



A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

NEWSLETTER

VOLUME 51 • ISSUE 3 • MAR 2025



Plus: Vendor Spotlight: Marieke® Gouda, Women's History Month Inclusive Trade & Co-op Basics Flyer



willy street co-op

1457 E. Washington Ave • Madison, WI • 53703
POSTMASTER: DATED MATERIAL

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Editor and Layout: CAITLYN TOMPKINS
Advertising: CAITLYN TOMPKINS
Graphics: JAKE BUJNOWSKI
Cover Art: JAKE BUJNOWSKI
General Email: INFO@WILLYSTREET.COOP
General Manager Email: A.FIRSZT@WILLYSTREET.COOP
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 informational purposes only. Before taking action, you should always consult a professional for advice. Articles may be reprinted with permission from the editor.

Submissions: Ad space reservations due by the 10th of the month before publication; artwork due the 15th of the month before publication.

1

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Madison, WI
(608) 251-6776
Open: 7:30am - 9:00pm

2

WILLY WEST
6825 University Ave.
Middleton, WI
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SARAH ...
LARSON



TATIANA ...
DENNIS



GIGI ...
GODWIN



ANTHONY ...
HERNANDEZ



ASHWINI ...
RAO



willy street co-op
Board of
Directors



ISABEL ...
SPOONER-
HARVEY



IKE ...
ROSS



DEBRA ...
SHAPIRO



DAN ...
STREIT

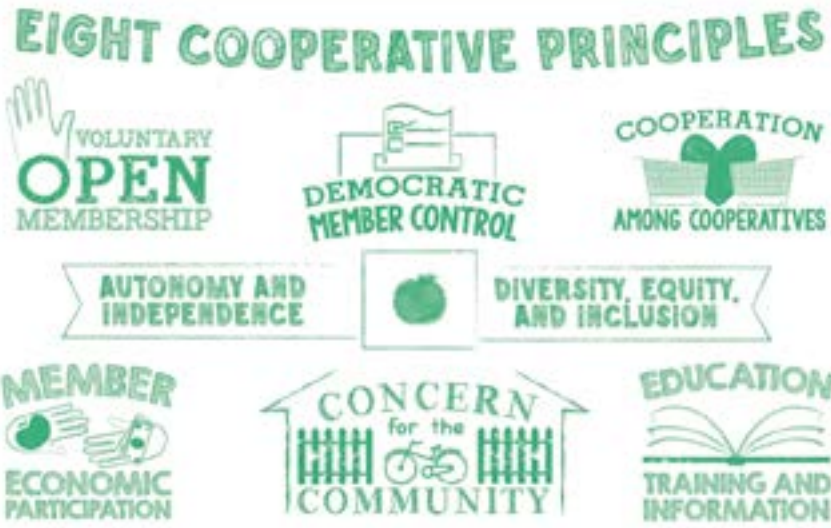
The Board meets 8–10 times a year, meetings are virtual, 6:30–8:30pm. Owners are invited to attend during the open session of the BoD meeting. See www.willystreet.coop/events and select the Board category for details.

March 26, 2025
April 23, 2025

May 28, 2025
June 25, 2025

EMAIL: BOARD@WILLYSTREET.COOP
ALL-BOARD@WILLYSTREET.COOP
(includes the GM, Executive Assistant, and Board Administrator)

THE WILLY STREET GROCERY CO-OP
MISSION STATEMENT
Cultivate and empower community,
customers, employees, and suppliers
through cooperative principles
and practices.



ety of reasons and that folks are shopping for what works for their own bodies, budget, needs, and/or preferences. We take a lot of pride in knowing that we offer a wide range of selection that can fit many/most diets—even if you may find foods in our stores that don't appeal to you—I hope you're also finding plenty that do! -Liz Muñoz, Director of Purchasing

POT PIES

Hello, several days ago at the Willy West store I purchased two pot pies made by the Willy Street Kitchen. One of them was labeled vegan. I didn't understand that because of course it had

been cooked. However, it was very good other than the mushrooms which I personally don't care for. The flavor was really good and the crust was delicious. On the other hand, the other pot pie, which had potatoes and broccoli and cheese and I don't know what else in it... was pretty much awful. It was terribly bland and it had been way overcooked. The broccoli was just like mush. The crust was not well browned and flavorless and I just don't understand how these two pot pies could be so very different. Disappointed. Thanks for listening.

We have three different kinds of pot pies, a vegan (i.e. does not contain any animal byproducts), broccoli & cheese, and a chicken. All of them are definitely cooked at the kitchen, we don't have a raw pot pie variety. Glad you liked our vegan one, personally it's my favorite of the three! I am passing along the feedback about the broccoli being overcooked to our Kitchen's management team so they can work with their team to make sure those aren't getting overdone. After talking to our Kitchen Director, I think we figured out how we can improve this issue. Thanks for the feedback! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

WRONG MEMBER NUMBER

This morning I received an email receipt for about \$300 in groceries purchased using my member number. This was not a purchase my wife or I made. The individual did not use our credit/debit information so there is really no issue here, just noting that our member number was used incorrectly.

Thank you for reaching out to let us know someone other than yourself used your Owner number! Likely what happened is the cashier accidentally entered the number given to them incorrectly, or the person shopping accidentally gave the cashier the wrong number. I apologize that this happened! I do want to assure you that someone other than you using your account does not compromise your personal information in any way. That said, if this continues to happen please let me know and I would be happy to issue you a new Owner number if you wish. Don't hesitate to reach out if you have any questions. -Rosalyn Murphy, Owner Records Administrator

THANKS FOR THE HELP

On 10-2-24, I parked in your Williamson Street parking lot and upon exiting my vehicle, I slammed my thumb in the car door. As you can imagine, the pain and blood overtook me (along with a bit of shock), but I managed to come into the store for assistance. The person behind the customer service counter quickly figured out that I needed a bandage, a lot of tissue and an ice pack. I just wanted

to send her a big “THANK YOU” for helping me save my composure and alleviate some of my pain, at least long enough to get to the back of the store for the poultry I came in to get for dinner. A second “THANK YOU” to the nice person who offered to cut up the chicken because clearly, I wasn't able to with an injured thumb. BTW - I was visiting from out of state so that I could help support my daughter, husband and their brand new baby. Thank you from my family as well!

I appreciate you taking the time to share your experience and am happy that our team was able to help you after the shock of slamming your thumb in the car door. I have passed along your thanks and wish you and your family the best! -Kristin Esselstrom, Willy East Store Director

YOGURT

I'd REALLY love it if you could start carrying Old Home Yogurt! It's the BEST yogurt I've ever had (I can eat it plain, no sweetener—I've never been able to do that with other yogurts). They're a MN company, but it's so hard to find it this far south in WI. Plus they're women owned.

Thank you for your comments and request! I did a little research and found that Old Home yogurt is available through one of our vendors. I am going to speak with the Grocery Manager at Willy East and see if they can make some space on their shelves for some of their products. I appreciate you letting us know what you are looking for in our stores! -Dean Kallas, Grocery Category Manager

KIDS COOKING CLASSES

I am looking to purchase a cooking class reservation for my grandson who is 10, do you have classes for 10 year olds, if so what is/are the dates and the prices?

We do have classes for 10-year-olds! Our Sprouts classes are for two different age groups (5-8 and 9-12). If your grandson is interested in one of the classes that's for the younger age group, we will allow him to take it as long as he's okay cooking with some younger kids :) Here is the link to the calendar of upcoming classes: willystreet.coop/events. The registration fee for each class is \$15 for Co-op owners and \$25 for non-owners. You can find the registration form in each class description and also linked here. -Liz Hawley, Education and Outreach Coordinator

TRUCKER HAT

I was just about to buy a Willy Street Co-op trucker hat and was appalled to see that they were not locally sourced and not made by union workers.

Thanks for your email (and for being a Co-op Owner)! Everything but the hat itself (creation of the patch, sewing, other elements of production) was done by Ambient Inks in Eau Claire, WI, a small and independently operated business. The hat is manufactured in a WRAP-certified factory, which means the factory has to comply with the 12 WRAP principles. Ambient Inks has told us that it's very challenging to source truly locally-made baseball hats unless the production facility happens to be located near a factory; for all the strides the apparel industry is making, accessory items like hats are the last to improve. That said, we've asked them to explore any union-made options they can find for future hats. -Brendon Smith, Marketing & Communications Director

Have a comment or request
you would like to share?

We would love to hear from you!



www.willystreet.coop/contact-us

GOOD THINGS FOR PLAYING IN THE DIRT

Local and organic plant starts available this spring!

Seeds and seed starting supplies available at all three stores!

Are you enrolled in the Access Program?

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

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

To avoid a lapse in your enrollment, please stop by one of our Customer Service desks by March 31st, 2025 to fill out your renewal form.

Have a question?
Please contact our Owner Records Administrator at 608-284-7794 or ora@willystreet.coop.

General Information about the Access Program can be found at the Customer Service desk and at www.willystreet.coop/access

ACCESS PROGRAM

willy street co-op **More info!**

Please come and visit

LA MODA MARIE
YOUR GLOBAL FASHION

608-709-1220
www.lamodamarie.com
1012 Williamson Street,
Madison, Wisconsin 53703

LOCALLY GROWING FOR 50 YEARS

willy street co-op

Fifty years

50

We're celebrating 50 years of locally growing beginning October 2024, so you'll see these "50" logos a lot over the next 12 months! We'll use them to highlight some extra events, giveaways, and historical information.

Martin Glass

2323 Atwood Ave

608-249-0438

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GM REPORT



By: Anya Firszt,
General Manager

HELLO dear Owners, We are:
COMMITTED TO DIVERSITY, EQUITY & INCLUSION NOW AND ALWAYS

As the value of diversity, equity, and inclusion is being questioned on a national level, we remain relentless in building on our long history of honoring our values and the cooperative principles. We would like to assure Owners and our communities that we will continue to uphold and pursue the transformational values of diversity, equity, and inclusion now and always.

Check out willystreet.coop/DEI for more information on our commitment to diversity, equity, and inclusion at Willy Street Co-op.

SPRING GREETINGS AND A WARM WELCOME TO MARCH

According to Jimmy the Groundhog of Sun Prairie, his Groundhog's Day prediction is for an early spring (not six more weeks of winter), which means more spring-like weather, warmer temperatures, and longer daylight hours are just around the corner. It remains to be seen if his prediction was accurate (or not).

There are several holidays and observances that you might be inclined to celebrate this month. Some events offer a reason to celebrate community and culture including Mardi Gras, National Pie Day, and Saint Patrick's Day. The Co-op has just about everything you need to create your traditional food and drink favorites. If baking is not your cup of tea, we also have prepared items for your convenience.

An important day for me to reflect upon is March 8th, International Women's Day, which celebrates women's achievements, advocates for gender equity, and calls for the end of discrimination and violence against women.

We will be highlighting women-owned Inclusive Trade vendors in the March issue! Look for details on page 18.

We can also celebrate this month the vernal equinox or spring equinox, the day in spring when the length of day and night are equal; it's the half way point between the winter and summer solstice. The equinox marks the beginning of spring, which means to me that digging in the dirt is in my near future. Yippie! You can find seed packets, gardening supplies, and more at the Co-op to help you with your activities.

PRICE OF GROCERIES

There has been a lot of discussion about the price of groceries increasing due to tariffs, bird flu, and the impact of changes to immigration practices. Tariffs increase the cost of a product from the wholesaler by the amount of the tariff. Retailers, like Willy Street Co-op, then pass along the price increase to their shoppers. Bird flu is causing a reduction in the supply of eggs, which then causes the demand to be greater than the supply. This imbalance may result in a price increase.

Changes in immigration policy can impact the cost of labor to harvest or produce food.; those rising costs, in turn, are also passed along to grocery shoppers. Product availability may be affected as well.

As of the writing of this article, the demand for eggs has increased to such an extent that we have had to limit purchases to two dozen per customer per day. Our eggs are almost exclusively local, and while we have not seen a change in our supply, what we have seen is an increase in the demand for eggs at our stores. Our hope is this limit will allow a more stable supply of eggs at our stores.

GUERRILLA COOKIE

Do you remember the Guerrilla Cookie that was sold at the Co-op in the late '80s and early '90s? Well, they're back! The cookie has been reconstructed and updated from the original recipe by Elegant Foods, a local bakery. We have them for sale at our Willy East location in the self-serve bakery case.

Each Guerrilla Cookie sold will benefit Three Waters Reserve as well as other Southern Wisconsin Land Conservancy (SWLC) conservation and education efforts in honor of Ted Odell, the originator of the Guerrilla Cookie.

Eagerly awaiting signs of spring,
Anya

BOARD REPORT



OWNER PARTICIPATION ON BOARD COMMITTEES

By: Ike Ross,
Board Member

AS March arrives and we inch closer to spring, the Willy Street Co-op Board of Directors is already deep into the new year. We are excited about continuing our strategic goals to ensure a thriving and sustainable future for the Co-op. While our monthly Board meetings, strategic planning, and governance remain central to our work, one of the most significant ways that Owners can participate and contribute to the Co-op's success is through involvement in one of our many committees.

Committees play an essential role in keeping the Co-op running smoothly and driving growth. They help to guide decisions and maintain the health of the Co-op in various areas. The committees are designed to engage Owners and knowledgeable experts, provide oversight, and ensure that the Co-op remains aligned with its mission to serve the community.

COMMITTEES AND THEIR ROLES

There are several key committees within the Co-op that focus on different aspects of the organization's operation and long-term success. These committees include:

- The Board Development Committee: This committee is responsible for supporting recruitment of new Board candidates, promoting voting in Board elections, orienting newly elected Board members, making recommendations on the format and content of the Annual Meeting, and encouraging community outreach and Owner engagement.
- The Finance Committee: As the name suggests, this committee focuses on providing oversight to

the Co-op's financial operations. They ensure that financial resources are being allocated efficiently and responsibly, contributing to the financial health of the Co-op.

- The Community Reinvestment Fund Committee: This committee plays a crucial role in allocating funds to local nonprofits and cooperatives through the Co-op's abandoned and donated equity which can't be used for operational purposes. The goal is to support projects that benefit innovative, educational, and/or entrepreneurial endeavors that impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships and collaboration.
- The Policy Committee: The Policy Committee is tasked with overseeing the Co-op's policies, making sure they align with the Board's vision and strategic direction. The committee helps ensure that policies remain relevant and effective in guiding the Co-op's operations.
- The Access Program Committee: This committee biennially reviews Access Program qualifiers, discount percentage, and enrollment goals.

WHY OWNER PARTICIPATION MATTERS

Committees provide opportunities for Owner participation that are critical to the Co-op's success. Owners are at the heart of our Co-op, and their involvement on committees helps ensure that decisions are informed by a broad range of perspectives. Having Owners serve on committees also strengthens the Co-op's connection to the community and provides valuable insights from people who are passionate about the Co-op's mission.

HOW TO GET INVOLVED

Getting involved in a committee is simple. Most committees typically meet once a month, with meetings lasting between one to two hours. The meetings typically include Board Members, Owners, and Willy Street Co-op staff all participating in the discussions.

At times, committees will issue calls for new members to join, but an Owner can express their interest in joining a committee at any time using the Committee Interest Form which is available on the Co-op's committees webpage at willystreet.coop/committees. Owners who complete the form will be contacted to confirm receipt of the application and notified of when an Owner seat will likely be open again on the committee(s) of interest.

A NATURAL FOODS COOPERATIVE SINCE 1974

willy street co-op

Savings Emailed!

Owner's Co-op Reader

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

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

The next Wellness Wednesday is March 5!

OWNERS GET 10% OFF Wellness & Bodycare items the first Wednesday of every month!

CUSTOMER EXPERIENCE NEWS



AUBERGINE - ONE YEAR RETROSPECTIVE

By: Kristina Kuhaupt, Customer Experience Manager

In the first year of Aubergine (our community space across the street from Willy East), we have had eight local artists' Gallery Nights, several Co-op 50th anniversary celebration events, nearly 70 private and public cooking and wellness classes, and 130 rentals including our first commercial kitchen rental. Although these black-and-white numbers are guideposts of success, they do not fully capture the essence of the space and what these numbers mean from a human emotion perspective. When I reflect upon these numbers, what comes to my mind are two parallel thoughts: the early months of hopeful anticipation that the community would find this space valuable, and now, a year later, amazement at all of the smiles, laughter, and joy that this space has produced. It truly has been a privilege to witness first-hand. Additionally, I can't continue on without honoring the amazing work my team has put into this space. I am truly blessed to have the best team who thoughtfully cares about every detail and interaction. Without Amanda, Katie, Beth, Mike, Liz, and Rosalyn, this place would not be what you see today, and I want to thank them for caring deeply that this place stands tall even as we are building the roadmap together

one event at a time—thank you!

A year ago this week, we were celebrating our grand opening. As you can see from the pictures, it was a vibrant event filled with colorful artwork from Roscoe Mitchell, lively music pouring in from Cafe CODA, yummy food catered by our very own General Manager, Anya, and Finance Director, Paige, in a room filled to the brim with community, organizations, business, Board Members, and staff supporters. As we head into the same week this year, the space will transform on March 7th from 5-8pm into a similar community celebration, and you're invited to this free event! View the work of several local jazz-themed visual artists in our gallery space including: George Johnson (photographs), Jerry Jordan (paintings), Martel Chapman (paintings), "The Artist," and Douglas Ewart (paintings and sculpture), and enjoy delicious appetizers from our budding catering due of our GM and Finance Director.

Belonging: what does this word mean to you? Well, the dictionary defines it as a "close relationship where one feels welcome." Huh, that sounds familiar, does it not? All this time, after 50 years, your local Co-op's vision is to not only provide access to a sustainable, accessible, and equitable food system but to also be a true community partner where you can participate and gather together.

This space is for the community, and we want you to continue utilizing this space for your celebrations, anniversaries, memorials, trainings, gatherings, potlucks, clothing swaps, cook-offs, business ventures, team-building, relaxation, wellness activities, and everything in between. It is a place to laugh, smile, cry, marvel, learn, release, and enjoy the concept of 'togetherness.' By gathering together as a community, we celebrate both loudly and quietly our similarities, and more importantly our differences, which is a beautiful thing to witness. So let us continue in this venture together as we look forward to what the next 50 years have to offer!

Speaking of 50 years, I cannot highlight Aubergine without mentioning our 50th Anniversary Farm-to-Table Dinner that took place during our anniversary month, October 2024. WOW, was that

a night to remember! It was one of the most memorable nights at Aubergine, filled with founding members of our Co-op, local producers/farmers, Owners, and a seven-course dinner honoring the local food you see in our stores each and every week. A special thanks to our very own Chef Mike Tomaloff for making this event come to life—your dedication to honoring not only our Co-op but our local producers and farmers was spectacular. Additionally, thank you to the Customer Experience team (mentioned above) and Steffry Langham for seamlessly facilitating a packed house for this special occasion!

For me, a retrospective not only looks back at what was accomplished but also looks to the future of a beautiful horizon of the endless possibilities yet to happen. And that is what Aubergine ultimately is: a kaleidoscope of possibilities for the community we serve. The beauty of a kaleidoscope is that it is an instrument, or in our case, a space, that reflects the colorful patterns present, coming together to produce a unique work of art through each and every turn of the space through all the different events that take place. You, the community, determine the next beautiful gathering that Aubergine reflects, and we are excited to see what the space holds in year two! Cheers, everyone, to this first year of building, gathering, celebrating, and exploring together!

If you are interested in taking a cooking or wellness class at Aubergine, please visit: <https://willystreet.coop/aubergine-events>

If you're interested in renting Aubergine, please visit: <https://www.willystreet.coop/community-spaces>



Aubergine
A Willy Street Co-op Community Space



Chef Mike preparing Farm-to-Table Dinner



Sharon's Cooking Class



Mourning Dove's Yoga Class



50th Anniversary Celebration



2024 Annual Meeting



Ribbon cutting at the Grand Opening

Nurturing Seeds Indoors

Tips on seed starting from our friends at Seed Savers Exchange



LIGHT

Placing seedling containers in front of a window is often sufficient. Rotate the containers to encourage even plant growth.



HEAT MATS are essential for seeds that get a boost from bottom heat such as peppers, melons, and tomatoes. Bottom heat helps establish the plants roots.



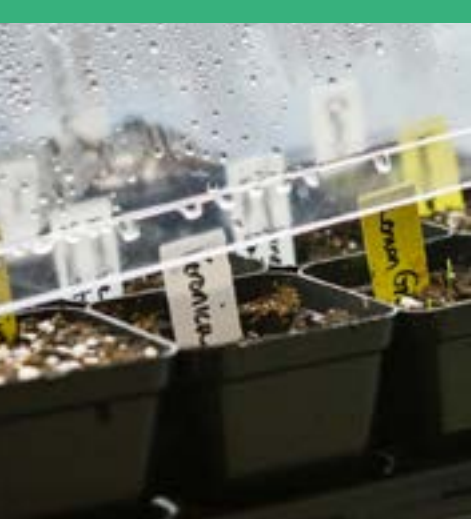
SUPPLEMENTAL LIGHT SOURCE

If natural light isn't adequate, use an additional light source, like a grow light. The light needs to be close enough to the container so that the seedlings don't get spindly, but adjustable, to accommodate the height of the growing plants.



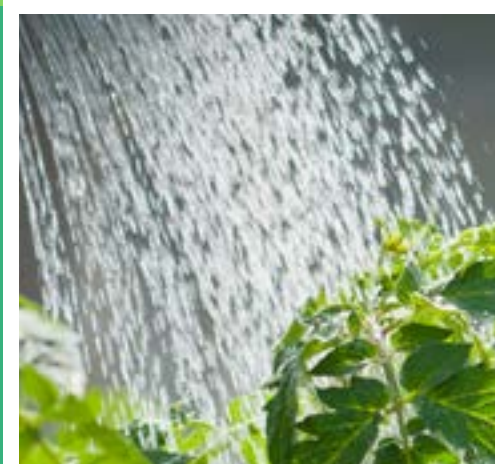
HUMIDITY

You can cover watered plants with plastic domes to retain humidity. Some people tuck containers in zippered plastic bags. Remove the covering as soon as seeds have germinated (when you see green poking up through the soil) to allow for good air flow.



TEMPERATURE

Look at the back of the seed packet to see what temperature your seeds need. As a general guideline, the optimal temperature for germination is often 5–10 degrees warmer than the optimal temperature for growth (onions are one exception).



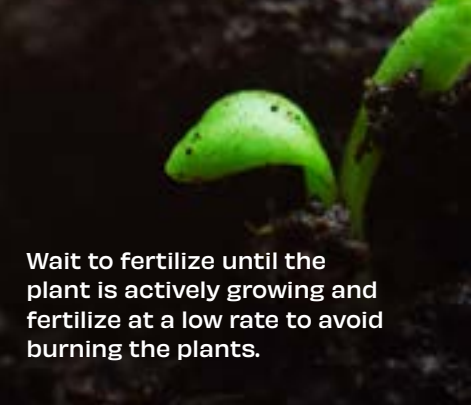
WATER

Overwatering is more detrimental than underwatering. Check the plants once a day, before noon and at the same time every day, and water as needed.



FERTILIZER

Fertilize only as needed (typically four to six weeks after sowing, if you're using a nutritive soil mix). If you are using compost and have sufficient soil in the pot, you don't have to fertilize as soon or as often as you would if you are using a peat pot. Peat-based potting mixes don't have as many nutrients.



Wait to fertilize until the plant is actively growing and fertilize at a low rate to avoid burning the plants.



LET'S MAKE CHEESE CURDS!

Location: Willy West Community Room
Tuesday, April 15, 6:00pm–8:30pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$45 for Owners; \$55 for non-owners
Capacity: 20
Join Linda Conroy to learn how to make cheese at home. To demonstrate we will make, press, and sample paneer cheese. Then we will make cheese curds for everyone to take home and enjoy. Recipes will be provided and everyone will take home cheese curds. Recipes include: milk. Demonstration and hands-on.



SPROUTS: COOKIE CLUB

Location: Willy West Community Room
Tuesday, March 11, 4:00pm–5:00pm
Location: Aubergine, 1226 Williamson St.
Thursday, March 20, 4:00pm–5:00pm
Ages: 5–8 years old; adult supervision not required
Your Co-op's Own: Mike Tomaloff
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 10
Join the Sprouts as we bake and decorate cookies! Coconut macaroons, classic peanut butter, and filled sandwich cookies fill your favorite cookie jar, but they're so good they won't be around for very long! Recipes include: milk, eggs, peanuts, and wheat. Hands-on.

SPROUTS: FRUIT TARTS

Location: Willy West Community Room
Tuesday, April 1, 4:00pm–5:00pm
Ages: 9–12 years old; adult supervision not required
Your Co-op's Own: Mike Tomaloff
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 10
Join Mr. T for a lesson on pastry! We will make and roll out tart dough and make little fruit tarts that are filled with fresh berries, jam, and whipped cream to take home. We'll make a big tart, too, and taste our handiwork together! Recipes include: milk, eggs, and wheat. Hands-on.

SPROUTS: NOODLES AND DUMPLINGS

Location: Aubergine, 1226 Williamson St.
Tuesday, April 8, 4:00pm–5:00pm
Ages: 5–11 years old; adult supervision not required
Location: Willy West Community Room
Tuesday, May 27, 4:00pm–5:00pm
Ages: 5–8 years old; adult supervision not required
Your Co-op's Own: Mike Tomaloff
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 10
Let's roll up our sleeves and roll out some noodles! We're going to make

buttery homestyle noodles from scratch, and then help Mr. T grate some cheese for the Co-op's (not so) secret recipe mac and cheese! Recipes include: milk, eggs, and wheat. Hands-on.

SPROUTS: COOKIE CLUB

Location: Willy West Community Room
Tuesday, April 29, 4:00pm–5:00pm
Ages: 5–8 years old; adult supervision not required
Your Co-op's Own: Mike Tomaloff
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 10
Snickerdoodles, peanut butter stuffed, and oatmeal cream sandwich cookies are new for Sprouts Cookie Club, so sign up for this one and maybe you'll find a new favorite! Recipes include: milk, eggs, and peanuts. Hands-on.



NUTRITION TIPS FOR REDUCING INFLAMMATION

Location: Zoom
Tuesday, March 11, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50
Learn how to manage and reduce inflammation through dietary choices. Join Katy Wallace, ND of Human Nature, LLC in a discussion of dietary tweaks that maximize health progress. Discover which foods help reduce pain and auto-immune behavior while clarifying skin, and supporting gut, brain, and hormone health.

TIPS FOR GUT DIVERSITY

Location: Zoom
Wednesday, April 9, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50
Scientists claim that bacterial diversity in the gut is important for health and longevity, so what practical things can you do to improve your gut diversity? Join Katy Wallace, ND, of Human Nature, LLC for a presentation on simple things that are shown in research to help improve the health and bacterial diversity of the digestive system.

NATURAL ALLERGY AND HISTAMINE RELIEF

Location: Zoom
Wednesday, May 7, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50
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.

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



SAFE(R) & SOUND SELF-CARE CIRCLE

Location: Aubergine, 1226 Williamson St.
Monday, March 24, 5:00pm–6:00pm
Ages: 18+
Instructor: Mourning Dove
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 8
Prioritize your self-care journey through self-love reflections, gentle movement, intentional rest, optional sharing, and community. We'll end with a sound bath using bowls, Koshi chimes, and ocean drum. Mask-required class. Mats, props, bolsters, masks, and seating options provided. Please include accessibility needs, accommodation requests, and preferences at registration.

SELF-CARE CIRCLE WITH GENTLE YOGA

Location: Aubergine, 1226 Williamson St.
Monday, March 24, 6:30pm–7:30pm
Ages: 18+
Instructor: Mourning Dove
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 8
Prioritize your self-care journey through self-love reflections, gentle movement, intentional rest, optional sharing, and community. We'll end with a sound bath using bowls, Koshi chimes, and ocean drum. Yoga mats, props, bolsters, seating options, and herbal tea provided. Please include accessibility needs, accommodation requests, and preferences at registration.

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson St.
Wednesday, April 16, 2:15pm–5:30pm
Location: Willy West Community Room
Tuesday, March 18, 1:30pm–4:45pm
Location: Zoom
Wednesday, March 5, 2:15pm–5:30pm
Tuesday, April 29, 1:30pm–4:45pm
Fee: \$55 for Owners; \$90 for non-owners
An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email info@humannaturellc.com or call 608-301-9961.

MINDFUL MOMENT: GUIDED GROUP MEDITATION

Location: Aubergine, 1226 Williamson St.
Tuesday, March 25, 5:00pm–6:20pm
Tuesday, April 29, 5:00pm–6:20pm
Tuesday, May 27, 5:00pm–6:20pm
Ages: 14+
Instructor: Sean Phillips
Fee: \$15 for Owners; \$25 for non-owners
Capacity: 20

Welcome to Mindful Moment, a guided group meditation class for both beginners and experienced participants. Sessions start with a brief introduction, followed by guided meditation, and conclude with discussion, and Q&A. Stay for refreshments and a meet and greet. Mindful Moment aims to help individuals realize inner peace and enjoy its benefits, such as enhanced clarity, focus, reduced stress, and better mental and physical well-being.



IT'S A MARDI PARTY!

Location: Aubergine, 1226 Williamson St.
Tuesday, March 4, 6:00pm–8:00pm
Ages: 10+; adult supervision required
Instructor: Steffry Langham
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 20
Join Steffry Langham to celebrate New Orleans-style with food, Hurricane Mocktails, and some of her favorite Louisiana party tunes. This get-together will celebrate Fat Tuesday along with the city of New Orleans. Sorry, there won't be a parade but you can choose 2 of 3 entrees including Steffry's own Gumbo, Vegan Red Beans, and/or Vegan Gumbo Z'Herbes. There will be King Cake and her famous Vegan Brownies for dessert.

WINTER WARMERS: VEGETARIAN SOUPS AND STEWS

Location: Aubergine, 1226 Williamson St.
Wednesday, March 5, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
Keep Old Man Winter at bay with comfort foods! In this class we will prepare minestrone with pasta, a rich mushroom stew, hearty lentil and vegetable soup, and an impromptu dish that will utilize whatever Chef Mike has on hand. Join us for class and we'll see what he comes up with! Recipes contain: milk, eggs, and wheat. Vegetarian. Demonstration with limited hands-on opportunities.

ANY DAY WISCO FISH FRY

Location: Aubergine, 1226 Williamson St.
Tuesday, March 18, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
You don't have to wait for Friday to have that Friday Fish Fry! This Wisconsin staple is awesome any day of the week. We'll deep fry some beer battered fish, whip up some tartar sauce, shred cabbage for classic coleslaw, and of course make some tasty fries. Recipes contain: milk, eggs, fish, and wheat. Demonstration with limited hands-on opportunities.

A TURKISH MEAL

Location: Aubergine, 1226 Williamson St.
Tuesday, March 11, 7, 6:00pm–8:00pm
Location: Willy West Community Room
Wednesday, March 26, 6:00pm–8:00pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$40 for Owners; \$50 for non-owners

Capacity: 12
Experience Turkey from your seat at Willy Street Co-op! You will help prepare a meal Sharon ate in Trabzon, the Black Sea Region, Turkey. We'll start with Ottoman salad and kofte meatballs, and then we will then prepare kunefe, a Turkish pastry dessert made with phyllo strands, sweet cheese, butter, and rose-flavored simple syrup. Plus you'll take home kofte spices from Istanbul to use at home! Recipes include: milk, tree nuts, and wheat. Demonstration with hands-on opportunities

COOKING WITH CHEF PAUL: SPRING ROLLS

Location: Lakeview Library
Thursday, March 13, 6:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: Free; registration required
Capacity: 12
Join Chef Paul to learn the envelope-forming technique to make fresh spring rolls—a perfect way to enjoy the produce of the spring season! Register at <https://www.madisonpubliclibrary.org/events>. Registration will open two weeks prior to the program date on February 27.

COOKING WITH CHEF PAUL: TAIWANESE TRIBUTE MEATBALL SOUP

Location: Willy West Community Room
Thursday, March 20, 6:00pm–8:00pm
Location: Aubergine, 1226 Williamson St.
Thursday, March 27, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
Join Chef Paul to learn about this classic Taiwanese soup made with a couple of simple ingredients, pork, pork fat, eggs, and seasonings. But the labor and ingredients involved in the early 19th century was a different story than today. In this good old-time cooking class, we will appreciate the convenience of cooking wares and easy access ingredients. Recipes contain: egg and sesame. Demonstration.

CULTURE AND CUISINE OF LOUISIANA: CRAWFISH

Location: Willy West Community Room
Thursday, April 10, 6:00pm–8:00pm
Ages: 13+; adult supervision required
Instructor: Steffry Langham
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 12
We will explore the history, culture, and foods that made Louisiana a true melting pot. We will go by ingredients and/or culture, sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Crawfish Bread, Crawfish Etouffee, and Crawfish Monica. Everyone will make a packet of Etouffee seasoning to take home as well! Laissez les bon temps rouler. Recipes include: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: SALT-FREE COOKING

Location: Lakeview Library
Thursday, April 10, 6:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: Free; registration required
Capacity: 12
Join Chef Paul to discover different flavor profiles by utilizing herbs, spices, and fresh vegetables in salt-free recipes. Register at <https://www.madisonpub->

[liclibrary.org/events](https://www.willystreet.coop/events). Registration will open two weeks prior to the program date on March 27.

SPRING LUNCHEON

Location: Willy West Community Room
Wednesday, April 16, 6:00pm–8:00pm
Location: Aubergine, 1226 Williamson St.
Wednesday, May 7, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
Join Chef Mike to create a spring lunch menu including a bright and refreshing endive salad with citrus fruits and spring onions, crispy zucchini fritters with chutney, a cheesecake dessert made with the sous vide method, and a sparkly fruit shrub mocktail (that would make a great cocktail, too!). Recipes contain: wheat, milk, and eggs. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: CONGEE AND PORRIDGE

Location: Aubergine, 1226 Williamson St.
Thursday, April 17, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
Are there any differences between these two? Join Chef Paul to learn how to make several different congees and porridges, including vegan and non-vegetarian recipes, multiple grains, and simple ones. Demonstration.

COOKING WITH CHEF PAUL: PURLOO AND RISOTTO

Location: Willy West Community Room
Thursday, April 24, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
Purloo is a Southern flavor and one-pot rice dish using Carolina Gold rice, and it's different than Italian risotto which uses Arborio rice. The cooking methods and techniques are similar to rice pilaf. Join Chef Paul to learn how to cook these two culturally significant dishes. Recipes include: shellfish. Demonstration.

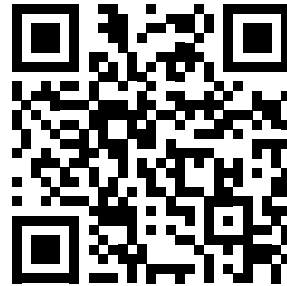
ELEMENTS OF GUMBO: CREOLES AND TOMATOES

Location: Willy West Community Room
Thursday, May 8, 6:00pm–8:00pm
Ages: 13+; adult supervision required
Instructor: Steffry Langham
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 12
We will explore the history, culture, and foods that made Louisiana a true melting pot. We will go by ingredients and/or culture, sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Creole Sauce, Creole Scallops, and Tomato Pie. Everyone will make a packet of Creole seasoning to take home as well! Laissez les bon temps rouler. Recipes include: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.



Scan the QR code to register for classes and check out our refund policy

or go to www.willystreet.coop/events



Meet Steffry Langham— A Willy Street Co-op's Cooking Instructor

Steffry is a home chef who has always loved to cook and try new things for her family to enjoy. Steffry grew up watching her mom make many out-of-the-ordinary dishes from Northern Wisconsin, and host a huge Mardi Gras Party with all the food, music, and even costumes. Steffry instantly fell in love with everything New Orleans and after her first visit as a birthday gift to herself in July 2016, (yes, it was very hot!) she was hooked.

During the global pandemic, getting tired of figuring out what to eat all the time she decided to cook the food she loves the most—Cajun and Creole. After reading MANY cookbooks and books to learn the flavors and techniques of Louisiana cooking and applying what she already knew from visiting, she is happy to share her love of the food and culture. She hopes the love she found as a little girl for the Pelican State and her experiences while visiting will bring y'all the same joy. Laissez les bons temps rouler, mes chéris!

See Steffry's current class offerings on pages 8 and 9 or at www.willystreet.coop/events/





MARIEKE PENTERMAN: WISCONSIN'S NEWEST WOMAN MASTER CHEESEMAKER

By: Micky Ellenbecker, Purchasing Assistant

Wisconsin is the only state that offers a Master Cheesemaker Program and describes itself as getting a Ph.D. in cheese. First, potential candidates must be professionally licensed cheesemakers for at least 10 years before they can even apply. Once they are in the program, it requires a three-year apprenticeship of rigorous training, testing, submitting of samples, and ultimately a final written exam. There are currently fewer than 100 active Master Cheesemakers in the state.

With that in mind, and with March being Women's History Month, we'd like to take this opportunity to

celebrate Marieke Penterman, who is making a mark on women's history herself. Marieke is the founder and owner of Marieke® Gouda and was recently awarded the title of Certified Master Cheesemaker, which only a handful of Wisconsin women have earned. To put this into perspective, there are roughly 1,200 licensed cheesemakers in Wisconsin, only 60 of which are women and fewer than 10 of those women have reached Master Cheesemaker status. (What is also notable is that Marieke has two additional licensed cheesemakers on her team, and you guessed it, both are women as well!)

Marieke's story starts in the Netherlands, where she was born and raised on a 60-cow dairy farm. The Netherlands is a very small country, roughly one quarter the size of Wisconsin with more than three times the population, which makes finding land and starting a farm there very challenging. So she and her husband Rolf felt they needed to

look for land elsewhere to pursue their dreams of starting their own dairy farm. This ultimately brought them to the Land of Dairy in 2002, specifically the city of Thorp. She's been quoted as saying, "If you love cows, where else can you go? Wisconsin." She's not wrong.

After arriving in Wisconsin, Marieke was finding many delicious Wisconsin-made cheeses, but Gouda wasn't one of them.

This sparked Marieke's journey to start making Dutch-style Gouda with their own farm fresh milk; the only problem was that she didn't actually know how to make cheese. In October of 2006 she went to school here in Wisconsin to get licensed as a cheesemaker, but then she needed to go back to the Netherlands, where Gouda originated, to learn how to make the types of Gouda she so dearly missed.

Her efforts and skills at recreating Dutch-style Gouda were quickly recognized. She made her first wheel of Gouda in November 2006 and only four months later she won her first award, a gold for her Foenogreek Gouda at the US Champion Cheese Contest! In the 18 years she's been making cheese, she's earned a whopping 273 awards,

one of which actually helped her get her green card! She was named the US Cheese Grand Champion in 2013 for her 6-9 month Mature Gouda, which basically means that her cheese was voted THE BEST of all cheeses in the US that year, and her immigration lawyer saw it as an opportunity to gain citizenship via the extraordinary ability route. She is likely the first cheesemaker to get her green card for her tremendous skill. Her other notable accolades include being the first woman to win a cheese competition at the Wisconsin State Fair in 2011, and also becoming

the first woman to win the Wisconsin Outstanding Young Farmer Award in 2015! Prior to 2015, many women had won the award in conjunction with their husbands, but Marieke was the first solo woman to win.

So what makes Marieke® Gouda stand out from the rest? As I mentioned, Marieke's Dutch heritage and training bring a unique skillset to the process, which also includes imported cultures, herbs and spices, as well as some equipment from the Netherlands to maintain their traditional techniques. Marieke and Rolf also produce all their own milk on their farmstead creamery, which creates an unmatched freshness. Their milk goes directly into a pipeline to their cheese vats, resulting in a turnaround of five hours from the cow to becoming a wheel of cheese. They also pride themselves on having happy cows and have coined their barn as the "cow spa," which includes sand beds, automatic brushes for back scratches, the ability to free roam in the barn, sprinklers during the hotter months, and their own personalized "fitbit" to track their overall health and exercise needs. They believe happy, healthy cows will produce consistent full-flavored raw milk and, in turn, consistent full-flavored, raw-milk cheese, and so they make their cows their top priority.

But, wait! There's more! If you're feeling adventurous, you can visit Marieke's farm. From June through



August, they offer guided tours twice per day, six days a week. You'll get to visit their milking parlor and cow spa barn, cuddle their calves, and observe the cheesemaking through a viewing window. Then you can follow it up with a Gouda-infused meal at their on-site restaurant, Cafe Dutchess, and/or a visit to their on-farm gift shop where you'll find all 273 awards on display.

You can find the following Marieke® Gouda varieties at all three of our locations: 2-4 mo. Young Gouda, 6-9 mo. Mature Gouda, Foenogreek Gouda, and Smoked Gouda. East carries an additional four varieties and West an additional 10. Also keep your eyes peeled for Marieke Cheese samplings scheduled for this month! They'll be East on Friday, March 14 from 10am-1pm; North on Friday, March 14th from 2-5pm; and West on Saturday, March 15 from 10am-1pm.

Marieke® Gouda is local and Inclusive Trade.



For more information about our local products visit willystreet.coop/local.

For more information about our Inclusive Trade program visit willystreet.coop/inclusive-trade.



Photo Courtesy of Dairy Farmers of Wisconsin























Photo Courtesy of Dairy Farmers of Wisconsin



Photo Courtesy of Marieke® Gouda

Co-op basics

Co-op Basics are quality, staple products at everyday low prices for everyone!

	Field Day Wild Caught Cod Fish Sticks 8 oz \$5.99		Field Day Organic Tomato Ketchup 20 oz \$3.49		Field Day Sandwich Creme Cookies 10.5 oz \$3.99		Field Day Organic Applesauce 24 oz \$3.49
	Field Day Peanut Butter Filled Pretzels 16 oz \$4.69		Field Day Organic Shredded Hash Browns 23 oz \$4.99		Field Day Organic Pasta Sauce 24 oz \$3.99		Field Day Organic Sweet Corn 15 oz \$1.99
	Field Day Organic Canned Beans 15 oz - Select Varieties \$1.49		Field Day Organic Cane Sugar 24 oz \$3.99		Field Day Organic Tortilla Chips 9 oz \$2.99		Field Day Organic Diced Tomatoes 28 oz \$2.99
	Field Day Organic Toasted Wheat Square Crackers 7 oz \$3.99		Field Day Liquid Dish Detergent 25 fl oz \$3.99		Field Day Organic Whole Grain Raisin Bran Cereal 14 oz \$3.99		Field Day Organic Peanut Butter 18 oz \$4.99
	Field Day Multi Grain Snack Bars 7.8 oz \$3.49		Field Day Organic Macaroni & Cheese 6 oz \$1.99		Field Day Chunk White Albacore Tuna 5 oz \$2.99		Field Day Organic Pasta 16 oz \$1.99



Enter to win \$250 worth of Co-op Basics products!

Watch for the Co-op Basics display in stores March 5-18 to enter.

One entry per person. No purchase necessary. Winner will be selected and contacted by March 20.

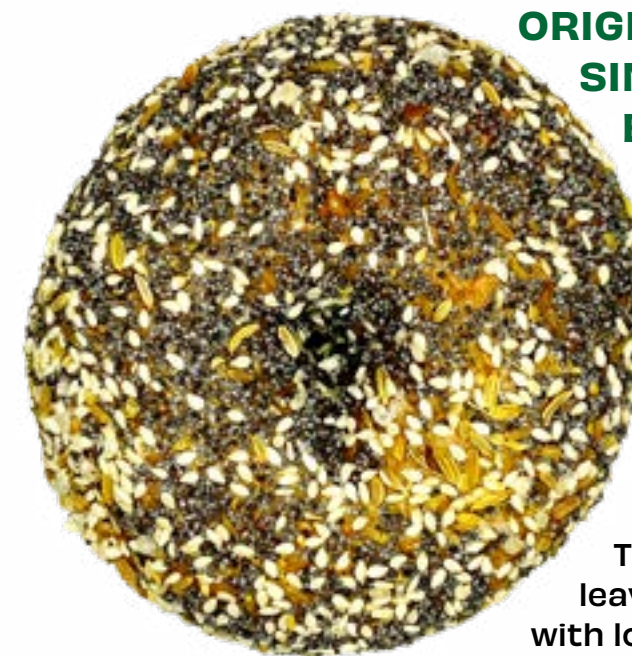
March 2025



BY: MELISSA REISS,
PURCHASING
ASSISTANT



ORIGIN BREAD
SINGLE-SERVE
BAGELS



ONE LOVE BREAD

One Love Bread comes to us from northern Wisconsin. Their sourdough breads are all made with organic flour, water, and salt, and no yeast has been added. Several of their breads are double fermented. The double fermentation of the sourdough helps improve the structure, flavor and digestibility of the bread. My favorite is their Roasted Garlic Herb Sourdough! Learn more at: onelovebread.com/our-breads



FAR BRETON BAKERY

If you have not had the pleasure of trying any of the Far Breton Bakery pastries, you are in for a real treat! We just started carrying some of their fresh bakery and they are mouthwateringly delicious. Available only at our East location, we carry their Galettes, Spiced Sugar Buns, and Kouign Amann. Learn more at: farbretonbakery.com.

BILOXI SHRIMP CO.

Founded in 2020, Biloxi Shrimp Co. started as an e-commerce delivery company. Today they process roughly 13% of all of the wild-caught shrimp in the U.S. We are now offering their wild-caught shrimp from the Gulf of Mexico! Learn more at: biloxishrimpco.com/our-story.



TSAR NICOULAI
CAVIAR

Tsar Nicoulai caviar is produced in California and shipped fresh to us. The company takes their environmental and sustainability practices very seriously, and I think it shows up in the quality of their products. Tsar Nicoulai is the only Ecocert-certified sturgeon farm in the United States and the only U.S. sturgeon farm with an on-site smokehouse and hatchery. Learn more at: tsarnicoulai.com/our-roots.

SARTORI CHEESE
SPREADS

Local powerhouse Sartori Cheese is now making cheese spreads and dips in two flavors: Garlic & Herb and Merlot. They are made with their award-winning BellaVitano cheese. We carry them at all of our stores and you can decide how you should best use them, but Sartori suggests putting it on a sandwich, flatbread, veggies, chips, or your favorite cracker! Learn more at: sartoricheese.com/our-cheese/spreads-dips/spreads-dips.



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Stonyfield
Organic Yogurt
32 oz • Save \$1.00
\$3.99



Nature's Path
Organic Cereal
10-14 oz • Save \$2.00-\$2.20
\$3.79



Fishwife
Albacore Tuna
3.2 oz • Save \$2.00
\$5.99

Bob's Red Mill
Gluten-Free Muesli
16 oz • Save \$1.80
\$5.49



Amy's
Burritos
Select Varieties
5.5-6 oz • Save \$1.00
\$3.29

Amy's
Organic Soup
Select Varieties
12.4-14.7 oz • Save \$1.00
\$3.99



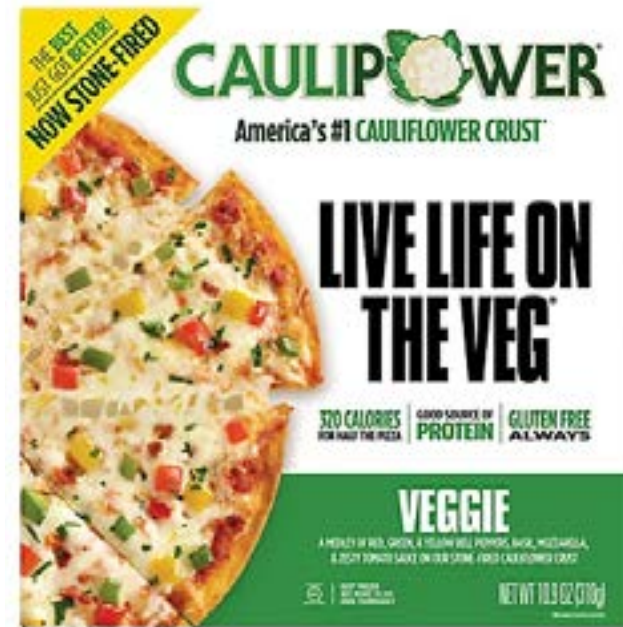
Blake's All Natural
Chicken Pot Pie
8 oz • Save \$1.80
\$4.99

Tasty Bite
Indian Entrees
Select Varieties
10 oz • Save \$1.29
\$3.00



Caulipower
Cauliflower Crust Pizza
10.9 • Save \$2.50
\$6.99

Pacific Foods
Organic Original Almond Milk
32 fl oz • Save \$1.29
\$3.00



Clif Bar
Organic Peanut Butter Nut Butter Filled Energy Bar
1.76 oz • Save \$1.58 on 2
2 for \$4



Perfect Bar
Organic Bars
1.94-2.5 oz • Save \$1.98 on 2
2 for \$5



Mike's Mighty Good
Ramen Cups
1.6-1.9 oz • Save \$1.58 on 2
2 for \$4



Tasty Bite
Organic Rice
8.8 oz • Save \$1.98 on 2
2 for \$5



Wild Planet
Wild Sardines
4.375 oz • Save \$1.98 on 2
2 for \$4



Woodstock
Petite Brussels Sprouts
10 oz • Save \$1.58 on 2
2 for \$4



Rishi
Organic Tea Sachets
15 ct • Save \$1.80
\$6.99 **L**



Newman's Own
Newman-O's
13 oz • Save \$1.50
\$4.99



Better Life
Unscented All Purpose Cleaner
32 fl oz • Save \$1.00
\$5.79



Wildbrine
Kimchi
18 oz • Save \$2.00
\$6.49



Humble
Deodorant
2.5 oz • Save \$3.60
\$7.39



Imagine
Organic Broth
32 fl oz • Save \$1.19
\$3.50

San-J
Tamari Soy Sauce
10 fl oz • Save \$1.20
\$2.79

Evolution Fresh
Organic Orange Juice
59 fl oz • Save \$1.00
\$8.99

Lakewood
Organic Pure Aloe Juice
32 fl oz • Save \$2.30
\$6.99

Ancient Nutrition
Bone Broth Protein
15.7-17.8 oz • Save \$8.00
\$36.99

Natural Factors
Stress-Relax Tranquil Sleep Chewable
60 tab • Save \$14.00
\$18.99

Simple Mills
Chocolate Chip Cookies
5.5 oz • Save \$1.80
\$3.99

Que Pasa
Organic Tortilla Chips
11 oz • Save \$1.00
\$3.49



Muir Glen
Organic Salsa
16 oz • Save \$2.29
\$4.00



Bizzy
Organic Cold Brew Coffee
48 fl oz • Save \$1.30
\$5.99



Kirk's
Odor Neutralizing Hand Soap
12 fl oz • Save \$1.30
\$3.99 **i**



Kettle Brand
Potato Chips
5 oz • Save 99c
\$3.00



Mad Hippie
Cream Cleanser
4 fl oz • Save \$3.50
\$10.99 **i**





Go Macro
Organic Bars
1.8–2.5 oz • Save \$1.20
\$2.29 **i** **L**



TruRoots
Organic Sprouted Quinoa Blend
11 oz • Save \$1.80
\$4.99



Made in Nature
Organic Dried Fruit
Select Varieties
3–7 oz • Save \$1.30–\$1.50
\$4.49

Heyday Canning Co.
Seasoned Beans
15 oz • Save \$1.49
\$3.50

Sahale Snacks
Snack Mixes
4 oz • Save \$1.00
\$4.99

Freshé
Seafood Meals
4.25 oz • Save \$1.50
\$3.99



Ithaca
Hummus
10 oz • Save \$1.50
\$3.99

Kevita
Probiotic Refresher Beverage
12 fl oz • Save 50¢
\$2.29



C2O
Coconut Water
33.8 fl oz • Save \$1.30
\$3.69



Lighten Up
for Spring



Ardor
Organic Sparkling Energy Water
12 fl oz • Save \$1.58 on 2
2 for \$5



Annie's Homegrown
Mac & Cheese
Select Varieties
6 oz • Save \$3.98 on 2
2 for \$3

Surf Sweets
Candy
2.75 oz • Save \$1.98 on 2
2 for \$5



Muir Glen
Organic Tomatoes
14.5 oz • Save \$2.98–\$3.58 on 2
2 for \$4

RISE Brewing Co.
Organic Coffee Drinks
7 oz • Save \$1.58 on 2
2 for \$5



Lotus Foods
Ramen
2.8 oz • Save \$1.98 on 2
2 for \$3



Cascadian Farm
Organic Fruit
28–32 oz • Save \$2–\$3
\$12.99



ECOS
Dish Soap
25 fl oz • Save 70¢
\$3.79 **i**



Pacific Foods
Organic Soup
32 fl oz • Save \$1.30
\$4.49



Enzymedica
Digest Gold
45 cap • Save \$13.00
\$19.99



Kerrygold
Irish Butter
8 oz • Save 50¢
\$4.49



MI-DEL
Ginger Snaps
10 oz • Save \$1.50
\$4.29

Bragg
Organic Raw Unfiltered Apple Cider Vinegar
16 fl oz • Save \$1.50
\$3.49

Nixie
Organic Sparkling Water
8 pk • Save \$1.49
\$4.50

Yogi
Organic Tea
16 ct • Save \$1.79
\$4.00

Forager Project
Organic Cashewmilk Yogurt
5.3 oz • Save 40¢
\$1.59

Natrol
Melatonin 3 mg Time Release
100 tab • Save \$2.80
\$6.99

ECOS
Hand Soap Refill
32 fl oz • Save \$3.20
\$5.79 **i**

Lesser Evil
Organic Popcorn
4.6 oz • Save 99¢
\$3.00

Equal Exchange
Organic Chocolate Bars
2.8 oz • Save \$1.30
\$3.99 **i**

OM
Organic Morning Blend Mushroom Powder
8.47 oz • Save \$12.00
\$26.99

One With Nature
Bar Soap
7 oz • Save \$1.29
\$3.50

Follow Your Heart
Original Vegenaise
14 oz • Save \$1.30
\$4.99

The Grandpa Soap Co.
Buttermilk Nourishing Shampoo
8 fl oz • Save \$1.50
\$5.99 **i**

Women's HISTORY Month

inclusive trade

For Women's History Month, we're highlighting women-owned Inclusive Trade vendors.

i = Inclusive Trade L = Local



The Unscented Company
Hand Soaps, Shampoos, & Conditioner



Far Breton Bakery
Fresh Baked Goods



Cedar Teeth
Frozen Pizza



Madame Chu
Southeast Asian Condiments



Nessalla
Kombucha



Chip Magnet
Salsa



Doudlah Farms Organics
Organic Seeds & Beans



Olden Organics
Prepped Fruits & Veggies



Honestly Cranberry
Unsweetened Dried Cranberries



Bunky's
Dips & Soups

For our full list of women-owned Inclusive Trade vendors, visit:
www.willystreet.coop/inclusive-trade

2025 WILLY STREET CO-OP OWNER SURVEY

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

Fill out and turn in this survey by March 31 and you could win 1 of 10 \$100 Co-op gift cards!

Name: _____ Owner #: _____

Phone number: _____ Email address: _____

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

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

	Not Satisfied at All	Slightly Satisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
a. Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

The Co-op's mission and vision are:

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

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

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

	Not well at all	Slightly well	Somewhat Well	Very Well	Extremely Well
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

5. How well does Willy Street Co-op prioritize diversity, equity, and inclusion?

	Not well at all	Slightly well	Somewhat Well	Very Well	Extremely Well
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

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

Survey continues on next page



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oh yes, we used Papyrus in the aughts

OLD ADS & ILLUSTRATIONS

50

MARCH 22nd TUESDAY

mark this date on your calendar. At 7:00pm Willy St Coop's annual membership meeting will be held at Wil-Mar. There'll be board of directors elections, the annual report & a slide show & talk on Guatemala to follow

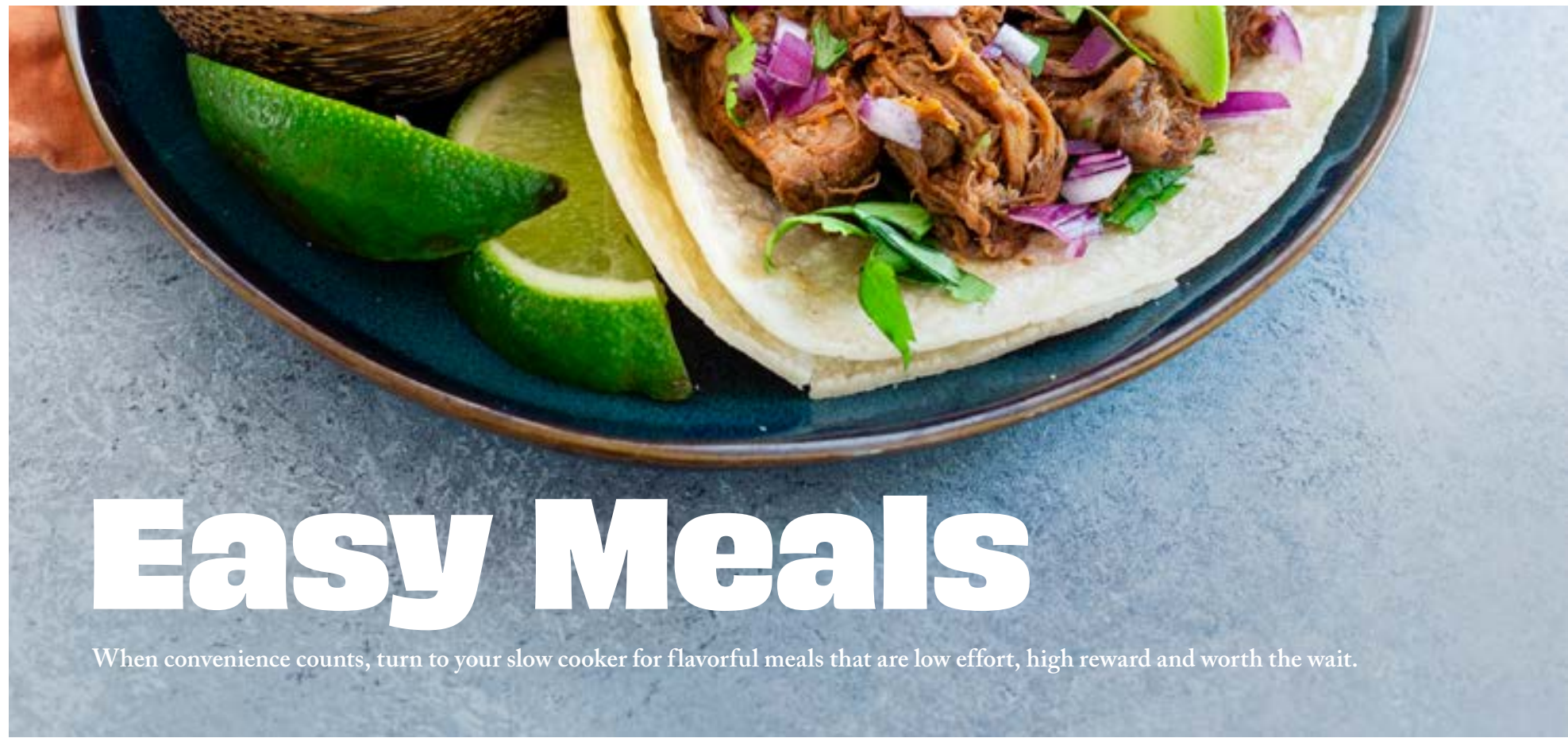
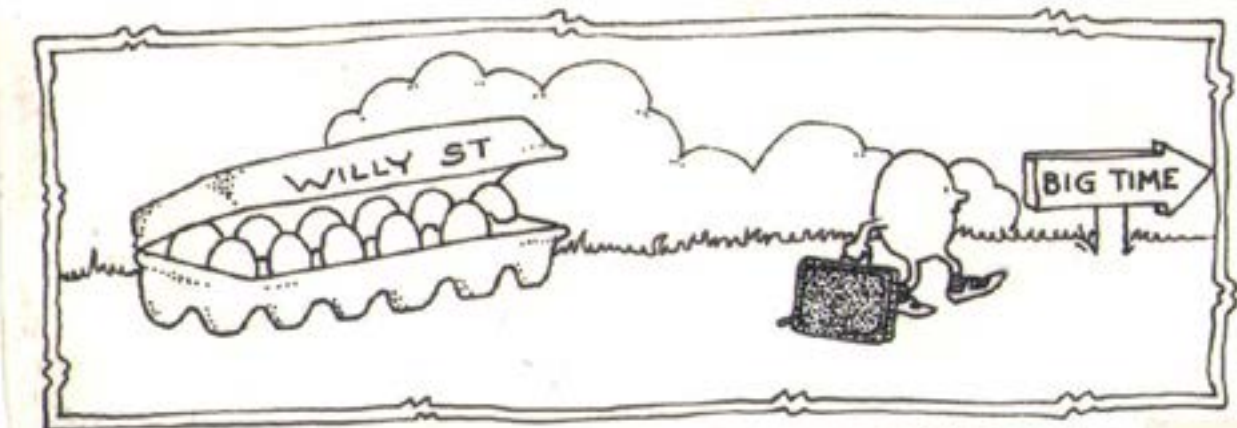
Willy St Coop
1202 WILLIAMSON 251-6776 OPEN DAILY 9-8

We interrupt our broadcast for this important message.... On Tuesday, March 22nd at 7:00 pm Willy St Coop will hold their Gala Annual Membership meeting as well as a special talk the ubiquitous annual report; And for dessert a special slide show on Guatemala....

Willy St Coop
1202 Williamson 251-6776 OPEN DAILY 9-8

Willy St Coop

Willy St Coop
celebrating International Women's Day March 8th
1202 WILLY ST • 251-6776 • HRS: M-W-F 9-8, T-TH 3-8



Easy Meals

When convenience counts, turn to your slow cooker for flavorful meals that are low effort, high reward and worth the wait.

Slow Cooker Orange Chipotle Beef Tacos

Serves 6. Prep time: 4 to 8 hours; 20 minutes active.

- 1 1/2 pounds beef chuck roast
2 tablespoons tomato paste
1 teaspoon chipotle powder
1 teaspoon ground cumin
1/2 teaspoon dried oregano
1/2 teaspoon salt
4 cloves garlic, peeled
2 large seedless oranges, quartered
12 taco shells or corn tortillas
3 cups shredded lettuce
3 medium tomatoes, chopped
1 1/2 cups shredded Monterey Jack cheese

- Place the beef in a slow cooker. Stir together the tomato paste, chipotle, cumin, oregano and salt in a small bowl, then rub the mixture over the beef. Place garlic cloves and oranges on top of the meat and cover the pot. Turn temperature to high and cook for 4 hours, or on low for 7 to 8 hours. When the meat shreds when pressed with a fork, turn off the cooker and take out the insert to cool. Use tongs to transfer the meat to a bowl to cool, and shred the beef.

- Place a strainer over a small pot and strain the liquids from the cooker into the pot. Squeeze the oranges over the strainer. Bring the juices to a boil and cook for about 10 minutes, until reduced to a syrupy consistency. Pour over the shredded beef and toss to coat. Taste for seasoning; add salt or more chipotle, if desired.
- Serve with taco shells or warm corn tortillas, lettuce, chopped tomato and shredded cheese. Pair these tacos with tortilla chips and homemade guacamole or your favorite salsa. The meat can also be folded into larger tortillas with leftover cooked rice to make tasty burritos.



Slow Cooker Chicken Cacciatore

Serves 6. Prep time: 8 hours; 1 hour active.

- 14 ounces diced canned tomatoes
1 large onion, chopped
1 medium green pepper, chopped
1 medium zucchini, sliced
2 ribs celery, chopped
3 cloves garlic, chopped
1 teaspoon dried basil
1 teaspoon dried oregano
1/2 teaspoon salt
1/2 cup dry red wine
1/2 cup chicken stock
4 ounces tomato paste
6 chicken legs, skinless
2 cups brown rice

- In a large slow cooker, combine the tomatoes, onion, green pepper, zucchini, celery, garlic, basil, oregano, salt, red wine, chicken stock and tomato paste. Stir to mix, then add the chicken legs and press down to cover them with the vegetable and spice mixture as much as possible. Set the cooker on low and cook for 7 hours.
- Start cooking the rice about 45 minutes before the chicken is finished cooking.
- When chicken cooking is completed, taste and add salt and pepper as needed. Serve a cup of cooked brown rice in a wide bowl or pasta plate, with a chicken leg and vegetable sauce.

Citrus-Chile Pork with Herb Sauce

Serves 6. Prep time: 6 hours, 30 minutes; 30 minutes active.

- 6 cloves garlic, sliced
2 large jalapeños, seeded
2 tablespoons extra virgin olive oil, divided
1 tablespoon ground cumin
1 tablespoon dried oregano
1 teaspoon salt
3 1/2 pounds pork butt or shoulder, bone-in
1 large orange, quartered
1 large lime, quartered
2 large scallions, chopped
1/2 cup fresh cilantro
3 cups cooked brown rice

- In a food processor or food chopper, mince the garlic and jalapeños; remove half to use later for the sauce. Add 1 tablespoon of the olive oil, cumin, oregano and salt and process to mix.
- Trim extra fat layer from the roast. Place the roast in a 4- to 6-quart slow cooker. Rub the olive oil mixture all over the roast — make sure the whole roast is covered. Place the orange and lime quarters on top of and around the roast, then cover tightly. Cook on low heat for 6 hours.

- When the pork is tender, transfer to a cutting board, reserving the juices and the citrus quarters for the sauce. Let stand for 5 minutes before cutting; keep warm while you make the sauce.
- To make the sauce, place the remaining tablespoon of olive oil in a small pot and place over medium-high heat. Add the reserved garlic and jalapeño mince and saute for about 1 minute. Squeeze the reserved orange and lime into the pot, using a strainer to catch any seeds. Pour in the reserved roast juices. Bring to a boil and cook for about 10 minutes to thicken slightly. Add the scallions and cilantro and simmer on low for 1 minute.
- Remove the bone, then slice the pork and serve it on a bed of rice, drizzled with the citrus sauce.





in Coffee umbrella. This winter, we saw Ray of Light, a light roast from Peru, made possible by the dedication of women coffee producers. In the past, we've seen Double Shift, a light roast Colombian. Look for the Women in Coffee series logo on the bulk bin cards when you're choosing your next brew!

Every purchase of Women in Coffee supports women at every stage of the supply chain—from farmers and buyers to quality managers and roasters—helping to build a more inclusive coffee industry. As Honduran coffee producer Joselinda Manueles puts it, it's done “with love, with passion, and with a lot of work.”

Look for the next Women in Coffee variety in the bulk bins soon, and raise your cup to women making a difference in coffee!

Learn more at: www.info.equalexchange.coop/articles/women-in-coffee

CELEBRATE INTERNATIONAL WOMEN'S DAY WITH WOMEN IN COFFEE

By: Melissa Reiss,
Purchasing Assistant

March 8 marks International Women's Day, a time to honor the achievements of women around the world. What better way to celebrate than by learning about Women in Coffee, an inspiring initiative by Equal Exchange that uplifts women throughout the coffee supply chain—from seed to cup.

In the traditionally male-dominated coffee farming industry, land ownership by women is rare. However, cooperatives like Café Orgánico Marcala (COMSA) in Honduras and Norandino in Peru are working to change that. By empowering women in leadership roles, initiating a sexual harassment policy and response protocols, and advocating for gender equity, they ensure women receive compensation equal to their male counterparts. COMSA member and organic coffee farm owner Miriam Elizabeth Perez Zelaya describes their mission as one of solidarity, sharing, and collaboration.

Equal Exchange will be featuring a few different roasts under their Women



Photo courtesy of Equal Exchange



Photo courtesy of Equal Exchange



Photo courtesy of Equal Exchange



Photo courtesy of Equal Exchange



Coffee Certifications



Certified Organic

The coffee is cultivated without the use of synthetic fertilizers, pesticides, or herbicides.



Fair Trade Certified (FT)

Produced in accordance with Fairtrade International's standards for social, environmental, and economic responsibility.



Direct Trade

Although not formally defined, this concept refers to a direct business relationship between a buyer and a farmer, aiming for a fair market price without intermediaries.



Rainforest Alliance (RFA)

Coffees certified under RFA are grown using environmentally friendly practices that minimize the impact on local ecosystems and help preserve rainforests.

Coffee Growing & Processing Terms



Shade Grown

Coffee grown under the natural canopy of trees, which reduces the need for synthetic pesticides. Most organic coffees fall into this category.



Single-Origin

Coffee beans sourced from a single crop, region, or country, offering distinct flavors unique to that location.



Natural Process

The whole coffee cherries are dried under the sun before further processing.



Semi-Washed Process

In this method, the outer skin and pulp are removed, but the mucilage remains. The mucilage is later washed off, and the beans are partially dried before undergoing further processing.



Water-Processed Decaf

A decaffeination method in which coffee beans are soaked in water and then filtered through carbon to remove caffeine without using chemicals.

Not Just a Custom Shop.



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- ◆ Studio Jewelers exhibits hand-crafted jewelry by an international roster of designers and makers; our in-house designers have pieces for sale here also, so you can see what their work is like.
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- ◆ Our staff estate jewelry specialists can evaluate and advise you on inherited jewelry pieces you may have questions about.
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BUILDING REAL FOOD SECURITY: A LOOK AT HEALTHY FOOD FOR ALL

By: Joe Mingle, founder of Healthy Food For All

When Healthy Food For All (HFFA) formed in 2015, our main mission was reducing food waste and sharing the surplus food we rescued with neighbors in need. During times of abundance and plenty, large volumes of surplus food routinely got tossed because no one knew what to do with it all. During the pandemic lockdown, HFFA was on the frontlines managing the massive amounts of surplus food generated by the closing of stores, restaurants, and catering operations.

During the Covid crisis, many weaknesses in the brittle and fraying industrial food system were on full display for all of us to experience. In the post-pandemic period, we're all still seeing the instability of the food system and increasing need for food support among struggling neighbors. As our understanding of current conditions change, HFFA's work is also evolving to meet the immediate needs of neighbors and ensure real long-term food security for all of us.

The end of emergency pandemic aid to food banks and pantries has created a real crisis. Lines keep getting longer and longer but the amount of food available is rapidly shrinking. Food and cash donations are down overall and especially concerning is the lack of resources to purchase fresh produce. Much of the food available through our community partners is limited to processed foods, canned goods, and day-old bakery.

As the climate crisis accelerates, we all know it will impact the cost and availability of all sorts of food. Mass deportation of migrant farm workers

is also sure to further disrupt production and drive up prices. The need, the changes, and the future are clear, so HFFA is stepping up its game to help expand local food sources and mobilize the entire community to create our new food future.

Since the pandemic, HFFA has assumed responsibility for two long-time food recovery projects that needed greater organizational support. We now lead the collection of surplus produce at the Dane County Farmers' Market which generates many thousands of pounds of fresh produce every season. We also now maintain a Retail Gleaners Network of volunteers who collect surplus from groceries and other retail outlets across Dane County.

FRIENDS OF THE FARMERS

More and more our work is focusing on helping local produce farmers expand and on rebuilding local food system infrastructure. We all know that real long-term food security requires a growing network of strong local farms and facilities to process and produce all the things we like to eat. In that spirit, we're trying to fashion ways for everybody in the community to help build the local food system.

We have strong ties with many local farmers who grow food specifically for distribution to low-income neighbors. We are proud to be longtime partners with Madison Area Food Pantry Gardens and the Geezer Gleaners, which both provide many, many tons of fresh produce every season. We also distribute many tons of produce as part of the Purpose Grown Project led by Crossroads Community Farm and Troy Farm. This year, we also began provid-

ing distribution services to Gorman Community Farm and Promega Farm.

Central to our plan for expanding local food production is building our new Friends of the Farmers organization. FOTF's mission is to help build up farmers' markets, help farmers to expand production and rebuild local food system infrastructure. While our roots are in surplus food recovery, changing conditions demand we broaden our mission. Expanding local food production is key to long-term food security, but it also helps increase food access for neighbors in need.

FOTF will provide support services to help local farmers' markets to increase foot traffic so that vendors' sales increase. We want to organize a network of market managers to share resources and ideas on how to help the markets grow. For example, we hope to organize joint promotional campaigns and even create a market managers' manual with information on local resources and organizations they might find helpful.

Our first step has been the creation of the Friends of the Eastside Farmers' Market which has been meeting since January. HFFA and FOTF see the Eastside Farmers' Market as a workshop or laboratory for developing new and innovative programming that can grow all the markets. Based on our model, increasing foot traffic and sales at farmers' markets directly results in more donated produce available for distribution. Here's how it works.

BUY ONE FOR A NEIGHBOR

One original, innovative project HFFA has developed is Buy One For A Neighbor (BOFAN). Originally piloted at the Northside Farmers' Market, you may have seen our BOFAN booth this past season at the Eastside, Northside, Monroe Street, or Capitol View markets. BOFAN asks market shoppers to buy an extra bag or bunch of something and immediately donate it to us on the

spot. At the end of each market, we immediately do a pop-up pantry in a low-income neighborhood and give it all away.

Shoppers love the project because they can buy something they like and share it with a neighbor. It's a real, immediate way to help, which makes people happy to do it. The farmers love it because it's a whole new stream of revenue we refer to as "sales for donation." Of course, the recipients really appreciate the fresh food and also the fact that individual shoppers cared enough to pick out and share these things with them.

Shoppers get to do some good, farmers sell more, and people get access to healthy food, so it's a triple-bonus situation from where we're sitting. The icing on the cake is it demonstrates our sincere commitment to helping local farmers prosper, and they are more inclined to donate any surplus produce they might have at the market's end for us to also share with others.

While BOFAN is one example of how we are helping farmers' thrive, expanding farm production is only one part of our mission. An increasingly critical challenge facing the community is rebuilding local food system infrastructure like storage and distribution facilities or shared processing and canning kitchens. By creating the means to process and preserve local produce at a much larger scale, farmers can expand beyond just market and CSA scale production and we'll all have a more secure food future.

HFFA is proud to call FEED Kitchens on Madison's northside our home. HFFA staff are integrally enmeshed in FEED's operations, which has given us insights and direct experience with local infrastructure needs. We're privileged to work closely with caterers, food cart operators, value-added product makers, and all sorts of food entrepreneurs. Existing infrastructure for local food businesses like FEED

Kitchens is mostly maxed out and building more is critical to relocating food production and long-term food security.

HELP BUILD OUR SHARED FOOD FUTURE

HFFA and FOTH have a vision of our shared food future that is both equitable and resilient. Everyone reading this knows the industrial food system is looking increasingly shaky and unreliable. We all also recognize that the accelerating climate crisis and other chaos in the world further threaten the existing food system. Prudence demands we look into the future, imagine where we want to be, and take immediate, concrete steps on that path.

As a famous poet once wrote, the future's uncertain and the end is always near. It seems like time is short and the crisis is already upon us. Individually, many of us feel mostly powerless to stop the big forces driving the craziness all around us. But we also know that together as a community, we have the vision, knowledge, and skills to rise to the occasion and take on big challenges.

We're pretty lucky compared to many places seeing as we have lots of fertile land and water resources. Also, we stand on the shoulders of giants who came before us and spent decades building the local natural foods scene. Willy Street Co-op itself, with roots all the way back to old hippie Mifflin Street, and other venerable mothership institutions like the Dane County Farmers' Market, give us a real head start on building this shared food future.

But most important of all, we have a community full of smart, compassionate, motivated neighbors who can make most anything happen once we set our minds to it. More than anything, we need you, friend, to show up, join in and give your time and talents. Wherever you live, whatever your skills or experience, HFFA and FOTF need your active involvement to make this possible future our shared reality.

There's an easy way to sign up to volunteer at hffadane.org or make a donation. We especially need folks who might be interested in helping out at area farmers' markets. For example, we hope to create a supervised kids' activity area at the Eastside market this season and could use a few teachers or parents who would like to help out.

We always need volunteers to staff Buy One For A Neighbor booths at various markets and collect produce donations. If you've got a strong back, we need help hauling and distributing nature's (sometimes overwhelming) bounty especially at the height of the growing season. If you've got a pickup truck or SUV, come help schlepp a mountain of sweet corn or the thousands and thousands of lovely tomatoes that all come ripe at once!

Radical acceptance of the hard realities before us is critical to staying happy and healthy. Find a real sense of meaning and purpose by standing together with your friends and neighbors to build a more secure future for all. There's no better way to feel joy in these troubled times than to serve others and the community and see the real concrete fruits of your labor.



HOW CAN YOU HELP?

HELP GLEAN SURPLUS:

Literally tons of perfectly useable food goes into the landfill or compost piles every year just because there aren't enough volunteers to help glean it all.

HELP DELIVER FOOD:

We use a variety of methods to distribute surplus food including direct deliveries and mobile pop-up pantries so we always need drivers to help.

EVENT ORGANIZING:

From large meetings with community partners to fancy dinners made from recovered food, we always need volunteers interested in helping organize events of all kinds.

STUDENT OUTREACH:

If you are connected with the UW, Madison College, Edgewood or area high schools, help us build collaborations with students, faculty, and staff.

SOCIAL MEDIA:

Already dabbling with podcasts and Instagram? We need help producing content for social media. We've got many stories to tell so help us do it!

TO FILL OUT A VOLUNTEER FORM AND TO LEARN MORE, GO TO: HFFADANE.ORG/GET-INVOLVED/

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