

willy street co-op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 49 • ISSUE 10 • OCTOBER 2022



**VOTE**  
For the Willy Street Co-op  
**BOARD CANDIDATES**

**VOTING OPEN OCTOBER  
1st - 26th**

PHONE  
MAIL  
BALLOT  
EMAIL

## THANK YOU!

Thank you to everyone who has signed up for our email version of this newsletter or who has decided to pick up a copy in the store while you're here shopping.

As mentioned before, we are beginning to very slowly transition to mostly online and e-mailed copies of the *Reader* in order to save paper and to save money on postage. If you can and want to switch to receiving your copy by email, sign up here: [willystreet.coop/emails](http://willystreet.coop/emails). If you shop with us regularly, we'd love it if you'd pick up your copy of the *Reader* in one of our stores so we can reduce our postage costs. If you don't want either of these things, we will still happily mail it to you. The online and e-mail versions will have more hotlinks and more content to click through to. This content will increase as we get the hang of this new way of publishing the *Reader*. Thanks for reading!

## IN THIS ISSUE

Board Candidate Statements; Your Ballot; Creating Consistency to Nourish the Future; New Products; and More!

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Sarah Larson  
Brian Anderson  
Tatiana Dennis  
Gigi Godwin  
Anthony Hernandez  
Ann Hoyt  
Carol Weidel  
Ashwini Rao

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

## BOARD MEETING SCHEDULE

October 26

November 30

January 25

March 23

April 27

June 28

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

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

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# READER

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

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All advertising submissions must be reserved and arranged with the editor by the 10th of the month previous to publication. All advertisement copy must be submitted camera-ready by the 15th of the month. Submissions should be emailed to [l.wermcrantz@willystreet.coop](mailto: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](http://www.willystreet.coop)

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

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

Willy West: 8:00am-9:00pm;

Willy North: 8:00am-9:00pm every day

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# Customer COMMENTS

## Write Us!

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

## GREENWASHING

**Q: I noticed that we carry 7th Generation, Mrs. Meyers, Ecover, etc.—all of which are owned by either Unilever or SC Johnson. Why do we support these greenwashed brands?**

A: These are brands we have traditionally carried over the years from when they were independently owned until today. We also carry cleaning products from Better Life, Ecos, and Biokleen. Many Owners seem to enjoy these cleaning brands, as evident by their purchasing habits, which is why we sell them. I am wondering what brands you would like to see on our shelves? Have a nice day!  
-Dean Kallas, Grocery Category Manager

## FUTURE STORES

**Q: Are there any plans in the future to open stores that are more accessible to Fitchburg/Verona/McFarland/Oregon area? I'd love to shop here, become a member, and support the cause, but it's hard with the distance. Appreciate any insight.**

A: I appreciate your interest in and inquiring about our plans to open a south location. We are not planning to open a fourth site in the foreseeable future.

If/when we are in the position to consider a fourth store, I imagine the area you suggested will be considered. Best regards, Anya Firszt, General Manager

## CLASS REGISTRATION

**Q: I registered 2 kids for the above class and still have not received an email so I could pay. I received a google document that they are registered but I am not sure if they are. I do not want to show up with them next Tuesday and find out we cannot attend.**

A: I'm sorry our emails have not been making it into your inbox! I'm guessing they're being filtered into your spam folder.

Please let me know if there is anything else I may help you with. Best regards, Liz Hawley, Education and Outreach Coordinator

## CHEESEMAKING MILK

**Q: I am trying to hunt down some milk that works for making cheese. Much of the milk I've tried, even though NOT labeled as "ultra-pasteurized" has been over-heated during processing and therefore, doesn't work for cheesemaking. I'm curious if you have happen to have any knowledge of milk that has not been over-heated. Maybe anecdotally another owner has had this issue? Hoping you can point me in the right direction. Thanks for any help you can offer.**

A: Thank you for your question! I have not had any inquiries from others about milk for cheese-

making, but one brand that comes to mind is Kalona SuperNatural. They say that their milk is never ultra-pasteurized, so I wonder if it might work for you? I hope this helps and your cheese turns out well. -Dean Kallas, Grocery Category Manager

## SHOUT OUT

**Q: Hi, I wanted to give a big shout out to the guy working in the health section at Willy East on Wednesday morning, August 17. He was very knowledgeable about products related to gut and digestive health and hooked me up with an amazing tincture that is doing wonders for me. Thank you!**

A: Thanks for reaching out and the kind words for our East general merchandise department manager, Tim Ruddy! He is a very knowledgeable individual and does a wonderful job recommending the best product based upon the customer's needs. Glad to hear that you had excellent service! All the best, Kristina Kuhaupt, Customer Experience Manager

## JUICE PRICES

**Q: Wow fresh will juice prices are crazy high—we almost can't afford anymore :( Can you rethink the increase?**

A: Hi, sorry to hear that you're unhappy with the price increase on our fresh juices; unfortunately, a couple months ago we audited our recipes and pricing for this product line and found we've been undercharging for this product for a long time. This new pricing reflects what it really costs to make a high-quality, organic, and fresh juice. To be sure we weren't completely off the mark, we also referenced other juice bars in the state and region and found that they are charging on average \$8-\$13 for a 16oz fresh juice. I hope this sheds some light on the reason for the increase. -Nicholas O'Connor, Prepared Foods Category Manager

## TOO MUCH SALT

**Q: I have never found anything wrong with deli. Longtime owner. But spinach/polenta dish [Plato's Polenta Pie] = all I could taste was SALT! 6.29.22 Could you please make a corn bread/ chili dish—you used to sometimes "do" this.**

A: I had the same experience when I tried it! We have made a couple adjustments to the recipe for Plato's Polenta Pie. The brine on the kalamata olives was a large part of the problem, we are now draining those and thoroughly rinsing them too. The cheese and salt added to the polenta base wasn't helping either, we've reduced salt in there as well! Hopefully this is better the next time you try it!

As for the cornbread and chili, we are still doing this, perhaps you were in on an off day, but we have a vegan chili and a beef chili on the menu right now. We also have vegan cornbread and a separate

spicy southwest cornbread that our bakery makes. Hope you get to try these next time you're in! Best regards, Nicholas O'Connor, Prepared Foods Category Manager

## THANK YOU FARMERS

**Q: I absolutely loved the recent "Thank You Farmers!" piece in the Reader. It was great to see pictures of the farmers, hear quotes from them and take note of their signature crops. What a fantastic appreciation piece!**

A: Thank you so much! I loved that article too! It's always great to see the faces behind the produce and get a glimpse of the incredibly hard and important work they do. We love our farmers! Take care, Liz Wermerantz, Editor

## PRE-ORDERS

**Q: We have purchased 25 bags of steel cut oats through the Coop for years. We want to continue to purchase those even though your service is no longer available. Will you be having sales of bulk products in the future—more than once a year? Can we get the vendor contact information for ordering organic steel cut oats?**

A: Thank you for your comments and questions about our Bulk steel cut oats. We are still doing preorders, but we have stopped doing special orders for products we do not normally carry. We currently sell organic steel cut oats in Bulk that come in 25 lb bags, so you should be able to continue to preorder these bags from us.

We plan on having two Weekly Rewards promotions per year on most Bulk products, one in the Spring and one in the Fall. These promotions are normally 10% off for Owners. We get our steel cut oats through a distributor, but they are from Heartland Mill. -Dean Kallas, Grocery Category Manager

## SOLAR GROUP BUYS

**Q: I remember in past years seeing information about solar group buys to bring down the costs of installing solar panels. I thought the co-op sponsored these but I'm not sure. If so, will you be doing that again? If not, do you know who organized those?**

A: About six years ago, we partnered with Legacy Solar Cooperative for our East solar array installation. Kurt Reinhold (email: [Kurt@legacysolarcoop.org](mailto:Kurt@legacysolarcoop.org)) is our primary contact at LSC. The purchase of the array for our East location was a cooperative venture with a third party being the recipient of the tax credit. Then, after five years, we purchased the array from LSC at a lesser amount than the original cost, and all the while received payment for the solar power produced (a win-win partnership from my perspective).

We have discussed solar panel installation at our West store, but nothing concrete at this time.

Let me know if you have any more questions. Best regards, Anya Firszt, General Manager

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## GENERAL MANAGER'S REPORT

# Developing a DEI Strategy & More

by Anya Firszt, General Manager

### HELLO OCTOBER— HELLO CO-OP MONTH!

Co-op Month has been a nationally recognized celebration since 1964, when U.S. Secretary of Agriculture Orville Freeman, a former Minnesota governor, proclaimed October Co-op Month. Across the nation, cooperatives take this opportunity to celebrate the cooperative business model.

Take a minute to think about all we have accomplished in our 48 years as a locally owned consumer retail cooperative, and your part in our continued success. Wow!

We are celebrating Owner Appreciation in October with over 600 items on sale and more Owner perks. See details on page 11.

### STEP UP 2022 ASSESSMENT AND NEXT STEPS

#### DEI Statement

*The Seven Cooperative Principles that guide our daily work are rooted in equity. Principle One, "Voluntary, Open Ownership," means that we are open to all without gender, social, racial, political, or religious discrimination. Principle Seven, "Concern For The Community," leads us to work for the sustainable development of our communities. We prioritize diversity,*

*equity, and inclusion to reflect our employees, customers, partners, and suppliers as well as the communities we serve.*

In summer 2020, 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). We are now two years into that engagement. Step Up recently conducted their second assessment of the Co-op's DEI leadership, culture, and initiatives.

Step Up gathered data input through various avenues for the initial 2020 assessment to provide a baseline for future comparison; these avenues included an online challenge (Uprooting Bias), employee climate survey, as well as interviews and focus groups with staff, managers, and the Board. The initial assessment provided perspectives about our overall strengths and opportunities while highlighting the challenges to achieving a more diverse, equitable, and inclusive organization.

The follow-up 2022 assessment gathered input from all staff through the Uprooting Bias and Microaggressions Online Challenges, as well as through individual interviews with directors.

Sarah Larson, Board President, and I have reviewed the 2022 assess-

ment report prepared by Step Up. While we have made progress on several of Step Up's recommendations from the 2020 assessment, we still have more work to do. We remain committed to moving forward with the initial recommendations and project work, which prioritize:

- Instituting a company-wide bias and microaggressions training
- Creating three project groups to pursue objectives related to our mission and vision

### DEVELOPING A DEI STRATEGY

In the coming year, we will focus on broadening and deepening training opportunities for the managers and staff, developing a baseline and aspirational targets for the strategic goals we've identified, and aligning management and Board efforts. We will continue the work in our three DEI Workgroups focused on initiatives to advance DEI with our employees, customers, and vendor partners. For a full update on the DEI Workgroups check out the DEI page on our website ([willystreet.coop/DEI](http://willystreet.coop/DEI)).

#### The areas to focus on for improvement:

- Developing and implementing a competencies-based leadership development model

- Developing and implementing a strategy to facilitate frequent, clear, and multi-channel communication to and between staff members

Our work related to diversity, equity, and inclusion is evolving to meet the needs of our employees, customers, and community. We look forward to continuing to advance our mission, vision, and purpose with DEI at the forefront.

### ANNUAL BUSINESS MEETING AND BOARD ELECTIONS

Reminder: This year's Annual Meeting is scheduled for Tuesday, October 11 at the Performing Arts Center in Middleton. Learn more about the event by reading the Board Report below.

Board elections run October 1–26. You can find a paper ballot in this issue of the *Reader* (page 5) along with Board candidate statements. Paper ballots need to be received (and verified) no later than October 26 at the Special Membership Meeting.

In order to cast your ballot online, we need your current email address, which you can update at the Customer Service desk or send an email to the Owner Records Administrator at [ora@willystreet.coop](mailto:ora@willystreet.coop).



## BOARD REPORT

# Annual Meeting

by Michelle "Gigi" Godwin, Board Member

**G**reetings, Owners! Fall is finally here, and that means Willy Street Co-op's Annual Meeting is right around the corner. Attending the Annual Meeting is a way to hear how the year has been going so far, to learn about the Co-op's current financial status, and an opportunity to ask questions of Board members and Co-op staff. Board candidates will also introduce themselves, and once the meeting is adjourned, Board members will then lead breakout sessions so Owners can weigh in on the Co-op's mission and vision.

The two previous Annual Meetings were virtual only, due to the COVID-19 pandemic. This year, the Board voted to hold its first ever hybrid meeting where Owners can attend either in person or online. Also, previous Annual Meetings were held in July per the tradition of coinciding

with La Fete de Marquette. Since that festival got temporarily shut down by the pandemic, the Board decided to review a different timeframe, and voted on having the 2022 meeting (and subsequent ones) in October. Why the month of October? Per Co-op Bylaw 4.2: "The Annual Owners' Meeting will be held within 100 days of the end of the fiscal year." And October was chosen because it allows for the Board to review and approve the audited financial report at its September meeting prior to it being presented to Owners.

Another new aspect of this year's Annual Meeting is the Board-led breakout sessions. After the meeting adjourns, the following three questions will be used as discussion points regarding the mission and vision of the Co-op:

1. What are we doing that is working?

2. What should we not be doing anymore?
3. What should we consider doing?

### 2022 WILLY STREET CO-OP ANNUAL MEETING DETAILS—I HOPE TO SEE YOU THERE!

The 2022 Annual Meeting takes place on Tuesday, October 11, from 5:00pm to 8:00pm. The in-person venue is the Middleton Performing Arts Center (2100 Bristol Street), which is located behind Middleton High School and is a few blocks from Willy West. Snacks and beverages will be served at 5:00pm and the meeting will start at 5:30pm. Registration is required for all those attending online, and is encouraged for those attending in person. Three Owners will be chosen to win Co-op gift cards valued at \$50, \$100, and \$250 at the end of the meeting, and

another drawing for three more gift cards with those same values will occur after the breakout sessions. So there are two opportunities to win!

Please visit [willystreet.coop/Annual-Meeting-2022](http://willystreet.coop/Annual-Meeting-2022) to register. If you have any additional questions, you can contact the Board Development Committee at [bdc@willystreet.coop](mailto:bdc@willystreet.coop).

### WILLY STREET CO-OP MISSION

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

### WILLY STREET CO-OP VISION

Willy Street Co-op is a local community partner that nourishes a sustainable, accessible, and equitable food system where everyone can participate.





# VOTE

For the Willy Street Co-op

## BOARD CANDIDATES

### VOTING OPEN OCTOBER 1-26

Paper ballots are due by Wednesday, October 26 at 6:00pm. Online and phone voting ends Tuesday, October 25 at 11:59pm. Ballots will be counted at the Special Membership Meeting at the Central Business Office (1457 E. Washington Ave., Madison) beginning at 6:30pm, October 26. Drop your ballot off at the kiosk near the Customer Service desk at any of our stores, vote online via the unique ballot link emailed to you (if we have your current email address), vote by phone with the unique personal identification number (PIN) mailed or emailed to you, or mail your absentee ballot to: 2022 Owner Vote, 1457 E. Washington Ave., Madison, WI 53703. Candidate statements appear on pages 5-7 of this issue. Please vote for up to FOUR candidates. Only Owners' votes are valid. One vote per Owner account. If both Owners on a Household Account vote, only the Primary Owner's vote will be counted. Candidates are listed in alphabetical order. (If you would like your ballot to remain anonymous, use the following procedure: 1. Place completed ballot in envelope and seal. 2. Write your name and Owner number and sign across the seal. 3. Mail or deposit in the ballot box.)

#### BOARD OF DIRECTORS

Please vote for up to FOUR candidates. Ballots with more than FOUR votes will not be counted.

- MICHELLE "GIGI" GODWIN
- ISABEL SPOONER HARVEY
- ANTHONY HERNANDEZ
- SARAH LARSON
- IKE ROSS
- JAMIE SCHUBERTH
- BILL WOHLGAMUTH

Owner name (please print):

Owner Signature:

Owner Number:

Today's Date:



### Your Board Candidates

In the candidate application, we required candidates to attend a Board Candidate Information Session and recommended candidates attend a Board meeting, but it was not required.



**MICHELLE "GIGI" GODWIN**

**"Three years ago, I stated that all who shop at Willy Street Co-op should feel included, important, and most of all, welcome. As the Co-op continues its commitment to Diversity, Equity, and Inclusion, I want to continue as well, by offering support and strategic planning as a Board of Director."**

For me, Board committee work has been both fulfilling and fruitful. During my Board of Director tenure, I served on the Co-op's Community Reinvestment Fund (CRF) Committee in 2021 and again this year. For the past 30 years, the CRF has provided more than \$500,000 in grants to local nonprofit organizations and start-ups to create developmental and educational projects in our community. In 2022, the Board allotted \$35,000 to assist 15 projects including Madison CycleWorks' Cargo Bike Delivery Program and Groundswell Conservancy's Improving Water Access for HMoob (Hmong) Elders at Westport Farm. In 2017 and 2019, I was on the Co-op's Access Discount Program Committee as an Owner-at-Large. This important program provides Owners who have financial need a 10% discount on their groceries and other Co-op items. I would like to serve on this committee again to offer insight and experience through a Board of Director lens.

In 2019, I was part of FairShare CSA Coalition's Food Access Committee. Our group expanded the framework of FairShare's Partner Shares Program which assists individuals and/or households to purchase shares of Community Supported Agriculture produce from participating farms. I also started volunteering this year at FairShare's office on a weekly basis doing a variety of tasks ranging from helping them move into their new location to making merch deliveries. And I am excited to be a site captain at Sprouting Acres Farm during FairShare's annual Bike the Barns/Bus the Barns event on September 18. Also this year, I was asked to join Group Health Cooperative of South Central Wisconsin's Member Advisory Council for a two-year term. This Council facilitates member representation to GHC-SCW in order to provide input and feedback on improving patient care and insurance services.

Willy Street Co-op depends on a Board that understands strategic planning, fiduciary responsibility, and policy governance. And into my third year, I feel that I have merely dipped my toes into those analytical waters. Because I want the Co-op to have a bright, long-term future and to remain viable and thrive, I would welcome the opportunity to take a deeper dive!



**ISABEL SPOONER HARVEY**

**"I am a skilled administrator with a background in customer service, user experience, and logistics. As a low-income single parent, I am invested in finding ways the Co-op can become even more accessible and welcoming to a diverse owner community."**

**Why do you believe Owners should choose you to represent them? (Please disclose any potential conflicts of interest.)**

My family has experienced seasons of abundance and seasons of lack. At this time we gratefully receive EBT/Wisconsin Foodshare. I think a lot of fellow owners can relate to that and I would love to represent them. Equitable access to high quality, locally-sourced, sustainable food is a cause dear to my heart. Madison is also blessed to have folks from an astonishing breadth of cultural and



ethnic backgrounds and I would love the Co-op to engage more with local food creators. I'm curious about how we can attract owners from under-represented neighborhoods and I want to hear from folks who don't feel like the Co-op is for them. I will support policies that help make the Co-op an even more beneficial community asset that's responsive to the diverse needs of owners. We should be forging revolutionary bonds with all community members and I want to be a part of that.

**Help the Co-op's Owners get to know you by describing how you have been active in our local community.**

I've been a full-time single stay at home parent in Madison for the past nine years. Since then, the Madison community has become an invaluable support to me as a single mom to my daughter and twin boys. Moving to Madison in 2013 with my infant daughter, I didn't know anyone but I met some lifelong friends at Happy Bambino and served as a toddler-time facilitator from 2014-2015. I had my twins in 2015 and joined Madison Moms of Multiples. We are grateful for the education and communal experience of joy provided by our synagogue, Shaarei Shamayim. Our whole family has been active in Cub Scout Pack 329 and my daughter is in Girl Scout troop 8140. We have been enthusiastic and frequent visitors of the Pinney Library in all of its locations, and further deepened our connections to our neighbors and other families through involvement in sports, music and art classes. The list of ways Madison has accepted, entertained, and made us feel loved and included is endless. I'm thrilled to enter a season of my life where I have the time and ability to give back to my community.

**How will you use your skills and experience to further the missions and vision of the Co-op?**

I have twenty years of experience as an administrator, both in paid employment and unpaid labor in my home. I believe in radical curiosity, open-minded enthusiastic listening, and the pursuit of productive group problem-solving with integrity. I want to learn how other successful co-ops are adapting to serve their owners in these weird and shifting times: what policies do we continue to nurture; what policies no longer align with our vision; what new ways of collaborative problem-identification can we adopt?



**ANTHONY HERNANDEZ**

**"I am an Interim Board Member on the Willy Street Co-op Board of Directors. I have been an involved owner for years. My previous service includes serving on the Community Reinvestment Fund Committee, and the Access Discount Review Committee. I am passionate about helping Willy St. broaden its positive impact in our community."**

**Why do you believe Owners should choose you to represent them? (Please disclose any potential conflicts of interest.)**

I have enjoyed being an owner over the years. I am proud of my association with the Willy St. community because of its values and good community work. Although I now serve as an Interim Board Member, I have been fortunate to have served on committees in the past. By serving the community in these ways, I have gained important experiences and firsthand knowledge of how the good work at Willy St. strengthens community ties and lifts people. In my work, I have always maintained a commitment to the cooperative and democratic values embraced at Willy St. Co-op. Voting for me to serve as a (full-term) Board Member would allow me to continue my good record of service. I have a good sense of what the position entails and feel I'm a perfect fit for it.

**Help the Co-op's Owners get to know you by describing how you have been active in our local community.**

I have always been actively working in the community through a variety of nonprofits. I view community engagement as an important responsibility, and I'm the kind of person who likes to help. Most recently, I have worked in the Dane County area by serving on the education and development boards of a nonprofit that helps undocumented high school students prepare for the college pathway. I served previously on another nonprofit board that helped recently incarcerated women regain their momentum by transitioning to educational and work opportunities. I served as a board member and mentor at a nonprofit that helped young men who were former gang members gain employment opportunities and basic education credentials. I have also worked on material hardship (e.g., housing and food insecurity) issues in minoritized communities in Dane County. These efforts around educational opportunities and material needs are challenging and persistent issues for our community. I feel that I've been fortunate

to have some good opportunities. Honestly, I feel a responsibility to give back.

**How will you use your skills and experience to further the missions and vision of the Co-op?**

I possess the competencies needed to succeed in this role. I have problem-solving skills. I do good project work. I communicate well. I work well in teams. I can also take the lead when needed. I have already shown how these abilities contribute to the work that I have done at Willy St. My professional work often centers around those who are on the margins. My ability to think creatively about ways to disrupt barriers and open access helps me find solutions to challenging problems. I also recognize that my experience of being a person from a community on the periphery of society allows me important insights. That positionality informs my work.

Having experience working with people from diverse communities and those who have been traditionally underrepresented, and underserved will help me contribute to Willy St.'s stated mission and vision of being that "cornerstone of a vibrant community".



**SARAH LARSON**

**"I want the Co-op to be around into the future and for there to be a long-term vision driving and defining growth. After some rough years, the Co-op is primed to revisit and reinvest in strategic thinking about how we want to truly shape and effect our vibrant community."**

**Why do you believe Owners should choose you to represent them? (Please disclose any potential conflicts of interest.)**

I am passionate about what makes a co-op unique from the membership structure, to the governance structure, to how it engages and gives back to not only its internal community (employees and members) but the community at large. Co-op's have been an important part of my life: I worked the front end at People's Co-Op during college, I lived in various housing cooperatives, and have worked with buyers in co-ops across the nation. I would love the opportunity to contribute to the overall governance and success of the Willy Street Co-op by serving on the Board. I fully support the cooperative principles and am committed to community-owned and cooperative, accessible, food solutions. I am committed to diversity, equity, and inclusion work and I think it is important for the coop to be a leader in access, inclusion, positive culture, and positive community impact.

**Help the Co-op's Owners get to know you by describing how you have been active in our local community.**

I am driven by food in all aspects of my life: from my career to my hobbies: cooking and volunteering, to my derby name: Gouda Riddance. I have been a Sales Manager for teraswhey® and Tribe 9 Foods giving me key natural and specialty food industry knowledge. I have previous board experience through Slow Money Wisconsin (and others) and I serve on the City of Madison Food Policy Council. I am an active member of volunteer, member-run, Madison Roller Derby and was recently appointed the Treasurer of FairShare CSA Coalition. I currently work at the Food Finance Institute where our mission is to help every food, farm, and food systems business reach profitability. I also am completing my first three-year term of serving on the Willy Street Board of Directors.

**How will you use your skills and experience to further the missions and vision of the Co-op?**

My food industry expertise, business experience, financial acumen, and familiarity with member-based organizations will allow me to proactively contribute to the ongoing work of keeping the Co-op profitable and relevant to its members, employees, and its community.

In addition, If I were to be elected into a second term, I would be most interested in leveraging my background and skills to lead (create a plan, activate partners and stakeholders) Willy Street Coop through a long-term visioning and strategic planning process. The board (and GM team) have invested in some education and training on thinking strategically and it is time to do the work. Where does the Coop want to be in the next 5 years? 10 years? Dare I say 50 years? It is amazing to think Willy Street will celebrate 50 years of business in 2024. With the challenges of the last few years the Coop has done an amazing job staying nimble and responding to operational challenges and changes. It's time to return to long-term strategic planning.







## IKE ROSS

**" Hello! I'm Ike; a frequent patron of Willy's Northside store, avid environmentalist, long distance runner, and amateur canoer. Sustainable, community-oriented systems guided me toward a life of public service and nature seeking adventures. I'm newer to the City of Madison and excited to further become involved within this vibrant community."**

### **Why do you believe Owners should choose you to represent them? (Please disclose any potential conflicts of interest.)**

I spent my formative years gaining experience on conventional, small family-owned, and community organic farms which inspired me to pursue a more sustainable life. Converting these lessons into an educational background in science and environmental sustainability, I've been privileged to pursue a career reflecting these values. This led me to opportunities to be on management teams and engage with communities. I've had the privilege to work with staff, lead technical teams, and help navigate the ongoing challenges of Covid. A technical background in Geology instilled in me the appreciation for data driven decision making. Neighborhood markets, such as Willy Street, offer an opportunity to meld inspiration with expertise. And having recently started a home in Madison, I'd like to capitalize on these skills to give back to similar communities that once inspired me.

### **Help the Co-op's Owners get to know you by describing how you have been active in our local community.**

I've been a public servant for this beautiful state since my first day moving to Wisconsin over five years ago. Being newer to Madison, I'm excited to start serving the local community and my neighbors in a more connected and personal way. I'm inspired by the community involvement experienced at Willy's Northside store and Willy's involvement in the greater community, supporting small and local farms. The Board offers a unique opportunity to help connect with neighbors while continuing to advance these achievements.

### **How will you use your skills and experience to further the missions and vision of the Co-op?**

Understanding the connection of farming both conventionally and sustainably is foundational in my educational experience. Bringing this knowledge to the Board would provide insight to Willy's Mission to support local suppliers through our sustainable grocery store. A formal education in environmental sustainability would aid in the Board's decision-making abilities when engaging in and promoting environmentally sustainable initiatives. A technical background combined with management experience would benefit the Board and promote data informed decision making. I am comfortable operating within an administrative structure when guiding organizations toward long-term strategic direction goals. My personal goals are to help continue to expand Willy's participation and influence in community engagement and engagement with local food-supply chains to help build integrated and local partnerships.



## JAMIE SCHUBURTH

**"Madisonians! I'm Jamie- a passionate community member ready to continuously improve sustainability of the Co-op. I will advocate to create policy surrounding information transparency and quantifiability of sustainable improvements in both Co-op products and facilities. There will be no greenwashing and supporting data should be available for patrons to see."**

Did you know some packages labeled "compostable" are only compostable in industrial settings under incredible temperature and pressure? Some labeled "biodegradable" contain additives which degrade to the eye but become mi-

croplastics under magnification. Some which appear to be paper based may be lined with plastic making it unrecyclable/difficult to recycle. Worse, even if products get recycled, they may end up sorted out at the materials recycling facility! This is to say that making sustainable choices as a Cooperative and as an Owner is not easy, and I'm here to help. For three years I studied the life cycle of packaging from papers to plastic as a research engineer. I researched incorporation of post-consumer recycled material into packaging safely and sustainably. Along the way, I had the opportunity to visit and study food production and consumer goods production facilities from bakeries to water and soft drink producers to paper products manufacturers. I have depth in understanding shelf life and storage requirements for a range of products you might find at the Co-op and can advocate for policy on how to sustainably get them from supplier to Owner, whether in store or through e-commerce. I bring a fresh take and keen eye for what younger Owners need in a grocery store. As a board member, I will use my experience to help strategically plan sustainable actions for the Co-op and write policy surrounding it. [I have zero ties to previous customers or employers- there are no conflicts of interest.]

Additionally, I am currently investigating a sustainability pledge in accordance with Science Based Target Initiatives for a local company. SBTi transparently tracks and rigorously grades the progress of companies who have pledged to sustainably improve their business. I feel this is aligned with the 5th pillar of the cooperative, which is dear to me. As a board member, I would bring my industry knowledge of Scope 1, 2, and 3 greenhouse gases so that meaningful sustainability policy can be written. I can contribute directly to the mission of the coop to maintain an economically and environmentally sustainable cooperative.

Finally, as a 26-year-old Madisonian of 7 years, I have joined CSAs, donated to little libraries, voted in all elections, hosted biology activities for students at the WID, and hosted chemistry events for students at local charter schools. I adamantly support local businesses and refuse to shop at oligopolies where possible. I love this city, want to raise a family in this city, and want to see it flourish for years to come. It is my responsibility to contribute back to the community in a greater fashion: I believe becoming a member of the board at the local Cooperative is that next step.



## BILL WOHLGAMUTH

**"I've been a Co-op Owner, and Madison resident, for 14 years. The past few years have necessitated a re-centering of what matters in life for many of us. I want to ensure that, as a representation of its Owners, the Co-op keeps pace. All lives can't matter until Black Lives Matter."**

### **Why do you believe Owners should choose you to represent them? (Please disclose any potential conflicts of interest.)**

I've been increasingly concerned with the capitalist direction the Co-op appears to be headed.

As the partner of a current Co-op employee (and bargaining unit member) I've had a front row seat to the changes the Co-op has made to employee culture, and the deteriorating relationship between management and staff. I would like to work with bargaining unit representatives to ensure that the voices of the staff, who shape the Owner's Co-op experience, are heard.

### **Help the Co-op's Owners get to know you by describing how you have been active in our local community.**

I believe strongly that a focus on patronizing local merchants leads to a stronger and more vibrant community. I work to reduce the carbon footprint of my household wherever feasible, and take every opportunity to share the techniques I've learned with my social circles. I take part in community events meant to benefit oppressed and marginalized groups.

### **How will you use your skills and experience to further the missions and vision of the Co-op?**

Having worked in a leadership role for many years at a fast-paced organization, I've learned to quickly synthesize data to make decisions. I would bring this ability to the board to ensure that all aspects of a decision are evaluated and downstream impacts are considered. I've seen first hand the impact on employee morale and culture when an organization forgets its employees are its most valuable assets.



# Community Room Calendar

Visit [www.wilystreet.coop/events](http://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](mailto: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: KIMCHI & KOREAN BBQ

**Location:** Willy West Community Room  
**Thursday, October 6, 6:00pm–8:00pm**  
**Ages: 12 and older; adult supervision required**  
**Your Co-op's Own Instructor: Paul Tseng**  
**Fee: \$10 for Owners; \$20 for non-owners**

With a great culinary tradition, Korean cuisine is largely based on rice, vegetables, seafood, and meat. Join Chef Paul to learn how to make quick kimchi, Korean BBQ sauce for noodles, rice, protein, and vegetables. Ingredients/recipes may be modified based on seasonal availability.

## COOKING WITH CHEF PAUL: CAST IRON 101

**Location:** Willy West Community Room  
**Thursday, November 3, 6:00pm–8:00pm**  
**Ages: 12 and older; adult supervision required**  
**Your Co-op's Own Instructor: Paul Tseng**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Paul to learn how to season, clean, and maintain your cast iron skillet—one cooking pan you shouldn't be without! On the menu: flatbread pizza, blackened salmon, steak fajitas, and berry cobbler—all made in cast iron! Ingredients/recipes may be modified based on seasonal availability.

## COOKING WITH CHEF PAUL: ALL THINGS CURRY

**Location:** Willy West Community Room  
**Thursday, November 10, 6:00pm–8:00pm**  
**Ages: 12 and older; adult supervision required**  
**Your Co-op's Own Instructor: Paul Tseng**  
**Fee: \$10 for Owners; \$20 for non-owners**

Should you use curry powder or paste? Is there any difference? Join Chef Paul to learn to make curry powder and paste from scratch and how to apply them in cooking. On the menu: Coconut Salmon Curry, Green Mango Curry Chicken, Red Curry Beef with Rice Noodles, Coconut Noodle Bowl with Vegetables (vegan). Ingredients/recipes may be modified based on seasonal availability.



## SEASONAL PIES FROM SCRATCH WITH PIERRE FERLAND

**Location:** Willy West Community Room  
**Wednesday, October 19, 6:00pm–8:30pm**  
**Ages: 12 and older; adult supervision required**  
**Instructor: Pierre Ferland**  
**Fee: \$20 for Owners; \$30 for non-owners**

Join Chef Pâtissier Pierre Ferland in this class to learn how to make traditional Pumpkin Pie from real pumpkin and Tart Tatin. You'll learn the process start to finish, from making the pie dough from scratch, to blind baking a pie shell, to making fresh pie fillings, and finally baking the pies to perfection.

## SEASONAL PIES FROM SCRATCH WITH PIERRE FERLAND

**Location:** Willy West Community Room  
**Wednesday, November 2, 6:00pm–8:30pm**  
**Ages: 12 and older; adult supervision required**  
**Instructor: Pierre Ferland**  
**Fee: \$20 for Owners; \$30 for non-owners**

Join Chef Pâtissier Pierre Ferland in this class to learn how to make Tart aux Citron and a Chocolate Pear Tart. You'll learn the process start to finish, from making the pie dough from scratch, to blind baking a pie shell, to making fresh pie fillings, and finally baking the pies to perfection.



## COOKING TOGETHER: FLAVORS OF MADAGASCAR

**Location:** Willy West Community Room  
**Friday, October 14, 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 her take on a memorable meal influenced by the incredible ingredients of majestic Madagascar. Rice, the staple of Malagasy cuisine, the vaporous vanilla bean, bountiful bananas, classic tomato Lasary, Loaka, the name of any side dish, Mofo, noodles known as Minsao, and more may be explored. Vegetarian.

## COOKING TOGETHER: FLAVORS OF THE YUCATAN

**Location:** Willy West Community Room  
**Friday, October 28, 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 folks of all ages! Learn about different foods and where they come from, how to follow recipes, and how to use cool kitchen tools. In this class, participants will create a marvelous meal inspired by the flavors of Mexico's Yucatan Peninsula—Panuchos, pickled red onions, achiote marinade, mouthwatering Marquesitas, and more may be explored.

## COOKING TOGETHER: FLAVORS OF PAKISTAN

**Location:** Willy West Community Room  
**Friday, November 11, 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 serve up a spiced spread inspired by the phenomenal fare of Pakistan. A savory snack known as Chaat, bountiful Biryani, mouthwatering Masala, sides of Saag, a kingly Kheer, and more may be explored. Vegetarian friendly.



## KIDS IN THE KITCHEN: TRICKY TREATS!

**Location:** Willy West Community Room  
**Tuesday, October 11, 4:30pm–5:30pm**  
**Instructor: Lily Kilfoy**  
**Ages: 9–12 years old**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily in this hands-on cooking class for kids. Carrots in the confections, spinach in the sweets, beets in the baked goods, and cauliflower in the custard?! In this class, participants will play pranks by hiding healthy ingredients in a variety of tricky treats.

## KIDS IN THE KITCHEN: SPOOKY SNACKS!

**Location:** Willy West Community Room  
**Tuesday, October 18, 4:30pm–5:30pm**  
**Instructor: Lily Kilfoy**  
**Ages: 5–8 years old**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily in this hands-on cooking class for kids. Freaky finger foods, horrifying hors d'oeuvres, nighttime nosh, ghoulish goodies, and dreadfully delicious drinks?! In this creepy class, participants will prepare spooky snacks that will make a monster's mouth water.

## KIDS IN THE KITCHEN: AMAZING APPLES!

**Location:** Willy West Community Room  
**Tuesday, November 8, 4:30pm–5:30pm**  
**Instructor: Lily Kilfoy**  
**Ages: 5–8 years old**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Lily in this hands-on cooking class for kids. Autumn has arrived and so has an abundance of apples—Honeycrisp, Cortland, Granny Smith, Gala, McIntosh and more. In this class, participants will make a marvelous meal using an assortment of amazing apples.

## KIDS IN THE KITCHEN: STUPENDOUS SQUASH!

**Location:** Willy West Community Room  
**Tuesday, November 15, 4:30pm–5:30pm**  
**Instructor: Lily Kilfoy**  
**Ages: 9–12 years old**  
**Fee: \$10 for Owners; \$20 for non-owners**







Join Chef Lily in this hands-on cooking class for kids. It's harvest time and a festival of our favorite fall food—squash! Explore butternut, pumpkin, acorn, Hubbard, spaghetti squash, and more. In this class, participants will fix a fantastic feast using stupendous squash.



### **SIMPLY BULK: UNDERSTANDING THE BULK AISLE**

**Location:** Willy West  
**Tuesday, October 11, 10:30am-11:00am**  
**Location:** Willy North  
**Wednesday, October 12, 2:30pm—3:00pm**  
**Location:** Willy East

**Thursday, October 13, 1:00pm—1:30pm**  
**Your Co-op's Own Instructor: Customer Experience Staff**  
**Fee: Free**

This discussion and tour of our Bulk department gives shoppers a chance to learn the layout of the aisle and discover a little bit more about our diverse bulk offerings. This class will prepare Owners to shop more effectively, and they will learn some tips and tricks for saving money in this popular section of the store.

### **BASIC KOMBUCHA BREWING FOR BEGINNERS**

**Location:** Willy West Community Room  
**Tuesday, October 25, 6:00pm–7:00pm**  
**Ages: 12 and older; adult supervision required**  
**Instructor: Vanessa Tortolano**  
**Fee: \$50 for Owners; \$60 for non-owners**

Join Vanessa Tortolano, the original co-founder of NessAlla Kombucha, to learn the basics of beverage fermentation and how to make your own probiotic Kombucha at home. Class includes a kit with everything you need to start your first batch of Kombucha.

### **KOMBUCHA II**

**Location:** Willy West Community Room  
**Tuesday, October 25, 7:15pm–8:15pm**  
**Ages: 12 and older; adult supervision required**  
**Instructor: Vanessa Tortolano**  
**Fee: \$25 for Owners; \$35 for non-owners**

Already know how to brew kombucha? Curious about what you can do with extra SCOBY? Want to know what can be made with the vinegar? How do you fix mistakes and brews that aren't quite right? Join kombucha brewer and expert, Vanessa Tortolano for this intermediate class on troubleshooting, innovative ways to use your kombucha, and how to make other products. Basic Kombucha Brewing for Beginners is not required, but basic kombucha-brewing knowledge is recommended.

### **LEARNING WITH CHEF PAUL: HOLIDAY KNIFE SKILLS AND SAFETY**

**Location:** Willy West Community Room  
**Thursday, November 17, 6:00pm–8:00pm**  
**Ages: 18 and older**  
**Your Co-op's Own Instructor: Paul Tseng**  
**Fee: \$10 for Owners; \$20 for non-owners**

Join Chef Paul to learn the proper method to carve your holiday turkey! He will also guide participants through hands-on knife skills, including the major cuts, slices, and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with.



### **HOW THE THYROID GLAND WORKS**

**Location:** Zoom  
**Wednesday, November 9, 12:00pm–1:00pm**  
**Instructor: Katy Wallace**  
**Fee: Free; registration is required**

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

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.

### **BUILDING A SUSTAINABLE CAREER IN THE BAKING INDUSTRY**

**Location:** Willy West Community Room  
**Wednesday, November 9, 6:00pm–7:00pm**  
**Instructor: Pierre Ferland**  
**Ages: 12 and older; adult supervision required**  
**Fee: \$15 for Owners; \$25 for non-owners**

Are you thinking about a career in the baking industry and wondering how to get started? Join Chef Pâtissier Pierre Ferland for this lecture about how to prepare for a sustainable career in the baking industry. Pierre will discuss what you can expect in the baking industry and explore the different avenues available, what to study and why it's important, what's involved in an apprenticeship, and how to structure your career.

### **INDIVIDUAL NUTRITION CONSULTATIONS**

**Location:** Willy West Community Room  
**Friday, October 21, 1:30pm–4:45pm**  
**Friday, November 4, 1:30pm–4:45pm**  
**Location:** Zoom  
**Wednesday, October 26, 1:30pm–4:45pm**  
**Friday, November 11, 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](mailto:info@humannaturellc.com) or call 608-301-9961.

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**willy street co-op**

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## Double Dollars at the Co-op starts again on October 18th!



Every Tuesday October 18th through March 7th, 2023, any shopper using their FoodShare/QUEST card to purchase groceries is eligible to receive up to \$20 worth of Double Dollars coupons.

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

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

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



## willy street co-op Annual Meeting

Attend in-person or online!

**Tuesday, October 11th**

**5:00pm-8:00pm**

At The Middleton Performing Arts Center  
2100 Bristol Street  
Middleton, WI  
(a few blocks from Willy West)



Hear the year in review and learn about the financial health of your Co-op. Co-op staff and the Board will answer questions from attendees, and the Board candidates will give their speeches. Snacks and beverages will be served starting at 5:00, and the meeting will start at 5:30pm. After the meeting, Board members will lead breakout sessions to learn more about what Owners want their Co-op to be and do.

**All attendees will be entered to win prizes!**

**If you plan to attend virtually, visit**

[www.willystreet.coop/Annual-Meeting-2022](http://www.willystreet.coop/Annual-Meeting-2022) to register.



**Have questions you would like answered at the meeting?**

Please email [bdc@willystreet.coop](mailto:bdc@willystreet.coop) by Oct. 8th.

Studio Jewelers is a local, woman-owned jewelry gallery founded in 1981 and located on Regent Street, two blocks east of Camp Randall Stadium. We have a store full of beautiful handmade jewelry pieces, a warm, friendly staff, and three in-house designers ready to work with you. Realizing dreams is our specialty! Our knowledge, experience, and dedication to the highest standards of craftsmanship have earned us the 2022 People's Choice Award for Best Jewelry Store. Next time you're thinking about jewelry, come to Studio Jewelers!

Voted the 2022 "People's Choice:"

## Studio Jewelers

1306 Regent Street, Madison, WI 53715 • 608-257-2627 • Masks required for in-person shopping



## ADVERTISE IN THE READER

Affordable rates, wide reach, discounts for non-profits and Owners.

Find info here: [willystreet.coop/advertising](http://willystreet.coop/advertising).





## Health & Wellness

### co-op deals: October 5-18

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



### Dr. Bronner's Pure Castile Soap

All Kinds On Sale!  
32 fl oz • Save \$3.50

**\$11.99/tx**

coop deals



### Barleans Fresh Flax Oil

16 fl oz • Save \$7

**\$19.99/tx**

coop deals

### Sukin Sensitive Facial Moisturizer

4.23 fl oz • Save \$2.80

**\$6.49/tx**

coop deals

### Weleda Skin Food Cream

2.5 oz • Save \$5

**\$13.99/tx**

coop deals

### Alacer Emergen-C

All Kinds On Sale!

30 ct • Save \$4

**\$11.99/tx**

coop deals

### Garden of Life Beets Gummies

Raspberry

60 ct • Save \$6

**\$19.99/tx**

coop deals

### Tom's of Maine Kids Toothpaste

All Kinds On Sale!

5.1 oz • Save \$1.50

**\$3.99/tx**

coop deals



### Giovanni Shampoo

All Kinds On Sale!

8.5 fl oz • Save \$3.79

**\$5.50/tx**

coop deals



### Flora Super 8 Hi-Potency Probiotic

30 cap • Save \$12.50

**\$15.49/tx**

coop deals



### Nordic Naturals Ultimate Omega-D3

Lemon

60 ct • Save \$9

**\$19.99/tx**

coop deals



## co-op deals: October 19-November 1



### Jason Deodorant

All Kinds On Sale!

2.5 oz • Save \$1.50

**\$4.99/tx**

coop deals



### Desert Essence Jojoba Oil

4 fl oz • Save \$4.50

**\$9.49/tx**

coop deals



### Country Life Vitamin D3

1000 IU

200 sg • Save \$6

**\$8.99/tx**

coop deals



### MegaFood Turmeric Curcumin

Extra Strength Whole Body

60 tab • Save \$14.50

**\$19.49/tx**

coop deals

### Alaffia Authentic Black Soap

All Kinds On Sale!

16 fl oz • Save \$3.30

**\$5.99/tx**

coop deals

### Andalou Naturals Shampoo

All Kinds On Sale!

11.5 fl oz • Save \$3.30

**\$5.99/tx**

coop deals

### Lily of the Desert Organic Aloe Vera Juice

Inner Filet & Whole Leaf

32 fl oz • Save \$2.20

**\$5.79/tx**

coop deals

### Ancient Nutrition Multi Mushroom

30 tab • Save \$2.40

**\$21.59/tx**

coop deals



### Everyone 3in1 Kids Soap

All Kinds On Sale!

32 fl oz • Save \$4

**\$9.49/tx**

coop deals



### Spectrum Essentials Organic Ground Flaxseed

14 oz • Save \$3

**\$7.99/tx**

coop deals

# coop™ deals

co-op deals: October 5-18



## Wyman's Wild Blueberries

15 oz • Save \$1.50

**\$3.99**

coop deals.



## Frontera Salsa

All Kinds On Sale!

16 oz • Save \$1.30

**\$3.99**

coop deals.



## Endangered Species Chocolate Bars

All Kinds On Sale!

3 oz • Save \$1.58/2

**2 for \$5**/tx

coop deals.



## Pacific Organic Soup

All Kinds On Sale!

32 oz • Save \$1.70

**\$4.29**

coop deals.



## Ben & Jerry's Ice Cream

Netflix & Chilled Ice Cream & Non-Dairy, Cherry Garcia Ice Cream & Non-Dairy, The Tonight Dough Ice Cream, Half Baked Ice Cream

16 oz • Save \$1

**\$5.49**

coop deals.



## Muir Glen Organic Pasta Sauce

All Kinds On Sale!

25.5 oz • Save \$1.49

**\$3.00**

coop deals.



## Organic Valley Organic Cottage Cheese

2%, 4%

16 oz • Save \$1.30

**\$4.99**

coop deals.



## Green Forest Bathroom Tissue

12 pk • Save \$4

**\$8.99**/tx

coop deals.

## Blue Diamond Almond Breeze Almond Milk

All Kinds On Sale!

32 oz • Save \$1.98/2

**2 for \$5**

coop deals.

## Annie's Organic Mac and Cheese Mix

All Certified Organic Varieties On Sale!

6 oz • Save \$1.79

**\$3.00**

coop deals.

## Bulk Organic Quinoa

Rndm wt • Save \$1/lb

**\$2.49**/lb

coop deals.

## Base Culture 7 Nut & Seed Bread

16 oz • Save \$1.80

**\$7.99**

coop deals.

## Hippeas Chickpea Puffs

All Kinds On Sale!

4 oz • Save 80¢

**\$2.99**

coop deals.

## RISE Brewing Co Nitro Cold Brew Coffee Drinks

All Kinds On Sale!

7 oz • Save \$1.58/2

**2 for \$5**

coop deals.

## Santa Cruz Organic Applesauce Cups

All Kinds On Sale!

6 pk • Save \$1.49

**\$3.50**

coop deals.

## Silk Soymilk

Conventional Original, Conventional Unsweetened

64 oz • Save \$1

**\$3.99**

coop deals.

## Que Pasa Tortilla Chips

All Kinds On Sale!

11 oz • Save \$1.30

**\$2.99**

coop deals.



## Spectrum Organic Extra Virgin Olive Oil

25.4 fl oz • Save \$6.50

**\$11.99**

coop deals.



## Stonyfield Organic Yogurt

All Kinds (except Greek-Style) On Sale!

32 oz • Save \$1

**\$4.29**

coop deals.



## Beyond Meat Plant-Based Brats

14 oz • Save \$2.80

**\$6.99**

coop deals.



## Dr. Praeger's Veggie Burgers

All Kinds On Sale!

10 oz • Save \$1.99-2.29

**\$3.50**

coop deals.



## Go Macro Bars

All Kinds On Sale!

1.8-2.5 oz • Save \$1.98/2

**2 for \$5**

coop deals.



## Deep Indian Kitchen Potato & Pea Samosas

11 oz • Save \$1.99

**\$4.50**

coop deals.



## ECOs Ultra Ecos Laundry Detergent

All Kinds On Sale!

100 fl oz • Save \$2

**\$12.49**/tx

coop deals.



The specials on this page are valid October 5-18

All Specials Subject to Availability. Sales Quantities Limited.



# OCTOBER

## co-op deals: October 19-November 1

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



### Mountain Valley Spring Water

Sparkling, Still  
33.8 fl oz • Save \$1.58/2

**2 for \$4**

coop deals



### Nature's Path Organic Individual Oatmeal Packets

Original, Variety Pack  
8 pk • Save \$1.30

**\$3.49**

coop deals



### Amy's Burritos

All Kinds On Sale!  
5.5-6 oz • Save \$1.50

**\$2.79**

coop deals



### Chobani Greek Yogurt

Key Lime, Strawberry, Blueberry,  
Peach, Black Cherry  
5.3 oz • Save 34¢

**\$1.25**

coop deals



### R.W. Knudsen Organic Apple Juice

32 oz • Save \$2.49

**\$3.00**

coop deals



### Rebbl Organic Drinks

All Kinds On Sale!  
12 fl oz • Save 80¢

**\$2.99**

coop deals



### Kevita Organic Probiotic Drinks

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

**2 for \$5**/tx

coop deals



### Seventh Generation Dish Liquid

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

**\$3.50**/tx

coop deals

### Tofurky Plant-Based Beer Brats

14 oz • Save \$1.50

**\$4.49**

coop deals

### Stacy's Pita Chips

All Kinds On Sale!  
7.33 oz • Save 80¢

**\$2.99**

coop deals

### Maya Kaimal Simmer Sauces

All Kinds On Sale!  
12.5 oz • Save \$5.99 when you buy 2

Buy One, Get One

**FREE**

**2 for \$5.99**

coop deals



### Lightlife Organic Tempeh

8 oz • Save \$1

**\$2.99**

coop deals



### Bitchin' Sauce

All Kinds On Sale!  
8 oz • Save \$2

**\$4.99**

coop deals



### Kalona SuperNatural Organic Whole Milk

128 fl oz • Save \$1

**\$7.79**

coop deals

### Food For Life Ezekiel 4:9 Sprouted Grain English Muffins

6 pk • Save 80¢

**\$4.99**

coop deals



### Heartland Mills Organic Steel Cut Oats

bulk • Save 50¢/lb

**\$1.79**/lb

coop deals

### Organic Valley Organic Sour Cream

16 oz • Save 80¢

**\$3.49**

coop deals



### Farmer's Market Organic Canned Pumpkin

15 oz • Save \$2.58/2

**2 for \$5**

coop deals

### Traditional Medicinals Organic Boxed Tea

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

**\$4.49**/tx

coop deals



### Quorn Meatless Patties

10.6 oz • Save \$2.30

**\$3.99**

coop deals

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

7 oz • Save \$2

**\$3.49**

coop deals



### Solely Organic Fruit Jerky

All Kinds On Sale!  
.8 oz • Save 54¢

**\$1.25**

coop deals

### Organic India Organic Tulsi Tea

All Kinds On Sale!  
18 ct • Save \$1.79

**\$4.00**/tx

coop deals



The specials on this page are valid October 19-November 1

All Specials Subject to Availability. Sales Quantities Limited.



willy street co-op

# OWNER APPRECIATION

OVER 600 PRODUCTS ON SALE OCTOBER 10TH - 16TH



## Wellness Wednesday

(October 5th)

Owners get 15% off bodycare & wellness products

INSTEAD OF THE USUAL 10% OFF

PRODUCTS INCLUDING:

- |                                     |                           |
|-------------------------------------|---------------------------|
| Antioxidants                        | Protein Powder            |
| Amino Acids                         | Single Herbs              |
| Bee Pollen                          | Flower Essence            |
| Aloe Vera Juice                     | OTC Internal Products     |
| Cotton Balls & Swabs                | OTC Topical Products      |
| Body Care Aromatherapy              | Homeopathic Medicines     |
| Cosmetics & Beauty Aid Products     | Coenzyme Q10 (CoQ10)      |
| CBD Supplements                     | Chromium Picolinate DHEA  |
| Hair Products                       | Glucosamine Supplements   |
| Oral Care                           | Chondroitin Supplements   |
| Deodorant                           | Herbal Formulas           |
| Topical Personal Care & First Aid   | Electrolyte Powder        |
| Skin Care                           | Effervescent Tabs         |
| Soap & Bath Preparations            | Vitamins & Minerals       |
| Bulk Liquid Soap                    | Supplement Oils           |
| Pre-Packaged Loose Leaf Tea & Herbs | Water Filtration Products |
| Digestive Aids & Enzymes            |                           |



## Half-Priced Classes



All classes that have a fee are half-priced for Willy Street Co-op Owners throughout the month of October!

Individual nutrition consultations **NOT** included. See [willystreet.coop/events](http://willystreet.coop/events) or our newsletter for class listings.

### Cedar Grove Mild White Cheddar

Local • rBGH free • Rndm. wt.

**\$5.99/lb**

OWNERS SAVE \$2.00/lb



### Bell & Evans Boneless Skinless Chicken Breast

Tray pack only • Rndm. wt.

**\$6.99/lb**

OWNERS SAVE \$2.00/lb



### Equal Exchange Fair Trade, Organic Tea

All Kinds On Sale! • 0.85-1.41 oz

**\$2.99/ea**

OWNERS SAVE \$1.50/ea



### Alter Eco Fair Trade, Organic Chocolate Bars

All Kinds On Sale! • 2.65-2.8 oz

**\$1.49/ea**

OWNERS SAVE \$3.00/ea



### ECOS Laundry Detergent

All Kinds On Sale! • 100 fl oz

**\$9.99/ea**

OWNERS SAVE \$4.50/ea



### La Rioja Fair Trade, Organic Extra Virgin Olive Oil

25.5 fl oz

**\$8.99/ea**

OWNERS SAVE \$4.00/ea



### Local, Organic Kale

All Kinds On Sale! • 1 bunch

**\$1.99/ea**

OWNERS SAVE \$1.00- \$1.50/ea



### Organic Bartlett Pears

Origin: Washington • Rndm wt

**\$1.49/lb**

OWNERS SAVE \$1.00/lb



### Driftless Organics 3lb Red and Yellow Potatoes

Origin: Soldiers Grove, WI • 3lb Bag

**\$3.99/ea**

OWNERS SAVE \$1.50/ea



## All Bulk Products

Owners get 15% off Bulk Products

October 10th - 16th

Bulk coffee & liquid soaps included.

Prepackaged loose teas and herbs and bulk water **NOT** included.



## Win one of 48 \$25 Co-op gift cards!

Starting in October, enter to win at: [willystreet.coop/Owner-Appreciation](http://willystreet.coop/Owner-Appreciation).



## Coffee, Milk, and Donuts

Free Greenbush Bakery donuts, Wonderstate coffee, and Sassy Cow Creamery milk outside at each store on:

WILLY WEST: <b>THURSDAY</b> Oct. 6th, 9am-12pm	WILLY NORTH: <b>FRIDAY</b> Oct. 7th, 9am-12pm
---	--

WILLY EAST: <b>SATURDAY</b> Oct. 8th, 9am-12pm
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# Fall Feasts



Look for this symbol on our Seasonal Fall Deli offerings!



SPINACH AND WILD RICE SALAD



WHEAT BERRY SALAD



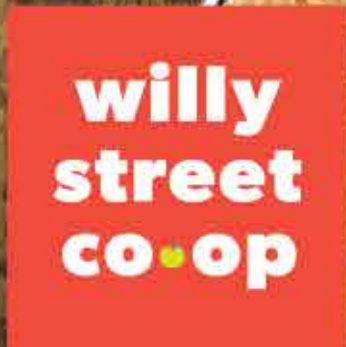
CRANBERRY WALNUT CHICKEN SALAD



GINGERED BEETS



ROASTED VEGETABLE QUICHE







by **Melissa Reiss,**  
**Purchasing Assistant**

**Dr. Bronner's Magic All-One Chocolate Bars**

Here's a new line of chocolate bars from Dr. Bronner's! Yes, the soap guy. What made them branch out into the candy aisle? According to them, Dr. Bronner's saw an opportunity—pair world-class Swiss chocolatiers with fairly-treated cocoa farmers practicing regenerative organic agriculture. Salted Dark Chocolate, Salted Whole Almonds, Crunchy Hazelnut Butter, Smooth Coconut Praline, and Salted Almond Butter. All bars are certified organic, vegan, gluten-free, sweetened with coconut sugar, 70% cocoa, and perfectly balanced! Available at North.

it into something cheesy and delicious or reserve a prominent spot on your charcuterie board for it. Or do what I did when I first tried it, and eat it sliced up with Honeycrisp apples. I'm not ashamed to admit I ate the whole thing in one day. Available at all stores.

**Colectivo Coffee Badger Blend Coffee**

Get your Bucky on with this new coffee from Colectivo, roasted in Milwaukee. With notes of plum, concord grape and dark chocolate, this cup will have you singing "ON WISCONSIN!" all the way home! Available at North and West.



Puerh. Subtly sweet cacao and cool mint balance this intriguing puerh tea. Dark and luscious with the pleasure of cocoa in every sip. Indulgent and smooth.



**H**ere's another round of new products awaiting you at your Co-op!

**Rishi Tea Bergamot Oolong Sparkling Tea**

New in the line-up of sparkling botanical teas from Milwaukee-based Rishi Tea: Bergamot Oolong! Craft-brewed and unsweetened. Made with real plants; no essences. Available at North and West.



**Red Barn Family Farms Sweet Rita Cheese**

This Mexican Manchego-style cheese is a new offering from Red Barn, based in Appleton, WI. It's so versatile! Melt



**Jackson's Honest Avocado Oil Spicy Tomatillo Sweet Potato Chips**

Kettle-cooked sweet potato chips spiked with flavors of piquant roasted tomatillos, fiery jalapeño peppers, and fresh onions makes for a bold and zesty kick.



*After 40 years I am closing RED OAK CARDS and retiring. I want to thank all of our Willy Street customers who supported us all these years. You made my "Hippie's Dream" come true. Thank you! Ellis Felker, owner*

# VOTE

For the Willy Street Co-op

## BOARD CANDIDATES

Voting open October 1st-26th

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






## BETHKE

HEATING & AIR CONDITIONING, INC

EMERGENCY SERVICE 24/7

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- Air Conditioners • Humidifiers
- Duct Cleaning • Maintenance Plans • Ductless Mini-Splits

FINANCING AVAILABLE

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BethkeHeating.com



## WINE NEWS

# Natural & Organic Wines



by **Dean Kallas,**  
**Grocery**  
**Category**  
**Manager**

## Interview with Amanda Zipperer, Sales Rep from Left Bank Wine Company

### How can we as consumers make good choices when it comes to buying wine?

I have long appreciated knowing where my groceries come from. Being able to make decisions about where my food is grown, how it's preserved, and where it travels from has become easier and easier through labels, but I'm often left thinking, what about the wine? Wine labels aren't held to the same standards as food so I find it can be difficult to make healthy choices about wine in the same way I can about food. Let me help clear up some common questions we've had at Willy Street about wine, and suggest some tips for what you should look for when picking out your next bottle.

### What can you tell me about sulfites causing headaches?

Sulfites are a preservative that are both naturally occurring in the fermentation process and added to stabilize the wine. They are commonly found in cooked, processed and baked foods as well as juices, jams, and canned vegetables. Sulfites work by killing unwanted microbes, preventing oxidation, and preserving flavor which allows the wine to remain shelf stable and age. Many wines that contain sulfites have anywhere from 50-350ppm of sulfur in them whereas dried fruit can have up to 1000ppm. There is a common misconception that sulfites in wine give consumers a headache, however headaches aren't a symptom of a sulfite reaction. People who are sensitive to sulfites actually develop symptoms of an allergic reaction including wheezing, hives, and rhinitis. If you are sensitive to sulfites, check your labels. Wine producers in the US and EU must mention the use of added sulfur in their wines if the total content exceeds 10 parts per million. If you're trying to find

wines that don't give you a headache, time to look at other culprits like tannins or pesticides.

### Do wineries follow sustainable, organic, or biodynamic farming practices?

Since wine arrives at our table from all over the world, there are dozens of certifications that one can come across when picking out a bottle. To help make sense of these, certifications fall into three broad categories: sustainable, organic, and biodynamic.

Wines made from sustainable vineyards reduce the usage of pesticides and herbicides, reduce water usage, and increase biodiversity in the vineyards.

Organic wines come from vineyards using sustainable practices, and additionally must be made with all organic ingredients, must be GMO-free, and sulfur must be limited to 150ppm.

Biodynamic wines are sustainable, organic, and additionally follow holistic guidelines stemming from the belief of interconnectivity. Biodynamic farmers time their plantings and vineyard and soil maintenance with calendars based on the lunar cycle. Additionally, they are required to practice minimal intervention winemaking.

Wines that have any of these certifications tend to be a bit more expensive due to the cost of the certification in addition to the increased cost of the practices themselves. The good thing is that you know the extra money is going towards supporting wineries making positive choices for the environment.

### Are wines vegan?

Most of the wines that you find in the market are clear instead of cloudy. The way that winemakers achieve this is through the use of a fining agent. For many centuries, winemakers in Europe would add an egg white or two to their large barrels of wine. The egg white would bind to free proteins in the wine and fall to the bottom of

the barrel, thus clarifying the finished product. Today we have many more ways to achieve the same result. Just be aware that there are many animal derived fining agents including egg white, milk products, gelatin, and isinglass that continue to be used to give wine a clear appearance. If you are vegan, be sure to look for wine specifically labeled as such, or search for wines that are unfinned and unfiltered.

### What are natural wines?

Although the natural wine movement has become increasingly popular amongst independent growers, the philosophy behind these wines has stood the test of time. What is natural wine? These are wines that are typically produced by independent, small-scale producers. The grapes typically come from sustainable, organic, or biodynamic vineyards and are hand picked. The wine is then fermented with native yeasts that naturally exist on the grapes when they are picked. Many natural wine producers use minimal intervention and believe that great wines are made in the vineyard, not the winery. Some of these wines can be known for their yeasty, funky characteristics and cloudy appearance. A few of the more trendy natural wines include orange wines, and petillant naturels or "pet nats." Orange wines are white wines that are made like a red wine, the juice remains in contact with the skins and the stems of the grapes imparting the orange color to the wine. Pet Nats are sparkling wines that finish fermenting in the bottle causing carbonation to build up adding bubbles to the wine. Something to keep in mind is that natural wines are more fragile than standard wines. This is due to them having fewer additives and a lower sulfite content. With that in mind, you should store them in a cool, dark place, drink them within a year, and buy them from your local retailer, instead of a wine club, to make sure they are handled appropriately as they

make their way to your table.

### Do you have any recommendations for my next bottle pick?

Absolutely! If you struggle with headaches, try a bottle from the organic wine section. You can find labels on the shelf that designate organic wines at any of the three Willy Street locations. Additionally, the North and West stores have a full section devoted solely to organic wines. I'd also recommend stepping outside of your comfort zone. It's easy to buy the trendy labels that you see all over the place, but the more places you see a wine, the more likely it is to come from a huge conventional producer using lots of additives and pesticides. Try embracing wines coming from smaller producers or even just picking something you haven't tried before. You'd be amazed at the quality you'll find for a very reasonable price.



## Co-op Preschool Openings Available!

We've provided local families with social, play-based, part-time, mixed-age preschool for over 50 years!



### Free Monthly Playgroup!

Check our facebook for upcoming dates



**UNIVERSITY  
HOUSES  
PRESCHOOL**  
PARENT COOPERATIVE

6033 Odana Road | (608) 238 3955  
kmbeck@uhpparentcooperative.org  
uhpparentcooperative.org

**willy street co-op**  
**FOLLOW US ON:**





## CUSTOMER EXPERIENCE REPORT

# Creating Consistency to Nourish the Future

by Kristina Kuhaupt, Customer Experience Manager

**W**hat does “nourish” mean to you? It is a descriptive word that can change based on the context of the subject. For me, it is one of those words that is not just descriptive of fresh food. Additionally, it is a feeling of an environment as well. It is that moment that is sometimes hard to describe but you know it when you are in its presence. It conjures up times with friends and family when you are all helping each other in the kitchen chopping fresh veggies or searing some local cuts of meat for a recipe that you are finally brave enough to try with the encouragement of the group; it is a communal feeling. It can also be that go-to family favorite that you don’t need a recipe for; you just know that you need a cut of this, a dash of that, and a whole lot of a certain spice or herb. Either way, it is where you make sure you are creating something special with time dedicated for an environment where memories are made and for eating food that enriches you, not just feeds you. I have been asking myself, how does one do this on a regular basis, rather than making it a special event for one day a week? It is going back to valuing quality over just convenience. One way to help jumpstart this desire would be to check out one of our cooking classes in October. During this month, Owners will receive 50% off all classes! (Individual nutritional consultations are not included.) I encourage you to take advantage of this perk to pick up a new cooking skill, sign up your children for one of our kids’ classes, or try a new flavor pairing technique that you have not normally incorporated into your meal routine. The options are endless.

At the Co-op, we believe in food and an environment that nourishes you and your family. Our humble beginnings started in 1974 out of a basement borrowed from Nature’s Bakery Cooperative on Williamson Street. Here, we sold produce with about 500 Owners and six volunteer workers. Over the years, we grew with the changing needs of the communities around us and with the help of our Owners financial support. Today you see three thriving stores, a Production Kitchen, and a business office, none of which would be possible without you, the Owners! Recently, I was at a festival where I was helping out at the Co-op tent and was asked multiple times what a cooperative is. Many people would say, “We drove past your store, went in it a few times and enjoyed it, but we don’t really understand what ownership is all about.” I got the opportunity to explain—a cooperative is where a group of people come together to create a service based on their collec-

tive needs, and all parties are invested in each other’s success. When you invest in us (by investing your share of equity), you are putting your dollars towards a collective social agreement that we want to see thrive and continue for generations to come because we believe in it. The cool thing about a cooperative is:

### 1. Your investment is not a fee!

Many of us are used to other membership-based services, but at the Co-op, this is not the case. At the Co-op, you get your investment back if you ever leave the area and/or do not want to continue shopping with us. By investing this equity, you have a voice in how the cooperative is run through your board members. In addition, Co-op staff work to bring the highest quality products and services to you. Each day, we understand that the products and services we provide you will help nourish you and your family, and we take that job seriously.

2. **Owners save money!** Yes, everyone is welcome and will always be, however, if you invest, you save through Owner sales on top of the National Cooperative Grocers coupons and specials. It equates to an average of \$100+ savings per year if you spend about \$40 per week. We believe in making nourishing food accessible to everyone. Accessible, sustainable, quality food is a right for all! Please consider our Access Discount Program if you already qualify for other financial assistance programs. This program saves Owners with financial need an additional 10% off their grocery bill and allows them to pay their equity investment over a longer period of time by investing as little as \$4 per year until paid in full equity balance. Access Discount Program participants also receive a coupon for one free cooking class. There is a great video on our website which explains how this program works and how it could be a great benefit to you at: [www.willystreet.coop/ownership/access-discount-program](http://www.willystreet.coop/ownership/access-discount-program).

For those of you wondering, the definition of nourish is to nurture, rear, to promote the growth of and/or to furnish or sustain; according to The Merriam Webster dictionary. Here’s to a nourishing fall season filled with all the things that help us experience community, and the food that brings us together in a shared experience—cheers!

## OCTOBER OWNER APPRECIATION MONTH: A HEARTFELT THANK YOU!

As alluded to above, October is Owner Appreciation Month! This is

an exciting time where Owners get extra specials on groceries, perks, and discounts as a thank you for supporting your Co-op. Below are some of the perks that you can expect to receive.

### OWNER PERK ALERT

#### 50% off ALL classes during the entire month of October

This is a great time to check out our classes, especially if you have never tried them before. They are so fun, educational, and get you back in touch with preparing new dishes and feeling comfortable in the kitchen. In addition, our kids’ classes are a great way to get your children involved. It will help bolster their own meals and where food comes from. Take advantage of this Owner perk before classes fill up. Please note, this does not include individual nutrition consultations—thank you.

#### 15% off Wellness Wednesday

As many of you may know, one of the ongoing perks of being an Owner is that joyous feeling on the first Wednesday of every month where you can stock up in our Wellness department because most items are 10% off. It is a great way to make sure your household has all the vitamins, bodycare, and supplements that you would need for the month. During this October, we increased the discount to 15%—exciting!

#### 15% BULK SALE: OCTOBER 10-16TH

The bulk aisle is a great way to save money and get the quantity your household needs, not what the manufacturer forces you to buy. During the month of October, the entire bulk aisle will be 15% off for Owners—load up! That being said, if you have not used a bulk aisle in past experiences it can be that aisle you may pass by because it seems too intimidating. I know when I first joined the Co-op years ago, that was the case for me. I was not used to having the option to buy in bulk and it seemed overwhelming and was just easier to pass it by. Over time, I dipped my toe in by getting a bit of granola, a few nuts, and seeds. I never realized how much I could actually save per pound and get the quantity that I truly wanted. To help make this process more accessible and less scary, our knowledgeable and friendly Owner Resource Coordinators, Katie and Amanda will guide you through our aisle and walk you through the process.

#### SIMPLY BULK TOURS:

- WEST: Tuesday, October 11 10:30-11:00am
- NORTH: Wednesday, October 12

2:30-3:00pm

- EAST: Thursday, October 13 1:00-1:30pm

This discussion and tour of our bulk department gives shoppers a chance to learn the layout of the aisle and discover a little bit more about our diverse bulk offerings. It will prepare owners to shop more effectively, and they will learn some tips and tricks for saving money in this popular section of the store. Just like last month during our Eat Local tours, we ask that you sign up ahead of time at [willystreet.coop/events](http://willystreet.coop/events) so that we know how many folks to expect, however, if you see the tour happening while you are shopping at our stores, please don’t hesitate to join in.

### DOUBLE DOLLARS STARTS UP AGAIN EVERY TUESDAY, OCTOBER 18, 2022 THROUGH MARCH 7, 2023.

As the Double Dollars season at the farmers’ markets winds down, it is starting up again at the Co-op! If you are a shopper using FoodShare/QUEST from the Supplemental Nutrition Assistance Program (SNAP), then you qualify to participate. Double Dollars is a nutrition incentive program created to help those using FoodShare/QUEST purchase fresh, canned, or frozen fruits, vegetables, and legumes. In addition, seeds and seedlings are eligible in this program for growing edible plants. On Tuesdays from October 18 through March 7, any shopper using their FoodShare/QUEST card to purchase groceries will be eligible to receive up to \$20 worth of Co-op Double Dollars vouchers. Vouchers are issued at the registers once your initial order has been completed. For every \$5 you spent using FoodShare/QUEST for any FoodShare/QUEST eligible items, the Co-op will give you one \$5 Double Dollar voucher, up to \$20 per Tuesday. Co-op Double Dollars are redeemable any time the Co-op is open October through May while funds are available. If you have leftover Co-op Double Dollars vouchers from last year, you can start redeeming them right away on October 1. For further questions on the program, please visit our Double Dollars page.

Thank you to all our shoppers who have donated to this program by using reusable bags and/or presenting one of our handy Double Dollars scan cards to donate cash at the registers during the entire year—your thoughtfulness and concern for the community is greatly appreciated! For those who have donated, please consider reaching out to myself at [k.kuhaupt@willystreet.coop](mailto:k.kuhaupt@willystreet.coop) if you would like to participate in a video segment produced by Marcus





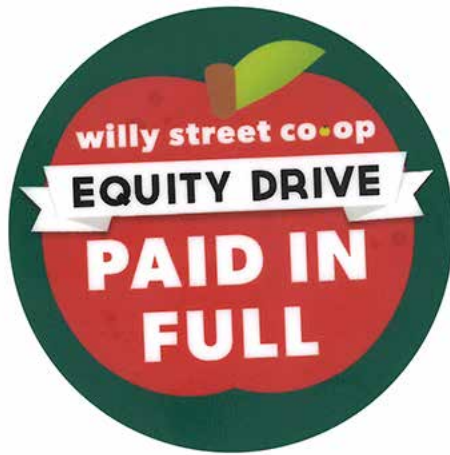


Slaton, the Community Action Coalition's Double Dollars Coordinator for the Madison area. He will be coming to our stores to interview those who have contributed to this program asking why they give. These videos will primarily be used to promote additional fundraising for this program. It will be presented to potential civilian donors at fundraisers and galas, as well as politicians who control funding for programs like this. It would also be posted on Willy Street Co-op various media platforms. If you are interested in being considered for this initiative, please reach out to me by Friday, October 21—thank you!

**AUGUST OWNER EQUITY DRIVE: A SUCCESSFUL ENDEAVOR—THANK YOU!**

I wanted to personally thank our Owners for participating in the equity drive we held August 15-28. When your equity is fully paid, it allows the

Co-op to invest in capital initiatives and make the upgrades necessary to make your shopping experience more enjoyable and easier to navigate. You helped raise \$13,918, with 295 of our existing Owners paying off their accounts in full, and 62 new Owners investing the full equity right upon sign-up. Thank you for partnering with us and making that commitment during August.



Let's work together toward a more sustainable future.

Visit Madison Gas and Electric online.

- Support clean energy for your home or business.
- Find energy-saving tips and resources.
- Explore electric vehicles.
- Access online bill payment, safety information and more.



MGE.COM



MGE2050.COM



**TOGETHER WE TRANSFORM OUR COMMUNITY**

Your pledge through workplace giving funds systemic change.

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

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

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

Photo provided by Wisconsin Alliance for Women's Health.

[communityshares.com/workplace-giving](https://communityshares.com/workplace-giving)





# Recipes

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## *Seared Pork Tenderloin with Apples and Broccoli*

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

Sautéed spiced pork tenderloin with broccoli, apples, shallots, and bracing apple cider vinegar tastes just like fall. Served with a simple green salad and some good bread, it's the perfect meal for a cool autumn evening.

Prep. 10m; Cook. 15m  
1 pork tenderloin  
2 tsp. cinnamon  
1 tsp. nutmeg  
2 tsp. ground coriander  
2 Tbs. butter  
2 apples, cubed  
1 shallot, chopped  
1/4 c. apple cider vinegar  
1 lb. broccoli, chopped  
salt  
pepper

### **DIRECTIONS:**

1. In a small bowl, stir together the cinnamon, nutmeg, coriander, and salt and pepper. Sprinkle both sides of the pork with the spice mixture.
2. Heat a large skillet over medium-high heat. Sear the pork for 3 minutes on each side, until cooked through and browned on all sides. Transfer to a plate and cover.
3. Melt the butter in the skillet over medium-high heat. Sauté the shallots for 2 minutes, until they begin to soften.
4. Stir in the apples and broccoli, and sauté for an additional 2 minutes.
5. Add the apple cider vinegar and cook, stirring, for another 2 minutes, then season with salt and pepper.
6. Return the cooked pork to the skillet, and cook for another minute, until heated through and the flavors mingle. Serve immediately.



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## *Homemade Applesauce*

By Willy Street Co-op

Kids of all ages love applesauce! Serve it as a snack or for dessert; dollop it on potato pancakes or buttermilk pancakes. Increase the quantities and freeze the extra.

Prep. 45m  
1/2 c. water  
3 lb. apples  
1 Tbs. lemon juice  
sweetener  
cinnamon

### **DIRECTIONS:**

1. Peel, core, and coarsely chop apples.
2. Place in a sauce pot with water or apple juice and bring to a boil. Reduce heat and simmer, partially covered, until apples are tender, 15-30 minutes, depending on the variety of apple and size of chunks.
3. When apples are cooked mash if smoother consistency is desired.
4. Add lemon juice if apples were bland or too sweet. Add sweetener and cinnamon to taste if desired. Serve warm or cold.



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## *Pumpkin Stew*

Recipe submitted by Nina Hasen, Willy Street Co-op Owner

This versatile dish can be served a couple of different ways.

Prep. 20m  
2 Tbs. ginger  
1 pie pumpkin  
2 Tbs. olive oil  
1 tsp. toasted sesame oil  
3 cloves garlic  
2 apples  
2 Tbs. soy sauce  
2 c. chicken broth  
5 yellow onions

### **DIRECTIONS:**

1. Put a large sauté pan over medium heat. When the pan is warm, add the oils (how much oil you need depends on what kind of pan you are using and how well-seasoned it is—you just need enough to make sure the onions, garlic and pumpkin don't stick).
2. When the oil is shimmering, add the garlic and ginger. Sauté for a minute or two over medium heat.
3. Add the onions and continue sautéing until the onions have softened and begun to turn transparent.
4. Add the pumpkin and turn the heat up just a bit. Sauté until the pumpkin begins to brown and soften, just a few minutes.
5. Add the soy sauce, liquids and the apples, if you are using them. You want enough liquid to almost cover the pumpkin.
6. Bring the stew almost to a boil, then simmer 15-20 minutes until the pumpkin is well cooked.
7. Taste for seasoning, adding more soy sauce or juice if necessary.







# Staff Picks



**AMANDA**

**Banzo Falafel Mix**

It is local, it is already made and ready to be cooked. I have baked it and fried it. Great both ways. It is tasty in a pita or I like to fry it in smaller bites to add to a salad. MMM-MMMM!



**Bell & Evans Cornish Hen**

These are so easy to prepare and are so juicy! You won't believe it! You can bake or grill these whole or try and use a spatchcock method of cutting. These little birds are a great way to try out that cooking technique. It shortens the cooking time.



**MOURNING DOVE**

**Organic Sweet Potatoes**

Three words: sweet potato smoothie. I like to chop up sweet potato, bake in a glass dish with a little water, and store in the fridge to have on hand to add to salads. But they're also perfect for making a creamy dessert drink. Blend two frozen bananas, a hearty handful of cooked sweet potato chunks, and a couple dashes of pumpkin pie spice. Add water and blend. Sweet, super creamy, and tastes like pumpkin pie.



**Organic Fair Trade Bananas**

I love that we sell bananas that aren't just organic, but also Fair Trade! And since they come in their own made-by-nature packaging, they're an easy way to include fresh food on a road trip or nature adventure.



**HELEN**

**Alter Eco Super Dark Crisp Mint Chocolate**

The combination of really dark chocolate plus mint with a little crunch is so delicious! Before I tried this bar, I'd never seen a 90% bar that was flavored, and I think it's a great option to have. This company's chocolate is very luscious and smooth. So if you too have been looking for an extra dark chocolate bar beyond the basics, this is the one!



**MELISSA**

**Solely Dried Fruit Jerky**

These right here are some of my go-to snacks. Super delicious, certified organic fruit snacks with no added sugar, flavors, or fillers. Super convenient; I keep a stash of these in both my hiking bag and my desk drawer. My favorites are the Mango with Chili & Salt and Banana with Cacao, but all varieties are in my regular snacking rotation.



**BRANDY**

**Fuyu Persimmons**

This variety of persimmon can be eaten when it is still slightly firm, it is incredibly sweet with notes of cinnamon.



**MARIA**

**Dandy Blend Instant Herbal Beverage with Dandelion**

Dandelion is so good for the liver. My favorite way to drink this is with a teaspoon of Dandy Blend, a half teaspoon of instant decaf coffee, a splash of vanilla extract, a dash of cinnamon, sweetener of choice (optional) and choice of milk in 16 oz. of water. Delicious!



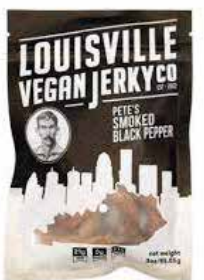
**JESS**

**Louisville Vegan Maple Bacon Jerky**

A savory snack for both adults and kids.

**Orca Bay Sea Scallops**

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**KATHERINE**

**Maldon Sea Salt**

This fancy sea salt not only is a lovely addition to your countertop display but will add a tasty crunch to anything you prepare.



**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, Wisconsin.



**KJERSTIN**

**Mount Hagen Organic Fair Trade Instant Coffee**

This is one of the top-rated instant coffees for a reason! It is excellent for backpacking and camping, but I always keep some in my work bag, too. When they say you can dissolve it in cold water for instant iced coffee they mean it—which I think is fabulous. Organic, delicious, and instant, this is a great product!



**LAURA**

**Just Coffee Half Caff Coffee**

If you're like me and are a bit caffeine sensitive and prefer the buzz more of tea than coffee (but love the coffee flavor and still want a bump) this might be the perfect roast for you. It's also a truly delicious roast—smooth and malty and made by a super-cool Fair Trade, organic company right here in Madison!



**Tierra Farm Pistachio Mulberry Granola**

This is, hands-down, the only granola for me. Just the right balance of sweet and salty packed full of delicious pistachios and mulberries—two of my favorite superfoods! I love it in yogurt for breakfast or anytime as a snack!



**Ski Queen Gjetost Cheese**

This Norwegian whey cheese has a creamy, caramel taste that is perfect with crisp, fall apples... the combination tastes like a caramel apple, but better! (In my opinion)



**Equal Exchange Ginger Tea**

You might think I'm crazy, but I gave up caffeine a few months ago and replaced it with this. Its spicy kick is an invigorating pick-me-up in the mornings and ginger's medicinal properties counter any stomach ailments or nausea I might experience throughout the day—win, win!



**JAMES**

**Naked Baker Pumpkin Chocolate Chip Cookies**

It's fall, which means pumpkin everything! I really like this brand and I don't even have a gluten restrictive diet—it's really just that good! Pumpkin and chocolate are a favorite combo and these cookies are perfect! Soft, chewy, with plenty of chocolate chips!



**Willy Street Co-op Pumpkin Bar**

This "bar" is more like a piece of cake, and I love it for that. At the beginning of the pandemic when the Production Kitchen was closed, they were sorely missed! I try to only have one a week, but sometimes it's hard not to give in when they're freshly stocked and so close to the check-out!



**LACEY**

**Madison Sourdough Pepitas Polenta Bread**

I've never had a bread like this one anywhere else. It's so delicious and unique especially 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. Give this locally baked gem a try!

**Mad Hippie Vitamin A/Vitamin C Serums**

I've been using these morning and night for almost a year and have seen a huge improvement in my skin. It's helped with sun damage, fine lines, smoothness, and dullness. The Vitamin C Serum brightens immediately and perks my skin up. The Vitamin A Serum definitely makes my skin look clearer/healthier in the morning.



**STEFFRY**

**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.



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DAN

**Sensible Portions Garden Veggie Chips**

First off, these taste like Pringles. So the brand name is a misnomer as you will eat far more than is sensible. Generally I will finish off a quarter can while making dinner, and my wife will eat alone because I am full. Sensible.



ANGELICA

**Willy Street Co-op Hot Bar Hot Dish**

Beefy, cheesy, potatoey, hot... what more could a Wisconsinite want on a cold Saturday afternoon?

**Tony's Choclonely Hazelnut Milk Chocolate**

Nutty (but not too nutty) and deliciously smooth, these enormous bars will impress you by showing you how much chocolate you can eat in one sitting. The irregular shapes of the break-off-able pieces also spark joy. Highly recommend!



NICOLE

**JBC Rock the House Coffee**

Coffee notes of chocolate and hazelnut, it's smooth and tastes as good as it smells! I make a cup every morning in my French press.



AMY

**Omena or Farmer's Market Brands Canned Organic Pumpkin Purée**

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



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.



ABIGAIL

**Sunbeam Candles Wise Owl Candle**

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



ANDREW

**Manitoba Harvest Hemp Yeah! Max Protein Powder**

If you are looking for a tasty alternative to whey or soy without having to sacrifice a full amino acid profile, (a.k.a the stuff that makes the protein work), then look no further than HEMP YEAH! A staple of my post workout shake, Hemp Yeah keeps me feeling light yet gives me the recovery I need to power through a heavy workout schedule.



DEAN

**Willy Street Co-op Door County Cherry Pie**

This pie is made with local cherries, and it is so delicious! Great warmed up with ice cream, or as is, your taste buds will thank you for the serious flavor!

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