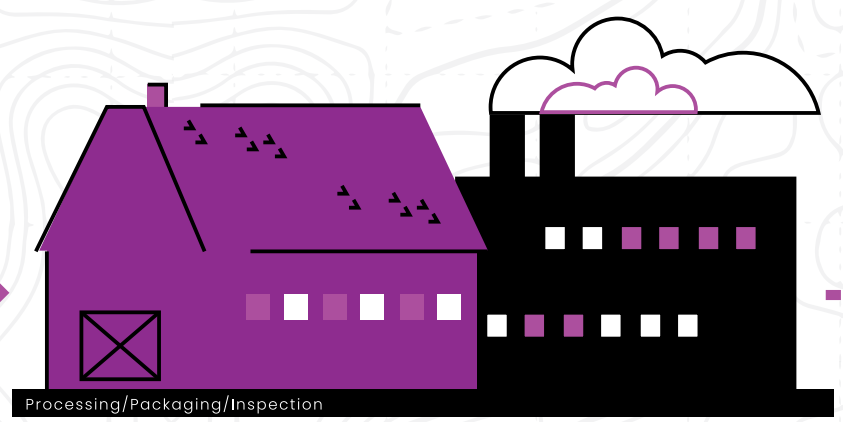
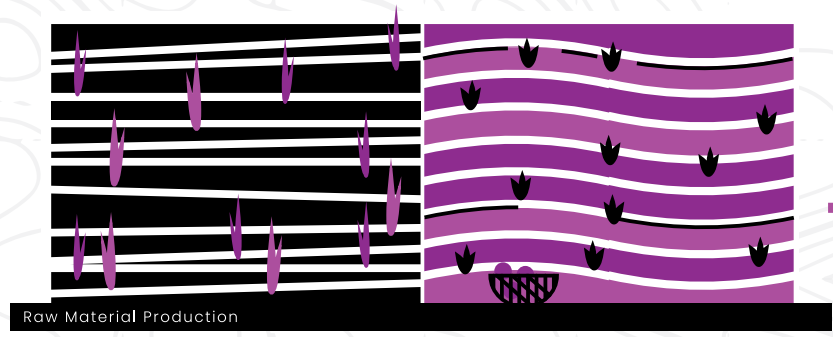


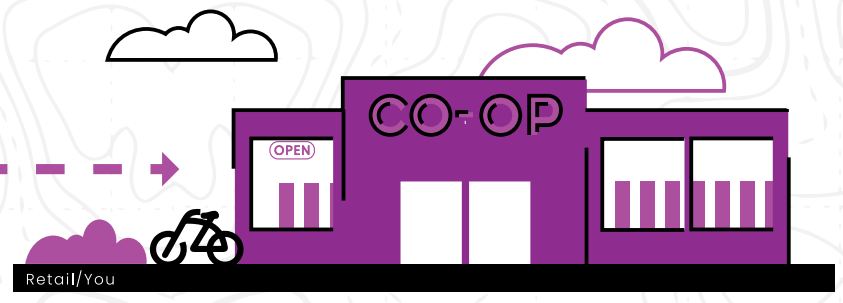
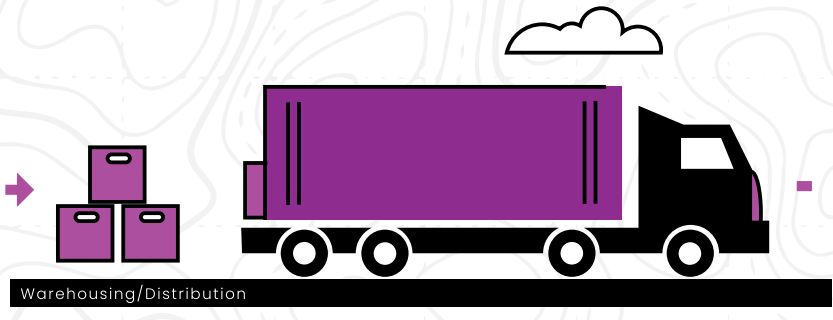
willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 48 • ISSUE 9 • SEPTEMBER 2021



Eat Local Month



IN THIS ISSUE

Fish Farms Done Right; COVID-19 Updates; Equity, Diversity, and Inclusion; and More!

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PUBLISHED MONTHLY BY WILLY STREET CO-OP

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

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WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 7:30am-9:00pm; Willy West: 7:30am-9:00pm;

Willy North: 7:30am-9:00pm every day

All Juice & Coffee Bars: 7:30am-7:00pm;

Deli: 7:30am-9:00pm

Meat & Seafood: 7:30am- 8:00pm

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

BOARD MEETING SCHEDULE

September 15

October 20

November 17

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

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CUSTOMER COMMENTS

Write Us!

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

STANDARD PRACTICE

Q: *As a practiced consumer of editors' and writers' responses to readers' questions and comments, allow me to remind you that it's standard practice to include, in a response to a reader, the date or issue # of the originally appearing article about which a reader is commenting/querying. Here I refer to the June 2021 Reader who complimented the Parmesan Spinach Cake recipe, which clearly had been featured in one or another previous issue of "The Reader." But which issue? Here is where standard practice is employed. If a publication—yes, even "The Reader"—is going to feature a complimentary letter & editorial response in (in this case, the Customer Comments section) its publication, standard practice is to refer, in the editorial response, to the specific edition/issue in which was printed the subject of a reader's comment. As well, if you're going to pat your back by printing a compliment about a recipe, use it as a teachable occasion to inform readers about where to find (in this case) that recipe. (What's that, you say? Curious readers can simply 'google' WSGC's website for the recipe? Why make such unnecessary work for readers?)*

A: Thanks for the reminder! Here's a link to the April 2021 issue: www.willystreet.coop/images/Reader/2021/PDF/April2021.pdf and here's a link to the recipe on our website: www.willystreet.coop/component/joomrecipe/recipe/825. Take care, Liz Wermerantz, Editor

GIFT CARDS

Q: *Hi there, A friend of mine just had a baby and I'd love to get them a gift card to help with expenses and that. Is it possible to buy one online? I'm in Ireland so it is a bit tricky. Thanks a million.*

A: What a thoughtful idea! We don't have a way to purchase gift cards online, but we can take payment over the phone. Details about purchasing gift cards can be found at: www.willystreet.coop/promotions/gift-cards. I realize that may be tricky overseas, but it's the method we have available. Thanks so much for think-

ing of us and please let me know if you have other questions. Enjoy your day! -Kirsten Moore, Cooperative Services Director

BULK HERBS

Q: *So, you know when you buy fresh herbs you buy them in a single-use plastic container and you only use what you need for your recipe and then put the plastic container with 90% of herbs in the refrigerator where it sits until rotten and then throw away the lot. I was thinking it would be better for the environment and people's pocketbooks if we could go to the deli counter and buy the small amount we need wrapped in paper. You could charge a good amount because it's still cheaper than buying a whole package and throwing it away. Anyway, that's all I got. Thank you.*

A: Thanks for the suggestion! I'll pass it on to the produce managers to see if it's something they might consider. I'm not sure we'd be able to purchase herbs in bulk (rather than the clamshells), so that's something we'd need to look into. Thanks so much—have a great day! Best, Megan Minnick, Purchasing Director

RECIPROCITY

Q: *Hello, I am a member owner of the new Oshkosh food co-op and was wondering if you honor that membership at your locations? Thank you!*

A: Thanks for your inquiry and for joining the new Oshkosh Food Co-op! I was thrilled to hear that their grand opening was yesterday! Willy Street Co-op does offer reciprocity to owners of other co-ops by extending the sale price of our products on Owner Rewards promotion to you. Please show the cashier that you are an owner at Oshkosh Food Co-op when you check out. We look forward to seeing you! Enjoy your weekend. -Kirsten Moore, Cooperative Services Director

CHICKEN PRESTIGE

Q: *Now that the Co-op has taken over the space formerly managed by Seafood Center, I am wondering whether fresher, higher-quality chicken pieces could share the space with the fish. Just as the Co-op is a place for higher-quality fish, maybe the opportunity has arrived to equally elevate its prestige with chicken.*

A: *Speaking of chicken, there's an issue involving egg white. I have had occasions when egg white was solidifying in the carton and thought the problem began in the store. However, I haven't had any issues with whole eggs, so I don't have an explanation.*

A: Thanks for the questions. Regarding fresh chicken, I'm happy

to report that all of the chicken we carry is from Bell & Evans, which is a family-owned chicken company in Pennsylvania. Bell & Evans sets industry standards for both quality, flavor, and humane treatment of their animals.

I'm not sure what could be going on with solidified egg whites. This is the first report I've heard of that issue. If you ever run into a quality issue like this, you are definitely welcome to bring the product back for a full refund. Thanks so much! -Megan Minnick, Purchasing Director

EMAIL RECEIPTS

Q: *Earlier today I received an email receipt for a grocery store purchase that I did not make. I'm not sure if the mistake matters to you or not, but thought I'd let you know just in case.*

A: Thank you so much for letting us know that this happened. Most likely the cashier made an error when typing in the person's Owner number and ended up entering yours. That being said, please let us know if this continues to happen. We do have some steps we can take if we think someone is mis-using an Owner number. Enjoy the rest of your day! -Rosalyn Murphy, Owner Records Administrator

ZEN PARTY

Q: *My family are huge fans of the Zen Party snack mix from Sunridge Farms. shopsunridgefarms.com/product/zen-party-mix/*

I found an empty bin—labels removed in the usual bulk spot. Staff said they thought you had discontinued it. It seems to still be available on line from the vendor. Please return it to your regular production line up.

A: Thank you for your comments! The Zen Party mix from Sunridge Farms has been discontinued by our supplier, so we no longer have access to it through any of our vendors unfortunately. I will mention it to our Grocery Manager at Willy East, and keep an eye out to see if it might return to one of our supplier's catalogs.

I appreciate you reaching out and letting us know what you are looking for that we are missing! -Dean Kallas, Grocery Category Manager

GMOS

Q: *Willy St. labels many foods "non-GMO." Maybe Willy St. ought to be proudly saying, "This is a GMO food!" From the article:*

"When I asked what kind of thing she was looking for, Delehanty grew animated. "Something with the sweet, smoky flavor of a scorpion pepper without the screaming heat," she began. "Also, potatoes that resist bacterial scab. I'm sick and tired of getting scabby

potatoes. The purple tomato—I would try that in a heartbeat." She paused. "Oh, and bigger blackberries!" www.nytimes.com/2021/07/20/magazine/gmos.html

A: Thanks for the comment and the link! We don't actually do any labeling of GMO products in our stores, and we don't have a stance in the GMO vs. non-GMO debate. We do, however, support transparency in food labeling; and it's true that many food manufacturers choose to put the non-GMO claim on their packaging, which many consumers find valuable. Thanks again! -Megan Minnick, Purchasing Director

TOO MUCH DAIRY

Q: *Hello. I have been a loyal customer for 21 years. I shop at your store nearly every week, except during the pandemic (your delivery service was not good).*

So, I am an avid pastry/bakery fan. However, I cannot eat a lot of your baked good because you tend to use a lot of milk. I bought a pecan pie from you once and threw up. Pecan pie usually does not have dairy, so I assumed it was safe. I tried shopping for baked goods yesterday at your store and ended up buying nothing. I was ready to buy a ton of baked goods and was amazed that there was nothing to purchase.

And why does your fried chicken have dairy? That is not an item that usually contains dairy. You folks often douse items with dairy that do not normally contain dairy. A lot of your customers are Vegan and Dairy is REALLY bad for the environment, being the #2 source of carbon emissions after beef. I would think that Willy St Coop would be mindful of this fact. Also, your unsweetened soy milk is often sold out. Why don't you stock more, given how popular this item is?

I think you don't realize the large number of people that are going non-dairy, especially for environmental reasons. You folks seem to not get it. I started complaining about this about 10 years ago, and nothing has changed.

Also, if there is a way to reduce your use of plastic packaging, that would be great. Thanks.

A: Thanks for the comment. I'm sorry you are disappointed by some of our offerings. I'll answer to the issues you referred to one at a time:

Our Pecan Pie does include both butter and eggs, which are clearly stated on the ingredient list. We do make some flavors of vegan and gluten free pies as well, so keep an eye out for those! We are very careful to make sure that the ingredient lists for any of our house made foods clearly state any allergens (including dairy)

in all capital letters, so make sure to read the label before purchasing if you have an allergy.

As you probably know, we usually have a good variety of house made vegan bakery items, but unfortunately, the vegan butter substitute that we use for many of them (Earth Balance) is currently out of stock from our suppliers. We expect it to be back by the end of the week and we'll get our usual bakery items on the shelf as soon as possible. These sorts of supply issues have become more common during the pandemic—I sincerely apologize!

Our fried chicken is soaked in buttermilk before being breaded and cooked. This is a very traditional way of preparing fried chicken as the lactic acid in the buttermilk helps to tenderize the meat.

I'm sorry that you've found our unsweetened soy milk to be out of stock. I can't speak to every out of stock situation, but I can tell you that the vast majority of our out of stocks are due to supply issues. During the pandemic, it has been much more common for some popular staple items to be out of stock at our suppliers than it used to be. This is due to a host of issues with manufacturing and transport that have left supply chains really struggling to keep up. We do our best to ensure that we always have what you are looking for in our stores, and we'll continue to do everything we can to keep soy milk (and everything else) in stock!

Lastly, regarding plastic packaging. This has been a real struggle during the pandemic, since we were forced to drop many bulk options and many customers changed their buying habits and preferences. However, most of our bulk offerings are now back online, and we anticipate having full salad and hot bars up and running in our delis soon. I would urge anyone looking for us to reduce our packaging to utilize the bulk aisle and other bulk offerings as much as possible—the more of these we sell, the more we can expand the offerings. On the flip side, if items that are packaged become less popular, we will be able to reduce those options.

Thanks again for the comment. Have a wonderful week! -Megan Minnick, Purchasing Director

QUESADILLAS

Q: In the June 2021 Reader, a customer had a question about how you package the quesadillas.

I agree with this customer and would really like to have you return to selling quesadillas without the sauces (which accumulate in my family's refrigerator and end up

spoiling since we don't use them).

Can you accommodate all customers, by selling quesadillas by the pound (as before) and offering the same with sauces who customers who enjoy them? Thank you for considering these options.

A: Thanks for the feedback about the quesadillas. We have monitored sales and have seen a drastic increase as a result of selling the quesadillas with sour cream and salsa. It's not often that we can make a change like this and see sales double as a result.

Right now, we do not have the labor at our commissary or in any of our delis to add on extra packaging tasks. Doing so would likely result in us having to cut a product from our current offerings. We are hoping to expand our salad bar selections next year and will hopefully be able to offer the quesadillas on the salad bar. That way folks can take their desired number of quesadillas and pair them with as much or as little salsa and sour cream that they'd like. Best Wishes, Dustin Skelley, Prepared Foods Category Manager

EQUITY DRIVE

Q: I didn't understand the owner's equity information in the most recent newsletter. Are you asking owners to make an annual donation?

A: Thanks for checking in. We are not asking for an annual donation during the August 16-29 Equity Drive, we are asking Owners who are on payment plans for their Owner equity to consider paying off their balance ahead of schedule, and new Owners to consider choosing the one-time payment instead of the 7-year payment plan.

I looked up your Owner number and it looks like you became an Owner in 2011 and opted to pay your equity in-full when you signed up—and so thank you for your support and for keeping your Ownership active by continuing to shop with us! We will not be asking you to make an equity payment during the drive since you are already paid-in-full. If you would like to participate in the Equity Drive, you can:

- Refer other people you know to become Co-op Owners (when a new Owner lists you as their referral, you'll receive a \$25 gift card)
- Purchase a gift Ownership for someone else.

Please let us know if you have any other questions. Enjoy your day! -Kirsten Moore, Cooperative Services Director

WONDERFUL WRAPS

Q: I just wanted to say how DE-

LICIOUS the ginger tempeh wrap is from the hot bar at North! Just got it for the first time today and it's to die for. Just wanted to pass that along. And, I've long lauded the red curry tofu wrap to my friends, but never mentioned it to you. It's amazeballs. Thank you!!!!

A: Thanks so much for taking the time to let us know how much you enjoy the ginger tempeh and red curry tofu (my favorite too). You can be sure I will pass along your feedback to all the staff involved in bringing those offerings to you. Your thoughtful words are much appreciated. Best, Katie O'Connell-Jones, Owner Resources Coordinator

RECIPE INSPIRATION

Q: Good morning, I wanted to let you know how much I enjoy reading the descriptions for Lily's Cooking Together classes and searching for recipes online for the dishes you feature from the various countries you include. In the June issue of the Reader you featured Flavors of Tibet, mentioning a rice pudding dessert called "Day-si" —I was able to find it online but it was called "Dresil." My favorite recipe I have made so far is Chakalaka (Soweto chilli) from South Africa. As an added bonus, it was gluten-free and vegan. I even made my own piri-piri spice blend for the recipe. And I love how the name sounds! Thank you for the inspiration!

A: Thanks for writing! I'm happy to hear Chef Lily's class descriptions have given you inspiration to try some new dishes in the kitchen! Happy cooking! -Liz Hawley, Education and Outreach Coordinator

COMPOSTING

Q: Hi! With UW-Madison shutting down its composting program (at least for the time being) I am looking for somewhere new I can drop off food scraps. I heard that there are receptacles for this at Willy St Coop and was wondering if it's okay to bring food scraps, and if so, what the parameters are (I read on one article on your site from 2019 that butter on bread is a problem, e.g.). Thanks!

A: Thanks for asking. The composting services we have available are for the food scraps from Co-op food preparation, and for dining at the store. We do not have the capacity to accept food scraps dropped off by customers. The City of Madison has guidance for the public on their website at www.cityofmadison.com/streets/food-scraps/Scrap.cfm, and you can find information about home

composting and private vendors that collect food waste from households there. I hope that helps! -Kirsten Moore, Cooperative Services Director

BREAD SHORTAGES

Q: I'd like to add to the comment about bread shortages in the August Reader. I had assumed that Brownberry's most-selling bread was frequently unavailable two days a week because of a supply issue. I was wrong. It's a process issue. Bimbo Bakery distributes bread to Willy West on Mondays and Thursdays. It's virtually impossible to know which bread are sales leaders and which are laggards when Bimbo only distributes twice a week. Adding a third weekly distribution would make the distinction more self-evident.

Another thing related to the August comment. The local bakeries have a history of not supplying enough bread on weekends. This issue needs to be resolved, or history will repeat when the bakeries return to full employment after the pandemic is over.

And my final comment relates to the bakery goods made at the central kitchen. I would like to see a sign stating when Willy's brand of cookies and breads (cake, really) are stocked. Some of us plan our shopping for when our favorites are available.

A: Thanks for the comment! Regarding the Bimbo Breads—can you tell me which breads you are finding out of stock? It's true that they only deliver twice per week, but that has seemed sufficient until now. I'm wondering if perhaps we need to devote more shelf space to the loaves that you refer to.

Regarding local bread on the weekends, at this point, it's all coming down to the supplies that are available to us. The local artisanal bakeries are delivering as much bread as they can with the staffing they have, and because our stores are busier on the weekend, we inevitably run out sooner. We will continue to work with them on this issue, and I am very sorry for the inconvenience!

Lastly, I checked in with our Prepared Foods Category Manager regarding the baked goods from our Central Kitchen. He recommends that you talk to staff in the juice bar regarding any items you're looking for that seem to be out of stock regularly. They may be able to hold products for you or come up with another solution that ensures that you get what you need when you need it. Thanks so much! -Megan Minnick, Purchasing Director

STORES CLOSING EARLY

Memorial Day,
Monday, September 7 at 7:00pm

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willystreet.coop/advertising.



GENERAL MANAGER'S REPORT

Annual Audit; Staffing; Equity, Diversity & Inclusion; & More!



by Anya Firszt, General Manager

Hello dear Owners. Welcome September! Last month was just as busy as the one before and this month is shaping up to be busy as well.

ANNUAL AUDIT

We just wrapped up the annual financial audit fieldwork with our auditors, Wegner CPA. They will prepare a FY21 Financial Audit Report including audited financial statements that will be shared in draft form with the Willy Street Co-op Finance Committee for review. Final reports will then be presented to the Board for discussion and approval at their meeting this month. Our audited financial statements will be included in the FY21 Annual Report and shared with you later this calendar year.

DELTA

I was hopeful at the beginning of the fiscal year we would see more business as usual due to expanding services that have been reduced or closed beginning in March 2020. Unfortunately, we are challenged on a few fronts between the spreading of the Delta variant of COVID-19 and staffing that will in some way impact our operation.

The Delta variant of COVID-19 has forced us to reexamine operations and reinstate protocols that were in place just two months ago, including face covering for employees and now customers. You can learn more COVID-19 updates in this *Reader* edition in the Cooperative Services Update by Kirsten Moore (p. 18).

STAFFING

Staffing is another huge challenge at this time. You may have noticed that we have posted reduced hours of some services or temporarily eliminated other services (mainly in the Juice & Coffee Bar, salad and hot bar, and meat counter) to adjust for this labor shortfall.

The current staffing challenges are not isolated to just the Co-op; you have probably heard recent reports of the labor shortage or have seen “now hiring” messaging at all kinds of businesses.

We are seeing major service issues with our primary distributor and their inability to fill orders and/or make deliveries due to labor shortages at the warehouse. So, hang in there while we ride this through. Until then, thanks for your continued patience and patronage!

EQUITY, DIVERSITY AND INCLUSION—NEXT STEPS

Last summer, the Co-op partnered with Step Up: Equity Matters on a three-year project to advise us on efforts around Diversity, Equity, and Inclusion (DEI). One year into our relationship, Step Up has conducted an organizational assessment that provided us with perspective of our overall strengths and opportunities to become a more diverse, equitable, and inclusive organization. We are in the process of implementing the recommendations and next steps provided in the assessment.

For the last several months, Step Up conducted leadership development focused on organizational effectiveness, change management, and inclusion for the Board and senior leadership team. We will use that training and development in the coming several months to support our strategic planning with DEI initiatives.

We are also in the process of developing training for all staff and managers with a focus on DEI that we hope to roll out either this calendar year or early next. And, with our new Human Resources Director, we are able to develop and increase the HR function capabilities with an eye toward DEI.

I am proud of the work we have accomplished so far and look forward to the work we have planned to do with Step Up. Stay tuned for future updates.

EAT LOCAL MONTH

For the last 11 years, we have made September “Eat Local Month.” During this time, you can find more than the usual number of local products on sale, you can enter to win prizes of local products, you can learn more about the local farmers and producers who provide us with delicious food. The mask mandate has limited the amount of local vendor sampling opportunities we can provide, but we’ll be sharing some of their stories on our website and on social media. I encourage you to find at least one non-local product that you typically buy and try a local version instead; our purple signage throughout the store will help you identify some options. Buying locally made products keeps money circulating in our local economy, so it helps you, too!

SPECIAL STORE HOURS

On the first Monday in September, we celebrate Labor Day. All stores are open until 7:00pm on that day.

Thank you all for your patience and understanding as we weather this storm, and for playing by the rules in an effort to keep one another safe and healthy.

BOARD REPORT

Board Development Committee; Meet New Board Member Tatiana Dennis



by Sarah Larson, Board Member

Every August the Board transitions to a new iteration of itself, focused on serving our Owners. And each iteration contributes something unique and valuable to the fabric and governance of our Co-op. This year we welcome two new Board members and one returning member: Tatiana Dennis, Michael Chronister, and Carol Weidel. Outgoing Board members this year include: Stephanie Ricketts and Caryn Murphy. Thank you Stephanie and Caryn for your service!

As always, we like to kick off our fiscal year by further introducing our newest Board members to you. This month I had the pleasure of interviewing Tatiana.

BOARD DEVELOPMENT COMMITTEE

Before we meet Tatiana, the Board has one announcement to share. The Board Development Committee is actively seeking new members. Do you have experience with being on a Board? With board education, event planning, or marketing/outreach? Perhaps you have political experience or have had to help with recruitment? This is a great opportunity to bring your ideas on how the Board can best engage with Owners and inspire new Board recruits! To indicate interest in serving on this (or any) committee, please email the Board Development Committee at bdcc@willystreet.coop and tell us about why you’re interested and any relevant experience or skills you may have.

MEET THE BOARD: TATIANA DENNIS

What was your first memory of Willy Street Co-op?

Tatiana Dennis (TD): I have been going to Willy Street since I was a babe, I grew up on Willy Street. I remember running around trying ginger chews and dark chocolate peanut cups and my mom was off buying vegetables. We would get to the cash register and I would say our Owner number. I remember saying my Owner number and feeling like I belonged.

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

The first co-op I joined was Summit Credit Union. My mom set me up with them too. Madison is so beautifully built on co-ops, and these co-ops are embedded in our communities. I love seeing my bank and Co-op webbed all over the community. It creates a beautiful feeling of connectivity.

How would you describe the Co-op to someone who has never been/a potential new Owner?

The Co-op is a place you can go if you want to eat healthy and you want the food to taste good, all while building community and helping you be a part of something bigger than yourself.

For me, it is a “quick healthy.” I am busy and I know I can go in on a Sunday night and that I can get everything I need. I know what I purchase will taste good and feel good and know that I can rely on the Co-op for those moments.

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

This a tough one. They are always changing. When I go to the Co-op, the first place I go is to the fresh juices (mmm, carrot, pineapple, green goddess); then there’s the mini wine selection that is organic and that is not too expensive. I am pretty busy with a full-time job, teaching yoga, and now serving on the Board, so I move onto the homemade tamale section. I also love the granola and candies at check-out.

Do you have any favorite food traditions?

I love bringing a bunch of friends over to my house in the evening and having drinks together and making food together at 10:00pm. Then bringing all that food outside and eating dinner and playing music. And having that be the party. It’s almost like bringing the Co-op home.

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

I like to build communities all over the world in my spare time. I don’t like to go on a one-week vacation; I like to go somewhere for a month and say I lived there. I also like biking, yoga, reading (when I get a chance to), being with my friends, long car rides, and finding thrift stores and coffee shops.

What are you most excited about in being a new Board member, and what do you see as the biggest opportunities and challenges the Co-op will face over the next few years?

I really want us to be more inclusive. I want the Co-op to feel like a comfortable space for everyone and for any individual to be able to say “this place is for me.”

Is there anything else you’d like our Owners to know?

I want them to know they are in good hands. The Board really cares about the Co-op. It is really obvious in their meetings, emails, and everything that they do.

It is a pleasure and an honor to serve on your Board of Directors. If you would like to reach out with questions, ideas or just to say hello, you can email us at board@willystreet.coop.

Community Room Class Calendar

Visit www.wilystreet.coop/events to register and review COVID-19 Protocols.

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



COOKING WITH CHEF PAUL: DINNER WITH FIVE INGREDIENTS OR FEWER

Location: Google Meet

Thursday, September 9, 5:00pm–7:00pm

Your Co-op's Own Instructor: Paul Tseng

Fee: \$10 for Owners; \$20 for non-owners

Feeling busy but still want to eat well? Then here is the class for you! Join Chef Paul to learn how to apply simple cooking techniques and knife skills to create nourishing meals. Paul will prepare a surf & turf vegetable salad; herb-crusted salmon; parsley walnut pesto; pan-fried chicken with a seasonal vegetable; and braised lamb shank. The ingredients and supply list for the recipe to cook along with will be sent one week prior to the class. Ingredients/recipes may be modified based on seasonal availability.

COOKING WITH CHEF PAUL: HARVEST MEALS

Location: Google Meet

Thursday, September 23, 5:00pm–7:00pm

Your Co-op's Own Instructor: Paul Tseng

Fee: \$10 for Owners; \$20 for non-owners

Fall time is a season of harvest, and the bounty means it is time for a feast! From land to river, from our backyard garden to the farmers' market, there are many choices and the ideas for cooking are unlimited. Join Chef Paul for a harvest time feast of roasted lake trout and root vegetable salad; quinoa, mushroom, and bean soup with nut cream; mini meatloaf baked inside winter squash; and in-season fruit pie. The ingredients and supply list for the recipe to cook along with will be sent one week prior to the class. Ingredients/recipes may be modified based on seasonal availability.

COOKING WITH CHEF PAUL: ENTERTAINING WITH APPETIZERS AND WINES

Location: Willy West Community Room

Thursday, October 21, 6:00pm–8:00pm

Your Co-op's Own Instructor: Paul Tseng

Fee: \$10 for Owners; \$20 for non-owners

No matter if you are planning parties big or small for the coming holiday season, this cooking class will approach the holidays in an easy and elegant manner. Join Chef Paul for a menu of mini meatballs, antipasto, dips, sesame crackers, herb and cheese quesadillas, nuts and cheese stuffed mushroom, and garlic fish strips with parmesan. To round out the party planning, wine pairings will be discussed and sampled. Ingredients/recipes may be modified based on seasonal availability.



BAKING WITH CHEF PAUL: FOCACCIA, CRACKERS, AND MORE

Location: Willy East Community Room

Thursday, October 7, 6:00pm–8:00pm

Your Co-op's Own Instructor: Paul Tseng

Fee: \$10 for Owners; \$20 for non-owners

Did you join the sourdough craze last year and now you're over it? There is more to sourdough than just bread! Join Chef Paul to learn to use your sourdough starter to make focaccia, crackers, and more! Ingredients/recipes may be modified based on seasonal availability.

BECOME A PIE EXPERT

Location: Willy West Community Room

Wednesday, October 27, 6:00pm–8:30pm

Instructor: Pierre Ferland

Fee: \$20 for Owners; \$30 for non-owners

Join Chef Pâtissier Pierre Ferland in this class designed for home bakers who want to improve their pie making skills, specifically pumpkin and pecan pies. This class will focus on specific methods and techniques followed by a demonstration and hands-on for those who wish to participate in the baking process, from mixing to rolling out the dough to making fillings from scratch.



COOKING TOGETHER: FLAVORS OF DANE COUNTY

Location: Google Meet

Thursday, September 16, 5:00–6:30pm

Instructor: Lily Kilfoy

Ages: 5 and older

Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for families! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, Lily will develop a delectable dinner dedicated to the dazzling foodstuff of Dane County. Beautiful bread baked down the street, herbs from an urban garden, a variety of vivacious vegetables, cheese crafted close by, perhaps perfectly produced pasta, and more will be explored. The ingredients and supply list for the recipe to cook along with will be sent one week prior to the class. Vegetarian-friendly.

COOKING TOGETHER: FLAVORS OF WISCONSIN

Location: Google Meet

Instructor: Lily Kilfoy

Thursday, September 30, 5:00–6:30pm

Instructor: Lily Kilfoy

Ages: 5 and older

Fee: \$10 for Owners; \$20 for non-owner

Join Chef Lily Kilfoy in this hands-on cooking class for families! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, Lily will create a satisfying supper celebrating the wonderful fare of Wisconsin. Comforting cheese soup, the incredible cranberry, once abundant wild rice, the quintessential cream puff, and more may be explored. The ingredients and supply list for the recipe to cook along with will be sent one week prior to the class. Vegetarian friendly.

COOKING TOGETHER: FLAVORS OF NEW ZEALAND

Location: Google Meet

Friday, October 8, 5:30pm–7:00pm

Instructor: Lily Kilfoy

Ages: 5 and older

Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for families! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, Lily will dish out her take on the zesty nosh of New Zealand. Scrumptious Spaghetti Toast, Kerikeri Corn Salad, kumara, of course kiwi, prized Pavlova, and more may be explored.

COOKING TOGETHER: FLAVORS OF PORTUGAL

Location: Google Meet

Friday, October 22, 5:30pm–7:00pm

Instructor: Lily Kilfoy

Ages: 5 and older

Fee: \$10 for Owners; \$20 for non-owners

Join Chef Lily Kilfoy in this hands-on cooking class for families! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, Lily will make a marvelous meal inspired by the passionate cuisine of Portugal. Plentiful Petiscos, sazonal salada, comforting Caldo Verde, a positively pleasing Pastel, and more may be explored.



WILD FOOD/WILD MEDICINE PLANT WALK

Location: Willy North—meet in the outdoor Commons in front of the store

Tuesday, September 7, 5:00pm–7:00pm

Instructor: Linda Conroy

Ages: 10 and older; adult supervision required

Fee: \$20 for Owners; \$30 for non-owners

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



KIDS IN THE KITCHEN: CHEER FOR CHEESE

Location: Google Meet

Tuesday, September 14, 5:00pm–6:00pm

Instructor: Lily Kilfoy

Ages: 5–12 years old with adult supervision

Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. Countless citizens comprising our community are connoisseurs of cheese—even children! In this class the cooks will create concoctions that all contain cheese. Champions like cheddar, Havarti, Gouda, mozzarella, and more. This class will celebrate a cheer for cheese. Vegetarian-friendly.

KIDS IN THE KITCHEN: SPOOKY SNACKS

Location: Google Meet

Tuesday, October 19, 5:00pm–6:00pm

Instructor: Lily Kilfoy

Ages: 5–8 years old; adult supervision not required

Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. In this class, participants will work together to make Spooky Snacks that will be scary and scrumptious! Monster Wraps, Frankenstein Faces, Eyeball Pizza Puffs, Spider Deviled Eggs and Vampire Punch. At the end we’ll have a creepy celebration to chomp on our Spooky Snacks.

KIDS IN THE KITCHEN: TRICKY TREATS

Location: Google Meet

Tuesday, October 26, 5:00pm–6:00pm

Instructor: Lily Kilfoy

Ages: 9–12 years old; adult supervision not required

Fee: \$10 for Owners; \$20 for non-owners

Join “The Kids Chef” Lily Kilfoy in this hands-on cooking class for kids. In this class, participants will work together to make Tricky Treats using a variety of vegetables. Zucchini Zombie Cookies, Beet Brownie Bites, Alien Avocado Pudding, and Creepy Kale Cake?! At the end we’ll have a ghostly gala and eat our Tricky Treats.



FOOD-BASED CLEANSING

Location: Zoom

Wednesday, September 22, 12:00pm–1:00pm

Instructor: Katy Wallace

Fee: Free; registration is required

Learn new ways to get healthy by assisting the body's major elimination and toxin-removing organs (liver, kidneys, and digestive tract) with food and herbs that allow for internal cleansing. Think of cleansing for internal organs as the counterpart to washing your hair or brushing your teeth; these activities keep you healthy and vibrant.

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

KISS THOSE SUGAR BLUES GOODBYE

Location: Zoom

Wednesday, October 6, 12:00pm–1:00pm

Instructor: Katy Wallace

Fee: Free; registration is required

To succeed in eliminating sugar-cravings from your life, it helps to understand your chemistry and digestive health. Join Katy Wallace, Traditional Naturopath of Human Nature, to discuss how to resolve nutrient deficiencies and imbalances in gut flora to feel your best. She’ll share simple tips to incorporate into daily life for best results.

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

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Zoom

Wednesday, September 15, 10:00am–3:00pm

Tuesday, September 28, 10:00am–3:00pm

Location: Willy East Community Room

Tuesday, October 5, 1:30pm–4:45pm

Location: Willy West Community Room

Wednesday, October 20, 1:30pm–4:45pm

An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change.

Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email info@humannaturellc.com or call 608-301-9961.



ANNIVERSARY CELEBRATION & COMMUNITY CHANGE-MAKER AWARDS

Thursday, September 23, 2021

5pm · Online

Tickets at communityshares.com

Join us online for stories from Community Shares’ 50-year history, highlights from this year’s award winners, and keynote speaker Vu Le who will speak about the future of philanthropy and the role equity must play.



Candace Weber

Winner of the
Community Shares of Wisconsin Founders Award



Crystel Anders

Winner of the
Community Shares of Wisconsin Lifetime
Achievement Award

Dane County TimeBank, Freedom, Inc., & Urban Triage

Winners of the Community Shares of Wisconsin Collaboration Award

Presenting sponsor:



Every time you say yes at the registers to the Community CHIP® program you are supporting the nearly 70 nonprofit members of Community Shares of Wisconsin.

Photo provided by Freedom, Inc. PRIDE for Black Lives at Capitol, Madison, WI 2020.

communityshares.com

STORES CLOSING EARLY

Memorial Day, Monday, September 7 at 7:00pm

Local Challenges



by Megan Minnick, Purchasing Director

My great hope for this Eat Local Month was to give you, our Ownership, a clear, concise, and positive update on the state of our local food system as we continue the long recovery from the COVID-19 pandemic. Indeed, earlier in the summer

it looked as if I could write that article—mask mandates were ended and we lifted the capacity limits in our stores and opened areas (like the Bulk departments and Juice & Coffee Bars) that had been closed for over a year. People began to feel comfortable gathering again; restaurants and farmer’s markets began to get busy; and for a time, life began to feel almost like normal.

Unfortunately, that sense of normalcy was not to last. As the summer of 2021 has progressed, it’s become more and more clear that—even setting aside the ramifications of the Delta COVID-19 variant—the situation we find ourselves in, while different than what we faced last year, is definitely not normal. In fact, for many of us in the local food business, things have in some ways begun to feel even stranger and more unstable than they did a year ago.

The challenges facing local businesses right now are extremely complex, but can generally be grouped into three categories: labor, rising costs, and general uncertainty about the future. To some degree, these challenges are being felt by almost every business in the food supply chain—from large publicly traded distribution firms to the smallest of local businesses. However, given their smaller size and in many cases their depleted financial reserves, many small and mid-sized local businesses are inherently more at risk.

LABOR SHORTAGE

If I had to pinpoint the largest obstacle to the growth of our local food system at this moment, this would be it. While the cause of the current shortfall in available workers is up for debate, the reality of it is not. Simply put, many local food producers aren’t able to find the staff they need to make enough food to meet demand—and this is creating a significant barrier to growth and recovery.

How exactly is this playing out? In the last few months we’ve seen local vendors canceling scheduled promotions, scaling back on the types

of products they make, and in some cases not being able to fill our orders at all. Many of these local businesses are operating with depleted resources after the pandemic, and they need to see a rebound in revenue in order to remain solvent. Being held back by an inability to fill open jobs is a huge obstacle.

The labor shortage is certainly not limited to local food producers. Other local businesses are feeling the pinch as well, as is, unfortunately, your Co-op. We’ve been operating with much lower staffing levels than in previous years—with many job openings going unfilled. This has made it very difficult to open and maintain all of the services (like our Juice and Coffee Bars, Deli hot bars and service cases) that we took for granted before the pandemic.

RISING COSTS & PRODUCT SHORTAGES

Communications Director Brendon Smith wrote about rising food costs in our August newsletter, and unfortunately it doesn’t look like this problem is going away anytime soon. Transportation, labor, and raw material costs are the biggest contributors to the increase in prices, and at times supply disruptions have been so dire that products necessary to make local foods (like ingredients or packaging) are not available at any cost.

On the bright side, many local food producers are somewhat insulated from cost increases due to transportation, simply because they don’t have as far to transport their goods to market. However, they are not immune to the increased cost of ingredients or labor. In fact, because they don’t have the economies of scale necessary to negotiate with large suppliers, many small local businesses are more susceptible to ingredient price increases and product shortages than larger companies.

Most local food businesses operate with a very small profit margin, and they simply can’t afford to absorb the increased costs they are facing without passing some or all of that cost on to the consumer. This is especially hard since many local products, because of their smaller economy of scale, are already more expensive than similar products from larger manufacturers. The necessity of raising prices even higher may lead to diminished sales as customers choose cheaper non-local options.

UNCERTAINTY

I find myself feeling too uncertain about the future of the pandemic to even know what to say here, but I suppose that’s a perfect illustration of what I mean by COVID uncer-

tainty. Masks have been mandated in public places again, and the Delta variant of the COVID-19 virus is looking like quite a setback for a full pandemic recovery. However, by the time you read this in early September, I have no idea where we will be. This is uncertainty. It makes planning for the future seem like an impossible task and—especially for local food businesses looking to build back their businesses—it is a very frustrating place to be.

SO WHERE DOES ALL OF THIS LEAVE US?

It’s been such an exhausting 18 months, it is more than discouraging to know that we are not out of the woods yet.

That said, no matter how challenging things may be, one thing remains certain: right here in South Central Wisconsin we have one of the most dedicated communities of local food eaters anywhere in the world. This is a community that has shown their support for our local food system again and again—through floods, droughts, pandemics, and so many other challenges, and there’s no reason to think that we won’t all work together to pull through this time as well.

The actions that we collectively take (or don’t take) right now will have a real and direct effect on the

outcome of our current situation, and ultimately, the fate of many of the small local food businesses operating in our community. It is imperative now, more than ever, that we all remain steadfast in our resolve to seek out and purchase local foods—whether that be at your local Co-op, at the farmer’s market, at local restaurants to support local producers, or any other way you can.

Given the challenges of labor and supply, buying local may require a bit more flexibility than we’re used to. So your favorite loaf from your favorite bakery isn’t available today? Perhaps try a different type of bread from that bakery so that your dollars are still going to that local producer. Maybe your favorite local kombucha is out of stock—instead of opting for a national brand, why not try a different local brand that you’ve never tried before.

LOAD UP ON LOCAL

This month, we’re offering a little extra incentive with our Load Up on Local sale. Every day in September, when you buy \$50 worth of local products, we’ll give you an extra 10% off those products. It’s a perfect opportunity to try something new and delicious, and feel good knowing that you are supporting our local food economy when it needs it the most.

CHEESE NEWS

Recipes Featuring Local Cheese



by Melissa Reiss, Purchasing Assistant

DEER CREEK CHEESE

This collection of handmade artisan cheeses from Sheboygan, Wisconsin, is known for whimsical labels, unique stories, and creative flavors. At Willy Street Co-op, you can find The Rattlesnake, a young Cheddar amped with habañero peppers and tequila; The Robin, a traditional Wisconsin Colby; The Doe, a mild and milky Cheddar speckled with Madagascar bourbon

vanilla; and The Blue Jay, a quintuple crème blue cheese infused with mulled juniper berries.



The Deer Creek family is not made up of cheesemakers, but rather “cheese hotrodders.” They start with an inspiration, like blending the

best flavor attributes from Cheddars around the world into one cheese, or creating a cheese based on their favorite vanilla bean ice cream. They take this inspiration and experiment with different flavors, cultures, and affinage techniques. Working with some of the very best cheesemakers in Wisconsin, they craft vat after vat, tweaking and perfecting the recipe until they think the cheese is beyond comparison.

Blue Jay Dressing

Try out this recipe for blue cheese dressing using Deer Creek’s The Blue Jay! For an easy yet elegant end-of-summer treat, top some gorgeous heirloom tomato slices with this tasty dressing and some crumbled bacon.

A couple other ways to enjoy Blue Jay Dressing are on top of a grilled steak salad or as a delicious dip for fresh veggies!

- 4 oz. of The Blue Jay, crumbled
- 1/4 c. sour cream
- 3 Tbs. olive oil
- 1 Tbs. red wine vinegar
- 1-3 Tbs. milk

Directions: Gently whisk together the blue cheese, sour cream, olive oil, and vinegar. Add enough milk to thin to desired consistency. The blue cheese dressing can be made up to four days in advance. Cover and refrigerate.

Cabo Corn Dip featuring The Robin and The Rattlesnake

Turn up the heat with our spicy Cabo Corn Dip. The unique blend of sweet corn, fiery Habaneros, and buttery cheese makes this fun party dip wildly addictive!

2 c. The Robin, shredded
1 c. The Rattlesnake, shredded
2 c. fresh or frozen corn, cooked and cooled
1/4 c. onion, finely chopped
1 c. sour cream
1/2 c. mayonnaise
tortilla chips

Directions: Cook corn until tender. Let cool. Toss the cooled corn with the shredded cheese. Add in the chopped onion.

Add the sour cream and the mayonnaise, mixing thoroughly. Serve with tortilla chips right away, or store covered in the refrigerator for up to three days.



RENARD'S CHEESE

Renard's cheese was established in 1961 in Door County, Wisconsin. A family-owned business on its third generation of cheesemakers is owned by Chris and Ann Renard. In 2014, Chris Renard earned his Master Chee-

semaker Certification—a nationally accredited title. The Renard's recipe has remained the same and it committed to continuing the longstanding tradition of perfectly blended, handcrafted, gourmet cheese. Their handcrafted specialty cheeses include Cheddar, Colby, Farmers, Muenster, Brick, Marble, Monterey Jack, Mozzarella String, Smoked String, and more than fifty infused flavor varieties. Their precise art of cheesemaking has awarded Renard's not only a reputation of great standards but also a product that they are proud to put their name on.

Ham, Cracked Black Peppercorn Cheddar & Egg Sandwich

1 bagel
1 Tbs. butter
1 egg
1 slice Renard's Cracked Black Peppercorn Cheddar
1 ham steak

Directions: Toast bagel and set aside. Melt butter in a large skillet. Crack an egg into the heated pan and cook to your desired liking. Place the cooked egg on the toasted bagel and add a slice of Renard's Cracked Black Peppercorn Cheddar. Cover to keep warm. In the same pan over medium heat, cook ham steak until browned on each side. Transfer the cooked ham to the sandwich. Top with the other half of the bagel and slice in half. A great way to start or finish your day!

carbon footprint. Fish in controlled systems cannot escape and do not interact with or impact wild populations.

In a typical land-based aquaculture system, the waste material produced by the fish must be removed, treated, and sometimes discharged. In aquaponics, that waste is repurposed. Bacteria convert ammonia into nitrites and then nitrates, resulting in nutrient-rich water ideal for growing plants. Once the plants absorb the nutrients, clean water is returned to the fish house. Superior Fresh produces three million pounds of organic leafy greens and 160,000 pounds of salmon each year, and does it without wasting a single drop of water.

The Monterey Bay Aquarium's Seafood Watch program has ranked Superior Fresh salmon a "Best Choice" for consumers. Superior Fresh salmon also have substantially higher omega-3 levels than other fish. This is because fish oil is the only lipid source in the organic feed they use.



RUSHING WATERS FISHERIES

Rushing Waters Fisheries & Trout Farm sits on 80 acres in Palmyra, Wisconsin surrounded by the Kettle Moraine State Forest. Rushing Waters

has been raising trout since the 1940s, when they sold trout at Navy Pier in Chicago during WWII. In 1994, Wisconsin entrepreneur Bill Graham purchased Rushing Waters, hired Fish Biologist Peter Fritsch, and together they made a commitment to quality over quantity.

The trout are raised in crisp, clear 50°F outdoor natural spring-fed ponds, and are fed an all-natural, chemical-free, hormone-free diet. The fish are raised in an ecosystem that closely mimics a trout's native habitat, where they have access to food they would find in the wild. Ponds provide grass borders, weeds and natural, sandy bottoms. This environment contains a diverse ecosystem that gives the fish access to food sources they would typically find in the wild, without chemical interference. Trout are also fed a special diet of soy-based fish food pellets. Aerators help to keep the pond water on the move and spread oxygen.

Rushing Waters' rainbow trout are harvested by hand, year-round when they reach one to one-and-a-half pounds. Their life span is longer than some other farmed fish, approximately 18 months from hatchery to harvest, giving the trout plenty of time to grow.

After harvesting, Rushing Waters on-site processing plant readies the fish for distribution to grocers and restaurants throughout Wisconsin and Chicago.

Rushing Waters even allows you to catch your own fish with no fishing license required. They will even clean and pack your fish on ice for the trip home or you can have the experts cook the fish for you at The Trout House their on site restaurant.

SEAFOOD NEWS

Fish Farms Done Right



by **Jeremy Johnson,**
Meat & Specialty Category Manager

Wisconsin is home to two amazing fish farms in Superior Fresh and Rushing Waters Fisheries. The two farms could not be more different in the way they raise their fish but both believe in producing quality products with as little impact on the environment as possible.

SUPERIOR FRESH

Superior Fresh, located in Hixton, Wisconsin, is the first and largest land-based salmon producer in the U.S., and the largest aquaponic farm in the world. An aquaponic system is when a recirculating aquaculture system is combined with a hydroponic system.

The process starts by incubating eggs in an on-site hatching room. Once they hatch, the fish are raised in a totally closed system that allows complete control of all inputs

and outputs. The salmon are fed an organic diet rich in fishmeal and fish oil harvested from sustainable fisheries. Maintaining fish welfare is paramount throughout the production process. The current of the water in each tank is specific to the size of the fish, allowing them to swim continuously and receive proper exercise. Waste material is continually drawn out, while fresh, clean water is added, ensuring optimal water quality.

When the fish are about six months old, they begin the smoltification process; this is done by controlling the amount of light the fish receive to mimic nature. As the fish enter adolescence, they are moved to the grow out tanks where they continue growing for another year. Once they have reached 10 pounds, the fish are harvested and processed by hand.

Because the fish are raised in controlled systems, they are protected from diseases and environmental contaminants that can occur in river and ocean environments. The fish at Superior Fresh are never fed or treated with antibiotics or pesticides.

One of the benefits of raising salmon on land is that it eliminates the need to transport the fish over long distances and greatly reduces its

EXPLORE YOUR LOCAL FOODSCAPE

routes to roots

BIKE - DRIVE - WALK

GET OUTSIDE AND DISCOVER LOCAL FOOD AND FARMS WITH OVER 10 SELF-GUIDED TOURS

REGISTER TODAY

csacoalition.org

FAIRSHARE Registration supports critical food access & farmer education programs
CSA COALITION



CELEBRATE COOPERATIVES AND COMMUNITY AT CO-OP CONNECTION

Join Summit Credit Union and other local cooperatives for the 10th Co-op Connection, celebrating cooperatives and community.



SATURDAY, OCTOBER 2
8:30 am - Noon

Martin Luther King Jr. Blvd, Madison
(Next to the Farmers' Market)

OPEN TO THE PUBLIC!

Enjoy *free* family activities, prize drawings and product samples.



SPECIAL THANKS TO OUR SPONSORS

willy street co-op

THE National Credit Union FOUNDATION

ROOTS4CHANGE
Roots grow all Change CO-OP



ATTITUDE BLOOMING BELLY

The Blooming belly line allows expectant mothers to pamper themselves from head to toe. The Blooming belly product line is Environmental Working Group-Verified, they are free of carcinogens, mutagens, and endocrine disrupting chemicals.



Available at East

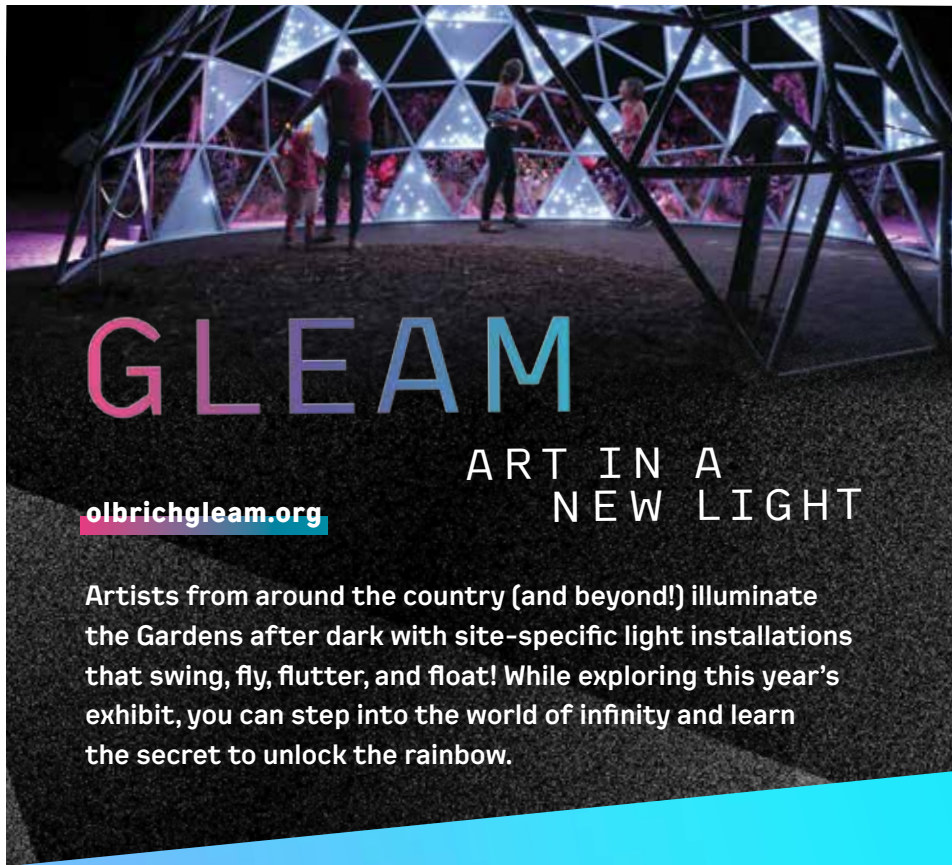
- Charlotte's Web CBD Gummies
- Willy Street Co-op Elderberry & Zinc Lozenges
- Preserve POPi Shave 5 Razor & Replacement Blades
- Various Publishers 2022 Planners
- Noosa Tart Cherry Yoghurt

Available at West

- Charlotte's Web CBD Gummies
- Willy Street Co-op Elderberry & Zinc Lozenges
- Preserve POPi Shave 5 Razor & Replacement Blades
- Various Publishers 2022 Planners
- Stumptown Chocolate Cream and Sugar Cold Brew Coffee
- La Fermière Pineapple Coconut Yogurt
- La Fermière Rose Yogurt
- King Arthur Baking Company Buttermilk Pancake Mix
- Simple Mills Chocolate Brownie Sweet Thins
- Simple Mills Honey Cinnamon Sweet Thins
- Freak Flag BBQ Smash Dipping Sauce
- Freak Flag Buckin Buffalo Dipping Sauce
- Freak Flag Burger Joint Dipping Sauce
- Solely Mango & Guava Fruit Gummies
- Solely Mango & Orange Fruit Gummies
- Solely Mango Halves
- Celestial Seasonings Citrus Iced Tea
- Celestial Seasonings Half and Half Iced Tea
- Celestial Seasonings Sweetened Lemon Iced Tea
- Celestial Seasonings Unsweetened Black Iced Tea
- Yogi Lemon Everyday Immunity Tea
- Yogi Spicy Hibiscus Blossom Tea
- Yogi Sweet Ginger Citrus Vitality Tea

Available at North

- Charlotte's Web CBD Gummies
- Willy Street Co-op Elderberry & Zinc Lozenges
- Preserve POPi Shave 5 Razor & Replacement Blades
- Various Publishers 2022 Planners
- Quebracho Empanadas Minnesota-made
- Brazi Bites Black Bean and Cheddar Empanada
- Brazi Bites Chicken and Cheese Empanada
- Solely Mango & Guava Fruit Gummies
- Solely Mango & Orange Fruit Gummies
- Solely Mango Fruit Gummies
- Solely Mango Halves



GLEAM

ART IN A
NEW LIGHT

olbrichgleam.org

Artists from around the country (and beyond!) illuminate the Gardens after dark with site-specific light installations that swing, fly, flutter, and float! While exploring this year's exhibit, you can step into the world of infinity and learn the secret to unlock the rainbow.

Don't delay! Get your tickets today!

Advanced timed tickets are required.

olbrichgleam.org

**Exhibit Viewings
September 1–October 30**

Wednesdays, Thursdays,
Fridays & Saturdays
7:30–10:30 pm in September
6:30–10:30 pm in October
Last admission issued at 10 pm.

STORES CLOSING EARLY
Memorial Day,
Monday, September 7 at 7:00pm



Health & Wellness

co-op deals: September 1-14

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

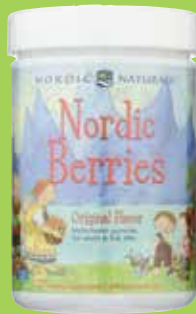


Acure
**Brightening
Coconut
Cleansing
Towelettes**

30 ct • Save \$2.80

\$3.99/tx

coop deals



Nordic Naturals
Nordic Berries

200 ct • Save \$7

\$31.99/tx

coop deals

Nubian Heritage
Bar Soap

All Kinds on Sale!
5 oz • Save \$1.29-\$2.58

2 for \$7
or **\$3.50/tx**

coop deals

Tea Tree Therapy
**Tea Tree
Mouthwash**

12 fl oz • Save \$1.30

\$4.49/tx

coop deals

Desert Essence
Body Lotion

All Kinds on Sale!
8 oz • Save \$2.50

\$5.99/tx

coop deals

MegaFood
Vegan B12

30 tab • Save \$6

\$14.99/tx

coop deals

Indigo Wild
ZUM Mist

All Kinds on Sale!
4 fl oz • Save \$3.80

\$5.99/tx

coop deals



Booda Organics
Booda Butter Tin

2.3 oz • Save \$2.96

\$9.99/tx

coop deals



Xlear
Spry Chewing Gum

All Kinds on Sale!
100 ct • Save \$1.30

\$6.99/tx

coop deals



KAL
Magnesium Glycinate

400 mg
90 tab • Save \$7

\$12.99/tx

coop deals



co-op deals: September 15-28



Inesscents
CBD Bath Salts

All Kinds on Sale!
4 oz • Save \$1

\$6.99/tx

coop deals



Yerba Prima
**Psyllium Husks
Powder**

12 oz • Save \$5

\$10.99/tx

coop deals



Host Defense
MycoShield

All Kinds on Sale!
1 oz • Save \$3

\$13.99/tx

coop deals



Enzymedica
Digest Spectrum

30 cap • Save \$5

\$12.99/tx

coop deals

Seventh Generation
Hand Soap

Free and Clear
12 fl oz • Save \$2

\$4.29/tx

coop deals

Natural Factors
RX Omega-3 Fish Oil EPA

400mg
120 cap • Save \$1

\$17.99/tx

coop deals

Kuli Kuli
**Pure Moringa
Vegetable Powder**

7.4 oz • Save \$6

\$15.99/tx

coop deals

Natural Stacks
MagTech

90 cap • Save \$9

\$29.99/tx

coop deals



Herban Cowboy
Bodywash

All Kinds on Sale!
18 fl oz • Save \$4

\$7.99/tx

coop deals



Vega
**Protein Made
Simple**

Dark Chocolate
9.6 oz • Save \$2.50

\$14.99

coop deals

coop™ deals

co-op deals: September 1-14



Sweet Earth
Enlightened Foods
Burritos
All Kinds on Sale!
5.5-6 oz • Save \$2.58/2

2 for \$5

Kite Hill
Non-Dairy Ravioli
All Kinds on Sale!
9 oz • Save \$2.50

\$5.49

Justin's
Organic Nut Butter Cups
All Kinds on Sale!
1.4 oz • Save 98¢-\$1.58/2

2 for \$3/tx



Just Coffee
Bulk Coffee
All Kinds on Sale!
Rndm wt • Save \$1.50/lb

\$10.29/lb

Food For Life
Ezekiel 4:9 Bread
24 oz • Save \$1.30

\$4.49

Imagine
Organic Soup
All Kinds on Sale!
32 oz • Save \$1.80

\$3.99



Bragg
Organic Apple Cider Vinegar
32 fl oz • Save \$1.50

\$4.99

San-J
Cooking Sauces
All Kinds on Sale!
10 oz • Save \$1

\$2.99

Koyo
Ramen
All Kinds on Sale!
2-2.1 oz • Save 29¢

\$1.00



Spectrum
Organic Extra Virgin Olive Oil
25.4 oz • Save \$5.50

\$8.99

Goodpop
Fruit Pops
Watermelon Agave,
Strawberry Lemonade
4 ea • Save \$1.50

\$3.49

Angie's
Boom Chicka Pop Popcorn
Sea Salt, White Cheddar
4.5-4.8 oz • Save \$2.58/2

2 for \$5



Woodstock
Organic Pickles
All Kinds on Sale!
24 oz • Save \$1.80

\$3.99

Earthbound Farm
Organic Triple Berry Blend
32 oz • Save \$4

\$9.99

Tucson Tamale
Frozen Tamales
All Kinds on Sale!
10-11 oz • Save \$1.50

\$4.99



C2O
Coconut Water
17.5 fl oz • Save \$1.58/2

2 for \$3

Field Roast
Meatless Appetizers
Mini Corn Dogs, Fruffalo Wings
10 oz • Save \$1.80

\$5.99

Cascadian Farm
Organic Frozen Vegetables
All Kinds on Sale!
16 oz • Save \$1.58/2

2 for \$5



Fage
Greek Yogurt
Whole, 2%, Fat-Free
35.3 oz • Save \$1

\$4.99

Annie's Homegrown
Bunnies Snack Mix
Original, Cheddar
9 oz • Save \$2.50

\$3.49

Garden Of Eatin'
Tortilla Chips
Blue, Yellow
16 oz • Save \$1

\$3.99



Blue Diamond
Refrigerated Almond Breeze Almond Milk
All Kinds on Sale!
64 fl oz • Save 50¢

\$2.99

Barnana
Organic Banana Bites
All Kinds on Sale!
3.5 oz • Save \$1.49

\$3.50

Alden's
Organic Ice Cream
All Kinds on Sale!
48 oz • Save \$2.30-\$2.50

\$6.49



The specials on this page are valid September 1-14

All Specials Subject to Availability. Sales Quantities Limited.

SEPTEMBER

co-op deals: September 15-28

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



Clif Bar Energy Bar

All Kinds on Sale!
2.4 oz • Save 25¢

\$1.00

Once Again Almond Butter

Conventional Crunchy,
Conventional Smooth
16 oz • Save \$3.50

\$9.99

Nixie Organic Sparkling Water

All Kinds on Sale!
8 pk • Save \$1

\$3.99



Yogi Tea Packaged Tea

All Kinds on Sale!
16 pc • Save \$1.29

\$3.50

RISE Brewing Co. Nitro Cold Brew Latte

All Kinds on Sale!
7 oz • Save 80¢

\$1.99

Native Forest Organic Coconut Milk

Simple, Classic
13.5 oz • Save \$1.20

\$2.29



Mediterranean Organic Organic Olives

All Kinds on Sale!
8.1-8.5 oz • Save \$1.29

\$3.50

A Dozen Cousins Seasoned Beans

All Kinds on Sale!
10 oz • Save \$1

\$2.99

Pacific Organic Broth

Chicken, Low Sodium Chicken, Beef
32 fl oz • Save \$1.30

\$3.49



Steaz Organic Iced Tea

All Kinds on Sale!
16 fl oz • Save 79¢

\$1.00/tx

Pamela's Gluten-Free Whenever Bars

All Kinds on Sale!
7.05 oz • Save \$1

\$3.99

Nature's Path Organic Cereal

All Kinds on Sale!
10.6-14 oz • Save \$2-\$2.20

\$3.29



Better Life All-Purpose Cleaner

Unscented, Sage & Citrus
32 oz • Save \$1

\$3.99/tx

Good Health Avocado Oil Potato Chips

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

2 for \$5

Hippeas Chickpea Puffs

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

2 for \$5



Uncle Matt's Organic Orange Juice

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

\$5.99

Essentia Electrolyte-Enhanced Water

50.72 fl oz • Save 79¢

\$2.00

Westbrae Naturals Organic Canned Beans

All Kinds on Sale!
15 oz • Save \$1.98/2

2 for \$4



Chocolove Chocolate Bars

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

2 for \$5/tx

Blue Sky All-Natural Sodas

All Kinds on Sale!
6 pk • Save 50¢

\$2.99/tx

Seventh Generation Unscented Bath Tissue

12 pk • Save \$3

\$6.99/tx



Wildwood Organic Sprouted Tofu

Super Firm, Extra Firm
14-16 oz • Save 50¢-\$1

\$2.29

Daiya Frozen Vegan Pizzas

All Kinds on Sale!
15.7-19.4 oz • Save \$1.50

\$6.99

Hilary's Eat Well Veggie Burgers

All Kinds on Sale!
6.4 oz • Save \$2.58/2

2 for \$5



The specials on this page are valid September 15-28

All Specials Subject to Availability. Sales Quantities Limited.



September is Eat Local Month

at Willy Street Co-op

11
YEARS OF
Eat Local Month



Save up to **\$75** from Owner Reward sales on local products 8/30/21-9/26/21.



WEEK 1 : 8/30/21-9/5/21

100% Local Aquaponic
Superior Fresh Salmon

Rndm wt
\$17.99/lb Owners save: **\$3.00/lb**

Locally Prepared
Madame Chu Sauces

Sambal Nyonya, Ginger Garlic, Satay Peanut • 7 oz
\$9.99/ea Owners save: **\$3.00/ea**



WEEK 2 : 9/6/21-9/12/21

100% Local
All Local Apples
25% OFF

Owners save: **25%**

Locally Prepared
Yumbutter Almond Butter Pouches

6.2 oz
\$2.99/ea Owners save: **\$2.00/ea**



WEEK 3 : 9/13/21-9/19/21

Locally Prepared
Wonderstate Coffee

Organic Driftless Coffee, Seasonal Coffee, Guatemala Single Origin • 12 oz
\$9.99/ea Owners save: **\$2.00-\$3.00/ea**

Locally Prepared
Greenbush Donuts

All Kinds on sale!
\$3.99/ea Owners save: **\$1.00/ea**



WEEK 4 : 9/20/21-9/26/21

Essentially Local
All Local Cheese
20% OFF

Owners save: **20%**

Locally Prepared
Potter's Crackers

All Kinds on sale! • 5oz
\$3.99/ea Owners save: **\$1.00/ea**



100% Local
Organic Bell Peppers

Red, Yellow, Orange, and Green!

25% OFF

Sale: 8/30/21-9/5/21

Owners save: **25%**

Locally Prepared
Mango Man Salsas

Original & Monte Verde • 12 oz

\$7.99/ea

Sale: 8/30/21-9/5/21

Owners save: **50c/ea**



Locally Prepared
Nutcrack Candied Pecans

4 oz

\$6.79/ea

Sale: 8/30/21-9/26/21

Owners save: **\$1.00/ea**

Locally Prepared
Gitto 8" Tortillas

Whole Wheat & White • 6 pc

\$2.99/ea

Sale: 8/30/21-9/12/21

Owners save: **\$1.00/ea**



Locally Prepared
Bunky's Hummus

10 oz

\$4.29/ea

Sale: 8/30/21-9/26/21

Owners save: **70c/ea**

Essentially Local
Wisconsin Meadows Grass-Fed Summer Sausage

12 oz

\$10.49/ea

Sale: 9/6/21-9/12/21

Owners save: **\$1.00/ea**



Locally Prepared
Paeleon Organic Olive Oil

16.9 oz

\$16.49/ea

Sale: 8/30/21-9/26/21

Owners save: **\$1.50/ea**

Locally Prepared
Let it Ride Cold Brew

11.25 oz

\$3.49/ea

Sale: 8/30/21-9/12/21

Owners save: **50c/ea**



EVERY DAY IN SEPTEMBER, Load Up On Local and take 10% off all local products in your cart — including sale items! — when you buy at least \$50 worth of local products.

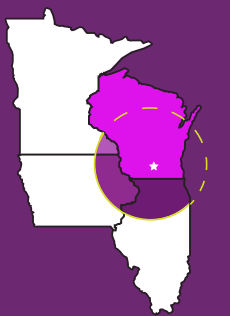


From vegetables to milk to meat to bodycare to prepared foods and more, you have plenty of local products to choose from!



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

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



There are even more Owner-only sales each week! See the flyer in the store or at willystreet.coop/owner-rewards. Sales for Willy Street Co-op Owners only both online and in-store.



On September 23, Community Shares of Wisconsin will celebrate their 50th anniversary during the annual Community Change-Maker Awards event. Community Shares will recognize individuals and nonprofits that made a lasting impact on the organization in the last half century, and honor three local social and environmental justice leaders.

The Community Shares anniversary celebration event will be held exclusively online to focus on the well-being of the community. Although the organization's members looked forward to celebrating together, the current rise in COVID infections caused them to change the plans.

This year's celebration kicks off at 5:00pm and will include highlights from the award winners and stories from the 50-year history of Community Shares.

The keynote address will be delivered by Vu Le, creator of nonprofitaf.com and co-founder of Community Centric Fundraising, a movement to make fundraising more equitable. He is a writer, speaker, and former executive director. Le will present on how philanthropy can center the needs of the community and lead to true transformation.

In honor of our 50th anniversary we'll be honoring several individuals and organizations who have been instrumental to Community Shares' success and those that are a guiding light to our future. This year we will be honoring:

Candace Weber—winner of the Community Shares of Wisconsin Founders Award

Candace helped to found the Madison Sustaining Fund in 1971, now known as Community Shares of Wisconsin. A social justice fundraising pioneer, Candace helped to lay the foundation for our grassroots fundraising model by helping to coordinate local fundraising drives through the collection of spare change at the cash registers of local cooperatives.

Crystel Anders—winner of the Community Shares of Wisconsin Lifetime Achievement Award

Few people have had as dynamic of an impact on Community Shares as Crystel Anders. Crystel served as Community Shares of Wisconsin's Executive Director for close to 25 years, growing the organization from a few dozen nonprofits raising a small amount of funds annually, to a social justice fundraising powerhouse that now distributes over \$1 million every year.

Dane County TimeBank, Freedom, Inc., & Urban Triage—winners of the Community Shares of Wisconsin Collaboration Award

These three organizations were leaders in local organizing of the Black Lives Matter movement in the summer of 2020 in response to the murder of George Floyd. Their efforts helped to keep our local governmental system accountable and push for real systemic change locally.

THE COMMUNITY CHANGE-MAKER AWARDEES

Dani Rischall, nominated by Chrysalis—winner of the Liesl Blockstein Community Leadership Award

Dani has been the Executive Director of Chrysalis for nearly a decade but the impact of her work goes far beyond Chrysalis. Over the last ten years, Dani Rischall has transformed Chrysalis to embody its mission of transforming lives through work. Under Dani's leadership, Chrysalis has become a leader in busting stigma around mental health, moving the IPS and Peer Specialist movement forward, and calling out the systemic racism that exists in mental health and substance use services.

Dr. Armando Ibarra, nominated by Voces de la Frontera—winner of the Sally Sunde Family Advocate Award

Armando is rooted in the community by being active in organizing efforts of the Latinx and immigrant community, serving on the board of Voces de la Frontera and active with other community groups. Armando is a founding member of Voces de la Frontera's Essential Worker Rights Network, and has created a "space at the table" for community organizations that represent non-union workers that face the challenges of unjust immigration laws, weak labor laws, and racial discrimination. Armando thinks creatively about how to create structures that match the skills and capacity of our public educational system to the needs of the most marginalized—yet essential—workers in our state.

Timothy Muth, nominated by ACLU of Wisconsin—winner of the Linda Sundberg Civil Rights Defender Award

Having an attorney of Tim's caliber working for the ACLU of Wisconsin pro bono has been a game changer. Without Tim's help, the case the ACLU filed in 2017, challenging conditions at the Lincoln Hills and Copper Lake youth prisons, would

have taken much longer to file and litigate, putting more children at risk of abuse and neglect. Tim makes it possible for the ACLU to defend some of the most vulnerable citizens in our society: incarcerated children and immigrants.

Tickets purchased in support of this event help Community Shares award six nonprofits \$1,000 each.

The three winners of the Wisconsin Collaboration Award, and three nonprofits chosen by the Change-Maker Award winners will each receive \$1,000 to further the inspiring and critical work they do in our community.

For more information and tickets visit communityshares.com or call 608-256-1066.

willy street co-op LOCAL PRODUCE AVAILABILITY

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

Chart reflects planned availability; unseasonable weather and supply changes could affect availability.
Grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building in Madison. **Completely and truly local.**

Eat Local Month

by Ben Becker, Newsletter Writer



If you were to ask the staff members and Owners what makes Willy Street Co-op the best grocery store in town, many of them (including yours truly) would say it is because nobody sells local products like we do. Frankly, that is an understatement. Your Co-op doesn't just offer the best selection of locally grown and produced foods and products available outside of your neighborhood farmer's market. Our Purchasing team also uses their creativity and passion for local food to introduce, innovate, and promote local growers and manufacturers in our kitchens and on our shelves.

WHY LOCAL MATTERS

Locally grown products have a number of benefits, both for the consumer and for the economy overall. When you consider the shortened supply chain involved it is easy to observe how much further your dollar goes in creating a more fair and just economic model and society.

Many of us love to purchase produce from the farmer's market because you can interface directly with the growers, ask questions about their products and how they were grown, and get clear, straightforward answers. This experience also allows us to put a face to those who work hard to grow our food.

Food produced closer to us allows an enjoyment of the enhanced quality and freshness of local goods much greater than those grown in California or abroad.

When you compare these supply chains you can also see a clear distinction in where your money

goes. When buying directly from the farmer, 100% of the purchase price goes directly to them (although they may have the unseen costs for bringing their goods to market). When you expand the supply chain across multiple states, countries, or oceans, the transaction through which you actually buy the product hides the many hands that have handled your food and taken a bite out of the purchase price. The number of middlepeople involved in buying from big chains absorbs most of the sticker price you pay, with money going to transporters, distributors, and marketing costs and only a small percent of the money making its way back to the farmer.

While these intermediary industries can benefit from the oversized economies of scale they work to create, those growing the food often see either a smaller portion of proceeds in this system, or consumers enjoy a loss of flavor in the quest for shelf stability. The centralization of both distribution and processing facilities across large supply chains also create risks to the security of our food systems. When supply chains become increasingly centralized, they become more vulnerable to interruptions. This was something many shoppers observed following the initial outbreak of the coronavirus as it became harder to find sufficient retail stock while manufacturers and distributors struggled to respond to demand. For food supply chains in particular, this sensitivity is amplified by the risk of contamination. When large meat processing facilities or salad packaging plants fall victim to foodborne illness outbreaks such as salmonella,

they become ground zero for the catastrophic spread and infection impacting consumers on a massive, widespread scale. Building local food infrastructure as an alternative to the conventional big box model helps to build resiliency that is far less vulnerable to cataclysmic system changes.

COOPERATIVE SUPPLY CHAINS

By engaging in the food supply chain, cooperative grocers bring the cooperative principles to bear on the exchange between farmers and consumers. Patronizing a cooperative grocery retailer also keeps your money in the community by providing jobs for your neighbors and supporting suppliers and services from down the street to keep it running. It also means that profits are redistributed among Owners like yourself, rather than hoarded by distant corporations. While shopping in a retail setting does distribute some of the purchase price of local produce to the overhead and labor required to keep your Cooperative open, it also creates increased market access to farmers that a direct-to-market model does not. Willy Street Co-op provides opportunities for small farmers and manufacturers in the community to get their products on retail shelves, making them more accessible to shoppers who might not include a trip to the farmer's market or CSA as part of their daily commute. It also means that local food sales drive community building through programs like Double Dollars or our Access Discount, that make fresh local food more affordable.

EAT LOCAL MONTH

September in Wisconsin is the prime time to celebrate local foods and those who work hard to bring them to our table. For our state, its climate, and its food system, the month represents a unique moment for the harvest of a diverse cornucopia. This is why September has been elected as Eat Local Month at Willy Street Co-op. "We picked September because it has a broad swath of products available," explains our Purchasing Director, Megan Minnick, "There is so much in September to look forward to and every year is always different."

Megan sees the September bounty as inclusive of some very special and singular types of produce for local eaters to enjoy: "I like the unique products where producers have found a niche that nobody else is filling. For example the local canola oil which is unique and versatile, and I use it everyday. I love it when people find those niches and fill them and are successful."

Seasons change during September, which can be observed not only in the cosmos above, but also from the rich earth below. Just ask Megan, "September sees a shift between summer produce to fall produce. The crops change but also you start the month thinking about watermelon and tomatoes and end the month thinking about squash." September can also be marked on your calendar as the beginning of apple season, probably the most iconic of autumn fruits. However, if you're not quite ready for the changing leaves and flavors, you can still enjoy some summer produce

including watermelons, tomatoes, and Italian frying peppers. This is just a drop in the bucket when it comes to the featured produce items you can find during Eat Local Month. During September, we carry close to two hundred local items on our shelves.

PREPARED FOODS

Local produce is also celebrated in our kitchens during Eat Local Month, as our prepared foods departments work to incorporate and highlight the fruits and vegetables that come into season at this time of year. August and September are prime harvest times for a number of local ingredients that create offerings sold by our deli and bakery. One such offering this time of year are Wisconsin beets. Says Prepared Foods Category Manager, Dustin Skelley of this root vegetable, "I don't know what is about beets grown in Wisconsin, but they are better than any grown in California." Dustin is working with our production staff to promote a local mix of beets including chionodoxa beets, red beets, and golden beets mixed together, which he sees as a unique offering: "I don't know of anyone else doing that and I think it's cool to work with vendors to do that."

Some of this season's produce will serve as the centerpiece for the prepared foods of tomorrow. Our prepared foods department collaborates with our vendors to purchase Wisconsin's own Door County cherries to be frozen and made into Door County Cherry pies. It is these kind of product ideas that our prepared foods departments take special care to make happen so that our Owners can enjoy local and seasonal foods throughout the year. "We have been working really hard to get as much local and seasonal stuff as we can into prepared foods, and I am pleased that we have been able to come up with at least a handful of products," notes Dustin. "If I want something fun for a holiday the Willy Street Co-op has that."

Of course, buying locally also means buying seasonally, and Owners should be ready to try something new from month-to-month. When shopping, Dustin advises that Owners "Keep an eye out for seasonality in our prepared foods, as that is something we plan to incorporate more into our program. Many products will only be available for a short time as

those produce items may have a short season." Our staff's passion for local drives them to work hard to include the best seasonal offerings local farmers have on hand. For example, in the spring you may have noticed much of our menu included ramps, or local tomatoes grown starting in the summer and all the way through September.

PARTNERSHIPS

As important as it is to provide customers with the best varieties of locally grown that we can, we also enjoy building long-term partnerships with our farmers and suppliers. Partnerships with farms such as New Traditions Farmstead are essential to keeping our kitchens running and our shelves stocked. It might go unnoticed, but all of the tempeh and tofu served in our Deli is provided by local producer Simple Soyman. Our Juice and Coffee Bars rely on local growers at Vitruvian Farms for wheatgrass, and this same supplier will provide the greens for our salad bar when they come into season. Even our wild rice is grown locally, just over the border in Minnesota.

Eat Local Month is not limited to just a few departments at the Co-op but extends throughout our store. Our Purchasing team seeks out all kinds of items that are made right here in Wisconsin or when they can, close by in Dane County. September is a great time to check out all of our local cheeses, including Cesar's string cheese. You can also keep your grill fires burning by picking up Wisconsin Meadows beef for high quality burgers, or try the bratwurst made in-house. Even our seafood departments get in on the fun, offering Superior Fresh Salmon raised right here in Wisconsin, a local offering every bit as good as any farm-raised salmon you will find anywhere. Our General Merchandise also has plenty to offer from vendors a short drive away. Rishi tea, Bermeister ginseng, and West Organics CBD are all brands we carry to enhance your holistic well-being.

Eat Local Month is not just a great time to try something new, but to show support for the small local vendors crafting some of the best items we have to offer. Co-op staff can't say enough about Madame Chu's sauces and marinades. If spice and flavor are up your alley, you

should also check out Ernie's Kick Sauce and sauces from Mango Man. In addition to being very popular local brands, all three of these sauce brands were introduced to the Willy Street Co-op shelves through our Retail Ready Program.

OWNERS AND CUSTOMERS

As much as Eat Local Month allows us to focus and promote local farmers, vendors, producers, and products, it is also about our shoppers as well. Without Owners and customers investing in their local food economy, we would not be able to do the work we do here at the Willy Street Co-op. Owners may not realize just how much power and influence they have on the Co-op's offerings, not to mention the vendors that supply them. Speaking on the reality of what it takes to maintain local options, Megan Minnick explains, "People often want to shop somewhere that supports local, but if you want us to keep carrying it and for those vendors to be successful you have to actively buy it. Sometimes that could mean paying a little more instead of opting for the non-local option, but when you buy that local product it has a big impact and even though you can't see it. You create a real connection by helping those vendors keep their products on our shelf and keeping them in business." This connection is not just a privilege, but a responsibility as well, and without the commitment of shoppers, our farmers might miss out. Our Eat Local Month works to highlight this dependence. "In September we have about 20 different local farms we work with. They are family farms run by real people who depend on our business," says Megan.

IT'S ALL ABOUT YOU

Thinking about our local food economy in terms of Owner and shopper choices helps frame our food system in its most meaningful perspective—it's all about you! Our local economy should and must include all of us, not just growers, producers, and makers, but venues for those product vendors to put their works of love on display, and for eaters to access them. So remember this Eat Local Month that you can help make our local food system happen, not just in September, but all year round!

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COVID-19 Updates: Ever-Changing Guidelines; Every-Changing Science



by **Kirsten Moore, Co-operative Services Director**

The pandemic goal posts keep moving, and the guidance and science continues to evolve, sometimes very quickly! COVID-19 prevention guidance changed right after press time for the August *Reader* due to the Delta variant becoming the dominant strain locally and so we were unable

to provide an update last month. The U.S. Centers for Disease Control and Prevention (CDC) made their new recommendations based on evidence that the Delta variant is more contagious than other COVID-19 variants. Science is currently showing that even though vaccines do dramatically reduce the possibility of infection and the possibility of serious health complications from COVID-19, when a person is vaccinated and experiences a rare breakthrough Delta variant infection, the protection the vaccine provides doesn't always extend to protecting the vaccinated person from passing a Delta variant infection to someone else. As COVID-19 is an airborne virus and the Delta variant is a more contagious strain, only about 50% of the population nationwide has completed vaccination as of August 12, and the science currently demonstrates that the next best preventative measures to vaccination are face coverings and ventilation, the CDC placed its focus on face coverings. They recommended masking in indoor public spaces and at private gatherings for all people over the age of two-years-old in counties with substantial or high transmission. Public Health Madison and Dane County (PHMDC) adopted those guidelines immediately, as Dane County quickly met the CDC's definition of a locality with substantial (and then high) transmission even with about 68% of the population fully vaccinated at press time.

FACE COVERINGS CURRENTLY REQUIRED FOR ALL EMPLOYEES & CUSTOMERS

On the week of the CDC's announcement, the Co-op management and employees' union agreed to reinstate the face covering requirement for employees effective August 2. All employees, regardless of vaccination status, were required as of that date to wear face coverings in accordance with the PHMDC guidance locally. On August 17, PHMDC issued a Face Covering Emergency Order requiring face coverings to be worn (starting August 19) by people ages two and older

when in any enclosed space open to the public where other people, except for members of the person's own household or living unit, are present. See our full policy at www.willystreet.coop/about-us/store-policies. We will continue to monitor and follow PHMDC guidance.

VACCINATION CONTINUES; OUR WORKFORCE VACCINE RATES ARE ON TRACK

Vaccination is still the most effective form of prevention for COVID-19, and getting vaccinated if you are eligible and able will support your community and our workforce when you shop. Breakthrough COVID-19 infections of vaccinated people remain rare, even with the Delta variant present. In fact, on August 12, PHMDC reported that COVID-19 infections per 100,000 people in Dane County were 2.8 times higher in unvaccinated residents than in fully vaccinated residents. Studies also are showing that when vaccinated people do catch COVID-19, there is less likelihood of severe complications such as hospitalization or death. As we have previously reported, the Co-op continues to encourage employee vaccination to support a healthy workplace and healthy community, and we continue to seek ways to offer support and opportunities for employees to get vaccinated and learn about the prevention of both the flu and COVID-19. The Co-op has continued its temporary agreement with the employees' union to offer extended COVID-19 leave options and both flexible paid and unpaid leave options for receiving COVID-19 vaccinations. We have been tracking COVID-19 vaccination among our workforce anonymously since our workers became eligible, and PHMDC has since recommended businesses conduct anonymous polling for vaccine status. Based on the voluntary responses of over 70% of our workforce and growing, we know our completed vaccine rate has trended higher than the County's overall population, and that it's very likely our vaccine rate is significantly higher when we account for those who have not opted-in to completing the poll yet.

VENTILATION AND BARRIERS

We have received a number of questions from customers about removing the barriers at the checkout lines. They were scheduled for removal before the changes to public health guidance to respond to the Delta variant. Current public health guidance suggests that the three best ways to prevent the spread of COVID-19 are vaccination, wearing face coverings, and good ventilation. While we were one of the very first businesses in town to adopt these

barriers when the science suggested COVID-19 was mostly transmitted via droplets and not airborne, we have learned more as the information about barriers has evolved. The first barriers we removed were between employees at the registers at East and West and behind registers at North at the request of our employees' union because the barriers were uncomfortable and our employee vaccination rate was (and remains) high. As we looked into the efficacy of barriers in general, the Co-op learned not only that it is unlikely barriers protect from airborne illness nearly as adequately or efficiently as wearing face coverings, but that they also may inhibit air flow in the work areas around them. So, when we reinstalled the registers we removed last winter at East and West, we scheduled all of the barriers at checkout for removal. There is no local public health guidance that currently recommends barriers. All employees and customers are empowered (and currently required) to wear face coverings, and that provides better protection than barriers. With mixed information around the efficacy of barriers, better protection through masking, and better air flow, the Co-op has not scheduled barriers to return at this time. The barriers are available for reinstall later if public health guidance changes or becomes more clear.

DELIVERY AND PICKUP SERVICES STILL AVAILABLE

It's still an option to use our grocery delivery and curbside services if you prefer to avoid shopping indoors. Online shopping orders can be placed for delivery or pickup from any of our three stores on a desktop computer. We just recently expanded delivery service into Sun Prairie and its surrounding areas, and you can check the website for our full delivery zone. We also have select lunch and dinner delivery options available via EatStreet on any device. Visit www.willystreet.coop/pages/curbside-pickup-options for all our online shopping services.

THERE IS AMPLE SPACE TO SHOP!

During the PHMDC public health emergency declaration the Co-op installed technology on our front doors to count store occupancy. We did this to support our efforts to keep occupancy well below the capacity limits issued in previous PHMDC emergency orders. PHMDC previously limited capacity based on the gross square footage of the entire business space (retail and employee-only spaces combined), and the Co-op was limiting capacity based on the smaller retail square footage, since that is where the majority of customers and employees at our retail sites spend their time. Since June 2, when the emergency orders were lifted, we have no longer enforced a limit, yet we have continued to monitor our occupancy counts. Transactions per hour have started to increase since the end of the public health emergency, but the total number of people in the stores during peak times has changed very little. As of August 10, the last time we

reviewed occupancy levels as part of our COVID-19 Team meetings before publication, employees and customer occupancy at Willy East was reaching 56% on average during peak shopping times, 36% at Willy North, and 42% at Willy West. That means that even when people might be shopping the stores a little more often, they are also moving through the stores a bit faster (perhaps due to shopping more frequently and maybe not buying quite so much all at once). The statistics we are seeing related to transactions and occupancy show that we continue to have ample space for shopping with distance between others. Pre-pandemic transactions rates show that while we were still a bit busier back then, it is highly unlikely our shoppers would ever fill our stores to capacity.

CHECK OUR WEBSITE FOR SLOWER SHOPPING TIMES

Some people may still want to seek slower times to shop, and you can feel free to use our website or Google business to check out current capacity trends or typical busy times. You can find out how busy our stores are currently by visiting www.willystreet.coop and looking at how busy we are in real time where the store locations and phone numbers are listed. If you are planning ahead to shop, you can check our Google Business listing to find both popular and unpopular times to shop.

- Willy East: <http://g.page/WSC-east>
- Willy North: <http://g.page/WSC-north>
- Willy West: <http://g.page/WSC-west>

OTHER THINGS YOU CAN DO TO PREVENT COVID-19

Under the circumstances, and in combination with vaccination and following masking guidance, we still recommend all people stay home and get tested if sick (as mentioned earlier, we have ways to provide your groceries without your needing to enter the store). Please practice good hand hygiene, properly cover your mouth or nose when you cough or sneeze, avoid touching your face and face covering, and maintain physical distance when possible. These tactics are especially important if you or someone you live with are unvaccinated or at risk for severe disease.

THANK YOU FOR DOING YOUR PART

We are grateful to all of our Owners who have supported us both by continuing to shop with us and doing your part to keep our entire community safe. We appreciate all of you who have gotten vaccinated when able to do so, and we're also thankful for your willingness to continue to wear your face coverings at the Co-op whenever public health guidance recommends this course of action. Keep up the good work, and do what you can to keep your spirits high at this time. It's not easy right now, but we are still making a difference as we learn more and grow through this pandemic together.

RECIPES

Stir-Fried Chile Beef and Broccoli

Adapted from www.eatingwell.com.

This method of cooking is typical of many Chinese dishes; the beef is quickly tossed in a sauce, and is then placed in a hot pan. No need to marinate!

Prep. 30m

5 c. broccoli florets, chopped
1 Tbs. garlic, minced
1 Tbs. ginger, minced
2 tsp. soy sauce
2 tsp. dry sherry
1 1/2 tsp. cornstarch
1/2 tsp. salt
1/8 tsp. black pepper
12 oz. beef, cut into 1-inch pieces
2 Tbs. hoisin sauce
1 Tbs. sriracha
2 Tbs. peanut oil
1 red onion, chopped

Directions: Steam broccoli in a steamer basket over a saucepan filled with an inch of boiling water until bright green, 1 minute. Remove the steamer basket from the saucepan and set aside to cool.

In a medium bowl, whisk together the garlic, ginger, soy sauce, and 2 teaspoons of the sherry or rice wine, the cornstarch, salt, and pepper. Add the beef and toss to coat. In a small bowl, whisk together the hoisin sauce, sriracha, and last tablespoon of sherry or rice wine. Set aside.

Heat a 14-inch wok or skillet over high heat, until a drop of water vaporizes within 1-2 seconds. Add a tablespoon of the peanut or sunflower oil, then add the beef in a single layer. Cook, undisturbed, for 1 minute. Then stir-fry for 1 minute, until lightly browned but not cooked through. Transfer the beef to a dish and set aside.

Add the last tablespoon of peanut or sunflower oil, and sauté the onion for 30 seconds, just until translucent. Add the steamed broccoli and stir 15 seconds. Return the beef with its juices to the pan, and toss to combine. Give the reserved hoisin sauce mixture a quick stir, and add it to the pan. Stir-fry until the beef is just cooked through, about 1 minute. Serve immediately, and pass more Sriracha sauce at the table, if you'd like.

Roasted Broccoli Pesto with Ricotta Meatballs

Adapted from www.theroamingkitchen.net.

If you find yourself with a lot of broccoli on hand, try making a double batch of this pesto—it keeps beautifully in the freezer.

Prep. 15m; Cook. 1h

2 heads of broccoli, chopped
4 cloves garlic, minced
1/4 c. olive oil
salt
3 Tbs. lemon juice
pepper
1/2 c. milk
1/2 c. fine breadcrumbs
1 red onion, minced
1/4 c. parsley, coarsely chopped
1 1/2 c. Parmesan, grated
2 Tbs. lemon zest
1 egg
1/2 lb. ground beef
1/2 lb. ground pork
3/4 c. ricotta
1 lb. spaghetti

Directions: Preheat oven to 375°F. Line two baking sheets with parchment. In a large bowl, toss the broccoli florets with garlic cloves, 1/4 cup of the olive oil, a big pinch of salt, some pepper, and 1 tablespoon of the lemon juice. Spread onto one of the prepared baking sheets, and roast 20 minutes, until the broccoli is tender and starting to char. Remove from oven and set aside.

In a small bowl, stir together the milk and breadcrumbs. Set aside. Heat the remaining 1/2 tablespoon of olive oil in a skillet over medium heat. Sauté the onion about 5 minutes, until translucent.

In a large mixing bowl, combine the parsley and 1/2 cup of the Parmesan. Add 1 tablespoon of salt, 1 tablespoon of the lemon zest, the egg, ground beef, ground pork, and drained ricotta. Add the milk-breadcrumb mixture, and mix thoroughly, using your hands or a spatula, taking care

not to overwork for tender meatballs. Roll the mixture in your hands to form golf ball-sized meatballs, and arrange on the second prepared baking sheet, spacing them about 1 inch apart. Bake 15-20 minutes, until browned and completely cooked through. Let rest, loosely covered with foil, until the pasta and pesto are ready.

Cook the spaghetti in a large pot of salted boiling water according to package directions, until al dente. Reserve 1 1/2 cups of the pasta water, and drain. Place the roasted broccoli and garlic in the bowl of a food processor. Add the remaining tablespoon of lemon zest, the last 2 tablespoons of lemon juice, and 1 cup of grated Parmesan. Pulse for several seconds, then with the motor running, pour in some of the reserved pasta water to achieve your desired consistency. Taste and add more salt and pepper as needed. Toss the spaghetti with pesto to coat. Serve topped with meatballs, and enjoy.

Huevos Rancheros with Tomatillo Sauce

Adapted from www.simplygloria.com.

This hearty egg dish is great served at any time of day.

Prep. 10m

1 lb. tomatillos
1 yellow onion
2 jalapeños
1/2 bunch cilantro
3 cloves garlic
1/2 lime
1 Tbs. cumin
1 tsp. garlic powder
1 tsp. onion powder
1 c. canola oil
4 corn tortillas
2 Tbs. butter
4 eggs
salt
pepper
15 oz. black beans
5 oz. queso fresco cheese

Directions: Place the tomatillos in a large pot and cover with cold water. Bring to a boil, and boil for 5 minutes. Drain, and transfer to the bowl of a food processor fitted with a metal blade. Add the onion, jalapeño, cilantro, garlic, lime juice, cumin, garlic powder, and onion powder. Puree until completely blended. Set aside. Add the oil to a small frying pan and heat over medium heat. One at a time, fry each corn tortilla in the pan for 1 1/2 minutes on each side. Transfer to a surface lined with paper towels to drain. Continue until all tortillas are done.

In a large skillet over medium heat, melt the butter. Crack the eggs into the pan and cover. Cook until set. Sprinkle with salt and pepper. To serve, set a tortilla on each plate. Top with tomatillo sauce, then a generous spoonful of the beans, an egg, then the crumbled cheese. Enjoy.

Tomatillo Salsa Verde

From Equinox Community Farm.

Tomatillos are a wonderful but perhaps under-utilized Wisconsin fruit that is available in great abundance this time of year. Experiment with making your own salsa and have fun with eating locally!

Prep. 30m

1 lb. tomatillos
1/2 c. onion
1 tsp. garlic
2 Tbs. serrano chile peppers
1 Tbs. cilantro
1 1/2 Tbs. oregano
1 1/2 tsp. salt
2 c. water

Directions: Place tomatillos, onion, garlic, and chile pepper into a saucepan. Season with cilantro, oregano, cumin, and salt; pour in water. Bring to a boil over high heat, then reduce heat to medium-low, and simmer until the tomatillos are soft, 10 to 15 minutes. 2. Using a blender, carefully puree the tomatillos and water in batches until smooth.

Brussels Sprouts Potato Salad

Adapted from Beyond the Moon Cookbook.

Prep. 1h 30m

6 c. potatoes, cubed
1/2 lb. Brussels sprouts, halved
2 hard boiled eggs, coarsely chopped
1 c. red onion, chopped
1/4 c. fresh dill, minced

1 medium red bell pepper, seeded and cut into thin strips
 1/4 c. mayonnaise or similar
 1/4 c. yogurt, plain, unsweetened
 1 Tbs. Dijon or horseradish mustard
 salt and pepper, to taste

Directions: Cook potatoes in boiling water, about 10 minutes or until tender. Drain and cool, set aside in a big mixing bowl. Steam Brussels sprouts about 6-8 minutes or until tender. Drain and cool, add to potatoes. Add eggs, onion and red pepper. In a separate bowl whisk together mayonnaise, yogurt, dill, mustard, salt, and pepper to taste. Gently fold this mixture into the ingredients chilled in the large bowl until everything is combined. Serve chilled or at room temperature.

Chicken Kebabs with Garlic Sauce

Adapted from www.food52.com.

This is quite the meal: grilled chicken, vegetables and chunks of halloumi cheese, served with warm pita or naan and an amazing, creamy garlic sauce. Take note that the chicken should marinate overnight so plan accordingly.

Prep. 12h; Cook. 30m

1 c. plain Greek yogurt
 6 cloves garlic
 1 Tbs. tomato paste
 3 Tbs. lemon juice
 1/2 Tbs. za'atar
 1/2 c. olive oil
 1/2 tsp. salt
 1/4 tsp. ground coriander
 1 tsp. smoked paprika
 1 lb. boneless, skinless chicken breasts, cut into 1-inch pieces
 1 egg white
 2/3 c. sunflower oil
 ice water
 1 c. mayonnaise
 12 button mushrooms
 2 red peppers, cut into large chunks
 2 zucchini, thickly sliced
 2 pk halloumi cheese
 2 lemons

Directions: In a large bowl, combine the yogurt, 3 cloves minced garlic, tomato paste, 3 tablespoons lemon juice, za'atar, olive oil, salt, coriander, and paprika. Fold in the chicken pieces, and toss to coat. Cover

the bowl with plastic wrap and refrigerate overnight, until ready to grill.

Place the remaining 6 cloves of garlic, a pinch of salt, and 2 tablespoons of the remaining lemon juice in the pitcher of a blender. Blend on high to mince the garlic, then, while the blender is running, add the egg white. With the motor still running, drizzle in half of the sunflower or canola oil in a slow stream. Switch the blender to slow, then slowly drizzle in the remaining 2 tablespoons of lemon juice, then the last of the oil. With the blender still on, add 1 to 2 tablespoons of ice water. The sauce should be the consistency of a light mayonnaise. Taste, and add salt if needed. If it's too garlicky, fold in up to 1/2 cup of mayonnaise. Transfer to a bowl and refrigerate.

Preheat grill to medium-high. Place the mushrooms, peppers, onion, zucchini, halloumi cheese, and lemon slices in a large bowl. Drizzle with some olive oil and season with salt and pepper. Toss to combine. Skewer the vegetables and cheese onto metal or wooden skewers (if you use wooden ones, soak in water for 10 minutes before this step).

Skewer the marinated chicken on separate skewers, as you did the vegetables. Sprinkle with salt and pepper. Grill the skewers until the vegetables are nicely charred and tender, and the chicken is opaque in the center, and reads 165°F for dark meat, and 160°F for white meat. Keep covered as you cook to keep warm. Serve with warm pita, with the garlic sauce ladled on top. Sprinkle with fresh thyme.

Roasted Cauliflower with Brussels Sprouts and Jerusalem Artichokes

Adapted from www.foodnetwork.com

Prep. 1h

1 head cauliflower, chopped
 1/2 lb. Jerusalem artichokes, chopped
 1 lb. Brussels sprouts, chopped
 2 Tbs. olive oil
 salt
 pepper
 1/4 c. chives

Directions: Preheat oven to 375°F. In a large bowl, mix all the chopped vegetables with the olive oil, making sure they are well-coated. Season generously with salt and pepper. Spread the vegetables on a cookie sheet in a single layer. Use a second tray if necessary to keep from overlapping. Roast in the oven for 30-45 minutes, stirring every 15 minutes or so to ensure even cooking. Remove from the oven when they are fragrant and lightly browned. Transfer to a serving dish, garnish with chives, and serve hot.

MARK IT ON YOUR CALENDAR!

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Staff Picks



SARA

Rishi Tea Loose Leaf Tea

Whether it's spring, summer, winter or fall, Rishi Tea has something perfect for them all! Their loose-leaf tea is conveniently portioned into 4 oz resealable bags, which helps keep the tea fresh when storing it at home or in the office.

And when you purchase Rishi Tea, you help support a local business which is located in Milwaukee.



MEGHAN

LuSa Organics Garden Shampoo Bar

The LuSa Organics shampoo bars can be found in a box by the shampoo or on the shelf of soap without extra packaging. I personally love the garden scent. I have been using this shampoo bar for 4+ years and love it. My hair smells good, feels

good, and my hair stylist tells me my hair feels so healthy. It is easy to use, made from organic ingredients, and helps eliminate plastic waste. LuSa Organics is based out of Viroqua, Wisconsin, making it a very local company, too!



THAYER

Four Elements: LOOK, NO X MA! Skin Cream

This cream really works! It's so soothing and reduces redness and itchiness. I like having a natural product to help my skin. And supporting a local business is an added bonus.



CAITLYN

Stoney River Soap Bars

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



Troubadour Bakery Everything Bagels

I love bagels and these are some of the best packaged bagels I've found around here. Troubadour Bakery is out of Milwaukee but you can find them with our other baked goods at all three stores!



MARNIE

Driftless Organics Sunflower Oil

Driftless Sunflower Oil is locally grown and processed right here in Wisconsin! I like to drizzle it over winter squash and root vegetables before roasting—it adds a complementary nutty flavor. I also use Driftless Sunflower oil in baking—it adds a subtle, nutty flavor to pumpkin, squash, and banana muffins. Don't worry if you find yourself running out too soon; you can get a refill in the bulk aisle.



MOURNING DOVE

Maple Valley Organic Dark Robust Maple Syrup

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



PATRICK

Cedar Teeth Cheesus Crust Pizza

I love everything about this pizza (and all of their pizzas). And what's not to love? They're local, they're clearly light-hearted and fun, oh, and they taste amazing! Something about that rosemary sourdough crust, just... phenomenal! Seriously we keep a minimum of two of these in our freezer at



all times. Perfect quick dinner or an awesome late night snack. SO GOOD!!



NOAH

Soul Brew Kombucha

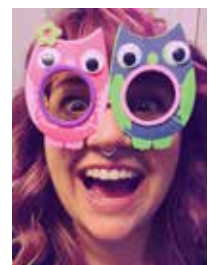
Enjoy some outstanding kombucha while also supporting a black woman-owned local business! The flavors are unlike any kombucha I've tried before. Worth every penny!



CARLEY

Simple Soyman Firm Tofu

Best tofu ever. I always have a few blocks of this prepped in my freezer and one in my fridge for a quick summer dinner. It has such a good texture and takes on flavor so well (spicy peanut tofu spring rolls, always and forever). I also love that it's made in Milwaukee. Wisconsin-made is the best.



HALLIE

Wisconsin Meadows Tenderloins

Small but mighty!!! These amazing tenderloins/filet mignons are so tasty and tender. Perfect for grilling or pan searing. One of the best steaks you can buy. You may never go to a steak house again!

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LACEY

Madison Sourdough Pepitas Polenta Bread

I've never had a bread like this one anywhere else; it's so delicious and unique—specially when it's toasted. The pepitas and polenta get all toasty and even more flavorful. And if you're pro-avocado toast, this is the sourdough for you.



Driftless Dreams Caramel with CBD

Dang...these work! I've never been so chilled out from CBD before, and these are so delicious. I ate half and that was good for me! Although it's a little hard to stop because they're so tasty. Also, Wisconsin grown and produced. This is the perfect treat! (*chef's kiss)



Greenbush Bakery Blueberry Sour Cream Cake Donuts

These are the best donuts! Freshly made in Madison and Kosher-certified, they're cakey and crispy, and the blueberry is classic. I think the sour cream also gives them a nice tanginess and texture. One of these with a cold brew is a pretty heavenly breakfast treat.



Madison Soap Company Ray of Sunshine Turmeric + Lemongrass Soap

The scent and glowing warm color are so happy and uplifting! Madison Soap Co.'s soaps are also certified vegan, use mostly organic ingredients, and are handmade in small batches in Madison, Wisconsin.



JESS

Pretzilla Sausage Buns

Soft Pretzel Sausage Buns are great for sub sandwiches and, of course, bratwursts. They also make great soft pretzel hot dog buns. Try them toasted! Vegan, kosher and made in Milwaukee!



JESSE

RP's Parmigiano Reggiano Ravolini

I just love these little bites of cheese filled pasta so much! I'm a pasta addict on the regular, but these are super fresh and one package is a perfect amount to share with a loved one so you don't have that starch hangover.



BENJAMIN

Crave Brothers Farmstead Classic Fresh Mozzarella

I love this fresh mozzarella! It's smooth, mild, and refreshing. It's an essential ingredient of margherita pizzas whenever I have a pizza night.



Willy Street Co-op North Vegan Bulk Hot Italian Sausage

This sausage takes any pizza to the next level! It's the perfect blend of spicy and sweet. I like to form it into balls and then precook it a little to make the ultimate pizza topping. Available at North only.



COLLIN

Roth Canela

A true dark horse, this cheese is a versatile and excellent addition to many dishes. Roth's Gran Queso is a delicious manchego-style cheese made with cow's milk with a rind-rubbed with warming spices. Try grating this cheese over pizza, soups, pasta, or rice and beans for a unique taste and special treat! Roth cheese is world-famous and made right here in Wisconsin. Available at East only.



DAN

Madame Chu Ginger Garlic Sauce

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



NICHOLAS

Willy Street Co-op Beet & Kale Salad

I love the color and texture of this salad! The beets, kale, and tahini make it really filling and super tasty! The Beet & Kale is easily one of my favorite salads that we make here at the Willy Street Co-op Production Kitchen. Available at East and North only.



EMILY

Superior Fresh Farm-Raised Salmon

This is the mildest farm-raised salmon that I've ever eaten, and I think I'm in love. It's raised in an aquaponic farm outside of Hixton, Wisconsin. Ever try Superior Fresh packaged greens? Their greens are fertilized by their fish! Who ever thought that we could enjoy fresh and local salmon in Wisconsin?!



Delicata Squash

Delicata is an easy to prep squash and is so versatile. You can eat the skin, so no more peeling! I like to slice it into half moons and roast it, add it to stir fry or curry dishes. Super easy and delicious!



BRENDON

Nature's Bakery Six Grain Granola

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



MONA

Beauty Heart Radish

Radishes taste great and are super healing already but these are like having artwork in your salad!



TARA

Willy Street's Curry Mango Chicken Salad

This chicken salad is so delicious! I love to put it over romaine lettuce for a quick and satisfying lunch.



EVERY THURSDAY

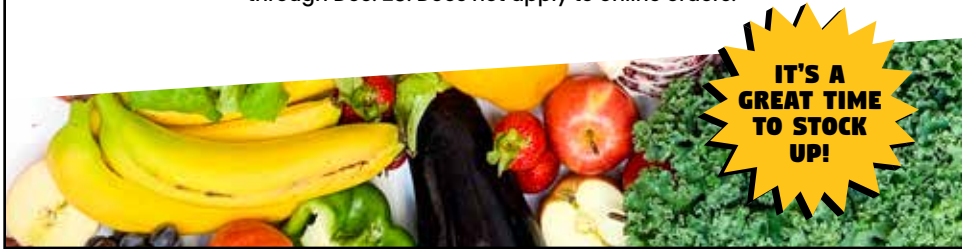
FILL UP ON

FRESH

On Thursdays, Owners get 10% off all fresh produce when they buy at least \$25 worth

— even fruits and vegetables already on sale!

Promotion for Willy Street Co-op Owners only through Dec. 28. Does not apply to online orders.



IT'S A GREAT TIME TO STOCK UP!

Locally Loved



The Elder Farm Classic Hard Cider

I love this cider. It's locally made, from local apples, and it is the best hard cider I've ever had. The Classic is a little dry and balances nicely between sweet and tart.



1

Italian Sweet Peppers

These peppers are sweet and crisp. Their flesh is thinner than regular bell peppers which make them great for snacking on raw.



2

Willy Street Co-op Lemon Cheesecake Bars

These bars are delicious—creamy filling, lemon flavor that isn't overpowering, a great little treat if you want something sweet but not too sweet.



3

La Campagne Bakery Cranberry Oatmeal Cookies

These cookies are just extra delicious. All of them. Big and homemaded. They are in the bread section, so only those in the know or lucky enough to make eye contact and sense that these cookies are special will be blessed with their splendor. Can YOU find them?



4

Feed Bakery Chocolate Chip Cookies

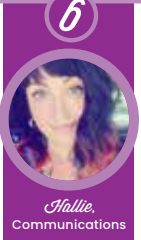
These cookies are fresh, soft, chewy, and delicious! Everything a chocolate chip cookie should be. I like to buy the three-pack as a snack and if I'm feeling generous I might even share one with a friend!



5

Nutcrack Candied Pecans

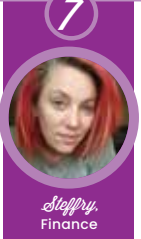
The perfect balance of salty and sweet! I'd like to think I buy these to use on salads but it's often impossible not to eat an entire can in one sitting. **Bonus:** they are vegan! **Extra Bonus:** they are locally made by a father and son on Atwood Avenue!



6

Off The Block Hot Salsa

The flavor is so good and how it got started is an even better story. It's a local product and Black-owned business. Not only is the company made for a good cause but the product is fabulous too.



7

Bunky's Hummus

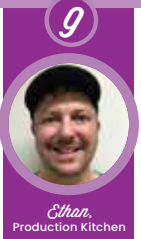
This hummus is about as soft and luxurious as hummus could be. It's a great local on-the-go addition to summer picnics and cloud-watching lunches.



8

Willy Street Co-op Vegan Smokey Black Bean & Sweet Potato Salad

Great mix of tangy and light spiciness, this salad is an excellent side for tacos or any grill-ready food.



9

Bleu Mont Bandaged Cheddar

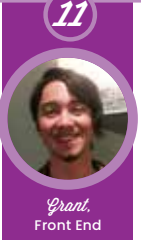
Aged at least a year in an underground cave, this cheddar strikes the perfect balance between sweet caramel flavor and toasty nuttiness. The mossy finish from the rind adds another layer of complexity to this classic English-style cheddar. Pair it with the fancy IPA of your choice and settle in.



10

Carr Valley Cold Pack Cheese Spreads

If you've never tried it, you're missing the bus to flavor town.



11

Silver Creek Venison Pork & Beef Summer Sausage

It's locally made and great for snacking or entertaining. Available at East and North only.



12

New Glarus Staghorn Oktoberfest

A smooth amber body with an incredible spice bouquet. Pairs well with some Swedish meatballs or Friday Fish Fry!



15

Pristine Apple

All the tangy sweetness of a Sour Patch Kid, but with the healthful fiber of actual plant matter. The perfect snack.



14

Door County Peaches

Local peach grown on a small farm that's transitioning to organic. I just gotta support that! It sure helps that they're sweet and juicy, too.



13



WORMFARM INSTITUTE AND GRASSLAND 2.0 PRESENT

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