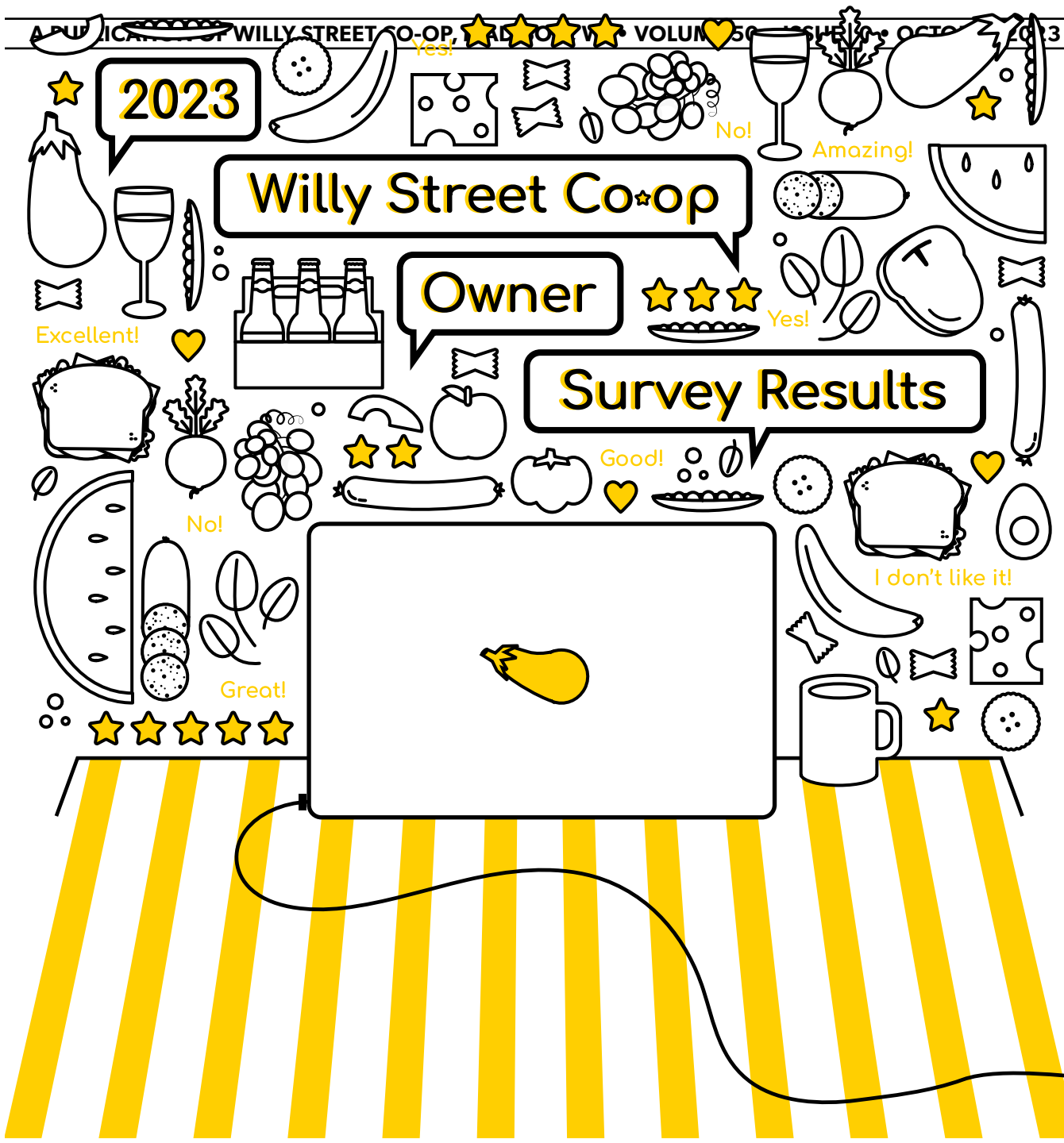
willy street co-op

READER

49 years

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 50 • ISSUE 4 • OCTOBER 2023



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.

We are very slowly transitioning 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

willy street co-op
1457 E. Washington Ave • Madison, WI • 53703
POSTMASTER: DATED MATERIAL

CHANGE SERVICE REQUESTED

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

WILLY STREET CO-OP BOARD OF DIRECTORS

Sarah Larson
Brian Anderson
Tatiana Dennis
Gigi Godwin
Anthony Hernandez
Ike Ross
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)

BOARD MEETING SCHEDULE

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.

October 25

WILLY STREET CO-OP MISSION STATEMENT

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

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

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!

MORE PROTEIN

Q: I came here busy and hungry hoping to find some protein on the hot bar. There was only chicken nuggets and 4 carb options and spicy collards. I thought I'll just get chicken salad. NOPE so no protein for me. Bar looked sad and empty, despicable. You can do better. I'm leaving with a pitiful tuna burger and am pretty disappointed in MY Co-op. Let's raise the bar!!

A: Thank you so much for taking the time to fill out a customer comment form. I am sorry you had a disappointing trip to our Deli. We, of course, try to offer a wide variety of as many of our products as we can at all times, but it does sound like we fell a little short of that goal on that evening. I will check in with the clerks and cooks to make sure we are being diligent about restocking the shelves as they sell down. I will also reevaluate our purchasing to be sure we have enough on hand to get from one delivery to the next.

Thank you again for writing in! I really appreciate the feedback! Gratefully, Bob Smith, Deli Manager—East

OATMEAL

Q: Your east side location said they are no longer offering oatmeal in the hot bar. This makes me sad because this was pretty much the only affordable option in it for breakfast. I even brought my own blueberries from home to add to it today.

I hope one day you can bring it back, because now I'm really not able to financially justify coming to the hot bar if I'd otherwise need to.

A: Thank you for writing in. We brought back the oatmeal after having a few requests for its return. Unfortunately, after looking at sales from the last eight months, we just aren't selling enough to justify us keeping it on the Hot Bar.

I know it's not exactly the same thing but we have added two new delicious overnight oats options to our cold Grab & Go case. We have Dark Chocolate & Raspberry with Chia Seed as well as PB&J with Flax Seed. Thank you again for taking the time to write in. I am sorry for the sad news about the oatmeal. Gratefully, Bob Smith, Deli Manager—East

OCTOPUS

Q: I know that other consumers will want to weigh in on it, but it bothers me that you sell octopus for meat consumption. This will participate in the increasing push for octopus farming that producers are pressing. Octopus's are highly intelligent animals, known to need creative environments and to be ingenious and playful. They are not suited to being farmed or farming environments.

A: Thank you for your recent communication regarding octopus sold at the co-op. I did not have previous knowledge about efforts to farm-raise octopus, so I was glad to gain some knowledge after looking into it! It appears the research on farming octopus from a company in Spain is still ongoing, and this product is not available for purchase and hasn't been approved by Spain's government. We use the Marine Stewardship Council to guide us on sustainability and farming practices of the seafood products we sell, as do our suppliers. The Co-op only carries wild-caught octopus, and will continue to do so. Thanks again for reaching out and I hope you have a great day! -Nick Heitman, Category Manager: Meat, Seafood, Beer, Wine & Spirits

THANKS FOR THE PRODUCT

Q: You added Hain safflower mayonnaise after I put in a product recommendation. Thank you! But, it's 2x the price of other mayo? Can you get a better price? I can't buy it :((

A: Thanks for taking the time to provide feedback regarding the Hain Safflower Mayo offered at our location. We also appreciate your recommendation for getting this back at West.

My apologies that the price has gone up substantially over the years. Unfortunately, the egg price surge that happened last year, rippled into a lot of other products that eggs are used in. Clearly, Mayo was one of the most affected categories that saw a substantial increase in price. With that being said, all Mayo has become relatively expensive with this variety being no exception.

We are always on the lookout for the best pricing that's available. We also update our prices as soon as the cost changes. At this time, the vendor that we're currently ordering these from has the lowest cost that we can find. We will keep an eye on pricing and if we can find a lower price, we will definitely let you know. Thanks! -Dave Andrews Grocery Manager—West

WHAT'S YOUR NAME?

Q: I'm finding the "what's your name" a bit sully and tiresome! I never mind being asked my name, but this reversal bugs me. is it required?

A: Thanks for taking the time to write in about your experience and thoughts with how we verify Ownership at our registers.

We started this process about 6 months ago to bring inclusion into this portion of our business. Currently and for the foreseeable future, yes it is a required question from our cashiers. Based on feedback we did re-evaluate our process with a diversity, equity, and inclusion lens and determined that many Owner names were being mispronounced. We wanted to remedy that for our Owners as well as for our staff to not be put on the spot to accidentally mispronounce and/or identify our Owners. I am sorry this process has become tiresome from your perspective and will be taken into consideration, but for now we want to honor this newer process as to be inclusive for all.

One suggestion to aid in this process would be to request an Ownership Card from our customer service desk, which would contain your name as well as your Owner number. This way, the cashier could verify your name right on the card and no verbal request on your behalf would be needed.

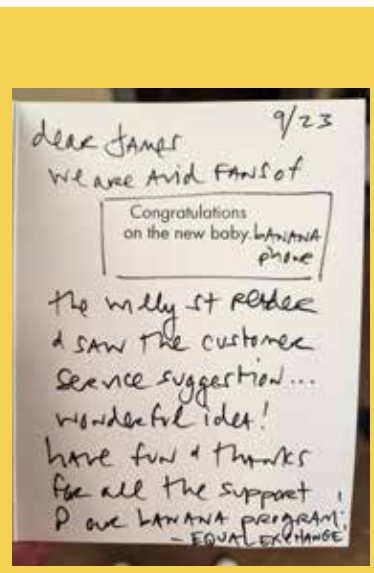
From the February *Reader*:

"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."

In cooperation, Kristina Kuhaupt, Customer Experience Manager

ONLINE PARKING ONLY

Q: Would you be willing to do an analysis of your online order parking only to see if you



really need 2 spots?

A: I received your comment about doing an analysis of the two online order parking spots. Thank you for bringing this to my attention. After careful review, we recognize that we don't need two parking spots designated only for E-commerce. The signs are now removed and the spots are available for normal parking. Have a great day! -Frantseska Kois, Store Director—West

SASSY COW

Q: Sassy Cow Organic Skim milk-gallon size. I haven't seen it in the store for a long time. Is it no longer available?

A: Thanks for reaching out with your question regarding Sassy Cow's Skim Milk availability. Unfortunately, they decided to stop manufacturing this several months ago. The reason for this change was due to the higher demand of their other varieties, and the need to put more focus on those products.

We asked that they update us if this variety is ever available again. I'll be sure to follow up with you if this happens. Please let me know if you have any questions. Thanks! -Dave Andrews, Grocery Manager— West

FAVORITE CO-OP

Q: This is my favorite Co-op in the world! I always come here when visiting family and look forward to it. Thanks for all your efforts to support healthy eating!

A: Aw, thanks for saying! I love our Co-op too! Thanks for sharing the love and have a beautiful day, Amanda Ikens, Owner Resources Coordinator

NORTH REWARDS FLYER

Q: Hello, I subscribed to the Willy North owner rewards over a week ago but did not receive an email, can you check the subscription. I requested the Willy North owner rewards.

A: Thank you for reaching out about the Willy North sales flyer! I also apologize for the delayed response to your inquiry, I wanted to make sure I had the correct information before responding. We have recently discontinued making and sending out the Willy North sales flyer. Because we've been working on more continuity in product offerings at our three stores, the number of North-only sales have decreased over time. We will continue to have some items on sale only at Willy North, but we are no longer making a sales flyer for these few items. I hope this answers your question. Have a great day! Rosalyn Murphy, Owner Records Administrator

GENERAL MANAGER'S REPORT

Co-op Month; Annual Meeting; and More!

by Anya Firszt, General Manager

HELLO CO-OP MONTH!

October brings so many things to celebrate at the Co-op. There is National Co-op Month, Hispanic Heritage Month continued, Owner Appreciation, Fair Trade Month, Halloween festivities, and, this year, we celebrate our 49th birthday!

Co-op Month has been a nationally recognized celebration since 1964. Across the state and nation, cooperatives take this opportunity to celebrate the cooperative business model, Ownership, and YOU. Take a minute to think about all that we have accomplished in our 49 years as a locally-owned, democratically controlled consumer cooperative, and your part in our continued success. Thank you!

To learn more about Co-op Month and the cooperative business model check out the Cooperative Network website at cooperativenetwork.coop/co-op-month.

2023 ANNUAL MEETING

You are cordially invited to attend our Annual Business Meeting on Thursday, October 5 from 5:30-7:45pm. This event is being held virtually, and you'll need to register to receive a link to join the meeting; the 2023 Annual Meeting Registration Form can be found at willystreet.coop/annual-meeting.

At this year's meeting we will share highlights from last fiscal year and an update on our financial health; the Board Candidates will be introduced and they have been asked to say a few words. After the meeting, we will host a panel discussion with farmers from Tipi Produce (Evansville, Wisconsin) and Vitruvian Farms (McFarland, Wisconsin) for you to learn about the state of local farming. And, finally, we will wrap up the meeting with prizes for pre-registered attendees!

2023 ANNUAL BOARD ELECTIONS

We are holding our Board of Director election this month. This election is slightly unusual in that we have four open seats (three: 3-year seats and one 2-year seat) and four candidates running for the Board. So, all four candidates will be seated, but we need you to vote to determine the top vote-getter and who will fill the two-year seat.

In this issue of the *Reader* you will find a ballot, which you are invited to cast in person at one of the stores or you can mail it to one of our stores or our central office. You could also cast your ballot electronically provided we have your current email address.

Election results will be announced at the Special Owner meeting scheduled for Monday, October 16 at 7:00pm. Results will be posted on our website following the special meeting.

OWNER APPRECIATION WEEK

Owner Appreciation week is October 9-15, this is our opportunity to say thank you and offer appreciation to our Owners with sales on over 600 products. Owners can also get 15% off wellness and bodycare products for this month's Wellness Wednesday (on October 4)!

2023 MADISON PEOPLE'S CHOICE AWARD

Thank you for voting us your top Health Food Store and a favorite Grocery Store in the 2023 Madison.com readers poll!

Thank you for being part of our cooperative and contributing to our on-going success. We would not be here were it not for you. And, next year we celebrate 50 years of being open for business. Yeah!

BOARD REPORT

DEI Heart Work

by Anthony Hernandez, Board Member

Willy Street Co-op continues to work with Step Up: Equity Matters, a consulting firm hired to take on diversity, equity, and inclusion (DEI) opportunities for our co-op. Currently, I am the Board representative on the team of the Willy Street Co-op leaders meeting with Step Up bi-weekly. The team of Co-op leaders meeting with Step Up includes Alysa Hartman, Director of People & Culture, Anya Firszt, General Manager, Paige Wickline, Director of Finance, Brendon Smith, Marketing & Communications Director, and Elizabeth Muñoz, Director of Product. Amy Kesling, Co-founder of Step Up, serves as the lead consultant. The collection of Willy Street Co-op stakeholders involved in this work represents diverse experiences and perspectives from throughout the organization that enrich and inform our journey to realizing greater diversity, inclusion, and equity at Willy Street Co-op.

DEI IS HARD WORK

Willy Street Co-op General Manager Anya Firszt has given a great overview of the important DEI work in the recent Message from the General Manager. I will echo that the partnership with Step Up marks an important strategic development in the history of our work at Willy Street Co-op. While the aims of this important work are multidimensional, they have called for an evolving conceptual framework that moves the progress of challenging DEI work forward while also staying anchored with our longstanding cooperative principles and practices.

In concert with the Step Up team, a comprehensive DEI plan has been developed to examine and better understand the culture of our organization including:

- Working to create policy and regulations that address equity and mediate systemic racism.
- Assessing DEI matters around hiring, retention of employees, and other important aspects of our operations.

Evaluative efforts have spanned the many orbits of the organization including employees to supply chain partnerships, and to Owners and customers to community partners.

To maintain transparency around this good work, an important feedback loop has been established to measure the progress of this undertaking. Importantly, a dashboard that reports on a variety of important metrics related to DEI has been shared with the Willy Street Co-op community.

DEI IS "HEART WORK"

I have suggested that we are taking on DEI efforts in a systematic and professional way at Willy Street Co-op. However, it is important to underscore that DEI work has human dimensions to it. Many of us have commitments and values that make this work feel so very necessary. We understand, for instance, that all people deserve to be respected, welcomed, and seen. In working towards greater DEI at Willy Street Co-op, we are taking on societal ills like racism, sexism, abelism, sexual orientation and gender identity discrimination, and other forms of injustice.

Working towards greater diversity enriches our organizational culture and workplaces while helping us avoid the costly pitfalls of exclusion. When we strive for equity, we are living out a commitment for greater fairness and justice. Creating a culture that is inclusive means that more people will feel comfortable and confident to be a part of the Willy Street Co-op community.

Willy Street Co-op has a long record of prioritizing important issues that impact the community. However, many of our successes over the years were not easily won. They required dedication, hard work, and a community effort. We at Willy Street Co-op are doing this work for its transformational—not transactional—impact. We engage in this "heart work" because we have hope and a vision for a better society.

VOTE

For the Willy Street Co-op

BOARD CANDIDATES

VOTING OPEN OCTOBER 1-16

Paper ballots are due by Monday, October 16 at 6:00pm. Online and phone voting ends Sunday, October 15 at 11:59pm. Ballots will be counted at the Central Business Office (1457 E. Washington Ave., Madison) beginning at 6:30pm, October 16. Drop your ballot off at the kiosk near the Customer Service desk at any of our stores, vote online via the unique ballot link emailed to you (if we have your current email address), vote by phone with the unique personal identification number (PIN) mailed or emailed to you, or mail your absentee ballot to: 2023 Owner Vote, 1457 E. Washington Ave., Madison, WI 53703. Candidate statements appear on pages 6 and 7 of this issue. Please vote for up to FOUR candidates. Only Owners' votes are valid. One vote per Owner account. If both Owners on a Household Account vote, only the Primary Owner's vote will be counted. Candidates are listed in alphabetical order. (If you would like your ballot to remain anonymous, use the following procedure: 1. Place completed ballot in envelope and seal. 2. Write your name and Owner number and sign across the seal. 3. Mail or deposit in the ballot box.)

BOARD OF DIRECTORS

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

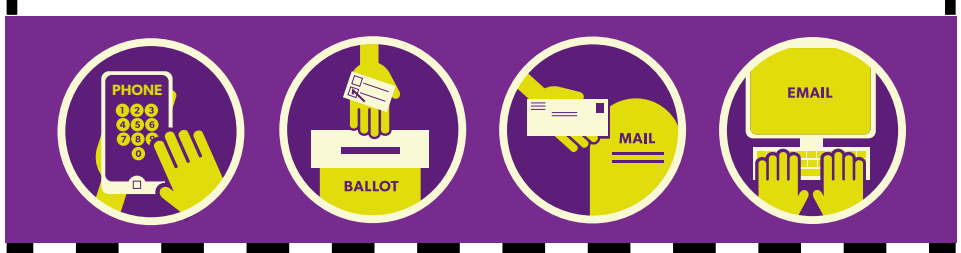
- ☐ **NANCY RANUM**
- ☐ **ASHWINI RAO**
- ☐ **IKE ROSS**
- ☐ **ISABEL SPOONER-HARVEY**

Owner name (please print):

Owner Signature:

Owner Number:

Today's Date:



Your Board Candidates

All four Board candidates will fill the four open seats this election cycle, although we are still holding the election. One of the Board members whose term was not up chose to vacate their seat early, leading to the fourth open seat during this cycle; that fourth seat has two years remaining in its term. The top vote-getting candidate will have their choice of whether to serve the two-year term or the usual three-year term; if that candidate chooses the three-year term, the choice will move to the candidate who got the next-highest number of votes. We're asking Owners to still vote to participate in their cooperative!

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

IKE ROSS

"I'm excited about continuing our co-op's mission. With a background in sustainability & career in public service, I want to help drive positive change in the local community. Re-election means we can continue to further our Co-op's mission & values, contributing to a sustainable & thriving future for its owners."

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

I've had the fortune in my earlier years to work on small family farms in Michigan. I later continued working on both conventional and organic farms throughout college, engaging with and working alongside a diverse group of farmers. Their passion and pride in their work encouraged me and I pursued an education in earth sciences and sustainability, and a career in public service. As a current board member, I've been grateful for the opportunity to continue this throughline in sustainable food systems to better our community in a way that I could not otherwise.

A public servant since moving to Wisconsin, I've worked with local communities and am grateful to be involved in seeking positive change. The Co-op lets me further help my own community in providing space for members and local farmers to engage in community-owned, local, and sustainable food systems. I'm comfortable and experienced on management teams and continue to learn the Co-op's governance model to help pursue the vision of the Co-op and its members. As members of our Co-op, we're taking direct action to seek a vibrant and healthier community, to give back to our neighbors, and to help local and sustainable farmers continue to be passionate and proud in the work they do.

Help the co-op's Owners get to know you by describing how you have been active in our Local Community?

Aside from the Co-op offering me the opportunity to be involved, I take pride in my work as a public servant. It's this satisfaction in helping others that drove me to be a board member in the first place. When not working, I am one of many who help make Madison such an active and vibrant community, participating in and helping out with running and cycling charity races. When time allows, I enjoy spreading my knowledge of the earth sciences, volunteering for educational earth science days. I hope to continue to expand my involvement and further engage with my neighborhood and Madison as a whole.

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

Bringing my farming experiences to the Board continues to provide insight to the Co-op's mission to support local suppliers through our sustainable grocery store. My education in environmental sustainability aids in the decision-making when engaging in and promoting environmentally sustainable initiatives as a board member. My technical background and leadership experiences allow for data informed decision making while remaining comfortable operating in and helping guide organizations like ours toward their visions and community goals.

ISABEL SPOONER-HARVEY

"I am running for re-election to the board of directors because I love the Co-op and love being a board member. For those who don't know me, I am a single mother of three, a volunteer in our school district, and a proponent of accessible high quality nourishing food."

When I wrote my first candidate statement last August, I was transitioning out of a season of life where parenting young children seemed to take up my whole being. Now, I continue to pivot toward a new season where I am giving more of my time to the community. In addition to serving on the Co-op Board, since September 2023 I've been volunteering as the chairperson of the Madison Metropolitan School District Special Education Advisory Committee, a panel of parents that advises school district leadership on issues affecting students with special educational needs. I look forward to continuing as PTO Treasurer at Schenk Elementary and starting a new job this autumn supporting MMSD Special Education staff at the district level. My children and I are huge devotees of Pinney library, enjoy participating in our local Cub Scout den, making art, and having fun learning with the folks at Chabad House. I am filled with gratitude for all the opportunities to connect and serve that have come my way in the past twelve months.

Over the past year, I have worked hard to be a thoughtful contributor to the Board. As a new member, the most important thing to me was to listen with an open mind, to learn how the board operated and find my place in that dynamic. I tried to approach policy questions without making assumptions and to vote from a wider perspective than my individual experience. I still believe in radical curiosity, open-minded enthusiastic listening, and the pursuit of group problem-solving with integrity.

I'd like to thank everyone who voted for me last year because serving on the board has been an incredibly rewarding experience. The strategic planning process deepened my belief that the Co-op uniquely serves our community, offering shoppers high quality products in a welcoming space, providing a launch pad for local vendors, and supporting workers through collective bargaining. I also loved getting to work on the Access Discount Policy Committee, making sure that as many people as possible know that fresh local food is within reach. Please let me continue as a voice for inclusion, sustainability, and digital augmentation as the Board continues to map out the Co-op's future.

ASHWINI RAO

"The Willy Street Grocery Co-op continues to be a cornerstone for the Madison community. It plays pivotal roles in shaping the food preferences of the community and beyond, in supporting farmers and producers, in being a role model for other cooperatives, and in assisting other businesses become successful."

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

I am passionate about helping small businesses succeed, growing local economies, and building communities. The cooperative model supports each of these goals. As a Board member, I have served on the Co-op's Community Reinvestment Fund, which funds innovative, educational, and/or entrepreneurial endeavors. I have also represented the Board on the Co-op's Diversity, Equity, and Inclusion committee, served two terms as Chair of the Board Development Committee, and one term as Vice Chair of the Board. The past three years have allowed me to work alongside like-minded owners in refining the mission of the Co-op. I hope to broaden that mission in my second term.

Help the co-op's Owners get to know you by describing how you have been active in our local Community?

I've lived in Madison since 2001. My professional experience and personal passions allow me to serve on multiple boards and volunteer at the various festivals around the East side of Madison.

I have experience working with Co-ops and small businesses. At UW-Madison, I worked with several cooperatives in helping them to understand the Policy Governance model as practiced by the Board. Later, my work at the UW and at the State, was to find resources and identify ways for small businesses to be successful. I highly value contributing to, and being active in, our local community.

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

Three years ago, my application to run for the Board included questions on the viability, evolution, and sustainability of the Co-op. Those questions, with the addition of others, still remain pertinent today. The Co-op has embarked on a strategic plan to evaluate, identify and adopt policies to further strengthen the organizational mission and vision. I believe that my critical thinking abilities, strategic planning experience, and marketing skills can help with aligning ourselves under a vision where the Co-op remains innovative, relevant, and inclusive.

NANCY RANUM

"Willy Street Co-op is my go-to for quality food and products that align with a consumer ethic I connect with. I hope to utilize my experiences and skills to support the Co-op's vital commitment to sustainability, accessibility and its mission to empower owners, employees and community while remaining fiscally stable."

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

I have been a Madison resident and Co-op owner for 40+ years and now I want to give back by running for the Board of Directors. I am concerned about quality, sustainability and equity in food systems. I have been an avid organic gardener and composter for decades and am committed to supporting local farms and products. I believe the Co-op should continually explore ways to improve environmental stewardship, expand food access, and demonstrate equity, diversity and inclusion in both policy and practice. I value cooperative ownership and believe in shopping where you live. This is an opportunity for me to apply my experience and competencies in a way that I would find quite rewarding.

Help the co-op's Owners get to know you by describing how you have been active in our local Community?

I spent the first half of my career as a nurse caring for individuals in the hospital and clinics of a local health system. I was also involved in program development to improve patient experience and to address the needs of underinsured persons who required ongoing care. I was the nursing representative on the organization's Ethics Committee. During the 20 years prior to retiring in 2019 I was a nurse practitioner providing primary care to students at UW Madison. While there I developed an Informatics program, was the Director of Quality, and had a lead role in responding to a community meningitis outbreak. In March 2020 I returned to assist the University in developing Covid policy and testing strategies.

I have been an active participant in a local community garden for the past twelve years where I have taken on extra projects and have been a mentor to new gardeners. As a parent of two now grown sons I volunteered in their schools and managed several of their sports teams. On my refrigerator is a drawing of the Co-op from the perspective of my six-year-old granddaughter who loves shopping the aisles.

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

I enjoy project work, problem solving, and consensus driven decision-making, and I'm comfortable in a leadership position. My personal values are congruent with those of the Co-op. I will leverage my experience with strategic planning and policy development as well as my background in healthcare administration and quality improvement to support the mission and vision of the Co-op. I understand the principles of cooperative ownership and policy governance and will be dedicated to reviewing and generating policies that ensure economic viability and align with the needs of owners, employees and the community.

Community Room Calendar

Visit www.willystreet.coop/events to register.

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@willystreet.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.

ALL OCTOBER CLASSES ARE 25% FOR OWNERS!

GLUTEN-FREE OPÉRA CAKE WITH PIERRE FERLAND

Location: Willy West Community Room
Wednesday, October 11, 6:00pm–8:30pm
Ages: 14 and older; adult supervision required
Instructor: Pierre Ferland
Fee: $30 for Owners; $40 for non-owners
Capacity: 10

Join Chef Pâtissier Pierre Ferland to learn how to make a gluten-free classic Opéra cake. Participants will learn how to make a gluten-free almond cake, the basis of this classic dessert as well as all the other components that make up the Opéra cake—buttercream, chocolate ganache, dark chocolate glaze, and simple syrup. Finally, Pierre will demonstrate how to assemble all the components. Demonstration with limited hands-on opportunities.

GLUTEN-FREE PISTACHIO RASPBERRY DACQUOISE WITH PIERRE FERLAND

Location: Willy West Community Room
Wednesday, November 1, 6:00pm–8:30pm
Ages: 14 and older; adult supervision required
Instructor: Pierre Ferland
Fee: $30 for Owners; $40 for non-owners
Capacity: 10

Join Chef Pâtissier Pierre Ferland in this class to learn how to make a naturally gluten-free Dacquoise fill with a classic mousseline cream. Dacquoise is a meringue base cake that lends itself to a variety of applications. In this class, you will learn how to make a basic meringue and how to fold in the different ingredients that are used in making Dacquoise as well as a mousseline cream. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: SHOP WITH A CHEF

Location: Lakeview Library
Thursday, October 12, 6:00pm–7:30pm
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 8

Are you curious about what a professional chef looks for at the grocery store? Now is your chance to shop with Chef Paul, learn about the ingredients he looks for on a shopping trip to Willy Street Co-op, then step back next door for a delightful cooking demonstration and samples. Meet in front of Willy Street Co-op—North for the shopping trip at 6:00pm. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to program date on September 28.

RUSTIC NOODLES AND DUMPLINGS

Location: Willy West Community Room
Friday, October 20, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: $30 for Owners; $40 for non-owners
Capacity: 10

Pasta doesn't have to be complicated! Join Mr. T to learn how to prepare easy, hearty, and homey comfort food. Recipes include Drop dumplings, delicious with a creamy paprika sauce; Rolled egg noodles, perfect for soups or on their own with butter and herbs; Pillowy potato gnocchi with sage brown butter and sautéed autumn greens; and Spätzle with Emmenthaler and fried onions. Demonstration with limited hands-on opportunities.

LATE FALL DINNER

Location: Willy West Community Room
Monday, October 23, 6:00pm–8:00pm
Ages: 16 and older; adult supervision required
Instructor: Elizabeth Crawford
Fee: $30 for Owners; $40 for non-owners
Capacity: 10

Join Elizabeth Crawford for this cozy fall dinner where the emphasis is on veg—late season and local. On the menu: Minestrone Soup with Romano cheese, Potato Galette, and a Classic Omelet with Chèvre and Herbs. Demonstration only.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Willy West Community Room
Thursday, October 26, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: $30 for Owners; $40 for non-owners
Capacity: 10

Join Chef Paul to learn helpful tips to get started eating more plant-based foods—from setting up your pantry to cooking techniques to replacing animal proteins with plant-based ones to adding more fiber into your daily meals. The options are limitless! Ingredients/recipes may be modified based on seasonal availability. Demonstration only.

BUTTERNUT SQUASH: A NUTRITIOUS BASE FOR FLAVOR

Location: Willy West Community Room
Friday, October 27, 6:00pm–7:30pm
Ages: 13 and older; adult supervision required
Instructor: Saswati Bhattacharya
Fee: $30 for Owners; $40 for non-owners
Capacity: 10

Butternut squash may look simple and boring with its yellow hard cover, but underneath that hard shell lies a core rich with nutrients waiting to reveal its wonder. Give your tastebuds a chance to explore this gourd with a variety of spices! Join Saswati for a flavor exploration, and to learn to prepare a tasty butternut squash dish.

ITALIAN CLASSICS

Location: Willy West Community Room
Monday, November 6, 6:00pm–8:00pm
Ages: 16 and older; adult supervision required
Instructor: Elizabeth Crawford
Fee: $30 for Owners; $40 for non-owners
Capacity: 10

Join Elizabeth Crawford for a demonstration on three different methods of cooking featuring a menu of Farro with Mushrooms and Chèvre, Pasta with Marinara Sauce, and Parmigiano Reggiano and Risotto Milanese. Demonstration only.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy West Community Room
Thursday, October 19, 6:00pm–8:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Paul Tseng
Fee: $30 for Owners; $40 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.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library
Thursday, November 9, 6:30pm-7:30pm
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 12

Once your knife skills have improved, your cooking will be more efficient and more delicious. Join Chef Paul for a demonstration on how to dice, julienne, and chiffonade vegetables and fruits. Chef Paul will also discuss how to choose, care for, and sharpen knives. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to program date on October 26.

COOKING TOGETHER: FLAVORS OF TASMANIA

Location: Willy West Community Room
Friday, October 13, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older; registration for adults and kids required
Fee: $15 for kids of Owners ($12.50 each for multiple kids); $25 for kids of non-owners; $20 for Owners; $40 for non-owners
Capacity: 14

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 to offer a multi-age experience exploring 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 BELGIUM

Location: Willy West Community Room
Friday, November 10, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older; registration for adults and kids required
Fee: $15 for kids of Owners ($12.50 each for multiple kids); $25 for kids of non-owners; $20 for Owners; $40 for non-owners
Capacity: 14

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 to offer a multi-age experience exploring flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the flavors of Belgium—Potato Kroketjes, Sauce Andalouse, Waterzooi aux Paddestoel, Buttery Brussels Sprouts, Waffles, and Sauce aux Chocolate may be explored 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.

KIDS IN THE KITCHEN: PUMPKIN PALOOZA!

Location: Willy West Community Room
Tuesday, October 3, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: $15 for Owners ($12.50 each for multiple kids); $25 for non-owners
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. It's fall, the perfect period for picking pumpkins at the patch by the peck. We're pulling out all the stops to pay homage to this prized produce (and the letter P)! Potentially Pumpkin Potstickers, Pumpkin Pasta, Pumpkin Pizza, Pumpkin Pastry, or Pumpkin Pudding? It's possible with this prolific plant. In this class, participants will prepare recipes perfect for Pumpkin Palooza. Hands-on.

READ A BOOK & LEARN TO COOK: BUTTERNUT SQUASH SOUP!

Location: Willy West Community Room
Monday, October 9, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 1-4 years old; adult supervision required
Fee: $15 for Owners ($12.50 each for more than one child); $25 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this 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 Butternut Squash Soup together. Read-aloud will include *Squash Boom Beet* by author Lisa Maxbauer Price and *Sophie's Squash* by Madison, Wisconsin author Pat Zietlow Miller.

KIDS IN THE KITCHEN: CELEBRATE CRÊPES!

Location: Willy West Community Room
Tuesday, October 17, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 9–12 years old
Fee: $15 for Owners ($12.50 each for more than one child); $25 for non-owners
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Crêpes are a common confection for chefs and connoisseurs alike. Whether contemplating classic combinations or conjuring custom creations—sweet crêpes, savory crêpes, let's collaborate! In this class, participants will create and celebrate crêpes. Hands-on.

READ A BOOK & LEARN TO COOK: CRANBERRY MUFFINS!

Location: Willy West Community Room
Monday, October 23, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 1-4 years old; adult supervision required
Fee: $15 for Owners ($12.50 each for more than one child); $25 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this 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 Cranberry Muffins together. Read-aloud will include *Time for Cranberries* by Wisconsin author Lisl H. Detlefsen and *If You Give a Moose a Muffin* by author Laura Joffe Numeroff.

READ A BOOK & LEARN TO COOK: SCRAMBLED EGGS WITH AVOCADO AND CHEF LILY'S EVERYTHING SEASONING

Location: Willy West Community Room
Monday, October 30, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 1-4 years old; adult supervision required
Fee: $15 for Owners ($12.50 each for more than one child); $25 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 Scrambled Eggs with Avocado and Chef Lily's Everything Seasoning together. Read-aloud will include *The Good Egg (The Food Group)* by Jory John and *Avocado Asks: What Am I?* by Momoko Abe.

READ A BOOK & LEARN TO COOK: PAN-FRIED TOFU WITH ORANGE DIPPING SAUCE

Location: Willy West Community Room
Monday, November 6, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 1-4 years old; adult supervision required
Fee: $15 for Owners ($12.50 each for more than one child); $25 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this 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 Pan Fried Tofu with Orange Dipping Sauce together. Read-aloud will include *Tofu Takes Time* by Helen H. Wu, and *Eating the Alphabet: Fruits & Vegetables from A to Z* by Milwaukee author Lois Ehlert.

KIDS IN THE KITCHEN: CALZONES!

Location: Willy West Community Room
Tuesday, November 7, 4:15pm–5:30pm
Location: Wil-Mar Neighborhood Center
Thursday, November 9, 4:15pm–5:30pm

Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: $15 for Owners ($12.50 each for more than one child); $25 for non-owners
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Join Making Italian folded pizzas, known as calzones, is a fun and delicious activity for people of all ages. In this class, participants will create their own personal calzone. Hands-on.

KISS THOSE SUGAR BLUES GOODBYE

Location: Zoom
Wednesday, October 4, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required

It helps to understand your chemistry and digestive health to eliminate sugar cravings from your life. Join Katy Wallace, Naturopathic Doctor of Human Nature, to discuss how to resolve nutrient deficiencies and imbalances in gut flora in order to feel your best. She'll share simple tips to incorporate into daily life for best results.

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

HOW THE THYROID GLAND WORKS

Location: Zoom
Wednesday, November 8, 12:00pm–1:00pm
Instructor: Katy Wallace
Fee: Free; registration is required

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

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

SELF-CARE YOGA CIRCLE WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center
Tuesday, October 3, 5:00pm–6:00pm
Location: Wil-Mar Neighborhood Center
Tuesday, November 14, 5:00pm–6:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Mourning Dove Wochos
Fee: $15 for Owners; $15 for non-owners
Capacity: 8

In a gentle and nurturing environment, release the pressures of the day, connect body and mind, and prioritize you. This class is open to all bodies, identities, and abilities. All are welcomed and valued.

YOGA NIDRA RELAXATION WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center
Tuesday, October 24, 5:00pm–6:00pm
Ages: 18 and older
Your Co-op's Own Instructor: Mourning Dove Wochos
Fee: $15 for Owners; $15 for non-owners
Capacity: 8

Lie back and be gently guided into a relaxed state of consciousness. Let the thoughts of the day and to-do lists fall to the side, calm your nervous system, and allow yourself to be the priority. We will end with a mini sound bath. Rest, restore, and recalibrate. All bodies, abilities, and identities are welcomed and valued.

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room
Wednesday October 18, 1:30pm–4:45pm
Wednesday, November 15, 1:30pm–4:45pm
Location: Zoom
Friday, October 13, 1:30pm–4:45pm
Wednesday, November 1, 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 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email info@humannaturellc.com or call 608-301-9961.

Willy Street Co·op Virtual

Annual Meeting

& Local Farmer Panel Discussion

Thursday, October 5th
5:30pm–8:00pm
(audio-only version available by phone)

Hear the year in review and learn about the financial health of your Co-op at this virtual event.
Co-op staff and the Board will answer questions from attendees, and the Board candidates will give their speeches. **All pre-registered attendees will be entered to win prizes!** After the meeting, stay for our panel discussion with two local farmers.

Visit www.willystreet.coop/Annual-Meeting-2023 to register and receive the meeting link.

Have questions you would like answered at the meeting?
Please email bdc@willystreet.coop

VOTE

For the Willy Street Co-op

BOARD CANDIDATES

Voting open October 1st–16th

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

PRODUCT NEWS

NEW PRODUCTS AT YOUR CO-OP

by Melissa Reiss, Product Department Assistant

NEW CO-OP MERCH!

'90s Locally Grown T-shirts'

These come in unisex, women's, and youth sizing. Introducing a new crop top style this year as well! Adult sizes will be $17.99 and youth will be $13.99.

The Co-op Dad Hat

This is a classic baseball cap made from 100% GOTS-certified cotton sueded twill and an embroidered Strawberry Co-op logo for $22.99.

Strawberry Patch

An embroidered Strawberry Patch features our logo and is $4.99.

Stickers

'90s locally grown and strawberry patch vinyl stickers for 99¢.

Canvas Bags

Our canvas bags with the map design are back! They now include sewn in pockets for glass bottles and are $9.99.

ARDOR ENERGY

Light, crisp, and refreshing USDA organic-certified sparkling water with added L-Theanine and caffeine for an energy boost. Each can contains a duo of ingredients sourced from green tea—100 mg organic caffeine and 200 mg of L-Theanine, which is an amino acid that supports mental focus, better cognitive performance, and improved sleep and relaxation. Also 100 mg of sodium for hydration. No sugar or artificial sweeteners! Variety of flavors. Available at all stores.

HEBEL & CO HALVA

At its core, halva is the combination of a seed or nut butter and a sweetener. What makes it next-level and gives it its unique texture is the process and technique to combine the two. In many regions of the world, one has to apprentice to become a halva master! Passed down from generation to generation, it's a skill that requires dedication, and strong shoulders. Hebel & Co likes to explain the texture as a "flaky, cottony, crispy, airy, melt-on-your-tongue lusciousness." How to eat it? Warm up bread, a bagel, crepe, tortilla, pancake, pita, waffle, etc, and spread a generous amount of halva.

HERON POINT CANNED CRAB MEAT

Heron Point Seafood is a top five importer/processor of refrigerated and frozen pasteurized crab meat. Their crab meat is harvested and processed to the highest specifications in Vietnam and China. Available at all stores.

PRODUCT NEWS

FAIR TRADE PRODUCTS IN THE BULK AISLE

by Melissa Reiss, Product Department Assistant

October is Fair Trade Month, and while it's easy to notice the call-outs on packaged products, it can be a bit trickier to spot Fair Trade Certified products in the bulk aisle. Spoiler alert: there are many! Here's some to look out for on your next trip to the Co-op.

TIERRA FARM: NUTS, SEEDS, FRUITS, CHOCOLATE COVERED SNACKS, GRANOLA

Tierra Farm is a certified organic manufacturer and distributor of dried fruits and nuts, situated 20 miles south of Albany, New York. They are also certified Fair Trade according to the Fair Trade USA Standard, and you can see their certification on their website.

LOTUS FOODS RICE

Organic White Jasmine Rice is an aromatic long grain rice grown on family farms in Cambodia and Thailand. This premium variety of Jasmine rice is called Phka Malis, which in Khmer language means beautiful garland of flowers because of its delicate floral aroma. It has a soft, slightly sticky texture and fast cooking time. This rice is grown using More Crop Per Drop® farming practices (SRI) so farmers harvest more rice using less water and no agrochemicals while reducing methane off-gassing and physical labor for women.

FRONTIER CO-OP CEYLON CINNAMON

Frontier Co-op's Organic Fair Trade Ceylon cinnamon comes from a small evergreen tree called *Cinnamomum Zeylanicum* that belongs to the *Lauraceae* family. It is native to Sri Lanka. Available ground or as sticks—perfect for warm fall drinks.

EQUAL EXCHANGE: NUTS, FRUITS, COCOA, CHOCOLATE

In 1986, the three founders of Equal Exchange started importing fairly traded coffee from Nicaragua, despite a U.S. embargo against the Sandinista government. Naturally doing business this way from the start—paying farmers fair prices for their goods—they have expanded their brand to include nuts, fruits, cocoa, and chocolate products. Their fresh bananas can be found in our Produce departments.

Equal Exchange's mission is "to build long-term trade partnerships that are economically just and environmentally sound, to foster mutually beneficial relationships between farmers and consumers and to demonstrate, through our success, the contribution of worker co-operatives and Fair Trade to a more equitable, democratic and sustainable world."

COFFEE

Speaking of coffee, all of our bulk coffee is Fair Trade and organic certified! Whether it's Equal Exchange, or locally roasted Just Coffee and Wonderstate Coffee. Know that your bulk coffee purchasing goes to support the communities that grow and harvest your daily cup.

Learn the Story of the Black Farmers Who Grow Equal Exchange Pecans

Edited from an Equal Exchange article; for the full article, please visit www.info.equalexchange.coop/articles/learn-the-story-of-the-black-farmers-who-grow-ee-pecans

When you own the land you farm, you decide what to plant, when to harvest, and which maintenance methods to use. More importantly, you're the one who controls your own livelihood. For Black farmers in the United States, land ownership is tied to freedom. But systematic racial discrimination has pushed many out of agriculture. Equal Exchange's partners at New Communities, who supply our fair trade pecans, know the power of land—and these challenges—firsthand.

LAND AND JUSTICE FOR BLACK AMERICANS

Shirley Sherrod, Vice President for Development at New Communities Inc., as well as former USDA Georgia State Director for Rural Development, says that coming out of slavery, Black people knew that owning land was important "to help lift the family out of poverty." By 1910, Black people owned more than 14 million acres of land.

But holding on to their acreage and turning a profit has proved to be an uphill battle. Black farmers in America encountered—and still encounter—bias in countless ways, from institutions and from individual neighbors alike. Sherrod told us that farmers she knew weren't able to depend on fair grading for crops like peanuts. Many processors wouldn't work with them and buyers might offer artificially low prices. White dominance at all levels of government in the South meant that Black farmers' interests were not protected. They faced discrimination from the banking system. They had a hard time accessing loans and credit. In consequence, they learned to rely on each other.

NEW COMMUNITIES: BUILT TOGETHER

New Communities, established in 1969, put cooperative values into action from the start. Shirley Sherrod says that she and the founders realized they needed to build something of their own in order to "use the skills they had to make life better." They designated New Communities as America's first community land trust; at almost 6,000 acres, it was the largest parcel of land owned by Black people in the whole country.

Shirley provided these undated pictures from New Communities' past.

The Office of Economic Opportunity promised New Communities money and gave them a planning grant. But protests from white neighbors convinced the governor at the time, Lester Maddox, to veto federal money that might benefit their project. The local opposition they faced was constant.

The farmers persevered. By the early '70s, they were selling watermelons to Safeway. But in the middle of the decade, drought hit the area. Like many of their white neighbors, New Communities applied to the Farmers Home Administration for an emergency loan. Unlike the applications of other farmers, theirs was denied. Multiple years with continuing drought was too much, and by 1985, New Communities was in foreclosure.

THE ROLE OF THE USDA

New Communities' owners weren't the only ones who had lost their land. In 1920, there were 925,000 Black-owned farms in the US, but by 1975, only 45,000 remained. Today, just 1% of rural land is owned by Black Americans.

In 1997, Black farmers filed a class action suit against the USDA, Pigford v. Glickman. They alleged that the agency's allocation of farm loans and aid between 1981 and 1996 was unfair. The USDA admitted to having discriminated against Black farmers and settled, agreeing to a payout of $1.2 billion in the first phase and over $1 billion in the second phase. New Communities filed its own claim in 1999. The hearings, appeals and reviews went on for a full decade. Finally, in 2009, New Communities was awarded $12 million.

NEW COMMUNITIES' NEW START

Sherrod and others got busy finding land in the area of Albany, Georgia. They located Cypress Pond Plantation, 1,638 acres once owned by the largest slaveholder and richest man in Georgia. "I had some problems with that, initially," Sherrod admitted, "but I got past it, because I started thinking, what a statement for our people, that this property can go from a slave owner to descendants of slaves."

PECAN CULTIVATION

Today, farmers at New Communities are growing satsuma oranges and Muscadine grapes for market. But pecans remain their major crop. Last year, Equal Exchange bought all of their pecan halves and helped find a buyer for the pieces that are a result of the shelling process.

BLACK FARMERS' PROBLEMS AREN'T OVER

Black farmers still confront bias today. Younger people who want to get into agriculture often have trouble acquiring land. "The fact is," Sherrod says, "it's hard to get a white farmer to sell to a Black farmer, even today, in this area." And the problems with the USDA aren't over. After the Pigford ruling, those who had been disadvantaged in the past were supposed to get priority, but it never happened, according to Sherrod. "Farmers who were successful with their claims were supposed to get debt written off."

MOVING TOWARD HEALING

How does Sherrod envision the future for Black farmers and collective organizations like co-ops and land trusts? "We're going to have to identify opportunities for finding definite markets, because our people have been taken down roads," she says. "People aren't crazy. They want to be able to work together. But they have to see that there's a possibility for success." She's pleased to see "younger farmers beginning to come on board who don't know all that bad history … willing to actually work together to make some exciting things happen."

Co-op Deals™ OCTOBER

Health & Wellness

co-op deals: October 4-17

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

Dr. Bronner's
Pure Castile Soap
All Kinds on Sale!
32 fl oz • Save 6
$10.99/tx
Co-op deals

Oregon's Wild Harvest
Turmeric
120 cap • Save 21.5
$29.49/tx
Co-op deals

Jason
Toothpaste
All Kinds on Sale!
4.2 oz • Save $2
$4.99/tx
Co-op deals

Peepers
Reading Glasses
All Kinds on Sale!
1 ea • Save $5
$21.99
Co-op deals

SolaRay
Magnesium Glycinate
120 vcap • Save $10.50
$13.49/tx
Co-op deals

Vital Proteins
Marine Collagen
7.8 oz • Save $7
$31.99/tx
Co-op deals

Dr. Tung's
Smart Floss
1 ea • Save 99¢
$3.50/tx
Co-op deals

Giovanni
Shampoo
All Kinds on Sale!
8.5 fl oz • Save $3.30
$5.99/tx
Co-op deals

American Health
Original Papaya Enzyme
Chewable
250 tab • Save $3.70
$7.29/tx
Co-op deals

Natural Factors
RxOmega-3
120 ct • Save $9.50
$19.49/tx
Co-op deals

co-op deals: October 18-31

Aura Cacia
Mineral Bath
All Kinds on Sale!
2.5 oz • Save $1.29
$2.50/tx
Co-op deals

Tom's of Maine
Deodorant
All Kinds on Sale!
2.25 oz • Save $2
$5.49/tx
Co-op deals

Quantum Health
Elderberry Extract
60 cap • Save $7.20
$9.29/tx
Co-op deals

Ener-C
Multivitamin Drink Mix
All Kinds on Sale!
30 pk • Save $4.50
$11.49/tx
Co-op deals

Andalou Naturals
Facial Sheet Masks
All Kinds on Sale!
1 ea • Save $2
$3.79/tx
Co-op deals

Organic India
Organic Herbal Laxative
60 vcap • Save $6
$8.99/tx
Co-op deals

Nordic Naturals
Vitamin D3+K2 Gummies
60 ct • Save $7.50
$17.49/tx
Co-op deals

Floradix
Iron + Herbs
Liquid Herbal Supplement
8.5 fl oz • Save $17.50
$20.49/tx
Co-op deals

Desert Essence
Hand & Body Lotion
All Kinds on Sale!
8 fl oz • Save $2.99
$6.00/tx
Co-op deals

Ancient Nutrition
SBO Probiotics
All Kinds on Sale!
30 cap
Buy One, Get One FREE
$24.99/tx
Co-op deals

PURPLE = LOCAL

All Sales Subject to Availability. Sales Quantities Limited.

co-op deals™

co-op deals: October 4-17

Mi-Del
Gingerl Snaps
10 oz • Save $1.80
$3.99
co-op deals

Bhuja
Snack Mix
All Kinds on Sale!
7 oz • Save $1-$1.20
$3.99
co-op deals

Maya Kaimal
Simmer Sauce
All Kinds on Sale!
12.5 oz • Save $1.80
$3.99
co-op deals

Amy's
Frozen Burritos
All Kinds on Sale!
6 oz • Save $1.29
$3.00
co-op deals

Annie's
Organic Salad Dressings
All Kinds on Sale!
8 fl oz • Save $2.80
$3.99
co-op deals

Paqui
Tortilla Chips
All Kinds on Sale!
7 oz • Save $1.50
$3.99
co-op deals

Crofter's
Organic Just Fruit Spread
All Kinds on Sale!
10 oz • Save $1.50
$3.49
co-op deals

Caboo
Bamboo Bathroom Tissue
12 pk • Save $2.50
$9.99/tx
co-op deals

Go Macro
Bars
All Kinds on Sale!
1.8-2.5 oz • Save $1.98/2
2 for $5/tx
co-op deals

Nature's Path
Organic Heritage Flakes Eco Pac Cereal
32 oz • Save $1
$8.99
co-op deals

HOP WTR
Hop Water
All Kinds on Sale!
6 pk • Save $2
$8.49/tx
co-op deals

Nutiva
Organic Coconut Oil
14 oz • Save $5
$7.49
co-op deals

Alter Eco
Organic Chocolate Bars
All Kinds on Sale!
2.8 oz • Save $3.98/2
2 for $5
co-op deals

Freshe
Canned Seafood
All Kinds on Sale!
4.25 oz • Save $1
$3.99
co-op deals

Ben & Jerry's
Ice Cream
Cherry Garcia, Phish Food, Half Baked, and The Tonight Dough
16 oz • Save $1.50
$4.99
co-op deals

Choice
Organic Tea
All Kinds on Sale!
16 ct • Save $2
$2.99
co-op deals

Alexia
Crispy Potato Puffs
19 oz • Save $1
$4.99
co-op deals

C2O
Coconut Water
17.5 fl oz • Save $1.58/2
2 for $4
co-op deals

La Croix
Sparkling Water
Now at all stores!
All Kinds on Sale!
12 pk • Save $1.20
$4.79
co-op deals

Near East
Cous Cous
10 oz • Save $1.98/2
2 for $4
co-op deals

Forage Kombucha
Kombucha
All Kinds on Sale!
12 oz • Save 58¢/2
2 for $4/tx
co-op deals

Oatly
Oat Milk
All Kinds on Sale!
64 oz • Save $1
$3.99
co-op deals

Kettle & Fire
Beef Bone Broth
16 fl oz • Save $3
$4.99
co-op deals

Wyman's
Frozen Wild Blueberries
15 oz • Save $1.50
$3.99
co-op deals

The specials on this page are valid October 4-17

All Sales Subject to Availability. Sales Quantities Limited.

OCTOBER

co-op deals: October 18-31

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

Ripple Foods
Plant-Based Milk
48 oz • Save $1
$4.29 co-op deals

Mediterranean Organic
Fire-Roasted Peppers
16 oz • Save $2
$5.49 co-op deals

Purely Elizabeth
Granola
All Kinds on Sale!
8-12 oz
Buy One, Get One **FREE**
$8.49 co-op deals

Calbee
Snapea Crisps
All Kinds on Sale!
3.3 oz • Save $1.58/2
2 for $4 co-op deals

Made in Nature
Organic Dried Mangoes
3 oz • Save $1.50
$4.29 co-op deals

Bionaturae
Canned Tomatoes
All Kinds on Sale!
28.2 oz
Buy One, Get One **FREE**
$4.79 co-op deals

Deep Indian Kitchen
Potato & Pea Samosas
11 oz • Save $2
$4.99 co-op deals

Muir Glen
Organic Canned Tomatoes
All Kinds on Sale!
28 oz • Save $1.50
$2.99 co-op deals

Daiya
Pizza
All Kinds on Sale!
15.3-19.4 oz
Buy One, Get One **FREE**
$9.29 co-op deals

Endangered Species
Chocolate Bars
All Kinds on Sale!
3 oz • Save $2.98/2
2 for $4/tx co-op deals

Evolution Fresh
Organic Orange Juice
59 oz • Save $1.30
$7.99 co-op deals

Unreal
Select Candies
All Kinds on Sale!
3.2-5 oz
Buy One, Get One **FREE**
$6.49 co-op deals

Talenti
Gelato
All Kinds on Sale!
16 oz • Save $1
$4.99 co-op deals

Organic Valley
Cottage Cheese
2%, 4%
16 oz • Save $1.30
$4.99 co-op deals

Beyond Meat
Breakfast Patty
8 oz
Buy One, Get One **FREE**
$5.49 co-op deals

Farmer's Market
Organic Pumpkin
15 oz • Save $1.50
$2.49 co-op deals

Noka
Organic Fruit & Veggie Smoothies
All Kinds on Sale!
4.22 oz • Save $1.58/2
2 for $4 co-op deals

Bionaturae
Organic Durum Semolina Pasta
All Kinds on Sale!
16 oz
Buy One, Get One **FREE**
$3.49 co-op deals

Lesser Evil
Pink Himalayan Salt Popcorn
4.6 oz • Save $1
$2.99 co-op deals

Evol
Burritos
All Kinds on Sale!
6 oz • Save $1.58/2
2 for $5 co-op deals

Cascadian Farm
Organic Vegetables
Broccoli Florets, Sweet Peas, Chinese Stir Fry
10 oz • Save 79¢
$3.00 co-op deals

Nixie
Organic Sparkling Water
All Kinds on Sale!
8 pk • Save $1.50
$4.49 co-op deals

Fillos
Beans and Sofrito
All Kinds on Sale!
10 oz • Save $1
$2.79 co-op deals

San Pellegrino
Sparkling Mineral Water
25.36 fl oz • Save 70¢
$2.29 co-op deals

The sales on this page are valid October 18-31

All Sales Subject to Availability. Sales Quantities Limited.

Owner 49 YEARS Appreciation

OVER 600 PRODUCTS ON SALE OCT. 9TH – 15TH

Wellness Wednesday

(October 4th)

Owners get 15% off bodycare & wellness products

Instead of the usual 10% off!

PRODUCTS INCLUDING:

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

25% off All Classes

All classes that have a fee are 25% off for Willy Street Co-op Owners throughout the month of October!

Individual nutrition consultations **NOT** included. See willystreet.coop/events or our newsletter for class listings.

Organic Avocados
Origin: Mexico • 1 each
3 for $4 or $1.59/ea
OWNERS SAVE 40¢–$1.97

Superior Fresh
Farm-Raised Salmon
Rndm. wt.
$19.99/lb
OWNERS SAVE $3.00/lb

Equal Exchange
Fair Trade, Organic Tea
All Kinds On Sale! • 0.85-1.41 oz
$2.99/ea
OWNERS SAVE $1.50/ea

Alter Eco
Fair Trade, Organic Chocolate Bars
All Kinds On Sale! • 2.65-2.96 oz
$1.99/ea
OWNERS SAVE $2.50/ea

Sartori
BellaVitano Cheese
All Kinds On Sale! • 5.3 oz
$4.99/ea
OWNERS SAVE $1.00/ea

Que Pasa
Organic Tortilla Chips
All Kinds On Sale! • 11 oz
$2.49/ea
OWNERS SAVE $2.00/ea

Organic Lacinato Kale
Origin: Wisconsin • 1 bunch
2 for $4 or $2.49/ea
OWNERS SAVE 50¢–$1.98

Organic Bartlett Pears
Origin: Washington • Rndm wt
$1.59/lb
OWNERS SAVE 90¢/lb

Maya Kaimal
Simmer Sauce
All Kinds On Sale! • 12.5 oz
$2.99/ea
OWNERS SAVE $2.80/ea

Ale Asylum
Beer
All Kinds On Sale! • 6x12oz
$10.99/ea
OWNERS SAVE $1.00/ea

ⓘ = Inclusive Trade L = Local

All Bulk Products

(October 9th–15th)

Owners get 15% off Bulk Products

Bulk coffee and liquid soaps included.

PREPACKAGED LOOSE TEAS AND HERBS AND BULK WATER NOT INCLUDED.

Win one of 49 $25 Co-op gift cards!

Starting in October, enter to win at: willystreet.coop/Owner-Appreciation.

Coffee, Milk, and Donuts

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

Willy West:
Tuesday
Oct. 10th,
10am–12pm

Willy North:
Wednesday
Oct.11th,
10am–12pm

Willy East:
Thursday
Oct. 12th,
10am–12pm

All Owner Rewards sales for Willy Street Co-op Owners only. All sales subject to availability. Sales quantities may be limited.

For Hispanic Heritage Month, we're highlighting our Hispanic and Latinx Inclusive Trade vendors.

Chomps
Meat Sticks

Maria and Ricardos
Tortillas

Grain Trust
Ethically Sourced Frozen Grains

Fillos
Ready to Eat Latin Staples

Tortilleria Zepeda
Corn Tortillas

Siete
Mexican-American Foods

Tuscan Tamale
Handmade Frozen Tamales

Rip Van Wafels
Wafels

Tajin
Authentic Chille-Lime Seasoning

More information at willystreet.coop/inclusive-trade ▶

Watch for the Inclusive Trade symbol, which indicates a vendor is 51% owned, controlled, and operated by a person or persons who are women; Black, Indigenous, and/or Persons of Color; LGBTQIA+; veterans; and/or persons with disabilities.

willy street co-op

2023 WILLY STREET CO-OP OWNER SURVEY:

THE RESULTS

Here are the results of our February 2023 Owner Survey. As usual, we didn't share the results of the demographic-type questions—age, income, background, etc. Thanks to all 1,249 Owners who filled it out! Your survey responses (along with those submitted via Customer Comments, emails, our newsletter and through social media) help us make a better cooperative. Accompanying these survey results is an article where we outline what steps we are taking due to the feedback you have provided; we hope that we address the concerns you raise and live up to your very kind praise. Response order has been changed to put highest proportion of responses first. Due to rounding, not all percentages may add up to 100%.

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?

	Extremely	Very	Somewhat	A little	Not at all
Co-op Newsletter (The *Reader*)	28.3%	37.0%	22.8%	8.8%	3.1%
Emails	18.3%	33.8%	26.7%	11.9%	9.3%
In-store postings (signs, flyers, pamphlets, etc.)	14.1%	31.5%	31.3%	18.0%	5.0%
Co-op website	13.7%	27.9%	27.3%	20.9%	10.2%
Social media (Facebook, Instagram, Twitter)	11.3%	24.1%	20.6%	14.5%	29.5%
Mailings (annual report, special mailings)	11.1%	22.5%	30.4%	18.9%	17.1%
Annual Meeting and Board meetings	6.3%	13.6%	22.7%	26.3	31.1%
Informal conversations with Board members/staff	5.2%	15.7%	22.9%	24.2%	32.0%

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
Frequency	26.9%	41.2%	13.1%	13.8%	3.1%	1.0%	0.9%
Content	27.2%	41.1%	11.3%	12.5%	4.1%	2.3%	1.5%

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.)

Offering more lower-priced products 51.2%
Improved product selection/variety 32.3%
Increased selection of local products 30.8%
Increased selection of natural/organic products 21.5%
Improved product quality/freshness 19.5%
More convenient hours of operation 10.7%
Friendlier/more approachable staff 9.6%
Improved store atmosphere/ambiance 9.4%
More national brands (e.g., Kraft, Kellogg's, etc.) 9.0%
Improved store cleanliness/condition 8.6%
Already spend 100% of my grocery dollars at the Co-op 5.7%
More knowledgeable staff 5.7%
Increased responsiveness to customer feedback 4.5%
Other 16.9% (see below)

Top responses for "other" include more vegan grocery and Grab & Go products, more gluten-free offerings at lower prices, expanded bulk and low-waste product offerings, expanded hot bar offerings, expanded wellness department.

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
37.1%	33.6%	14.4%	9.3%	3.6%	0.8%	1.2%

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

Top reasons respondents cited were our transparent, hands-on work over the years with vendors and food system providers; our commitment to Fair Trade products and practices; and our commitment to accessible food through our Double Dollars program, our Access Discount, and partnerships with local food pantries.

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
25%	31%	16%	19%	6%	1%	2%

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

Most comments tended to mention one of these two sentiments: "the Co-op is doing well and I recognize that you are taking conscious efforts to keep raising the bar in this area of our business" and "I don't see a diverse staffing pool. What is hindering progress in this area?"

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.)

Support local, sustainable agriculture 57.2%
Promote sustainable food and product packaging/recycling 53.2%
Address local hunger problems 33.8%
Support development of small local businesses 29.9%
Support efforts to protect/improve the environment 26.7%
Provide nutrition education 20.7%
Support other co-ops 13.1%
Provide education on food safety issues 12.3%
I don't recommend any changes to the priorities of the Co-op 3.5%
Other 3.4% (see below)

The most frequent "other" response was to reduce food prices on more basic food categories to be inclusive to customers at all socioeconomic levels.

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

Board articles in the *Reader* 41.2%
I don't feel a need to engage with the Board of Directors 30.1%
Listening sessions at the stores 21.7%
Co-op community dinners 20.5%
Owner focus groups on current topics and issues 19.1%
At discussion sessions during the Annual Meeting 17.5%
Attendance at Board meetings 10.4%
Other 2.5% *No one consistent theme emerged from these responses.*

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

To support local food growers 56.5%
To support a local grocer 48.4%
To have access to certain products not available elsewhere 41.3%
A belief in Willy Street Co-op's mission/vision 40.8%
To receive the Owner sales and discounts 31.9%
A desire to join a cooperative 19.7%
Its convenient locations 13.3%
To interact with like-minded people 12.9%
Other 2.5% (see below)

The top "other" reason was an appreciation that we didn't just financially support our community but that we're also active participants.

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

Top comments included an appreciation for our staff and the Co-op at large, requests to continue looking at ways to reduce prices where possible, suggestions or requests for future store locations, and specific product requests.

by Brendon Smith, Communications Director

As a consumer cooperative, Willy Street Co-op is owned by the 33,000+ people who shop at our stores. Determining how well we're meeting the needs of these Co-op Owners requires multiple methods. The Owner Survey we conducted in February of this year—along with customer comment forms, emails, questions and comments on social media, customer experience surveys issued to random customers at our registers, and conversations in the stores—help us measure how well we're doing and tell us what areas need improvement.

The Co-op's Owner & Community Engagement workgroup—one of three workgroups that was created through our diversity, equity, and inclusion (DEI) work with Step Up: Equity Matters—is analyzing the results specifically to help in improving diversity and inclusion among Owners and between the Co-op and the communities around our stores. The current goals of this workgroup are:

- Our customers reflect the demographics of the communities we serve
- The Co-op is a place where our community participates and is proud to shop;

Now that you have some context for the survey, let's dive into the results.

WE LOVE YOU TOO!

First I wanted to acknowledge the huge amount of love, support, and appreciation that we saw in the results, both for the Co-op overall and for the Co-op staff. I focus on the constructive criticism in this article because we want to be responsive and to make improvements, but the many kind words in there brought a tear or two to my eye. Thank you.

HOW WE PROVIDE CO-OP INFORMATION

The Co-op *Reader* and emails are the two most important ways that you want to get info, followed by in-store postings and the Co-op website. A notable portion of Owners (30%) never check Co-op social media, where we post frequent updates (along with the website for more important announcements). Based on this feedback, we will be developing some additional email notifications that Owners can sign up for, including email (and possibly text) notifications when a store needs to close unexpectedly or will have atypical hours of operation. Our new website will also have a section showing recent Facebook and Instagram, providing an easy way to skim what we're posting about.

The majority of respondents (68%) are satisfied or very satisfied with the frequency and content of our communication. Under 10% are at least somewhat unsatisfied with content and 5% are at least somewhat unsatisfied with frequency. In fiscal year 2023 (roughly July 2022 through June 2023), 96% of customer comments received a response from Co-op staff, management, and/or Board members. If you'd like to get more information about something Co-op-related or would like information in another way, please let us know and we'll see what we can do!

WHAT WOULD LEAD YOU TO SHOP THE CO-OP MORE?

Owners told us that lower-priced products, improved product selection/variety, and increased selection of local products were the top things that would lead them to shop the Co-op more.

Since February, we've added more products to our Co-op Basics program, which is our set of quality staple products at everyday low prices for all shoppers. The Basics program now has around 200 total products. We've also been adding lower-priced products in sections where there hadn't previously been such an option, we're going to continue to do this wherever we are able. Earlier this year we expanded our Owner Rewards program to include sales in our Deli. Every week we have a sale on a Willy Street Co-op-made juice, sandwich, soup, or packaged salad.

We've been able to expand our Deli Grab & Go options as well as offerings in the meat and seafood departments at all three stores over the past few months. At Willy East we added many new products during the remodeling project last year; we are continuing to work on and expand the product selection in the grocery aisles. At Willy West this summer we were able to create new merchandising space and add a few new coolers which has allowed us to grow product selection across many categories.

We've always had a focus on locally made, locally grown, and locally harvested products. It's no surprise that Owners are looking for more local products, and sourcing local products remains a priority to us. Shortly before we launched the survey, we updated our new vendor application to make it easier for vendors to use and to have a place where vendors can indicate if they would be a local vendor—naturally being a local vendor provides them extra consideration in our evaluation process! Since the survey we have already brought in 14 new local vendors! One of our new local vendors supplies the bulk aisle with dried beans, and we'll be able to offer a lower price on these than our current non-local offering!

MISSION & VISION

The majority of respondents (71%) think we live up to our mission/vision qualities well or very well. (You can see our Mission and Vision on page 19 above question 4.) The suggestion that came up most frequently was to consider what could be done to make prices more accessible for low-income shoppers. To be candid, we don't see much that we can do in this area, at least right now, beyond what we're already doing.

At the risk of mentioning some things many of you may already know, we offer an Access Ownership program, where Owners who qualify for financial assistance can make smaller Ownership payments and receive a 10% discount on everything in the store. We also offer Double Dollars at the register on Tuesdays mid-October through mid-March, which can provide up to $20 in vouchers that can be used for fresh, frozen, or canned fruit and vegetables. You can find links to these and other resources at the end of this article.

DIVERSITY, EQUITY & INCLUSION

Fifty-six percent of respondents say we prioritize DEI well or very well. Nine percent say we prioritize it somewhat poorly or worse. The primary concern mentioned was that

our staff and our customers are not reflective of the neighborhoods of our stores. Our analysis confirms this discrepancy. In the last two years we have been taking deliberate actions to attract and retain more diverse employees and customers, and our analysis also confirms that diversity is increasing, albeit at a rate slower than we find acceptable. We have implemented some major DEI-related improvements in the last six months, including:

- Examining and revising a number of Co-op policies and procedures with a DEI lens (including our Inclusive Environment Policy, the Owner Name at Registers policy, and offering the option of accessibility accommodations for Co-op classes)
- Our Inclusive Trade initiative, which highlights vendors from historically under-represented groups. (See willystreet.coop/inclusive-trade for more information.)
- Creating a calendar of "recognition occasions" such as Black Business Month, Disability Pride Month, and Women's Equity Day so that we can share information, events, and resources about them on our website and social media but also on our staff intranet.
- A store accessibility audit from Access to Independence and work to address identified problems.
- Establishing DEI-related metrics and benchmarks for employees, Owners/customers, and vendors on our DEI Dashboard.

SOCIAL ISSUES TO PRIORITIZE

Local/sustainable agriculture and sustainable food/product packaging/recycling were by far the top two social issues that Owners wanted us to prioritize, and addressing local hunger problems was third. Thanks to this feedback, we will prioritize sponsorship and donation requests that fundraise or advocate for these activities. We will continue to bring in products from local farms using sustainable agriculture as we are able, and we will continue to be a major supporter of FairShare CSA Coalition. Your Co-op contacted our governmental representatives to advocate for sustainable and equitable practices for the Farm Bill, including the Local Farms and Food Act, the Justice for Black Farmers Act, and the Industrial Agriculture Accountability Act.

The pandemic was a temporary setback for sustainable packaging—consumers around the country preferred packaged product to hot bars or salad bars (and sometimes those self-serve options weren't even allowed), and packaging costs increased. As we've reported in previous newsletters, interest in our bulk products has been steadily declining over the last five years—shopping the bulk aisle is a great way for customers to support less packaging. We are required to offer a free container option for our bulk products, and are exploring sustainable yet affordable alternatives to the single-use plastic bags.

To help address local hunger problems, we will continue to collect food for, donate to, and sponsor events for our five food pantry partners, and donate unsold Grab & Go items to the Social Justice Center. Recently we've sponsored Wil-Mar Neighborhood Center's Fete de Marquette, the WayForward Resources Chip In to End Hunger, and River Food Pantry's Sips & Slices event, all of which raise funds to help their food pantry programs. Customer donations via our food donation shelves and direct donations from the Co-op have resulted in over 33,395 pounds of food going from our stores to those food pantry partners. The Double Dollars distribution season is starting again, and we'll continue to work on ways to grow and expand the Double Dollars program in conjunction with community partners.

Donation and sponsorship requests that help one or more of the three social causes mentioned above will now get priority consideration.

ENGAGING WITH THE BOARD

Board articles in the Reader are the #1 way Owners want to hear from the Board, and the Board will continue to provide updates on their work in their newsletter report. If you're interested, you can also attend most Board meetings or read Board minutes if you'd like. If you'd like to get more involved in your Co-op, you can apply to serve on a committee or run for a seat on the Board of Directors.

WHY YOU'RE AN OWNER

The two primary reasons that Owner Survey respondents said that they are Owners of Willy Street Co-op are to support local food growers and to support a local grocer—even above Owner benefits like Owner-only sales and discounts.

Supporting local food growers and makers is a key focus of your Co-op, so it's gratifying to hear that's why so many Owners joined and support the Co-op. We'll continue to add more local vendors and do more to support them as we're able.

Walmart owns just over 25% of the grocery market share in the U.S. per a 2023 study by consumer research firm Numerator. Grocery mergers and acquisitions continue, with a Kroger-Albertsons merger likely to result in a U.S. market share percentage in the high teens. That means that well over a third of all grocery store purchases will be at a Walmart- or Kroger-owned store. National and multinational chains are not responsive or accountable to the towns their stores are in like independent grocers are, particularly grocery cooperatives. Willy Street Co-op is owned and governed by those who join and use its services. We are here to serve you; profits don't go to a private owner or shareholders or a CEO—they get shared with staff, returned to Owners, reinvested in the business, and/or donated to charitable causes.

Shopping at a local store that sells local products also keeps more money in our community. Civic Economics studied the local economic return from independent businesses and found that on average 48% of revenue from independent businesses like ours is recirculated locally. This is compared to chain retailers, who recirculate only 13.6% of their revenues in the localities where they do business. When you shop local products at your local Co-op, even more of your money is recirculated locally. The nonprofit New Economics Foundation says, "A higher proportion of money re-spent in the local economy means a higher multiplier effect because more income is generated for local people. More income retained locally, or nationally, means more jobs, higher pay and more tax revenue for government needs, all of which may lead to better living standards." So when you spend locally, you're recirculating that money locally, and then the local people you paid recirculate that money locally, and the impact of that money within the local community multiplies.

THANK YOU!

Thank you to all who filled out our survey. One of the primary ways in which cooperatives are different from other businesses is that we exist to serve our Owners, not shareholders or private business owners. To better serve our Owners, we need to know how we're doing, and this survey is one tool we use to know where we need to make improvements.

Where to find resources mentioned in this article
Access Discount: willystreet.coop/access-discount
DEI Webpage: willystreet.coop/DEI
DEI Dashboard: willystreet.coop/DEI-dashboard
Double Dollars: willystreet.coop/double-dollars

CUSTOMER EXPERIENCE NEWS

Food Labels: What Are They Telling Us?

by Kristina Kuhaupt, Customer Experience Manager

Happy Owner Appreciation Month! It is a time we celebrate you for investing in your local Co-op, and in turn to your surrounding community, makers, producers, and farmers. Another, maybe lesser-known perk of Ownership, is the access to Principle #5 Education, Training, and Information: "Cooperatives provide education and training for Owners so they can contribute effectively to the development of their cooperatives. They inform the general public about the nature and benefits of cooperation. You can develop yourself into the consumer you want to be."

Last month I touched on Principle #5 as it pertains to Co-op classes, which is a more well-known way we uphold this Principle; however, did you know that the Customer Experience team has for many years gone out into the community to educate about certain components of the Co-op? Additionally, we have welcomed many school groups into our three locations and have taught about the cooperative model, in addition to all the different labels seen in our stores. This month I wanted to do a printed version of those same experiences we provide verbally on a regular basis.

I have shared this story before, but for me, the Co-op initially provided a healthy lunch to help me on my wellness journey during a very fast-paced period in my life. As time pressed on, I became more and more interested in all the products the Co-op had to offer, and sometimes decoding labels to find what would work best for me personally, was not always easy. Today, let's break down together what to look for when grocery shopping so that you can more easily make those decisions on what is best for you and your family.

NUTRITION FACTS PANEL—THE FOUNDATION

The nutrition panel is usually the first thing that many of us look at when considering if a product is to be an option or not for us, but did you know that this label has been required by the federal government on most packaged foods since the 1990s?

About 7 years ago it was updated to the new panel you see to the right, as to help you make easier choices concerning what you eat based on your personal nutritional needs in an easy-to-read format that can be glanced at and standardized amongst many categories of food. The added improvements that we are now probably conditioned to, but maybe have not stopped to consider, is that this new label helps more easily see calorie count, sugars, and additional nutrients such as vitamin D and potassium that were added. Fun fact: vitamins A and C are no longer required on the label because these deficiencies are fairly rare in this time of history in the U.S. However, manufacturers may still list these vitamins voluntarily. For more in depth information, feel free to visit: www.fda.gov/food/food-labeling-nutrition/changes-nutrition-facts-label.

SUPPLEMENT FACTS—LOOKS SIMILAR TO NUTRITION FACTS

This label, even though it looks very similar to the Nutrition Facts label, is meant for products taken by mouth that are intended to supplement the diet and contain one or more dietary ingredients such as: vitamins, minerals, herbs, botanicals, and/or

Supplement Facts

Serving Size 1 Tablet
Servings Per Container 60

Amount Per Serving		% Daily Value
Vitamin A	900 mcg	100%
Vitamin C	90 mg	100%
Vitamin D	20 mcg (800 IU)	100%
Vitamin E	15 mg	100%
Thiamin	1.2 mg	100%
Riboflavin	1.3 mg	100%
Niacin	16 mg	100%
Vitamin B6	1.7 mg	100%
Folate	680 mcg DFE (400 mcg folic acid)	170%
Vitamin B12	2.4 mcg	100%
Biotin	30 mcg	100%
Pantothenic Acid	5 mg	100%
Choline	550 mg	100%
Fluoride	20 mg	†

† Daily Value not established

amino acids or substances found in the human diet like enzymes. Please note that some products such as tea may have a nutrition facts panel, a supplement facts panel, or no panel at all depending on what vitamins, minerals, or other substances are present in the product and if they equate to 0% nutritional value. Another general rule that is helpful if you have an FoodShare/QUEST card, is that products with nutrition facts can be generally paid for with this card, but products with supplement facts panels cannot.

"HEALTHY" LABELS

What does "healthy" actually mean? Healthy for one person might not be healthy for another. Currently, the use of that word on packaging means that the product is suggested to be healthy based on the criteria that if a product is not low in fat, but has a fat profile makeup of predominantly mono and polyunsaturated facts, or contains at least 10% of the Daily Value of vitamin A, C, calcium, iron, protein, and fiber. Some examples of monounsaturated fats are plant-based oils like olive, canola, peanut, safflower, and sesame. Polyunsaturated fats are also plant-based oils, but are soybean, corn, and sunflower oil. Other foods that fall in that category include walnuts and flaxseeds. According to the FDA, the term "healthy" is applied to products that seek to reduce the burden of chronic diseases and advance health equity. There is a wealth of additional information on the topic found at: www.fda.gov/food/food-labeling-nutrition/use-term-healthy-food-labeling

"NATURAL" LABELS

Again, this term feels a bit squishy, and quite frankly it is! There are no regulations for this term, which is where the murkiness comes forth, but the FDA does consider the term to mean that nothing artificial or synthetic, including all color additives regardless of source, has been in, or has been added to food. Many times, this label is added for marketing purposes only so as to be perceived as a more nutritious option, even when the food may not be. For example, many chip bags have the word natural on them….I don't know when I was ever told by a medical professional that chips were a good natural food choice. The only regulation for using the term "natural" is in the meat and poultry department. The USDA requires that if this label is present the product must be free of artificial flavoring, color ingredients, chemical preservatives, and synthetic ingredients. Another label in the "natural" world is natural flavors and/or colors. This does mean they are derived naturally from spices, fruits, vegetables, yeasts, plant materials and/or animals. Again, this area is very squishy, so tread carefully and look at the ingredients on the back of the packaging, versus the marketing terms on the front of the package to make a product potentially sound better than what it is. For further details please visit: www.fda.gov/food/food-labeling-nutrition/use-term-natural-food-labeling.

LOOKING FOR LOW-GLYCEMIC FOOD

Some people might be looking to control their blood sugar; this happens to be me! Here, we are looking for low-sugar, or "no sugar added" notations on the packaging. A sugar-free label means that one serving has less than one-half of a gram of sugar, but this doesn't take total carbs into account. When you eat carbohydrates, they break down into starches and sugar, which can also affect your blood sugar. The "no sugar added" label means no sugar was added during processing. Just because there were no additional sugars added, does not mean the product does not contain sugar; in fact, this product may still be naturally higher in sugar content, so be cautious and look at the back of the Nutrition Facts for total sugar content.

GLUTEN-FREE LABELS—COMPLETELY VOLUNTARY!

It has become very popular to have a gluten-free diet due to many personal or health reasons. In short, gluten is a protein composite that occurs naturally in wheat, barley, rye, and related grains, and it provides strength and texture to many products such as breads, cereals, pastas, baked goods, and even seasonings. One thing to note is that this label is completely voluntary and not required. However, if you see a label that says gluten-free, without gluten, no gluten and/or free of gluten, the FDA has set a limit of less than 20 parts per million of this protein in the product. According to the FDA, this is the lowest amount that can be reliably detected in foods. Additional resources found here: www.fda.gov/food/nutrition-education-resources-materials/sodium-your-diet

ORGANIC

Here at the Co-op we sell a lot of organic products, but what does this label actually mean? Organic has in recent years almost has become a buzzword, but here are some guidelines to help you make purchasing decisions. When we talk about organic, we mean products that are certified to meet the USDA National Organic Program criteria for organic practices. This means that foods bearing this seal are free from: synthetic fertilizers, pesticides, herbicides, sewage sludge, irradiation, and genetically modified organisms. Additionally, organic certification requires farmers to follow strict soil and water conservation practices, and producers to keep careful records showing that they follow the allowable procedures. Lastly, you can be sure that there is an inspection by a third-party certifier each year. A side note about organic as it pertains to meats: just because animal operations can be certified organic, does not mean they use humane practices. There are different qualifications for being certified humane, and humane certification is verified by a separate, private third-party.

NON-GMO

This is a controversial topic, but we are only going to dive into what the label means, and not the other environmental or societal scope of this topic. Genetic engineering is the process of

isolating a particular trait, or gene from a plant variety or animal species and inserting it into a different plant or animal. This process is not traditional cross-breeding between closely related species. The genes can come from completely different species that are unlikely to occur naturally. Here in the U.S. GMOs have become dominant in commercial crops like corn, alfalfa, and soy. So, if you want to avoid GMOs, be on the lookout for phrases like, partially produced with genetic engineering. That means not every ingredient is genetically engineered, but some are. Anything that says, Non-GMO, is free of this engineering process. If GMOs concern you, there are two ways to avoid them. First buying certified organic foods. By doing so, you are assured that GMOs are prohibited in organic production by law. If you buy third-party verified products that have the Non-GMO Project label on them you know they are audited annually by inspectors that are looking at high-risk products.

Non-GMO Project resource: www.nongmoproject.org/get-non-gmo-verified.

CERTIFIED VEGAN

This certification ensures that animal ingredients and byproducts are not used in the food or in any part of the production process. Also, no animal testing was conducted. Please note that not all vegan products contain this label.

VALUES-BASED LABELS

Fair Trade

When the Co-op talks about Fair Trade, we see it as a commitment to a food system in which farmers, workers, and producers are valued and compensated fairly at each step of the supply chain. These products are usually imported and not domestic products. The United Nations has set a criteria for what Fair Trademeans economically, socially, and environmentally. Companies that want to communicate that they practice Fair Trade can interpret the UN criteria and promote their business model and supply chain themselves, or they can select a third-party certifier.

Fair Trade Certified Resource: www.fairtradecertified.org/; Fair Trade International Resource: www.fairtrade.net.

Certified Humane & Animal Welfare Approved

These Certified Humane standards and seals come from the Humane Farm Animal Care Foundation. The label assures the consumer that producers have followed the Certified Humane standard throughout their animals' entire lives, from birth through slaughter. Animals are free to do what comes naturally. For example, chickens are able to flap their wings and dust bathe, and pigs have the space to move around and root. The animals are fed a diet of quality feed without animal by-products, antibiotics, or growth hormones, and producers comply with food safety and environmental regulations. Additionally, if you see the Animal Welfare Approved seal, these animals were raised on pasture or range by farmers. The farm where these animals were raised has been audited at least once a year and has met criteria for animal welfare, environmental protection, and community well-being.

Marine Stewardship Council & Dolphin Safe

The Marine Stewardship Council is an international non-profit organization established to address the problem of unsustainable fishing, and safeguard seafood supplies for the future. The Co-op utilizes this resource when making purchasing decisions. Additionally, the Dolphin Safe Tuna label was developed to ensure that no dolphins were killed when harvesting tuna. For additional information, please visit: www.msc.org/about-the-msc/what-is-the-msc.

Rainforest Alliance Certified

If a farm is certified under this alliance, it means that they are already and/or actively taking steps to maintain or increase tree cover, conserve soil quality, and prevent erosion, reduce chemical use, protect wildlife, and ensure the well-being of workers and their families by facilitating access to education and healthcare. Many of the products with this label include coffee, chocolate, tea, fruit, and flowers.

Although there are many other labels not covered in this piece, I hope this gives you a start on some of the common labels you will encounter when making purchasing decisions with your food dollars. Additional resource can be found here: tinyurl.com/2h2xp4sm.

SPEAKING OF FOOD DOLLARS AND NUTRITION, DOUBLE DOLLARS IS ABOUT TO START UP….

Double Dollars starts up again every Tuesday, October 17, 2023 through March 5, 2024.

As the Double Dollars season at the farmers' markets winds down, it is starting up again at the Co-op! If you are a shopper using FoodShare/QUEST from the Supplemental Nutrition Assistance Program (SNAP), then you qualify to participate. Double Dollars is a nutrition incentive program created to help those using FoodShare/QUEST purchase fresh, canned, or frozen fruits, vegetables, and legumes. In addition, seeds and seedlings are eligible in this program for growing edible plants. On Tuesdays from October 17 through March 5, any shopper using their FoodShare/QUEST card to purchase groceries will be eligible to receive up to $20 worth of Co-op Double Dollars vouchers. Vouchers are issued at the registers once your initial order has been completed. For every $5 you spend using FoodShare/QUEST for any FoodShare/QUEST eligible items, the Co-op will give you one $5 Double Dollar voucher, up to $20 per Tuesday. Co-op Double Dollars are redeemable any time the Co-op is open October through May while funds are available. If you have leftover Co-op Double Dollars vouchers from last year, you can start redeeming them right away on October 1. For further information on the program, please visit our Double Dollars page.

Thank you to all our shoppers who have donated to this program by using reusable bags and/or presenting one of our handy Double Dollars scan cards to donate cash at the registers during the entire year. Additionally, thank you to those who donated their patronage to this program, in total with those three sources, you helped raise $69,339.04 in FY23—your thoughtfulness and concern for the community is greatly appreciated!

OCTOBER OWNER PERKS ALERT

25% off ALL classes during the entire month of October

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

15% off Wellness Wednesday

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

Bulk sale 15% off 10/9–10/15

The bulk aisle is a great way to save money on essentials and get the quantity your household needs, not what the manufacturer forces you to buy. From October 9 through October 15, the entire bulk aisle will be 15% off for Owners—load up!

[***Disclaimer*:** Bulk liquid soaps are included in this sale, however bulk water and prepackaged loose teas and herbs are not included.]

Always an ongoing perk….take advantage of sharing why the Co-op is an awesome place to shop, and we will reward you with a $25 Co-op gift card for EACH referral! Great time to recommend during Owner Appreciation Month.

[***Disclaimer*:** Staff members and those on staff Ownership accounts are not eligible for this perk.]

GIFT CARD GIVEAWAY

Enter to win one of 49 $25 gift cards at www.willystreet.coop/owner-appreciation.

COMMUNITY SHARES OF WISCONSIN

TOGETHER WE TRANSFORM OUR COMMUNITY

Your pledge through workplace giving funds systemic change.

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

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

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

Photo provided by Urban Triage, credit: Hedi Rudd

Learn how your workplace can participate:
communityshares.com/workplace-giving

Thanks for voting us:

BEST OF MADISON 2023 SILVER Madison magazine — Specialty Food Store

BEST OF MADISON 2023 BRONZE Madison magazine — Grocery Store

AND

#1 Health Food Store — MADISON.COM PEOPLE'S CHOICE 2023 WINNER

Favorite Grocery Store — MADISON.COM PEOPLE'S CHOICE 2023 FAVORITE

www.willystreet.coop Everyone Welcome!

willy street co-op

Double Dollars at the Co-op Tuesdays through March 7!

DOUBLE DOLLARS MADISON & DANE CO.

Every Tuesday October 17th through March 5th, 2024, any shopper using their FoodShare/QUEST card to purchase groceries is eligible to receive up to $20 worth of Double Dollars coupons.

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

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

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

Advertise in the Reader!

Visit www. willystreet.coop/advertising for information

LOCAL Staff Picks

JESS

Willow Creek Farms Smoked Boneless Ham Steak

Breakfast, lunch, or dinner—so many options.

FORREST

Willy Street Co-op Ranchero Salad

This is a perfect light lunch or dinner. Great base of greens topped with seeds, cheese, and salsa. The house-maderanch dressing brings out a melody of flavors.

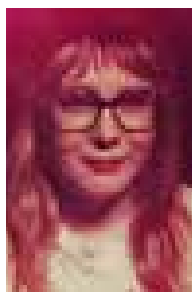
PIPER

Willy Street Co-op Fudgy Flourless Brownies

Crisp, crunchy top, rich fudgy chocolate middle.
They are my favorite brownies in town! And they are GF! West and East only.

JBC Coffee, Rock the House Local

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



LACEY

Pasture Patterns Eggs

There are so many eggs to pick from, but this farm is an easy choice! Hens are moved through organic pasture in Mount Horeb, and are out in sunshine and fresh air (check out their website for a really nice video showing the process.) I also love that they are small scale and committed to sustainability, and all eggs are delivered within 30 miles of the farm.

Madison Sourdough Pepitas Polenta Bread Local

I've never had a bread like this one anywhere else, it's so delicious and unique! Especially when it's toasted; the pepitas and polenta get all toasty and even more flavorful. And if you're pro avocado toast, this is the sourdough for you. Give this locally baked gem a try!

Willy Street Co-op Cold Brew

It's that time of year again...do you need a pick-me-up? This is the stuff! Smooth, tasty, portable. What more could you ask for?

ALLY

Bob's Red Mill Maple Sea Salt Granola

I expected this granola to be maple-y and good, but it has exceeded expectations. I really appreciate the coconut and pumpkin seeds that add flavor and crunch. I like to have it with yogurt but it is also great alone. Perfect for fall!

KRISTIN

Bulk Herbs and Spices

Bulk Herbs and Spices is one of my favorite things at the Co-op! You can buy exactly what you need - enough to refill your spice jar or just a tablespoon for a recipe! Don't let the prices fool you since they are priced by the pound on the bulk jars. A pound of herbs or spices is a lot, so my small bags are usually just a couple dollars. The spices are also really fresh since we sell through them so quickly!

JESSE

RP's Parmigiano Reggiano Ravolini

I just love these little bites of cheese filled pasta so much! I'm a pasta addict on the regular, but these are super fresh and one

PHILIP

Carandale Farms Concord Grapes

They have a delightful tangy flavor when eaten fresh. They make a wonderful pie, amazing tasting juice, and the best homemade jam as well as a full-bodied wine. These are grown locally from Carandale Farms

BENJAMIN

Rip Van Wafels

These delicious European wafel snacks have only 3 grams of sugar! Often I want something sweet to pair with my coffee but try to avoid cookies and pastries with excessive amounts of sugar, this wafel fills this need for me and boasts 1/5th the sugar of most cookies.

Willy Street Co-op Curry Mango Chicken Salad

The best chicken salad I've ever had! The mango chutney along with celery and almonds is a winning combination! I love putting it on crackers for an afternoon snack and it's also great on sandwiches.

MOURNING DOVE

Aura Cacia Lemon Essential Oil

I like to use this brightening essential oil when I've been working on the same task for too long, or I've been stuck working at a computer for hours. Dab a few drops on your wrists and take a deep breath in for a mid-afternoon pick-me-up!

Frontier Coarse Sea Salt

Ever burn your food and have a pan with black stuff stuck to the bottom? Before you throw out that pan or bust out the chemicals, try some coarse sea salt! After soaking the pan a bit, dump out the water, toss in a small handful of coarse sea salt chunks, and start scrubbing. Magic!

Maya Kaimal Everyday Dal Green Split Pea, Spinach & Coconut

I bought this by accident and was impressed! I never considered myself a split pea fan, but with the coconut cream, herbs, and spices, Maya Kaimal changed my mind. With a luxurious texture and 90 second cooking time, it's perfect for when you're craving comfort food, but don't feel like cooking.

STEFFRY

Off the Block Hot Salsa

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

Ultra Hydrating Shampoo & Conditioner

This works so well at adding the moisture my hair needs. It's clean and doesn't leave residue on my hair.

AMANDA

Lotus Foods Rice Ramen Noodles

These noodles are great for making ramen soup at home. It pairs well with the Willy Street Co-op in-house made bone broth for a nice flavorful bowl of soup.

Willow Creek Leaf Lard

This lard is superior to all other lards. Hands down. Use this one, always! I always have a tub in my fridge.

JAMES

Willy Street Co-op Pumpkin Bar

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

NICHOLAS

Willy Street Co-op Hot Bar Queso Dip

I love making my own loaded nachos on Taco Tuesdays and pouring this queso all over the veggies, taco beef, and tortillas chips!

ABIGAIL

HiBar Renew Solid Face Wash

Plastic-free!!! I love this face bar. It has an ever so slightly exfoliating quality (just the right amount) and it does not suds up. The shape of the bar feels really nice on my face, also. Perfect for everyday use and easy to take on the go (the Co-op also carries travel bags for HiBar products!). And—worth saying twice—it's plastic-free!!!!

LAURA

Equal Exchange Ginger Tea

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

Carr Valley Mobay Cheese

Locally-made, half goat cheese, half sheep cheese, separated by a line of vegetable ash. Delicious on pizza, crackers, on a burger or even on its own, taste for yourself why this cheese should actually be spelled MoBAE ;)

PAUL

Two Onion Orchard WineCrisp Apples

These red-purple beauties are my favorite apple of the season, and always worth the wait. Exquisite sweetness and abundant juiciness await you, provided you can make it through the satisfyingly dense, cream colored flesh. WineCrisp apples are only available for a couple of months each year, so get them while they last!

JUSTIN

Ela Orchard McIntosh Apples

The McInotsh apple from Ela Orchard is a classic apple has tender white flesh that is packed full of flavor; consistently one of the our best apples in my opinion. This apple also happens to be from one of my favorite local farms, run by some of the nicest people you will ever meet.

Enterprise Apples

The organic Enterprise apple is an excellent local apple with full apple flavor and crunchy texture that would make an excellent caramel apple. Storing well while also being an excellent cooking apple and cut apple you can see why a significant number of Washington state apple growers bet on a Enterprise/Honeycrisp offspring you may be familiar with, the apple branded Cosmic Crisp. You can taste the parent of that apple in local form in this well rounded flavor powerhouse that is one of my favorite apples.

MEGHAN

Wonderstate Coffee Driftless Blend

The Wonderstate Driftless blend is so smooth and is the perfect blend for any time of the year. It makes a great hot coffee for cold mornings, or a refreshing iced coffee or cold brew for hot summer days. When you open the bag, make sure to take a deep breath and smell the comforting aroma. It comes in bulk or in two bag sizes.

AMY

Tipi Produce Organic CarrotsLocal

Some of you may not know this, and some of you are very familiar, but local Tipi carrots are quite famous around here. For years, we have enjoyed their perfect crunch and sweet juices. We are lucky to have them around for 8 or 9 months of the year. The last day we sell them, usually in May, is a sad one for many. We will eat some other veggie until September when they are back in our lives again. A cult classic indeed.

KRISTINA

Colectivo Coffee Cold Brew (in the can)

This is a flavorful cold brew on the go from a favorite local company. It is nice to get this can format, but be aware it is strong, so quickly putting it in a thermos with your favorite type of milk and/or protein powders is advised to get that extra kick of caffeine and power for your busy morning.

SARA

Nordic Naturals Melatonin Gummies

"The Nordic Naturals melatonin gummies are a delicious raspberry flavored gummy with 1.5mg of melatonin per piece. They are gelatin free, vegan and have zero sugar!

I take one and it helps me fall asleep faster and stay asleep through the night. When I wake in morning, I feel well rested and ready to accomplish great things! Results may vary. Discuss with your healthcare practitioner before taking supplements."

MATT

Nordic Creamery Raw Sheep Milk Mild Cheddar Cheese

I really love this little sheep's milk cheddar from cheesemaker Al Bekkum of Nordic Creamery. Its flavor is subtle, it's raw and aged, and it has a unique texture that's both dry and soft. Its milk also comes from a single-source Amish dairy farm in the Driftless region. North and West only.


Traditional Pot Pie
Spinach and Wild Rice Salad
Fall Favorites
Creamy Harvest Soup
Cranberry Walnut Chicken Salad
Apple Pie
Gingered Beets
Made By Your Co-op!