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Find info at willystreet.coop/advertising

willy street co-op





A SAMPLE OF OUR LOCAL INCLUSIVE TRADE VENDORS

By: Micky Ellenbecker, Purchasing Assistant

Our Inclusive Trade program is designed to highlight products from companies owned and operated by individuals from under-represented groups. A vendor will be considered an Inclusive Trade vendor if it is at least 51% owned, controlled, and operated by a person or persons who belong to one or more of the following groups:

- Women
- Black, Indigenous, and/or Persons of Color
- LGBTQIA+ people
- Veterans
- Persons with disabilities

We believe that highlighting these vendors will help customers more easily identify products in line with their values, drive more business to these vendors, and help us make progress toward our diversity, equity, and inclusion goals for Willy Street Co-op's vendors and customers. Below is a sample of some of our local Inclusive Trade vendors, both new and long-standing. Enjoy!

LOOK FOR THESE SYMBOLS ON PRICE TAGS AND SIGNS IN THE STORE!



DOUDLAH FARMS ORGANICS



Inclusive Trade

Recognition: Woman-owned

Business Location: Evansville, WI

Available at your Co-op since: May 2023

Product offerings at your Co-op: Doudlah Farm Organics grows dry beans, popcorn, sunflower seeds, and wheat, and we sell the majority of their products in our Bulk departments.

Besides being Certified Organic, they are also Tested Clean Certified and Regenerative Organic Certified. At all three stores you can find their bulk turtle black beans, cranberry beans, great northern beans, dark red kidney beans, navy beans, pinto beans, and yellow canary beans, as well as their packaged sunflower seeds and white and yellow popcorn. East and North also offer their white and yellow popcorn in bulk; West and North additionally offer bulk pink beans; and East alone offers their bulk cornmeal and their proprietary bulk flour, Flynn Creek whole wheat. You memorized all that too, right? Good job! For more information visit: doudlahfarms.com



THE DELICIOUSER



Inclusive Trade Recognition: Woman-owned

Business Location: Madison, WI

Available at your Co-op since: March 2023

Product offerings at your Co-op: The Deliciouser creates unique spice and seasoned salt blends for nearly every flavor profile. The offerings vary by location, but you can find their Aleppo Chili Flakes, Za'atar, Ras al Hanout and Deer Camp blends at all three locations. East and North additionally offer their Togarashier, Fleur de Sel Sea Salt, Siena, Bomba, Tastes Like Victory, and seasonally they offer their hot chocolate and mulling spice blends. To parse things out ever further, East separately offers the Ufra Biber, Kauai Sea Salt, and Zocalo, while North separately offers the Berbere, Oaxaca, and Pacific Smoke. Did you memorize all that? Yeah, me neither. For more information visit: thedeliciouser.com



EVP COFFEE



Inclusive Trade Recognition: Woman- and LGBTQIA+-owned

Business Location: Madison, WI

Available at your Co-op since: 1998

Product offerings at your Co-op: EVP (Etes-Vous Prets?!) Coffee has been a long standing coffee roaster and cafe in Madison and we've been offering their roasts to our customers for nearly as long as they've been in business. EVP prides itself on serving freshly roasted coffee and you can find the roast date printed on all their bags, which most coffee roasters don't do. You can find rotating offerings of 5-7 different flavors at all three stores. For more information visit: evpcoffee.com



SHARAY'S GHANA STYLE BRITTLE

Inclusive Trade Recognition: BIPOC-owned

Business Location: Appleton, WI



Available at your Co-op since: May 2023

Product offerings at your Co-op: Sharay uses his secret family recipe to create his small-batch traditional Ghanaian style brittle. You can find Sharay's Peanut, Cashew, and Pistachio Brittles at all three locations. For more information visit: sharaysgsb.com





GIANT JONES BREWING

Inclusive Trade Recognition:  
Women- and LGBTQIA+-owned
Business Location: Madison, WI
Available at your Co-op since: 2019

Product offerings at your Co-op: Giant Jones Brewing is known for offering large single bottles of beer in a wide range of flavors. They are also Wisconsin's only Certified Organic Brewery, meaning all of their offerings are Certified Organic, where other breweries may offer a few organic options. We offer a wide selection of their

beers, with all stores offering at least a dozen different options at any given time. You can find their Scotch Ale, Grand Porter, English Style IPA, Biere de Garde Ambree, and Belgian Blonde at all three stores to name a few. For more information visit: giantjones.com



GREENBUSH BAKERY

Inclusive Trade Recognition:  
Veteran-owned

Business Location: Madison, WI
Available at your Co-op since: 2004
 Product offerings at your Co-op: Greenbush Bakery has been around since the mid-'90s and is known for its old-fashioned, kosher donuts. You can find their donuts at all three stores, but each store has a slightly different offering. All stores offer the same variety of their Old-Fashioned Sour Cream Donuts, which include the original Sour Cream, Chocolate, Blueberry, Cherry & Apple Cinnamon. You can also find their Pumpkin Spice Donuts, and a couple different flavors of Rabbi's Delight at each store. East also offers Apple, Blueberry, and Cherry Fritters, while West offers Apple Fritters only. For more information visit: greenbush-bakery.com



HONESTLY CRANBERRY



Inclusive Trade Recognition:  
Women-owned
Business Location: Wisconsin Rapids, WI
Available at your Co-op since: May 2024

Product offerings at your Co-op: Honestly Cranberry is unique in that they offer dried cranberries without any added sugars, oils, or sulfurs—just 100% dried cranberries.

You can find their 1 oz packages at all three stores and North additionally offers their 3oz package. For more information visit: honestlycranberry.com



MRS. BEASTER'S BISKITS

Inclusive Trade Recognition:  
Women-, LGBTQIA+- and Person with Disabilities-owned
Business Location: Columbus, WI

Available at your Co-op since: 2010
 Product offerings at your Co-op: Mrs. Beaster's Biskits is a dog and horse treat company originally started as a job creation opportunity for adults with disabilities. They also grow a lot of the fruits and vegetables that go into the treats and source Wisconsin-produced meats. Along with more traditional treats, they also make some grain-free and CBD treat options. You can find Liver Snaps, Bison Sweet Potato, Elk Pumpkin, and Peanut Butter Berry Blasters CBD Dog Treats at all three locations, and each store has another 2-5 additional treat options beyond the above mentioned. For more information visit: mrsbeastersbiskits.com



EMBER FOODS

Inclusive Trade Recognition:  
Woman- and BIPOC-owned
Business Location: Madison, WI

Available at your Co-op since: 2019
 Product offerings at your co-op: Ember is a local restaurant serving international cuisine, with a focus on Indian and Middle Eastern specialties. You can find their Samosa 2-pack with Chutney at our East location and their Garlic Naan and Samosa Variety 4-pack at our North location. For more information visit: embermadison.com

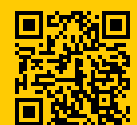


METRIC FORREST STUDIO

Inclusive Trade Recognition:  
Woman-owned

Business Location: Madison, WI
Available at your Co-op since: 2009
 Product offerings at your Co-op: We offer two lines of handmade earrings, which many of our customers will be familiar with due to Metric Forrest's long tenure at the co-op. She describes the Eclectic Earth line as being more trendy and incorporating more semi-precious stones, while the Imagine line is more boho-chic with upcycled elements. However, the earrings will be rebranded to "Metric Forrest Studio" in the future, so keep your eyes peeled for that change. For the time being, you can find a varying selection of the current product lines at all three stores. For more information visit: metricforreststudio.com

For more information about our Inclusive Trade Program visit willystreet.coop/inclusive-trade



Are you a Willy Street Co-op vendor who qualifies as an Inclusive Trade vendor but isn't currently and would like to be? Email us at: purchasing@willystreet.coop



OVEN-ROASTED DELI CHICKEN RECIPES

By: Nicholas Oconnor,
Prepared Foods/Cheese
Category Manager

WHAT DO I DO WITH A WHOLE CHICKEN??

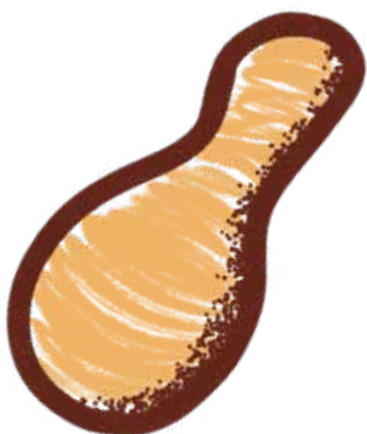
Greetings! I am writing this article specifically for folks that do not have roasted chicken as a part of their regular shopping list, and for those who like chicken, but have never utilized the expediency of whole roasted chickens. But even if you are a regular shopper of our whole chickens, I hope you can get some ideas for recipe during the week!

Roasted chicken is an extremely versatile and time-saving ingredient that can transform your weeknight dinners or weekend meal preps into a fairly painless affair. Not only is it flavorful and juicy, but it also saves you the effort of cooking chicken from scratch, allowing you to focus on crafting delicious meals in less time. At Willy Street Co-op, the chickens in our Deli are from Bell & Evans. Check out my article from April 2024 to read about why we moved to Bell & Evans for all of our chicken in the Prepared Foods program! <https://www.willystreet.coop/reader/april-2024/making-bell-evans-our-source-for-chicken-in-the-delis/>

You can of course use the entire chicken in one night, but if that's too much for you, I would recommend deboning the chicken once it's not too hot to work with, then shred it, and pack it up in airtight containers in the fridge. This will allow you to use the shredded chicken for multiple meals, and in different ways.

RECIPE IDEAS

Here are some fun and creative recipe ideas to inspire your culinary adventures with roasted chicken.



ROASTED RED PEPPER & TOMATO SOUP WITH SHREDDED CHICKEN

One of my absolute favorite and fast lunches to whip up for my family is to heat up a quart or two of the Pacific Foods Roasted Red Pepper and Tomato Soup on the stove and throw in a couple handfuls of shredded chicken. When we're short on time and everyone is hungry, this is a fabulous option that allows me to multitask in the kitchen and get lunch ready.

Using roasted chicken like this makes it so easy to add protein to so many dishes, but any vegetable soup can quickly be transformed with just a handful of chicken. I usually like to add a roll on the side as well, just to round out the meal.




Suggested Pairings:

- Pacific Foods Roasted Red Pepper and Tomato Soup
- S. Rosen's Tiebel's French Rolls 

ROASTED CHICKEN TACOS

Transform roasted chicken into a taco night masterpiece! Shred the chicken and toss it with taco seasoning and a splash of lime juice. Serve it in warm corn or flour tortillas with your favorite toppings like shredded lettuce, diced tomatoes, guacamole, and cheese. Add a drizzle of chipotle crema or salsa verde for an extra burst of flavor. This quick and easy dish is perfect for family dinners or casual gatherings.


Suggested Pairings:

- Olden Organics Guacamole  
- Gitto Farm N Kitchen 8" Flour Tortillas 

ROASTED CHICKEN FRIED RICE

Give your leftover rice a flavorful makeover with this quick fried rice recipe. Sauté diced onions, garlic, and mixed vegetables in a pan, then add shredded rotisserie chicken and cooked rice. Stir in soy sauce, sesame oil, and scrambled eggs for a hearty and delicious meal that's ready in minutes.



Suggested Pairings:

- Cascadian Farm Frozen Mixed Vegetables
- Pasture Patterns Eggs 

BBQ CHICKEN PIZZA

Roasted chicken makes a fantastic topping for homemade pizza. Spread barbecue sauce over a pizza crust, then top with shredded chicken, sliced red onions, and shredded mozzarella or smoked gouda. Bake until the crust is crispy and the cheese is melted. Garnish with fresh cilantro for a burst of freshness.



Suggested Pairings:

- Willy Street Co-op Pizza Dough 
- Primal Kitchen Golden BBQ Sauce
- Triple Crown Black Garlic BBQ Sauce
- Marieke Gouda 

ROASTED CHICKEN ENCHILADAS

Enchiladas are a crowd-pleaser, and roasted chicken makes them even easier to prepare. Roll shredded chicken mixed with cheese and enchilada sauce into tortillas, then place them in a baking dish. If you're looking for a recommendation I'd try the Rio Luna Enchilada Sauce, and if you haven't tried Tortilleria Zepeda you should check out their corn tortillas. Top with additional sauce and cheese, and bake until bubbly. Serve with sour cream and fresh cilantro for a complete meal.



Suggested Pairings:

- Rio Luna Enchilada Sauce (red or green)  
- Tortilleria Zepeda Corn Tortillas (white, yellow, or blue)

CHICKEN ALFREDO PASTA BAKE

Combine two comfort food classics into one dish with this creamy pasta bake. Toss cooked pasta with alfredo sauce, shredded roasted chicken, and steamed broccoli. Top with shredded cheese and breadcrumbs, then bake until bubbly and golden brown. This dish is as satisfying as it is simple to prepare.

Suggested Pairings:

- RP's Pasta Company Spinach Linguini Fresh Pasta 
- Sartori Cheese Shredded Parmesan 

CHICKEN STIR-FRY

A quick stir-fry is an excellent way to use roasted chicken. Sauté mixed vegetables like broccoli, bell peppers, and snap peas in a hot pan, then add shredded chicken and a stir-fry sauce made from soy sauce, ginger, garlic, and a touch of honey; or buy a premade sauce. The great thing about the San-J cooking sauces we carry is you could use the same chicken and vegetables, but switch out the sauce and it's like a totally new dish! Serve over steamed rice or noodles for a complete meal.




Suggested Pairings:

- Cascadian Farm Frozen Chinese-Style Stir Fry Blend
- San-J Cooking Sauce (pick any!)
- Lundberg Basmati Rice (from the Bulk aisle)

CHICKEN PESTO PANINI

Elevate your sandwich game with a chicken pesto panini. Spread pesto on slices of crusty bread, then layer with shredded chicken, sliced tomatoes, and mozzarella. Brush the bread with olive oil and grill until the bread is crispy and the cheese is melted. Serve with a side salad or soup for a complete meal.

Suggested Pairings:

- Willy Street Co-op Basil Pesto 
- Belgioioso Fresh Sliced Mozzarella 
- Madison Sourdough Country Batard 

FINAL THOUGHTS

Roasted chicken is a culinary MVP that can save you time while allowing you to create a variety of delicious dishes. From comfort food classics to light and fresh meals, these recipes show just how versatile this ingredient can be. Whether you're feeding a family, entertaining guests, or meal-prepping for the week, rotisserie chicken is your ticket to stress-free and flavorful cooking.

Things we didn't cover here, but should be on your radar for ideas: chicken pot pie, chicken crock pot, nachos, and spicy chicken chili!

Lastly, look for our Willy Street Co-op Roasted Chicken sale on Owner Deals Monday 2/24 – Sunday 3/2.



Deboning the Chicken

ONE

Remove the twine from the legs and discard.

TWO

Position the chicken breast side up, legs facing you, on a cutting board.

THREE

To remove legs and thighs, pull a leg outward, slice through the skin to expose the joint, and cut through it. Repeat on the other side.

FOUR

(Optional) Separate drumsticks and thighs by cutting through their joint.

FIVE

Remove wings by pulling each away from the body and cutting through the joint.

SIX

Carve the breast meat by slicing along one side of the breastbone, following the ribcage. Repeat for the other side.

SEVEN

(Optional) Slice breast halves crosswise into even pieces, keeping skin intact for presentation.

EIGHT

Remove the "oysters" (two small, tender pieces of dark meat near the backbone) by flipping the chicken and slicing them out.

NINE

Remove remaining meat from the bones by hand or knife.



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INCLUSIVE TRADE: A PROGRAM HIGHLIGHTING HISTORICALLY UNDERREPRESENTED VENDORS

By: Megan Minnick

It's been a long day (and it's not over yet.) You're in a hurry, on your way home, and you need to stop to pick up tortillas for the tacos you're planning for dinner.

You navigate the Co-op parking lot, then rush in, dodging other shoppers as you make your way to the tortilla section. Once there, you quickly survey what's available. Of course, you want to choose the best tortillas—a brand that not only tastes good, but is made by a company that reflects your values. But today, you just don't have the time to inspect each package. So you blindly grab one with a label that seems appealing (you're not quite sure why), then you head to the registers and out the door as speedily as you can.

Sound familiar?

Love it or hate it, grocery shopping is a chore. All too often, we're rushed and distracted, and in that moment when it's just you and the grocery shelf and a million other priorities running through your mind, even the best of intentions for conscious consumerism can be pushed aside.

That's where the Inclusive Trade Program comes in.

What is Inclusive Trade?

The Co-op's Inclusive Trade Program is designed to highlight products from businesses that are at least 51% owned and operated by individuals from underrepresented groups. These groups include women; Black, Indigenous, and/or Persons of Color; LGBTQIA+ people; veterans; and people with disabilities.

This program is a means for you, the shopper, to get this important information in as quick and easy a way as possible.

All you have to do is look for the yellow circle:



So, imagine again that you're choosing between all those tortillas. You scan the shelf and notice that there's one option that has a yellow circle on its price tag, indicating that it was made by an Inclusive Trade vendor. And what do you know, it also has the purple tag—it's local.



Instead of the random choice, you make an informed one. You bring home a package of Tortilleria Zepeda tortillas, and not only do you feel good about your purchase, you're blown away by how tasty they are.

How did you never know that someone was making such incredible and unique tortillas right here in Wisconsin?

WHAT'S BEHIND THE INCLUSIVE TRADE SYMBOL?

As you might imagine, with thousands of brands to keep track of, accurately identifying and maintaining the list of products that get the little yellow shelf tags is not a small task.

For products the Co-op purchases through their main distributor, inclusion on the list is determined by certifications from reputable national organizations such as the National Minority Supplier Development Council (NMSDC) and the Women's Business Enterprise Network Council (WBENC.)

These groups each have their own process for certification, but are known for their integrity and transparency.

In an emailed interview, Erin Watson and LaKesha White of the WBENC detailed their rigorous process for keeping vendor information up to date:

"We require businesses to undergo an annual recertification process ... Additionally, business owners are required to notify WBENC within 30 days of any changes in ownership, management, or control. This notification is part of the legally binding sworn affidavit submitted with every application or recertification."

While maintaining these types of certifications often comes with fees, financial assistance is available to those who qualify; and certification can open up many opportunities beyond the simple designation as

Women Owned or Minority Owned, etc.

"Once a business is certified, it unlocks a plethora of support activities," explained Constance Jones, Senior Director of the NMSDC. This includes access to information, networks, partnerships, and educational opportunities that they might not otherwise have available.

But the national certifications are just one part of the picture.

The Co-op maintains direct relationships with hundreds of small and local vendors. Because they operate on a small scale, and are not connected to large distribution networks, certification can be impractical for these businesses. To ensure they have the opportunity to be included in the program, a different, less cumbersome process is used.

Instead of certification, these small, direct vendors are asked to fill out an online form stating that their business qualifies for the Inclusive Trade Program.

That's it.

The simplicity of this process, and the accuracy of the list is a testament to the close, trusting relationship the Co-op maintains with its vendors.





others make through lifelong relationships,” explains Jones of the NMSDC, “Missing those types of relationships means they miss opportunities and information that’s shared with others in the network.”

This could take the form of a family friend who tips a business owner off to an investment opportunity; someone the business owner went to college with who knows exactly how to secure a government contract; or a past co-worker who introduces the business owner to just the right person to talk to when seeking funding.

Though it’s very difficult for someone from an underrepresented group to know exactly what they’re missing in terms of access to networks, the feeling of exclusion is familiar to many of our local Inclusive Trade vendors. Here are just a few stories I heard when speaking to business owners for this article:

Tracy Danner of EVP Coffee has often felt marginalized as a woman business owner. She recounted bringing her brother-in-law to city meetings, “just so I could have a man with me,” having a male barista whom she was working side-by-side with mistaken for the owner of the business, and how business contacts have insisted on talking with her male coffee roaster rather than with her.

Julian Zepeda of Tortilleria Zepeda has noticed people’s “eyes glazing over” when they hear his accent, at times even insisting on a translator. His wife, Heidi (also an owner) remembers a delivery driver who demanded “Where’s the man?” as if her presence wasn’t enough.

These are small examples, and difficult to assign meaning to on an individual level—“I often wonder if it would be easier if I was a white man,” Heidi says. “Am I feeling sexism that really exists, or am I just imagining it?”—but taken together and multiplied by the number of Inclusive Trade businesses in our community, they underscore the insidious and subtle ways that these businesses are discouraged from being part of the traditional business culture.

Beyond the additional barriers that Inclusive Trade vendors face, there’s one more big reason for shoppers to seek out that little yellow circle—and it’s a tasty one.

Constance Jones said it perfectly when she told me,



“We don’t verify certification,” explains Liz Muñoz, the Co-op’s Director of Purchasing. We trust our vendors are representing themselves accurately. For us, the bigger challenge is, how do we get more people interested in participating.”

To this end, the Co-op plans to send out a survey to existing local vendors in 2025, in order to catch businesses that may not have opted in during the initial rollout—though it’s important to note that not all vendors who qualify for the program choose to be part of it, and the Co-op respects that choice.

“This is still a work in progress,” Muñoz says, “The main thing is to have continual progress and to be moving forward, and we’re doing that.”

WHY CHOOSE INCLUSIVE TRADE?

Why should you—one grocery shopper amongst many—consider the Inclusive Trade designation as you’re choosing what to buy?

This is a big question, and one with many different answers, perhaps unique to each of us.

However, when I asked several local Inclusive Trade vendors as well as national certifiers, they all seemed to agree on a few things

Firstly, while running a business is difficult for anyone, it’s much more challenging when the business owner is a member of an underrepresented group. By supporting Inclusive Trade, you’re helping level the playing field, one purchase at a time.

Why is it more difficult?

“The barriers can be divided into two big buckets,” explains Jones of the NMSDC, “Access to capital, and access to information.”

Access to capital is relatively straightforward and easy to measure. For a host of reasons, businesses owned by people from underrepresented groups are statistically less likely to receive funding, whether that be investment opportunities, venture capital, or traditional loans.

Access to information is more complicated. Since many Inclusive Trade business owners don’t come from traditional business backgrounds (from which, by definition, they’ve been historically excluded), they simply don’t have the networks that others take for granted.

“Some minority businesses don’t have the necessary connections that

“Supporting minority businesses is supporting the community. It’s not just about the designation, it’s about putting the dollar back into the community and getting access to goods that you may have never been exposed to, but may be the best thing since chocolate cake.”

By supporting a food economy that includes Inclusive Trade vendors, you’re opening up a whole new world of culinary opportunity. Whether it’s those tortillas from Tortilleria Zepeda; or handcrafted Southeast Asian sauces from Madame Chu; or an organic, locally sourced beer from Giant Jones Brewing.

The ingenuity of these businesses doesn’t stop with the food they produce. Because of who they are and where they come from, many are committed to changing the face of business itself, evolving beyond the traditional model of endless growth at the expense of the environment and the community.

In my conversation with Tracy from EVP, again and again, she returned to this point. Yes, she’s had to jump plenty of extra hurdles as a woman and as a lesbian, but she’s happy to do it for the opportunity to set an example for how business can be different—how success can be defined not in endless financial growth, but in paying a living wage, providing exceptional coffee, and a safe place for the community where people can be themselves.

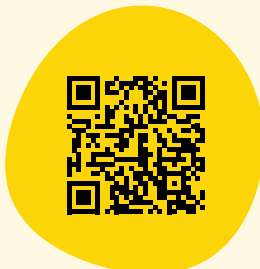
Erika Jones of Giant Jones Brewery has a similar perspective. Giant Jones prides itself on its non-traditional business goals. Their vision of success includes producing flavorful, high-quality organic beer, having a worker-directed organization where people feel appreciated and invested, and making an impact on the community through quality partnerships with other businesses and artists. And while they do measure production volumes and revenues, the money is only in service to the larger goals.

“Who we are and what we value has shaped the way we’re operating and how we interact with the community. A lot of these choices are because we’re women, queer, and we value organic. It’s very different from businesses that are more corporate and chemical based,” says Erika.

So next time you shop, why not keep an eye out for those little yellow circles? They may be small, but what’s behind them is huge.



FOR MORE INFORMATION ABOUT OUR INCLUSIVE TRADE PROGRAM VISIT WILLYSTREET.COOP/INCLUSIVE-TRADE



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