

willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 50 • ISSUE 2 • FEBRUARY 2023



Love in the Morning

An Ode to Breakfasts Both Savory & Sweet



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. 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 Thank you!

IN THIS ISSUE

Owner Survey; Plant-Based Treats; Dessert Boards; Checkout Changes and More!

PRSR STD
U.S. POSTAGE
PAID
MADISON, WI
PERMIT NO. 1723

willy street co-op

1457 E. Washington Ave • Madison, WI • 53703

POSTMASTER: DATED MATERIAL

CHANGE SERVICE REQUESTED

WILLY STREET CO-OP BOARD OF DIRECTORS

Sarah Larson
Brian Anderson
Tatiana Dennis
Gigi Godwin
Anthony Hernandez
Jamie Schuberth
Isabel Spooner-Harvey
Carol Weidel
Ashwini Rao

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

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 and select the Board category for details.

WILLY STREET CO-OP MISSION STATEMENT

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

ADVERTISE IN THE READER

**Affordable rates, wide
reach, discounts for non-
profits and Owners.
Find info here:
[willystreet.coop/
advertising](http://willystreet.coop/advertising).**

willy street co•op

FOLLOW US ON:



willy street co•op

READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

East: 1221 Williamson Street, Madison, WI 53703, 608-251-6776

West: 6825 University Ave, Middleton, WI 53562, 608-284-7800

North: 2817 N. Sherman Ave, Madison, WI 53704, 608-471-4422

Central Office: 1457 E. Washington Ave, Madison, WI 53703, 608-251-0884

EDITOR & LAYOUT: Liz Wermcrantz

ADVERTISING: Liz Wermcrantz

COVER DESIGN: Hallie Zillman

SALE FLYER DESIGN: Hallie Zillman

GRAPHICS: Hallie Zillman

SALE FLYER LAYOUT: Liz Wermcrantz

PRINTING: Wingra Printing Group

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.

SUBMISSIONS

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 or mailed to Willy Street Co-op's Central Office according to submission requirements.

CUSTOMER SERVICE: EAST: 608-251-6776 WEST: 608-284-7800 NORTH: 608-471-4422

BUSINESS OFFICE: 608-251-0884

FAX: 608-251-3121

GENERAL EMAIL: info@willystreet.coop

GENERAL MANAGER: a.firszt@willystreet.coop

EDITOR: l.wermcrantz@willystreet.coop

PREORDERS: EAST: es.preorders@willystreet.coop; WEST: ws.preorders@willystreet.coop;

NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: 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

IN THIS ISSUE

3-4 Customer Comments

5 News from the General Manager

5 Your Board Report

6-8 Community Room Calendar

8 Plant-Based Treats

9 An Interview with Chef Thony Clarke of Mango Man Cooks

10 Let Them Eat...Pie!

11-13 Specials Pages

14 Design Your Own Dessert Board

15 Generosity Abounds! Thank You!

17-18 Owner Survey

19-20 Love in the Morning

20-21 Recipes

22-23 Staff Picks



Customer COMMENTS

Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to customer.comments@willystreet.coop or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the Reader; publication does not necessarily indicate an endorsement of views stated in a customer's original comment. Many more comments can be found in the commons or in the binder near Customer Service. Thank you!

EMAILED RECEIPTS

Q: Hi, I thought I had signed up for receipts to be emailed to me but haven't received one yet. How can this set this up for future purchases? Thank you!

A: Thank you for reaching out about your emailed receipts! You are currently signed up to receive them. The most common reason as to why you may not be seeing them is that they are being sent to your spam folder. If you still aren't able to find them there, it could be the operating system, browser and/or device that you are using. Let me know if you are unable to find them in your spam and I can see if I am able to assist you further.

Have a great day! -Rosalyn Murphy, Owner Records Administrator

GRIND-YOUR-OWN NUT BUTTER

Q: Hello, I'm writing on behalf of a friend who is a Co-op member. He needs to cut down on sugar and salt. Do you have in the store a machine where people can grind their own portion of either peanut or almond butter, and

without added salt? (I believe these types of machines weren't used in many places during the COVID public health emergency.) Thanks so much!!

A: We did bring back the peanut and almond grinders. Both of the machines in the East Bulk aisle use salt-free nuts. I too am so glad we have it back; it is one of my favorite peanut butters! Thanks for writing in. Have a fantastic day! -Amanda Ikens, Owner Resources Coordinator

MEAT SUPPLIERS

Q: Hi. I was having a recent conversation with a friend regarding sustainable and humanely sourced beef, pork, poultry, etc. I generally purchase most of my meats from Willy St. and do so because of the coop's mission related to sustainable and humane practices. Can you point me towards some of the primary partners the coop uses for sourcing meat. I'm just wanting to learn a bit more about the sources, farms, and overall supply chain. Thank you.

A: Thank you for reaching out inquiring about

our meat suppliers. I'll give you the run-down of the main suppliers we work with, and you can let me know if you have any further questions! Our primary beef supplier is Wisconsin Meadows Grass-Fed Beef Cooperative, based out of Viroqua, Wisconsin. It is a cooperative, so they have farmers all across the state of Wisconsin that they work with. The animals are 100% grass-fed, antibiotic- and hormone-free. We also get a small amount of pork from Wisconsin Meadows, mostly sold at our east side location.

Our primary pork supplier is Fox Heritage/Willow Creek Farms, based out of Prairie Du Sac. Their animals are raised on several Amish farms near Prairie Du Sac, and the processing is done at their facility in town. They have pasture access year-round, and are fed corn and soybeans. They are also antibiotic-free. We carry the Willow Creek line, which is purebred Berkshire, as well as the Fox Heritage line, which comes from a variety of breeds.

Our primary chicken supplier is Bell & Evans, based out of Fredricksburg, Pennsylvania. We carry certified organic, and all-natural lines of their chicken, which are antibiotic and hormone-free. The animals are never crated or caged. Their processing methods are innovative in the commercial poultry industry. We are not able to work with a local chicken farmer as our primary supplier, as there isn't one in the state that can fulfill our volume requirements. We have begun working with a certified-organic chicken farmer from Walworth, WI called Alden Hills Organics, and are excited to continue to build on that relationship in 2023.

I hope you found this information helpful, and please let me know if there's any other questions you have.

Have a great day! Nick Heitman Meat & Seafood Category Manager

NAMES

Q: I have spoken to staff in the store and submitted comments about this issue multiple times, so I will try to make it brief this time.

I avoid going to the coop (my partner does most coop runs) because I HATE having the front-end worker butcher my name (which I experience as a microaggression). I don't blame

There is only one Studio Jewelers.



Get to know us (Left to Right): Jill Bedner, estate jewelry appraiser; Whitney Robinson, designer/goldsmith; Hanna Cook-Wallace, gemologist, designer/goldsmith; Erika Leuker, bench jeweler, bead stringer. Not shown: Chris Keenan, master goldsmith, custom jewelry designer; Dani Larson, bench jeweler and customer care specialist; Cynthia Hill, graphics and information management; Sue and Damon, our numbers and tech wizards; and shop cats Ilse and Toby.

We're the warm, cozy shop on Regent Street, across the street from Leopold's Books Bar Caffè. We've been in this location for 35 years.

We're known for award-winning custom design, of course, and the work of the studio artists who exhibit here, but we also offer expert in-house jewelry repair and restoration, restringing, and appraisals. We will help you recycle jewelry that you don't wear any more, or turn that inherited piece that just isn't "you" into something new and wonderful.

Serving our clients and community with heart is what we have done for more than 40 years. Which may be why we were awarded the 2022 People's Choice Award for Best Jewelry Store in Dane County. So if you don't know us yet, please stop by! We'd like to meet you, and we think you'll enjoy the Studio Jewelers difference.



Four rings by Whitney Robinson

Studio Jewelers

1306 Regent Street, Madison, WI 53715 • 608-257-2627 • *Mask up and come on by!*



them—this is not a training issue—even though my name is 100% phonetically spelled. I blame management.

It has been explained to me that staff need to verify the owners that go with the number. Yes, of course. However, so far no one has explained to me how the current system is better than the front-end staff asking the customer for the names on the account. This is not only better for us, your customers with non-European names. It is also more secure, because I could just say “yes” when they ask if it’s for “John and Caitlyn.”

I would like someone to explain to me why this practice continues, or explain why it is somehow better than asking the customer to say the names.

A: 12/8/22 First Response: Hello, Thank you for your email and reaching out. I have brought this to the attention of our General Manager and we have started the discussions on this topic. We feel another conversation is warranted with other leaders, and a potential change in our process/practice will be discussed next week. I will follow up with you in the near future on our discussions.

In cooperation, Kristina Kuhaupt
Customer Experience Director

A: 12/15/22 Second Response:
Good Morning, Thanks for your patience during this process. Our leadership team met yesterday and we discussed your customer comment and how we can best serve all customers that go through our checkout lanes. After thoughtful consideration, we agree with your proposal. We want all aspects of our customer experience to be welcoming and this is a change that we can implement in the near future with upcoming staff training and explanation for the change. Our timeline is to have all staff trained by the beginning of February 2023 across all three stores. This checkout process has been the same for many years and your comment let us reevaluate the purpose for our processes—thank you! We are excited to bring about this change; it will feel new for staff that have been a part of the Co-op for many years, so patience on the process is appreciated. Feel free to reach out with any questions.

In cooperation, Kristina Kuhaupt,
Customer Experience Manager

CASH DISCOUNT

Q: A few retail stores offer a discount for paying with cash. I’m

curious what the costs are to the Co-Op, and thus we owners, of using debit and or credit cards. I often stop at the ATM so that I have cash to pay for my purchases under the belief that it saves us money. I’d support a discount for using cash.

A: Thank you for your inquiry! We have reviewed this option periodically and determined it was best to not offer a discount to Owners who pay with cash. This is because the cost to our Co-op to process a cash transaction compared to a debit/credit card transaction is greater as a percent of the sale itself. Thus, credit/debit card transactions are more cost effective than cash transactions. On average it costs 4-6% to process a cash transaction and the average cost for a transaction paid for with a debit or credit card is around 3%. These percentages include all fees, charges along with the cost of labor.

This is because it takes additional time to: count cash, reconcile and maintain cash on hand, cash transactions take longer at the register, there is an increased risk of theft, and the possibility of errors when counting the cash and giving back change. We are also charged fees from our bank to order cash and to send deposits of cash for deposit to our account.

For a small business with fewer transactions it may be preferable and cost effective to use cash since the cost would be lower than the fees for credit card transactions. At our level of sales/transactions the cost of cash transactions is greater than the fees charged for credit card transactions.

We thank you so much for your input and concern regarding the costs to run our Co-op! We have to continue to manage our costs carefully for us to be financially sustainable and appreciate your concern.

Best, Paige Wickline, Finance
Director

PATCHOULI SMELL

Q: I have noticed that all of the stores have a very strong aroma of patchouli. Is this being infused via the HVAC or other form of diffusion? The smell is so strong that I can even detect it through my mask and it sticks to my clothing. I have to remove my purchases from their packaging when I get home because the material stinks of patchouli. Given that many people are sensitive to scents, I am very disappointed that the co-op has this permeating the stores. I used to enjoy shopping at the co-op and now I try to get in and out

of the store as soon as possible, even leaving things behind because I can’t deal with searching for them and spending more time in the smell. I would greatly appreciate the team’s consideration to remove all scented infusions in the store.

Q: Thanks for reaching out. I am sorry that you are smelling patchouli in our stores, I am not quite sure where this is coming from. I did validate with our maintenance department that we do not infuse our HVAC or other forms of ventilation with any oils or scents in general. I am wondering if the open soaps in our General Merchandiser are what you are smelling as you pass near that area? I do know we carry patchouli products in that section. As I go into each store this week I will continue to see if I smell those scents as you described other than in our soap for purchase section. Best, Kristina Kuhaupt,
Customer Experience Manager

PANHANDLING

Q: My wife and I have been members of the Co-op for 16-18 years and feel blessed to have an organization of Willy St. caliber to purchase incredible life giving foods from.

I am writing today to learn if there may be solutions to pan handling my wife and I have both experienced while loading groceries in our cars at the north store and this week at the east store. We had made decision to go to east or west stores in light of our experiences at the northside store and now I experienced it at the east-side store.

A: Thanks for reaching out about this issue! I hear your frustration; I too had this experience several times at our stores and understand how it feels. Please know, this has been an ongoing discussion throughout the years because we do acknowledge this as an issue. Many actions have been taken through these discussions, but unfortunately it has not deterred those who panhandle on our premises.

Our current practices are as follows: our Lead on Duty regularly walks the lot when they conduct a cart check and if they see a Pan Handler on our premise actively engaging a customer (sidewalks do not count because it is public property) they intervene and ask the panhandler to leave. In addition, any time a customer alerts our front desk about the situation a staff member goes out to the parking lot and addresses the situation and calls the police. However, when the police come, the pan handler is already gone because they know they will get caught. At our North store we had a security presence for several years, but that too did not deter the situation.

Going forward, I will be scheduling a meeting with our Store Site Directors and we will continue brainstorming ideas to continue to bridge the gap.

In cooperation, Kristina Kuhaupt,
Customer Experience Manager

VEGAN CHEESEBALLS

Q: There was once a time when I could find the whole food vegan cheese balls for sale in your cooler,

pre-pared meal section. That time has passed. You sold a healthier and cheaper alternative to the highly processed and overpriced fake cheese. The past year or more however, I’ve been told you still sell them “sometimes” but to no avail. I hope you return them and keep them stocked for an affordable price like you once had. Thank you.

A: I too was a big fan of the almond cheese ball, but since we have closed the juice bar and ceased production of our almond milk we no longer have the almond pulp to create the lovely cheese ball. If you find a cheese ball or something similar to what we used to make, please let us know the brand name. I have not seen anything like what we used to make. Thanks for writing in and take the best care. Amanda Ikens, Owner Resources
Coordinator

OATMEAL

Q: I miss oatmeal.

A: Hello! Thanks for letting me know that you miss oatmeal. You are not alone. I’ve gotten requests a number of times over the past year or so. I had hoped to bring oatmeal back when the weather got colder in the fall this year but unfortunately we’ve been having trouble keeping the deli staffed and had to discontinue breakfast. We are really hoping to bring in more cooks soon and when we do I plan to offer oatmeal alongside our other breakfast hot bar options. Thank you for your patience while we work hard to get everything up and running again. Gratefully, Bob Smith, Willy East Deli
Manager

EMAIL RECEIPTS

Q: We just received the following email, but we have not lived in Madison for over 3 years. Do you know what this receipt is about? Can you please confirm that our account (or membership) is closed?

A: Thank you for reaching out about the status of your account. I am unable to see the receipt that you attached, but upon looking at your account it looks like it hasn’t been shopped on since February of 2020. Your account however, is still open. If you would like to close your account, please fill out and return the form that I have attached to this email. I have highlighted all sections that need your attention in yellow. Towards the bottom of the form you can choose whether you would like to receive a refund of the \$91 you have invested in your account or if you would like to donate it to the co-op to use for charitable purposes. If you choose to get it refunded you will receive a check in the mail within 90 days of the request being made. The completed form can be returned to ora@willystreet.coop or mailed back to:

Willy Street Co-op
Attn: ORA
1457 E Washington Ave
Madison, WI 53703

Don’t hesitate to reach out if you have any questions. Have a great day!
Ros Murphy, Owner Records Administrator

GROW FOOD BEAUTIFULLY

Edible Landscape Design



15% off consultations, design course, and private tours with code: WILLY15

- ★ Design Consultations
- ★ Design Services
- ★ DIY Design Course
- ★ Edible Landscape Tours

dailyharvestdesigns.com

Unless our parking lot is full, please leave the electric car stalls for electric cars.







GENERAL MANAGER'S REPORT

Checkout Changes; Bond Repayment; & More!

by Anya Firszt, General Manager

Hello dear Owners, "Though, February is short, it is filled with lots of love and sweet surprises." -Charmaine J. Forde

February brings us a handful of days to celebrate: Groundhog's Day, the Full Snow Moon, Super Bowl 2023, Valentine's Day, and Mardi Gras, to name a few.

February is also Black History Month. In 1976, President Gerald Ford recognized Black History Month and told Americans to "seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor throughout our history." If you'd like to learn more about Black History Month and Black history in general, you can start here: blackhistorymonth.gov.

CHECKOUT CHANGES

The self checkouts lanes have been installed at Willy West and we are live-testing to work out the

kinks. We have some limitations in functionality, but we are working to resolve those issues. Check it out!

Never fear, we have register lanes that are staffed by real people too.

Another change of note at the register, which was initiated from a customer comment voicing their frustration in our procedure, is to shift from cashiers saying an Owner's name to an Owner saying their name at the onset of a transaction. We are starting this shift in procedures on February 1, 2023.

To learn more about this procedural change at the register, please refer to Kristina Kuhaupt's article on page 16 as well as the initial customer comment on page 3.

CHANGE IN SERVICES

We are discontinuing our Eat-Street program at all three stores effective February 17, 2023. We are looking at other options for

online ordering and delivery. Stay tuned for future updates.

NORTH CUSTOMER BATHROOM AND STAFF BREAK ROOM RENOVATION

Our North bathroom and break room remodel project start date was delayed a few weeks. That said, we anticipate that the project can still be completed by the end of April, just in time for the farmers' market. Stay tuned for project updates.

BOND REPAYMENT ON THE HORIZON

Can you believe that it's been five years since the remodel at Willy West was completed? To those of you Owners who purchased a five-year bond to support the remodel and expansion work, thank you! You will be receiving payment of the original bond plus interest at the end of February.

And, this coming summer, the

seven-year bonds come due for the Willy North opening!

FY22 PATRONAGE

On January 16th, patronage was issued via a store credit to our 17,072 Owners who qualified and purchased at least \$510 worth of eligible goods from the Co-op in the last fiscal year will receive a store credit. A letter was sent to you if you were to receive patronage that provided you with details related to your unique account details.

Store credits are available (for Owners receiving one) at the registers now through June 18, 2023.

PBS WISCONSIN GARDEN & LANDSCAPE EXPO

We're sponsoring and exhibiting at the PBS Wisconsin Garden & Landscape Expo, February 10-12. Stop by our booth and say hi!

Hoping the month brings you love and sweet surprises.



BOARD REPORT

Introducing Isabel Spooner-Harvey

by Anthony Hernandez, Board Member

While the pandemic continues to disrupt our lives, there are lots of things to be grateful for. Personally, I am thankful for family, friends, community, and the opportunity to do good work. How about you? What are you grateful for?

This past November, the Co-op Board welcomed new members. Board member Jeannine Bindl then announced her resignation for personal reasons. However, Isabel Spooner-Harvey, who received the fifth-highest votes in the recent Board election, was offered—and accepted—the seat for the remainder of Jeannine's one-year term.

MEET THE BOARD: ISABEL SPOONER-HARVEY

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

My first memory of the Co-op is probably when I visited the Middleton location for the first time. I moved to Wisconsin from California in 2013 with my baby who was 8 weeks old at the time. I loved how accessible the Co-op was to me as a brand-new parent with an infant, and all the delicious nourishing food in

the hot bar made my life a lot easier. I was so excited to find such a cool store in my first explorations of my new home.

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

I think I learned about co-ops in high school. The first co-op I ever joined was the punk music venue, 924 Gilman, in Berkeley, California. At the time, it cost \$2 to join. There was no alcohol allowed inside



or outside the club, so my parents were cool with my sister and I going to shows there. My sister Heather Freinkel is way more punk than me, and she played in different bands at Gilman over the years. I loved going to shows with her and always felt safe and included there.

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

I rely on Willy Street for so much! As someone who struggles with sensory overload, I love that shopping there is so much more peaceful and

easier to navigate than at larger grocery stores. It's just the right size for me to get in and out without getting overwhelmed. I value the high-quality produce, bulk aisle (especially for trying small amounts of new spices!), and sourdough from the best bakeries in town. Oh, and the coffee selection! And the cheese department!

What are your top three favorite food traditions?

It's so hard to narrow down my favorite Co-op foods to just three, but I do really gravitate toward the cheese, bread, and fresh produce departments. "A little cheese, a little bread, a little wine, a little cheese, a little onion etc., etc., etc." as Frenchie says in the original version of the film *Sahara*. My kids would probably say their favorite Co-op food is the donuts.

Do you have any favorite food traditions?

My favorite food tradition right now is baking fresh challah with my kids every Friday. It's a ritual we only started a few months ago and it's added such a lovely rhythm to our week. We couldn't find challah at the co-op but we did find flour, yeast, eggs, and oil. Everything we needed to make our own.

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

When I'm not doing Board member stuff, I am a full-time single parent to three awesome kids. We spend a lot of time together at the library, cub scouts, and other activities. I also volunteer as the chairperson of the MMSD Special Education Advisory Council and as Treasurer of the Schenk Elementary PTO. In my spare time, I love to read, make my own clothes, cook, and we all just got into D&D (Dungeons & Dragons) together as a family.

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

I'm so excited and honored to have been elected to the Board. I'm really interested in how people who use EBT feel about shopping at Willy Street, and how we could make their experience even better. I also wonder about how we can engage or partner with some of the incredible non-western food producers in Madison. The Co-op is such a special place and I love getting to be a part of helping it evolve.



Community Room Calendar

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

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



COOKING WITH CHEF PAUL: FRESH PASTA FROM SCRATCH

Location: Willy West Community Room
Thursday, February 16, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 8

Join Chef Paul and his crew to learn how to make farfalle and angel hair pasta in this hands-on class; plus Paul will demonstrate a quick tomato sauce to go with the handmade fresh pasta. A green salad with feta will round out the meal. Vegetarian. Ingredients/recipes may be modified based on seasonal availability. Hands-on.

COOKING WITH CHEF PAUL: ALL THINGS CURRY

Location: Willy West Community Room
Thursday, March 16, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 10

Should you use curry powder or paste? Is there any difference? Chef Paul was confused about curry too, but after plenty of research, he found curry is a flavorful way to spice up your cooking! 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. Demonstration only.

COOKING WITH CHEF PAUL: DUCK DEMYSTIFIED

Location: Willy West Community Room
Thursday, March 30, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 10

Feeling intimidated by the prospect of cooking duck? Join Chef Paul for a class to learn how! He will show you the proper way to fabricate duck and the cooking techniques to apply to this type of poultry. On the menu: Duck Breast with Citrus Sauce; Orange, Cranberry, Walnut Salad; Duck Confit; Curry Rice with Duck; and Soba Noodles with Duck. Ingredients/recipes may be modified based on seasonal availability. Demonstration only.



COOKING TOGETHER: FLAVORS OF PERU

Location: Willy West Community Room
Friday, February 10, 5:30pm–7:00pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a festive feast inspired by the Flavors of Peru—Tortitas de Quinoa, Locro de Zapallo, Solterito Arequipeño, Arroz con Leche, and Chicha Morada may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.

COOKING TOGETHER: FLAVORS OF TASMANIA

Location: Willy West Community Room
Friday, February 24, 5:30pm–7:00pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cook-

ing instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the Flavors of Tasmania—Pickled Beetroot, Cheesymite Scrolls, Pumpkin Soup, Tassie Apple Cake, and Lavender-Honey Tea may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.

COOKING TOGETHER: FLAVORS OF NOVA SCOTIA

Location: Willy West Community Room
Friday, March 10, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a mouthwatering meal inspired by the Flavors of Nova Scotia—Rappie Pie, Hodgepodge, Roasted Parsnips and Apples, Blueberry Grunt, and Maple Milk may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.

COOKING TOGETHER: FLAVORS OF LIBYA

Location: Willy West Community Room
Friday, March 24, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older
Fee: \$10 for kids; \$15 for Owners; \$25 for non-owners
Capacity: 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will prepare a delectable dinner inspired by the Flavors of Libya—Tajeen Jban, Hasa Adas, Couscous, Safra, and Mint Tea may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.



MILLE FEUILLE WITH PIERRE FERLAND

Location: Willy West Community Room
Wednesday, March 8, 6:00pm–8:30pm
Ages: 18 and older
Instructor: Pierre Ferland
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 10

Join Chef Pâtissier Pierre Ferland in this class on making a classic Mille Feuille, sometimes called Napoleon. We'll start off by mixing and folding the puff pastry, followed by rolling out the dough and baking it. Then we'll turn our attention to making the pastry cream and using it as the filling. Finally, we will assemble all of the components to make a classic Mille Feuille. Demonstration with limited hands-on opportunities.

SPRING CUPCAKE BOUQUET

Location: Willy West Community Room
Sunday, March 19, 1:00pm–3:00pm
Ages: 16 and older; adult supervision not required
Your Co-op's Own Instructor: Alysa Hartman
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 12

Cupcake bouquets are a wonderful gift or centerpiece! Join Alysa Hartman in this hands-on class to learn the decorating techniques necessary to make a delicious edible bouquet of spring flower cupcakes. You'll learn techniques for coloring buttercream, how to prepare a piping bag, and use piping tips to create different flowers. Each class participant will decorate and take home their own cupcake bouquet. All supplies are included. One decorator per bouquet. Hands-on.





FUN WITH FONDUE:

Location: Willy West Community Room
Tuesday, February 7, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 9–12 years old
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Folks find it to be fancy, but it's also family-friendly and fun! We'll create the classic cheese, a playful take on pizza, a celebratory chocolate confection, and tasty tidbits for dipping, of course! In this class, participants will prepare a feast and have fun with fondue. Hands-on.

READ A BOOK & LEARN TO COOK: BLUEBERRY MUFFINS!

Location: Willy West Community Room
Monday, February 13, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making Blueberry Muffins together. Read-aloud will include *Blueberries for Sal* by Robert McCloskey and *Stir Crack Whisk Bake* by Maddie Frost. Limit one adult per child.

READ A BOOK & LEARN TO COOK: HANDMADE CORN TORTILLAS!

Location: Willy West Community Room
Monday, February 20, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making handmade corn tortillas together. Read-aloud will include *Round Is a Tortilla: A Book of Shapes* by Roseanne Thong and *Eating the Alphabet: Fruits & Vegetables from A to Z* by Milwaukee author Lois Ehlert. Limit one adult per child.

KIDS IN THE KITCHEN: DELICIOUS DUOS!

Location: Willy West Community Room
Tuesday, February 21, 4:30pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Some food flavors pair so perfectly together, that we decided to develop a class dedicated to these delicious duos. In this class, participants will prepare a dinner of delicious duos with inseparable ingredients like broccoli and cheese, popcorn and butter, tomato and basil, or sugar and spice. Hands-on.

KIDS IN THE KITCHEN: GAGA FOR GREEN!

Location: Willy West Community Room
Tuesday, March 7, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 9–12 years old
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 12

peas, kiwi fruit, and kale—what do these gourmet groceries all have in common? They're all green, of course! In this class, participants will prepare a marvelous meal that goes gaga for green. Hands-on.

READ A BOOK & LEARN TO COOK: FRENCH TOAST!

Location: Willy West Community Room
Monday, March 13, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making French Toast together. Read-aloud will include *Click Clack Moo: Cows that Type* by Doreen Cronin and *Bread Comes to Life: A Garden of Wheat and a Loaf to Eat* by George Levenson. Limit one adult per child.

KIDS IN THE KITCHEN: FOOL YA FOODS!

Location: Willy West Community Room
Tuesday, March 21, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 12

Join Chef Lily Kilfoy in this hands-on cooking class for kids. Spring brings out the silly, and we're hungry for a hoax. So, let's cook up some lighthearted laughs with fool ya foods! Seaweed slipped in a smoothie, pranks played with pancakes, gags made with garbanzos, and bamboozled by beets. In this class, participants will prepare ridiculous recipes with fool ya foods. Hands-on.

READ A BOOK & LEARN TO COOK: STIR-FRIED SOBA NOODLES!

Location: Willy West Community Room
Monday, March 27, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 2-4 years old; adult supervision required
Fee: \$10 for Owners; \$20 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this new, hands-on cooking class for preschool-age children and their caregivers! Friends in this class will learn about food through storytime, music, movement, and making Stir-Fried Soba Noodles together. Read-aloud will include *Noodles, please! (A-Z Foods of the World)* by Cheryl Yau Chepusova and *Rah, Rah, Radishes! A Vegetable Chant* by April Pulley Sayre. Limit one adult per child.



LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy West Community Room
Thursday, March 9, 6:00pm–8:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Paul Tseng
Fee: \$15 for Owners; \$25 for non-owners

Capacity: 8

Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. Join Chef Paul as he guides 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. Hands-on.

Advertise in the Reader

Reach over 34,000 Co-op Owners.

Affordable rates, wide reach, excellent returns.

Discounts for non-profits, Owners and for multiple insertions.

Find info here:
willystreet.coop/advertising

Call 608-237-1230 or email readerads@willystreet.coop for more information or to place your reservation.

willy street co-op

GROW FOOD BEAUTIFULLY

Edible Landscape Design

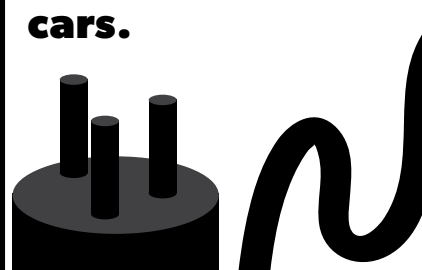


15% off consultations, design course, and private tours with code: WILLY15

- ★ Design Consultations
- ★ Design Services
- ★ DIY Design Course
- ★ Edible Landscape Tours

dailyharvestdesigns.com

Unless our parking lot is full, please leave the electric car stalls for electric cars.



willy street co-op

FOLLOW US ON:






BALANCING BLOOD PRESSURE, NATURALLY

Location: Zoom
Tuesday, February 21, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required

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

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.

NATURAL WAYS TO SUPPORT A HEALTHY IMMUNE SYSTEM

Location: Zoom
Tuesday, March 21, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required

Immune system support is now more important than ever. Katy Wallace, Naturopathic Doctor of Human Nature, LLC, will cover the supplements, diet, and lifestyle factors that provide strong support for the body when faced with viral stress.

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

INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room
Friday, February 17, 1:30pm–4:45pm
Wednesday, March 15, 1:30pm–4:45pm
Location: Zoom
Wednesday, February 8, 1:30pm–4:45pm
Wednesday, March 22, 1:30pm–4:45pm

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

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

DESSERT NEWS

Plant-Based Treats: Homemade & Premade



by Micky Eilenbecker, Purchasing Assistant

A plant-based lifestyle focuses on plant foods being the primary source of nutrition, which include fruits, vegetables, nuts, seeds, legumes, and whole grains. A plant-based diet is not necessarily vegan or vegetarian, but some may eliminate all animal products

while others will choose to reduce their overall intake of animal products. But with any type of lifestyle, there needs to be wiggle room for indulgences, right? Like plant-based sweet treats! I personally love desserts of any sort and know ditching the sweets altogether is difficult, but having bet-

ter options feels like a more sustainable approach than eliminating sweets altogether. I've included both simple recipes and premade options to liberate you (read: me) from the cookie jar.

Chocolate Avocado Mousse (4 servings)

2 avocados
1/2 c. chocolate chips, semi-sweet or dark
3 Tbs. cocoa powder
1/4 c. milk, dairy or non-dairy
1 tsp. vanilla extract
1/2 tsp. sea salt
Optional: 2-3 pitted dates and 2-3 Tbs. maple syrup

Optional toppings: whipped cream/coconut cream, berries and/or chopped nuts
Directions: Melt the chocolate chips in a microwave or on the stove top over low heat and allow to cool. Cut the avocados in half and scoop the flesh into a food processor. Add all other ingredients to the food processor and blend until smooth. Refrigerate (except the toppings) for 2 hours to achieve the mousse-like texture and add desired toppings at time of serving.

Chocolate-Covered Peanut Butter Banana Sandwiches

2 ripe bananas
1/4 c. peanut butter, or other nut butter
3/4 to 1 1/4 c. chocolate chips

1 to 1 1/2 Tbs. coconut oil
Optional Toppings: chopped nuts, shredded coconut, sprinkles, freeze dried fruit, etc.

Directions: Cut the bananas into 1/4 inch slices, put a dollop of peanut butter in the middle and top with another banana slice. Place the mini sandwiches on a baking sheet lined with parchment paper and place in the freezer until frozen, about 45 min -1 hr. Melt the chocolate chips and coconut oil in the microwave or on the stovetop at low heat (Use the full amount of chocolate and coconut oil if you want to cover the sandwiches completely. I prefer to dip one half to reduce the mess and prevent the chocolate from overpowering the other flavors). If you plan to add toppings, have them ready before you start dipping the banana sandwiches because the chocolate will harden quickly. Ideally, you'd have a second person to help; one to do the dipping and one to add the toppings. Once you've dipped the bananas, replace them on the parchment paper and return to the freezer for 30 minutes. Enjoy once frozen or save in an airtight container for later!

I'd recommend you seek out other simple homemade plant-based recipes as well, such as fruit crumbles, sautéed fruit ala mode, chocolate bark with dried fruit and nuts, sweet potato brownies, pumpkin cookies, lime avocado mousse, and banana nice cream. But if you don't have time or interest in making your own plant-based treats, we've got you covered!

BULK TREATS

First, let's circle through the bulk aisle for some tried and true offerings that are minimally processed. You can't go wrong with Chocolate-Covered Nuts and Raisins, and they'll round out a meal as well as offer some nutritional value. The same can be said for our Maple Glazed Walnuts and Candied Ginger as well.

DRIED FRUIT

This is definitely one of my standbys for a snack or rounding out a meal. Equal Exchange Dried Mangoes are my favorite because they are usually a bit softer and tend to have some tang to balance out the sweetness. I personally really enjoy the dried pineapple, prunes, and apricots as well. If you're someone that likes chewy textured items, dried fruit is a great alternative to chewy candy.

CANDIED NUTS

While they are likely familiar options for many of our customers, it's worth mentioning Nutcrack Candied Pecans and Treat Candied Nuts. These locally-prepared, lightly-sweetened, yet very satisfying snacks make it easy to grab a few here and there when you need a little something without overdoing it on the sugar. They do a great job of lightly glazing the nuts, which I've found more difficult to achieve when making them at home.

BARNANA

Similar to the recipe I shared above, we offer Barnana's Banana Bites, which are chewy banana pieces covered in peanut butter, dark chocolate, or peanut butter chocolate combo. Their products are certified organic and they use imperfect bananas that would otherwise be destined for the compost pile. These are a definite staff favorite that won't disappoint!

WILLY STREET CO-OP BAKED GOODS

Our very own Production Kitchen makes an assortment of baked goods, with a number of options that focus on plant-based ingredients. Some good options to keep an eye out for include Banana Bread, Zucchini Bread, and Vegan Pumpkin Bread. Mini Pies will be available soon as well, with an assortment of flavor offerings, such as Blueberry and Strawberry Rhubarb.

Tenney Nursery & Parent Center
A Preschool & Community-based Parent Cooperative
1321 E. Mifflin St. | director@tnpckids.com | 255-3250
www.tnpckids.com
Pre-School age 2-5
Parent/Child Playgroup age 0-3
STATE LICENSED & CITY ACCREDITED



PRODUCER PROFILE

Interview with Mango Man's Chef Thony Clarke



by Dean
Kallas,
Grocery
Category
Manager

Dean: Where did you grow up?

Chef Thony: I grew up in Costa Rica. I was born on the east coast in a little place called Limón. In that area in Costa Rica, there are a lot of Jamaican descendants there. Costa Rica got people, back in the day, to build their railroad track, and

then they segregated a whole bunch of Black people to that area and we couldn't move without our IDs. It was probably the '40s or something like that, you know. Pretty crazy. And that happened on the whole coast of Central America. They brought in mostly Jamaicans. The story goes that the island of Jamaica is where England had the facilities to educate Black people to read and do some math. After that they were literate and spoke English, so "high-end slaves." It was about a way to sell high-level slaves to make more money, pretty much is what it was. The English had markets all over Central and South America, they would send the slaves to different countries and those people spoke English, that's where my English comes from.

How did you get interested in cooking?

Cooking comes from my mom. My mom raised eleven kids by herself. And eleven kids means big cooking. Big cooking for eleven hungry mouths. Life was kind of rough, because she was alone. My dad didn't do the right thing. So when the last kid was born he just took off. So life was really hard, and I learned early on to be a man, pretty much. I mean my brain woke up when I was six and a half or seven. I could see everything, her suffering. I have been working ever since.

I would go to the lime plantation and pick up some limes and come back to the neighborhood and sell them for five cents for three or four or whatever and then bring the money home so she could cook, to help her out you know. It was nice, I mean seeing her cooking, while she was cooking, she was dancing and singing and doing her thing. She was cooking things up with spices, simple stuff like rice and beans, but she would make it taste so good! It would be simple but bold, and it would taste so good that you didn't think about meat or anything else, you just enjoyed it.

I base everything I do today off of using simple ingredients. There is a

world of spices, you know. But the secret is in the combination. Most people combine too many, but if you do your homework and you know what each one means then you know how each one tastes. To me it is like magic! It takes years and years of trial and error. I grew up watching my mom using basic ingredients for making food that I still crave today!

How would you best describe the style of food you make to someone who has not had one of your dishes before?

I call it Latin Soul food for a reason. Because the Caribbeans are the soul of Latin America. The Caribbeans give Latin America the groove. You know: the dance, the spices, the colors and intensity. With Latin food you get your white rice, your black beans and your salad and your chicken, but because of the Caribbeans there is more flavor. That is the explanation, so I describe it as Latin Soul food.

It has to be exciting. I always say I mean, you can't fake food, it is something you can't fake. It either is or it is not. And I don't think I am a great cook, because I am still learning, I am learning every day. People say I am a super chef, I am not a super chef. I am on a learning journey. The journey is to learn something every day. That is why I like music and that is why I like food because it is universal. It never ends. There is always something exciting and colorful and beautiful and delicious coming your way, you know.

Who is your biggest influence?

My biggest influence is my mother. She is my biggest influence ever. Latin/Caribbean culture gets passed down by the females. The dads work, but culture gets passed down by the moms. The moms are the ones who implant those things in us. I think my mom did a great job because I try to pass on my culture to my girls. I have tried to influence them, and maybe it works or it doesn't work, but not at the same level as my mom doing it.

How did you get the name "Mango Man?"

My wife was working for a lady and I would call my wife's job. I don't know why, but she started calling me the Mango Man. That's how that started. Then when we put the food cart together, we called the food cart Cafe Costa Rica featuring Mango Man cooks. Wonderful lady. It just stuck.

What made you decide to start a food cart?

I was working as a maintenance supervisor and got injured going down a flight of stairs. My knee went the opposite way it should have, so I tore my meniscus. I worked all day and got home and my knee was like a melon, it was big. I had to have surgery and my boss fired me. That pushed me to be independent. That's how it started. We started planning the business and in 2003 we started building the food cart.

As an immigrant, what kinds of challenges have you faced in the U.S.?

As an immigrant the hardest part is to learn the rules and learn the laws.

It is really hard to make mistakes, especially for a guy like me who is a perfectionist. It kind of weighs you down, it was hard at the beginning.

What is the best part of your work?

Wow! The best part of my work is when somebody doubles back and tells me how happy they are with the meal. Or how much they love my sauce. To me that is mission accomplished, you know? Everything I do is to satisfy people. I mean I am not pretentious, I do not think that I am the best, I am always a work in progress.

What are your favorite ingredients to work with and why?

My favorite ingredients are those that I haven't had a chance to work with. That is what keeps me excited! What else can I do? Bring me something weird and I will experiment with it. That is the edginess that I am talking about. I want to keep myself antsy, I want to keep myself fresh. They will always taste something different.

When did you start making your sauces?

I started making them when I opened my first restaurant, which was in 2005 or 2006. I could produce the sauce there in the restaurant because I had the licensing to do that. Once I shut down the restaurant, in 2014, I had to apply for a separate license. We started producing at the FEED Kitchens that year.

Which of all your creations are you most proud of?

I am happy with all of them, but I am on a journey of creation, so I don't think nothing that I have done is perfect. I don't think nothing that I have done is finished. Even though people think it is perfect and have told me that, but I always get uncomfortable with that. I refuse to say this is done. There is always stuff to tweak, always stuff to get better. Just like if you write a good song you know, or you have a really good tune that you are working on. You play it today and it is just delicious, it is just so good! But then tomorrow you come and you are like oh, I need to put this in. It is good to not be satisfied.

What motivates you to keep creating?

The desire to be different, and I am always in search of the "Wow Factor." So as a Chef, that is the goal. That search is part of me. I am in search of that.

I have heard you were a musician and dance choreographer before becoming a Chef. Where did you get your start? Do you still play music in a band?

Back in Costa Rica in the '80s, I started dancing. I got together with four or five other guys, and we started putting choreographies together. I was the youngest one, but I already wanted to make it a business. Of course

the others were looking at me like I was crazy. So I went and sold the show, you know for a couple of bucks at a disco. Back in the day there were still discos all over the place. A couple of places had said yes and we started performing and then it morphed into singing.

It is funny how the whole thing happened. We did a show at this guy's bar, he had us do our little dance performance there. What happened is the PA system had a cassette player, and the cassette player did not work. Everyone was looking at me, "What do we do?" So I talked to the boss, he had a band at the bar, and I tell him, "Hey, can you have your musicians make us a rhythm, so we can do our thing?" and he sent them over. They played a little rhythm, something funky. One of my friends in the group used to play guitar so I grabbed onto the microphone and sang a bunch of nonsense and my friend grabbed a guitar and started playing. It was surreal. It all came together like a glove and it fit.

That is how my singing started. Around '88 or '89. Once the dancing thing wound down, we put a band together, playing blues. Then we studied up and combined it with jazz, funk and rock. Together with Latino stuff and I have the Jamaican thing going on naturally. So it was pretty weird. It was pretty good!

No, I don't play music with a band at the moment but I'm looking forward to doing it again in the future.

Do you have any other hobbies or interests?

I like music. I play my bass everyday whenever I have time. I also play the harmonica, and have been playing the harmonica for a lot of years. I enjoy a really good sci-fi movie or show but other than being creative with my music and the food, I don't have any other hobbies. That keeps me busy.

Do you have any new products in development?

Yes, I do. There are two more sauces coming to the Co-op in the future. But I am hoping to get my soups into the Co-op this Winter yet, if that is even possible. The accident threw me off. I had a plan in September to talk to you all, so you could try out the soup, and then we could introduce them. It's seasonal. I am already doing it at the FEED Kitchens with the Soup's On people.



BAKERY NEWS

Let Them Eat... Pie!



by **Nicholas O'Connor,**
Prepared Food & Cheese
Category Manager

Hello! I am really excited to report on some of the new additions to our Prepared Foods program and let everyone know what is happening now and in the very near future with pies (and quiche) at the Willy Street Co-op!

BUT FIRST A BRIEF HISTORY...

Years ago, as many will remember, we had a robust pie- (and crust-) making program. We used to have a dough/pastry sheeter, which is an industrial piece of equipment used to roll out dough consistently and quickly. It broke several years ago and was never replaced. We are all very happy to say we have purchased a new one and we have been developing our internal systems to begin using it to its full potential!

PIE CRUSTS

This past holiday season, we were once again able to offer our popular homemade Classic Pie Crusts (2-pack), found in the frozen section at each store. We have received a lot of requests for our pie crusts, so we are really excited to be able to bring them back! We saw a really great reception for these this past November and December and have had a lot of good feedback about them.

There is now something extra special about these hand-crimped shells. Since we transitioned all of our wheat flour at our Production Kitchen to be 100% locally grown and milled flour from Meadowlark, our Classic Pie Crusts are now made from 100% local ingredients, as they are simply flour, butter (also local), and water.

Along with the return of our frozen crusts, I'm happy to report we have moved to using our in-house crust in all of our pies and quiche that already contain dairy and wheat, making our pies and quiche program even more distinct and unique to the Willy Street Co-op.

If you prefer the made-without-gluten (MWOG) pies, rest assured we are not planning any changes at this time, so don't worry! In the future, we are planning to offer a vegan version of our Classic Pie Crusts, so our vegan shoppers can look forward to a new crust for their homemade baking!

HOLIDAY PIES/ SEASONAL/MINI PIES

We are also making some exciting changes to what goes inside the crust! Over the past few years, most of our 'pie' effort has been focused on our holiday pies (from mid-October

through December) offering flavors such as Pecan, Cherry, Apple, and Pumpkin, with vegan/ made-without-gluten (MWOG) options for the Apple and Pumpkin varieties. That being said, we will be looking to change things up during the 2023 holiday season and offer some new flavors for your holiday!

As we go through the rest of the year, we are going to be offering a variety of rotating menu items, specifically with pies. Our plan is to introduce flavors such as Blueberry, Strawberry Rhubarb, Buttermilk, and Cranberry Apple. The new flavors will be offered in a new size pie, which we are calling a 'Mini Pie.' They will have hand crimped crusts, they will be six inches in diameter and they will come in a small craft box.

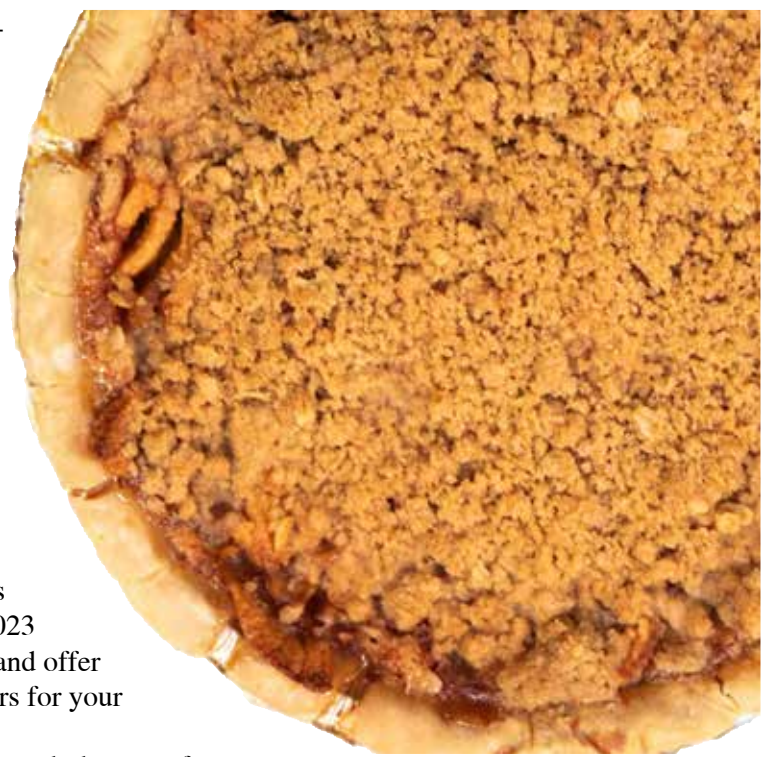
The new Mini Pies will replace the half pies that we previously offered. The half pies were a nice offering, but we have found they were prone to breaking and they required a significant amount of labor to maintain. Our hopes are that the new Mini Pies will serve the same purpose as the half pies and they will be a hit!

POT PIES

In conjunction with our sweet dessert pies, our Production Kitchen has plans to add some savory pot pies to the menu as well. We will start off by initially offering a classic Chicken and Vegetable Pot Pie and a Vegan Pot Pie too! These 6-inch personalized pot pies will come with reheat instructions for both refrigerated as well as from frozen in case you choose to freeze these and heat them up later and would make a tasty and easy lunch or dinner...but you could have them for breakfast too of course!

QUICHE

While we're talking about all of these crust filled delicacies, let's talk



about quiche. In May of 2022 we took on making quiche at our Production Kitchen in order to have better control over the quality, ingredients, and to introduce some variety to our menu. These 9-inch full size quiches are perfect for a family breakfast or brunch gathering with friends, and they are easy to bake off when you are ready! We have three options available; a vegetarian, vegetarian that is made without gluten (MWOG), and a made with meat option.

You will find that our vegetarian options change throughout the year to keep the menu rotating and keep things fresh. Our current rotation includes an Asparagus, Mozzarella, and Provolone Quiche in the spring, a Tomato and Mozzarella in the summer, and a Maple Roasted Vegetable in the fall and winter. For our meat version, we are currently making a Bacon, Potatoes, Mozzarella, Provolone, and Scallion quiche.

LET ME KNOW

If pies and quiche are your kind of thing, we hope you're as excited about the new additions as we are and you're able to try some for yourself. While we plan to start initially with 6-inch pies, if you are liking these but would like to see us make these as large, full-sized, options, write to me! Submit a customer comment and let us know what you think, what you love, and if you have a flavor idea we might want to try!



Owners:
if you received
a store credit,
please use it by
June 18, 2023!

Patronage Refund

The cashier will ask to see a photo ID when you want to use or donate it to Double Dollars.



MORE INFORMATION AT:
www.wilystreet.coop/FY22-patronage-refund

willy street co-op

INNER FIRE YOGA®

Madison's Original
Hot Yoga Studio Since 2002



East Madison
1813 East Washington Ave
608-405-5896

West Madison
5003 University Ave
608-661-0167

www.innerfireyoga.com



Health & Wellness

co-op deals: February 1-14

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



Alaffia
Bubble Bath
All Kinds on Sale!
32 fl oz • Save \$4.50
\$9.49/tx

coop deals.



Klean Kanteen
TKWide
Insulated Tumbler 16 oz
All Colors on Sale!
1 ea • Save \$10.96
\$21.99/tx

coop deals.

Badger
Badger Balm
for Working Hands
0.75 oz • Save \$1.49
\$4.50/tx

coop deals.

Alba Botanica
Hawaiian 3-in-1
Towelettes
25 ct • Save \$3.20
\$4.79/tx

coop deals.

Toms Of Maine
Whole Care
Toothpaste
Peppermint & Cinnamon
4 oz • Save \$2.50
\$5.49/tx

coop deals.

Mineral Fusion
Hydro-Shine Lip Gloss
All Colors on Sale!
1 ea • Save \$4.50
\$9.49/tx

coop deals.

Moon Valley Organics
Shampoo Bar
All Kinds on Sale!
4 oz • Save \$3
\$5.99/tx

coop deals.

evanhealy
French Rose Clay
1 oz • Save \$4.50
\$15.49/tx

coop deals.

Natural Factors
Coenzyme Q10
100 mg
60 ct • Save \$3.50
\$12.99/tx

coop deals.

Nordic Naturals
Ultimate Omega
60 ct • Save \$9
\$18.99/tx

coop deals.



co-op deals: February 15-28



ECOS
Hand Soap
All Kinds On Sale!
17 fl oz • Save \$2
\$3.99/tx

coop deals.



Jason
Deodorant
All Kinds On Sale!
2.5 oz • Save \$2.20
\$4.29/tx

coop deals.



Host Defense
MyCommunity Extract
1 fl oz • Save \$5.50
\$11.49/tx

coop deals.



Garden of Life
myKind Organics
Plant Calcium
90 tab • Save \$14
\$28.99/tx

coop deals.

Nubian Heritage
Bar Soap
All Kinds On Sale!
5 oz • Save \$2.10
\$4.19/tx

coop deals.

Heritage Store
Rosewater Spray
8 fl oz • Save \$4
\$8.99/tx

coop deals.

The Honey Pot
Menstrual Cup
1 ea • Save \$8
\$15.99/tx

coop deals.

Xlear
Xylitol Gum
All Kinds on Sale!
100 pc • Save \$2
\$6.29/tx

coop deals.



ShiKai
Borage
Therapy Lotion
Original Formula
8 fl oz • Save \$5.20
\$9.79/tx

coop deals.



MegaFood
C Defense
Gummies
70 ct • Save \$6.5
\$10.49/tx

coop deals.

coop™ deals

co-op deals: February 1-14



A Dozen Cousins Seasoned Beans

All Kinds on Sale!
10 oz • Save \$1

\$2.99



Pacific Organic Broth

All Kinds (except Creamy Herb Garlic Broth) on Sale!
32 fl oz • Save \$1.50

\$3.99



Chocolove Chocolate Bars

All Kinds (except XO and Holiday Bars) on Sale!
2.9-3.2 oz • Save \$2.58/2

2 for \$4^{tx}



Dr Bronner's Organic Coconut Oil

Whole Kernel, White Kernel
14 oz • Save \$2.50

\$7.99



Quorn Meatless ChiQin Nuggets

10.6 oz • Save \$1.80

\$4.49



Essentia Electrolyte Enhanced Water

50.72 fl oz • Save \$1.20

\$1.79



Traditional Medicinals Herbal Tea

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

\$4.49^{tx}



Kettle Brand Potato Chips

Sharing Size. All Kinds on Sale!
13 oz • Save \$2.70

\$4.29



Oatly Non-Dairy Frozen Dessert

All Kinds on Sale!
16 oz • Save \$1-\$1.30

\$4.49



Tasty Bite Rice Pouches

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

2 for \$5



Caboo Bathroom Tissue

12 pk • Save \$2.50

\$9.99^{tx}



Daisy Sour Cream

8 oz • Save 30¢

\$1.49



Ithaca Hummus

All Kinds on Sale!
10 oz • Save \$1.50

\$3.99



Mountain High Organics Organic Black Turtle Beans

Rndm wt • Save 20¢

\$2.79/lb



Garden Of Eatin' Taco Shells

All Kinds on Sale!
5.5 oz • Save \$1.20

\$3.79



Paqui Tortilla Chips

All Kinds on Sale!
7 oz • Save \$1.50

\$3.99



Tucson Tamale Tamales

All Kinds on Sale!
10-11 oz • Save \$2.30

\$5.49



Crofter's Organic Premium Fruit Spread

All Kinds on Sale!
16.5 oz • Save \$2.50

\$4.29



Kite Hill Dairy-Free Frozen Ravioli

All Kinds on Sale!
9 oz • Save \$2.30

\$5.99



Bionaturae Organic Tomato Paste

7 oz • Save \$1

\$1.99



Annie's Organic Mac and Cheese

All Kinds (except Organic Grass-Fed) on Sale!

6 oz • Save \$1.79

\$3.00



Rudi's Organic Bakery Bread Loaves

All Kinds on Sale!
22-24 oz • Save \$1.30-\$1.50

\$4.99



Simple Mills Almond Flour Crackers

All Kinds on Sale!
4.25 oz • Save \$1.80

\$3.99



Nixie Organic Sparkling Water

All Kinds on Sale!
8 pk • Save \$6.49 when you buy two

Buy One at \$6.49 Get One FREE

Buy One, Get One FREE



The specials on this page are valid February 1-14

All Specials Subject to Availability. Sales Quantities Limited.

FEBRUARY

co-op deals: February 15-28

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



Siggis Non-Dairy Yogurt

All Kinds on Sale!
5.3 oz • Save 38¢/2

2 for \$4

coop deals

Mount Hagen Organic Instant Coffee

3.53 oz • Save \$3

\$8.99

coop deals

Rx Bar Protein Bars

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

2 for \$4

coop deals



Equal Exchange Organic Fair Trade Tea

All Kinds on Sale!
.85-1.41 oz • Save 99¢

\$3.50

coop deals

Crunchmaster Gluten Free Crackers

Original, Multigrain, Rosemary Olive
4 oz • Save \$1

\$2.99

coop deals

Annie's Organic Salad Dressing

All Kinds on Sale!
8 oz • Save \$2.80

\$3.99

coop deals



Late July Tortilla Chips

All Kinds on Sale!
10.1 oz • Save \$1.99

\$3.00

coop deals

Culture Pop Probiotic Soda

All Kinds on Sale!
4 pk • Save \$1.30

\$5.49/tx

coop deals

Amy's Frozen Pizzas

All Kinds on Sale!
9.1-13.5 oz • Save \$2.50

\$8.99

coop deals



Barbara's Bakery Cheese Puffs

All Kinds on Sale!
7 oz • Save \$1

\$2.99

coop deals

Muir Glen Organic Canned Tomatoes

All Kinds on Sale!
28 oz • Save \$3.98/2

2 for \$5

coop deals

Cascadian Farm Organic Frozen Vegetables

Broccoli Florets, Sweet Peas, Shelled
Edamame, Chinese Stir Fry
10 oz • Save \$1.49

\$3.00

coop deals



Greek Gods Greek Yogurt

All Kinds on Sale!
24 oz • Save \$1

\$3.99

coop deals

Feel Good Foods Gluten-Free Dumplings

Vegetable, Chicken
10 oz • Save \$3

\$6.99

coop deals

California Olive Ranch Everyday Extra Virgin Olive Oil

25.4 oz • Save \$5.50

\$11.99

coop deals



Lotus Foods Thai Rice Noodles

All Kinds on Sale!
8 oz • Save \$2

\$2.79

coop deals

R.W. Knudsen Simply Nutritious Juice

All Kinds on Sale!
32 fl oz • Save \$2

\$2.99

coop deals

Siete Grain-Free Cookies

All Kinds on Sale!
4.5 oz • Save \$1.49

\$3.50

coop deals



Mary's Gone Crackers Organic Super Seed Crackers

All Kinds on Sale!
5.5 oz • Save \$2.30

\$3.99

coop deals

Miyokos Creamery Organic Cultured Vegan Butter

8 oz • Save \$1

\$4.49

coop deals

Epic Homestyle Savory Chicken Bone Broth

14 fl oz • Save \$2

\$4.99

coop deals



Uncle Matt's Organic Orange Juice

52 fl oz • Save \$1.50

\$6.49

coop deals

Biokleen Free & Clear Laundry Powder

10 lb • Save \$3.50

\$15.99/tx

coop deals

Sir Kensingtons Classic Mayonnaise

12 oz • Save \$2.30

\$5.49

coop deals



The specials on this page are valid February 15-28

All Specials Subject to Availability. Sales Quantities Limited.



Design
Your Own

Dessert Board

1. Bill Doran Flowers. 2. Hu Cashew Butter & Vanilla Bean Dark Chocolate. 3. Endangered Species Vibrant Cherries + Dark Chocolate. 4. Equal Exchange Total Eclipse. 5. Honey Mama's Lavender & Rose Cocoa Truffle Bar. 6. Tony's Chocolonely Milk Chocolate Bar. 7. Sartori Merlot BellaVitano. 8. Organic Pink Lady® Apples. 9. Gentle Breeze Honey Sticks. 10. Greenbush Bakery Old Fashioned Cherry Cake Donuts. 11. Quince & Apple Figs and Black Tea Preserves. 12. Carr Valley Cheese Cranberry Chipotle Cheddar Cheese. 13. Pipcorn Cheddar Cheese Balls. 14. Slide Sea Salt Chips. 15. Bulk Chocolate Covered Pretzels. 16. Organic Strawberries. 17. Love Corn Sea Salt Roasted Corn. 18. Surf Sweets Organic Cinnamon Bears. 19. FEED Kitchen Sugar Cookies. 20. Nutcrack Firecracker Chili-Spiked Candied Pecans. 21. Lily's Sweets Original Dark Chocolate Bar. 22. Willy Street Co-op Valentine's Day Cupcakes. 23. Alter Eco Organic Dark Chocolate Bars (Quinoa Crunch, Sea Salt). 24. Made in Nature Cranberry Pistachio Figgy Pops. 25. Pocky Chocolate Cream Covered Biscuit Sticks. 26. Surf Sweets Gummy Bears. 27. Surf Sweets Gummy Worms. 28. Willy Street Co-op Espresso Swirl Brownies. 29. Bulk Roasted & Salted Pistachios. 30. Gail Ambrosius Chocolate Dipped Orange Peel. 31. Surf Sweets Organic DelishFish. 32. Gail Ambrosius 5pc Caramels. 33. Smart Sweets Sourmelon Bites. 34. Jennies Coconut Macaroons. 35. Organic Blood Oranges. 36. Smart Sweets Peach Rings. 37. Maple Valley Co-op Organic Maple Candy. 38. Made in Nature Organic Dried Apricots. 39. Organic Cara Cara Oranges. *SELECTION VARIES BY STORE.

 In these times, having the right home for you and your family to stay safer at home is our priority. We are all in this together, we are here and we care. Be well.
Powerful Results. Real People.



www.LauerRealtyGroup.com | 608.467.3220   

Law Office of
Nathan Wagner
*Business - Family - Bankruptcy
Probate - Wills*

Call
608-949-6394
Free Consultation

nwagner.law

2810 Crossroads Dr, Suite 4000
Madison WI 53718

Seal in the Warmth



3M™ Indoor Window Insulator Kits
On Sale Now
Save Now & Thru the Winter

ACE Hardware Center
1398 Williamson St. 257-1630
acewilly@tds.net

INKLING STUDIO

*A new gallery on
Madison's South Side!*

Matted and framed
prints, and cards

Currently showing
linocuts and silkscreens
by owner Francis Stanton



ART GALLERY
901 Watson Av, #101
Madison, WI 53713



See website
for hours
and map

franstanpix.com
608-334-9037
A member of 14 South Artists



Pilates on Harrison
Quality Pilates In Your Neighborhood

710 Harrison Street
pilatesonharrison.com
608.709.1775

Daily In-Studio & Online Offerings
private & duet sessions ◊ group equipment & mat classes
live online classes & videos on demand

**Are you enrolled in
the Access Discount
Program?**



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

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

**To avoid a lapse in your enrollment, please stop by
one of our Customer Service desks by March 31st,
2023 to fill out your renewal form.**

For more information about the Access Discount Program please contact the Owner Records Administrator at **608-284-7794** or ora@willystreet.coop.

Information about the Access Discount Program can be found at the Customer Service desk and at www.willystreet.coop/ownership/access-discount-program




willy street co-op

**Save money and find out
our best fruit & veggies**



Savings Emailed!

Did you know you could sign up to get emails telling you about what's new and tasty in produce or what's on sale for Owners this week?

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

ADVERTISE IN THE READER

Affordable rates, wide reach, discounts for non-profits and Owners.
Find info here: willystreet.coop/advertising.





CUSTOMER EXPERIENCE REPORT

Generosity Abounds! Thank You!

by Kristina Kuhaupt, Customer Experience Manager

DOUBLE DOLLARS AND PANTRIES OF PLENTY RESULTS

THE DOUBLE DOLLARS FUND

Throughout November and December, you helped us raise \$13,138 for Double Dollars. WOW—that is amazing and we thank you for your support! We said that when you contributed to the Double Dollars Fund, we would do a 1:1 match up to \$15,000 using abandoned Owner equity to support our Pantries of Plenty neighborhood pantry partners: Goodman Community Center Fritz Food Pantry, Lussier Community Education Center, Middleton Outreach Ministry, The River Food Pantry, and Wil-Mar Neighborhood Center. You met our match for \$13,138 with cash donations and savings due to your reuse of bags! Thanks to you, each food pantry will receive funds to use on fresh items that are harder to come by in the winter season. We appreciate your support of the Double Dollars program and our neighborhood pantries. This means that a total of \$26,276 has been put into our local giving economy to help support those who are food insecure during these long winter months.

As a reminder, Double Dollars is a nutrition incentive program to help those using FoodShare/QUEST purchase fresh or frozen fruits, vegetables, legumes, and seeds and seedlings for growing edible plants. The Double Dollars season runs from October to May at the Co-op and June to November at participat-

ing farmers' markets. The Double Dollars Fund, with your cash donations and bag reuse combined, has provided over \$378,600 to the program since April 2017.

The Double Dollars match benefiting our food pantry partners is made possible through abandoned and donated Owner equity. When Owners leave the Co-op, their equity invested belongs to them and they are given the option to have their equity refunded or donated to use for charitable purposes such as this match and the Community Reinvestment Fund grants.

DOUBLE DOLLARS—GOOD NEWS ALERT!

In late 2022, I had the opportunity to partner with several Double Dollars stakeholders, including the American Heart Association and Community Action Coalition for South Central Wisconsin to advocate for additional funding for this program at city and county levels during their budget season for FY23. I am pleased to report that with our collaborative efforts, this program was given an additional \$125,000 for our budget year to help distribute during the farmers' market and Co-op distribution cycles. We want to give a big thank you to the city and county leaders who helped approve and pass this budget line item, and give this program a larger voice concerning the positive impact it creates for Dane County residents throughout the year. We acknowledge there are so many worthy Dane County social programs these leaders must consider, and these budget decisions are not easy. We appreciate the time, effort, and deliberation it took—thank you! Additionally, we are grateful to the American Heart Association for championing the program, and WKOW for picking up the story and providing us an outlet to spread the word about Double Dollars at large, this budget cycle win, and how folks in our community can both support and utilize the program. To see more information on this news story, please visit WKOW.

HOLIDAY GIVING UPDATE

During this season of giving, you helped contribute to Madison Reading Project to help distribute 15,000 books this holiday season to local Dane County children. Thank you to everyone who either dropped off a book(s) at our stores and/or financially contributed via their QR code!

Additionally, you were able to help contribute winter gear to Middleton area residents this holiday season through the City of Middleton's Keeping Neighbors Warm collection drive. Lastly, throughout the entire year, you helped CHIP at our registers, with a 1% donation of your total grocery bill, helping support the Community Shares Program. In the 2022 calendar year, you helped raise \$152,053.63 for 70 nonprofits that bring awareness and change for local social and environmental justice. Thank you for your generosity for all Co-op supported programs this year, it is truly heartwarming and appreciated!

REMINDER: ACCESS DISCOUNT RENEWALS DUE MARCH 31

The Access Discount Program is an Owner benefit available to those with a financial need and offers a 10% discount on your purchases as well as a longer time period to pay any outstanding Owner equity (\$4 per year for Individual Owners, \$7 per year for Household Owners). Additionally, you will receive one free cooking class per year. When you enroll in the Access Discount Program, the benefit is activated throughout the calendar year. If you still have a financial need at the end of the year, you must renew by March 31 in order to continue receiving the benefit. Current Access Discount participants will receive reminders in mid-February, and those who have not renewed by mid-March will receive a second reminder. To protect the privacy of our Owners, we do not provide renewal reminders at the registers.

Applying for the Access Discount is quick and easy at the Customer Service desk, and you do not need to bring any special information with you. Following completion of a simple form, you will sign that you agree to the terms of service. You may qualify if you are receiving support from the FoodShare/QUEST Program (SNAP); Medicaid (BadgerCare/Senior Care); the Special Supplemental Program for Women, Infants, and Children (WIC); Section 8 Housing Assistance/Community Development Authority (HUD); the Senior Farmers' Market Nutrition Program; Supplemental Security Income (SSI); Social Security Disability Insurance (SSDI); the Low Income Home Energy Assistance Program (LIHEAP); FairShare CSA Coalition

Partner Shares; the Free or Reduced School Lunch and Breakfast Program; Wisconsin Shares Child Care Subsidy Program; Wisconsin Works; Heat for Heroes; or Early Head Start/Head Start. You may also qualify to receive the Access Discount if your annual gross income within the last year has been at or below 150% of the Federal Poverty Guideline (FPG). FPG charts are available on the Access Discount form.

The Access Discount Program is supported by our annual sales income, currently, that equates to .51% of our sales. In FY2022 the Co-op distributed \$339,326 in discounts via the program to 1,635 Owners. To learn more about our Access Discount Program, please visit our website under the Ownership tab.

Questions about Access Discount Program renewal or enrollment can be sent to ora@willystreet.coop.

Additionally, this year begins the work of our Access Discount renewal committee. Thank you to all who are helping continue to evaluate this program and how we can best serve our community through this offering. Any additional findings or changes to this program will be highlighted in the May newsletter once our work is completed.

HEADS UP: NEW REGISTER PROCEDURE STARTING FEBRUARY 1ST

As Anya mentioned in her General Manager's Report, you will be seeing an updated procedure as to how you will be asked about your ownership at our registers and Customer Service desks. You will be asked for your Owner number and then for the name on the account, which you will verbalize, not the staff member. For those who have been Owners for many years or decades this may feel different, but after evaluation of our current procedures, we want to bring a more inclusive operational policy that makes everyone feel welcome. In this way, you will be in control of how your name is pronounced, not our staff. It is one more step to help verify we have the correct account. We hope this new procedure will alleviate the times that you have come into our stores and we have mispronounced your name. Thank you for your willingness to try out this new method and we look forward to bringing a welcoming checkout experience for all.

GROW FOOD BEAUTIFULLY

Edible Landscape Design



15% off consultations, design course, and private tours with code: WILLY15

- ★ Design Consultations
- ★ Design Services
- ★ DIY Design Course
- ★ Edible Landscape Tours

dailyharvestdesigns.com



2023 WILLY STREET CO-OP OWNER SURVEY

We are conducting a survey of Co-op Owners to learn what you value about the Co-op, what you would like to see changed or stay the same, and to find out any ideas you have for improvements. The privacy of our Owners is extremely important to us; names and Owner numbers are removed before any examination and analysis of the results. Please drop your completed survey at the kiosk in any store or mail to Owner Survey, Willy Street Co-op, 1457 E. Washington Ave., Madison, WI 53703. Please use a ballpoint pen to avoid ink leakage. You can also fill out this survey at willystreet.coop/survey.

Fill out and turn in this survey by February 28 and you could win 1 of 10 \$100 Co-op gift cards!

Name: _____ Owner #: _____

Phone number*: _____ Email address*: _____

Check box if you are interested in receiving information from the Co-op about committee openings, focus groups, and other Owner engagement opportunities.

1. How important is it for you to receive information about Willy Street Co-op (including changes to hours, new services, sales, etc.) in the following ways?

	Not at all	A little	Somewhat	Very	Extremely
a. In-store postings (signs, flyers, pamphlets, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Co-op website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Informal conversations with Board members/staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Annual Meeting and Board meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Mailings (annual report, special mailings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Social media (Facebook, Instagram, Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Co-op Newsletter (The <i>Reader</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How satisfied are you with Willy Street Co-op's communication regarding changes to hours, new services, sales, etc.?

	Very Satisfied	Satisfied	Somewhat Sat.	Neutral	Somewhat Unsat.	Unsatisfied	Very Unsatisfied
a. Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Which three factors, if implemented, would cause you to do more of your grocery shopping at Willy Street Co-op? (Choose up to THREE.)

- | | |
|---|--|
| a. ___ Improved product selection/variety | h. ___ Friendlier/more approachable staff |
| b. ___ Improved product quality/freshness | i. ___ More national brands (e.g., Kraft, Kellogg's, etc.) |
| c. ___ Offering more lower-priced products | j. ___ Increased selection of natural/organic products |
| d. ___ More convenient hours of operation | k. ___ Increased selection of local products |
| e. ___ Improved store atmosphere/ambiance | l. ___ Increased responsiveness to customer feedback |
| f. ___ Improved store cleanliness/condition | m. ___ Already spend 100% of my grocery dollars at the Co-op |
| g. ___ More knowledgeable staff | n. ___ Other (please specify): _____ |

The Co-op's mission and vision are:

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

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

4. Please rate how well Willy Street Co-op lives up to the qualities mentioned in our mission and vision.

Very Well	Well	Somewhat Well	Neutral	Somewhat Poorly	Poorly	Very Poorly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Do you have any comments to share to explain why you gave the answer you did above?

6. How well does Willy Street Co-op prioritize diversity, equity, and inclusion (DEI)?

Very Well	Well	Somewhat Well	Neutral	Somewhat Poorly	Poorly	Very Poorly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey continues on next page



7. Do you have any comments to share to explain why you gave the answer you did to the preceding question?

8. Which three social issues are ones you think Willy Street Co-op should prioritize to the possible deprioritization/detriment of other areas? (Choose up to THREE.)

- a. Promote sustainable food and product packaging/recycling
- b. Support development of small local businesses
- c. Provide nutrition education
- d. Support other co-ops
- e. Support local, sustainable agriculture
- f. Address local hunger problems
- g. Provide education on food safety issues
- h. Support efforts to protect/improve the environment
- i. Other (please specify): _____
- j. I don't recommend any changes to the priorities of the Co-op
- k. I don't know

9. In what ways would you like to engage with the Board of Directors? Please check all that apply.

- a. Attendance at Board meetings
- b. Co-op community dinners
- c. At discussion sessions during the Annual Meeting
- d. Listening sessions at the stores
- e. Board articles in the Reader
- f. Owner focus groups on current topics and issues
- g. Other (please specify): _____
- h. I don't feel a need to engage with the Board of Directors

10. What are the top three reasons you are a Willy Street Co-op Owner? (Choose up to THREE.)

- a. To receive the Owner sales and discounts
- b. To have access to certain products not available elsewhere
- c. To support a local grocer
- d. To support local food growers
- e. A desire to join a cooperative
- f. A belief in Willy Street Co-op's mission/vision
- g. To interact with like-minded people
- h. Its convenient locations
- i. Other (please specify): _____

Please answer these questions if comfortable doing so; answers will help us to provide better customer service to all Owners.

11. On average, how often do you shop at Willy Street Co-op? (Select ONE.)

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| More than 3x/week | 3 times/week | Once/week | Twice/Month | Once/Month | Less than 1x/Month |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. Please select your age:

- a. Under 18
- b. 18 to 24
- c. 25 to 34
- d. 35 to 49
- e. 50 to 64
- f. 65 and over
- g. Prefer not to answer

13. Please select your annual household income:

- a. Under \$25,000
- b. \$25,000 to \$49,999
- c. \$50,000 to \$59,999
- d. \$60,000 to \$74,999
- e. \$75,000 to \$99,999
- f. \$100,000 or more
- g. Prefer not to answer

14. Please select which of the following best describes your background:

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino/a
- e. Native Hawaiian or other Pacific Islander
- f. Middle Eastern or North African
- g. White or Caucasian
- h. Not listed (please specify) _____
- i. Prefer not to answer

15. Is there anything else that you would like to tell us?

Fill out and turn in this survey by February 28 and you could win 1 of 10 \$100 Co-op gift cards!



Love in the Morning

An Ode to Breakfasts Both Savory and Sweet

by Ben Becker, Newsletter Writer



Many of us struggle in the mornings. Simply emerging from a layer of sheets and blankets can be considered the first (and perhaps) greatest achievement on a frosty February day. It's a feat simply to prepare a warm cup of coffee, let alone to get a waffle iron heated up. Indeed, some of the best breakfast offerings require far too much time and effort for a weekday before work. It is in the rush and demands of our daily grind that we often neglect those things most important in life. Often these are the same priorities that demand time and attention. So before you settle for cereal, find a few stolen moments to indulge in a morning meal that provides meaning to you and a special someone. This February provides a chance to take time and keep the home griddles well-warmed.

FRUIT

Nothing provides the same indulgent complement to the standard breakfast fare as the incorporation of fruit. While they may seem elementary, the familiar apple brings sustenance not only for your body but your heart and soul as well. Apples are enticingly intertwined with stories of legend and intrigue where they symbolize love, beauty, and forbidden knowledge. According to clas-

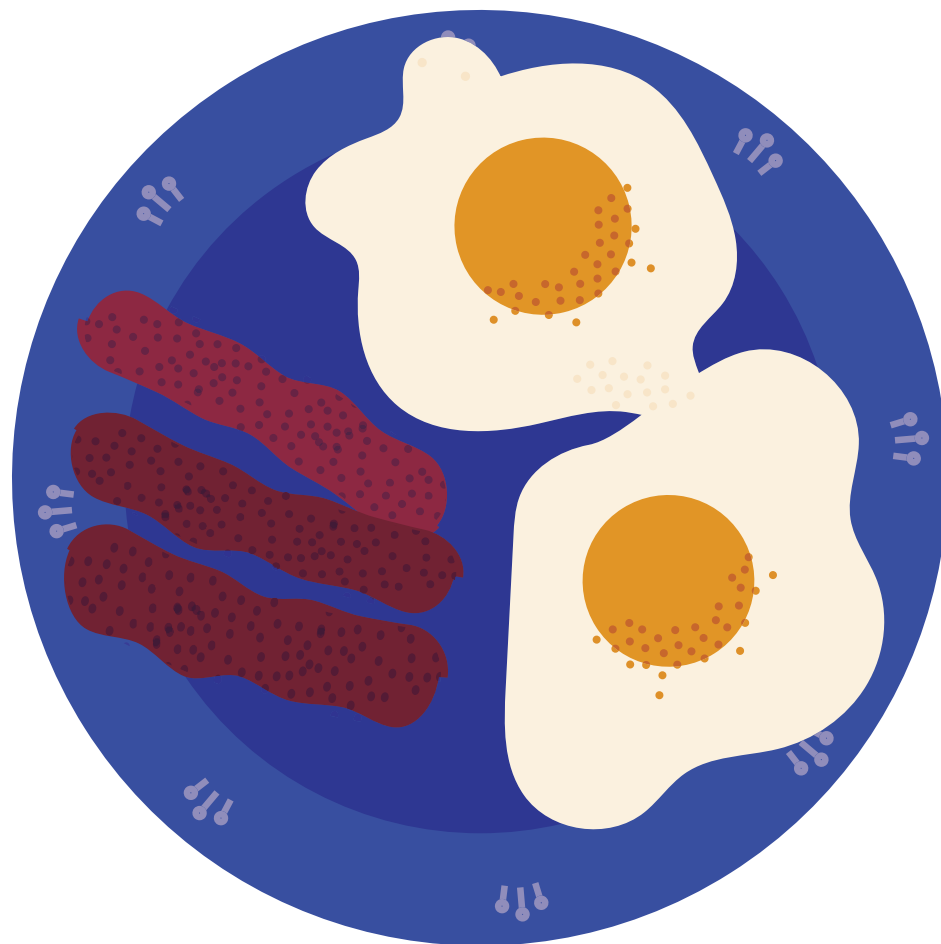
sical myth, Eris, goddess of discord, inspired a beauty contest by dropping a golden apple between the goddesses Athena, Hera, and Aphrodite. The consequences of this rivalry would be far-reaching, leading to a love affair between Paris and the married Helen, and the Trojan War as a result. Other stories tell of apples of the Hesperides that served as a wedding present to the gods, and would be planted in the gardens of the goddess of marriage.

Even deep into these late winter days, your Co-op's shelves are still well stocked with apples that have been stowed away since their harvest. Keep an eye out for the Pink Lady varietal. The soft pink glow of their skin makes them a fitting gift for Valentine's Day. A high acidity level combined with heavy amounts of fructose give this fruit a pleasing sweet and tart taste in every crisp bite. This alluring cultivar is perfect to enjoy as is, but you may also choose to bake it into a decadent morning pastry.

Pomegranates

As delightfully as they balance sweetness and tart, your perspectives and pastry shouldn't be too limited in scope. Why not feature something more exciting in your morning mix such as a pomegranate? Much like apples, these ruby-colored fruits have their own remarkable features and history. The name pomegranate itself comes from the Latin *pomum granatum*, meaning seeded apple. It is no wonder then that pomegranates are believed to have been the forbidden fruits that Eve offered to Adam in the Garden of Eden, rather than the apple. In Greek myths, pomegranate seeds were offered to Persephone after her seduction, by which Hades sealed her fate as his queen in the underworld.

Fortunately, the alluring red glow of the pomegranate holds fewer existential dangers to mere mortals. In fact, they are very nutritious, with a significant content of vitamins C and K, dietary fiber, and folate.



Mango

Another fruit that doesn't grace the breakfast nook as often as it should is the mango. Rich in antioxidants and other nutrients, the mango is great for your immune system and health in general. It is also known as the love fruit for good reason. Rich in vitamin E, the enjoyment of this succulent treat can boost sex drive, increase virility, and regulate hormones.

Berries

At breakfast time, berries are not to be overlooked. No doubt, there is a fair reason for hesitation when purchasing fresh berries in the middle of February. Long removed from the growing season, they will often carry a higher premium and lesser quality compared to other times of the year. However, they can still be enjoyed by checking out the freezer aisle. You'll find mixed varieties such as cherries, raspberries, and blackberries in a more stable package for increased shelf life.

PUFF PASTRY

A fitting complement to a fruit-filled breakfast is a puff pastry either next to or mixed in together. Heart-shaped pancakes topped with whipped cream, berries, or bananas are always a welcome way to start the day. Dutch baby pastries are a fluffy and fun treat and are excellent way to feature berries or an elegant layering of browned apples with cinnamon.

Before you get started, you'll need to make sure everything is nice and hot, both skillet (cast iron works best) and oven. Mix half a cup of flour with half a cup of whole milk, two eggs, and a bit of salt and vanilla. Once blended, let it rest for half. Melt the butter in the pan before adding the batter. To serve, you can smother with syrup, sprinkle with powdered sugar, or dab on some jam.

THE EGG

Eggs are often the centerpiece of

the morning meal. From the perhaps more peregrine preparation of an Omelet du Fromage to the tenderness of perfectly poached eggs, they can be a true work of art when simply scrambled. Lately, this staple protein has proven to be more out of reach as market forces drive the cost of a carton ever upward. One major factor in the steep price is the spread of avian flu. As wild birds spread this disease from location to location, viable production of eggs and poultry becomes increasingly difficult. Industrial egg production is especially susceptible to the spread of disease as well. In order to produce eggs at rock-bottom prices, layers are tightly compressed into small pens and cages, with little room to move or even access to sunlight. The density of layers in close quarters creates perfect conditions for the spread of disease. In addition to being inhumane, this method for poultry makes our supply chain much more vulnerable as centralization and consolidation mean singular outbreaks can bring down a large portion of the supply. This lack of industrial resilience combined with inflation carries a large cost to the consumer.

Alternatively, small locally produced eggs have much more price resilience. Free-range chickens are healthier and less susceptible to disease. Independence from large consolidated supply chains also means that local operations are less impacted by threats to the food system's infrastructure. The results are not only more humane to layers, but greater quality in the product. The deep rich yolk of eggs from producers such as Yuppie Hill Poultry and Pasture Patterns indicate that layers had better nutrition, and your breakfast will be better as a result.

SAUSAGE

A good start to the day should be protein-rich. Eggs make an excellent offering for this energy source, but meat eaters (and faux meat-eaters)

will likely augment breakfast with a few sausage links served from a box. But why limit yourself to the ordinary brown-and-serve breakfast links? Fresh breakfast sausages can be so much more satisfying and delicious.

POTATOES

If you have some sausage for breakfast, you might want potatoes to go with it. There are plenty of starches available to eat for breakfast, from plain toast to pastries including those mentioned above. For something a bit more earthy, hash browns are a great go-to. But if this offering proves too bland, it might be time to mix it up with something slightly different. For example, your classic Idaho potato might sit it out in favor of the blue or purple potato. The recipe is about the same, just grate your spuds, fry them

in the pan, and flatten them down with your spatula. For even more flavor, however, why not make the same preparation with sweet potatoes. All of these options could be enhanced with the addition of cheese and onions of course. A dollop of sour cream, cilantro, and chives will also give this dish a great presentation along with its delightful taste.

Enjoy your morning and get a great start to your day with a hearty and creative breakfast. The rest of your day will thank you.

Pilates on Harrison
Quality Pilates in Your Neighborhood

710 Harrison Street
pilatesonharrison.com
608.709.1775

See us at the

PBS Wisconsin
GARDEN
& LANDSCAPE EXPO

February 10-12
Alliant Energy Center
wigardenexpo.com

Tickets range from \$8-\$18.
For more information, see www.wigardenexpo.com

willy street co-op
Proud to be a sponsor of this community event!

Recipes

Grapefruit Yogurt Cake

Adapted from Ina Garten.

Deliciously flavored with grapefruit, this cake is light and springy. Nice for a sweet breakfast, or of course, for dessert.

- 1 1/2 c. all-purpose flour
- 2 tsp. baking powder
- 1/2 tsp. kosher salt
- 1 c. yogurt + 1 Tbs.
- 1 c. sugar
- 3 eggs
- 1 Tbs. grapefruit zest
- 1/2 tsp. vanilla extract
- 1/2 c. vegetable oil
- 1/3 c. grapefruit juice

Directions: Preheat oven to 350°F. Grease an 8 1/2x 2 1/2-inch loaf pan. Line bottom with parchment, and grease and flour the pan.

Sift together the flour, baking powder, and salt in a medium bowl. Whisk together the yogurt, 1 c. of the sugar, eggs, grapefruit zest, and vanilla in a large bowl. Slowly whisk the dry ingredients into the wet ingredients. Use a rubber spatula to fold the vegetable oil into the batter until well incorporated. Pour batter into prepared loaf pan and bake for 50 minutes, or until a toothpick inserted into the center comes out clean.

Simmer the grapefruit juice and last tablespoon of sugar in a small pot over medium heat until the sugar dissolves and the mixture is clear.

Allow the cake to cool in the pan for 10 minutes. Place on a wire rack over a sheet pan. Pour the grapefruit-sugar mixture over the cake and allow it to be absorbed. Let the cake cool, then enjoy.

Grapefruit Chicken Salad

Adapted from www.nikibone.com

A tart and sweet twist on traditional chicken salad, and a great way to use leftover chicken.

- 1 1/2 c. grapefruit, sectioned and cut into smaller chunks
- 2 c. chicken, cubed
- 1/4 c. celery, chopped
- 1 scallion, chopped
- 1/4 c. mayonnaise
- 1/4 c. yogurt
- 1/4 c. parsley, chopped

Directions: Combine all ingredients and mix thoroughly. Serve on a bed of salad greens.

Indian Spicy Salad with Pomegranate Seeds

Adapted from www.kayotic.nl/blog

This inventive salad is a nutritional powerhouse and sure to zest up those blah winter days!

- 3 tsp. fresh ginger, graed
- 2 Tbs. sesame oil
- 1 onion, chopped
- 1 red chili, chopped
- 1 c. canned chickpeas
- 1 tsp. chili powder
- 1 Tbs. garam masala
- salt
- pepper
- 1 cucumber, chopped
- 1 tomato, chopped
- 1/3 c. cilantro, chopped
- 1/2 lemon
- 4 Tbs. yogurt
- 1 pomegranate, seeded

Directions: Heat oil in a skillet. Add the ginger, onion, and chopped chili to the oil. Fry over medium heat until onions are soft (about 5 minutes.) Add the chickpeas and cook for an additional 5 minutes or so, until golden. Add the chili powder and garam masala and cook an additional 2-3 minutes, until fragrant. Remove from heat and add salt and pepper or additional spices as desired.

In a small bowl, combine the cucumber, chopped cilantro, and tomatoes. Toss with a good squeeze of lemon juice.

Divide the cucumber and tomato mixture between four plates and top with the chickpea mixture. Dollop each plate with a tablespoon of yogurt. Sprinkle pomegranate seeds over each salad. Serve with naan or papadums on the side.



Lily's Beef Stew

From Lily, former Willy West Staff

This is a simple, hands-off stew, perfect for a chilly fall or winter evening.

2 lb. beef chuck roast
1 Tbs. olive oil
3 onions, chopped
5 cloves garlic, minced
1 Tbs. thyme
1 tsp. rosemary
1/2 tsp. crushed red pepper flakes
1 bay leaf
salt
black pepper
1 1/2 qt. beef stock
1 1/2 Tbs. tomato paste
1/4 c. red wine
2 carrots, chopped
2 celery stalks, chopped
5 potatoes, chopped

Directions: Preheat oven to 350°F. In a large Dutch oven, combine the chuck roast, olive oil, onion, and garlic. Sprinkle with thyme, rosemary, crushed red pepper, bay leaf, and salt and pepper. In a medium saucepan, bring the beef stock to a gentle simmer over medium heat. Add the tomato paste and red wine, and stir until well combined. Pour the stock mixture into the Dutch oven. Cover and cook for 3 1/2 hours, then fold in the carrots, celery, and potato. Return to the oven and cook, covered, for another 30 minutes to 1 hour, until the meat is very tender and the vegetables are done.

Moong Dahl Soup

Recipe adapted from *366 Delicious Ways to Cook Rice, Beans and Grains* by Andrea Chesman

A great winter warmer! Don't be put off by the long ingredient list, it is mostly spices.

2 Tbs. ghee or canola oil
1 large onion, diced
4 cloves garlic, minced
2 Tbs. fresh ginger, finely minced
1 tsp. cumin seeds
1/2 tsp. ground cumin
1/2 tsp. ground coriander
1/4 tsp. turmeric
1/8 tsp. cayenne pepper or more to taste, optional
2 1/2 c. dried yellow split mung beans (moong dahl), sorted and rinsed well
8 c. water, chicken or vegetable broth
2 carrots, diced
2 Tbs. lemon juice
salt and pepper to taste
1/4 c. scallions, chopped
2 Tbs. cilantro, minced

Directions: Heat the oil or ghee in a large soup pot. Add the onion and cook until transparent. Stir in the garlic, ginger, cumin seeds, ground cumin, coriander, turmeric, and cayenne if using, and cook a minute or two longer. Add the mung beans and carrots and stir to combine with spices. Pour in the water or broth and bring to a boil. Reduce heat and simmer, partially covered, for about 45 minutes. The beans will disintegrate in the broth and the carrots should be tender. Use a whisk or immersion blender to puree further if desired. Add lemon juice and salt and pepper to taste. Stir in the scallions and cilantro and simmer a few minutes more to blend flavors.

Pomegranate Chicken

Adapted from www.allrecipes.com

The tangy pomegranate seeds infuse the sauce for this savory chicken dish. Excellent with rice pilaf and leafy greens.

1/4 c. olive oil

1 Tbs. garlic, minced
1 chicken
1 pomegranate, seeded
1/4 c. white wine
1 lemon
1 Tbs. cinnamon sugar
salt
pepper

Directions: Preheat the oven to 375°F. Mix oil and garlic together in a shallow dish. I recommend using a spoon to mash the garlic slightly in the oil, to further release its flavors. Brush the chicken with the garlic oil, making sure to cover all surface areas. Place the chicken in a shallow baking dish and drizzle with the remaining oil. Bake for 45 minutes, basting several times with the juices from the pan. If necessary, add a bit of water to the pan for basting purposes. When the skin is browned and the juices run clear when a thigh is pierced at its thickest point with a fork, you know the meat is done.

Remove 1 tablespoon of seeds from the pomegranate. Set them aside for garnishing the dish. Remove the rest of the seeds and squeeze out the juice through a sieve into a small dish. Set aside.

In a small, non-reactive saucepan, mix the pomegranate juice, wine, lemon juice, and cinnamon sugar together. Bring it to a boil, then immediately reduce the heat to low. Cook for 5 minutes. Season with salt and pepper to your liking.

Place the roasted chicken on a serving platter, and pierce in several places. Pour the sauce over the chicken. Garnish with the extra pomegranate seeds, and serve at room temperature.

Raw Chocolate Pudding

Adapted from www.renegadehealth.com

An amazing raw pudding that can add a healthy twist to a romantic dessert.

2 Tbs. coconut cream
2 Tbs. cocoa powder
1 avocado
3 dates
1 c. coconut water
pinch salt
pinch vanilla

Directions: Combine all ingredients in a high-powered blender. Blend on high speed until creamy and smooth. Serve by itself, or over mixed berries, pineapple, or banana.

Spinach and Sausage Breakfast Casserole

Featured Chef Co-op Advantage Program

This egg bake needs little prep or cooking time and can be made with or without meat.

1 lb. Italian sausage, chopped
1/2 c. onion, chopped
1 roasted red peppers, chopped
10 oz spinach, chopped
1 c. all-purpose flour
1/2 c. Parmesan cheese, shredded
1 tsp. basil
1 tsp. salt
8 eggs
2 c. milk
1 c. provolone cheese, shredded

Directions: In a large skillet, cook the sausage and onion over medium heat until meat is no longer pink; drain. Transfer to a greased 3-quart baking dish. Sprinkle with half the red peppers; top with spinach. In a bowl combine the flour, Parmesan cheese, basil and salt. Whisk together the eggs and milk; stir into the flour mixture until blended. Pour over spinach. Bake uncovered at 425°F for 15-20 minutes or until a knife inserted near the center comes out clean. Top with Provolone cheese and remaining red peppers. Bake 3-5 minutes longer or until cheese is melted. Let stand for 5 minutes before serving.

BETHKE
HEATING & AIR CONDITIONING, INC

EMERGENCY SERVICE 24/7
251.2222

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

FINANCING AVAILABLE
Locally Owned. Locally Operated.

BethkeHeating.com



POWER YOUR REVOLUTION



JUST
COFFEE CO-OP

2LB BAG ON SALE NOW



Staff Picks



ANGELICA

Willy Street Co-op Hot Dish

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

Montebello Organic Farfalle

Do you enjoy feeling fancy while munching on comfort food? This simple organic bowtie pasta comes from northern Italy and has a delightful firm texture. I enjoy it with a light marinara, sautéed garlic and Sartori Shredded Parmesan. Sausage and peppers would be a great addition if you are looking for additional protein and fiber in your meal!



JOE

Schar Artisan Bakers White Bread

This isn't like most other gluten-free breads. It feels like bread, not cake. It bends. It takes spreads without crumbling. It toasts nicely, and works in recipes like stuffing and French toast.



LIZ

Willy Street Co-op Zucchini Bread

Perfectly moist and not too sweet. Delicious quick snack or breakfast.



ABIGAIL

Troubadour Bakery Brioche Burger Buns

Not just for burgers! Actually, I haven't even had a burger on one of these buns (although I'm sure it would be great). Soft, fluffy, with just a pinch of sweetness, these buns are so yummy to use with some sliced meat and cheese from the Deli. Make some sandwiches to take with you on a picnic! Also delicious used for breakfast sandwiches. Locally made in Milwaukee!



CAITLYN

Weleda Skin Food Original Ultra-Rich Cream

A cult classic! This thick (but not heavy), creamy moisturizer is the answer to all of your winter skin woes. Skin Food will keep your complexion as hydrated and glowing as any high-end designer cream. Can't recommend enough.



LAURA

Cesar Cheese Habañero Cheddar

This cheddar is creamy and smooth. It has an addictive balanced heat that is intense but never overwhelming. Bright and fruity notes from the fresh habañero peppers provide a perfect complement to party dishes like nachos, queso dip, or chili dogs for your next game day get-together. Buying any of Cesar's Cheese products supports a small local business owner, Wisconsin dairy operations, and helps keep money in the Wisconsin economy! Available at East and North only.



LAURA

Justin's Peanut Butter Cups

Forget everything you thought you knew about chocolate peanut butter cups; these will rock your world!!!

Nemat Amber Perfume Oil

Normally, I am not a fan of Amber oil, but I can NOT get enough of this stuff! I would say this Amber is more similar to Egyptian Musk (which I am a huge fan of), rather than most other Amber oils I have smelled which, as a former essential oil guru acquaintance once remarked, are too presumptuous. The oil is delicious, and if you are feeling like treating yourself, check out the perfume mist!



AMANDA

Karthauser & Sons Plants

We usually have a great variety to choose from. These make such nice presents. For the friend or family member that loves plants. Or treat yourself!



BEN

Willy Street Co-op Vegan Croutons

These crunchy croutons take any salad to the next level. Baked in-house with olive oil, Italian herbs, and nutritional yeast they add a delicious savory quality to a plateful of greens. It's hard to imagine eating a salad without them! Available at East and North only.



AMY

Origin Breads Golden Cherry Almond Granola

It is by far the best granola. It's like Grandma Origin Breads whipped up their special granola from scratch just for you. The toasty coconut and almonds are buttery-rich. The turmeric in a pleasant and unexpected surprise. Best of all the magic ingredient to tie it all up in a bow is the sesame seeds. Wowzers. I see most people purchasing the Maple Pecan variety, which I'm sure is also amazing, if you like pecans.



Honey Mama's Lavender & Rose Cocoa Truffle Bar

I feel like a queen bee when I treat myself to one of these beautiful chocolate bars. They are made in Portland, Oregon with seven simple ingredients: raw honey, cocoa powder, coconut meat, unrefined coconut oil, salt, lavender oil, and dried red rose petals. If you're like me and need to work on prioritizing your pleasures you should start here. They make a great gift as well (just remember to keep refrigerated)!



KRISTI



Willy Street Co-op Vanilla Cheesecake

If I'm ever having a long day, or just "a day" in general, one of my favorite things to do is get a snack I really enjoy. This cheesecake always hits the spot. Simple but perfect—can't go wrong!

Feel Good Foods Chicken and Vegetable Egg Rolls

These are some of the best frozen egg rolls I have ever had! I really like both the chicken and vegetable varieties. They are awesome in the oven at home, or if you are lucky enough to have a toaster oven at work, they are perfect for lunch! I honestly can eat them plain, but a little bit of soy sauce is also perfect for these. They knock those mini egg rolls from other brands out of the park!

JAMES



Heritage Store Rosewater Refreshing Facial Mist

This spray has such a lovely but not overpowering rose scent. I use it on my face as a toner as well as a spritz during the day whenever I need a refreshing pick-me-up (in the summer, I keep a bottle in the fridge). It is also very restorative for tired feet after a long day!



THAYER



Red Barn Family Farms Vintage Willow Creek

Red Barn Family Farms uses a domestic Fair Trade model and produces humane certified cheese that is all just fantastic. The Willow Creek is a 2-year aged, raw milk cheddar with a fruity start and a buttery finish. It pairs perfectly with citrus, almonds, honey and figs, or a Cabernet Sauvignon

DAN



TDE Tangerines

These tangerines are simply magnificent. I believe their bright flavor is best enjoyed in the bowels of winter, to alleviate the symptoms of SAD (Seasonal Affective Disorder). They also remind me of the record label Top Dawg Entertainment (T.D.E.).

SHANNON



Organic Leeks

These anti-inflammatory suckers add a delicate onion flavor and make food look so pretty. Thinly slice and sprinkle over whatever dish you're cooking, and you'll look like a fancy pants chef.

Kishu Mandarins

These tiny little oranges are not only adorable, but they taste like childhood. Fresh, sweetly unique, and oh so itty bitty.

MOURNING DOVE



Photo by Sam Li

MAKE CHANGE HAPPEN

THE BIG SHARE® — TUESDAY, MARCH 7

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

It only takes a few minutes to give online and with a minimum donation of only \$5, it is easy to get involved. Take your advocacy to the next level by creating a personal fundraising campaign now to support your favorite member nonprofits.

Follow Community Shares of Wisconsin or #CSWBigShare on social media for announcements about events, donation matches, Power Hours that award top fundraising nonprofits with bonus cash, and more.

Join us for The Big Share and make change happen.



Photo provided by Urban Triage

Principal Partner



THEBIGSHARE.ORG

MEET YOUR
NEW NEIGHBOR.

OH WAIT,
WE'VE
ALREADY
MET.

Monona Bank and State Bank of Cross Plains
ARE MERGING



Lake Ridge
Bank™

GO FAR. GO TOGETHER.

1965 Atwood Avenue, Madison, WI 53704

Member FDIC



Invite the
Outdoors In!



Porches/Decks
Sunrooms
Kitchens
Whole Home
Remodels
Additions
Bathrooms
Lower Levels

Call Today!
608-221-1799
ChadsDesignBuild.com

Be Groovy, and Eat Your Spinach



www.peaceandspinach.com
Reiki | Yoga | Meditation | QHHT



Petinary

Excellent Pets Deserve
Excellent Care

1014 Williamson St
608.255.1239

www.petinarymadisonwi.com

Quality Veterinary Care on Willy St Since 1981

Savings Emailed!



See what's new & tasty in
produce or what's on
sale for Owners each week!

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

willy street co-op

FOLLOW US ON:



ADVERTISE IN THE READER

Affordable rates, wide reach, discounts for non-profits
and Owners. Find info here: willystreet.coop/advertising.