

willy street co-op

# READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 50 • ISSUE 9 • SEPTEMBER 2023



## Locally Grown, Locally Made



## 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](http://willystreet.coop/emails). If you shop with us regularly, we'd love it if you'd pick up your copy of the *Reader* in one of our stores so we can reduce our postage costs. If you don't want either of these things, we will still happily mail it to you. Thank you!

### IN THIS ISSUE

New Products; Carandale Farm; New Classes; and More!

### SPECIAL STORE HOURS

Stores close at 7:00pm  
Labor Day, Monday September 4

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## 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](http://www.willystreet.coop/events) and select the Board category for details.

**September 27**  
**October 25**

## WILLY STREET CO-OP MISSION STATEMENT

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

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# READER

## PUBLISHED MONTHLY BY WILLY STREET CO-OP

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**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](mailto: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

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

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

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

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

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

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# Customer COMMENTS

## Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to [customer.comments@willystreet.coop](mailto:customer.comments@willystreet.coop) or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the Reader; 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!

## REGISTER RECEIPTS

**Q: Are used to get receipts from my co-op. Purchases sent to my email, but they do not seem to be showing up anymore. Can you adjust the settings on my account so that this automatically happens?**

**Also, I made a purchase at Willy Street North yesterday and would like to see the receipt from that purchase. Can you send it to me? Thank you.**

A: Thank you for reaching out about your emailed receipts! I looked up your account, and you are still set up to receive emailed receipts to this email address. Often they get sent to people's spam folders, but if you checked there then I'm not sure where they could be going. There is a chance they are not coming through based on the browser/app/device you are using to view your email. Could you give me some information on how you are viewing your email so that I can pass it on to IT to see if they have any information they can offer? Sorry I can't be of more help at the moment. I have attached your receipt from yesterday's purchase. Thank you! -Rosalyn Murphy, Owner Records Administrator

## MAILING LIST

**Q: We moved from Madison in 2015 and miss the newsletter that you used to send. If it still exists could we get placed on the mailing list? We miss the Coop and haven't found anything comparable in our area. Thanks**

A: Thank you for reaching out regarding wanting to continue receiving our newsletter. I looked up your account and it looks like the last time it was shopped on was in 2015. After 1 year of no use an account becomes inactive and is taken off the mailing list for our newsletter. After 3+ years of no use an account goes into abandonment. Because your account has not been used since 2015 it is considered abandoned. In order to reactivate your account and continue receiving the newsletter, please stop by the customer service desk next time you are in the store to sign a form to request a reinstatement of your account and the equity that you invested in it. At that time you will automatically start receiving the newsletter again. If you are not interested in reinstating your account you can receive the emailed version of the newsletter by signing up here [www.willystreet.coop/pages/emails](http://www.willystreet.coop/pages/emails). Don't hesitate to reach out if you have any questions. Have a great day! -Rosalyn Murphy, Owner Records Administrator

## MAPLE ROASTED BRUSSELS SPROUTS

**Q: Maple roasted brussels sprouts need to be chopped into smaller pieces. As they are not being cooked/roasted properly—or thoroughly. Flavor is good, though. Thank you for your attention.**

A: Thank you so much for the feedback. I am glad that you enjoy the flavor of our roasted sprouts. I am

really sorry to read that you purchased a batch that wasn't thoroughly cooked. I hope you got a full refund for your purchase.

We have been making them for many years now and they are so popular we often have trouble keeping them in stock. I will work closely with our cooks to make sure they are cooking them properly and thoroughly and if need be we will make adjustments in our recipe. Thanks for taking the time to write. Gratefully, Bob Smith, East Deli Manager

## BANANA PHONE

**Q: The front end staff does such a wonderful job! I think the customer service desk should have a banana phone to answer calls or some other novelty phone! It would be really fun to see as a customer and fun for staff!**

A: Your suggestion for a banana phone at Customer Service got a laugh out of several of us! It would definitely be a fun sight to see. Our plain looking phones, however, are quite a bit more high-tech than a banana phone seems to be capable of, so we will have to keep them.

That said, I appreciate the props (get it? haha) to my Front End team! Thanks for writing in, James Wolf, East Front End Manager

## FARMERS' MARKET COOKBOOK

**Q: Please carry *The Dane County Farmers' Market Cookbook*. Thanks for carrying other cookbooks I've written! Here's the new one, that features local foods and global flavors.**

A: Unfortunately, we stopped carrying cookbooks a few years ago due to low sales. We often found customers would open the cookbook, take a picture and then put the cookbook back on the shelf. Since we are limited on space in our stores, we had to make the decision to stop carrying cookbooks altogether. I wish you great success with your new cookbook! Be well, Sara Berg, General Merchandise Category Manager

## CASH CARDS

**Q: I strongly encourage updates to payment system that allows for use of cash cards. Example: Visa cash cards received as a gift, received for percentage reimbursement from Visa card, etc. It is CASH. It's a common, national format that should be as easy to use at checkout as a bank issued credit card (charge), a SNAP card etc.**

A: Thank you for taking the time to fill out a customer comment form regarding the acceptance of VISA and Mastercard prepaid cards.

I am happy to share with you that we do accept these cards. They can be used at the full-service cash registers at any of our three retail sites. When you use the card you will need to inform your cashier that you are using a prepaid VISA or Mastercard. You will also need to let them know how much you want them to charge on the card and then they will apply that

amount towards your purchase. If you are unsure about the balance on the card you can call the number on the back of the card before you shop with us and then instruct the cashier to charge that amount towards your purchase. Best, Paige Wickline, Finance Director

## FOOD FEEDBACK

**Q: The vegan lemon bar is divine, but the garbanzo wrap sandwich was/is NOT certainly not worth \$7! Not much flavor or nutrient density, hardly worth eating, maybe the cooks forgot some ingredients.**

A: Thank you for taking the time to write to us about your experience here in the Willy West Deli. We are so glad to hear that you enjoy our Lemon Cheesecake Bar. They are certainly a delicious treat! We hope you'll give our Vegan Chickpea Wrap another try. With red onion, celery, pickles, and capers in the mix, we certainly try to make sure that our Vegan owners get as tasty a sandwich as we can possibly make! Thank you, Renee Strobel, Deli Manager—West

## TUBES OF STEAMED CORN

**Q: Of late (seems like well over a year or more), the tamales have become mere tubes of steamed corn with a bare smidgen of filling. We've tried all three varieties with the same result: a tiny strip of jalapeno pepper, barely noticeable; a strip of chicken, again barely noticeable; red-colored corn where there should be bits of pork. For the price, this is a huge disappointment. We now go elsewhere for tamales but would like to buy them from the coop. Thanks.**

A: I wanted to circle back on this, it took me a little longer to get in touch with our vendor because to be honest my Spanish isn't quite as good as it should be for a conversation like this, so I needed to get help from another manager that was actually fluent!

That said, yesterday my colleague had a great conversation with the owner of Tamaleria el Poblano, and he was very receptive to the feedback we provided, and the concerns you and I shared about the filling not being adequate in the tamales. He let us know that they have recently hired some new staff starting, and that this by-hand process can be difficult, but that he will check in with his team and make sure this is corrected.

Hope this was informative and that you might give the tamales another try! I would hope in the next two weeks we could expect that change to take effect and be seen on the shelves. Best regards, Nicholas OConnor, Prepared Foods & Cheese Category Manager

## MORE SOUP

**Q: Great variety of soup—First thank you for offering soup in your hot bar BUT... I'm sure the actual number cannot actually be known, but there are countless varieties of soup out there... WHY do you just offer 5? 6? 7? 8? kinds of soup? You apparently have access to a seemingly endless ingredient options—yet you offer such a limited variety of soup? BUDGET? LAZY? If you really need some ideas/recipes - give me a call.**

A: We currently have 19 different soups that we make from scratch that we rotate throughout the year, with 10 active right now. We also have three local outside vendor soups that are in our packaged Grab & Go section. We are actually planning to add another soup from our kitchen to our catalog soon, gazpacho.

At North, over the past month we have been carrying 10 packaged soups from our Kitchen and 1 from Bunky's, as well as the hot soup served next to the hot bar, so nearly the full selection. Due to space we may not always have all of them on the shelf at the same time, but we are about to get some new grab and go coolers installed which will help us expand our offerings. All that said, I'm happy to receive suggestions on soups you might like to see! Please let me know what you're looking for!

Best regards, Nicholas OConnor, Prepared Foods & Cheese Category Manager





## GENERAL MANAGER'S REPORT

# Eat Local Month; 1226 Williamson Street; and More!

by Anya Firszt, General Manager

### HELLO DEAR OWNERS

We have a lot in store this month. We are wrapping up a few projects that include the installation of new Deli cases at each of the stores, the annual audit and fieldwork with our auditors, and finalizing plans for the coming month.

### EAT LOCAL MONTH

September is Eat Local Month, an entire month devoted to celebrating LOCAL. We will be telling the stories of local vendors, offering free samples, as well as sales on local products. Plus, each week for the month, we will draw names for the winners of one of 30 gift bags valued at \$100 for both online and in-store entries. Be sure to enter on Instagram, Facebook, or our website, plus when you are next in one of our stores.

### BUY ONE GET ONE—BOGO

Starting on August 30th lasting through September 12th, we are offering a promotional sales event you might want to take advantage of. This is your chance to “buy one and get one” FREE of about 40 products to fill your shopping cart and pantry.

### INCLUSIVE ENVIRONMENT POLICY

At Willy Street Co-op, we strive to create and maintain an environment to shop, work, or gather that

promotes respect and safety for our staff, customers, vendors, and community members. To this end, we have established a policy regarding our expectations of customer behavior. We did this in response to recent hate stickers and messages that were posted on Co-op property and on social media.

Visit [www.willystreet.coop/store-policies](http://www.willystreet.coop/store-policies) to see the complete policy language or find it posted in each of our sites.

### 1226 WILLIAMSON STREET

Owners were asked to vote on a name for our new location across the street from Willy East. Aubergine received the most votes. Aubergine, while not an everyday word in the States, means eggplant in French and the color brownish-purple in Britain, France, and Germany—both tie to our iconic image. And, this space is located in the Marquette neighborhood, which also has French connections.

### SELF-CHECKOUT STATIONS AT WILLY EAST

In the last few months, about 25% of Willy West transactions have happened at their self-checkout stations. Customers who prefer to check out with a cashier can often spend less time waiting during busy times thanks to this other option.

Later this fall we plan to install

four self-checkout registers at Willy East to offer customers there the same option. We have no plans to reduce labor or working hours among store clerk staff as part of this initiative. Staff members will be on hand at the self checkout station to provide assistance to customers as needed.

### WILLY NORTH MILESTONE

Last month, we issued payment of the last of the 7-year bonds to Owners for the opening of our third store, Willy North. I want to extend my sincere thanks and gratitude to all you Owners who believed in us and our vision for Willy North.

### 2023/2024 ANNUAL BOARD ELECTIONS

Annual Board elections are just around the corner. Ballot information will be included in the October issue of the *Reader* and will also be sent to you via email and/or US mail. You can cast your ballot at any one of our stores or mail it to us using a paper ballot or via electronic ballot (provided we have your current email address).

Election results will be announced at the Special Owner meeting scheduled for Monday, October 16 at 7:00 pm. Look for election updates on the Co-op's website following the special meeting or in the next issue of the *Reader*.

### ECOMMERCE UPDATE

We evaluated our current eCommerce (shop and deliver) program and have determined that we need to change platforms. We are looking for a shopping website that can be used on mobile devices as well as offer expanded services to seven days a week. These changes are happening in the coming months; stay tuned for future updates.

### FESTIVAL PERKS PASSES—LAST OPPORTUNITY OF THE SEASON

Willy Street Co-op Owners with a Festival Perks Pass will be able to get half-priced meals and beverages at the Northside Festival at Mallards stadium Saturday, September 23, from 2pm-5pm. See more information at [willystreet.coop/owner-festival-perks](http://willystreet.coop/owner-festival-perks).

### 2023 MADISON FAIRS AND MUSIC FESTIVALS

This month, the final month of the 2023 festival season Willy Street Co-op is proud to sponsor two more neighborhood events:

- Willy Street Fair: September 16- 17
- Northside Festival: September 23

### SPECIAL STORE HOURS

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

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Call 608-237-1230 or email [readers@willystreet.coop](mailto:readers@willystreet.coop) for more information or to place your reservation.

**willy street co-op**

**SPECIAL STORE HOURS**

Stores close at 7:00pm

Labor Day, Monday

September 4



## BOARD REPORT

# Board Elections

by Tatiana Dennis, Board Member

**A**s the community of the Willy Street Co-op continues to grow, the time has come for its Owners to actively participate in shaping our future. The Co-op is excited to share that two important events are on the horizon: the upcoming Board elections and our Annual Meeting. In this article, my aim is to provide you with all the essential information about these events, highlighting the significance of your involvement and engagement.

### 1. BOARD ELECTIONS: VOTING IN THE CO-OP'S ELECTIONS

Willy Street Co-op prides itself on being member-owned and operated, and every Owner has a voice in our governance. The upcoming Board election is an opportunity for

dedicated members to step forward and contribute to the Co-op's growth. There will be four seats open for Owners to vote for their favorite Board candidates.

Voting opens October 1 and closes 16 at 6:00pm.

### 2. APPLYING FOR THE BOARD: JOIN THE CO-OP'S GOVERNANCE

If you're passionate about fostering a sustainable community, promoting ethical practices, and you value our mission and vision, don't only vote in the elections, consider running for a spot on our Board! Serving on the Board not only allows you to represent fellow members but also provides a platform to influence decisions that align with the Co-op's values. Your commitment and vision can contribute to a stronger, more

inclusive Co-op.

Depending on how quickly you receive this, you may still have time! Applications for the Board are due by September 1. You can find more information on our website by going to [www.willystreet.coop/about-us/co-op-governance](http://www.willystreet.coop/about-us/co-op-governance).

### 3. ANNUAL MEETING: CELEBRATING COMMUNITY AND COLLABORATION

Mark your calendars for the Willy Street Co-op's Annual Meeting, set to take place October 5 at 5:30pm. This event is more than just a gathering; it's an opportunity to celebrate the achievements of the past year, share future plans, and engage with fellow members and stakeholders. We will also have a panel discussion with two local farms.



# Community Room Calendar

Visit [www.willystreet.coop/events](http://www.willystreet.coop/events) to register and review COVID-19 Protocols.

**Refund Policy:** Unless otherwise specified in the description of the event, registration for events that Willy Street Co-op cancels will be refunded in full. Individuals who wish to cancel their registration must email [education@willystreet.coop](mailto: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.



## SHRIMP AND PORK WONTONS

**Location:** Willy West Community Room  
**Thursday, September 7, 6:00pm–7:30pm**  
**Ages:** 12 and older; adult supervision required  
**Instructor:** Monique Lu  
**Fee:** \$15 for Owners; \$25 for non-owners  
**Capacity:** 10

Wonton is a type of dumpling commonly found across regional styles of Chinese cuisine. Join home cook Monique Lu for a demonstration on how to make Sichuanese-style wonton. They are delicate and tender, smothered in flavorful chili oil. It's a wonderful option for a weekday meal—they are quick to make and freezer-friendly! Demonstration with limited hands-on opportunities.

Monique is originally from Taiwan, where Chinese dumplings were part of her food experience growing up.

## COOKING WITH CHEF PAUL: PASTA FROM SCRATCH

**Location:** Willy West Community Room  
**Thursday, September 14, 6:00pm–8:00pm**  
**Ages:** 12 and older; adult supervision required  
**Your Co-op's Own Instructor:** Paul Tseng  
**Fee:** \$15 for Owners; \$25 for non-owners  
**Capacity:** 10

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

## SIX SPICES: VEGETARIAN COOKING WITH LENTILS AND BEANS

**Location:** Willy West Community Room  
**Monday, September 18, 6:00pm–8:30pm**  
**Ages:** 18 and older  
**Instructor:** Neeta Saluja  
**Fee:** \$20 for Owners; \$30 for non-owners  
**Capacity:** 10

Join Chef Neeta Saluja, author of *Six Spices: A Simple Concept of Indian Cuisine*, for this vegetarian class featuring Garbanzo Beans in Tamarind Sauce (Chutney), Sprouted Moong Bean Salad, and Puri, a deep fried traditional Indian bread prepared with whole wheat flour. Demonstration with limited hands-on opportunities.

## COOKING WITH CHEF PAUL: KIMCHI & KOREAN BBQ

**Location:** Willy West Community Room  
**Thursday, September 21, 6:00pm–8:00pm**  
**Ages:** 12 and older; adult supervision required  
**Your Co-op's Own Instructor:** Paul Tseng  
**Fee:** \$15 for Owners; \$25 for non-owners  
**Capacity:** 10

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

## INCLUSIVE TRADE AT FEED KITCHENS FEATURING MANGO MAN SALSAS

**Location:** FEED Kitchens, 1219 N. Sherman Ave, Madison, WI 53704  
**Sunday, September 24, 1:30pm–3:00pm**  
**Ages:** 18 and older  
**Your Co-op's Own Instructor:** Mike Tomaloff  
**Fee:** \$15 for Owners; \$25 for non-owners  
**Capacity:** 8

Join Willy Street Co-op's own Mike Tomaloff for a summertime series of cooking classes featuring the Inclusive Trade vendors of FEED Kitchens. In this class, Mike will feature Mango Man salsas in a variety of recipes. Demonstration with limited hands-on opportunities.

## COOKING WITH CHEF PAUL: SCALLION PANCAKES & OXTAIL SOUP

**Location:** Willy West Community Room

**Thursday, September 28, 6:00pm–8:00pm**  
**Ages:** 12 and older; adult supervision required  
**Your Co-op's Own Instructor:** Paul Tseng  
**Fee:** \$15 for Owners; \$25 for non-owners  
**Capacity:** 10

The richness of oxtail soup pairs well with a simple flaky scallion pancake. The soup will be seasoned with five different spices plus simple root vegetables. The technique of making scallion pancakes will be shown step by step. Join Chef Paul for this homey meal for any occasion. Ingredients/recipes may be modified based on seasonal availability. Demonstration only.

## 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](http://www.madisonpubliclibrary.org/events). Registration will open two weeks prior to program date on September 28.



## APPLE PIE THREE WAYS WITH PIERRE FERLAND

**Location:** Willy West Community Room  
**Wednesday, September 27, 6:00pm–8:30pm**  
**Ages:** 14 and older; adult supervision required  
**Instructor:** Pierre Ferland  
**Fee:** \$20 for Owners; \$30 for non-owners  
**Capacity:** 10

Join Chef Pâtissier Pierre Ferland in another new pie class to learn how to make apple pie three different ways. We'll start out by making the classic American apple pie, then a classic French apple tart, and finally a rustic apple galette. In this class, we'll make two types of pie dough, prepare the apples, assemble, bake, and finally, taste the results. Demonstration with limited hands-on opportunities.

## 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.



## COOKING TOGETHER: FLAVORS OF POLAND

**Location:** Willy West Community Room  
**Friday, September 8, 5:30pm–7:15pm**  
**Instructor:** Lily Kilfoy  
**Ages:** 5 and older; registration for adults and kids required  
**Fee:** \$10 for kids; \$15 for Owners; \$25 for non-owners  
**Capacity:** 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will put together a potluck of popular foods from Poland—Beets, dill, cucumber, mushrooms, Pierogi, Golabki, and more may be explored. Everyone in the class will be an active participant and work together to prepare the meal to share at the end of the class. Hands-on.





### COOKING TOGETHER: FLAVORS OF FRANCE

**Location:** Willy West Community Room  
**Friday, September 29, 5:30pm–7:15pm**  
**Instructor:** Lily Kilfoy  
**Ages:** 5 and older; registration for adults and kids required  
**Fee:** \$10 for kids; \$15 for Owners; \$25 for non-owners  
**Capacity:** 16

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor. She offers a multi-age experience that explores flavors from around the globe. Participants in this hands-on class will make a marvelous meal inspired by the flavors of France—creamy cheeses, fantastic fruits, savory herbs, crusty baguettes, prolific produce and more may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.

### COOKING TOGETHER: FLAVORS OF TASMANIA

**Location:** Willy West Community Room  
**Friday, 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.



### KIDS IN THE KITCHEN: AWESOME AFTER SCHOOL SNACKS!

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

Join Chef Lily in this hands-on cooking class for kids. Summer is winding down and school is in full swing and that means afternoon snacks to keep kids going before supper. Kale chips and dip, pizza bites, trail mixes and more. In this class, participants will create awesome after school snacks. Hands-on.

### READ A BOOK & LEARN TO COOK: TOMATO-BASIL SOUP

**Location:** Willy West Community Room  
**Monday, September 11, 10:00am–11:00am**  
**Instructor:** Lily Kilfoy  
**Ages:** 1-4 years old; adult supervision required  
**Fee:** \$10 for Owners; \$20 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 Tomato-Basil Soup together. Read-aloud will include *I Will Never Not Ever Eat a Tomato* by Lauren Child and *Growing Vegetable Soup* by Wisconsin author Lois Ehlert.

### KIDS IN THE KITCHEN: SMOOTHIES AND WRAPS!

**Location:** Willy West Community Room  
**Tuesday, September 19, 4:15pm–5:30pm**  
**Instructor:** Lily Kilfoy  
**Ages:** 9–12 years old  
**Fee:** \$10 for Owners; \$20 for non-owners  
**Capacity:** 12

Join Chef Lily in this hands-on cooking class for kids. Two tasty topics will tantalize your taste buds. Fruits, juices, yogurt, seeds and even veggies will find their way into these smoothies. Tortillas will be used to wrap fantastic fillings. Participants will work in cooperation to create scrumptious smoothies and wonderful wraps. Hands-on.

### READ A BOOK & LEARN TO COOK: PANCAKES WITH BERRY JAM

**Location:** Willy West Community Room  
**Monday, September 25, 10:00am–11:00am**  
**Instructor:** Lily Kilfoy  
**Ages:** 1-4 years old; adult supervision required  
**Fee:** \$10 for Owners; \$20 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 Pancakes with Berry Jam together. Read-aloud will include *Pancakes, Pancakes!* by author Eric Carle and *Jamberry* by author Bruce Degen.

### KIDS IN THE KITCHEN: WAFFLES AT WIL-MAR!

**Location:** Wil-Mar Neighborhood Center  
**Thursday, September 28, 4:00pm–5:15pm**  
**Instructor:** Lily Kilfoy  
**Ages:** 5–8 years old  
**Fee:** \$10 for Owners; \$20 for non-owners  
**Capacity:** 12

Join Chef Lily in this hands-on cooking class for kids at Wil-Mar Neighborhood Center! Waffles are well-loved by wise ones around the world, like, Willy kids in Wisconsin! We'll make Unicorn Waffles as unique as our street, Cinnamon Roll Waffles, and Cheesy Cornbread Waffles that can't be beat. Participants in this class will whip up a World of Waffles at Wil-Mar! 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.



### INFUSED OILS AND SALVE-MAKING FOR BODY CARE

**Tuesday, September 12, 6:00pm–8:00pm**  
**Your Co-op's Own Instructor:** Kirsten Landsverk  
**Ages:** 18 and older  
**Fee:** \$15 for Owners; \$25 for non-owners  
**Capacity:** 10

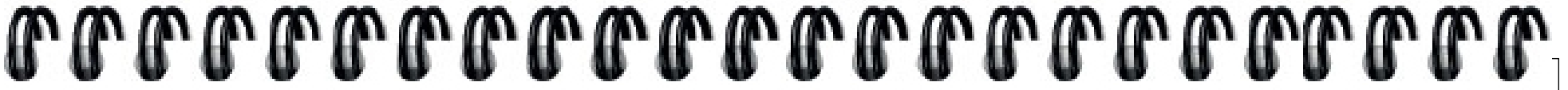
Join Kirsten Landsverk for a discussion on which oils are used for what skin types, certain plant profiles that you can infuse into oils, and then a demonstration as to how to recreate these products in your own home for your own family. Taking it one step further we will learn ratios and recipes to turn these oils into healing topical salves that you can use for your whole family. Lecture and demonstration.



### 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.



**NATURAL ALLERGY AND HISTAMINE RELIEF**

**Location:** Zoom  
**Wednesday, September 13, 12:00pm–1:00pm**  
**Instructor:** Katy Wallace  
**Fee:** Free; registration is required

Learn how low-histamine foods can bring relief from allergic responses. Katy Wallace, Naturopathic Doctor of Human Nature, LLC, presents natural approaches, including natural supplements and foods, that aid the body in naturally lowering histamine levels.

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

**KISS THOSE SUGAR BLUES GOODBYE**

**Location:** Zoom  
**Wednesday, October 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.



**SEED SAVING**

**Location:** Willy West Community Room  
**Monday, October 2, 6:00pm–8:00pm**  
**Your Co-op's Own Instructor:** Kirsten Landsverk  
**Ages:** 10 and older; adult supervision required

**Capacity: 10**

**Fee: \$30 for Owners; \$40 for non-owners**

Our ancestors saved seeds at the end of every season to ensure that people would have crops for the following year. Cleaning, sorting, and saving seeds is fun for everyone in the family. We will be going over saving tomato, peas/beans, dill, pepper (hot and sweet), as well as strawberry and zinnia seeds. Demonstration with limited hands-on opportunities.



**SELF-CARE YOGA CIRCLE WITH MOURNING DOVE**

**Location:** Wil-Mar Neighborhood Center  
**Tuesday, October 3, 5:00pm–6:00pm**  
**Ages:** 18 and older  
**Your Co-op's Own Instructor:** Mourning Dove Wochos  
**Fee:** \$15 for Owners; \$25 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.

**45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS**

**Location:** Willy West Community Room  
**Wednesday, September 20, 1:30pm–4:45pm**  
**Wednesday October 18, 1:30pm–4:45pm**  
**Location:** Zoom  
**Wednesday, September 6, 1:30pm–4:45pm**  
**Friday, October 13, 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](mailto:info@humannaturellc.com) or call 608-301-9961.



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**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](http://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](mailto:bdc@willystreet.coop)



**PRODUCT NEWS**

**NEW PRODUCTS AT YOUR CO-OP**



by **Melissa Reiss, Purchasing Assistant**

**DOUDLAH FARMS ORGANICS**

After losing his father in 2011 to cancer likely caused by long-term exposure to herbicides, pesticides, and fungicides, 6th generation farmer Mark Doudlah turned his farm into a biodynamic, regenerative, 100% Certified Organic operation. Located in Evansville WI, Mark and his family grow a variety of beans, corn, and sunflower seeds. They are on a mission to nourish the soil to keep it healthy for generations to come. Find their beans in the bulk bins at Willy West, and their popcorn kernels and sunflower kernels at Willy East.



**HIBAR DEODORANT**

This new deodorant from HiBar comes wrapped in a 100% plastic-free, recyclable or compostable cardboard tube. Choose from three naturally scented varieties, or a fragrance and baking soda-free sensitive formula. All are aluminum- and paraben-free. Available at all stores.



**JUST COFFEE LA LUZ ROAST COFFEE**

Try this new light roast coffee from Madison's own Just Coffee! Grown in La Concordia—a comparatively cooler and drier region of Mexico—this coffee yields a sweet and caramel-like body with flavor notes of cocoa nib, nougat, and cherry. Fair Trade and Certified Organic. Available at all stores.



**UKONSERVE BOUNCEBOX FOOD CONTAINERS**

Handy new food storage containers from UKonserve! Durable silicone makes these safe for use in the microwave, dishwasher, and freezer. Featuring a leak-proof dual seal lid which allows venting during reheating. Perfect for school lunches! Available at all stores.



**SEAFOOD NEWS**

**Everett's Smoked Fish**



by **Dean Kallas, Grocery Category Manager**

Earlier this year, the seafood team at Willy West began searching for a new source of hot-smoked fish portions to complement the selection we have available at our three stores. While there are many different regional and national suppliers who fit the bill, we were looking for something that comes from Wisconsin, and uses minimal ingredients and natural smoking techniques. We came upon Everett's Smoked Fish, based out of Port Wing along the coast of Lake Superior and were instantly impressed with not only the locality and technique they use to make their product, but also the amazing flavor and quality of the fish. Everett's catches their own whitefish and lake trout (salmon is sourced from another fishery, as they are not allowed to commercially fish for salmon in Lake Superior), and smokes and packages the fish at their own family-run facility. Everett's products are now carried by all three stores in the prepared seafood cases. The business is still family-owned and operated, and the original owner's grandson, Jeff Johnson, was kind enough to take some time to answer some questions about the business.

**Q: Tell me a little about how Everett's became a business.**

A: Grandpa Everett moved to Port Wing from Gills Rock, Wisconsin with his brothers and started fishing in the '30s. In the '40s he needed a way to move more of the fish they

were catching because there wasn't a very good market for fresh fish so he started smoking it because it had a longer shelf life.

**Q: How would you describe your products to someone unfamiliar with smoked fish?**

A: Cooked in a hot smoke over a wood fire, smoked fish is fully cooked and ready to eat.

**Q: What are some differences between your products and some of your competitors?**

A: Our product is natural wood fire smoked and brined in a saltwater brine. We do not use preservatives or electric smokers.

**Q: Where do you supply your fish from?**

A: Most of our products, including whitefish, trout, herring, and chubs, we are able to source on Lake Superior right off our boats or from other local commercial fishermen. We are unable to source commercially fish salmon so we do have to outsource that.

**Q: What is the smoking process like?**

A: Fish is first brined for a minimum of 12 hours. Then smoked over hardwood in wood fire ovens for close to 5 hours. From there, fish is cooled before it is packaged up for our consumers.

**Q: What parts of the business have been most challenging over the years?**

A: I'd say sourcing, especially in the last few years. It seems I'm always having trouble sourcing something, whether it be fish or supplies.

**Q: What is your favorite part about operating the business?**

A: I really take pride in putting out a good quality product. I am very hands on with the day-to-day process so I can make sure our products are held to a high standard.

**Q: What is your favorite product that you make?**

A: I couldn't pick just one! Each product has its own unique flavor.

Thanks so much to Jeff Johnson from Everett's Fisheries for taking the time to answer my questions, and we hope you'll try out some of their amazing smoked fish soon!

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## PRODUCER PROFILE

# Carandale Farm



by Micky Ellenbecker, Purchasing Assistant

I visited Carandale Farm in Oregon, Wisconsin on a hot and sunny afternoon during the first week of August. The farm is situated back from the road and is surrounded by dense tree lines, giving it a cozy feel. Upon my arrival, the irrigation system was running at full tilt throughout the strawberry fields. It is an investment in

care to ensure their primary crop is well-established to set good fruit next season. Cory Secher, second-generation farmer at the Carandale Farm, came out to meet me on his trusty four wheeler and we got to talking about the history and all the ins and outs of his family farm.

### FARM HISTORY

Dale Secher, Cory's dad, bought the property in 1968 (it had previously been an old dairy farm), and opened Dane County's one and only pick-your-own farm in 1969. For decades, they grew a wide range of fruits and vegetables for the community to come pick while enjoying the natural environment that surrounded them.

Dale was always focused on sustainability as foundation for his approach to farming, so in 2002 when he partnered with UW-Madison on a 10-year research project to plant uncommon fruits, when he embarked on a new chapter, it still was. His goal was to "identify adaptable as

well as environmentally, socially, and economically sustainable fruit types for a local/regional distribution and marketing system that would contribute to local economies, resulting in an equitable distribution of wealth and job opportunities while reducing the carbon footprint of the food system." Dale was motivated to learn what he could to help other small family farms thrive and propagate new crops, before corporate farms discovered the crops. Dale, now 84 years old, is still actively involved in the farm and continues to keep building on his years of research. You can find more detailed information at [uncommonfruit.cias.wisc.edu](http://uncommonfruit.cias.wisc.edu).

### PAVING HIS WAY

From a young age, Cory always envisioned continuing to work on the family farm, but Dale insisted he go out on his own to pave his own way. Cory eventually found himself in a successful career in Emergency Services and Forest Conservation Management in Colorado and then Wisconsin. In 2014, his childhood dream of coming back to the family farm started to materialize. He built a home for his family on the farm where he was born and raised and worked around the clock between his off-farm and on-farm careers to make this transition a reality. Finally in 2017, he was able to quit his forestry job with the WI-DNR and started farming full time.

Did he work less? Yes, some, but to be a farmer is to get things done when they have to get done. You can't postpone this or that until tomorrow or next week, and you're not only a farmer, but a mechanic, a marketer, an engineer, an agronomist, a leader, and a researcher. So Cory still has a pretty full plate. But most of all, Cory is humbled by the community that is required to be a successful farmer. He acknowledges that he and his family could not do this important work without the support of the community, and he fully embraces and welcomes the need to be a relationship builder as well.

Cory and Dale still work together on the farm, but Cory now manages all their wholesale perennial fruit crops, while Dale focuses on the research plots. Cory's crop management is an integrated approach of

both organic and IPM (Integrated Pest Management), which are based on foundational systems that Dale developed over the decades. He embraces a low- to no-pesticide approach. If his crop requires a particular spray, fertilizer or other input, he takes the entire long-term system into account, not just what's convenient at that moment. For example, if an organic spray requires multiple applications to be effective versus a non-organic spray only requiring one application, he thinks it's important to consider the overall load the fruit will be exposed to and potentially absorb, especially a soft-bodied fruit like a strawberry.

At the Co-op, we sell Carandale's Certified Organic Aronia Berries (usually arriving the last week of August), and their IPM Fredonia & Concord Grapes (usually arriving mid-September). Cory said the Aronia Berries are a perfect example of a fruit that can and should be grown organically. It's a native fruit that is adapted to our climate and has more built-in defenses, as opposed to a cultivated fruit that was primarily bred for sweetness and flavor but has likely lost a lot of its natural defenses to pests and disease. The fact that it's a native plant also makes it more likely to be resilient to extremes in our changing climate.

The Aronia Berries are an example of a successful uncommon fruit from Dale's research trials that they then decided to expand into more acreage. They now produce upwards of 14,000-20,000 pounds per year! But they still haven't taken off in popularity in the way they would have hoped, and they are continu-

ously educating their customers on their immense potential and applications. First off, they have three times the antioxidants that blueberries have! Dale eats them everyday with his breakfast year round, and he said he has not been sick in 15 years!!! It's a pretty small sample size, but that's still impressive.

The trick with the Aronias is figuring out how to use them. You can't just eat them straight out of hand and expect them to be like a blueberry. They are tart, so you need to put a little bit of effort in. Not a lot, just a little. Cory says a fail-safe approach for cutting the tartness is combining them with protein, such as yogurt or milk, or tossing some in your next smoothie for an antioxidant boost! They're also a great application in baking, such as an Aronia Apple Pie, or skip the crust and take Cory's recommendation of making aronia apple sauce. I'm also intrigued to try a savory application like chutney or BBQ sauce.

If you haven't yet tried the Fredonia or Concord Grapes, I strongly recommend you grab a container when they arrive. They are the quintessential grape flavor that all grape flavored products try to mimic, but so much better in the original form. The Fredonia variety is very similar in flavor to Concord but sweeter and we usually only have these for a short time before the Concord. Keep your eyes peeled for this tasty but whirlwind offering.

### THANK YOU

Thank you Cory and Susan for your time and for welcoming us all onto your farm!

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# Northside Festival

## PERKS PASS

**Up to 1,000 Willy Street Co-op Owners will be able to get half-priced meals and beverages during a three-hour span at Northside Festival (at Mallards stadium).**

**PERKS PASS Northside Festival**  
Saturday Sept. 23rd  
2pm-5pm

**Perks Pass Distribution starts at 10am on Saturday Sept. 9th at Willy North**  
Festival Perks Passes are distributed on a first-come, first-served basis while supplies last.

**Learn more about Perks Passes at [www.willystreet.coop/owner-festival-perks](http://www.willystreet.coop/owner-festival-perks)**



## Health & Wellness

### co-op deals: Aug 30-Sept 12

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



**Dr. Bronner's Shave Gel**  
All Kinds on Sale!  
7 fl oz • Save \$4  
**\$6.49/tx**



**Natural Factors Multi Enzyme**  
High Potency  
60 vcap • Save \$13.50  
**\$18.49/tx**

Tea Tree Therapy  
**Mouthwash**  
Tea Tree  
12 fl oz • Save \$1.50  
**\$4.49/tx**

Weleda  
**Salt Toothpaste**  
Fluoride Free  
2.5 oz • Save \$1.80  
**\$5.99/tx**

MegaFood  
**Melatonin Gummies**  
54 ct • Save \$6.50  
**\$10.49/tx**

SunLeaf Naturals  
**Mini Reed Diffusers**  
All Kinds on Sale!  
1 fl oz • Save \$5.50  
**\$10.49/tx**

Nubian Heritage  
**Bar Soap**  
All Kinds on Sale!  
5 oz • Save \$2.29  
**\$4.50/tx**

Schmidt's  
**Deodorant**  
All Kinds on Sale!  
2.65 oz • Save \$3  
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## co-op deals: Sept 13-Oct 3



Acure  
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**Booda Butter Lip Balm**  
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Lemon  
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**Hand & Body Cream**  
All Kinds on Sale!  
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**Calm Sleep Gummies**  
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**Field Day Organic Instant Oatmeal**  
 Vanilla Peach (Original)  
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 12.25 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Field Day Organic Jumbo Red Seedless Raisins**  
 12 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Field Day Organic Granola**  
 Honey Citrus Vanilla  
 Honey Citrus Vanilla  
 12 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Field Day Peanut Butter**  
 Unsweetened  
 12 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Field Day Organic Bakery Mixed Cookies**  
 12 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Field Day Organic Fruit Cakes**  
 Assorted  
 12 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Field Day Organic Cornmeal**  
 Multigrain, Honey Vanilla  
 Multigrain Honey Vanilla  
 12 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Field Day Organic Oatmeal Milk Chocolate & Raisin & Cream**  
 12 oz  
**Buy One, Get One FREE**  
 (while supplies last)  
 you save \$4.99 when you buy two

**Co-op deals - are sales for everyone!**

**Co-op Deals Local Sales: September 13 - October 3** →

**Soul Brew Kombucha**  
 Real Live Malt  
 Raspberry & Ginger  
 Mango Peach  
 12 oz  
**\$3.99 /oz**  
 (while supplies last) \$1.50

**Chip Magnet Salsas**  
 All Fresh and Local  
 12 oz  
**\$3.99**  
 (while supplies last) \$1.50

**Vivian Farms Salad Greens**  
 Chopped, Lettuce Blend  
 4 oz 12 pk  
**\$3.99**  
 (while supplies last) \$1.50

**Mission Elm Fruit & Juice**  
 Strawberry, Blueberry, Raspberry  
 12 oz  
**\$9.99**  
 (while supplies last) \$1.00

**Little Brown Cow Cheddar**  
 12 oz  
**\$7.50 OFF**  
 (while supplies last) \$1.50

**Miso Hummus**  
 12 oz  
**\$5.99**  
 (while supplies last) \$1.00

**Delta Beer Lab Beer**  
 12 oz  
**\$1 OFF**  
 (while supplies last) \$1.00

**Eco-Chef Espresso**  
 12 oz  
**\$10.99/oz**  
 (while supplies last) \$1.00

**Driftless Flour Blend**  
 12 oz  
**\$1 OFF**  
 (while supplies last) \$1.00



All prices subject to availability. Not for resale or third party. **L** - Member Price | **+** - In stock

# coop deals

co-op deals: August 30-September 12



## Garden of Eatin' Tortilla Chips

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

**\$5.49**

coop deals.



## Blue Diamond Nut Thins

All Kinds on Sale!  
4.25 oz • Save \$1.29

**\$3.50**

coop deals.



## Endangered Species Chocolate Bars

All Kinds on Sale!  
3 oz • Save 70¢

**\$2.79**

coop deals.



## GT's Organic Kombucha

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

**\$3.00**

coop deals.



## Field Day Multigrain Snack Bars

All Kinds on Sale!  
7.8 oz • Save \$3.49 on 2

**Buy One at \$3.49  
Get One FREE**

coop deals.



## Ithaca Hummus

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

**\$3.99**

coop deals.



## Bob's Red Mill Old Country-Style Muesli

18 oz • Save \$1.30

**\$4.49**

coop deals.



## Koyo Ramen

All Kinds on Sale!  
2-2.1 oz • Save 49¢

**\$1.00**

coop deals.

## A Dozen Cousins Seasoned Beans

All Kinds on Sale!  
10 oz • Save \$1

**\$2.99**

coop deals.

## Malk Organic Almond Milk

All Kinds on Sale!  
28 fl oz • Save 70¢

**\$4.29**

coop deals.

## Organic Valley Organic Grass-Fed Milk

Whole, 2%  
64 fl oz • Save 50¢-.80¢

**\$5.99**

coop deals.

## Vital Farms Large Pasture-Raised Eggs

1 doz • Save \$2

**\$5.99**

coop deals.

## Just Ice Tea Organic Iced Tea

All Kinds on Sale!  
16 fl oz • Save 60¢

**\$2.19**

coop deals.

## Alkaline Water Co Alkaline Water

1 gal • Save 80¢

**\$3.99**

coop deals.

## Tasty Bite Rice Pouches

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

**2 for \$5**

coop deals.

## Primal Kitchen Mayo with Avocado Oil

12 oz • Save \$3.50

**\$7.49**

coop deals.

## Cosmic Bliss Organic Dairy-Free Frozen Dessert

All Kinds on Sale!  
14 oz • Save \$2

**\$5.99**

coop deals.



## Beyond Meat Plant-Based Burger Patties

8 oz • Save \$1.50

**\$4.99**

coop deals.



## Field Day Organic Peanut Butter

All Kinds on Sale!  
18 oz • Save \$4.99 on 2

**Buy One at \$4.99  
Get One FREE**

BO GO

coop deals.



## Rudi's Organic Bakery Bread Loaves

100% Whole Wheat, Multigrain Oat, Morning White, Rocky Mountain Sourdough  
22 oz • Save \$1.30

**\$4.99**

coop deals.



## Amy's Frozen Pizzas

All Kinds on Sale!  
9.1-14 oz • Save \$3

**\$8.49**

coop deals.



## Woodstock Organic Frozen Vegetables

Green Peas, Super Sweet Corn, Spinach, Broccoli Florets, Shelled Edamame  
10 oz • Save \$2.58/2

**2 for \$5**

coop deals.



## Stacy's Pita Chips

All Kinds on Sale!  
7.33 oz • Save \$1.29

**\$3.00**

coop deals.



## KIND Bar

All Kinds on Sale!  
1.4 oz • Save 34¢

**\$1.65**

coop deals.



The specials on this page are valid August 30-September 12

All Specials Subject to Availability. Sales Quantities Limited.

# SEPTEMBER

## co-op deals: September 13-October 3

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



Pacific  
**Almond Milk**  
Original, Unsweetened  
32 fl oz • Save \$1.20  
**\$3.29**

coop deals.

Good Health  
**Sea Salt Avocado Oil Potato Chips**  
5 oz • Save 80¢  
**\$2.99**

coop deals.

Forager Project  
**Cashewgurt**  
All Kinds on Sale!  
5.3 oz • Save 40¢  
**\$1.59**

coop deals.



Mary's Gone Crackers  
**Organic Super Seed Crackers**  
All Kinds on Sale!  
5.5 oz • Save \$1.80  
**\$4.49**

coop deals.

From The Ground Up  
**Gluten-Free Crackers**  
All Kinds on Sale!  
4 oz • Save \$1  
**\$3.29**

coop deals.

Bragg  
**Organic Raw Apple Cider Vinegar**  
16 fl oz • Save \$1.40  
**\$3.59**

coop deals.



Nature's Path  
**Organic Waffles**  
All Kinds on Sale!  
7.4 oz • Save \$1.30  
**\$2.99**

coop deals.

Florida's Natural  
**Orange Juice**  
52 fl oz • Save 50¢  
**\$3.99**

coop deals.

Alden's  
**Organic Ice Cream**  
All Kinds on Sale!  
48 oz • Save \$1  
**\$8.99**

coop deals.



Better Life  
**Lemon Mint Dish Soap**  
22 fl oz • Save \$1  
**\$3.99/tx**

coop deals.

Cascadian Farm  
**Organic Frozen Fruit**  
All Kinds on Sale!  
8-10 oz • Save \$2.50  
**\$3.99**

coop deals.

LaraBar  
**Bars**  
All Kinds on Sale!  
1.6 oz • Save 98¢/2  
**2 for \$3**

coop deals.



Bonne Maman  
**Fruit Preserves**  
All Kinds on Sale!  
13 oz • Save \$1.80  
**\$4.99**

coop deals.

Native Forest  
**Organic Simple Coconut Milk**  
13.5 oz • Save \$1.10  
**\$2.69**

coop deals.

Kite Hill  
**Plant-Based Ravioli**  
All Kinds on Sale!  
9 oz • Save \$2.30  
**\$5.99**

coop deals.



Field Roast  
**Mini Plant-Based Corn Dogs**  
10 oz • Save \$1.80  
**\$6.49**

coop deals.

Banzo  
**Hummus**  
16 oz • Save \$1  
**\$5.99**

coop deals.

Mike's Mighty Good  
**Ramen Cups**  
All Kinds on Sale!  
1.6-1.9 oz • Save \$1.58/2  
**2 for \$4**

coop deals.



Greek Gods  
**Greek Yogurt**  
All Kinds on Sale!  
24 oz • Save 70¢  
**\$4.29**

coop deals.

Nixie  
**Organic Sparkling Water**  
All Kinds on Sale!  
8 pk • Save \$1.50  
**\$4.49**

coop deals.

Yogi Tea  
**Organic Boxed Tea**  
All Kinds on Sale!  
.85-1.27 oz • Save \$1.49  
**\$3.50**

coop deals.



Rishi Tea  
**Organic Masala Tea Concentrate**  
32 fl oz • Save \$1.50  
**\$5.99**

coop deals.

Spectrum  
**Organic Mayonnaise**  
16 oz • Save \$2.30  
**\$6.49**

coop deals.

Woodstock  
**Organic Pickles**  
All Kinds on Sale!  
24 oz • Save \$1.80  
**\$5.49**

coop deals.



The specials on this page are valid September 13-October 3

All Specials Subject to Availability. Sales Quantities Limited.

# September is Eat Local Month at Willy Street Co-op

13 years



Owners can save over \$75 on local products sales in September!

**Tortilla Express**  
Organic: White and Yellow Corn  
Tortillas  
14 ct  
\$2.99/ea



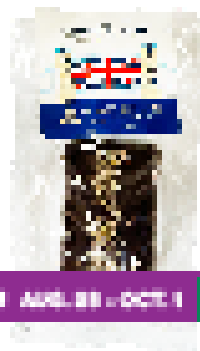
Owners save: \$1.00/ea AUG. 28 - OCT. 1

**Order Level**  
Old World and Pepper Bacon  
Bacon  
8ctm ea  
\$2.99/ea



Owners save: 70¢/lb AUG. 28 - OCT. 1

**Justina Chocolate**  
Campfire  
London  
Choc  
14 ct  
\$4.49/ea



Owners save: \$1.51/ea AUG. 28 - OCT. 1

**Orgh**  
Biracha  
Classic Loaf, Denver Loaf, Original Loaf  
14 ct  
\$2.99/ea



Owners save: \$1.50/ea SEPT. 11 - OCT. 1

**Wishes Sprays**  
Creamy  
Drill Shows 3 pan cake  
7 ct  
All kinds on sale  
\$4.49/ea



Owners save: \$2.50/ea SEPT. 11 - OCT. 1

**Portico Pavers**  
The Classic  
Sweet & Salty  
Cranberry Pecan  
4 ct  
\$4.99/ea



Owners save: \$1.00/ea AUG. 28 - OCT. 1

**Life For Me**  
Frozen  
Banana  
All kinds on sale  
8 ct  
\$4.49/ea



Owners save: \$2.00/ea AUG. 28 - OCT. 1

**Cyprus Goods**  
Cranacha Bars  
All kinds on sale  
4 ct  
2 for \$4



Owners save: 35¢/2 AUG. 28 - OCT. 1

**Order To Go Place**  
Pizza  
All kinds on sale  
12-22 ct  
\$7 OFF  
(\$17-\$24)



Owners save: \$1.00/ea SEPT. 11 - OCT. 1

**Mango Man**  
Salsas  
Mango Man salsa,  
Mango verde salsa  
12 ct  
\$4.49/ea

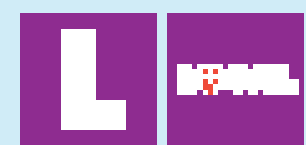


Owners save: \$1.00/ea SEPT. 11 - OCT. 1

Support local farmers and producers while enjoying sales, samples, and giveaways!



The Willy Street Co-op is within 100 miles of the State Capital building or anywhere in Minnesota.

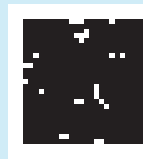


Look for our local symbols

## Giveaways

Each week in September, we'll give away 500 tote bags filled with \$100 worth of local goodies — \$1,000 worth in all!

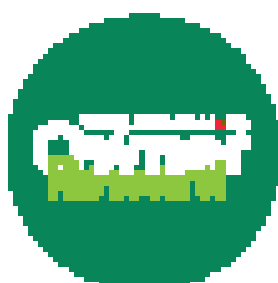
Enter to win on Instagram, Facebook, or willystreet.coop/eat-local-month, and enter in the store.



One online and one paper entry per person per week. No purchase necessary.

## Why eat local?

Local food tends to be fresher than those shipped from across the country or farther away, and fresh food has more nutrients. You're also supporting your local farmers and keeping the agricultural viability of their communities alive.



There are even more Owner-only sales each week!

For a full list of sales, see the flyers in the store or at [willystreet.coop/owners-weekly](http://willystreet.coop/owners-weekly)

Visit [willystreet.coop/locals](http://willystreet.coop/locals) to get sales flyers sent to your

phone for Willy Street Co-op Owners only both online and in-store.





THURSDAY, SEPTEMBER 28, 2023  
 Union South and Online  
 by Community Shares Staff

**C**On September 28, Community Shares of Wisconsin (CSW) will honor local leaders and organizations who are advancing social and environmental justice in our community. The annual Community Change-Maker Awards event will take place at Union South and online. The public is invited to attend the event. For tickets or to become a sponsor, visit [communityshares.com](http://communityshares.com).

Tickets purchased in support of this event help Community Shares award six nonprofits \$1,000 each. To further the inspiring and critical work they do in our community, the Change-Maker Award winners will each select a nonprofit to receive \$1,000 and the three winners of the Collaboration Award will each receive \$1,000.

**CHANGE-MAKER AWARD WINNERS**

**Marin (Mark) Denning, nominated by Wisconsin Conserva-**

**tion Voices; Winner of the Liesl Blockstein Community Leadership Award**

Marin Webster Denning, born on the Menominee reservation, is a member of the Sturgeon Clan and is enrolled in the Oneida Tribe of Wisconsin. Marin served for 16 years as the Executive Director of Southeastern Oneida Tribal Services, a full-spectrum social service provider for Oneida tribal members. He is a nationally recognized leading educator, lecturer, and curriculum specialist in American Indian History and culture. Marin is currently a lecturer at the University of Wisconsin-Milwaukee and is a traditional dancer, pow wow emcee, community volunteer, and Water Protector.

**Anamaria Peralta, nominated by Nuestro Mundo; Winner of the Sally Sunde Family Advocate Award**

Anamaria Peralta serves as the Bilingual Resource Specialist at Nuestro Mundo Community School and has held this role in the Madi-

son Metropolitan School District for 12 years. Anamaria works to facilitate greater family and parent involvement in the school through programming like classes, training sessions, celebrations, and the school's food pantry. This work, and her commitment to being a cultural liaison for the families of Nuestro Mundo, are crucial to student success.

**Denise Jess, nominated by Wisconsin Council of the Blind & Visually Impaired; Winner of the Linda Sundberg Civil Rights Defender Award**

In her role as the Executive Director of the Wisconsin Council of the Blind & Visually Impaired, Denise Jess applies her leadership expertise and lived experience to promote the independence, dignity, and empowerment of Wisconsinites living with vision loss. Denise's impact ranges widely from transportation equity to voting rights and healthcare access. Her work is guided by the belief that in a truly inclusive society, people with disabilities—including vision loss—must be full participants in conversations affecting their lives.

**CSW COLLABORATION AWARD WINNERS**

**Wisconsin Democracy Campaign, League of Women Voters of Wisconsin, and Wisconsin Conservation Voices for the Wisconsin Fair Maps Coalition (WFMC)**

The Wisconsin Fair Maps Coalition began in 2016 when a number of nonpartisan good government organizations came together to find new ways to engage and affect public policy.

In recent years, under the leadership of Carlene Bechen, the coalition

has built and maintained a grassroots activist network dedicated to creating fair maps, which has engaged in many mobilization efforts around the state.

The long-term goal of the Wisconsin Fair Maps Coalition is to create a legislative fix to a very partisan problem: severely gerrymandered legislative districts. The coalition works to connect the dots of what is or is not happening with gerrymandered districts and to develop a nonpartisan process for drawing legislative districts to effectively put an end to gerrymandering.

**CSW LIFETIME ACHIEVEMENT AWARD WINNER**

**Julie Andersen for 40 years of work in social, racial, economic, and environmental justice.**

Julie Andersen's career in non-profit work and philanthropy has encompassed community organizing, international development, domestic violence prevention, and the intersection of inner healing with systemic change.

She served as Executive Director, Interim ED, and in other important roles in many organizations within the Community Shares of Wisconsin network including Working Capital for Community Needs (WCCN), Wisconsin Apprentice Organizers Project, UNIDOS Against Domestic Violence, and End Abuse. She currently works as a professional life coach and co-leader at CORE. Community Shares of Wisconsin is proud to honor Julie's impactful work with the Lifetime Achievement Award.

The Community Change-Maker Awards event is generously presented by UW Credit Union.

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## CUSTOMER EXPERIENCE NEWS

# What's In a Class?



by **Kristina Kuhaupt,**  
**Customer Experience Manager**

**A** name is nothing more than a name until the meaning behind it brings it to life, and begins to light up the space it takes up in this world. As September rolls around again, and the collective process of kids going back to

school swings back into motion, the word “class” may conjure up different images depending on the space you happen to stand in. For me, I always enjoyed those first couple weeks back in school and finding out about all the things I would learn during the year, after a summer filled with unstructured time. Although that time was fun, restorative, necessary, (and, as I got older, allowed me to have a part-time job), there is beauty in going back to some structured learning collectively. As we get older, those experiences seem to get less and less frequent as we all go on our individual adult journeys.

I will be completely honest with y’all, when I was an Owner in the years prior to taking on this role, I did not take one single Co-op class. I knew they existed every month when I diligently studied the *Reader* and soaked in all of its fun articles, customer comments, Staff Picks, and sales to look out for. Every time I got to the cooking class section, though, I would look it over and think, “Those seem interesting, I should check it out,” and then proceeded to never do it as life grabbed my attention here and there throughout the month. Then the cycle would repeat itself again the next month. Well, I am here to tell you, I missed out on so much over those years! WOW, are our classes, teachers, and content amazing! This role has allowed me to audit every different type of class we offer here at the Co-op, and every time I left refreshed and energized all at the same time; allowing me to absorb new cooking and/or baking techniques that I never got around to prior, as I filled my days up mainly with work. I never stopped to smell the roses, as it were. Now, my job literally handed me a rose and said, “Smell, and what the heck, taste too; we think you are going to like it.” Yes, another corny

analogy, but it is really true! I am now here to encourage you to do the same if you were like me and sort of did that thing many of us do...good intentions never brought to fruition.

Just like a name is only a name without context and meaning breathing life into it, so are class titles, until you jump in and experience all the tastes, smells, and community that bring color into that space with learning, laughter, and a shared experience with your fellow neighbors. Each class is so unique and a very different type of experience each and every time. The options and topics are so vast and rich. The Customer Experience team is here to help facilitate that class journey for you when you sign up at [willystreet.coop/events](http://willystreet.coop/events).

Okay, the conceptual portion of this article is over, let’s dive into some details about our classes. If you are a loyal class attendee, you may have noticed all the different offerings popping up within the last few months due to a whole host of new teachers hitting the Co-op scene—six to be exact and one to follow later on in the year! This group of new teachers consists of staff as well as Owners like you and me, who are eager to teach about the topics they are skilled and passionate about including two new and/or returning categories of learning: herbalism and yoga/self-



**Kirsten Landsverk: Wellness, Herbalism, and Gardening**



**Mourning Dove: Yoga/ Self-Care**

care. Below are some photos of our new teachers, their areas of expertise, and taken during one of their new classes.

(Not pictured: Monique Lu: Dumpling and Wonton expertise. First class: Shrimp & Pork Wontons on September 7, 6:00-7:30pm at Willy West.)

I am personally excited for all these new teachers and the knowledge they bring, thus enhancing our Co-op Principle 5 (Education, Training, and Information) even further. These new offerings will be held at our West store, Wil-Mar Neighborhood Center, FEED Kitchens, and our new flex space, located across the street from our East store coming soon. As Anya announced in her column this month, our Owners voted on the name for this space earlier in the year and collectively agreed upon Aubergine (the French word for Eggplant and/or purple in color), quite symbolic of our brand over the years. The 1226 Williamson Street location will be facilitated by your Customer Experience team. Here, we will provide space for our well-loved cooking and wellness classes, provide areas for local artists to hang and sell their work, pop-up events, conference space rental, commercial kitchen rental, and general community flex space for even more ideas and functionalities to percolate

over time. The sky’s the limit, and we are eager to collaborate and walk into this new space with you, the community!

Lastly, I wanted to give especially loyal class-goers a heads-up. Over the years since we started offering classes, we’ve seen our program grow exponentially as the Co-op has grown. We have added new class offerings, expanded the number of locations where we offer classes, and introduced new class instructors. The Co-op believes in a fair, equitable, and sustainable system for all and in maximizing the value of our programs, including in the wages for our class instructors. After careful consideration and thorough research into the going rates for similar classes in our area, we have made the decision to increase the cost for all classes starting in October of this year. We feel this change helps us make sure our instructors’ valuable knowledge, skills, and experience are fairly compensated and that our class offerings are sustainable for years to come. We feel that the new pricing structure allows us to continue bringing value to our loyal Owners while maintaining a fair pricing structure so that multiple members of a family can participate in a class together if so desired. On the next page you will find the new pricing model for Fiscal Year 2024.



**Saswati Bhattacharya: Indian Cooking**



**Michael Tomaloff: A variety of cooking techniques and flavors based on his past experiences**



**Alysa Hartman: Cake and Cookie Decorating**



**Elizabeth Crawford: Cooking Techniques and Spices**





**KIDS CLASSES**

- Owners: \$15 for 1 child, 2 children at \$25, 3 children at \$37.50, 4 kids at \$50 (5 + add additional \$12.50 per child)
- Non-Owners: \$25 per child (with no break in pricing for additional children)

**ADULT COOKING/HERBAL CLASSES**

- Owners: \$30 per adult
- Non-Owners: \$40 per adult
- Yoga/Self Care Classes: \$15 per individual

**COOKING TOGETHER CLASSES**

- Owners: \$20 per adult; \$15 for the 1st child and \$12.50 for each additional child
- Non Owners: \$40 per adult; \$25 for each child with no break in pricing for additional children

**THANK YOU**

I want to thank you for your continued support and loyalty to these educational opportunities that we provide— we appreciate you, and so do our instructors!! Here’s to a new class fiscal year filled with wonderful new, exciting, and growing experiences for our entire Madison and Middleton area neighborhoods!

Cheers to taking time to smell and experience the roses in life, both at the Co-op and beyond!



**COMMUNITY CHANGE-MAKER AWARDS**

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**Thursday, September 28, 2023**  
**5pm · Union South and online**  
**RSVP at [communityshares.com](http://communityshares.com)**

---

Join us as we celebrate local leaders and organizations who are advancing social and environmental justice in our community. This hybrid event will take place in person at Union South and online.

---

**Marin (Mark) Denning**  
*Nominated by Wisconsin Conservation Voices*  
 Winner of the Liesl Blockstein Community Leadership Award

**Anamaria Peralta**  
*Nominated by Nuestro Mundo*  
 Winner of the Sally Sunde Family Advocate Award


**Denise Jess**  
*Nominated by Wisconsin Council of the Blind & Visually Impaired*  
 Winner of the Linda Sundberg Civil Rights Defender Award

**Wisconsin Democracy Campaign, League of Women Voters of Wisconsin, and Wisconsin Conservation Voices**  
 Winners of the CSW Collaboration Award

**Julie Andersen**  
 Winner of the CSW Lifetime Achievement Award

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 September 4

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**willy street co-op**

# Locally Grown, Locally Made

Eat Local Month at the Co-op's Production Kitchen

By Ben Becker, Newsletter Writer



**C**an you taste the qualities of the upper Midwest when you bite into a breakfast sandwich? Do the currents of the Yahara River wash over you with every spoonful of hearty vegan chili? Is it possible for that cookie you're eating to connect you with the unglaciated topography of the Driftless? Without a superhuman palate, it's unlikely you'd detect the characteristics of a meal that was made with local ingredients. However, at our Co-op, we strive through the dishes we make to celebrate both the character of our home state and the community of people who live here. So it should come as no surprise that our commitment to local products can be observed throughout our Production Kitchen along with our store shelves, hot bar, and bakery cases.

## COOPERATIVE SUPPLY CHAINS

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

## NON-RETAIL LOCATION

While many shoppers and Owners here in Dane County usually know about their nearest Co-op locations, they may not realize that in addition to our three retail stores, we have a substantial non-retail location where we prepare and produce products—

our Production Kitchen. Our made-in-house offerings have long been supported by our Production Kitchen, where our team of bakers and cooks continue to hone our offerings while highlighting local ingredients. Production operations at our Kitchen churn out a number of offerings including an assortment of hot bar and prepared foods, packaged goods that combine convenience and value on our center store shelves, and quick breads, cookies, and even freshly made pie crusts from our Bakery.

## RED CURRY TOFU

Among these offerings is our Red Curry Tofu. This dish has an incredible plant based flavor featuring seasonings like tamari, curry powder, paprika, chili powder, and cayenne to pack a spicy punch. The central ingredient is the product of Simple Soyman, a Wisconsin specialty since 1983. Operating out of Milwaukee but serving the Madison area as well, The Simple Soyman's proprietors have been producing tofu right in our state for decades.

## MEADOWLARK FLOUR

If you are enjoying Willy Street Co-op's Bakery selection, you'll want to know about Meadowlark flour. Used by local bakers and brewers throughout the area, we are thrilled to carry Meadowlark flour in our stores and as an ingredient for our productions. Meadowlark Community Mill in Ridgeway has taken on a pivotal role in the regional grain system. As the spiritual successor to Lonesome Stone Milling (literally employing the same millstone), Meadowlark provides a market for eight different organic farmers in the nearby Driftless

region. Not only does this create a market for farmers, but it also means midwest consumers have access to a greater variety of local grain. Whether buying for a bakery or home, Meadowlark boasts a higher quality of flour than can be found elsewhere.

## VITRUVIAN FARMS

Fresher fare also abounds in our prepared product mix. Such dishes feature vendors such as Vitruvian Farms. Just a short drive from Madison, Vitruvian Farms is dedicated to keeping your food dollars in the local economy. Beyond supporting the local economy and community, they also prioritize the environment and the healthy quality of their produce. As a certified organic grower, this producer is working to keep chemicals to a minimum and quality to a maximum. At the same time, they are mitigating their footprint by eliminating plastic waste where possible and looking at recyclable packaging.

## ANIMAL WELFARE

While supporting local producers is good for our community and environment, it also provides for animal welfare. A prime case of this support is our vendor, Fox Heritage Farms, who provide us with locally sourced pork. Based out of Prairie du Sac, Wisconsin, Fox Heritage Farms and their subsidiary brand, Willow Creek Farms, raises their pork in the belief that by keeping their product local and humanely raised, they can offer a higher quality experience to the consumer. It is with that belief that they provide their animals with a comfortable and more natural way of life, roaming freely in grass pastures. Using sustainable, natural farming

practices and eschewing GMO feeds, Fox Heritage Farms also treat their Berkshire hogs with greater care and superior conditions. They do not use nose rings, nor concentrate their animals into cramped, unsanitary feedlots. Their hams, bacon, and other products are all custom processed right in Prairie du Sac. By keeping their operations local and humane, they create a better product.

## CATES FAMILY FARM

In a similar vein, one of our beef vendors, Cates Family Farm, embodies their homegrown values to create an environment where any herd would be happy to grow up. Primary among their principles is conservation, and the results speak for themselves. Notable among the farm's accolades is the Leopold Conservation Award from the Sand County Foundation. While large centralized farming operations pollute the land, water, air, foods with petrochemicals, manure lagoons, and dangerous pathogens, the Cates family is demonstrating how farming can create a positive impact on our landscape. The commitment to their animals means caring for the environment on which they graze, and this stewardship is easy to observe. How many other cattle operations can boast of a healthy trout stream running through their fields?

## DIVERSE MENU

If the high quality of local vendors has proven tantalizing to your appetite, our diverse menu of offerings produced in the stores and our Production Kitchen will prove irresistible. This month, keep a look out for promotions and new offerings of dishes like hearty vegan chili, potato latkes, quesadillas, and parfaits. You will also enjoy the breakfast options we prepare in-house such as sandwiches and quiches. If you are a fan of our hot bar, you've likely enjoyed the Indian specialties we prepare including chickpea salad. In addition to our line of vegan dips, we will be rolling out similar offerings using non-vegan ingredients. You'll be astounded by the level of variety our kitchen can create, with nineteen soup varieties to choose from. The Kitchen is even looking at launching miniature pies!

## EAT LOCAL MONTH

September in Wisconsin is the prime time to celebrate local foods



and those who work hard to bring them to our table, whether it's fresh produce or prepared foods from our kitchen. For our state, its climate, and its food system, the month represents a unique moment for the harvest of a diverse cornucopia. This is why September has been chosen as Eat Local Month at Willy Street Co-op. This time of year there is a broad swath of products available for eating fresh or cooking. It is the time of year when you can have the most variety Wisconsin growers have to offer, and each year those offerings will differ. September produces some very special and singular types of produce for local eaters to enjoy: over the course of the month, we witness the transition from summer to autumn, during which the seasonality of many products will overlap. When the month starts you might be thinking of heirloom tomatoes, but by the end find yourself cutting into a pie made with local apples. This is both the best time to see local products featured in our prepared dishes while choosing from the almost two hundred fresh local items we offer.



them (although they may have the unseen costs for bringing their goods to market). When you expand the supply chain across multiple states, countries or oceans, the transaction through which you the consumer actually buys the product hides the many hands that have handled your food and taken a bite out of the purchase price. The number of middlemen involved in buying from big chains absorb most of the sticker price you pay, with money going to transporters, distributors and marketing costs and only a small percent of the money making its way back to the farmer. While these intermediary industries can benefit from the oversized economies of scale they work to create, those growing the food often see either a smaller portion of proceeds in this system, or consumers enjoy a loss of flavor in the quest for shelf stability superior concern. The centralization of both distribution and processing facilities across large supply chains also create risks to the security of our food systems. When supply chains become increasingly centralized, they become more vulnerable to interruptions. For food supply chains in particular, this sensitivity is amplified by the risk of contamination. When large meat processing facilities or salad packaging plants fall victim to foodborne illness outbreaks such as salmonella, they become ground zero for the catastrophic spread and infection impacting consumers on a massive, widespread scale. Building local food infrastructure as an alternative to the conventional big box model helps to build resiliency that is far less vulnerable to cataclysmic system changes.

### CELEBRATE

By celebrating Eat Local Month, your cooperative highlights the relationship and dependence between consumers, retailers, processors, and producers. So keep in mind that the ingredients we bake or cook with in our kitchens are grown on family farms run by real people who depend on our business. Our local producers and economy depend on you, So remember this Eat Local Month that you can make our local food system happen, not just in September, but all year round!

### OWNERS' POWER

As much as Eat Local Month allows us to focus and promote local farmers, vendors, producers and products, it is also about our shoppers as well. Without owners and customers investing in their local food economy, we would not be able to do the work we do here at the Willy Street Co-op. Owners may not realize just how much power and influence they have on the Co-op's offerings, not to mention the vendors that supply them. Locally grown, produced, or manufactured products benefit our regional food economy overall. To keep our local food economy a reality requires consumer participation, because if you want us to keep carrying it and for those vendors to be successful you have to actively buy it. Sometimes that could mean paying a little more instead of opting for the non-local option, but when you buy that local product it has a big impact and even though you can't see it, you create a real connection by helping those vendors keep their products on our shelf and keeping them in business. When you consider the shortened supply chain involved it is easy to observe how much further your dollar goes to creating a more fair and just economic model and society. Many of us love to purchase produce from the farmers' market because you can interface directly with the growers, ask questions about their products and how they were grown and get clear, straightforward answers. This experience also allows us to put a face to those who work hard to grow our food. Food that travels fewer than 150 miles to our stores (and to you) tends to be fresher than what comes from across the country or overseas. When you compare these supply chains you can also see a clear distinction in where your money goes. When buying directly from the farmer, 100% of the purchase price goes directly to

**willy street co-op**

## LOCAL PRODUCE AVAILABILITY

Grown or raised in the state of Wisconsin, or within 150 miles of the Capitol building.

Chart reflects planned availability; unseasonable weather and supply changes could affect availability.

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

### SPECIAL STORE HOURS

Stores close at 7:00pm

Labor Day, Monday September 4



(see page 22 for product photo layout)

**1 Mad Maiden Shrub Honey Ginger or Cranberry Shrub**

I love the label and it's local! Drinking vinegars are still employed for their valuable digestive properties. It's thought that they help with losing weight and remedying fatigue, and they are consumed daily by many across Asia.



JESS

**2 Donkey Chips Salted Tortilla Chips**

These local tortilla chips stand up to any dip—salsa, guacamole, bean dip, hummus, you name it. A perfect chip.

**13 Stony River Soap Co. Soap Bars**

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



CAITLYN

**3 Italian Sweet Peppers**

The best sweet pepper! That's it, plain and simple. A secret of farmers and co-op staff for years, these peppers are the sweetest we carry. I never buy bell peppers when these are in season. They freeze great, so you can enjoy them in January too!



MAX

**4 Lakefront Brewery Riverwest Stein Amber Lager**

The rich malt and caramel flavor on this beer is amazing! I would like to branch out and try other beers but this one is too perfect and I keep coming back to it. If you like ambers you've got to try this beer.



BENJAMIN

**30 Madison Sourdough Pepitas Polenta Batard**

The unique combination of pumpkin seeds and cornmeal give this bread a wonderful and hearty texture. It's absolutely delicious pan toasted with some butter and it can take a quotidian breakfast into the realm of gourmet.

**5 Forage Kombucha Peach Kombucha**

The perfect amount of kombucha for one person, in a can! I love drinking this stuff. It is light but flavorful and not too "vinegar-y." People who don't think they like kombucha may like this one! Even better that it is locally made, and peach is such a unique flavor for kombucha. YUM.



ABIGAIL

**6 Maple Valley Cooperative Dark & Robust Organic Maple Syrup in Bulk**

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



MOURNING DOVE

**7 Willy Street Co-op Zucchini Bread**

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



LIZ

**8 Four Elements LOOK, NO X MA! Cream**

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



THAYER

**9 Madame Chu Ginger Garlic Sauce**

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



DAN

**10 Cedar Teeth Pizza**

These are my current fave frozen pizza. The crusts on these are SO GOOD. If you're looking for a little something more unique than your typical frozen pizza, give these a try! I also like that they are made by a small business in Milwaukee. The classic Cheesus Crust is my go-to: I like the simple nature of a cheese pizza, but if I'm feeling it, I'll add pickled jalapeños or banana peppers.



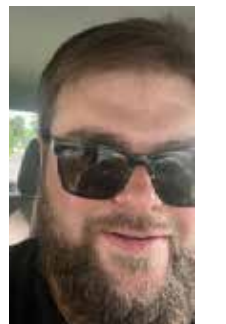
MELISSA

**33 Local Heirloom Tomatoes**

When tomatoes are not in season locally, I usually don't bother to eat them. The wait is worth it—local heirloom tomatoes are so flavorful and juicy, just like they should be. At my house, it's constant caprese salads, BLTs (or in my case, Tempeh Lettuce Tomato), and tomato slices on everything.

**11 American Wine Project Ancestral Pet Nat**

If you haven't tried a pet nat (short for pétillant naturel), this is a great choice to give this unique style a try! Produced in Mineral Point from grapes sourced in the Midwest by a very talented winemaker, this naturally effervescent, funky wine is great for those who enjoy the unique flavors of sour beers. Chill and enjoy on a warm day!



NICK

**27 Driftless Provisions Saucisson Sec**

This locally-made, shelf-stable line of salamis make the perfect addition to any charcuterie board. Slice them on-the-bias about 1/4 inch thick and allow them to come up to room temperature to fully appreciate the funky flavors and unique spice blends of each salami.

**31 Willow Creek George's Kielbasa**

I like grilled brats as much as the next Wisconsinite, but if I had to choose between a brat or this kielbasa on a bun, I choose the kielbasa every time. It is slightly more seasoned than a traditional brat, with lots of garlic and pepper to cut through any toppings you may wish to add. I recommend not par-boiling these before grilling; they will cook fast and crisp up better when placed on the grill raw.

**32 Rushing Waters Lemon Dill Smoked Salmon**

I like everything by Rushing Waters, but this is my favorite item they make. The smoked salmon portions are super versatile. Flake them and add them to an omelet, on top of a bagel, or mix with cream cheese for a dip or spread, or reheat them for a quick dinner option. Flavors vary by store.

**12 Willy Street Co-op Garlic Lovers Pasta Salad**

By far the best salad we sell at East.

**28 Dreamfarm Organic Fresh Goat Cheese**

The Dreamfarm Organic Fresh Goat Cheese has the perfect texture and flavor for a variety of use. I like to eat it fresh as a spread and I also makes phyllo dough fingers filled with both the plain flavor and the Italian blend. Highly recommended! Flavors may vary by store.



**ASSAF**

**14 Rishi Teas**

This locally prepared tea is full of flavor and they all smell amazing! My favorite changes with the season. This tea is so fresh that I find myself using less, and it can be reused for a second cup. Treat yourself; your tea mug will enjoy it too!



**AMANDA**

**16 Banzo Falafel Mix**

It is local, it is already made and ready to be cooked. I have baked it and fried it—it's great both ways. It is tasty in a pita or I like to fry it in smaller bites to add to a salad. MMMMMMM!

**25 Pasqual's Cantina Original Southwest Tortilla Chips**

So dang good! With dip, without dip. So much flavor!!!

**15 Chocolate Shoppe Zanzibar Chocolate Ice Cream**

If you're a fan of chocolate ice cream but have never had this particular flavor by Chocolate Shoppe, you are SERIOUSLY missing out! Regular chocolate ice cream doesn't even compare to this stuff. Zanzibar is on a whole new level of chocolate and once you have it, you'll have a hard time ever going back.



**JAMES**

**17 Willy Street Co-op Potato Corn Chowder**

Big fan of this soup. This might be my favorite soup that is on the menu in fall. Was really surprised the first time I had this and realized it was vegan, too!



**NICHOLAS**

**21 Willy Street Co-op Pumpkin Bars**

These bars are awesome—love the kick of ginger with the rich frosting on top. Can't believe these are made without gluten!

**18 Taste Republic Gluten-Free Tortellini**

Are you now gluten-free and haven't had tortellini for longer than you remember?! Don't despair, Madison-based pasta company Taste Republic has your salvation! This tortellini is delicious and holds together well (gluten-free people will know what I'm talking about); maybe it's because I've been gluten-free for a while, but I can't even tell the difference between this and regular tortellini! My favorite meal lately has been to toss this with our house-made parsley pesto, some ripe heirloom tomatoes, avocado, and some shredded Sartori cheese on—YUM!



**LAURA**

**24 Fizeology Kickapoo Curtido**

Refreshing and local with a slight spicy kick, this stuff has become one of my new favorites to have atop Tres Foods Papias for lunch. It also goes great on multiple other things, but I'm especially digging that combo—some cheese melted over the papusa and slices of avocado with a heaping pile of curtido on top!

**35 Just Coffee Half Caff**

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

**19 Mango Man Salsa**

I LOVE THIS SALSA! I have yet to find something I don't like it with. I use it as marinade for chicken, shrimp or pork. Especially great when making pulled pork! I use it for sauce over everything, even rice and beans. I have even used it over greens as a salad dressing! Spicy, tangy, slightly sweet, and full of flavor.



**HALLIE**

**20 LuSa Organics Garden Shampoo & Shaving Bar**

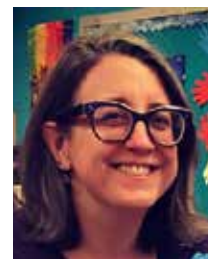
I personally love the garden scent. I have been using this shampoo bar for 4+ years and love it. My hair smells good, feels good, and my hair stylist tells me my hair feels so healthy. It is easy to use, made from organic ingredients, and helps eliminate plastic waste. LuSa Organics is based out of Viroquo, Wisconsin, making it a very local company, too!



**MEGHAN**

**22 Origin Breads Granola**

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



**AMY**

**23 Olden Organics Veggie Noodles**

Worth rotating into your meals. They have substance of their own, and while they don't replace the texture and flavor of pasta, they create a flavorful vehicle for sauce transport. Reduce your pasta intake with vegetables!

**29 Olympia Granola Bars**

This Milwaukee-made granola bar is made with locally sourced ingredients that are packed with protein and fiber. They were a nice thing to have hiking in The Porkies. The Espresso Almond Chocolate are particularly bussing!

**26 Willy Street Co-op Veggie Cream Cheese**

Our Production Kitchen makes an amazing cream cheese that has large chunks of veggies so that your toast or bagel has a bit of fresh crunch in the morning!



**KRISTINA**

**34 Rishi Tea Loose Leaf Tea**

Whether it's spring, summer, winter or fall, Rishi Tea has something perfect for them all! Their loose leaf tea is conveniently portioned into 4 oz resealable bags, which helps keep the tea fresh when storing it at home or in the office. And when you purchase Rishi Tea, you help support a local business that is located in Milwaukee, Wisconsin.



**SARA**

**36 Red Barn Family Farms Sweet Rita Mexican-Style Manchego**

Mexican-style Manchego is a semi-soft cow's milk cheese similar to Monterey Jack, different from Spanish Manchego, an aged sheep's milk cheese from La Mancha. Great on its own or with Mexican dishes, with a smooth texture and a bright, tangy flavor.



**MATT**

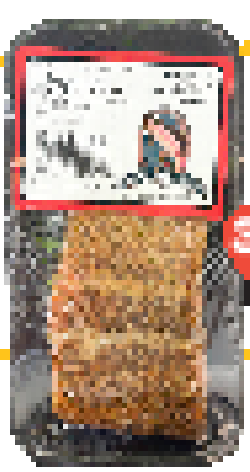
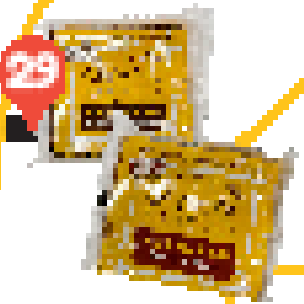
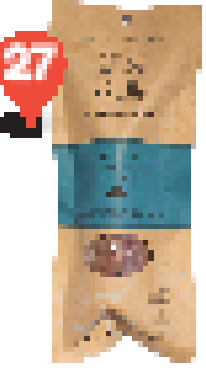
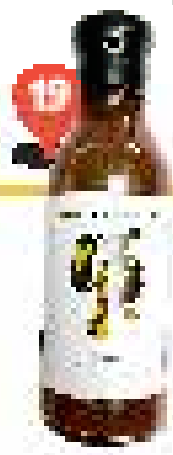
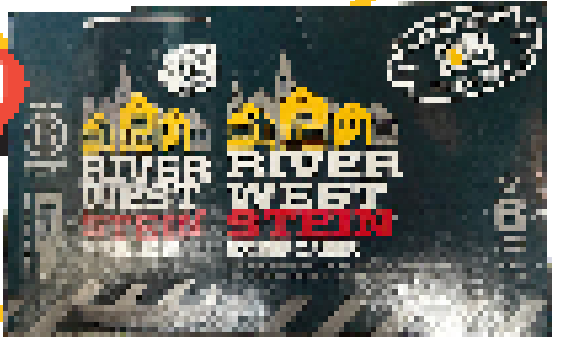
**37 Door County Peaches**

Local peaches grown on a small farm—I just gotta support that! It sure helps that they're sweet and juicy, too.



**BRENDON**

# LOCAL Stuff Pick





# There is only one Studio Jewelers.

Serving our clients and community with skill and heart is what we have done for more than 40 years. Which may be why we were awarded the 2022 People's Choice Award for Best Jewelry Store in Dane County. So come to the warm, cozy shop on Regent Street, where we've been for 35 years. We'd like to meet you, and we think you'll enjoy the Studio Jewelers difference.



**Above:**  
Designer **Whitney Robinson** models her "Turning Leaf" earrings with detachable aquamarine icicle drops. More from the Turning Leaf collection can be seen at right. *Whitney welcomes custom commissions.*



## Studio Jewelers

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**SPECIAL STORE HOURS: STORES CLOSE AT 7:00PM**

Labor Day, Monday September 4

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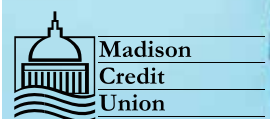
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**willy street co-op**

SPECIAL STORE HOURS:  
STORES CLOSE AT 7:00PM

Labor Day, Monday, September 4, 2023