

willy street co-op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI  
VOLUME 47 • ISSUE 10 • OCTOBER 2020



## IN THIS ISSUE

Two Simple Baking Mixes; Safe Shopping in the Busy Season;  
John Lewis; Fair Trade; and more!

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# willy street co-op READER

**PUBLISHED MONTHLY BY WILLY STREET CO-OP**

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

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**WEBSITE:** [www.willystreet.coop](http://www.willystreet.coop)

**BOARD EMAIL:** [board@willystreet.coop](mailto:board@willystreet.coop)

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

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

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

Deli: 7:30am-9:00pm

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

## WILLY STREET CO-OP MISSION STATEMENT

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

## WILLY STREET CO-OP BOARD OF DIRECTORS

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

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

## BOARD MEETING SCHEDULE

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

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

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THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 16 for details.

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# CUSTOMER COMMENTS

## Write Us!

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

### MASKS

**Q:** *I would like to thank you for enforcing the mask policy even before it was a state mandate. While I know that I am wearing a mask to protect others, those others are wearing their masks to protect me. These are "interesting" times to say the least and anything we can do to show a little kindness makes us all a little more human. For those people who refuse to wear a mask, it's their loss for being so self-focused that they can't think about their part in protecting the rest of us. Again, thank you for seeing the bigger picture. I for one have increased my shopping trips to WSC because I know that you have the best interest of your clients at heart. Together, we will get through this.*

**A:** Thank you for your kind words and for your support of our policy! Take care, Liz Hawley, Education and Outreach Coordinator

### WILDCRAFTING

**Q:** *In the past you offered a class on foraging/wildcrafting. Is that still being offered? Thank you.*

**A:** Thank you for asking! Our class program has been suspended since early this spring due to the pandemic; however, your comment compelled me to reach out to the herbalist who has led these classes in the past, and we are talking about making it virtual! It may take a bit to work out the details, but I'm hopeful we'll be able to get this online. And when it's safe to resume in-person learning, we will certainly offer these types of classes again. Thanks again, Liz Hawley, Education and Outreach Coordinator

### OLIVES

**Q:** *While the olive bar is closed, why not pre-package a few varieties for sale at Willy East. They do it at Willy North and Jenifer St. Market.*

**A:** Thanks for the suggestion about packaging the olives that used to be offered on our olive bar. You are correct that our west side location is able to offer some grab and go olives that they package themselves. Due to the COVID-19 pandemic, each location has had to make drastic changes to their labor situation. At the moment, I am unable to devote labor to pre-packaging olives.

We are working on bringing back our olive options in a similar format to the olive bars. We are starting to work on turning the deli service case into a full service olive case. This way folks can still get the olives that we are only able to get in bulk. I am hoping to have this up and running by the end of September. Please let me know if you have any further questions or concerns. Best Wishes, Dustin Skelley, East Deli Manager —East

### HOURS

**Q:** *Finding the hours of locations on the website shouldn't be a chore for site visitors. The only place I found them was on the rotating banner on the front page, which only displays for a few seconds...and that's poor web design. Please make it easy for site visitors to find store hours.*

**A:** Thank you for your feedback. We removed the hours from their regular spot on the homepage because our hours kept changing due to COVID-19 precautions. That spot was too difficult to change as quickly as it needed to be, so we moved the hours to the rotating banner.

Now that the hours will probably stay the same for the foreseeable future, we will reconsider their placement on the website.

In the meantime, you can always find the most up-to-date hours and other store information on our coronavirus page.

Thanks again and stay well! Sincerely, Ellie Habib, Webmaster

### RECEIPTS

**Q:** *Is it possible to look at ones receipt/account online? I never take a receipt but sometimes I need to know how much I paid for something after the fact. I couldn't find any information about this on the home page.*

**A:** Thank you for reaching out. Going forward, it is possible to have receipts emailed to you automatically after each purchase. If you would like me to activate this for your account, just let me know.

If there is a specific date range in the past that would like to see your receipts for, I can run a report for you. These receipts won't look exactly like the ones from the register or that get emailed, but you would be able to see how much each item in your transaction cost as well as your total.

Please let me know how I can best help you from here. I hope you've been having a good week! -Robert Halstead, Owner Records Administrator

### RECIPES

**Q:** *Greetings, and thank you for your good work editing "The Reader." Question: when did the recipes featured in "The Reader" stop including the critical information known as "servings" or*

*"yield," a number that, I would argue, is as important in a recipe as the measurements of its ingredients? Though I rarely read the recipes (though I enjoy seeing their useful presence in "The Reader"), only today did I notice this glaring omission. Why the omission and when will "The Reader" resume—or begin—including recipes' servings/yield/portions information? Thank you.*

**A:** Thanks for writing! This is actually something I think about all the time. They haven't ever had them in there, at least as long as I've been doing them (which is 19 years!). However, almost every time I put them together, I think, "Should these have serving sizes, etc.?" I will make this change and include that information when it's available. It's something I've been meaning to do for a long time.

Thank you for taking the time to write with your suggestion and thank you for the kind words! Take care, Liz Wermcrantz, Editor

### SANDWICHES

**Q:** *Checked the website last night and confirmed sandwiches were available from 7:30 on. When I arrived this morning to grab my lunch on the way to work, I learned sandwiches aren't being made at all right now. Disappointed, I grabbed a Caesar salad after ascertaining the "croutons" were garbanzo beans and no WHEAT was highlighted on the long list of ingredients, since I have celiac. Soy and milk both appeared in all caps. Just broke out my salad and discovered wheat is in the dressing, but buried in all lower case in the ingredients. So now I'm doubly disappointed and hungry! Wish I could send you the photo of the label but I don't know how to do that.*

**A:** I apologize for the issues you had with our Deli yesterday. We have been slowly rolling out services and it's been difficult to keep the website up to date; I have requested our IT dept update the website with correct hours and services. This was supposed to have happened but there must have been a mistake. I apologize for the inaccurate information on our website.

I notified our Kitchen Director of the issues with the Caesar Salad, we have altered ingredient labels to highlight wheat (in all caps) as an ingredient for now. We will be switching the ingredients in that salad shortly so that it is made with tamari. That way the item will be gluten-free.

Since you were not able to enjoy your salad and had a frustrating experience in our Deli. I have issued a \$10 gift card so that you can try another lunch (or whatever you'd like from the Co-op) on us! I totally understand the disappointment and frustration and I hope you find that to be adequate compensation.

I apologize for the issues on our

end and thank you for supporting the Willy Street Co-op. Best Wishes, Dustin Skelley, Deli Manager—East

### E-RECEIPT

**Q:** *We received an e-receipt for a purchase we didn't make. See: We did not make this purchase. Just thought you should know that someone used our member number (either by accident, or fraudulently).*

**A:** Thank you for reaching out about this receipt being sent to you. It is not all that uncommon for a cashier to mishear a name or owner number OR the customer may mishear what the cashier says back to them when they try to verify that they have the right account.

When I receive a report like this, usually, it is a one-time or once-in-a-blue-moon sort of thing. If you continue to receive receipts for purchases that are not yours, let me know and I will investigate further.

Please let me know if there is anything else I may do for you. I hope you've been having a great week! -Robert Halstead, Owner Records Administrator

### WELLNESS COUPON

**Q:** *I was wondering if I could use the Wellness Any Day Virtual Coupon on the purchase of the gallon size bottles of Dr. Bronner's liquid soap?*

**A:** Hello! Thank you for writing. Our Wellness Any Day coupon can absolutely be used for Dr. Bronner's gallons!

In your email, you referred to it as a Virtual coupon—if you were hoping to make this purchase on our e-commerce website, unfortunately there is not a way to apply the coupon to your cart—however, if you add a note (on the last page of the checkout process before clicking "place your order") you can request that it be applied when our teams process your order.

Otherwise, the coupon can be applied at checkout at any of our physical locations for any bodycare product or supplement.

I hope that helps, take care! -Angela Pohlman, Wellness Category Manager

### GRATITUDE

**Q:** *As the months have gone on, I'm growing more and more grateful for the existence of the Co-op. I've always appreciated that the co-op is a place where I can access good food that's good for people and the earth because of all the research and legwork you do before items reach the shelves and then continually after.*

*Now, brought to the forefront, is the feeling that the co-op also feels safe. That's an incredibly big deal these days. My family primarily uses your pick up service in the North Side parking lot, and very*



*occasionally goes into the East Side or North Side stores when we just need a couple of last minute items. Going into the stores re-affirms and strengthens my feelings of tremendous gratitude that the Co-op exists. I've seen how careful all the employees are, showing respect for everyone's comfort levels with space at this time. I feel like the Co-op is the only "public" place I feel safe entering. Face masks, social distancing (including employees always changing their path to give shoppers enough space), cleaning—I can see it's all happening regularly, thoughtful, and carefully. This is such a big deal right now—the co-op is making our world more manageable during this difficult time. Thank you so very much!*

A: Thank you for your kind words and gratitude! Take the best care, Liz Hawley, Education and Outreach Coordinator

## PRODUCE

**Q:** *Howdy! First off, I sincerely enjoy being an owner—this is one of the best grocery stores I have ever shopped at and am only writing because I know you take comments and suggestions seriously. Keep in mind that I know lots of things are in flux so these comments are directed to pre-2020 craziness and not any recent developments.*

*I became a member because I am extremely particular about the source of consumables I purchase - sustainability, ethics throughout the production chain, the carbon/fossil fuel imprint, etc. MOST OF THE PRODUCTS YOU OFFER keep all these in mind—however—here are 2 areas that I feel fall a bit sub-par.*

*Apples are a product that grow super well in the Midwest, and yet so often all of them are from Washington, Argentina, or locations many states (or countries) away and the impact of this seems so unnecessary. Has this been something discussed in the past?*

*Additionally, there are very few local brands that are in the frozen produce section (Woodstock is China based, Cascadia is from Washington, the berries are from Maine, etc.). This may be a matter of local companies simply not offering frozen options, but as the offerings are pretty minimal I was curious if the lack of local options and/or cost was the main barrier.*

*This is super nit picky I know—the store needs to balance affordability in addition to the costs of "taking the high road" in this day and age. But thanks for hearing me out! Cheers.*

A: Thanks for the questions! Regarding local apples: We do actually have a good supply of organic locally grown apples right now, and this will continue through November or early December. We source local, certified organic apples from Two Onion Farm in Belmont, Atoms to Apples in Mount Horeb, and Hoch Orchard

in La Crescent, Minnesota (this farm is out of state, but still falls within our local definition of 150 miles from the state capitol building). We also source local non-certified organic apples from Ela Orchard in Rochester, WI. Ela follows strict IPM methods, with minimal synthetic chemical inputs.

Unfortunately, these local apples are quite seasonal due to limited supply. In order to keep our Produce departments stocked with fresh organic apples for the remainder of the year, we have to look farther afield to the West Coast for the winter months, and South America in the springtime and into summer when the previous year's domestic crop has been exhausted and before the new apple crop arrives.

Regarding frozen items: It's true that there aren't a lot of local options in the frozen section. This is due to a lack of supply—unfortunately there just isn't much out there in this category from local vendors. I can say that the Sno Pac label of frozen vegetables often does include local veggies, but unfortunately, they don't label them as such and it's really hard to say exactly what is local and what isn't.

I hope this is helpful. Thanks again for reaching out! Best, Megan Minnick, Purchasing Director

## PERMANENT WELLNESS

**Q:** *I'm writing to request that Virtual Wellness Day remain a permanent feature. I'm LOVING the Virtual Wellness Any Day each month. I live outside of Madison and I'm not always able to attend when it's on a scheduled date. I imagine it's easier on the Willy staff as well ;) Thank you for being awesome!*

A: Thanks for the feedback! At this point, we plan to continue with the virtual wellness coupon at least through the COVID-19 crisis. We haven't made a decision on what comes after that, but this is valuable feedback that we will consider when we do make that decision. Thanks again! -Megan Minnick, Purchasing Director

## KEEPING YOUR MONEY LOCAL

**Q:** *Really enjoyed this month's Reader issue, as usual the Staff Picks and Local Produce Availability section was helpful. However, I really found the "Keeping Your Money Local" article by Kristen Moore valuable.*

*I became a co-op owner many years ago just because, and while I've moved slightly farther away since, still try to get there for certain items and produce. That being said, I'm going to up that as often as possible now after reading more about how my money is used to truly support local infrastructure, especially in such weird times.*

*Thanks for putting that information together! Reinforces my soft spot for the co-op as a whole :) Thanks.*

A: Thank you so much for writ-

ing! I'm glad you found Kristen's article valuable. I'll pass along your feedback. It made my day and I'm sure it will make hers. Take care, Liz Wermcrantz, Editor

## ELECTRIC CARS

**Q:** *For the first time today, there were two electric vehicles charging in the two spaces in front of the electric chargers installed at Willy St. Coop East; both plugged in; mine and someone else's! I took a picture; let me know if you want it for the newsletter. Hip hip hooray!! May it continue. Thank you Willy Shoppers.*

A: I'd love a photo [See photo below]! Thank you so much! -Liz Wermcrantz, Editor



## MEAT DATES

**Q:** *I love being able to buy locally sourced, sustainably raised meat at the Co-op. Unfortunately, I keep running into the issue of sketchy expiration dates or bad meat from the North location. Tonight I took a sealed pork shoulder from last week's sale from my fridge to season in anticipation of cooking tomorrow. The package states the use by date was 9/9. Today is 9/7 but the package smelled rank the second I broke the seal. The package looked great and well sealed before opening. This is not the first time this has happened. I have also asked store clerks before about a ground beef sale where EVERY package on the shelf had a use by date of the day I was shopping. I have concerns that the stores are playing fast and loose with meat use dates and selling questionable products. I hate wasting food, especially meat. I also hate wasting money. Please advise.*

A: Thank you for bringing this to my attention. I am sorry that you ran into that with a Fox pork shoulder. We are checking into that specific issue now.

I am by no means questioning your experience; however, I will say that oftentimes natural pork (especially with the bone in) has a very distinct smell, especially when it first comes out of a sealed package. If this has happened multiple times now, it could be due to 'off gas'—which naturally occurs when reduced oxygen packaging is employed (almost all meat sold at Willy North is packaged

using this method.) When the oxygen is removed from the packaging, meat becomes a darker color and also 'sweats' in the package—which typically results in an unpleasant initial smell upon opening but is by no means in indication of the freshness of the meat. As someone who also detests wasting meat, the procedure I like to use when determining if bag-sealed meat has gone bad is as follows: open the package completely, give it a few minutes to 'air out', and return to give it a final sniff. If the product still smells off at that point, absolutely get rid of it. In that case, I also encourage you to call customer service and complete a return in order to get your money back.

I can assure you that all meat staff take sell-by dates very seriously. We always use the number of days given to us directly from the vendor (in this case the farm itself). It's an unfortunate downside of buying and selling fresh, natural, untreated meat.

In response to your comment about the ground beef sale, you are correct that often times when a product like that goes on sale, we tend to have shorter sell by dates available. Usually that's due to us working to help a local farmer move product on time so it does not go to waste. If you ever encounter this again, please feel free to check specifically with a member of the meat department to see if we have newer product available in the back. While sealed ground beef should be perfectly fine to use or freeze on its sell by date, I understand your concern.

Please let me know if you have any more questions and I not only appreciate your feedback, but am taking it seriously. -Anna Seaman-Gilberts, Meat Manager—North

## THANK YOU

**Q:** *For almost 25 years you have been an integral part of my life. The foods you made available and the ones you introduced me to made my life richer. The bulk Nessalla Kombucha dispenser is a joy. You kept us alive. And when my wife passed away 4 years back, I'd shop alone, but the friendly staff and patrons gave me a profound sense of accepting community.*

*I've recently relocated to Denver, CO to be nearer to my daughters. The thin air and tumbling rocks and water are a welcome infusion of change and energy... but I sorely miss the familiarity of Willy St. Coop—knowing where to find the tempeh and all the smiles and good humor of the staff. I'll find my new food and community sources, but they will never compare to the coop.*

*Thanks for everything (especially the cordito from Fizzleology!)*

A: Thank you so much for writing. Having just gotten back from a road trip to Colorado, I fully understand your decision to move there. It is amazing. We'll miss you and we wish you all the best in your new adventures. Take care of yourself! -Liz Wermcrantz, Editor



## GENERAL MANAGER'S REPORT

### Owner Appreciation; Equity, Diversity, and Inclusion; & More!



#### OCTOBER IS CO-OP MONTH!

In 1964, Orville Freeman, then the U.S. Secretary of Agriculture and former Minnesota Governor, proclaimed October national Co-op Month. Happy National Co-op Month!

by Anya Firszt, General Manager

Willy Street Co-op, along with thousands of other cooperatives across the country from food stores, to credit unions, to producers and service providers, are celebrating Co-op Month. This is our time to think about collective roots and shared cooperative values, the strength of the cooperative business model, and what differentiates us from other grocery stores and businesses. By choosing to be an Owner and shopping at Willy Street Co-op, you provide employment, you support local producers, you promote community development, and you secure access to good food. What's not to celebrate?

#### OWNER APPRECIATION

This month we also celebrate 46 years of being open for business. Whether you are a founding Owner or you just became one, thank you for being part of our Cooperative. One way we can thank and recognize you, our Owners, is to host an Owner Appreciation event. This year, we are celebrating all month long and will be distributing 1,000 gift bags to randomly selected Owners, holding a virtual scavenger hunt, giving you chances to win one of 46 \$46 gift cards, and offering great Owner-only sales. See page 14 for details.

#### COVID-19 PLANNING

We will continue to support social distancing, require facemasks for staff, vendors and customers, and limit customer capacity in each store to foster a safe and healthy space to work and shop and to help to slow

the spread of COVID-19. Check out our website for coronavirus prevention measures and updates: [www.willystreet.coop/coronavirus](http://www.willystreet.coop/coronavirus).

We are presently working on how to support holiday sales while practicing social distancing. Watch for more curbside pick-up options that don't require you shopping in the store.

Reminder: you can shop online for home delivery or curbside pick-up to find out more about our expanded online services check out our website at: [shop.willystreet.coop](http://shop.willystreet.coop). The site is not currently supported on mobile devices. We are working on that!

#### EQUITY, DIVERSITY, AND INCLUSION—NEXT STEPS

We continue to move forward in our work with Step Up: Equity Matters, a local consulting team helping us achieve our goal of advancing equity within the Co-op. Last month, staff and the Board were asked to participate in the Uprooting Bias Challenge, an online learning challenge that offers a framework to recognize, own and disrupt individual bias as well as organizational bias. Step Up will compile and analyze the results to help our organization identify next steps for employee learning and engagement.

This month, we are in the process of organizing focus groups of staff and Board members to gain information and opinion that Step Up will use to create an organizational equity assessment.

And finally, we are sharing with Step Up our policies and procedures so they can review them with an equity and inclusive lens to identify systemic barriers and recommend revisions to foster an inclusive and equitable space to work and shop. Stay tuned for future updates.

#### SPECIAL STORE HOURS AND DATES TO THINK ABOUT:

- Thanksgiving Day, November 26: The retailers are open 7:30am-2:30pm.

Until next month, stay healthy.

## BOARD REPORT

### Finance Committee; Meet New Board Member Ashwini Rao!



by Stephanie Ricketts, Board Member

October has arrived! I feel a bit of disbelief that we're officially 10 months into 2020. Each month of this year has brought new challenges, in spades. However, 2020 has also given us ample opportunities to grow and evolve as people, and as a cooperative community. I hope October and its apple, pumpkin, and sweet potato harvests brings each of you some sweetness as we continue to navigate this strange year.

Speaking of growing and evolving, your Willy Street Co-op Board of Directors continues to participate in discussions with Step Up: Equity Matters, and Board members attended the YWCA Racial Justice summit in September. Four Board members are also participating in the Abolitionists Challenge, presented by LaDonna Sanders Redmond. As of October we'll be halfway through the six-month program of directed readings, self-reflection and participation by cooperators in a program to help make cooperatives more actively engaged in bringing strength in our shared work in diversity, equity, and inclusion. Learn more about the challenge here: [columinate.coop/events/abolitionists](http://columinate.coop/events/abolitionists).

#### FINANCE COMMITTEE

The Willy Street Co-op Finance Committee is looking for a new member! If your heart beats faster at the thought of reviewing key metrics, reviewing financial policies, and digging into balance sheets, this committee's work might be for you. You would be expected to attend a monthly committee meeting, and spend time in between meetings reviewing committee materials and participating in email discussions. All told, it is probably a five-to-seven hour commitment each month.

Are you interested in serving on this committee? Please email [b.becker@willystreet.coop](mailto:b.becker@willystreet.coop) to get an application!

#### MEET THE BOARD: ASHWINI RAO

Ashwini Rao is one of the two new Willy Street Co-op Board members elected during the July 2020 election. I had the pleasure of interviewing Ashwini for this Reader



article, so you can get to know one of your new representatives a bit better!

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

Ashwini Rao (AR): I was visiting Madison one summer and staying at a friend's place on Spaight Street. I went to the Co-op for food shopping, and I was impressed by the quality of the food, as well as by the diversity of products. At the time, I was finishing my Master's in Syracuse, and we didn't have access to a Co-op anywhere nearby. When I came to Madison and saw the Co-op I was really blown away.

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

AR: I grew up in India, and India has a large cooperative movement. You can't not be aware of cooperatives, at least in some senses. That was when I first understood what a cooperative was, what it could be and should be, its principles. But I learned more about it when I joined the UW Center for Cooperatives, in terms of how co-ops really function, what the principles actually mean, and how they can play out in an actual cooperative environment. The first co-op that I joined was actually the UW Credit Union, which I joined when I moved to Madison. I am still a member of the credit union, and I may have joined Willy Street Co-op the same day.

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

AR: I think for me, it's the products. As I said before, the diversity and the quality of the products is what keeps bringing me back to the Co-op. And of course, the bulk aisle!

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

AR: I don't know if I actually have a favorite. If I had to narrow it down to just three, I would say: fresh produce, in-season fruits, and the bulk aisle.

#### SR: Do you have any favorite food traditions?

AR: Around Indian festivals, I plan some special menus out, invite friends over, and just enjoy the variety of foods we can have at that time. It depends on the season of the festival, and because it's seasonal, the foods differ.

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

AR: It's been interesting, to say the least. We cook on a regular basis, but I'm definitely cooking way more and trying out different things—arugula pesto, sauteed hostas. Some of the things have worked well, others not so much.

#### SR: Besides being a Willy Street Co-op Board member, what else



**THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 16 for details.**



**do you like to do with your time?**

AR: In normal circumstances, I enjoy hanging out with friends, and volunteering at the music festivals. Lately I've been more focused on taking care of myself, whatever that may be and taking each day as it comes.

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

AR: The opportunity to be able to contribute to the growth and success of the co-op. When I was applying to be a Board member, I mentioned that accessibility to good quality food at an affordable price is an important issue for me, and that has taken on new meaning with the pandemic. I'm excited to see how we can get communities thinking about healthy cooking, or even being able to afford organic produce.

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

AR: Online shopping. I know that the Co-op has been a little slower to adapt, but now it's taking off. How can the Co-op, as a grocery store, continue to provide affordable food when supply chains are a little shocked at this point, and you can't open up your doors to lots of people at the same time, because of COVID-19. How does a business survive that, especially a grocery store where margins are minimal? Plus the Co-op has the great reputation of supporting local producers so how, in terms of giving back to the community and supporting other cooperators, how do you make sure that support is alive and well? Supporting agriculture, so those farms don't go out of business too.

**SR: What do you see as the biggest opportunities?**

AR: In some ways, the challenge is also the opportunity. We can do more online business, and more creative things. For example, the veggie boxes the Co-op has been doing have been great. Maybe finding additional ways to work with the farmers directly and to figure out new ways to get produce out into the community, including to communities where people don't have access to great produce. That might be a great opportunity for the Co-op to look at.

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

AR: I'm very passionate about food, and enjoy giving back to the community. That is what drew me to run for the Co-op Board, because I think the Co-op does a good job in those aspects.

# Community Room Class Calendar

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

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

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

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## Fair Trade Month



by  
**Megan Minnick,**  
Purchasing  
Director

**A**s we round the corner from September into October, we make the quick transition from Eat Local Month to Fair Trade Month. It's fitting that these are back-to-back because, in fact, they are two sides to the same coin.

Much has been said (and should be said) about the importance of eating local food, especially in the midst of the pandemic. Keeping small local businesses afloat through this intensely challenging time is something that needs to be at the forefront otherwise there is a real risk that our vibrant local food economy will become diminished.

But like it or not, most of us do not subsist on local goods alone. Anyone who drinks coffee or tea and anyone who eats sugar, chocolate, bananas, avocados, or other imported foods is participating in a global supply chain that, whether they realize it or not, has a real and lasting impact on communities around the world. If buying local is about keeping local economies strong and cultivating appreciation for people who grow and produce our local foods, then buying Fair Trade is the natural and logical next step. Purchasing Fair Trade products shows that we care not only for our local community, but also for the larger global community, and ensures that small farmers and producers all over the world have the same economic opportunities that we wish for our local producers and farmers.

### HOW DOES FAIR TRADE WORK?

There are several different agencies that certify products as "Fair Trade." Each of these uses their own unique standards, but the most widely used system across the globe, considered by many to be the gold standard,

is the Fair Trade International system. This certification has four main components:

- **Minimum Price.** Fair Trade International publishes a minimum price that must be paid to any farmer for Fair Trade products. This price varies by country, and acts as a safety net to ensure that producers are paid enough to cover their cost of production and living expenses.
- **Environmental Standards.** The rigorous environmental sustainability component to the Fair Trade International certification includes mandating that farmers preserve and nurture their soils and natural ecosystems; that they reduce their use of greenhouse gases; and that they refrain from using certain toxic chemicals.
- **Working Conditions.** This includes a prohibition on child labor and forced labor, an emphasis on gender equality, the rights of workers to associate, paid time off, and occupational health and safety requirements such as adequate toilet facilities, access to clean drinking water, and protective gear for staff doing hazardous work.
- **Fair Trade Premium.** In addition to the minimum price requirement, each sale of a Fair Trade product generates a Fair Trade premium, which is money entrusted to farmers and farmworkers with the stipulation that it must be spent on farm infrastructure or the welfare of workers, their families, or their community.

To put this in perspective, through the purchase of Fair Trade-certified organic bananas and avocados, in the last year, Willy Street Co-op customers contributed almost \$15,000 in Fair Trade premium money to farmers in Mexico, Peru, and Ecuador. This is only for bananas and avocados. When you consider sales of coffee, chocolate, sugar, and other Fair Trade products, our impact only grows.

### HOW HAS COVID-19 AFFECTED THE FAIR TRADE SYSTEM AND FAIR TRADE PRODUCERS?

With the onset of the COVID-19

crisis, Fair Trade international moved quickly to better support farmers during this unprecedented time. In early April 2020, the above standards were adjusted to include more flexibility and support for Fair Trade farmers and farmworkers.

This included relaxing the guidelines around how Fair Trade premiums can be spent to allow producers to purchase personal protective gear like masks and other hygiene supplies, and to educate workers and community members about proper hygiene. They also allowed producers to move more quickly when spending premium funds—previously they had to go through an approval process, now premium money can be spent quickly and approval received afterward.

The new standards also allowed more premium money to be given out as direct cash payments to farmworkers. Previously, the cap on this was 20% of premium funds. It was increased to 100% due to the fact that farmworkers are likely to be hardest hit by a loss of sales due to the pandemic, or the inability to harvest crops.

In addition, Fair Trade International instituted The Producer Relief and Resilience Fund. This fund, which so far has raised over \$3.9 million dollars, is meant to provide immediate relief to Fair Trade producers. Funds can be used to purchase masks and other protective equipment, cover wages for suspended workers, set up local food security initiatives, build medical facilities, and pay for other business continuity costs that arise due to the pandemic.

It's hard to generalize the welfare of thousands of Fair Trade producers around the world, but it can generally be said that for producers who were part of the Fair Trade system when COVID-19 hit, their association with Fair Trade provided them with a strong foundation to better weather the storm of the pandemic compared to other farmers. This makes sense, as the intent of the Fair Trade system is to give global producers the support they need to be successful and resilient and to help them build strong communities. What better time to have strength and resiliency than a global pandemic?

### REAL WORLD EXAMPLES

Here are a few examples of how the new standards have worked on the ground.

The Finca Triunfo Verde coop-

erative in Mexico supplies Equal Exchange with coffee—the same coffee you'll find in our stores! When the government instituted a Stay at Home campaign, the cooperative decided to spend \$20,000 in Fair Trade premium funds on emergency food supplies. Through this effort, they were able to feed 490 co-op members and their families for two weeks, allowing those families to stay home and stay safe.

The APBOSMAM Agricultural Co-operative in Peru produces organic Fair Trade bananas. They used Fair Trade premium money to purchase masks, soap, and sanitizer for their workers. When COVID-19 cases began to spike in their region of Peru, they acted quickly to secure Fair Trade Relief Fund money which they used to conduct rapid tests on 44 of their workers. This number soon grew until they had tested their entire workforce of 174 people. Around 40% of the tests came back positive, and the co-op was able to give infected workers paid time off to recuperate, and avoid spreading the disease further.

Manduvira is a sugarcane cooperative in Paraguay, providing Equal Exchange with sugar for their chocolate bars. When a national quarantine was put in place, many people in the community lost their jobs and food access became challenging. The co-op donated premium funds to local healthcare facilities, and provided food kits to families who needed them. They also donated sugar to the local government for distribution to families in need.

It's easy and natural to turn our focus inward during trying times, and to concentrate our efforts on the needs of our own community. Local businesses need all of us to continue to support them in any way we can. However, as the era of COVID-19 carries on, our support and attention can't be allowed to only be inward. Farmers and food producers across the globe contribute a great deal to what we put on our plates, and they are just (if not more) vulnerable in the face of the pandemic. Just because they are far away doesn't make them any less important to our day to day lives.

Buying Fair Trade products is one way to ensure that the people on the other side of your cup of coffee, chocolate bar, or breakfast banana don't get left behind. It is an investment in the strength and resiliency of farmers across our global community.

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## BODYCARE NEWS

# Dr. Bronner's: 18 Uses!



by, Angela Pohlman  
Category  
Manager—  
Wellness

**W**e're all looking for ways to tighten our belts during this uncertain time. Looking back at some of the lessons learned by the "Back to the Land" movement in the '70s can provide some inspiration. Looking beyond gardening and food dehydrating to cleaning, Dr. Bronner's castile soaps are versatile, affordable, and biodegradable and can be used to clean your body and your home.



Back before cell phones, we spent our toilet time reading these intense bottles which sport jam-packed writing on each, and honestly some of it felt a little over the top. But now we can see how progressive and ahead of their time Dr. Bronner's was—organic and Fair Trade before it was cool, standing up for immigrants and Black lives, promoting hemp

agriculture and psilocybin research. If it supports People or Planet, Dr. Bronner's is there.

### HOW DO I USE THE STUFF?

Dr. Bronner's makes several sizes of their liquid castile. The most economical of course is the full gallon, but you can also choose the 16 oz., 8 oz., or 2 oz. for travel. There are several scents to choose from: Unscented (you can add your own essential oils!), Peppermint, Lavender, Almond, Citrus, Tea Tree, Rose, or Eucalyptus. There are also bar soaps, hair products, lotions, shave gels, lip balms, hand sanitizers, coconut oil (edible!), or Sal Suds (their multi-purpose cleaner, smells of spruce).

Dr. Bronner's has a lot of support materials on their website to help you incorporate this soap into your daily life. They claim 18 uses in one bottle! It's really true. Here are some of them:

#### Bodycare

Any scent will work; I love peppermint to feel all tingly clean! It's awesome on hot days.

- **Face wash:** 2-3 drops on wet hands, applied to wet face.
- **Body wash:** One small squirt on a washcloth or pouf.
- **Bath:** Start with 2 Tbs. of soap.

(doesn't bubble).

- **Wash your hair:** 1/2 Tbs. in your hand, worked into wet hair. Bronner's recommends following up with an acidic conditioning rinse, such as diluted apple cider vinegar or their Conditioning Rinse. (They have an entire shampooing guide on their website that breaks down options based on hair type and water hardness—check it out!)
- **Brush your teeth:** 1 drop on a toothbrush (...or you could buy their toothpaste, another natural affordable option).
- **Shave your face:** 10 drops.
- **Shave your armpits:** 3 drops.
- **Shave your legs:** 1/2 tsp.; work into a lather.
- **Soak your feet:** 1 1/2 tsp. in a small tub of hot water.
- **Clear the congestion:** 1 Tbs. of peppermint or eucalyptus soap in a bowl of steaming hot water; breathe in with a towel draped over your head.
- **Wash your dog:** Wet dog thoroughly, work in soap until you have a good lather (amount varies by dog size and fur length).

#### Household Cleaning

Any scent works here. I generally prefer the citrus or tea tree.

- **Hand-washing dishes:** Dilute 1:10 with water
- **Laundry:** 1/4-1/2 cup for a large load in a regular washer. Can add 1/2 cup vinegar to the rinse cycle. If your machine is HE, half the amounts.
- **Mopping:** 1/2 cup in 3 gallons of hot water

- **All-purpose:** 1/4 cup in a quart of water in a spray bottle.
- **Windows:** 1 Tbs. of soap in a quart of water in a spray bottle (follow up with club soda, or half vinegar half water).
- **Toilet:** Dilute 1:4 with water in a squirt bottle, empty toilet, squirt soap all over, sprinkle baking soda on the brush, scrub bowl, let sit 10 minutes, flush.
- **Fruit and veggie rinse:** 1/4 tsp. in a bowl of water. Dunk and swish produce, then rinse.
- **Plant spray for bugs:** 1 Tbs. in a quart of water. Add 1/2 tsp. cayenne or cinnamon.
- **Ant Spray (not on plants):** 1/4 cup tea tree soap in a quart of water.

Yup, there are the 18 uses!

#### CAMPING

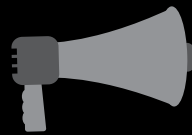
They also discuss using their products while camping. Dr. Bronner's Castile soap is absolutely biodegradable; however they advise using it at least 200 feet from any body of water as even natural soaps can change the pH of water and devastate aquatic life.

#### ON SALE

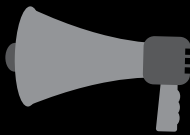
Dr. Bronner's goes on Co-op Deals fairly regularly, so watch our sales flyers for great deals! You can buy several scents to mix up your aromatherapy experience. We also have the liquid soap in bulk, or you can invest in a full gallon. It lasts so long and is so easy to use.

We're proud to carry Dr. Bronner's products and hope you will give them a try today!

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GS3343 03/31/2020



## BAKING NEWS

# Two Simple Baking Mixes



by Josh Perkins,  
Kitchen Director

**T**he dog days of summer are safely behind us. Colors and light change, and thoughts turn to how best to celebrate a long walk in cool weather or an afternoon putting the garden to bed. There are few better ways than to enjoy bakery fresh

from the oven, which can now be fired up without adding more summer heat to your house. If you're coming in happily tired out from a day in the yard, though, you may want a way to get that batch in the oven without getting entangled in what feels like a new project.

I remember hearing the bluegrass pioneers Flatt and Scruggs sing about Martha White's self-rising flour, "that one all-purpose flour," and wondering what this was all about. As a Yankee born and bred, I had no idea what this staple of Southern biscuit-making was. If you are not familiar, this is a basic baking mix with the leavener and salt measured and mixed in, leaving you only to add shortening or butter and (butter)milk to come up with biscuit dough.

It is a very basic form of baking

mix, useful for anyone planning to turn out a batch of biscuits at least once a day and probably more. Three ingredients to measure and mix instead of five. Three ingredients to keep in the kitchen instead of five.

Baking mixes in other forms have long occupied grocery shelves all across the country, a prominent example being the many cake mixes that line the baking goods aisle in any store. Convenient as they are, some mixes contain ingredients that may not be what you're looking for, such as chemical emulsifiers and dough conditioners. But, you can gain these same advantages using basic home kitchen staples in their whole and clean form, choosing your preference for local and organic as you may.

### TWO SIMPLE MIXES

Below are two simple mixes that will help you convert a big flour buy into building blocks when time is short and your belly is talking to you. Keep these in a cool dry place in large labeled containers to be ready for a quick batch and make them your own by adding fruit, chocolate, or cheese as you please (especially for scones, which are a close cousin to biscuits, in a different shape).

#### Biscuit and Scone Mix

Adapted from *Fine Cooking*.  
6 c. all-purpose flour

2 Tbs. sugar  
2 Tbs. baking powder  
1 tsp. baking soda  
2 tsp. salt

**Directions:** Combine all ingredients and mix well. Store in an airtight container up to three months. To make biscuits or scones, preheat oven to 400°F and measure out half of the amount above (13.5 oz or 3 cups + 2 1/2 Tbs.) into a large mixing bowl. Incorporate 12 Tbs. cold butter (cut into small pieces) with your fingers or a pastry blender until mix resembles coarse meal. Mix one large egg with 1 1/2 cups milk or buttermilk and stir in until mix comes together. Add fruit, nuts, or cheese as you wish (about 1-1 1/2 cups, depending on personal preference) and roll out and cut into rounds about 1 inch thick (for biscuits) or a large round cut in quarters (for scones.) Bake on an ungreased baking sheet for 20-25 minutes or until well-browned, rotating sheet 180°

halfway through.

Alternative method: Add butter to mix in the initial step and store refrigerated or frozen—this leaves only liquid ingredients to finish!

### PANCAKE AND WAFFLE DRY MIX

Adapted from *Simply Scratch*.  
6 1/4 c. unbleached all-purpose  
6 Tbs. granulated sugar  
4 Tbs. baking powder  
2 tsp. salt

**Directions:** Mix all ingredients well or sift together. Store in an airtight container up to three months. To make pancakes or waffles, mix 1 large egg and 1 teaspoon vanilla extract into 1 1/4 cups milk or buttermilk until just combined. Let stand 10-15 minutes and cook using your favorite method—skillet or griddle. As above, add chocolate or fruit as you enjoy. Serve with maple syrup, honey, or your favorite sauce.

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## Co-op Double Dollars distribution Starts Tuesday, October 20th!



Willy Street Co-op will once again issue Double Dollars coupons at the registers, this year each Tuesday from October 20th through March 9th, 2021. Still have Co-op Double Dollars from last year? You can use them starting October 1st.

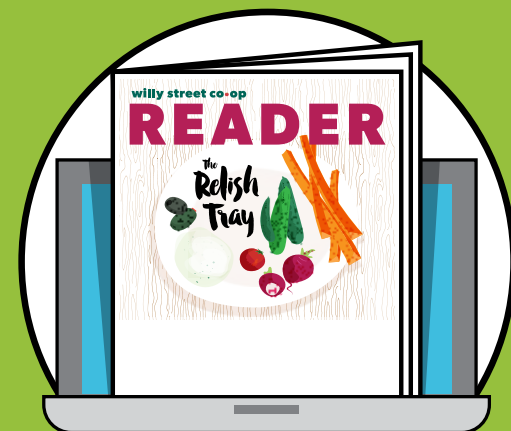
For every \$5 spent using a FoodShare/QUEST card for any FoodShare/QUEST eligible items, the Co-op will give you one \$5 Double Dollars Coupon, up to \$20, good for any fresh, frozen, or canned produce; edible plant seeds; and edible plant seedlings.



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### A DOZEN COUSINS SOULFULLY SEASONED BEANS

Inspired by traditional Black and Latinx recipes from throughout the Americas, A Dozen Cousins was born out of the desire to have a more convenient way to bring these flavors to the table. It was named after owner Ibraheem Basir's daughter and her 11 cousins, and inspired by his upbringing which was a melting pot of Creole, Caribbean, and Latin American cooking. Now you can enjoy creating

meals around their Cuban Black Beans (black beans cooked in a sofrito of onion, garlic, bell peppers, with a rich blend of spices), Mexican Cowboy Pinto Beans (slow simmered with tomato, green chilies, and spices), or Trini Chickpea Curry (a bold dish originally brought to the island of Trinidad from Indian migrants—chickpeas simmered with onion, garlic, and spices). All varieties use real avocado oil and contain no artificial ingredients, preservatives, or GMOs. In addition to providing these wholesome meal solutions, they provide an annual grant to non-profit organizations that are working to eliminate socioeconomic health disparities in the US. Read more at [adozencousins.com/pages/social-impact](http://adozencousins.com/pages/social-impact).



### JUST SPRING WATER

JUST is 100% spring water from the Glens Falls watershed in Upstate New York. Approximately three billion gallons of water collects there annually, but only half of that amount is used by the city. JUST bottles a fraction of what remains. But they don't just collect it, bottle it, and sell it—they give back to the watershed by investing to maintain infrastructure to the aging water pipes for the whole city and monitor the health of the watershed, making sure they use the resource sustainably. The water is bottled in a carton made mostly from paper, with a cap made from sugarcane, and is recyclable anywhere carton recycling is available. (In Madison, curbside recycling is available for cartons such as these.) Learn more about JUST's environmental and social impacts at [justwater.com](http://justwater.com).

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Flavor Temptations Veggie Korma Masala Sauce  
Flavor Temptations Butter Chicken Sauce  
American Provenance Hand Sanitizer  
Kalamazoo Candle Co. Candles  
Garden of Life Kids Sugar-Free Immune Gummy  
Willy Street Co-op Probiotic Women's Support  
Nemat Amber Perfume Oil

### AVAILABLE AT WILLY WEST

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Bob's Red Mill Gluten-Free Whole Grain Oat Flour  
Fever Tree Spiced Orange Ginger Ale 4-Pack  
Fever Tree Ginger Beer 4-Pack  
Field Day Chocolate Cream Cookies  
Field Day Vanilla Cream Cookies  
Progresso Rich & Hearty New England Clam Chowder  
Dave's Killer Bread Honey Oats & Flax Bread  
La Preferida Fat-Free Black Refried Beans  
La Preferida Refried Beans with Mild Green Chiles  
La Preferida Refried Black Beans  
Dickinson's Lemon Curd  
Evol Gluten-Free Cheese Pizza  
Evol Gluten-Free Uncured Pepperoni Pizza  
Noosa Honey Yoghurt  
Noosa Peach Yoghurt  
Flavor Temptations Chicken Tikka Masala Sauce  
American Provenance Hand Sanitizer  
Kalamazoo Candle Co. Candles  
Boody Baby Clothes  
Garden of Life Kids Sugar-Free Immune Gummy  
Willy Street Co-op Probiotic Women's Support  
Nemat Amber Perfume Oil

### AVAILABLE AT WILLY NORTH

Bob's Red Mill Artisan Bread Flour 5-Pound Bag  
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Fever Tree Spiced Orange Ginger Ale 4-Pack  
Fever Tree Ginger Beer 4-Pack  
Food Club Blue Cheese Dressing  
Food Club Italian Dressing  
Food Club French Dressing  
Field Day Chocolate Cream Cookies  
Field Day Vanilla Cream Cookies  
La Preferida Fat-Free Black Refried Beans  
La Preferida Refried Beans with Mild Green Chiles  
La Preferida Refried Black Beans  
Sukhi's Turmeric and Potato Melt Naanwich  
Sukhi's Chicken Tikka Masala Naanwich  
Dickinson's Lemon Curd  
Evol Gluten-Free Cheese Pizza  
Evol Gluten-Free Uncured Pepperoni Pizza  
Noosa Honey Yoghurt  
Noosa Peach Yoghurt  
Flavor Temptations Chicken Tikka Masala Sauce  
Flavor Temptations Veggie Korma Masala Sauce  
American Provenance Hand Sanitizer  
Kalamazoo Candle Co. Candles  
Folkmanis Hand or Finger Puppets  
Garden of Life Kids Sugar-Free Immune Gummy  
Willy Street Co-op Probiotic Women's Support  
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## Health & Wellness

co-op deals: September 30-October 20



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**Fluoride-Free Toothpastes**  
Power Smile, Sea Fresh  
6 oz • Save \$1.20  
**\$3.49/tx** 

Gaia Herbs  
**Hemp & Herbs**  
Calm, Relief, Sleep  
30 ct • Save \$4  
**\$16.99/tx** 

Wishgarden  
**Kick-Ass Immune**  
.66 fl oz • Save \$4  
**\$5.99/tx** 

EveryDay Shea  
**Fair Trade Shea Butter**  
Fall skin essential!  
11 oz • Save \$2  
**\$9.99/tx** 

MegaFood  
**Multivitamin Chews**  
Women's, Men's, Kid's  
30 pc • Save \$10  
**\$19.99/tx** 

Evanhealy  
**Facial Cleansers**  
Rose Cleansing Milk, Blue Lavender Cleansing Milk, Tea Tree Gel Cleanser  
4 oz • Save \$7  
**\$29.99/tx** 



co-op deals: October 21-November 3



Schmidt's  
**Natural Deodorant**  
All Kinds On Sale!  
3.25 oz • Save \$1.80  
**\$7.99/tx** 



Natural Factors  
**Biosil**  
All Sizes on Sale!  
**at least 20% off** 



Herban Cowboy  
**Body Wash**  
All Kinds on Sale!  
18 fl oz • Save \$3  
**\$5.99/tx** 



Garden of Life  
**Organic RAW Probiotics**  
Womens, Mens, or 50+  
90 cap • Save \$6  
**\$33.99/tx** 

Bulletproof  
**Brain Octane**  
16 oz • Save \$6  
**\$19.99/tx** 

Desert Essence  
**Dental Tape or Floss**  
30-50 yd • Save \$1  
**\$2.29/tx** 

SmartyPants  
**Kids Complete Gummy Multivitamin**  
120 pc • Save \$9  
**\$18.99/tx** 

Mineral Fusion  
**Mineral SPF 40 Facial Moisturizer**  
3.4 oz • Save \$4  
**\$16.99/tx** 



Country Life  
**Core Daily 1**  
Men's, Women's  
60 ct • Save \$4  
**\$14.99/tx** 



Andalou Naturals  
**Shampoo or Conditioner**  
1000 Roses, Marula Oil, Sunflower & Citrus, Cannacell  
8.5-11.5 fl oz • Save \$4.30-\$4.50  
**\$4.99/tx** 

# coop™ deals

co-op deals: September 30-October 20



**Nature's Path  
Eco Pac Cereals**  
All Kinds On Sale!  
23.8-32 oz • Save \$1.30-\$2.30  
**\$6.99** coop deals.

**Feel Good Foods  
Gluten-Free  
Dumplings**  
Vegetable, Chicken  
10 oz • Save \$1.80  
**\$4.99** coop deals.

**Terra Chips  
Vegetable Chips**  
All Kinds On Sale!  
5-6 oz • Save \$1.98-\$2.58/2  
**2 for \$5** coop deals.



**Mike's Mighty Good  
Ramen Cups**  
All Kinds On Sale!  
1.6-1.9 oz • Save 64¢  
**\$1.65** coop deals.

**Maple Valley  
Maple Syrup  
Squeeze Bottle**  
12 oz • Save \$2  
**\$8.99** coop deals.

**Inka Crops  
Plantain Chips**  
All Kinds On Sale!  
3.25-4 oz • Save \$1.58/2  
**2 for \$3** coop deals.



**Alter Eco  
Fair Trade  
Chocolate Bars**  
All Kinds On Sale!  
2.8 oz • Save 79¢  
**\$3.00** coop deals.

**Field Roast  
Deli-Sliced  
Grain Meat**  
All Kinds On Sale!  
5.5 oz • Save \$1.98/2  
**2 for \$5** coop deals.

**Oatly  
Non-Dairy  
Frozen Dessert**  
All Kinds on Sale!  
16 oz • Save \$1.50  
**\$3.99** coop deals.



**Beyond Meat  
Beyond Beef  
Grounds**  
16 oz • Save \$2  
**\$7.99** coop deals.

**Santa Cruz  
Organic  
Applesauce Cups**  
6 pk • Save \$1.30  
**\$3.49** coop deals.

**Garden of Eatin'  
Tortilla Chips**  
All Kinds On Sale!  
7.5-8.1 oz • Save 79¢  
**\$3.00** coop deals.



**Brown Cow  
Cream-Top Yogurt**  
All Kinds on Sale!  
32 oz • Save 80¢  
**\$3.49** coop deals.

**Koia  
Organic  
Protein Drink**  
All Kinds On Sale!  
12 oz • Save 80¢  
**\$2.99** coop deals.

**Lily's Sweets  
Stevia-Sweetened  
Dark Chocolate  
Bars**  
All Kinds on Sale!  
2.8-3 oz • Save \$1.30  
**\$2.99** coop deals.



**Bragg's  
Organic Raw  
Apple Cider  
Vinegar**  
32 fl oz • Save \$1.50  
**\$4.49** coop deals.

**Mountain High  
Original-Style  
Yogurt**  
Plain, Vanilla  
32 oz • Save \$1  
**\$2.79** coop deals.

**Perfect Foods Bar  
Energy Bars**  
All Kinds On Sale!  
2.2-2.5 oz • Save \$1.98/2  
**2 for \$4** coop deals.



**Canyon Bakehouse  
Heritage  
Gluten-Free Bread**  
All Kinds On Sale!  
24 oz • Save \$1.30  
**\$5.99** coop deals.

**Ocean's Halo  
Broth**  
All Kinds on Sale!  
32 fl oz • Save \$1  
**\$3.49** coop deals.

**Tasty Bite  
Indian Entrees**  
All Kinds On Sale!  
10 oz • Save \$1.98-\$2.98/2  
**2 for \$5** coop deals.



**Wyman's  
Frozen Fruit**  
Wild Blueberries, Red Raspberries,  
Mixed Fruit  
12-15 oz • Save 80¢-\$1  
**\$3.49** coop deals.

**Muir Glen  
Organic Canned  
Tomatoes**  
All Kinds on Sale!  
14.5 oz • Save 74¢-\$1.04  
**\$1.25** coop deals.

**Hodo Soy  
Thai Curry  
Tofu Nuggets**  
8 oz • Save 80¢  
**\$4.99** coop deals.



The specials on this page are valid September 30-October 20

All Specials Subject to Availability. Sales Quantities Limited.



# OCTOBER

co-op deals: October 21-November 3



## Kevita Sparkling Probiotic Drinks, Tonics, Kombucha

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

**2 for \$5**

## Farmer's Market Organic Canned Pumpkin

15 oz • Save \$1

**\$1.99**

## Endangered Species Chocolate Bars

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

**2 for \$5**



## Angie's Boom Chicka Pop Popcorn

All Kinds On Sale!  
4.8-7 oz • Save \$1.98/2

**2 for \$5**

## Noka Fruit & Veggie Purees and Smoothies

All Kinds On Sale!  
4.22 oz • Save 98¢-\$1.58/2

**2 for \$4**

## From The Ground Up Gluten-Free Crackers

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

**2 for \$5**



## Hilary's Eat Well Veggie Burgers

All Kinds On Sale!  
6.4 oz • Save \$1.98-\$2.58/2

**2 for \$5**

## Traditional Medicinals Boxed Teas

All Kinds On Sale!  
16 ct • Save \$2

**\$3.49**

## Farmer Direct Co-op Organic Lentils, Peas and Beans

All Kinds On Sale!  
16 oz • Save \$2

**\$2.79**



## ECOs Dishmate Liquid Dish Soap

All Kinds On Sale!  
25 fl oz • Save 50¢

**\$2.79/tx**

## Rishi Masala Chai Tea Concentrate

32 fl oz • Save \$1

**\$4.99**

## Boulder Canyon Potato Chips

All Kinds On Sale!  
5.25-6.5 oz • Save \$1

**\$2.29**



## Near East Boxed Couscous

Original, Roasted Garlic & Olive Oil, Parmesan, Toasted Pine Nut  
5.6-10 oz • Save 98¢/2

**2 for \$4**

## KIND Bars

All Kinds On Sale!  
1.4 oz • Save 74¢

**\$1.25**

## Amy's Frozen Pizzas

Cheese, Vegan Roasted Vegetable, Margherita  
11-13 oz • Save \$1.80-\$2.80

**\$5.99**



## Ben & Jerry's Ice Cream

Cherry Garcia, Phish Food, Half Baked, Americone Dream  
16 oz • Save \$2

**\$3.99**

## Sambazon Organic Acai Bowl

All Kinds On Sale!  
6.1 oz • Save \$1

**\$2.99**

## C2O Coconut Water

17.5 oz • Save \$1.58/2

**2 for \$3**



## Lightlife Organic Tempeh

Soy, Three Grain  
8 oz • Save \$1

**\$2.49**

## Siggi's Icelandic-Style Yogurt

All Kinds On Sale!  
5.3 oz • Save 54¢

**\$1.25**

## Pacific Organic Soups

All Kinds On Sale!  
32 fl oz • Save \$1.30

**\$3.49**



## Green Mountain Gringo Salsa

All Kinds On Sale!  
16 oz • Save \$1.50

**\$3.99**

## Deep Indian Kitchen Samosa with Chutney

11 oz • Save \$1.98/2

**2 for \$5**

## Food Should Taste Good Tortilla Chips

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

**2 for \$4**



The specials on this page are valid October 21-November 3  
All Specials Subject to Availability. Sales Quantities Limited.

willy  
street  
co-op



# October is **OWNER APPRECIATION**

This year we'll celebrate all month. We'll give away 1000 gift bags, have great Owner-only sales, provide opportunities to win gift cards, run virtual scavenger hunts, and more!

## 1000 Gift Bags

We didn't give away 1000 gift bags at this year's Annual Meeting & Party, so we're giving them away during the month of October. But there's no line to stand in to get one! We'll give them away to random Owners throughout the month. No matter which store you shop (or even if you shop through [shop.willystreet.coop](http://shop.willystreet.coop)).

**+** Enter to win one of 46 \$46 Co-op gift cards at [willystreet.coop/Owner-Appreciation](http://willystreet.coop/Owner-Appreciation).

## Owner Rewards sales in October include:

### WEEK 1 (9/28-10/4)



Fair Trade Organic  
**Alter Eco Chocolate Bars**  
2.65 oz-2.8 oz  
Owners save \$2.58-\$2.98  
**2 for \$5**  
or \$2.50/ea



Local & Organic  
**Kale**  
All varieties on sale!  
1 bunch  
Owners save \$0.50 - \$1.98  
**2 for \$3**  
or \$1.99/ea



All Natural  
Bell & Evans  
Boneless skinless  
**Chicken Breasts**  
10 lb Limit  
Owners save \$2.50/lb  
**\$4.99/lb**

### WEEK 2 (10/5-10/11)



New Chapter  
**Turmeric Force**  
30 ct  
Limit 4 units  
Owners save \$23.99  
**Buy One, Get One FREE**



Organic  
Que Pasa  
**Tortilla Chips**  
11 oz  
All kinds on sale  
Owners save \$3.98  
**2 for \$4**  
or \$2.00/ea



Sartori  
MontAmore  
7 oz  
All kinds on sale  
Owners save \$1.00  
**2 for \$8**  
or \$4.99/ea

### WEEK 3 (10/12-10/18)



Ecos  
**Laundry Detergent**  
100 fl oz  
All Varieties on Sale!  
Owners save \$4.00/ea  
**\$7.99/ea**



Organic  
Fairtrade  
**Avocados**  
Origin: Mexico  
Owners save \$0.50 - \$2.96  
**4 for \$5**  
or \$1.49/ea



Free-range  
Ferndale  
**Ground Turkey**  
10 lb Limit  
Owners save \$3.00/lb  
**\$2.99/lb**

### WEEK 4 (10/19-10/25)



Organic  
Maple Valley  
**Maple Syrup**  
32 oz  
Owners save \$4.50/ea  
**\$14.99/ea**



Organic, Locally Prepared  
Olden Organics  
**Veggie Noodles**  
9 oz • Limit 4 units  
Butternut Squash, Sweet Potato,  
Red Beet, Zucchini  
Owners save \$5.99



BelGioioso  
**Parmesan**  
8 oz  
Owners save \$1.00  
**25% OFF**

**Buy One, Get One FREE**

### WEEK 5 (10/26-11/1)



Fair Trade Organic  
**Equal Exchange Tea**  
0.85-1.41 oz  
All Varieties on Sale!  
Owners save 2.98 on 2  
**2 for \$5**  
or \$2.50/ea



Dr. Bronner's  
**Pure Castile Gallons**  
All Varieties on Sale!  
128 oz  
Limit 2  
Owners save \$15.00  
**30% OFF**



Locally Prepared  
Willy Street Co-op  
**Vegan Pumpkin Cookie**  
2 oz • Limit 6  
Owners save \$0.98  
**2 for \$2**  
or \$1.00/ea

All Owner Rewards sales for Willy Street Co-op Owners only. All Specials Subject to Availability. Sales Quantities Limited.



## VIRTUAL Scavenger Hunt

Join a Virtual Scavenger Hunt and You Could Win Big Prizes

- 1 Download the free GooseChase app on a smartphone.
- 2 Look for Willy Street Co-op Owner Appreciation 2020.
- 3 Watch for the challenges!

We'll have four games with over \$1800 worth of prizes:

**GAME 1**  
Solo Players  
Dates: 10/6-10/11

**GAME 2**  
Caretakers with Kids 2-12  
Dates: 10/13-10/18

**GAME 3**  
Teams of Up to Six  
Dates: 10/20-10/25

**GAME 4**  
Solo Players  
Dates: 10/27-11/1

See [willystreet.coop/Owner-Appreciation](http://willystreet.coop/Owner-Appreciation) for details.



## The Pandemic, Safe Shopping in the Busy Season, and Double Dollars



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

**F**all has certainly fallen upon us around the region. More people are living here for the school year, the holidays are coming up, and it's the busy season for grocers. Pre-pandemic, holiday planning was fairly predictable; personal traditions change little year-to-year.

We traditionally know what to have on hand, and have a fair idea of how much people will purchase to celebrate time with families and friends. Times certainly have changed, and we anticipate that while the stores will be busier as usual this time of year, the pandemic will continue to have an impact on typical shopping patterns and our holiday traditions, however we choose to celebrate.

Our goal throughout the pandemic has been to provide the safest experience at the Co-op for customers and employees as possible. That requires evolving our practices as scientists and public health experts learn more about COVID-19, and striking a balance between safety from COVID-19 and the other safety concerns grocers always need to consider. Here's some changes we are currently making to COVID-19 precautions and some tips for you to make shopping in the busier season easier for you, other customers, and our employees.

### REUSABLE SHOPPING BAGS ARE ALLOWED, REUSING SHOPPING BAGS SUPPORTS DOUBLE DOLLARS!

As we learn more about COVID-19 risks, we have learned surfaces are not the main means of transmission; science suggests focusing on general and personal hygiene, social distancing, and wearing face coverings are more effective strategies. In August we began allowing reusable shopping bags again. We ask that you bring clean reusable shopping bags and place them on the end of the register lane to bag your groceries. Bags should be kept in your shopping cart or on your person throughout the remainder of your shop. We also ask that you pack your own groceries when reusing bags. If you are unable to wear a face covering due to a medical condition or disability, please pack your reusable bags in your shopping cart instead of on the register lane, as we cannot keep six feet of social distance between you and the cashier safely at the end of the lane. We still ask that

you refrain from using reusable bags in Produce at this time.

When you reuse bags, it's not only a great practice for the environment, but it saves your Co-op money. Money saved reusing bags supports the Double Dollars program at the Co-op and participating local farmers' markets for shoppers using FoodShare/QUEST. Every time you use a clean reusable shopping bag, the Co-op saves 10¢ for the Double Dollars Fund, and every time you use a clean reused disposable bag, the Co-op saves 5¢ for the Double Dollars Fund. While we were not accepting reusable bags, the Co-op Board of Directors approved using \$20,508 in abandoned equity from past Owners that we use charitably by State statute to continue to fund the program. This dollar value was based on past averages of what we were able to contribute to the fund from March to August due to bag reuse.

### DOUBLE DOLLARS TUESDAYS START OCTOBER 20

Speaking of Double Dollars, it IS Double Dollars season again! Double Dollars is a nutrition incentive program to help those using FoodShare/QUEST purchase fresh or frozen fruits, vegetables and legumes; and seeds and seedlings for growing edible plants. Every Tuesday starting October 20 through March 9, any shopper using their FoodShare/QUEST card to purchase groceries will be eligible to receive up to \$20 worth of Co-op Double Dollars vouchers. Vouchers are issued at the registers once your initial order has been completed. For every \$5 you spent using FoodShare/QUEST for any FoodShare/QUEST eligible items, the Co-op will give you one \$5 Double Dollar voucher, up to \$20. Co-op Double Dollars are redeemable any time the Co-op is open October through May while funds are available. If you have Co-op Double Dollars vouchers from last year, you can start redeeming them October 1. Double Dollars Tuesdays are made possible thanks to Community Action Coalition for South Central Wisconsin, the Co-op's Double Dollars Fund, the City of Madison, Dane County, the Madison Area Chefs' Network, and other private funders.

### BULK COMEBACK

In Public Health Madison and Dane County Emergency Order 9, stores selling food or groceries may now allow self-dispensing of food from enclosed dispensing units that use a spigot, spout, nozzle, or control valve. That means we are finally able to reopen several of our bulk offerings and our teams have been busy reviewing our standard cleaning procedures, cleaning and drying

gravity bin and liquid dispensers that have been sitting dormant so that they can be refilled for use, working with our coffee vendors to bring back bulk coffee and purchasing fresh product to sell. Frontier Co-op, our bulk herb and spice supplier, furnished us with brand new containers that are pourable and meet Public Health Madison and Dane County's standards for self-service in the Emergency Order. Those containers also needed to be freshly cleaned and dried, and properly labeled prior to offering these products to customers. Our bulk aisles are not 100% open, but product is coming available as it is ready, and we couldn't be more excited about it! Currently, we are not allowing reusable containers in bulk, with the exception of bulk water containers that are not used for drinking from directly.

### SELF-SERVICE COFFEE IS ALSO BACK

Just in time for the colder season, we are also able to now offer self-serve coffee again in the Juice & Coffee Bars. Please do not bring in reusable containers for self-service coffee, as at this time they are not allowed. Per Public Health orders, self-service coffee also cannot be sampled or tasted at the station, please keep your face covering on while serving yourself some coffee to-go.

### FULL-SERVICE HOT BARS

Public Health orders continue to prohibit self-service salad and hot bars. East has had its hot bar up and running with full-service for a couple months now. We were able to start offering this service at East because the hot bar is right off of the Deli service counter and easy to set up for employees to manage. Figuring out how to offer this service at West and North, has been more challenging with equipment solely designed for self-service. We are not far enough along in our planning to guarantee opening as of yet, but we are hoping to implement sometime this October.

### CHANGES TO THE REGISTER LANES AND CAPACITY

One concern we have in the busier, colder season, is long lines outside. We have been unable to increase our capacity above 30 customers at a time because we were unable to have all the register lanes open in the stores and still maintain decent social distancing inside. To shorten the lines outside, we had to figure out a way to get people through the stores faster; that means being able to open more lanes and check more people out quickly. At East and West, we have removed one register lane and spread the lanes out so we can open more of them and check customers out faster while staying further apart between lanes. Register lanes at these locations are powered and connected to our network through the ceiling, making them easy to move. At North, the registers

are powered through the floor, and shifting registers cannot be safely executed affordably. At the time of writing, we were looking at ways to better protect our cashiers on both sides of the register lanes at North so that we can open more lanes when we are busy.

Along with these changes, we are working on upgrades to the plexiglass barriers at the registers, which will provide more complete protection to our Front End employees than the makeshift plexiglass guards we built at the beginning of the pandemic. Once these changes are implemented, we will be able to try expanding our capacity in the stores.

### DON'T BE SHY! YOU CAN MAKE SHOPPING EASIER FOR YOURSELF AND OTHERS!

As a cooperative, we're all working together to make our shopping experience great, but sometimes it's hard to know what we can do as individuals to have a more efficient shop or make things easier for everyone at the Co-op. Our staff had some great ideas to share:

First and foremost, don't be shy! If you are trying to look at or buy something and an employee is working in that area, please don't reach over or past them; kindly ask them to move. This applies to other customers too, if they are browsing in a space where you know exactly what you need. Most employees and shoppers would rather get out of your way and keep distance while you find what you need than keep working or shopping with someone too close to them for their (and your) safety. We hear this feedback more often than any other regarding the pandemic and feeling safe working and shopping the store.

Some sections get busy at certain times of day and it can be hard to figure out how to navigate. We all find ourselves waiting for someone else to finish shopping a section at times. If you notice that an aisle is already full of other shoppers, it's okay to move to another section of the store that is less crowded before you go back to the busier area. Patience, deep breaths, and some creativity or willingness to adjust our standard store route can go a long way to getting your shopping done and staying positive.

Do what you can to keep the register lines moving. Double-check your list before you get in line; that way you won't get up to the front and realize you forgot something. Be ready with your Owner number or have your Owner card out when you arrive at the front of the line. Some Owners have written their Owner number on the back of their card to show cashiers rather than trying to say it through face coverings and plexiglass screens, which can help. Consider putting similar products together on the belt: cold with cold, produce with produce for example. Save large items like gallons of milk and cases of soda for the end. If you

are shopping with a basket, unload the basket at the lane, it makes the whole transaction faster both for you and the cashier. Keep open liquids off the belt, this can cause spills and longer cleaning times between transactions. Instead, please read or show us the number on your open juice or coffee containers. If you are able to bag your own groceries, feel free to start as soon as you are done emptying your basket or cart. It's also helpful to have your choice of payment ready when the cashier has completed ringing your order.

When a capacity counter is present, please make sure that you check in with them before heading into the store; even if we don't have a line, we may be at capacity and you may be the start of a line. If you have questions about our face covering policies or cart cleaning supplies, the person at the door can assist you and let you know what accommodations are available.

Finally, as we continue to impose

capacity limits, please limit your group if possible to only those who are making a purchase, especially if there is a line outside. We definitely understand that there are reasons some people need to shop with a companion, but if that is not you, please consider shopping alone when we are busy, you will support other people trying to shop!

### STAY SAFE, ENJOY THE AUTUMN WEATHER WHILE YOU CAN!

As times change, your Co-op will change with you, and that is true now more than ever. Thanks for being a supportive cooperative and for your patience as we continue to work together through the pandemic and ways to keep us safe while working and shopping. We are looking forward to celebrating the holidays with you and continuing to meet community needs. Fall will go by fast, and we are doing our best to be ready for winter and all its changes.

# JOHN LEWIS: Cooperation and Civil Rights

by David Thompson, President, Twin Pines Cooperative Foundation

**J**ohn Lewis, who died aged 80 on July 17, fought all his life for the poor and minorities and will be remembered as a civil rights movement icon.

On March 7, 1965, John was brutally attacked as he and other civil rights leaders marched across the Edmund Pettus Bridge, toward the State Capitol in Selma, Alabama. It remains one of the most notorious images of violent racism in the USA. He bore the scars of his fractured skull for his entire life—as does America. I first met John in 1980, when the National Consumer Cooperative Bank (NCCB) worked with him to spread the word of cooperatives to black leaders and communities. I was tasked with arranging John's meetings across the USA and traveling with him throughout California. He was soft-spoken, a good listener and uniquely humble in everything he did. It was a wonderful, memorable journey.

The last time I saw him was

prayed together in the same room that we were in. Part of his funeral procession included transporting his casket across that same bridge. John Lewis will long be remembered for the person he was and the passions he held. Many will write of his character, his contribution to building a better America and his selflessness in pushing for change. He deserves every accolade and award he earned, and represents the best of America. He saw the future of our nation and did all he could to lead us there.

I will let others more capable than me sing his praises for a lifetime of service. What I want to focus on is his support for cooperatives. John always wanted cooperatives to build a better, fairer, and more diverse and equitable America. Here is a short chronology of that commitment. In 1958 he attended a weekend retreat at the Highlander Folk School in Tennessee. In his autobiography, *Walking With the Wind*, he writes that before going to Highlander, he knew a lot about the uniquely interracial Highlander Folk School and its lonely, brave work striving for social justice in the South. At that time, Highlander itself was a cooperative and taught its attendees about the development and use of cooperatives.

John wrote, "The single person who most impressed me that weekend was a woman—a 60-year-old organizer named Septima Clark." On John's Island, South Carolina, Clark worked with Esau Jenkins to teach black people on the island how to pass the rigid tests used to prevent them from obtaining the right to vote. This voter education was done secretly in the backroom of a food co-op that Esau and other black islanders had set up to help themselves. The program that started in the island's little co-op store—called "The Progressive Club"—would go on to become the Citizenship School Program, whose 900 schools registered millions of blacks to vote in the South for the first time in their lives.

So, at the age of 18, John Lewis first came to understand the potential role of cooperatives.

Highlander was an influential school. Rosa Parks had attended in 1955 and was also influenced by Septima Clark. She later said, "I was 42-years-old and it was one of the few times in my life up to that point when I did not feel any hostility from white people... it was hard to leave." But she did, and only months later, with her new-found confidence, she refused to give up her seat on a Montgomery bus.

At Highlander, John heard Guy Carawan sing the re-worded hymn, "We Shall Overcome," first created



John Lewis, American civil rights activist at a meeting of American Society of Newspaper Editors, April 6, 1964 (Credit: United States Library of Congress)

on May 5, 2010, when I was being inducted into the Cooperative Hall of Fame. I thought we'd have about 10-15 minutes with John, but he gave us over an hour, speaking about the South and his life working with cooperatives, sharing some of his stories about the Federation of Southern Cooperatives. He told us the soul-stirring story of personally forgiving the white police officer who bludgeoned him on the Edmund Pettus Bridge.

The officer was dying of cancer and wanted to apologize for his actions and to be forgiven. John and the former officer had talked and then



- Garages
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- New Constructions
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- Decks
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Nathan Bontrager  
Owner (608) 350-6872 32432 Jaquish Rd  
Richland Center, WI 53581

**Instead of Wellness Wednesday,  
we are offering a Wellness Any  
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willy street co-op Owners

## GET 10% OFF

### Wellness or Bodycare products

on any one transaction they choose

during the month of October.

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by black composer Charles Tindley. And it was there that he first sat down for a meal at the same table with white people. It would be a seminal moment. “Of course, I left Highlander on fire,” John wrote. “That was the purpose of the place, to light fires, and to refuel those whose fires were already lit.”

In 1958 he attended a meeting at Spellman College in Atlanta on Non-

teach about cooperatives across the country. Ella also attended meetings organized by the Cooperative League of the USA (Now NCBA) and was the first staff member of the Southern Christian Leadership Conference (SCLC) to work for Martin Luther King. Ella also wanted to lend her organizing skills to the young activists and volunteered to become the first staff member of the Southern

League, which organized housing and other co-ops).

From his co-op apartment in Penn South, Bayard Rustin hosted the first meeting of the group that would go on to organize the March. Rachele Horowitz and Tom Kahn, who lived at the same co-op, were key members of the March staff. Norm Hill, who attended the meeting and worked on the march, later moved to the co-op, and still lives there today. During 1963, Rachele put up many of the March volunteers at her Penn South Co-op apartment including Eleanor Holmes (now the non-voting Congress member for Washington, DC) and civil rights activists and sisters, Joyce and Dorie Ladner. In *Walking With the Wind*, John wrote about being in NYC just before the March and having Joyce Ladner, Tom Kahn and Eleanor Norton read over his speech—which would end up being the most contentious of the day. Roy Wilkins wanted it to be left out of the program, but others threatened to boycott the event if it were not read.

Rachele told me in an interview that the hotel in NYC where John was staying had thin walls and John was practicing his speech there too loudly. The hotel manager asked John to practice his speech elsewhere or be evicted from the hotel. John asked Rachele if he could come over to her apartment at the co-op to rehearse; she figured that the co-op’s thick brick walls would make a good sound curtain. Dorie, Joyce, and Eleanor were staying there, too, but after hearing endless forceful renditions of the speech the women eventually had to kick John out. They had already sent Bob Dylan—who had stayed there to rehearse his songs for the March and also took the opportunity to serenade Dorie Ladner—on his way).

A few days later, a 23-year-old John Lewis gave his speech to the nation from in front of the Lincoln Memorial.

In 1967 John Lewis joined the Southern Regional Council (SRC) in Atlanta, Georgia, as director of its Community Organization Project. His task was to establish co-ops, credit unions and community development groups in the Deep South. “This was hands-on work, and I loved it. I felt at home again, literally,” he wrote in his autobiography.

In 1978 President Jimmy Carter made him associate director of ACTION under Sam Brown (at one time also a board member of the NCCB). John’s staff included 125 people in 10 regional offices. The staff oversaw 5,000 Vista volunteers and over 230,000 elderly volunteers. “We tried to help them through a range of programs similar to those I had directed with the Southern Regional Council,” he wrote. “We helped form cooperatives in rural communities.”

In 1980 he joined the National Consumer Cooperative Bank (NCCB) as community relations director. NCCB president Carol

Greenwald asked me to arrange tours for John of black communities in the U.S. where he could speak about the bank and its nonprofit arm as resources for cooperatives.

I had the honor of being on a two-week tour of California with him. We met many important black leaders: mayor Tom Bradley (Los Angeles), mayor Willie Brown (San Francisco), Assembly member—now Congress member—Maxine Waters, and state senator Diane Watson. They were all excited to see John and eagerly listened to the opportunities provided by the NCCB and its nonprofit arm. Bradley and Brown both later gave help to food co-ops assisted by the NCCB’s nonprofit arm.

In 1988 my wife Ann and I had hosted Eldridge Mathebula, a visitor from South Africa, whose organization, the Black Consumers Union, wanted to develop co-ops for black people in South Africa. At that time, under apartheid, only whites could develop and operate cooperatives in the country. Eldridge’s organization invited me to South Africa to give talks on what types of co-op could be organized and to work with government agencies on a pathway to legalize co-ops for black people. At the time, there was an international boycott of South Africa, which I did not want to break. John, by that time, was a Congress member representing Atlanta. I asked his advice on whether or not I should go, and in the end he felt I should. In his opinion, the opportunity was there to instigate black co-operatives as democratically run organizations. In a nation that barred black people from voting and political power, co-ops could be a nonviolent way to build a new society. In 1989, the Black Consumers’ Union registered the first black cooperative in South Africa.

Throughout this time, John was a good friend and champion of the Atlanta-based Federation of Southern Cooperatives (FSC). He spoke at FSC’s 50th Anniversary in Birmingham, Alabama, in 2017. The National Cooperative Business Association reported, “During a stirring speech at the awards ceremony, prominent civil rights leader Rep. John Lewis (D-GA) called cooperatives a ‘key strategy’ in the civil rights movement. Echoing Martin Luther King, Lewis urged audience members to keep their ‘eyes on the prize’ of achieving true and lasting equality, despite setbacks.”

In 2010, I met John Lewis for the last time and spoke with him about his life working with cooperatives. We have surely lost a champion, but honor a giant. He was the son of a sharecropper who went on to shape our conscience and our nation. We have a moment now in which to reflect on the unique opportunity John Lewis has given us to re-direct ourselves to the cooperative world that he wished us to create. It is time for cooperators to return to making “Good Trouble.”



**President Barack Obama hugs John Lewis, after his introduction during the event to commemorate the 50th Anniversary of Bloody Sunday and the Selma to Montgomery civil rights marches, at the Edmund Pettus Bridge 2015. (Credit: White House Photo by Pete Souza)**



**March 1965, John was brutally attacked as he and other civil rights leaders crossed the Edmund Pettus Bridge. (Credit: Alabama Department of Archives and History)**

violent Resistance to Segregation. There, Bayard Rustin taught him the tactics of pacifist resistance—who had already passed on his lessons to Rosa Parks and Martin Luther King to use in the Montgomery Bus Boycott. Bayard Rustin went on to organize the 1963 March on Washington from his apartment in a union-sponsored housing co-op in NYC.

At the same Spellman gathering, John met and was influenced by Ella Baker (1903-1986)—who, in my view, is the most unsung woman in the U.S. civil rights movement. In the 1930s, she was national director of the Young Negroes Cooperative League and was developing other cooperatives in Harlem and New York City. She taught young civil rights activist Bob Moses about co-ops and was later hired by the NAACP to

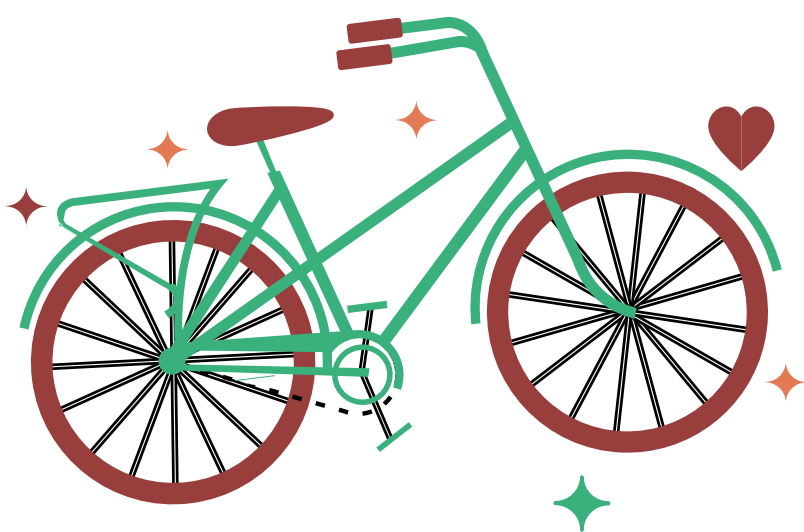
Non-Violent Coordinating Committee (SNCC).

In 1964 John was elected chair of SNCC; he was one of the Big Six who had represented the organizers of the March on Washington on August 28, 1963. The other five members were: James Farmer, head of the Congress on Racial Equality, CORE (who lived at the Chatham Green Co-op in NYC, which had been sponsored by credit unions); Martin Luther King (lifetime supporter of co-ops); A. Philip Randolph (writer about co-ops, who lived in the Dunbar Apartments, the first housing co-op for black people in NYC, and later lived in Penn South Co-op, NYC); Roy Wilkins, executive director of the NAACP (who later joined the Parkway Village Housing Co-op in NYC); and Whitney Young (presi-



# SELF CARE

by Andy Gricevich, Newsletter Writer



It's been a challenging year. It's also been a year of opportunities for individuals and societies to do things differently. Many of us have taken up new interests and projects, and many of us have been looking for new ways to take care of ourselves, physically and emotionally—to alleviate feelings of isolation and strife, and to stay healthy, safe and engaged with others. Caring for ourselves can be challenging under “normal” circumstances, and figuring out how to do it now can feel particularly stressful and serious. Does it have to be?

## ENJOY

It's probably safe to say that no form of self-care will work all that well if it doesn't bring us some kind of real satisfaction. It might take trying something a number of times before we really know whether we like it or not, so persistence is worth it. If, however, we just can't bring ourselves to care about food, or to stop detesting running, it's worth looking at some other aspect of our lives, rather than adding stress by trying to find the perfect dietary or exercise regimen. It's not about a big, heavy project of self-improvement; it's about quality of life, and a good life obviously involves experiencing joy. Where that's found, whether in things we already do or in new practices, will vary from person to person, and it's up to each of us to figure out our own way.

## ATTENTION

The only universal requirement for finding what works for us is the ability to truly experience what we're doing. That's harder than it sounds

for most of us, in a culture that encourages or requires near-constant activity, multi-tasking and worry. It's not only that stress without periods of reset does a great deal of physical and psychological damage; it also blinds us to the possibility of doing anything differently. We can all benefit from some form of mindfulness practice that aids us in getting out of our own heads, pauses the sense of immediate urgency, and lets us refresh our awareness of what's going on with us and the world around us right now.

Mindfulness practices can take countless forms, many of which don't bear any obvious resemblance to “meditation”—but the traditional approach is still great. A typical meditation begins by sitting comfortably in an upright position, methodically relaxing all the muscles we can, from head to toe. Then we simply try to pay attention to our natural breathing, whether by counting breaths up to ten and then starting over, by thinking “in” and “out” as we inhale and exhale, or through any other method that helps us feel our breath somewhere in our bodies. When our minds wander, as they nearly always do, we just gently start again.

If you find it hard to sit still and do nothing, join the club! It doesn't come easily to any of us, but it's worth practicing, even for five or ten minutes a day. Go easy on yourself, thinking of it as a lighthearted game, or even as a mischievous refusal to be productive during those moments. Try sitting outside and widening your vision, letting your eyes take in motion and changes in light, or listen for the farthest and nearest sounds. Awakening your senses can be a fun and deeply satisfying mindfulness

practice, and getting outdoors regularly is always a good form of self-care.

If you still can't stand sitting, there are plenty of other possibilities. A slow walk, counting steps and really trying to feel the contact of your feet with the ground, is a great way to tune in to your surroundings and calm yourself. Any activity can also be more satisfying when performed with a meditative attitude; just try using attention to your breath to clear your mind of anything but gentle focus on what you're doing: playing a musical instrument, throwing a ball, washing dishes or driving a car. Even five conscious breaths in line at the grocery store can give us the gift of pausing our usual streams of thought and activity, allowing us the possibility of seeing things in a new light—and a moment taken to remember to taste our food after we've brought it home can transform a daily necessity into a joy.

## LET FOOD BE THY MEDICINE

That's Hippocrates writing, in what's considered the foundational text of Western medical theory and practice. It's a recommendation more worth following now than ever. We know that many of our modern ailments can be linked to poor diet, and that eating well is one of the keys to good health. There's a dizzying kaleidoscope of dietary regimens constantly proliferating and collapsing in our modern culture, but comparing them with long-lived food traditions largely dissolves them into a smaller number of basic factors. Good eating has (we'll say provisionally) four crucial components.

First there are the basics: what we actually need in order to live. That comes down to fats more than anything. “Good fats” include those famously found in fish, olives, coconuts and avocados, as well as nuts and some seeds, and—surprisingly to many—saturated fats from animal foods (see the article “Fats and Fiction” in the May 2019 issue of the *Reader* for more on fat). We also need some protein and some carbohydrates. In all cases, we're better off getting these critical macronutrients from whole foods, rather than from supplements or extracts.

“Food as medicine” becomes increasingly important in a daily environment saturated with historically high levels of all kinds of toxins. It's here that plants are our greatest allies. They provide us with a range of phytochemicals and micronutrients that regulate, amplify, repair and support every system of our bodies and minds. These compounds are often produced by the plant as defenses against insect and fungal pests—but for us they're incredible protective and healing substances. We can live without many fruits and vegetables, but we'll live better and longer eating a lot of them.

That's linked to the third component: variety and seasonality. We've evolved eating what's in season, and

that's made us the kind of organisms who get the most benefits out of changing our diet in accordance with natural cycles. For example, the often spicy or bitter flavors of early spring greens are signs of the detoxifying and immune-supportive properties of the first tender leaves of the year, while the high resveratrol content of summer berries helps protect our skin against ultraviolet radiation. In addition, eating the same vegetables year-round can lead to a harmful accumulation of some compounds found in those plants—compounds that are no problem at all for us when we largely stick to a seasonal diet, and have the time to flush out what we've been ingesting. Switch things up regularly, and explore all the colors and flavors of your local produce department or farmers' market!

The fourth component is enjoyment of our food. Some studies have found that digestion and nutrient absorption increase when people slow down and take the time to appreciate their food, whether that's having a mindful moment of gratitude before the meal, talking and resting throughout a long dinner, or simply gathering at the table with others. If you like food and feel like you'd benefit from changing something about your diet, think about trying new things as fun



and interesting, and you're likely to end up eating pretty well. After a few months of basing meals around a wider variety of organic plant foods, your body can reset itself, so that it knows what it needs—which might include just about anything you want!

## IMMUNITY

We can strengthen our natural response to disease in many ways. In terms of diet, one of the most significant things we can do is to care for our gut health. Our gut lining forms the most crucial part of our immune system, and what we eat changes the strength of the lining and the population of microorganisms that play an integral role in its functioning. Eating prebiotic- and probiotic-rich foods helps keep our gut strong and healthy (for more on the gut microbiome, see “The Gut Ecosystem” in the December 2019 *Reader*).

Regular exercise also seems to strengthen our immune response. Though the evidence isn't conclusive, it's clear that exercise alters our production of white blood cells and anti-



bodies, and that it reduces stress and improves sleep—both definite aids to immunity. It needn't, and probably shouldn't, be extremely strenuous. A good walk or bike ride on a cold day gets us warmed up and into the fresh air, and can help alleviate the blues that challenge many of us as we move into winter.

## HERBS

Herbs are just plant foods we tend to use mostly in small quantities—and herbal medicine is essentially a set of practices for using herbs for their other-than-culinary benefits. Most plants we call “herbs” have particularly high concentrations of particular compounds that can support our bodies and minds in various ways. Exploring herbs as medicine can be fascinating, fun and even delicious.

While there are plenty of tinctures and extracts employed to help us survive and thrive, not all herbal medicine puts the focus on arcane combinations of mysterious and exotic roots and flowers. Drinking a simple cup of green or herbal tea is already a healthful way to get some of the benefits of plant medicine. Teas and syrups made from common plants can have many benefits.

Plants in the mint family (which includes oregano, wild bergamot, and other herbs that don't necessarily taste “minty”) are used to combat colds and respiratory ailments, and to help regulate body temperature. Elderberry, while boasting many of the antioxidant benefits of other dark purple fruits, has also been found to disrupt the reproduction of flu viruses. A range of plants and mushrooms have recently been studied for their adaptogenic properties—their support of the adrenal system and our ability to de-stress. As always, we suggest checking with a healthcare practitioner before making changes to your diet or taking supplements.

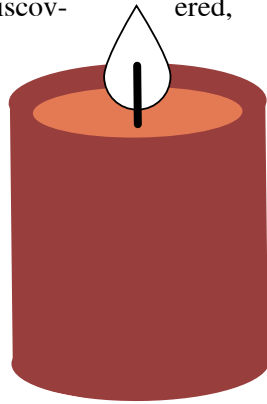
We can also get a lot out of thinking of herbs as more primary components of our meals. For example, a truly traditional tabbouleh salad is composed primarily of finely chopped parsley and mint. Add some diced raw or cooked beets to that, along with plenty of very good olive oil and fresh lemon juice, and you have a delicious, refreshing meal packed with

macro- and micro-nutrients. Garlic has antimicrobial properties (apparently unlocked by finely mincing and smashing it, then letting it sit for ten minutes before cooking or eating raw), while onions provide good food for gut bacteria. Many of our most common seasonings and spices have medicinal value.

In the region where herbal medicine and good food meet, boundaries get pretty blurry. Add to that the fact that most of our commercially produced pharmaceuticals are derived from plants and mushrooms, and it becomes even more clear: medicine is, at bottom, food. We should add one caveat here: the most important medical practices have always been preventative rather than curative. It's when preventative measures fail to keep us healthy that we turn to professionals. When it comes to food-medicine in our daily diet, it's pretty easy to do our own research. If we want to try to use herbs to treat a specific condition, it can be helpful to consult with an experienced herbalist. There are plenty around, and they're likely to be enthusiastic about sharing their knowledge and passion.

## YOU'RE NOT ALONE

It can feel great to help others. If you find anything in this article—or any other practices—beneficial, spread the joy and support, whether by letting other people know what you've discovered, or by taking whatever extra oomph you have and putting some of it toward easing the burden for somebody else. Everyone's circumstances are unique, and the available time and energy to find ways to care for ourselves vary from person to person. With gratitude for the opportunities we do have, we can keep gifts moving, and in the process alleviate the sense of isolation many people feel. Community-making might be the highest form of self-care! We're all here together.



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# RECIPES

## Celeriac Quiche

Adapted from [www.vegsoc.com](http://www.vegsoc.com).

This quiche is the ilk that makes one's mouth sing. Yes, it is time consuming. Yet it is toothsome. Dreamy. Warm. Cheesy. You may find yourself closing your eyes as you chew, while your dinner companion's brow furrows with the effort of trying to identify the subtle flavor that you know to be nutmeg. Perfection wrapped in piecrust.

Serves 6.

8 oz. button mushrooms, chopped  
1 Tbs. poppyseeds  
1 Tbs. cold water  
1 tsp. paprika  
8 Tbs. butter  
1/2 tsp. salt  
1 c. unbleached white flour  
1 small celeriac, chopped  
1 pinch nutmeg  
12 oz. cheddar cheese, shredded  
3 eggs  
1/3 c. sour cream  
1 c. milk  
2 Tbs. mixed fresh herbs, chopped

**Directions:** Pastry: In a chilled bowl, whisk together flour, salt, paprika and poppyseeds. Cut in butter with a pastry blender or a fork until mixture is thoroughly incorporated and crumbly. Do not over handle; chill if butter softens too much. Add cold water one tablespoonful at a time, working mixture with a fork just until it gathers into a ball. Lightly roll it around the bowl to incorporate stray crumbs, chill if butter is softening. Roll out pastry on lightly floured parchment paper into a circle that fits your quiche or pastry dish. Transfer to baking dish, pinching dough up the sides of the dish. A fluted edge can be rolled above the lip of the dish if your pan is smaller. Sprinkle 1/2 of the cheese onto the pastry in a thin layer to prevent the bottom from becoming soggy. Set aside in the fridge. Filling: Preheat oven to 375°F. In separate saucepans, sauté mushrooms and celeriac until tender. Place mushrooms in a layer in quiche dish, sprinkle with nutmeg. Next, layer the celeriac and sprinkle with remaining cheese. Whisk together eggs, sour cream, milk and herbs until light and fluffy, seasoning with salt and pepper to taste. Carefully pour over the vegetables without over-filling. Leave some room for vegetable juices and egg mixture to rise. Bake for 15 minutes and then turn oven down to 350°F or 30 minutes or until golden and firm to the touch. A toothpick should come out moist but clean. Let rest at least 10 minutes to set and serve warm. Can also be served chilled or reheated.

## Roasted Potatoes, Fennel, and Radishes with Lemon Brown Butter Sauce

Adapted from [www.thekitchn.com](http://www.thekitchn.com).

Roasting is not the usual treatment that radishes get, but try it once, and you'll see they're amazing. The bitterness disappears, and they turn tender and juicy. Combined with roasted potatoes and fennel, and lemony brown butter, you've got quite a dish.

Prep 45m; Serves 4.

1 lb. fingerling potatoes, cubed  
1 Tbs. olive oil  
salt  
black pepper  
1 lb. radishes, sliced  
1 fennel bulb, chopped  
1/4 c. butter  
1 1/2 Tbs. lemon juice  
1/2 tsp. Dijon mustard  
1/2 tsp. maple syrup  
mint leaves

**Directions:** Preheat oven to 450°F. In a large bowl, toss the potatoes with 1/2 Tbs. olive oil and a generous pinch of salt and pepper. Arrange in a single layer on a baking sheet and bake until barely tender, 10 minutes.

Trim the fennel bulb, slice in half lengthwise, then in half again. Cut into 1-inch wide pieces, then place in a large bowl. Toss with radishes and 1/2 Tbs. of olive oil and salt and pepper.

After the potatoes have been baking for 10 minutes, add the radishes and fennel to the baking sheet, then roast for an additional 10-15 minutes until tender. While the vegetables are roasting, heat the butter in a small saucepan over medium heat until it melts and turns brown, 4-6 minutes. Remove from heat and whisk in the lemon juice, mustard, and maple syrup.

When the vegetables are done, toss with the sauce and arrange on a platter garnished with mint or dill leaves. Serve immediately.

## Lentil Shepherd's Pie with Parsnip and Potato Mash

Adapted from [www.food52.com](http://www.food52.com).

This hearty vegan main dish is perfect for a special occasion. The parsnip and potato mash is great on its own too. It also freezes well, and many of the components can be prepared ahead of time.

Prep 10m; Cook. 55m; Serves 6.

2 1/2 lb. russet potatoes, chopped  
6 parsnips, chopped and peeled  
2/3 c. non-dairy milk  
salt  
black pepper  
1 1/2 c. lentils  
4 Tbs. olive oil  
1 onion, chopped  
3 cloves garlic, minced  
2 carrots, chopped  
2 celery ribs, chopped  
2 Tbs. tomato paste  
1/2 lb. mushrooms, chopped  
1/2 c. dry red wine  
1/2 c. vegetable broth  
1 tsp. dried rosemary  
1/4 tsp. dried thyme

**Directions:** Set the potatoes and parsnips in a large pot. Cover with at least an inch of cold water, and add a generous pinch of salt. Bring to a boil, then lower heat to a simmer. Cook for 25-35 minutes, until very tender. Drain, then return to the pot (off the heat). Add 2/3 cup of milk, 2 tablespoons of the olive oil, and salt and pepper. Use a potato masher to mash until creamy, adding up to 1/3 cup more milk if needed. Cover and set aside.

Combine the lentils and 3 cups of water in a saucepan over medium-high heat. Bring to a boil, then reduce heat to simmer and cook until the lentils are tender and all the liquid has been absorbed (30-35 minutes). Remove from heat and set aside.

In a large skillet over medium heat, heat remaining 2 tablespoons of olive oil. Add the onions and garlic and cook until the onions are golden and translucent, 8-10 minutes. Add the carrots and celery, and cook until tender, about 8 minutes. Stir in the tomato paste and cook, stirring, for 2 minutes. Stir in the mushrooms and cook for 3 minutes. Pour in the red wine and bring to a simmer. Scrape any browned bits from the bottom of the pan, and cook, stirring frequently, until the liquid has reduced by half. Add the lentils, rosemary, thyme, and 1/2 cup of vegetable broth. Simmer for 3 minutes, stirring frequently, adding more broth if needed to keep the mixture moist but not liquid-y. Season to taste with salt and pepper.

Preheat oven to 350°F. Spread the lentil and vegetable mixture into a large baking dish in an even layer. Add the parsnip-potato mash and gently layer over the lentils. Bake 20 minutes, until the mash begins to brown. Serve hot.

## Pork Chops with Roasted Parsnips, Pears, and Potatoes

Adapted from [www.foodandwine.com](http://www.foodandwine.com).

Marinating in olive oil, lots of garlic, rosemary, and lemon zest makes these pork chops tender and flavorful.

Prep 1h 15m; Cook 40m; Serves 8.

3/4 c. olive oil  
12 cloves garlic, minced  
4 rosemary sprigs  
3 lemons  
black pepper  
8 pork chops  
6 parsnips, peeled and chopped  
6 Bartlett pears, chopped  
3 lb. Yukon Gold potatoes, chopped

**Directions:** In a large roasting pan, combine 3/4 cup of the olive oil, the garlic, rosemary, lemon zest, and 1/2 teaspoon of black pepper. Place the pork chops in the pan, and turn to coat them in marinade. Arrange



them in a single layer, and marinate the pork chops for 1 hour at room temperature, or up to 12 hours in the fridge. (Return to room temperature before roasting.)

Move oven racks to the top and bottom of oven. Preheat oven to 425°F.

Transfer the pork chops to a platter, scraping off any marinade bits back into the roasting pan. Set aside.

Set the parsnips, pears, and potatoes in the roasting pan, and toss to coat in marinade. Season with salt. Transfer the vegetables to 2 large rimmed baking sheets. Roast 40 minutes, stirring occasionally, until very tender, rotating the sheet pans midway through cooking.

Heat 1 tablespoon of olive oil in each of 2 large skillets. Place the pork chops in the skillets and season with salt. Cook over high heat until golden brown, 2-3 minutes on each side. Arrange the pork chops on the two baking sheets when the vegetables are finished roasting, setting the pork chops right on top of the vegetables. Roast for 5 minutes for slightly pink meat. Transfer the pork chops and vegetables to a large serving platter and enjoy hot.

## Simple Pan Fried Jerusalem Artichokes

Adapted from [www.allrecipes.com](http://www.allrecipes.com).

Simple simple simple. Tasty tasty tasty.

Prep. 15m; Serves 6.

1 lb. Jerusalem artichokes  
2 Tbs. olive oil  
2 Tbs. butter  
2 cloves garlic, minced  
1/4 tsp. salt  
1/4 tsp. black pepper  
3 Tbs. parsley, chopped

**Directions:** Slice Jerusalem artichokes into 1/4" slices, using a very sharp knife or mandoline. Heat the olive oil and butter in a large skillet over medium-high heat. When hot, add the sliced artichokes, garlic, salt, pepper, and parsley. Stir to coat everything in oil. Fry artichokes, stirring often, for about 4 minutes. Be careful not to overcook them—they should be slightly crunchy. Serve hot, as is, or with sour cream.

## White Bean and Beauty Heart Radish Salad

Adapted from [www.epicurious.com](http://www.epicurious.com).

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

Prep 20m; Serves 6.

3/4 c. olive oil  
2 Tbs. capers  
2 c. packed flat-leaf parsley leaves, chopped  
1/4 c. lemon juice  
salt  
pepper  
3 1/2 c. cannellini beans  
3/4 c. black olives  
1 bunch beauty heart radishes, chopped  
2 scallions

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

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

## Apple Pie Muffins

Adapted from [www.food.com](http://www.food.com).

Throw them into a lunch box for a tasty mid-day treat, or enjoy them with a hot cup of tea or coffee first thing in the morning.

Prep. 45m

2 c. brown sugar  
2 1/2 c. all-purpose flour  
1/4 c. butter  
2 tsp. cinnamon  
2/3 c. vegetable oil  
1 egg  
1 1/2 tsp. vanilla  
1 tsp. baking soda  
1/2 tsp. salt  
1 c. buttermilk  
2 c. apples, chopped

**Directions:** Grease 2 muffin tins. Preheat oven to 350°F. To make the topping, combine 1/2 cup of the brown sugar, 1/3 cup of the flour, the butter, and 1 tsp. of cinnamon in a small bowl. Toss with spoon until crumbly

and set aside. Whisk together the remaining brown sugar, oil, egg, and vanilla until smooth. In a large bowl, combine the rest of the flour, baking soda, salt, and cinnamon. Add the oil/brown sugar mixture to the flour mix. Add the buttermilk. Fold in the apples, mixing until just combined. Don't overmix!

Spoon mixture into prepared muffin tins, filling each 3/4 full. Sprinkle each one with topping. Bake for 25-30 minutes, or until golden-brown and a toothpick comes out clean. Enjoy!

## Sausage Sweet Potato Bake

Recipe reprinted with permission from *More With Less Cookbook*.

This is comfort food that comes together quickly.

Prep. 1h; Serves 6.

1 lb. pork sausage  
2 medium sweet potatoes, peeled and sliced  
3 medium apples, peeled and sliced  
2 Tbs. sugar  
1 Tbs. flour  
1/4 tsp. ground cinnamon  
1 tsp. salt  
1/2 c. water

**Directions:** Brown sausage in skillet, breaking up large pieces. Drain excess fat and transfer to a 2-qt. casserole dish. Arrange sweet potato and apple slices on top of sausage. Combine remaining ingredients and pour over top of mixture in casserole. Cover and bake at 375°F for 50-60 minutes or until the potatoes and apples are tender.

## Baked Eggs with Collards and Cheddar Garlic Polenta

Adapted from *From Asparagus to Zucchini*

Nests of cheesy polenta grits are lined with wilted collards and filled with a bright and cheery egg, then baked in the oven until the egg sets.

Prep. 1h; Serves 4.

1 Tbs. balsamic vinegar  
salt and pepper  
1 cloves garlic, minced  
1 bunch collards, chopped  
1 c. polenta  
1 1/2 c. sharp cheddar cheese, shredded  
4 eggs

**Directions:** Oil individual baking dishes. Heat oven to 400°F. Wash collards, cut out stems and chop the leaves. Steam or sauté greens until just wilted. Sprinkle with the vinegar and season to taste with salt and pepper. Set greens aside. Place 4 cups water and garlic in saucepan and bring to a boil. Slowly whisk in polenta. Simmer 10-20 minutes, stirring occasionally, until thickened. Stir in the cheese and half of the cooked greens. Portion the polenta into prepared baking dishes. Make a well in the center; nestle the remaining greens into the indentations, and crack an egg over the top of each. Sprinkle with salt and pepper. Bake until the eggs are set, 10-15 minutes.

## Medley of Brussels Sprouts, Turnips, and Beets with Hazelnuts

Adapted from *Bon Appétit*.

This colorful combination of autumnal vegetables is a delicious opportunity to experience the beauty a Wisconsin harvest has to offer, with your eyes as well as your taste buds.

Serves 6.

4 medium gold beets, tops trimmed  
1 1/2 lb. Brussels sprouts, halved lengthwise  
1 1/4 lb. turnips, peeled, cut into eighths  
6 Tbs. unsalted butter  
1/3 c. shallots, minced  
1/3 c. hazelnuts, finely chopped  
3 Tbs. fresh thyme, chopped  
3 large garlic cloves, minced

**Directions:** Preheat oven to 375°F. Wrap beets in foil and bake about 1 hour, 45 minutes or until tender to the center. Cool in ice water, drain and peel. Cut each beet into eighths. Boil Brussels sprouts in salted water about 6 minutes or until crisply tender. Transfer to ice water to cool. Place turnips in boiling water for about 7 minutes or until crisply tender, drain, chill in ice water. Over medium heat melt butter and sauté shallots and hazelnuts about 7 minutes or until nuts start to begin to turn golden. Add thyme and garlic. Continue sautéing until nuts are browned. Add cooled Brussels sprouts, beets and turnips; cover and simmer until thoroughly heated, stirring occasionally. Salt and pepper to taste.





# Staff Picks



## MATT

### Organic Red Beets

It's a well-known fact in the food world that beets are delicious, but some of you still choose not to eat them. Come on.....they're good for you. No? If you're a card-carrying beet hater, please try the beet/tahini/goat cheese axis. I've actually converted several



anti-beet types into shameless beet lovers by adding some nice goat cheese and a savory lemon tahini dressing to the roasted red roots they refuse to touch, usually with some quinoa or in a wrap. You'd be amazed at how they sniff skeptically and try a bite, then thank me and apologize for being so pigheaded.



## PHILIP

### Atoms to Apples Liberty Apples

Sounds like an heirloom variety, but they're actually a modern American apple variety developed specifically for disease resistance. Makes beautiful pink applesauce because of the skin and flesh color if you include the skin.



## CATE

### Rancho Gordo Yellow Eye Beans

OMG! On the packaging it says that these beans are "A HAMHOCK'S BEST FRIEND!" I wouldn't know but what I DO KNOW is that I cooked them with garlic using a bit of olive oil and covered with water, and they were super, fantastic, so yummy, good! The end result was so flavorful! They are kinda sweet, kinda savory, kinda earthy. They held their texture very well, swelling to a nice bite-size. Plus they are aesthetically pleasing with a nice two-tone color. Additionally, the Rancho Gordo company is creating a market for all sorts of heirloom beans and the farmers that have a long tradition of growing them. I gotta lotta love for these beans!



### Equal Exchange Fairly Traded Organic Virgin Olive Oil

I love the exceptional aroma and slightly spicy flavor of this olive oil. It is fairly traded, organic, cold-pressed and produced by small-scale farming cooperatives in the West Bank. I highly recommend this as your staple olive oil.



### Kadota Figs

These figs are a real treat and seasonal favorite of mine. I love the sweet yet earthy flavor. The texture is soft but the seeds give it a little crunch. As the season progresses they become sweeter and sweeter. They are absolutely delicious.



## LEAH

### Willy Street Co-op Hot Toddy Concentrate

Boost your immune system with this great drink made right in-store! Delicious with hot water added per the directions, or you know, throw in some brandy or whiskey like your parents used to do!



## EMILY

### Cedar Teeth Large Marge

On this very night, ten years ago, along this same stretch of road in a dense fog just like this, I ate the best frozen pizza ever, it was the Large Marge by Cedar Teeth! Seriously, the crust is so good.



### Blue Mont Dairy Cave-Aged Bandaged Cheddar

This local cheese is so delicious! It is full of complex, aged cheesy flavors. It is my kid's all time favorite cheese.



## DAN

### Uplands Pleasant Ridge Reserve

Pleasant Ridge Reserve is a grass-fed, farmstead, Alpine-style cheese—think Gruyere. It's also the only cheese to ever win Best in Show at the ACS competition three

times. It's the perfect fall cheese—it goes great with squash, apples, and cider. To top it off, it's made by some of the nicest people you'll ever meet.



## EMMA

### Willy Street Co-op Nitrate-Free Beef Strips

I get kinda jerky when I'm hungry. These beef strips really do the trick. Made from grass-fed pastured raised local cows! The conscious carnivore dream! Perfect snack or addition to your lunch spread.



## JAMES

### Epic Bars Bison & Bacon Bars

These meat bars are really one of a kind when it comes to flavor, texture, and price! I opt for them over traditional jerky almost always. They have a good amount of chew to them but with the benefit of not getting stuck in your teeth as much as thin, dry jerky. I find

that they are a great addition to camping and hiking trips, and anytime you just need something quick while on the go!



## AMANDA

### Willy Street Co-op Bone Broth

We now carry beef, turkey, chicken and pork broth. This is such a fresh, clean broth. Why make it at home when our Meat department makes it for you? All meat bones, except the chicken are locally sourced. But since we make it all in-house, we consider them all locally prepared. Flavors may vary by store.



## ELLIE

### Annie's Sesame Shiitake Vinaigrette

This dressing is delicious and so versatile. You can use it on more than just salads; it's great on rice, roasted veggies, stir fry, or anything that needs some extra "umami" flavor!



## BENJAMIN

### Wonderstate Summer Solstice Coffee

All of the Wonderstate coffee's are amazing! This bright and fruity blend is my personal favorite. I respect the decision to rebrand and I love the new name and packaging.

It looks and tastes so good that I like giving their coffee as a gift to friends.







### KJERSTIN

#### Amy's Cheddar Cheese Burrito

De-li-cious. All Amy's burritos are really good (I also love the Southwestern and the Black Bean+Veg), but I eat one of these for breakfast pretty much every day. It is a fantastically yummy bundle of bean-y, cheese-y, burrito-y goodness. And it's a satisfying meal that gives you sustained energy. Also, Amy's is one

of the few major brands that hasn't yet been bought up by a horrifying corporation—they are still independently owned!



### AMY

#### Omena or Farmer's Market Canned Organic Pumpkin Puree

Not just for pies. Pancakes, enchiladas, chili, dips, oatmeal, pumpkin butter, sauce for pasta, breakfast egg custard, SO much more and so easy! It's. A. Vegetable. Winning!



### SHELLEY

#### Deep Indian Kitchen Naan Pizza Margherita

The crust is crispy and a little fluffy. Perfect size for one person or an appetizer. It is a must-have for my freezer for an emergency snack.



### JON

#### Van Der Hagen Traditional Safety Razor

This is the last razor you'll ever buy. Get rid of the plastic and enjoy the heft of stainless steel. I bought one of these 20 ago and it's still going strong. Replacement razor blades cost a fraction of modern multi-blade plastic razor heads. Welcome to sustainable shaving!



### DUSTIN

#### Delish Fish

If you enjoy other fish-shaped red candies then you'll love these! Made with real ingredients and just as tasty!



### ABIGAIL

#### Sunbeam Candles Wise Owl

This candle is so cute and spooky! It's made from 100% pure beeswax and the company that makes it, SunBeam Candles, is a solar energy-run company. This candle burns super cool and adds a great ambiance to any room. Highly recommended for anytime of



### CAITLYN

#### Origin Breads Sourdough Sandwich Loaf

Any loaf from Origin Breads is amazing. The sourdough is made with wild yeast, they source their grains from Meadowlark Organics in Ridgeway, Wi and Lonesome Stone Milling in Lone Rock, Wi grinds the flour using an old-world stone-milling technique. Then it is



hand-formed and baked just down the street from Willy East on East Washington Ave. I pinky promise you will love this bread.



### KELLY

#### Natural Vitality Calm Gummies

They work, and my kids love them. Great digestion aid as well as calming.



#### Nordic Naturals Vitamin C Gummies

These gummies are tasty and offer a nice amount of daily vitamin C. I have had a hard time getting my children to drink vitamin C, so these are nice when we are not getting it from our food each day.



### MICHAIAH

#### Driftless Organics Sunflower Oil

Olive oil of the Midwest! I'm grateful to have the opportunity to support small and local business as well as ethical and sustainable practices, making my act of consumption a vote for a world in more harmony. Fewer imports, fewer fuels to pollute, more ground for a vibrant community of people,



animal, plant, and the like.



### JOE

#### Enviro Products Premium Shower Filter

I noticed the difference right away when I put one of these on my shower—no more chlorine smell! The replaceable filter lasts so long I keep forgetting to replace it.



### DANIELLE

#### Equal Exchange Coconut Milk Chocolate Bar

Once you try this chocolate bar, it may very well become your new favorite!!! I won't lie, when the Equal Exchange representatives talked it up to me I was a little apprehensive... But they were right—it's AMAZING.



I'm not a huge fan of coconut or milk chocolate in general, but this bar is my new go-to! Not only is it Fair Trade, but it's a dairy alternative made with coconut milk and sugar. It's SO creamy and smooth, it basically disintegrates in your mouth. I highly recommend this new bar to everyone looking for a nice milk chocolate.

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