

The
Williamson
Street
Grocery
Cooperative



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

NEWSLETTER

VOLUME 51 • ISSUE 5 • MAY 2025

Fair Trade, Untangled

A LOOK BEHIND THE LABELS



Plus: Instructor Spotlight: Sean Phillips, Sun & Bug Guide, and Delicious Ideas to Celebrate Mom!
Special Hours: Monday, May 26 - Memorial Day - closing at 7pm.

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

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SARAH LARSON



TATIANA DENNIS



GIGI GODWIN



ANTHONY HERNANDEZ



ASHWINI RAO



ISABEL SPOONER-HARVEY



IKE ROSS



DEBRA SHAPIRO



DAN STREIT



The Board meets 8–10 times a year, meetings are held at the Central Office, 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.

May 10, 2025

June 25, 2025

July 23, 2025

Sept. 24, 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.

EIGHT COOPERATIVE PRINCIPLES





GROCERY DELIVERY

Dear Willy Street Coop Board: Like many in the Madison area, we want to greatly reduce or even eliminate our spending at Amazon/Whole Foods. But we have health issues—and others have transportation or time crunch or other issues—that make delivery a requirement. Willy Street offers limited delivery, but not enough to help most Madison area residents. You recently switched your delivery drivers to Door Dash. When making that decision, did you look at Instacart? If Willy Street were available on Instacart, we could get the majority of our food from you, even if you have to charge higher prices, or if Instacart adds a charge for long distance delivery. It would also increase accessibility in the SW area of Madison before you add a brick and mortar store in that region. (Is Instacart perfect? Nope, it's not. But neither is Door Dash.) Using Instacart would allow us to send way fewer of our hard-earned dollars to Bezos. That would be a big win. We are sending this to you today—the first day of the People's Union economic boycott. Please give this idea serious consideration. We hope it is one you can implement in the near future. Thank you

Thank you for reaching out regarding Instacart. When we made the decision to replace our old eCommerce program we reviewed a number of companies, including Instacart. We evaluated each potential company to determine if their platform would integrate with our register software, allow us to offer sale pricing on the website, integrate with our Owner database, and provide a delivery area that covered most or all Madison and Middleton zip codes. Unfortunately, during our review of Instacart we determined our platforms were not compatible and their website could not integrate with our Owner database. This meant offering any sale prices on the website would have been extremely difficult and time consuming. Additionally, purchases made on our website would not have been associated with Owner accounts. eGrowcery (in conjunction with DoorDash) was able to offer us both of these things as well as provide a delivery area that covers nearly all of Madison and Middleton. We understand we have Owners and shoppers who live outside the Madison/Middleton area who cannot receive delivery from DoorDash, which was certainly a disappointment when making this decision. We will continue to research options for providing more opportunities to serve customers, although—to be transparent—I do not anticipate being able to extend service to the southwest side of Madison or the Verona area in the immediate future. Thanks again for reaching out. - Jenny Skowronek, Willy North Store Director

FLOURLESS BROWNIE

I am a lifelong willy street shopper (my dad shopped with you religiously when I was a child) and am a bit perplexed that the past few months that I have visited multiple locations and searched the website there haven't been any flourless brownies. They have been my favorite brownie ever since I was a child and had the privilege to introduce numerous people to

that incredible dessert. I'm hoping you didn't stop producing it entirely and if so, is there anyway I could acquire at least the ingredients list to try to recreate them?

Thanks for writing in to us! The chocolate market has been a little crazy lately with chocolate prices soaring. Here is an article that we published in our Reader in July, which will explain more about it. www.willystreet.coop/reader/july-2024/record-chocolate-prices-reveal-vulnerable-supply-chain/. Unfortunately, the Fudgy Flourless Brownie was cut from the catalog because of this price increase. Not all of our chocolate items have been affected, it depends on the percent of chocolate utilized in the recipe, and what the end product's size is. That said, I do hope to be able to return to us making them in the future! Lastly, you asked for the ingredients, here is the recipe: www.willystreet.coop/recipe/fudgy-flourless-brownie/. Note that this is a production sized recipe, if you choose to make it, you may want to convert it to a more manageable size for at home. -Nicholas OConnor, Prepared Foods & Cheese Category Manager

KUDOS & PRODUCT REQUESTS

Thanks on the good job with hiring and training staff. Customer service is fantastic at this store. I have shopped at your store for 24 years, and the customer service has been getting better and better. I have a few comments on the offerings at your store, listed below.

- (1) Organic non-dairy Pesto: I would really appreciate it if you would carry a Pesto that is organic and has no dairy. Typically, Italian pesto from Tuscany does not have cheese. Parmesan is usually added later, and it is optional.
- (2) Unshelled nuts: Please carry unshelled nuts. It would be preferable if they were organic.
- (3) Difficulty of buying nondairy chips: I have stopped buying chips at your store because many have dairy, and it takes to much time to read all the ingredients. It would be great to have a nondairy section for chips.
- (4) Plastic packaging: I do not buy tangerines at your store because of the plastic netting. I do not buy basil at your store, even though I love basil, because of the plastic containers. I am considering not buying blueberries because the plastic sheets on some of the tops are not recycleable. It would be great to reduce plastic packaging. I would appreciate your passing on this message to your suppliers. Blueberries are relatively tough. I would be open to buying bulk blueberries, with a scooper. I bring my own containers. I think people would be open to buying them in paper bags.

Note that only 10% of plastic gets recycled. Much of it ends up in the ocean, such that there is more plastic in the ocean than fish. Microplastics are everywhere now, and many plastics bind to hormone receptors and cause cancer. Also, plastic consumption is propping up the fossil fuel industry, such that Oil companies are making more money now from plastics than from gasoline.

Thanks for taking the time to let us know what you're looking for! I worked with our Grocery & Produce Category Managers to answer your product requests:

Pesto: We have not been able to find an organic pesto without dairy ingredients available to us. We do have a shelf stable option that is unfortunately not organic, but is dairy-free, available at all our stores. That product is Seggiano's Basil Pesto in a 7oz container.

Unshelled Nuts: We typically carry nuts in the shells only during the winter holiday season because that's when we see the most customer interest in them! I will absolutely pass your request on—at this time, I

do not anticipate we'll see them on the shelves year round but with additional requests/interest that could certainly change.

Chip Section: I appreciate your suggestion for creating a specific section for them, however this is not a request we'll be able to fulfill at this time. As we've mentioned in the past, there are a lot of barriers to doing so. My recommendation is always to read packaging, especially if you have health concerns related to certain ingredients. We do carry many tortilla, potato, and veggie chip options that are non-dairy. If you find that it's difficult or time consuming to read ingredients in the store, would it be a possibility for you to do some online research in advance of your trip so that when you're in the aisles you know what you're looking for? Staff in the aisles are always happy to help as well—feel free to ask for suggestions or assistance in looking for options!

Plastic Packaging In Produce: I hear your concerns regarding plastic packaging. We do offer a lot of bulk produce that contains no plastic packaging; larger format packaging is most times only available with a plastic wrap—whether that's a plastic bag or plastic netting. As I mentioned before, we're subject to what's available on the market. Our Produce Category Manager offered these thoughts on the issue as well, which I hope you find helpful!:

We can't sell bulk blueberries because they are not offered in the industry! The plastic packaging in produce provides serves several purposes: It provides growers/packers an opportunity to sell smaller sized fruit and/or products that are maybe not as visually appealing as the higher grade. Bagged apples are often smaller and may have cosmetic blemishes not found in their bulk counterparts. It provides stability to products that are vulnerable to dehydration. Salads packaged in paper would not be edible by the time they were shipped from California to other parts of the county. It provides the industry a control factor to help ensure the crop is economically feasible to sell. This is why high input/labor crops such as berries are sold in packages rather than bulk.

We're so happy to hear you're having such a positive customer service experience in our stores, it's something we all take a lot of pride in. Thank you again for reaching out and sharing your thoughts! -Liz Muñoz, Director of Purchasing

PLASTIC FORKS

The plastic forks have broken one of the tongs off three times now when I'm eating a salad. When it breaks off its hard to find in the salad and i'm afraid that I or someone else will swallow it and choke to death.

Thank you so much for taking the time to fill out a Customer Comment and thank you for sharing your unfortunate experiences with the plastic forks. We hear you and are actively looking for a replacement for the current brand of plastic forks so this won't continue to happen to you or anyone else. Thank you for your compassion and concern. -Bob Smith, East Deli Manager

STONYFIELD FARM GREEK YOGURT

I saw you are carrying the Stonyfield Farm Greek, plain, organic, FULL fat yogurt! Hooray! Thank you! I'd asked a couple years ago, so it was a lovely surprise.

We are so happy to have surprised you with the yogurt you wanted!! Enjoy and have a beautiful day! -Amanda Ikens, Owner Resources Coordinator

EGGS

Just wanted to say THANK YOU for having a good selection of eggs at decent prices. Greatly appreciate it.

You are welcome! Have an awesome day! -Dean Kallas, Grocery Category Manager

Have a comment or request you would like to share?

We would love to hear from you!



www.willystreet.coop/contact-us



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 We'll use them to
 highlight some extra
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 and historical
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Savings Emailed!



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By: Anya Firszt,
General Manager

Hello dear Owners, Warmer weather is finally here. My garden is calling me in between the rain showers!

This month we have a few reasons to celebrate including May Day, Cinco de Mayo, Mother's Day, and Memorial Day. Here are some business highlights for the month ahead.

WELLNESS WEDNESDAY

Wellness Wednesday is on May 7th and this month we're offering Owners a 15% discount on your health and wellness purchases. Mother's Day is Sunday, May 11th. We have practical gift ideas or gifts to pamper your mother this Mother's Day. So, take advantage of the additional savings to show appreciation for your favorite momma (or yourself).

LOCAL PRODUCE

Many of us are worried how tariffs will impact the cost of food. To offset increases due to tariffs, we can each try to purchase items grown or produced locally. In the growing season, Willy Street Co-op sources a significant amount of the produce from local growers. This helps keep costs down and supports growers in our community

Our produce weekly update, "Word on the Beet," offers you what's on sale

in the Produce department, as well as what's new and what's done for the season. If you haven't yet subscribed to receive this weekly emailed update, you can do so here www.willystreet.coop/emails.

SPEAKING OF EMAIL

Did you know you can receive the *Reader* via email? Go to www.willystreet.coop/emails/ where you can sign up to receive the *Reader* online. And, while you're there, you might want to also sign up for Owner Deals and Co+op Deals.

MAY BOARD MEETING

The Board has scheduled their next meeting on May 10th in conjunction with the Board's half-day retreat. The Board meeting is from 12:15–1:00pm at Aubergine, 1226 Williamson Street.

BOARD ELECTIONS

It's not too soon to think about running for the Board of Directors. Stay tuned for information related to the upcoming election including Board candidate packets and deadline for applications.

IMPORTANT UPDATE FOR WILLY WEST SHOPPERS

On May 15th Willy West will open at noon to allow for the relocation and installation of the new transformer. This is the final phase in the installation of the solar panels at Willy West.

SPECIAL STORE HOURS

Monday, May 26, Memorial Day—closing at 7pm.

FISCAL YEAR-END FAST APPROACHING

We are half-way through the fourth quarter of the current fiscal year. We hope to wrap up a few planned projects before the fiscal year end, which comes at the end of June.

Until next month, warm regards,
Anya



PURSUING OUR ENDS POLICY

By: Sarah Larson,
Board President

Happy May!
We are nearing the end of our fiscal year (June 29, 2025) and in the throes of budgeting for the new year. With this comes reflection on the success of Willy Street Co-op—and one of the beautiful things about the cooperative business model is that success is more than profits.

We acknowledge that formally through the seven —now, eight!—foundational cooperative principles and codified ends, which is just a policy way to say “purpose” and a platform to explicitly state intentions.

This is your annual reminder of our ends policy:

Willy Street Co-op will be at the forefront of a cooperative and just society that:

- Has a robust local economy built around equitable relationships.
- Nourishes and enriches our community and environment.
- Has a culture of respect, generosity, and authenticity.

I wanted to share some ways this shows up, in particular in the last calendar year. One of many ways in which we contribute to “a robust local economy built around equitable relationships” includes supporting local vendors. In 2024 we added nine new local vendors, bringing the total number of local vendors we work with more than 400, offering over 4,000 local products. From those vendors, more than \$3 million dollars in produce sales alone were from local producers.

We “nourish and enrich our community and environment” by promoting access to local foods, food security, and collaboration among businesses in the community. Some ways that shows up is through our Eat Local Month celebration in September; collecting groceries for our food donation shelves; the Pantries of Plenty Community Fund Drive; and by offering 270 public and 52 private classes for free or at a fair price.

Some ways in which we “foster a culture of respect, generosity, and authenticity” include acknowledging and adding an eighth cooperative principle: diversity, equity, and inclusion; adopting and implementing an inclusive environment policy; accepting SNAP; providing and continually improving the staff onboarding process; and developing training and professional development opportunities.

Much of what we do as a Co-op touches many cooperative principles and our ends philosophy. But without setting the intention through policy and principles, we don't have a framework to reflect on success and impact.

Though we can always improve, we also want to acknowledge the meaningful contributions and strong intentions behind Willy Street Co-op's work.

You all contribute to this impact and to our pursuit of these ends. Thank you.

WORD on the BEET

willy street co-op

PRODUCE NEWS

Hear about what's new, what's done for the season, and what tastes best in our Produce department—sign up for our weekly Word on the Beet email!

Sign up at willystreet.coop/emails

Marquette-Atwood Neighborhood Art Walk

Sunday, May 4, 2025 11:00 A.M. to 5:00 P.M.

Art Walk

Find our Map at www.marquette-atwoodartwalk.com

Come enjoy a spring day!

Jewelry - Ceramics - Watercolor - Textiles - Graphic Art - Oil - Sculpture - Lino-Cut Prints - Candles - Pottery - Illustration - Photography - Ink - Acrylic - Paper Assemblage - Mixed Media - Mobiles - Painted Furniture - Fiber - Batik - Greeting Cards

60 Artists at 39 residential locations

willy street co-op

EQUITY DRIVE

Are you an Owner in the process of paying off your equity? During our May Equity Drive, if you make an equity payment, we'll waive the \$2 admin fee. Plus all paid-in-full Owners will be entered to win one of four \$25 gift cards to the Co-op!

You own it, go all in!



**INSTRUCTOR SPOTLIGHT:
SEAN PHILLIPS**

**By: Kristina Kuhaupt,
Customer Experience
Manager**

As spring starts to brightly settle in previously dormant spaces of the natural world, it gives us a great opportunity to do the same in our personal habits and practices. One way to consider bringing this positive energy into focus this time of the year is to try out meditation. Spending time to relax the mind to give space for contemplation can help aid in stress management, increasing creativity and self-awareness, as well as imagination. Plus, in my personal opinion, in a world that demands so much of our attention at a rapid rate, it allows us to intentionally slow down and refocus. Interestingly enough, May is National Meditation Month, which is a perfect time to highlight one of our newer wellness instructors, Sean Phillips, who founded Rounding Edges Meditation Coaching (roundingedges.com). Sean’s current offerings through us are virtual, which can provide a great opportunity to take time out of a busy week in the comfort of your own home without having to figure out all the many logistics to honor intentional self-care. So let’s jump in and learn more about Sean’s perspective in this area of study.

KK: What drew me to your story and business was the unique way you approached meditation by blending your science background with traditional meditation practices. Please share with our Owners your approach to meditation, especially for those who are new to the practice.

SP: My coaching-based approach aims to make meditation and its benefits accessible to everyone, offering personalized instruction tailored to meet you where you are and providing guidance and support along the way. As a former medical student and neurobiology graduate, my approach blends scientific expertise, personal experience, and a deep passion for teaching—helping people build a sustainable meditation practice that fits into their daily routine and eventually becomes a way of life rather than just another task to complete.

KK: How would you define meditation, and is it spiritual in your opinion?

SP: Great question! I define meditation as an umbrella term for techniques and practices that help us first realize and then return to a state of peaceful presence. The word “spiritual” comes from the Latin spirare, meaning “to breathe.” Over time, its meaning has expanded to include an inner life, personal beliefs, and non-religious approaches to deeper connection—with ourselves, others, or the world. Like breathing, meditation practices are universal and secular; however, the meaning one finds in them is entirely personal!

KK: What sparked you personally to pursue this field of study, and how have you seen it impact your life?

SP: I pursued the full-time study of meditation because the profound change it brought to my life was the most meaningful experience I had ever encountered—so much so that it gave me the clarity and courage to step away from medical school and onto a new path of exploration. Years later, that journey led me to provide meditation coaching for others. The difference between before and after was simply a vast increase in peace, happiness, love, and contentment in my experience of life.

KK: Based upon what you have seen with the clients you serve, what do you feel is the greatest benefit(s) to meditation?

SP: Wonder, openness, acceptance, gratitude, and a deeper sense of contentment with life as a whole.

KK: May is a whole month dedicated to meditation. For those who want to start this new practice, what would you recommend to someone that they can do each week to set this habit?

SP: Fantastic! Meditation is a broad field, and it can feel a little overwhelming at first. I’d suggest checking out RoundingEdges.com/blog, where you can explore free articles on what meditation is and why it matters, learn various practices, and watch curated videos on related topics. For personal practice, there’s a guided meditation available in the website’s meditation library. Alternatively, you can attend one of Rounding Edges’ biweekly virtual live classes. Hope to see you there!

I want to thank Sean for taking the time to share his expertise. If this has sparked your interest and you would like to try a virtual session through the Co-op, please visit our website to sign up. He has two classes in May and June to help jumpstart or continue your wellness journey: (tinyurl.com/4kxx66xr).



May is Meditation Month!

SIGN UP FOR ONE OF SEAN'S CLASSES AT WILLYSTREET.COOP/EVENTS

MINDFUL MOMENT: LIVE ONLINE CLASS

Location: Google Meet
Saturday, May 10, 10:00am–11:00am
Tuesday, May 27, 5:00pm–6:00pm
Saturday, June 14, 10:00am–11:00am
Tuesday, June 24, 5:00pm–6:00pm
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. 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.



Nurturing Little Green Thumbs

By Eve Adamson

When my two sisters and I were youngsters, my dad had a great idea. One warm May day, as the three of us stood in the grass of our big backyard watching and wondering what he was up to, he cut 15 six-foot lengths of molding left over from our recent basement remodel, stuck them into the warming dirt of our garden in three circles, and lashed the tops of each together with twine to make three “teepee” forms. Next, he tore open a packet of pole bean seeds and gave us each a small handful. He showed us how to plant them around each wooden stake, and then he watered the soil with the green garden hose, while we ran through the spray.

Every day, we went out to the backyard with my dad to check on our seeds. When the sprouts emerged, we cheered. He showed us how to pluck out the weeds and keep the soil moist. As the beans began to grow, in the impressively speedy way they tend to in the rich Iowa soil, something amazing happened. Without any prompting or guidance from us, vines sprouting leaves and bean pods began to wind around the wooden stakes until they reached the top. The leaves and tendrils grew thicker and denser, until one day, each of us could crawl inside our little green houses and be completely alone. I remember sitting in the cool dirt, quietly marveling at the way the vines filtered and freckled the bright July sun. It is one of my fondest childhood memories.

Sometimes I would pluck a tender raw bean and eat it. It tasted like spring to me—fresh and grassy. Or, I would collect them in a bowl and bring them into the kitchen, so my mother could make them for dinner. I didn’t even mind eating them too much—with a little butter. They tasted nothing like those mushy beans from the can we had to eat

in the winter, and those fresh beans prompted me to try the garden carrots, lettuces, and tomatoes, too.

There’s something about growing things that appeals to kids, and several casual studies suggest that when kids grow their own vegetables, they are more likely to eat vegetables. It was certainly true in my case. Decades later, my own son, who at 14 remains suspicious of most green things, finally became more open minded when his summer camp grew a vegetable garden.

If gardening is the way to get kids to eat more vegetables (not to mention spend more time with you), then why aren’t we all doing it? Even if you only have a small backyard plot, or room for a few containers on your deck or porch, you can get growing together.

Gardening with your kids gives them many gifts. They learn where food really comes from. They learn how to work together with others toward a common goal. They learn practical skills. They learn how fresh food tastes. They learn the feel and smell of wet dirt and mulch. And they learn that they have the power to take something as small and full of potential as a seed, and nurture it until it becomes everything it was meant to be. Just like you are doing with them.



Reprinted by permission from grocery.coop.

Fun gardening projects with kids

Tube garden

Start your seeds and recycle at the same time. Toilet paper tubes are easy for small hands to manipulate. Plant tomato, pepper, pea, or bean seeds in tubes filled with potting soil, in early spring. Prop them upright in a tray or flower pot. When the seeds sprout, pop the whole tube into the garden after the soil is warm.

Salad in a box

Any window box, bucket, basket, or other container with drainage at the bottom will do. Fill it with potting soil and plant a variety of lettuces and spinach scattered over the top. Press into place and water lightly. Keep the soil moist. When the greens sprout, trim off a few leaves each day to include in a salad. For kids who don’t like bitter tastes, butter lettuces are a good choice.

Mushroom garden

If your child has a daring palate, try growing mushrooms. Many companies sell mushroom growing kits that make it easy to spawn this fascinating fungus in a box at home.

Herb circles

A round container or a small circle dug out of your sod can become an herb circle. Plant basil, lavender, tarragon, thyme and edible nasturtium flowers in concentric circles. Your child can sample the different smells and tastes, and help you decide which herbs to add to which foods.

Flowers & fruit gardens

For some kids, fruit is an easier sell than vegetables. Try planting watermelons, cantaloupe, or honeydew melons, interspersed with native wildflowers, for a pretty and gastronomically satisfying garden experience.

Bean teepee

If you have the space, give your child a magical-seeming, ephemeral playhouse. You don’t have to use leftover molding like my dad did; any thin wooden pole or bamboo rod will work. For each teepee, put five or six poles, about 5 to 6 feet long, in the ground in a circle, approximately 3 feet in diameter. Prop or tie the tops together. Plant pole bean seeds around each stake. Water and mulch, then watch as each teepee leafs out, creating a private space just for small people.

Salsa, pizza, or spaghetti garden

Devote your garden plot to a food theme kids can relate to. For a salsa garden, plant tomatoes, tomatillos, bell peppers, jalapeño peppers, onions, and cilantro. For a pizza garden, plant Roma tomatoes, onions, garlic, basil, spinach, or whatever else you like on your pizza. For a spaghetti garden, try tomatoes, onions, garlic, oregano, and thyme.

Pumpkin garden

Two or three pumpkin plants will sprawl and spawn just what you need for Halloween crafts as well as pumpkin pie, pumpkin butter, pumpkin bread, and pumpkin puree you can add to applesauce, smoothies, or even chili. Marigolds nestled between the vine make a prettier plot.



HOME CREAMERY: FERMENTED MILK AND FRESH CHEESE

Location: Willy West Community Room
Tuesday, July 22, 6:00pm–8:30pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$50 for Owners; \$60 for non-owners
Capacity: 20
Join veteran home cheesemaker Linda Conroy for this fun and inspiring series! We will make and sample yogurt, kefir, cultured cream, and cultured butter. After transforming milk into these cultured products, we will learn to transform them into soft, spreadable cheese. Participants will leave with recipes and a culture to get them started at home. Recipes contain: milk. Hands-on.



WALK ON THE WILD SIDE: SPRING PLANT WALK

Location: Willy North and Warner Park
Thursday, May 15, 5:30pm–7:30pm
Ages: 5+; adult supervision required
Instructor: Linda Conroy
Fee: \$28 for Owners; \$38 for non-owners
Capacity: 25
Join veteran herbalist Linda Conroy for this fun and engaging plant walk. We will learn to identify wild plants of the season that can be used for food and medicine. You will leave with an appreciation for the abundance of wild food and medicine that grows around us! Dress appropriately for the weather and wear comfortable walking shoes. Meet in the outdoor Commons at Willy North.

STRESS LESS: BOTANICALS THAT SUPPORT THE NERVOUS SYSTEM

Location: Willy West Community Room
Tuesday, June 17, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$50 for Owners; \$60 for non-owners
Capacity: 20
Join Linda Conroy to learn to employ herbs that help support restful sleep, relaxation, and reduce stress and anxiety. We will explore the many herbs that impact the nervous system, herbs that act to help the endocrine system adapt to stress, and unique strategies for incorporating them into daily life. Everyone will make a tea blend, an extract, and infused oil to take home. Recipes will be provided. Demonstration with limited hands-on opportunities.



"I hope these Sprouts classes inspire kids not only to get cooking, but to think about where their food comes from and what's in it. Kids who start early in the kitchen will grow up to be empowered and self-reliant, and hopefully will be more conscientious in their decisions as adults."

–Mike Tomaloff, Class Instructor

SPROUTS: RAVIOLI

Location: Aubergine, 1226 Williamson St.
Thursday, May 1, 4:00pm–5:00pm
Ages: 5–11; adult supervision not required
Location: Willy West Community Room
Tuesday, May 13, 4:00pm–5:00pm
Ages: 9–12; adult supervision not required
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner
Capacity: 10
Everything tastes better when you make it yourself (well, hopefully!), so join Mr. T and the Sprouts to make some raviolis stuffed with four kinds of cheese, a batch of red sauce, and garlic bread, of course! Recipes include: milk, eggs, and wheat. Hands-on.

SPROUTS: PIZZA PARTY

Location: Aubergine, 1226 Williamson St.
Thursday, May 22, 4:00pm–5:00pm
Ages: 5–11 years old; adult supervision not required
Location: Willy West Community Room
Tuesday, June 3, 4:00pm–5:00pm
Ages: 5–11 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
We'll make the dough and the sauce, form our own personal pizzas, and dress them up with our favorite toppings. Then we'll make a pitcher of refreshing lemonade while they bake. Recipes include: milk, eggs, and wheat. Hands-on.

SPROUTS: NOODLES AND DUMPLINGS

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: FRUIT TARTS

Location: Aubergine, 1226 Williamson St.
Thursday, June 12, 4:00pm–5:00pm
Ages: 5–11 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.



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.

BONE HEALTH AND NUTRITION

Location: Zoom
Wednesday, June 4, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 40
Do you want to do more for bone health than take calcium and do weight-bearing exercises? Join Katy Wallace, ND, of Human Nature, LLC, in discussing three main areas that typically need attention in cases of bone loss: high-mineral diet, nutritional supplementation, and adequate monitoring and adaptation.

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.

RESISTANT STARCH BENEFITS

Location: Zoom
Wednesday, July 30, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50
Resistant starch has been in the news due to its benefits for the gut biome. It appears to be anti-inflammatory and feeds beneficial species correlated with cognitive and digestive health. Join Katy Wallace, ND of Human Nature, LLC for a discussion of the latest research and how to incorporate resistant starches into your diet.



SELF-CARE YOGA FOR CARETAKERS

Location: Aubergine, 1226 Williamson St.
Wednesday, May 14, 10:30am–11:45am
Ages: 18+
Instructor: Mourning Dove
Fee: \$20 for Owners; \$30 for non-owners
Capacity: 8
Designed especially for those who care for others. Inner reflection, gentle yoga with self-nurturing affirmations, kind community, and intentional rest. Yoga mats, props, bolsters, seating options, and herbal tea are provided. Please

bring a notebook or journal. Include accessibility needs, accommodation requests, and preferences at registration. Allow yourself to be the priority. You are worth it!

45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson St.
Wednesday, June 18, 2:15pm–5:30pm
Location: Willy West Community Room
Wednesday, May 14, 2:15pm–5:30pm
Virtual
Wednesday, May 21, 1:30pm–4:45pm
Tuesday, June 24, 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: LIVE ONLINE CLASS

Location: Google Meet
Tuesday, May 27, 5:00pm–6:00pm
Tuesday, June 24, 5:00pm–6:00pm
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. 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.



BAKING WITH CHEF PAUL: LINZER TORTE WITH RASPBERRY SAUCE & POACHED PEAR

Location: Willy West Community Room
Thursday, June 5, 6:00pm–8:00pm
Location: Aubergine, 1226 Williamson St.
Thursday, June 26, 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 for a class on this classic Austrian pastry. Linzer dough is rich and easy to make, and the jam filling can be any berry. Paul will show you how to make all of the components from scratch, and you will take home the knowledge of easy baking with confidence! Recipes include: wheat. Demonstration.



SPRING LUNCHEON

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.

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 explore 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.

SPRINGTIME TAPAS AND SMALL PLATES FOR ENTERTAINING

Location: Aubergine, 1226 Williamson St.
Wednesday, May 14, 6:00pm–8:00pm
Location: Willy West Community Room
Wednesday, May 21, 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
Marinated mushrooms and white bean salad, arugula pesto bruschetta, caramelized onion and olive tarts, and roasted cauliflower florets with spicy mayo are all on the menu and ready for your springtime gatherings! Recipes contain: wheat, eggs, nuts, and milk. Demonstration with limited hands-on opportunities.

VEGAN AND DELICIOUS!

Location: Willy West Community Room
Tuesday, May 20, 6:00pm–8:00pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 8
In this hands-on class, Sharon, the Serious Cook, will guide participants in preparing colorful veggie stacks using portabello mushrooms, butternut squash, and macadamia nut “cheese.” This recipe is a riff on one by Lauren Montelbano, author of Grounded. Also on the menu is one of the Serious

Cook’s favorite vegan and lactose-free desserts—silken tofu-based key lime pie. So delicious! Recipes include: tree nuts, wheat, and soybeans. Demonstration with hands-on opportunities.

CHEAT SHEETS: RP’s PASTA REPURPOSED

Location: Willy West Community Room
Tuesday, May 6, 6:00pm–8:00pm
Location: Aubergine, 1226 Williamson St.
Tuesday, June 10, 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
Fresh pasta isn’t so tough when you have some locally produced help. Broad pappardelle noodles, pillowy ravioli, and spinach and cheese-filled cannelloni all from RP’s fresh pasta sheets. We’ll pair our pastas with freshly made sauces, of course (and no one needs to know that we didn’t roll the dough ourselves). Recipes contain: wheat, eggs, milk. Demonstration with hands-on opportunities.

ELEMENTS OF GUMBO: OKRA (VEGAN)

Location: Aubergine, 1226 Williamson St.
Thursday, May 29, 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. You will learn how important every culture is in the Pelican State and their contributions. We will discuss traditions and history that make Louisiana what it is today. On the menu: Okra Two Ways Po’ Boys, Creole Okra, and Creole Stuffed Eggplant with Okra. Laissez les bon temps rouler. Vegan. Demonstration with limited hands-on opportunities.

TRADITIONAL PORTUGUESE DISHES

Location: Aubergine, 1226 Williamson St.
Wednesday, June 4, 6:00pm–8:00pm
Location: Willy West Community Room
Tuesday, June 10, 6:00pm–8:00pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 8
Join Sharon to learn about the Portuguese cultural culinary history as you help prepare Caldo Verde, Bolinhos de Bacalhau, and Pasteis de Nata. In other words, kale soup, cod fritters, and egg custard tarts—all traditional Portuguese dishes. Recipes include: milk, eggs, fish, and wheat. Demonstration with hands-on opportunities.

BEER AND A BITE

Location: Aubergine, 1226 Williamson St.
Wednesday, June 11, 6:00pm–8:00pm
Ages: 21+
Your Co-op’s Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
Join Chef Mike for creative spring flavors paired with some of Madison’s best brew as we snack and sip our way through the menu. Crisp endive canapes, fresh shrimp ceviche, homemade cheese spread, and zippy quick pickles on a snack board are all great for a gathering and paired with locally crafted pilsners, IPAs, and more delightful local brews. Recipes contain: milk, fish, shellfish, and nuts. 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

Class Calendar

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CULTURAL INFLUENCES OF GUMBO: CAJUN

Location: Willy West Community Room
Thursday, June 12, 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 explore 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: Creamy Cajun Pasta, Boudin Balls, and Smothered Chicken and Rice. Everyone will make a packet of Cajun seasoning to take home as well! Laissez les bon temps rouler. Recipes include: milk, tree nuts, and wheat. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: MOCHI TWO WAYS

Location: Lakeview Library
Thursday, June 12, 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 how to make mochi from scratch—soaking, steaming rice, pounding/kneading, stuffing, rolling, and tasting. Discover the power of sweet (sticky) rice stuffed with bean paste, minced pork, or simply on its own with toasted sesame seeds. Register at <https://www.madisonpubliclibrary.org/events>. Registration will open two weeks prior to the program date on May 29.

COOKING WITH CHEF PAUL: COOKING WITHOUT GLUTEN

Location: Lakeview Library
Thursday, July 10, 6:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op’s Own: Paul Tseng
Fee: Free; registration required
Capacity: 12
Removing gluten from our cooking is a challenge, but it is doable. Join Chef Paul to learn to make classic dishes—all without gluten. There is always a solution in the kitchen! Recipes include: eggs. Demonstration. Register at <https://www.madisonpubliclibrary.org/spaces/events/calendar>. Registration will open two weeks prior to the program date on June 26.

AN EVENING IN SARDINIA

Location: Willy West Community Room
Tuesday, July 15, 5:30pm–7:30pm
Location: Aubergine, 1226 Williamson St.
Tuesday, July 22, 6:00pm–8:00pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$45 for Owners; \$55 for non-owners
Capacity: 8
Enjoy a snack of Sardinian cheese while Sharon prepares a supper of Fregola Sarda with shrimp and fish. Finish off the meal with a honey ricotta hand pie that you make yourself. Recipes contain: milk, eggs, fish, shellfish, and honey. Demonstration with hands-on opportunities.

CULTURE AND CUISINE OF LOUISIANA: CATFISH

Location: Aubergine, 1226 Williamson St.
Tuesday, July 15, 6:00pm–8:00pm
Ages: 13+, adult supervision required
Instructor: Steffry Langham
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
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: Blackened Catfish and Cheesy Cajun Grits, Fried Catfish Po’ Boy, and Catfish Courtbouillon. Everyone will make a packet of Blackened Seasoning to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, fish, and wheat. Demonstration with limited hands-on opportunities.

MORE MARVELOUS MUSHROOMS

Location: Aubergine, 1226 Williamson St.
Wednesday, July 16, 6:00pm–8:00 pm
Location: Willy West Community Room
Tuesday, July 29, 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 and delve into even more delicious dishes using mushrooms. This second session of mushroom cookery includes stuffed mushroom caps, mushroom maftoul, portabella tempura, and a rich and flavorful mushroom consommé. Recipes contain: dairy, wheat, eggs, and shellfish. Demonstration with limited hands-on opportunities.

AAPI

HERITAGE MONTH



COUNTRY ARCHER
JERKY & SNACK STICKS **i**

CAFE SPICE
i HEAT & EAT MEALS



MADAME CHU
SOUTHEAST ASIAN
CONDIMENTS **i** **L**

BROOKLYN DELHI
i INDIAN COOKING SAUCES



DEEP INDIAN KITCHEN
FROZEN INDIAN ENTREES
& APPETIZERS **i**

MOTHER IN LAW'S
i KOREAN KIMCHI



CATALINA CRUNCH
CEREALS **i**

BELA SEAFOOD
WILD-CAUGHT
i CANNED SEAFOOD



For Asian American and Pacific Islander Heritage month, we're highlighting AAPI-owned Inclusive Trade vendors.

i = Inclusive Trade **L** = Local

**inclusive
trade**

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



willy street co-op

SUN + BUG GUIDE



Badger
Broad Spectrum SPF 15
Sunscreen Lip Balm
Unscented



Badger
Broad Spectrum SPF 40 Sport Mineral
Sunscreen
Unscented



Badger
Broad Spectrum SPF 50 Adventure
Sport Mineral Sunscreen
Unscented



Badger
Broad Spectrum SPF 40
Baby Mineral Sunscreen
Chamomile & Calendula



Badger
Broad Spectrum SPF 40 Kids
Mineral Sunscreen
Tangerine & Vanilla



Badger
Broad Spectrum SPF 30 Active
Mineral Sunscreen
Unscented



Badger
Broad Spectrum SPF 40 Sport
Mineral Sunscreen
Unscented



Badger
Broad Spectrum SPF 50
Adventure Mineral Sunscreen
Unscented



Lily of the Desert
99% Aloe Vera
Gelly



Alba Botanica
Broad Spectrum SPF 50
Sheer Mineral Sunscreen
Fragrance-free



Alba Botanica
Broad Spectrum SPF 30
Sheer Mineral Sun-
screen
Fragrance-free



Alba Botanica
Broad Spectrum
SPF 30 Sheer Mineral
Sunscreen Spray
Fragrance-free



Alba Botanica
After Sun Lotion
85% Aloe



Mad Hippie
Broad Spectrum SPF 40
Ultra-Sheer Body
Sunscreen
Fragrance-free



Mad Hippie
Broad Spectrum SPF
25 Hydrating Facial
Sunscreen
Fragrance-free



Mad Hippie
Broad Spectrum SPF
30 Daily Protective
Serum Sunscreen
Fragrance-free



Nantucket Spider
Outdoor Garden
Incense Sticks
*Alternative to
citronella candles*



Nantucket Spider
Extra Strength Tick Repellent



Badger
Anti-Bug Balm Stick



Badger
Anti-Bug Shake & Spray



Quantum Health
Buzz Away Extreme Insect
Repellent
Repels Mosquitoes & Ticks



All Terrain
Herbal Armor
Natural Insect
Repellent



Quantum Health
Buzz Away Sting
Soothe Bug Bite
Relief



Pranarôm
After Bite Eraser



Find SUN + BUG supplies in our
Wellness department!



**BY: MELISSA REISS,
PURCHASING ASSISTANT**



Learn more at www.swconservancy.org.

LOOK WHAT'S NEW AT YOUR CO-OP

LAS JARAS GLOU GLOU

Produced and bottled by Las Jaras Wines, this California red blend is made for pairing with food. Complements the char of a burger, or anything with tomato sauce: pizza, spaghetti? The choice is yours. Serve slightly chilled at your next backyard bar-beque! Available at Willy North and Willy East.



Learn more at www.lasjaraswines.com.

GUERRILLA COOKIES **L**

Believe it or not, they are here: the return of the original Guerrilla cookies! And if you don't know what I'm talking about, allow me to introduce you.

Created by UW graduate Ted Odell in the late 1960s, it was available locally at places like the Mifflin Street Co-op. The cookie was a dense, moist wholemeal cookie with a shiny top and darker bottom. Its chewy ingredients led to a label warning to "chew slowly." Production stopped in the early 1990s when Ted retired and kept the recipe to himself. Despite many attempts, no one successfully recreated the cookie.

Ted was also a dedicated conservationist. In 2018, he co-founded the Southern Wisconsin Land Conservancy and helped purchase and restore the Decatur Lake Country Golf Course. Renamed "Three Waters Reserve," it now houses five conservation organizations, including the Southern Wisconsin Land Conservancy and Culinary Nirvana.

Before passing away, Ted gifted the Guerrilla cookie recipe to the Southern Wisconsin Land Conservancy. They have recreated the authentic recipe, and now the cookies are available again, with proceeds supporting education, conservation, restoration, culinary, and art programs that promote appreciation for the Sugar River region. Chewy slowly and enjoy some nature.

We initially reintroduced the cookie at Willy East only, but it's now available at all three stores!



Learn more at www.thepbjdeli.com.

PEANUT BUTTER & JELLY DELI

Wisconsin's only shop dedicated to serving America's favorite sandwich. Opened in 2018 in West Allis, Wisconsin, the PB & J Deli specializes in classic and gourmet peanut butter & jelly sandwiches as well as other specialty foods and treats that feature their own in-house-made nut butters. No palm oil! You'll find these freshly ground nut butters at our Co-op. Peanut, Almond, and Cashew; selection varies by store.

Be sure to check out their shop next time you're in the Milwaukee area, where you'll find unique sandwiches and jams to take home!



Learn more at www.eatwellshire.com.

WELLSHIRE FARMS

If you're looking for your old favorites from Garrett Valley Farms, look no further than Wellshire Farms! Garrett Valley has always been a part of the Wellshire Farms brand family—now the products will carry that logo and branding. Rest assured, you'll still be getting humanely raised meats with no antibiotics, no hormones, and a vegetarian-fed diet.

FIELD DAY SPARKLING SODA

New from Field Day: Four-pack sparkling sodas! No high-fructose corn syrup here—these bevies are sweetened with cane sugar. No synthetic colors or flavors, either. Choose from four classic flavors: Cola, Root Beer, Cherry Vanilla, and Ginger Ale.

SIMPLY NATURAL WHIPPED TALLOW BALM—UNSCENTED

Simply Natural, a Wisconsin business, uses locally sourced tallow from the farmers and abattoirs from the Driftless Region, buying fat that is usually wasted.

Tallow's vitamins, anti-inflammatory properties, and natural moisturizing ability rejuvenate and promote healthy skin. Their unscented tallow-based balm is made with 100% beef tallow, which is rendered from beef suet. Suet is high in vitamins and fatty acids. To guarantee quality, the suet is rendered through a long, slow cooking process, which is crucial for removing moisture to create a shelf-stable product. It also removes any beefy smell! After rendering, it's further processed to carefully purify and remove any impurities.

Rich in vitamins A, D, E, and K, it deeply moisturizes, repairs, and can be used on various parts of the body, including:

Skin: Apply it to dry or rough skin areas like elbows, knees, and heels for deep moisturization.

Face: Use it as a facial moisturizer, especially for dry or sensitive skin.

Lips: It works well as a natural lip balm.

Hands: Massage into hands and cuticles to soften and hydrate.



Learn more at www.simplynaturalwi.com.



Learn more at www.fielddayproducts.com.



Aura Cacia
Bubble Bath
13 fl oz • Save \$2.50

\$7.49

Evolution Fresh
Organic Orange Juice
59 oz • Save \$2.00

\$7.99



evenhealy
Lavender Hydrosoul
4 fl oz • Save \$8.00

\$23.99

SunLeaf Naturals
Mini Reed Diffuser
1 oz • Save \$3.00

\$12.99

*make a
rosé mimosa!*

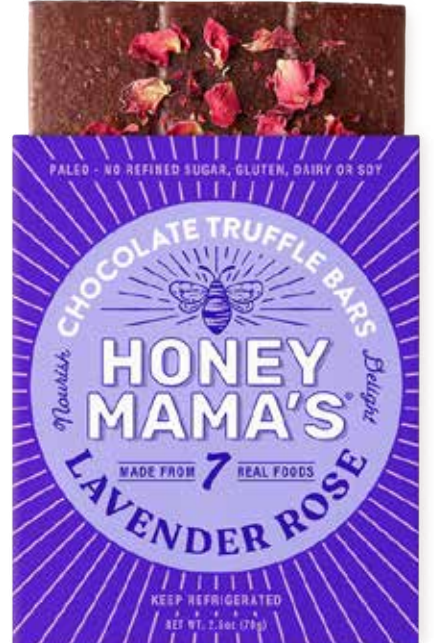


Crofter's
Organic Fruit Spread
16.5 oz • Save \$2.00

\$4.99

Honey Mama's
Cacao Nectar and Truffle Bars
2.5 oz • Save \$1.50

\$3.99



Chameleon Cold Brew
Organic Cold Brew Coffee Concentrate
32 fl oz • Save \$1.80

\$6.49

BiancaVigna
Prosecco Rosé
25.36 fl oz • Save \$1.00

\$15.99



Pamela's
Gluten-Free Pancake & Baking Mix
64 oz • Save \$8.00

\$17.99

Moon Valley Organics
Organic Lotion Bar
1.9 oz • Save \$3.50

\$9.49

30% OFF!



HAPPY MOTHER'S DAY

APRIL 30–MAY 20



Siete
Refried Beans
16 oz • Save \$2.58 on 2
2 for \$4



Solely
Organic Fruit Jerky
.8 oz • Save 98¢ on 2
2 for \$3



Bionaturae
Organic Durum Semolina Pasta
16 oz • Save \$1.98 on 2
2 for \$5



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



Badger
Organic Lip Balm
Select Varieties
.15 oz • Save \$1.98 on 2
2 for \$5



South of France
Bar Soap
6 oz • Save \$2.58 on 2
2 for \$6



Waterloo
Sparkling Water
12 pk • Save \$1.30
\$4.99

C20
Coconut Water
33.8 fl oz • Save \$1.49
\$4.00

Late July
Organic Tortilla Chips
10.1 oz • Save \$1.49
\$3.50



Brown Cow
Cream Top Yogurt
32 oz • Save 80¢
\$3.99

Peeper's
Polarized Sunglasses
1 ea • Save \$9.00
\$17.99

Nordic Naturals
Vitamin D3+K2 Gummies
60 ct • Save \$6.00
\$18.99



Truani
Organic Plant-Based Protein Powder
20.95–23.63 oz • Save \$9.00
\$39.99

Tofurky
Deli Slices
5.5 oz • Save \$1.49
\$3.50

Fillo's
Walking Tamales
4 oz • Save 80¢
\$2.19



Jeni's Splendid
Ice Cream
16 oz • Save \$2.00
\$6.99

Wildwood
Organic Baked Tofu
7 oz • Save 80¢
\$3.99

Lotus Foods
Organic Rice Noodles
8 oz • Save \$1.20
\$3.29



Amy's
Frozen Entrees
8.25–10 oz • Save \$1.80
\$5.99

Justin's
Organic Chocolate Nut Butter Cups
1.4 oz • Save 99¢
\$1.50

Cascadian Farm
Organic Blueberries
8 oz • Save \$3.00
\$3.99



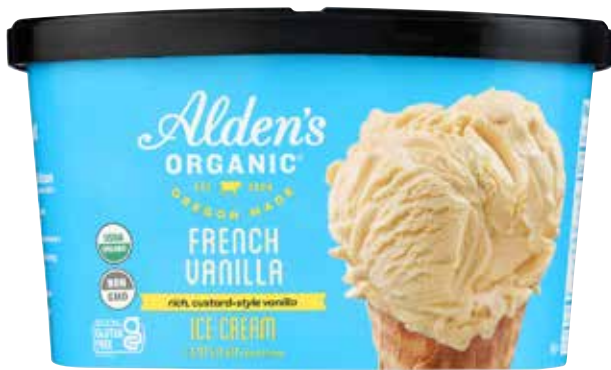
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bulk • Save 20¢/lb
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Miyoko's Creamery
Classic Plain Cream Cheese
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Sales on this page valid April 30–May 20, 2025.
All sales subject to availability. Sales quantities limited.



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Goodpop
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Woodstock
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MAY 21–JUNE 3

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\$3.00

Andalou Naturals
Shampoo
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Mist
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OM
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Breakfast
Potatoes

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Eggs

Frittata

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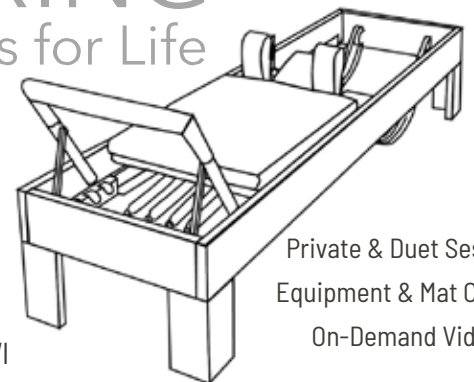
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Origin Breads Maple Pecan Granola

L

The best blend of nuts and seeds with the most perfect amount of sweetness and crunch. I love to put this on my yogurt with blueberries, banana, and top it off with honey. Delicious and local! <3

-Arlo, Front End

1

Meredith Dairy Marinated Goat Cheese

Delicious. Guaranteed to please both the cheese expert and the uninitiated. It's particularly lovely with a baguette or other crusty bread

-Katy, Front End

2

Echo Falls Hot Smoked Coho Salmon

L

This particular brand of smoked salmon is where it's at! It hits all the marks just right—not too salty, super tender, and a really great smoky salmon flavor. Highly recommend!

-Sena, Produce

3

Rishi Tea & Botanicals Earl Grey Lavender Tea

L

In my opinion, Rishi Tea is one of the best tea brands out there. My new flavor obsession is their Earl Grey Lavender. It's the perfect balance of bergamot and lavender with the mild astringency of black tea! I let mine steep for 4 minutes and then add a small amount of honey or maple syrup and a GENEROUS amount of heavy cream. It's a quick and easy version of a London Fog!

-Micky, Purchasing

4

Stalzy's Deli Challah Bread

L

Local and it tastes so good! I like the soft texture, and the taste bursts of sweet and salty. This bread takes making French toast to a new level!

-Janet, Grocery

Mad Hippie Vitamin C Serum

A really good vitamin C serum for an incredible price. Helps keep your skin bright and works wonders on discoloration. Use in the morning followed by your favorite moisturizer and SPF.

-Caitlyn, Communications

5

Artists to Watch Blank Cards

Artists to Watch cards are my favorite cards to use for greetings, birthday wishes, and other notes to friends and family. The designs are tasteful, elegant, and nature-focused, making them versatile and appropriate for a range of occasions.

-Juliet, General Merchandise

6

Far Breton Bakery

i

L

This is a new bakery line we are carrying from an Inclusive Trade local small business on the north side of Madison. Marie, the owner, is one of the hardest working small business owners I have met, and she is passionate about the quality of all her products. Beyond passion, it is one of the most tasty treats I have ever had. The layers in each pastry are out of this world! East only.

-Kristina, Customer Experience

7

Evolution Fresh Cold-Pressed Juices Organic & Grapefruit

Best juice in our Co-op! You know it's good when you have to give it a good shake. Awesome cocktail mix (Mimosas, Greyhounds, or Straight Up).

-Stephen, Logistics

8

Eco Candle Goddess Candle

i

L

All the candles are soy and handmade in Appleton. They are adorable, coming in little mason jars. My favorite is the Goddess one because it is a really pretty purple, and it smells super cozy. I went through one in a week once because I burned it so much. Comes in a room spray as well.

-Sierra, Grocery

9



great gift & brunch
ideas for mom!



Goodwell **L**
CBD Sparkling Water

I love all the flavors of the Goodwell (formerly Untitled Art) sparkling waters. It is a great refreshing beverage that enhances my day and helps me focus on those priorities. Breakfast, lunch, or dinner with Goodwell CBD Sparkling water is the way to go!

-Matt, Grocery

10



Scenic Ridge **L**
Spinach

Local and delicious, this is arguably my favorite product in the department.

-Jake, Produce

11



Willy Street Co-op **L**
Cold Brew

Made in-house with love, this affordable and smooth cold brew gets me more jazzed than Miles Davis in the morning.

-Nate, Grocery

12



Willy Street Co-op **L**
Chicken Empanada

Great flavor, nice texture, the perfect size. Handmade at the Co-op's production kitchen here in Madison. (Try the other flavors too!)

-Ethan, Production Kitchen

13

Dandelion Greens

Dandelion is a super nutritious leafy green that may support healthy digestion and liver function. It makes a great alternative if you, like many people, have an uncomfortable time digesting cruciferous vegetables such as kale or collards. It's bitter, but that can be a great complement to rich, savory, and/or sweet foods such as barbecued proteins.

-Ben, General Merchandise

Stellar Pretzel Braids
Simply Stellar

The beautiful art on this bag is what first caught my eye. I knew I had to try them. One bite of these pretzel braids and I was brought back to a flavor I haven't had since I was a kid—butter braid pretzels. Only these ones are vegan. They make a great snack and won't last long—at least they didn't at my house!

-Meghan, Front End

14

Meister Cheese **L**
Muscoda Mayhem
Colby Jack

This cheese has a nice kick and so much great flavor from the peppers. I highly recommend using Muscoda Mayhem and some southwestern seasoning for a fantastic mac n' cheese.

-Gwyn, Front End

15

Chip Magnet **L**
Garlicious

Garlicious is the perfect salsa to go on anything if you're a big garlic person—I've had this on everything from breakfast burritos to grilled chicken, and it is so flavorful! Not too spicy and overall just a great salsa.

-Lily, Front End

16

Clasen's **i** **L**
Hamburger Buns

Great local product. Elevates any sandwich.

-Zach, Production Kitchen

Dr. Praeger's
Crunchy Cauliflower Burgers

They're crunchy, well-seasoned, and make an easy lunch or breakfast! Add one to a rice bowl topped with a fried egg, a brioche bun with mayo and lettuce, or break one up into a warm grain bowl.

-Christine, Grocery

17



Preserving the Harvest



by Megan Minnick, Purchasing Director

The local growing season is upon us, and that means it's already time to start thinking about preserving this season's harvest to enjoy in those long winter months to come!

Last year, there was a national shortage on canning jars and other food preservation equipment, so this year it's a good idea to think

ahead, make a plan, and get what you need now to ensure that you'll be ready to can, dry, ferment, and freeze as many local goodies as you can! We'll have a large shipment of canning jars coming later this month, but we can't guarantee our supply after that.

To help you plan, we've prepared a guide for the most common foods that can (pun intended) be preserved in the coming months.

Remember that all types of food preservation, especially canning, can be risky if not done correctly. To avoid any food safety risk, make sure that you use a well vetted recipe and follow it carefully. The UW Extension publishes some great information about food safety and home food preservation on their website: fyi.extension.wisc.edu/safefood/recipes. Another great resource for information and recipes is the National Center for Home Food Preservation: nchfp.uga.edu.

JUNE

Asparagus

- *Preservation Methods:* canning, fermenting, freezing.
- *Recommended Applications:* pickled asparagus.
- *Note:* The season for asparagus tends to wind down sometime in June, so now is the time! Frozen asparagus loses much of its rigidity, so it's good for applications like soups, but not for eating as you would fresh asparagus.

Strawberries

- *Preservation Methods:* canning, freezing.

- *Recommended Applications:* jam, pie filling, syrup, smoothies
- *Note:* The strawberry crop typically starts mid-month and only lasts for a few weeks.

Rhubarb

- *Preservation Methods:* canning, freezing.
- *Recommended Applications:* jam; pie filling.
- *Note:* Rhubarb by itself can be a bit astringent. Consider pairing it with strawberries to make an excellent jam or pie.

Culinary Herbs & Teas

- *Preservation Methods:* drying, freezing.
- *Recommended Applications:* custom herbal blends for tea or cooking; frozen pesto.
- *Note:* Herbs can be preserved at almost any time during the season. To dry herbs, use a dehydrator, or use an open oven at its lowest heat for 30 minutes to an hour.

JULY

Cucumbers

- *Preservation Methods:* canning, fermenting.
- *Recommended Applications:* sweet pickles.
- *Note:* Local cucumbers are in abundance in July, but the flowering tops of dill are not ready quite yet, so if you want to make pickles this month sweet pickles are your best bet.

Blueberries

- *Preservation Methods:* canning, freezing.
- *Recommended Applications:* jam; pie filling; syrup; smoothies; pancakes.

Cherries

- *Preservation Methods:* canning, freezing
- *Recommended Applications:* jam; pie filling; brandied cherries; maraschino cherries.
- *Note:* Tart cherries are preferred for jams, jellies and pie, although sweet cherries can also be used in a pinch.

AUGUST

Peaches

- *Preservation Methods:* canning, freezing, drying

- *Recommended Applications:* jam; pie filling; diced, halves, or quarters canned in syrup, fruit leather

Plums

- *Preservation Methods:* canning, freezing
- *Recommended Applications:* jam; pie filling; pickles; canned in syrup.

Cucumbers (Dill Pickles)

- *Preservation Methods:* canning, fermenting.
- *Recommended Applications:* dill pickles.
- *Note:* Depending on the year, the window of time when pickling dill (the flowers of the dill plant) and cucumbers are available at the same time can be very short, so it's a good idea to make your dill pickles as soon as pickling dill becomes available. If you can't find fresh pickling dill, dried dill seed from the spice aisle is a good substitute!

Green Beans

- *Preservation Methods:* canning, fermenting, freezing.
- *Recommended Applications:* dilly beans.
- *Note:* The same advice for dill pickles applies here. If you like dilly beans, and plan to also make dill pickles, it's quite easy to do both at the same time. Green beans can be frozen, but they will lose their rigidity so are only good in recipes where it's okay that they are soft.

Tomatoes

- *Preservation Methods:* canning, freezing, drying.
- *Recommended Applications:* marinara; salsas; whole peeled tomatoes; diced tomatoes; tomato paste; ketchup; BBQ sauce.
- *Note:* Tomato preservation will likely take you into September. If you're feeling like it's all too much, try freezing whole tomatoes, skin and all in freezer bags. These won't be good for fresh applications, but you can process them however you wish later in the winter when there's more time and energy for such things. Another August tomato trick is to sear them on the grill to get the skins to split before canning. This takes some of the cooking out of the hot kitchen on warm summer days.

Sweet Corn

- *Preservation Methods:* freezing.
- *Recommended Applications:* any recipe that uses frozen corn!
- *Note:* Just cut the corn off of the cob and freeze! Unlike a lot of other

TIPS FOR GROWING TOMATOES

Local growers agree on these basic instructions for planting tomatoes, either in the ground or in containers:

- Go slow. Introduce the potted plants to their new environment with care. Not too much sun—choose a semi-shady spot for the plants during the day and move them indoors during the evening.

- Water the potted tomato plants as necessary to keep an even level of moisture in the soil. Never allow the soil to dry out.

- Avoid the temptation and frustration of planting too early. Local gardeners suggest that it's best to wait until after the last threat of frost (June 1).

- Just before planting, trim roughly 20% of the lower leaves to promote growth of the remaining plant.

- Plant seedlings deeply in a full sun, well drained area that gets a minimum of 6-8 hours of direct sunlight per day. Use a minimum guideline of 20" of space between each plant.

- Mulching around the plant helps to contain and preserve moisture.

- Water carefully. Take care to keep the soil at a healthy moisture level. If there isn't sufficient rain, use a soaker hose to water the soil two to three times per week, trying to keep the water on the roots versus the fruits to avoid a condition called blossom end rot.

- Cages. Two to three feet diameter wire cages, rolled from five-foot concrete reinforcement wire are excellent for providing support for all types of tomato plants, either in the ground or using a container. Drive stakes on either side of the cage and secure the cage to the stakes with string to prevent tipping.

- Staking. Sturdy stakes, wooden or metal, should be placed in the soil during the time of planting to avoid injuring the root systems. Take care in selecting stakes that are long enough to drive deep into the soil to eventually provide the intended support. Plan to have 100 pounds of plant weighing down on the stake at the peak of its growing season.

- The typical cone-shaped wire cages are prolific, but tend to lose the fight in the end to heavy tomato plants ripe with fruit. Plants that are properly supported produce more fruit and the wire cages and can be re-used for years.

Soil Testing



by Mike Burns, Merchandiser

Following a long cold winter, we are all ready for warmer days and lots of sunshine. Personally, I get really excited about starting my garden. The challenge is keeping my cool and not going too crazy planting things too early before the last frost. My seed starts are bursting, ready

to get outside and in the ground, but not too fast!

One often overlooked aspect of planning a home garden is to test the soil. Soil testing, although not necessarily essential, can really help step up your home garden quite a bit. For a rather inexpensive (some as low as \$5 or \$10) and comprehensive test, you could potentially save a lot of time and money. Not to mention saving fertilizer and soil amendments that may not even be needed and, of course, have a successful and thriving garden season.

BASIC INFORMATION

The most basic information gathered from soil testing is the soil matrix/structure, nutrient composition and soil pH. The benefit of this information is huge. By understanding your soil structure, you can determine how well your soil drains or retains moisture. Nutrient composition will tell you what nutrients are abundant in your soil and which nutrients you might need to supplement based on particular plant needs. Most plants have an optimal soil pH (some are more sensitive than others) and having an optimal soil pH, whether acid or alkaline, is essential for crops to uptake nutrients.

There are some very basic tests to determine what type of soil texture (and thereby the basic structure) you have in your garden. All you need for the first test is a handful of moist soil from your garden. Roll the moist, but not soaked, soil in your hand and then rub it between your fingers. Soil that is mostly sandy will fall apart and feel gritty between your fingers. Clay soil will hold together well, feel very smooth in your fingers and will make ribbons when squeezed in your hand. Loam soil is a combination of both

that holds together well yet is gritty. Loam is usually preferred. This is certainly not an exact science but you can learn a lot from this test and determine what amendments you need to add for your particular needs.

NUTRIENT TESTS

Nutrient tests, the most widely used soil tests, should be used by all gardeners to determine the level of nutrients in their soil. This is always useful whether you are starting a new garden, getting ready for the season, or rotating crops with different needs. It is also environmentally responsible. Spraying fertilizers regularly when it is not necessary can lead to nutrient pollution. When there is too much nitrogen or phosphorus, plants will not take the nutrients up and they will end up in our local water system, creating numerous problems. A soil test will ensure you are only giving crops what they really need.

There are some tests you can buy and do at home but I would not rely on them. For costs ranging from \$9-\$40, labs will test levels of phosphorus, potassium, nitrogen, calcium, magnesium, and soil pH. These are the essentials but labs will test for a wide range of things including other micronutrients, biological activity (including microorganisms), and chemical pollutants (such as arsenic, mercury and lead). As you can imagine, the price goes up dramatically for these extra tests. We are lucky to have one of the nation's best agricultural schools right in our neighborhood so take advantage of it. Check out the UW Extension's website for all kinds of great local agricultural information. Their soil testing website is: uwlab.soils.wisc.edu/

PROPER PH

In order for those essential nutrients to be made available for your plants to absorb, the soil must be at the proper pH. The pH describes the relative acidity or alkalinity of your soil's makeup, and it has important implications for plant health and growth. Soil pH not only influences whether essential nutrients are available for uptake by plant roots, but is also impacts beneficial fungi and bacteria in the soil. Simple pH tests can be purchased and performed by home gardeners but are usually included in most lab tests anyways. Remember that certain plants like certain ranges of pH.

OLD ARTICLES ON GARDENING

Save Money With Gardening



by Megan Minnick, Purchasing Director

There are lots of reasons to plant a vegetable garden. It's a great way to get outside and get some exercise; it gives you the opportunity to be creative and think scientifically at the same time; it can be a great stress reliever, and of course the delicious

end product is pretty good too!

BUT CAN GARDENING SAVE MONEY?

Turns out the answer is yes, if you want it to. The key is to approach your garden with the mindset of "how little money do I have to put in for maximum reward"? All you really need are some seeds, starts, and a few basic tools, which you can get right here at the Co-op!

DECIDING WHAT TO GROW

If you're gardening to save money, being practical and thoughtful about what you want to grow is paramount. Here are some factors to consider:

What do you and your family actually eat on a regular basis? This sounds like a no-brainer, but it's really easy to look through a seed catalog and be lulled into the notion that this year if you just grow enough of that beautiful eggplant variety, you can convince your family to eat it. Maybe, but chances are if your family (like mine) are not eggplant lovers, they won't suddenly change their minds and eat mass quantities

of it in September when the harvest comes. It's extremely important to think practically—what do you buy on a regular basis that your family likes to eat?

It may also be useful to think outside the produce department when selecting plants to grow. For example, I drink a lot of tea in the winter, so I've recently started planting a tea garden with chamomile, lemon balm, lemongrass, and a few other herbs that I can easily dry and use throughout the cold months.

What's your shade situation? Shade is perhaps the greatest challenge for urban gardeners, especially in cities like ours that have lots of beautiful, big trees. It's tempting to think that maybe this year your tomatoes will not mind a few hours of shade every day... sorry, they will mind, and you will not get maximum yield from them. Most garden plants need full sun in order to thrive, but luckily there are a few that will produce in partial shade. These include most common culinary herbs (except for basil), kale, chard, lettuce, spinach, beets, and broccoli.

How much space do you have? If you have a huge backyard with plenty of space, great! If not, you can still save money by concentrating on high value crops that do well in small spaces. Tomatoes, peppers, and eggplant for example, are all relatively expensive to buy even when they are in season, but they grow well in containers on a porch or balcony. Salad mix, arugula, and other greens can be seeded densely in a small space and then cut for salad and allowed to regrow for future harvests. There are lots of creative ways to use small

When our gardens are treated like ecosystems and managed in a way that supports natural processes there is little need for constant soil testing, or for constant additions of fertilizers. Exceptions are highly disturbed soil, soil that has been mismanaged through indiscriminate applications of fertilizers and synthetic compounds, or instances where the native soil is truly deficient in a specific nutrient. A soil test will establish the baseline for a fertilizing plan and pH tests will help to monitor the progress.

MULCH, MICROBES & MOISTURE

Whether or not you have your soil tested, just remember the 3Ms: mulch, microbes and moisture. Maintain two inches of organic nutrient dense mulch at all times to provide needed nutrients and organic matter. This will in turn help to retain moisture, control temperature and provide the nutrients necessary to support a thriving micro-organism population that will assist in keeping your plants happy and healthy. And of course, where would any of us be without water? Your plants are no different. If all else fails, just remember these three things and your garden will thank you! Happy gardening!

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Buns L**
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Willy Street Co-op
**Traditional Deli
Salads: Coleslaw,
Potato, and Macaroni L**
\$5.99/lb
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L = Local



DELICIOUS IDEAS TO

CELEBRATE MOM

By: Nicholas OConnor,
Prepared Foods and Cheese Category Manager

Mother's Day is a time to show appreciation for the wonderful moms in our lives, including the mothers to our children! What better way to do that than with a thoughtful, homemade meal? Whether you're planning a cozy breakfast in bed, a festive brunch, a special lunch, or an elegant dinner, we have the perfect meal ideas to make Mom feel extra loved. Here's a complete guide with recipes and easy-to-follow instructions to create a memorable Mother's Day feast.

BREAKFAST IN BED: A SWEET START TO THE DAY



Berry Almond Overnight Oats

Serves 2

Preparation

Combine oats, milk, yogurt, honey, and vanilla in a jar or bowl. Stir well.
Cover and refrigerate overnight.
In the morning, top with fresh berries and almonds.
Serve chilled and enjoy!

Ingredients

1 cup rolled oats (in our Bulk Aisle)
1 cup milk (or non-dairy alternative)
½ cup Greek yogurt
1 tablespoon honey
½ teaspoon vanilla extract
½ cup mixed berries
1 tablespoon sliced almonds (in our Bulk Aisle)

For a stress-free morning, prepare these overnight oats the night before. They're creamy, flavorful, and packed with nutritious ingredients.



Smoked Salmon and Avocado Toast

Serves 2

Preparation

Toast the sourdough bread until golden brown.
Mash the avocado with lemon juice, salt, and pepper.
Spread the avocado mixture on the toast.
Top with smoked salmon, capers, and fresh dill.
Serve immediately.

Ingredients

2 slices of sourdough bread (One Love Bread)
1 ripe avocado
½ lemon, juiced
4 slices smoked salmon (try one of the Rushing Waters flavors)
1 tablespoon capers
1 tablespoon chopped fresh dill
salt & pepper to taste

Simple yet elegant, this dish combines creamy avocado with rich smoked salmon.



Lemon Ricotta Pancakes

Serves 4; makes 8-10 pancakes

Preparation

In a bowl, whisk together flour, sugar, baking powder, baking soda, and salt.
In another bowl, whisk milk, ricotta, egg, lemon zest, lemon juice, and vanilla.
Combine the wet and dry ingredients, stirring until just mixed.
Heat a skillet over medium heat and melt a little butter.
Pour batter onto the skillet and cook for about 2 minutes per side until golden brown.
Serve with fresh berries and syrup.

Ingredients

1 cup all-purpose flour
1 tablespoon sugar
1 teaspoon baking powder
½ teaspoon baking soda
¼ teaspoon salt
¾ cup milk
½ cup ricotta cheese (BelGioioso)
1 egg
zest of 1 lemon
1 tablespoon lemon juice
½ teaspoon vanilla extract
butter for cooking

Light and fluffy with a hint of citrus, these pancakes are a delightful way to start the day.



Spring Vegetable Frittata

Serves 4-6

Preparation

Preheat oven to 375°F.
Whisk together eggs, milk, salt, and pepper.
Heat olive oil in an oven-safe skillet over medium heat.
Add asparagus and cherry tomatoes, cooking for 2-3 minutes.
Pour egg mixture over the vegetables and cook for another 2 minutes.
Sprinkle with feta cheese and transfer the skillet to the oven.
Bake for 10-12 minutes until set.
Garnish with fresh basil and serve warm.

Ingredients

6 eggs
¼ cup milk
1 tablespoon olive oil
½ cup asparagus, chopped
½ cup cherry tomatoes, halved
¼ cup feta cheese (Hidden Springs Creamery)
2 tablespoons fresh basil, chopped
salt & pepper to taste

Packed with fresh vegetables, this frittata is light yet satisfying.



Level 5 Donuts (East only)



Madison Sourdough Croissant



SWEET ADD-ONS (FOR ANY MEAL!)



Greenbush Donuts



Willy Street Co-op Banana Bread



Racine Kringle

A SPECIAL LUNCH TO SAVOR



Strawberry Spinach Salad with Grilled Chicken

Serves 2-3

Preparation

Make balsamic glaze, mixing brown sugar and balsamic vinegar in a small pan over medium heat.
Season chicken with salt and pepper and grill over medium heat for 5-6 minutes per side until fully cooked.
Let chicken rest for 5 minutes, then slice thinly.
In a large bowl, combine spinach, strawberries, feta, and pecans.
Top with sliced chicken and drizzle with balsamic glaze and olive oil.
Toss gently and serve immediately.

Fresh, flavorful, and packed with nutrients, this salad is a perfect light lunch.

Ingredients
2 boneless skinless chicken breasts
4 cups baby spinach
1 cup strawberries, sliced
¼ cup feta cheese (Hidden Springs Creamery)
¼ cup chopped pecans
2 ½ tablespoons balsamic glaze
½ tablespoon brown sugar
2 tablespoons balsamic vinegar
1 tablespoon olive oil
salt & peper to taste

A MEMORABLE DINNER: END THE DAY WITH ELEGANCE



Garlic Butter Herb Steak with Roasted Vegetables

Serves 2

Preparation

Preheat oven to 400°F.
Toss vegetables with olive oil, salt, and pepper and spread on a baking sheet.
Roast vegetables for 20-25 minutes until tender.
Season steaks with salt and pepper.
Heat a skillet over high heat and add a bit of oil.
Sear steaks for 3-4 minutes per side for medium-rare.
Reduce heat and add butter, garlic, rosemary, and thyme.
Spoon melted butter over the steaks for 1-2 minutes.
Let steaks rest for 5 minutes before serving with roasted vegetables.

For a restaurant-quality dinner at home, this garlic butter steak is the perfect choice.

Ingredients
2 ribeye or filet mignon steaks (grass-fed Wisconsin Meadows)
2 tablespoons butter
2 cloves garlic, minced
1 teaspoon fresh rosemary, chopped
1 teaspoon fresh thyme, chopped
salt & pepper to taste
1 tablespoon olive oil
1 16oz clamshell of Mixed Roasting Vegetables from Olden Organics (in our Produce Department)

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Mother's Day Bouquet \$22.99



Decadent Chocolate Lava Cakes

Serves 4

Preparation

Preheat oven to 425°F.
Grease ramekins with butter and dust with cocoa powder.
Melt butter and chocolate together until smooth.
Whisk eggs, egg yolks, and sugar until thick.
Fold in the melted chocolate and sifted flour.
Divide batter into ramekins and bake for 10-12 minutes until edges are set but centers remain gooey.
Let cool for 1 minute before serving.

A rich and indulgent dessert that will leave Mom feeling pampered.

Ingredients
½ cup butter
4 ounces dark chocolate (Tierra Farm Chocolate Chips in our Bulk Aisle)
2 eggs
2 egg yolks
¼ cup sugar
1 tablespoon flour
butter and cocoa powder for greasing ramekins

This Mother's Day, go beyond store-bought gifts and show your love through a homemade meal. Whether it's breakfast in bed, a delightful brunch, or an elegant dinner, these dishes will make her day extra special. Visit our store for the freshest ingredients and make this Mother's Day one to remember! While you're here, don't forget to get her some flowers, we will have a variety of mixed bouquets available at each store!



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2022, 2023, 2024



By: Megan Minnick

In Sumatra, the Kokowagayo women's coffee cooperative is creating a new model for how farmer co-ops can be run. The co-op elevates women from their traditional subservient roles and acknowledges them as managers of their farms. Members receive financial education, leadership opportunities, increased income, and a better quality of life. Formed in 2014, Kokowagayo now includes 394 women-led farms.

In Togo, 456 cacao farmers have banded together to form the SCOOPS Ikpa cooperative. The word "Ikpa" means "together we are strong" in the Kposo language, and this cooperative is truly a manifestation of the word. Together, the members are working to increase their quality of life by transitioning their entire region to organic agriculture, combating pests that impact their cacao production, and offering increased services to their members—including a micro-finance system that gives loans to members at competitive rates.

In Guatemala, the Asociación Chajulense Va'l Vaq Qu'yo'l cooperative grows coffee for export. But that wasn't always the case. The association was born from the devastation of the Guatemalan Civil War in the 1970s and 80s, and it began as a union of citizens to "support survival in the

midst of war." In 2010, it turned its attention to coffee production as a way to bring wealth to the community. Since then its members have thrived. They've become excellent coffee producers, and together, they survived the devastation brought by the coffee leaf rust fungus.

What do these groups have in common?

All three are devoted to working together to make their world a better place—and all three are part of the Fair Trade system. The above-market prices, long-term contracts and pre-harvest financing that go along with Fair Trade are what makes their work possible.

Additionally, all of their delicious end-products are available at your Co-op.

What is Fair Trade?

Unlike "organic," "Fair Trade" is not a legally regulated term. Anyone can use it on any product, no matter how or where it was produced. Consequently, the original meaning of the term is often lost behind layers of glossy—and at times misleading—advertising.

Here's the definition agreed upon by the World Fair Trade Organization in 2019:

Fair Trade is a trading partnership, based on dialogue, transparency, and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers—especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising, and in campaigning for changes in the rules and practice of conventional international trade.

To actualize this lofty vision, Fair Trade systems utilize the following methods:

- Direct relationships between buyers, small farmers, and farmer cooperatives.
- Buyers pay producers more than

the conventional market price, through the use of premiums and price floors.

- Buyers extend affordable, pre-harvest credit to producers.
- Producers meet mandated environmental, wage, and working condition standards.
- A third-party certification system verifies all the above.

At least, that's what the original international Fair Trade standards aspired to. Since then, things have become a bit more complicated.

As Fair Trade has become more popular in the United States and Europe, the movement has shifted—or rather splintered—leaving consumers with multiple certifications, seals, and standards to wade through.

What's a conscientious shopper to do? How do you know what's behind all that pretty packaging, and all those Fair Trade symbols?

Which products are *truly* fair? Let's start with a history lesson.

A Brief History of Fair Trade

The idea that consumers in the global North can use the power of their purchases to uplift producers in the South isn't new. It can be traced back to the nineteenth century, when abolitionists in England and the United States organized boycotts of sugar and other goods produced by enslaved people.

But it wasn't until after World War II that the modern Fair Trade movement really began. In the late 1940s and 50s, SERRV International and The Mennonite Central Committee began building trading networks for artisans in developing countries to sell their wares (mostly handicrafts) at fair prices in the United States and Canada.

In the late 1980s, global coffee prices crashed, devastating many producers. Out of this crisis, several "Alternative Trade Organizations" (ATOs) emerged. The ATOs were nationally based, and they gave a

means for concerned coffee buyers to band together and purchase coffee at above-market prices, in order to sustain their growers.

In 1997, 17 ATOs came together to create the FLO (Fair Trade Labeling Organization). FLO was—and still is—dedicated to setting and maintaining international Fair Trade standards, supporting small farmers, and growing the international Fair Trade movement. With FLO to create and maintain standards, the Fair Trade system was able to expand beyond coffee, to chocolate, sugar, tea, bananas, and other commodities—each with their own unique standards and price floors, specific to the country and means of production.

In the United States, the FLO Fair Trade seal was certified by an organization known as TransFair USA.

In 2004, FLO split into two independent entities: FLOCERT, a third-party certifying agency, and Fairtrade International, which sets the standards and assists producers.

In 2006, Fairtrade International lost its monopoly on Fair Trade certification with the addition of a new label, Fair for Life, which was created by the Swiss organic certifier Institute for Marketecology (IMO).

There are many differences between Fair for Life and Fair Trade International standards (see the chart to the right), but the biggest is that while Fair Trade International focuses solely on the farmer and producer, Fair for Life certifies the entire supply chain, from farm, to production facility, to importer, to the brand that offers the product for sale.

Additionally, Fair for Life requires companies to maintain a minimum level of Fair Trade purchases as a percentage of their overall purchases. This ensures that large corporations can't dabble in Fair Trade, subsidizing the cost of their Fair Trade products with others acquired at exploitative prices (a phenomenon known as "fairwashing").

In 2012, the Fair Trade landscape



became even more fractured when TransFair USA (which in 2010 had changed its name to Fair Trade USA) made the decision to split from Fair Trade International and create an independent, USA-based certifying agency.

Fair Trade USA (formerly TransFair) used many of the same standards that Fair Trade International had instituted—including the mandated “price floors” that must be paid for each commodity. The biggest difference (and the reason for the split) was that Fair Trade USA staff believed the movement should be broadened to include products produced on plantations—not just small farms and co-ops. They reasoned that by opening up to plantations, Fair Trade systems could scale up, grow beyond the capacity of small farms, and also help farm-workers who didn’t have the resources to buy their own land.

Fairtrade International countered by setting up a new certification agency in the United States, dedicated to maintaining the existing international standards. This new agency is known as Fairtrade America.

In 2023, Fair Trade USA took another step away from international standards. When Fairtrade International increased the price floor of several types of coffee based on growing con-

ditions and inflation, Fair Trade USA decided to continue paying the old, lower price, and not to adhere strictly to Fairtrade International pricing. Their reasoning was that by increasing the price floor for Fair Trade, there would be less demand overall, and farmers would lose out.

That’s a lot of information—a lot of name changes, and a lot of acronyms. But where does it leave us? What’s behind those labels now, in 2025?

You might have noticed that some of our most popular Fair Trade brands don’t appear on the chart below: Equal Exchange, Just Coffee, Wonderstate Coffee, Rishi Tea.

All of these are well known for their commitment to Fair Trade, but none sport any of the certification marks listed above.

Why is that?

It’s because these companies, strengthened by their small size and their deep-seated commitment to the spirit of Fair Trade, have turned away from the ever-shifting landscape of certification and toward a more direct form of Fair Trade—a way of doing business that’s closer to the vision of the original Alternative Trading Organizations.

It’s known as Authentic Fair Trade, or Direct Trade.

Authentic Fair Trade works on the premise that the certification systems, while still beneficial and necessary, have in large part become a tool for big companies who don’t have the capacity to maintain direct relationships with their suppliers, but still want to do the right thing and maintain Fair Trade status.

Small companies like Just Coffee and Rishi Tea see themselves as different. They are able to maintain real, close relationships with their producers—and what’s more, they want to. Those relationships are integral to their business.

These companies adhere to Fair Trade standards—and in most cases go above them—but they don’t pursue certification. Instead, they’ve committed themselves to extreme transparency, so consumers know, without a doubt, that they are walking the walk.

Just Coffee publishes the minimum price they pay their farmers, and it’s well above the international Fair Trade standard. Every bag of their coffee has a code, which can be typed into their website and traces that particular coffee back to the farm.

Rishi Tea is committed to paying farmers 5-10 times more than the conventional commodity prices. Their website features an interactive world map, where consumers can see exactly where each ingredient is sourced, along with stories about the farmers who grow it.

It’s worth noting that Authentic Fair Trade puts the onus on consumers—you must do some research to determine if a given company is truly practicing Fair Trade or simply “fair-washing.” In most cases, it’s obvious after a few minutes of digging. Companies that practice Authentic Fair Trade give detailed information on their websites and packaging. If a product relies only on pretty pictures and vague statements, that’s a bad sign.

So, what is the fairest kind of Fair Trade?

As it turns out, there’s not one answer to that question. It depends on the context, the particular product, and what kind of Fair Trade you want to support. In the end, all types of Fair Trade—whether Authentic or certified—signify a better deal for the farmer.

Whichever you choose, you’ll be buying a product that in some small way helps make the world a better place.

	FAIR TRADE USA	FAIRTRADE AMERICA	FAIR FOR LIFE
Symbol used on packaging:			
Uses third-party certifier?	YES	YES	YES
Includes small producers in governance?	NO	YES	NO
Plantation-grown products permitted?	YES, all products	YES (limited to tea, bananas, fresh fruit, and wine grapes)	YES, all products
Requires minimum price to farmers:	YES (not adjusted for inflation)	YES (adjusted for inflation)	NO (individual producers and buyers negotiate pricing)
Requires a living wage be paid to laborers, beyond the legal minimum wage?	NO	YES (Bananas and flowers include a set “floor” wage. For other products, producers are required to strive toward paying a living wage.)	YES (By year three of certification, employers must pay a living wage or have a plan to progressively get there.)
Requires buyers to provide low-interest or interest-free pre-harvest financing?	YES, up to 60%	YES, at least 60%	YES, up to 50%
Requires brands to maintain a minimum level of Fair Trade purchases?	NO	NO	YES, 10% of total volume
Audits brands' practices across the entire supply chain?	NO	YES	NO
Percentage of a multi-ingredient product that must be certified to claim Fair Trade status:	20%	20%	80%
Mandates that all commercially available Fair Trade ingredients be used in a given product:	NO, (except coffee, cocoa, cotton, rice, and honey)	YES	YES
Brands you’ll find at the Co-op:	Wholesome Sweeteners, Tazo Tea, Colectivo Coffee, Guittard Chocolate, Bob’s Red Mill (coconut products)	Ben & Jerry’s, Tony’s Chocolonely, Divine Chocolate, Mount Hagen Coffee, Organic India	Dr. Bronner’s, Alter Eco Chocolate, Theo Chocolate, Guayaki Yerba Mate, Mountain Rose Herbs



FOR MORE INFORMATION ABOUT THESE FAIR TRADE ORGANIZATIONS, GO TO:

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