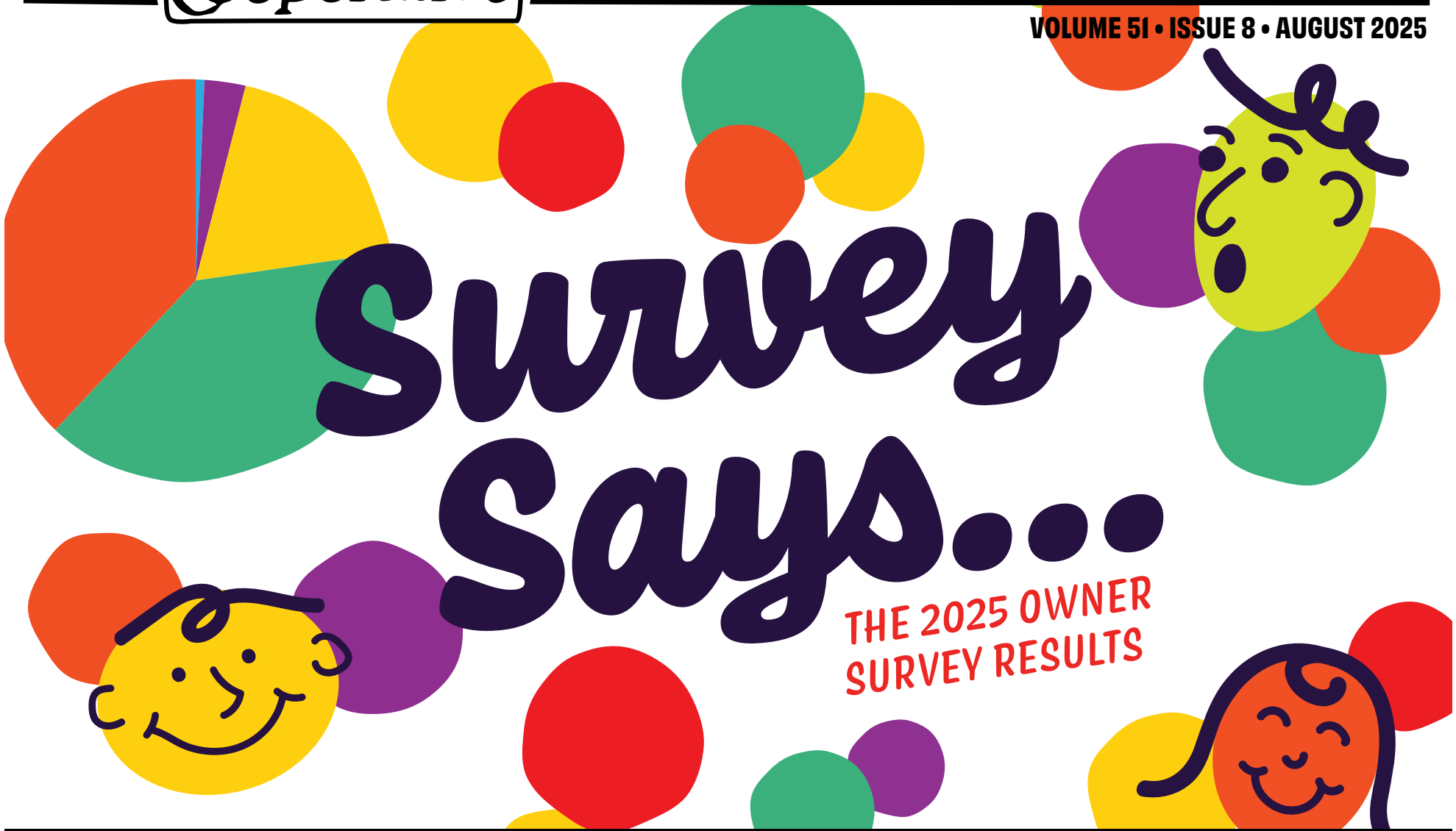




A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

NEWSLETTER

VOLUME 51 • ISSUE 8 • AUGUST 2025



Plus: Sharay's Vendor Spotlight, Seeded Vs. Seedless Watermelon, Fresh Figs & More

SPECIAL STORE HOURS: Willy East closed 7:00pm Sunday, August 17th through 7:30am on Saturday, August 23rd for refrigeration work



willy street co-op

1457 E. Washington Ave • Madison, WI • 53703
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READER

Editor and Layout: CAITLYN TOMPKINS
Advertising: CAITLYN TOMPKINS
Graphics: JAKE BUJNOWSKI
Cover Art: JAKE BUJNOWSKI
General Email: INFO@WILLYSTREET.COOP
General Manager Email: A.FIRSZT@WILLYSTREET.COOP
Printing: WINGRA PRINTING GROUP

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

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

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1221 Williamson St.
Madison, WI
(608) 251-6776
Open: 7:30am - 9:00pm

2 WILLY WEST
6825 University Ave.
Middleton, WI
(608) 284-7800
Open: 7:30am - 9:00pm

3 WILLY NORTH
2817 N Sherman Ave.
Madison, WI
(608) 471-4422
Open: 7:30am - 9:00pm

4 AUBERGINE
1226 Williamson St.
Madison, WI 53703
(608) 400-9480
Open: Tu & Th 11:00am - 2pm
Or by appointment

CENTRAL OFFICE
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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.

Sept 24, 2025
Oct. 22, 2025

Dec. 10, 2025
January 28, 2026

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

VOLUNTARY
OPEN
MEMBERSHIP

DEMOCRATIC
MEMBER CONTROL

COOPERATION
AMONG COOPERATIVES

AUTONOMY AND INDEPENDENCE

DIVERSITY, EQUITY, AND INCLUSION

MEMBER
ECONOMIC PARTICIPATION

CONCERN for the COMMUNITY

EDUCATION
TRAINING AND INFORMATION



EQUITY PAYMENTS

My husband and I used to shop regularly at the East co-op when we lived in the neighborhood and were active owners. I thought we paid our household equity in full at the time of becoming owners, and the other day I was in (after not being at the co-op for a long while) and was told we had an equity payment due. Can someone educate me on the equity payments - is it a recurring annual fee? How much are the equity payments?

Thank you for reaching out about your Owner account and about equity payments and how they work. An equity payment (investment) is a set amount that once you reach the total investment you never need to make a payment on your account again. You and your husband have a Household account which requires \$91 of equity be invested in it to be paid-in-full. You have the option to pay your equity all at once or pay it off at any time, but we do require a minimum \$13 equity payment be made each year until your account is paid off. Each equity payment incurs a \$2 admin fee so, if possible, it is to your benefit to pay off your equity in fewer payments. The last thing I want to share about equity that differentiates us from other paid membership sort of stores is that the equity you invest is held in your name as long as you have an account with us and it belongs to YOU. If at any time you want to stop shopping or close your account, you can choose to have that equity refunded to you or you can donate it to the Co-op to use for charitable giving. The Co-op does not keep this money! Therefore, there is no disadvantage to paying off your account vs. making a once a year payment. And, it makes it so that you no longer have to worry about or be surprised by the once a year payment. I hope this is helpful, but please don't hesitate to reach out if you have additional questions or need clarification. -Rosalyn Murphy, Board Executive Assistant/Owner Records Administrator

BIKE TO WORK WEEK

Hard to believe that Willy St. Coop, being involved in community events, that Bike shopping credit would not be allowed on Sundays of Bike Week (01 - 08 June). I don't need the credit, it's just strange that you don't partake in this.

Thanks for your question! Because of the large number of biking customers we have, we can't afford to offer a Bike Benefits discount seven days a week. To be honest, I've never considered extending it all week long for Bike to Work Week, but I will for next year. -Brendon Smith, Marketing & Communications Director

TOFU BREAKFAST EMPANADAS

The new tofu breakfast empanadas are yummy! Thanks for all the vegan options!

I got your positive comment about the vegan empanadas and vegan options available on the hot bar;

you are so welcome! Tell your vegan friends about the empanadas! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

SEEDLING POTS

Can I return the seedlings pots to be reused?

Thanks for contacting us with your question. Unfortunately, the growers can not reuse the plant/seedling pots so we do not take them back at our stores. -Sara Berg, General Merchandise Category Manager

BULK INFO

I miss the source info on the bulk beans and grains. I want to know where my food is coming from. This is very important to me!

A colleague from Willy North reached out to me and told me you were concerned about the lack of country of origin information on some of our Bulk bins. They also said you filled out a customer comment form about this issue but never heard back. I am sorry no one got back to you. We have not been able to maintain the country of origin data and update it in a timely manner, and found that often the information we had on our bins was incorrect. The issue is twofold: the country of origin of these products can change without any warning and we have not had enough time to keep it up to date. Rather than put false info on the Bulk bins, we chose to exclude it until we can make sure it is accurate. The website for the distributor we use to get the Bulk garbanzo beans is down right now. When it is back up I will see what it says about the country of origin for the product and get back to you with that info. -Dean Kallas, Grocery Category Manager

FRESH JUICE BAR

I really miss your "fresh juice bar"!!! Maybe just try 1 day a week to see how it all goes. Or 3 x for a month!

I received your customer comment about the juice bar. We looked at running just a partial menu and pulling the days of production back, but it was ultimately determined that we cannot do it. Sorry, many of us still miss the juice! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

BAKERY AT THE CO-OP

The Bakery section at Willy Street East is so nice. I would love to see this at the West location.

Thank you for your feedback regarding the bakery section at our West location. We're happy to share that we will be receiving a new fresh bakery case this July. In the meantime, if there are any specific items you currently purchase at our East location that you'd like to see offered here at West, please let us know. We'd be happy to work with our vendors to try and make those products available. Thanks again for your valuable feedback, and please don't hesitate to contact us if you have any questions. -Pete Silver, Willy West Prepared Foods Manager

COFFEE CUP LIDS

For years, I've enjoyed the Just Coffee at the coffee bar. Recently, however, I have not enjoyed the shower of coffee pouring through the clumsy lids. Yesterday, I had to drive home on my lunch break after an especially catastrophic explosion doused my pants. Surely, there is another fully compostable coffee lid out there that can actually do the job of keeping the coffee inside the cup. Please investigate.

I just received your email about the leaky lids. I am so sorry about what happened. I am having our East team dig into this and get me confirmation on the lid and cup item numbers we have in stock. Our vendor has an order guide that provides the cor-

responding item to each item, so when it comes to lids and cups we make sure we have the right ones and they fit. I'll make sure they are the correct ones. If they are not, we will get the correct ones in stock. If they are, I will contact our supplier who will get in touch with the manufacturer and figure out if we have a bad batch. An alternative option for you in the meantime, while I want us to be able to provide you with adequate cups, I wanted to let you know you're welcome to bring your own cup or thermos in; we'll even give you 15¢ off your coffee purchase each time for bringing your own cup. -Nicholas OConnor, Prepared Foods & Cheese Category Manager

WHOLE CHICKEN IN PLASTIC BAGS

Why did you switch to putting your whole chickens in plastic bags!!? I loved your chickens, but will no longer be purchasing them. Plastic plastic everywhere, but not for hot foods sitting for hours! I never heat up anything in plastic. Please switch back to the old containers. Plus you can no longer see the chickens to pick the one you want.

I received your feedback about the roasted chickens being packaged in plastic bags. I'd like to provide you with some context for this decision. A little over a year ago another category manager and I secured a supply line for a superior brand (Bell & Evans) of chicken than we had been working with over the previous several years. That change came with an increased cost to us, but something that made it more manageable was that they would provide us with packaging for our whole roasted chickens for free. I will say North didn't make this change immediately, as they had backstock of old packaging to get through. This helped, but not entirely, subsidize our increased cost of goods, and allowed me to keep the price at \$10.99. After receiving your comment, I looked at what it would take to return to the previous packaging we used. With the cost of that packaging I would need to bring the price up a full dollar (to \$11.99). At a time when so many shops are raising prices, and with so much uncertainty around tariffs and inflation, I am doing as much as I can to avoid it, and do not feel comfortable raising prices where I can avoid doing so. I understand that the chicken is less visible in the bags than the previous packaging, however, the previous packaging was entirely plastic as well and was actually more weight and volume of plastic than the bags we're currently using. Additionally, when I discussed this issue with the team they also brought up that with the handles on the chicken bags we do see an uptick in the number of people leaving just carrying out of the store by the handle instead of putting them in a paper bag at check out, which saves on the number of paper bags we're sending out as well. I'd also like to assure you, even though the bags are FDA approved to hold hot product (and can also be used in the microwave to reheat product), that we do not heat the chickens in these bags, they are only used for hot holding after the chickens are already cooked. The manufacturer also let us know that the bags are graded to be able to hold product up to 200°F, and our hot holding is well below that temperature. I will continue to monitor the issue, but at this time we are going to continue with the branded bags for our whole roasted chickens. -Nicholas OConnor, Prepared Foods & Cheese Category Manager

MADAME CHU CLASSES

I spoke to Madame Chu at the Saturday Farmers Market. I suggested that she conduct a class on using her sauces. I especially like the Staya Peanut Nyonya. She proceeded to tell me how to use it, in combination with other ingredients and serve with noodles. She is aware of Aubergine, and thought it was a good place to use.

Thanks for the suggestion! I'll reach out to Josey to see about scheduling a class featuring her sauces. -Liz Hawley, Education and Outreach Coordinator

Have a comment or request you would like to share?

We would love to hear from you!



www.willystreet.coop/contact-us



INNER FIRE YOGA



Be a part OF OUR AD CAMPAIGN!

Interested in participating?

Visit willystreet.coop/love-the-co-op. We will work with you to set up a time for a brief interview and photo/video shoot. All Owners who have photos taken will receive a \$50 gift card.

Photos/videos will be taken at the store of the Owners' choosing between July and November. The photo/videos and quotes will be used for advertising purposes, and the person will be identified as a Willy Street Co-op Owner with their first name and last initial. We expect each photo/video shoot and interview to take about 30 minutes. Not all photos, videos, or quotes may be used.


willy street co-op

**LOCALLY
GROWING FOR
50
YEARS**
willy street co-op

50
willy street co-op

**Fifty
years**
willy street co-op

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


SUBSCRIBE TO SAVINGS!
Sign up to get weekly Owner Deals flyers emailed directly to your inbox!
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**By: Anya Firszt,
General Manager**

Hello dear Co-op Owners. August is the final month of summer. Now is the perfect time to get outside and enjoy what remains of the season.

We have a significant project planned at Willy East for the third week of August that you should know about. Read on.

WILLY EAST REFRIGERATION PROJECT UPDATE

Willy East will need to close for a few days for some much-needed refrigeration work. The store will close at 7:00pm on Sunday, August 17 and we plan to reopen at 7:30am on Saturday, August 23. Willy North and Willy West will be open regular hours (7:30am–9:00pm) during this time. Our online store and delivery service will also be available—see shop.willystreet.coop for details.

The work will result in coolers that are easier to shop and offer a wider product selection in multiple areas of the store, specifically the Produce department, refrigerated grocery, and frozen grocery. The new coolers will be more energy-efficient, and the new type of refrigerant will have a significantly lower climate impact than what we currently use.

While the store is closed these days, case pre-orders cannot be placed and pre-ordered products cannot be picked up. Thank you for your patience while we perform this long-awaited work.

An additional note, the Willy East Rain Garden Session scheduled for August 20th is canceled due to the store closure. See you the following week!

RUN FOR A SEAT ON THE BOARD OF DIRECTORS

This is a final reminder that the deadline to submit your application to become a candidate for the Board of Directors is 3:00pm on Thursday, August 28. Board candidates must either have attended a Board meeting in the last six months or attend a Board Candidate Orientation Session. There is not another Board meeting before the deadline, and the final scheduled Orientation Session is on Wednesday, August 20, from 4:00pm–5:00pm. (Email BDC@willystreet.coop at least 72 hours beforehand to get an invitation.) If the Orientation Session time is not conducive to your schedule, please contact BDC@willystreet.coop by August 14 with three dates and times when you are available so that we can work to schedule an Orientation Session with you.

There will be three vacant seats in this election cycle. To learn more about the Board, the application process, and

the requirements for running, please review the Board Candidate Packet. You can find it at the Owner Resources Area in any of our three stores or visit willystreet.coop/run-for-board.

Once again, please remember that all candidate applications must be submitted by 3:00pm on August 28.

NEIGHBORHOOD MUSIC FESTIVALS ON THE HORIZON

This month, the Co-op is a proud sponsor of the following events:

- The Sugar Maple Music Festival, hosted by the Four Lakes Traditional Music Collective, is a two-day outdoor music event taking place on August 1 and 2 at Wm G. Lunney Lake Farm County Park.
- The 2025 Magic Pride Festival will be held at Warner Park from 1:00pm to 6:00pm on Sunday, August 17. The festival will feature local LGBTQ+ performers, craft vendors, food, beverages, and more!
- Middleton's Good Neighbor Festival—celebrating 59 years of “good music, good food, and good neighbors”—August 22–24 at Fireman's Park.
- Orton Park Festival, hosted by Marquette Neighborhood Association, celebrates its 60th anniversary of outdoor fun and merriment from August 29 to 31.

2025 OWNER PERKS PASSES

The Co-op is once again offering Perks Passes for Middleton's Good Neighbor Festival! Perks Passes allow Owners to enjoy half-priced meals and beverages (alcoholic and non-alcoholic) on Saturday, August 23, from 2:30pm–5:30pm at most food/beverage vendors.

Perks Passes for the Good Neighbor Festival will be distributed at Willy West starting on August 11 at 10am. Find details at willystreet.coop/owner-festival-perks.

There is one more Co-op-sponsored event this summer season where we will be offering Perks Passes, which is the Northside Festival held on Saturday, September 13. Look for details in the September *Reader*.

WILLY EAST MURAL UPDATE

About a year ago, we started work on a mural project at Willy East, which was completed at the end of September. However, shortly after its completion, we noticed that the latex paint at the expansion joints between the EIFS panels began to peel. This has been a frustrating issue in addition to compromising the integrity of the artwork. We are currently researching to find a solution and will keep you updated.

SPECIAL DATES TO THINK ABOUT

- Sunday, August 17, Willy East: closing at 7:00pm.
- Monday, August 18–Friday, August 22: Willy East CLOSED for East refrigeration project.
- Thursday, August 28: Board candidate applications due no later than 3:00pm.
- Monday, September 1 (Labor Day): all stores are open until 7:00pm.

Hoping to see you out and about before the summer is over! —Anya



BENEFITS OF BEING A WILLY STREET CO-OP BOARD MEMBER

By: Deb Shapiro, Board Member

This month, we're continuing to talk about reasons why Owners might want to run for the Willy Street Co-op Board of Directors, focusing on the benefits of being a Board member. After all, it's a lot of work to be a Board member: it's a commitment of 10–15 hours per month spent on monthly Board and committee meetings, homework, and reading assignments. So what's the reward? (Beside the 10% discount on groceries and the monthly stipend, of course!) Willy Street Co-op is truly committed to developing and educating its Board members, and that means Board members have access to trainings and workshops and various resources from organizations such as the UW-Madison Center for Cooperatives (UWCC) to help them do their jobs better.

Mentioning UWCC brings me to the specific Board benefit I'd like to concentrate on, which is the opportunity to attend CCMA, the Consumer Cooperative Management Association annual meeting, organized by UWCC. In 2025, CCMA was held in Duluth, Minnesota, and the Co-op was able to

sponsor four Board members to attend. CCMA is a terrific experience, bringing together Board members and staff from co-ops all over the US and some from Canada, for keynote speakers and breakout sessions, as well as good food and socializing. Some of the breakouts I was able to attend included sessions on co-op history, strategies co-ops are using to provide discounts, workplace inclusion, and hybrid co-ops, that is co-ops offering a mix of natural and organic foods and commercial products, with Willy Street Co-op Board president Sarah Larson and GM Anya Firszt presenting.

The Friday keynote speaker, Stacy Mitchell, co-director of the Institute for Local Self-Reliance, discussed how lack of enforcement of antitrust laws that began during 1980s has squeezed out independent grocers and small local stores, which—combined with redlining—has created many urban and rural areas that lack access to grocery stores that provide fresh healthy food. Since at least 2018, there has been debate over what to call these under-resourced areas. The term “food desert” is problematic, since it makes it sound like a natural process, and also negates the vibrant communities that exist in these areas. Some people suggest “food apartheid” as a replacement. I wonder if “food redlining” might work.

The Saturday keynote was a panel of speakers looking at who feels welcomed in co-ops, because despite our best intentions, exclusion still happens.

As you can see, Board members came back from CCMA with lots to think about! Of course there are also a few other perks associated with being a Willy Street Co-op Board member, such as the stipend and discount. But, for me at least, the feeling that the Co-op is investing in me as a Board member by providing opportunities such as CCMA far outweighs that markdown at the register!

RUN

for the **willy street co-op**

Board of Directors

See willystreet.coop/run-for-board

Deadline for applications: August 28th at 3:00pm





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

or go to: www.willystreet.coop/events



SUCRE BON: SWEET TREATS OF LOUISIANA

Location: Willy West Community Room
Thursday, September 18, 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 wonderful staple sweets of Louisiana. We’ll discuss the history of these famous sweets and the cultural influence or origin. Steffry will discuss traditions and history that make Louisiana what it is today. Prepare your sweet tooth and get ready for the Fais Do Do. Laissez les bon temps rouler. Recipes contain: milk, eggs, tree nuts, peanuts, and wheat. Demonstration with limited hands-on opportunities.



COOKING WITH BEER AND CIDER

Location: Aubergine, 1226 Williamson St.
Wednesday, August 6, 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
Beer or cider can be just the ingredient to liven up your autumn meals. The tart and sweet flavor profile of hard cider lends itself to poaching salmon, while a dark and robust stout is just the thing to finish a hearty lamb stew. No Wisconsin cooking class would be complete without a batch of beer and cheese soup, and for dessert, how about a creamy sorbet made with persimmons and wheat beer? Join us and see what’s on tap! Recipes contain: milk, fish, and wheat. Demonstration with limited hands-on opportunities.

ZUCCHINI ALLA SCAPES AND PANZANELLA SALAD

Location: Aubergine, 1226 Williamson St.
Thursday, August 7, 5:30pm–7:30pm
Location: Willy West Community Room
Thursday, August 14, 5:30pm–7:30pm
Ages: 10+; adult supervision required
Instructor: Michelle Mau
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 20
Calling all zucchinis! Join The Delicouser’s Michelle Mau for a fantastic way to use up some of summer’s bounty by learning how to make a light and refreshing vegan meal perfect for a warm summer evening. Learn to make Stanley Tocchi’s favorite Zucchini all scapes featuring The Delicouser’s Bomba spice blend and Panzanella Salad with the Mezzogior-no spice blend. Recipes contain: wheat. Vegan. Demonstration with limited hands-on opportunities.

CHALLENGING CHEESES

Location: Aubergine, 1226 Williamson St.
Monday, August 11, 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
Cheddar, Swiss, Jack, Colby, all easy and approachable, almost any cheesehead wouldn’t say no to one of these, but what about cheese that’s a little more, shall we say, challenging? Salty and rich Bleu d’Auvergne, redolent with the aroma of an old trunk from grandma’s attic. True Alsatian Munster, ripe and funky like a damp barn on a hot day, creamy and spreadable, nothing like the tame rubbery bricks we grew up with. Finally, it wouldn’t be a stanky cheese hangout if we didn’t invite the king: buttery rich and potentially offensively pungent Limburger (only produced at one creamery in the US, right here in Wisconsin of course). We’ll try all of these stinkers and more, straight up and some paired with or part of a recipe. Hold your nose if you must, but do join Chef Mike and fearlessly face some funky fromage. Recipes contain: milk. Demonstration with limited hands-on opportunities.

MARVELOUS MISO

Location: Willy West Community Room
Tuesday, August 12, 5:30pm–7:30pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 8
You bought that miso for one dish. It’s too expensive to discard. What to do? In this class, Sharon will prepare miso

mushroom flatbread, macadamia nut cheese, and chocolate peanut butter miso cookies. Recipes contain: tree nuts, peanuts, wheat, and honey. Demonstration with hands-on opportunities.

COOKING WITH CHEF PAUL: COOKING WITHOUT GLUTEN

Location: Willy West Community Room
Thursday, August 21, 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
Removing gluten from our cooking is a challenge, but it is doable. Join Chef Paul to learn to make crustless quiche, tortilla rolls, pasta, and more—all without gluten. There is always a solution in the kitchen! Please note: our teaching classrooms are not gluten-free facilities. Recipes include: eggs. Demonstration.

ELEMENTS OF GUMBO: CRAB

Location: Aubergine, 1226 Williamson St.
Tuesday, August 26, 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 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: Crab Stuffed Beignets, Crab Dip, and Mini Crab Cakes with Cajun Aioli. Everyone will make a packet of Lemon Pepper Salt to take home as well! Laissez les bon temps rouler. Recipes contain: milk, shellfish, and wheat. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: CURRY

Location: Aubergine, 1226 Williamson St.
Thursday, August 28, 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
Should you use curry powder or paste? Is there any difference? Chef Paul was confused about curry too, but after plenty of research, he found that curry is a flavorful way to spice up your cooking! Join Chef Paul to learn to make curry powder and paste from scratch and apply them in cooking. On the menu: Coconut Salmon Curry, Green Mango Curry Chicken, and Coconut Noodle Bowl with Vegetables. Recipes contain: seafood. Demonstration.

RUSHING WATERS RAINBOW TROUT

Location: Willy West Community Room
Thursday, September 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
Rushing Waters rainbow trout are farmed less than 50 miles from Madison, and the Co-op is proud to be a purveyor of this local delight. Join Chef Mike for a lesson in selecting and cleaning, and then demonstrating preparations of this delicious freshwater fare, including pan-fried with hazelnut crust and hot smoked. Recipes contain: nuts, eggs, dairy, fish, and wheat. Demonstration with limited hands-on opportunities.



FROM THE GARDEN: HERBAL AND GOAT MILK SOAPMAKING

Location: Aubergine, 1226 Williamson St.
Saturday, August 16, 1:00pm–4:30pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$60 for Owners; \$70 for non-owners
Capacity: 20
Join herbalist Linda Conroy to learn how to make soap from scratch. Participants will also learn how to incorporate herbs into the soap for skin health and healing. Everyone will take home recipes and bars of soap that we make in class. Bring an apron, rubber kitchen gloves, and safety glasses. All other supplies will be provided. Hands-on.

CANNING BASICS

Location: Aubergine, 1226 Williamson St.
Tuesday, August 19, 6:00pm–8:00pm
Location: Willy West Community Room
Thursday, September 4, 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
Your garden’s bounty can last all through the cold winter months if you know the basics of canning your harvest. Join Chef Mike to explore the basics of canning using the boiling water method, featuring tomatoes, pickled cucumbers, dilly beans, and sweet and spicy candied jalapeño peppers (aka “Cowboy Candy”). Vegetarian. Demonstration with hands-on opportunities.

SUMMER FIRE CIDER

Location: Willy West Community Room
Tuesday, August 26, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Your Co-op’s Own: Kirsten Landsverk
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10
Join Kirsten Landsverk to learn about the uses of fire cider, making fire cider, and how to tailor it to your personal household’s liking. Everyone will leave with a jar of fire cider to take home. Demonstration and hands-on.

INTRODUCTION TO KOMBUCHA BREWING

Location: Aubergine, 1226 Williamson St.
Wednesday, August 27, 6:30pm–7:30pm
Ages: 11+, adult supervision required
Instructor: Vanessa Torolano
Fee: \$75 for Owners; \$85 for non-owners
Capacity: 20
Join Vanessa Tortolano, co-founder of NessAlla Kombucha, to learn the basics of beverage fermentation and how to make your own probiotic Kombucha at home. Class includes a kit with everything you need to start your first batch. Lecture and demonstration.



HERBS AND FERMENTATION FOR DIGESTIVE HEALTH

Location: Aubergine, 1226 Williamson St.
Tuesday, August 5, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$50 for Owners; \$60 for non-owners
Capacity: 20
Herbs and fermented vegetables provide a key to digestive health. Join Linda Conroy to learn how to combine vegetables and herbs to make delicious, unique pickles and kraut. Take home recipes and two jars of ferments that we will make together in class. Hands-on.

LATE SUMMER WILD FOOD/WILD MEDICINE PLANT WALK

Location: Willy North and Warner Park
Thursday, August 14, 5:30pm–8:00pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$38 for Owners; \$48 for non-owners
Capacity: 20
Join veteran herbalist and forager Linda Conroy for this plant walk focused on late summer plants. We will learn to identify plants of the season, as well as tips on how to harvest and prepare them in the kitchen and apothecary. Dress appropriately for the weather and wear comfortable walking shoes. Meet in the outdoor Commons at Willy North.



FOOD-BASED CLEANSING

Location: Zoom
Tuesday, August 26, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50
Learn new ways to get healthy by assisting the body’s major elimination and toxin-removing organs (liver, kidneys, and digestive tract) with food and herbs that allow for internal cleansing. Think of cleansing for internal organs as the counterpart to washing your hair or brushing your teeth; these activities keep you healthy and vibrant. Presented by Katy Wallace, ND of Human Nature, LLC.

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.



SPRING ROLLS AND NOODLES

Location: Willy West Community Room
Tuesday, August 5, 4:00pm–5:00pm
Ages: 9–12 years old; adult supervision not required
Location: Aubergine, 1226 Williamson St.
Thursday, August 14, 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’re on a roll, making fresh and fun spring rolls with a zippy sauce and a tasty bowl of peanut noodles. Join Mike T and the Sprouts to try some fun and new flavors! Recipes contain: eggs, wheat, and sesame. Made-without-gluten option available. Hands-on.

TACOS TODAY

Location: Aubergine, 1226 Williamson St.
Thursday, September 11, 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
Tacos aren’t just for Tuesday; let’s make tacos today. Impossible veggie crumbles or ground beef seasoned just right for a hard or soft taco, a side of green chili black beans, and refreshing horchata to cool the heat! Recipes contain: dairy and wheat. Vegetarian and made-without-gluten options. Hands-on.



45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson St.
Wednesday, August 20, 1:30pm–4:45pm
Location: Willy West Community Room
Tuesday, September 23, 2:15pm–5:30pm
Virtual
Tuesday, August 12, 1:30pm–4:45pm
Wednesday, September 10, 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.



**willy street co-op
Owner Festival
PERKS PASSES**

Willy Street Co-op Owners will be able to get half-priced meals and beverages during a three-hour span at Good Neighbor Festival.



Perks Pass Distribution starts at 10am on Monday, August 11th at Willy West

Festival Perks Passes are distributed on a first-come, first-served basis while supplies last.



Learn more at
www.willystreet.coop/owner-festival-perks.



GO PAPERLESS!

Sign up to get our monthly newsletter emailed directly to your inbox!

Unsubscribe any time you wish

Sign up at: www.willystreet.coop/emails



SEEDED VS. SEEDLESS WATERMELON

By: Micky Ellenbecker, Purchasing Assistant

When given a choice between a seeded vs. seedless watermelon, many people will opt for the seedless. Seeds are generally considered annoying and messy and make you feel like you're bringing rude behavior to the kitchen table with all that spitting. However, there's been a resurgence for the desire of seeded fruits, and watermelon seems to be one of the trend leaders. The driving force behind the demand for seeds are vitamins, minerals, fats, and proteins that have been pushed aside by eliminating the seeds. But I wanted to compare the two options, so I talked with the Co-op's long-standing expert watermelon grower, Steve Pincus of Tipi Produce, to help me hash it all out.

As I mentioned above, watermelon seeds have nutritional value. They are a good source of magnesium, phosphorus, copper, and zinc and also contain B vitamins, essential fatty acids, and amino acids. The capacity in which you consume the seeds will certainly affect how much you absorb from them though. Like most seeds, you'll maximize your nutrient load by saving and sprouting the seeds (I know, I know, this sounds intense, but might be worth trying it just for the experience) or you can just chew them. If you swallow them whole they're likely to pass through you without much nutrient benefit at all.

DOES THIS MAKE A SEEDLESS WATERMELON INFERIOR & HOW IS IT GROWN?

The flesh of the fruit (and the rind for that matter) is also nutritious, so both seeded and seedless still have great health benefits. Watermelon is a good source of potassium and is 91% water, making it great for hydration. The red color of the flesh comes from the antioxidant lycopene, and watermelon has the highest levels of any other fruit or vegetable. Lycopene has a range of health benefits including protection against sunburn and particular types of cancer. There is also research showing that the amino acid citrulline, which watermelon is one of the best sources for, supports good cardiovascular health and reduces blood pressure. It's also a source of vitamin C, vitamin A and vitamin B6.

Seedless watermelon is not a genetically modified food; it is a result of cross-breeding. The male pollen of a watermelon, containing 22 chromosomes, is crossed with the female watermelon flower, which has been chemically altered to contain 44 chromosomes. The result is a watermelon with 33 chromosomes, and the tiny white seed husks don't mature into fertile seeds and therefore is sterile. Another example often used to illustrate this point is cross-breeding a horse with a donkey to produce a sterile mule.

DOES ONE TASTE BETTER THAN THE OTHER?

Some people are dedicated followers

to seeded or seedless solely based on flavor, but I think most can agree that they've had good and not-so-good versions of just about any kind of fruit. I will make the argument that it has a lot more to do with an item being in peak season and grown on healthy soils by an experienced farmer who knows their varieties.

TIP! PRODUCE

Enter watermelon super-farmer, Steve Pincus of Tipi Produce. In the eyes of the Produce staff here at the Co-op, there is no better expert to talk to about watermelon. Steve has been growing watermelon for at least 40 years and has been selling it to the Co-op for about 30 years. Steve recently described the Tipi/Co-op relationship as such: "We're like an old married couple; steady, productive, and still in love." He personally hand-picks each watermelon that leaves his fields (with the support of a crew to wash and pack them as they go) and aims for ideal ripeness. I have always enjoyed watermelon, but it wasn't until I started eating watermelon from Steve's farm that I became watermelon-obsessed. Now I pretty much only eat it when he has it available, and I eat a lot of it.

HEALTHY SOIL

Watermelon, and pretty much all other food, is only as nutritious as the soil it is grown in, and our local organic farmers are constantly working to build soil health. Healthy soil is the key to healthy plants and resiliency, and as

long as the weather doesn't throw a wrench in things, also great-tasting food. Steve and his wife, Beth, have been farming organically on their current farm since 2002, and they've been building up soil health ever since, with noticeable improvements year after year. He has invested a lot into his soils, including compost, mineral and soil amendments, cover crops, and organic matter from a nearby small town, such as leaves.

WHY DOES STEVE GROW SEEDED WATERMELON?

Well, the truth is he grows mostly seeded watermelon, but dabbles in small quantities of seedless to remain informed. When he first started farming, seedless watermelon varieties were bland and didn't hold a candle to the flavor and sweetness of seeded varieties. Today all the breeding research is going into seedless varieties and there are almost no new seeded varieties being released onto the market. Steve acknowledges the breeding has greatly improved in the last 10 to 15 years and there are good seedless varieties available now, but he sees the high demand for seedless a bit differently at this point. By growing the older seeded varieties that are less prevalent, he has a more unique product to offer. And with his decades of experience and his continued dedication to healthy soil, you can be confident that you're getting both a nutritious and delicious watermelon.





Fresh Figs: A Sweet Summer Treat!

By: Andy Johnston, Produce Category Manager

California fig season is just getting started! The hot dry summers and mild winters in the Northern Sacramento Valley are ideal for organic fig production. Fortunately for us, the crew at Co-op Partners Warehouse in St. Paul, Minnesota, has developed a strong relationship with Maywood Farms in Corning, California, growers of premium organic figs! Bob and Karen Steinarcher have been growing figs for 35 years. Their operations are certified organic, they use wind and solar energy to help power the farm, and they ship their figs in 100% recyclable packaging. They do a great job, and we’re so glad we are able to enjoy their incredible figs.

Throughout August, look for Maywood Farms Black Mission, Brown Turkey, and Kadota figs in our Produce departments!



Black Mission Figs

What makes them special: The most popular and widely available fig variety.
Size and Color: Big with a deep blackish-purple skin.
History: Originally introduced to North America by Spanish Franciscan missionaries around 1768.
Flavor: Jammy and honey-rich.

Brown Turkey Figs

What makes them special: Excellent for making fig preserves, jellies, and other sweet treats.
Size and Color: Medium-sized with light brown skin.
History: While its exact origins are debated, it’s a widely cultivated fig variety with a history in Europe and Asia. Brought to California in 1853.
Flavor: Sugar-flavored fig with a mild, sweet flavor.

Kadota Figs

What makes them special: Has fewer seeds and are incredibly sweet (and are my favorite for fresh eating!)
Size and Color: Slightly smaller and green.
History: Originated in Italy and brought to California in the 20th century.
Flavor: Exceptionally sweet and honey-like flavor.

Tips:

- Keep your figs fresh by storing them in the refrigerator, and give them room to breathe. I recommend bringing them up to room temperature before consuming, and enjoying them within a few days of purchase.
- Enjoy your fresh figs as a snack on their own, or with your favorite local cheese: their rich, sweet flavors go well with fresh, soft-ripened cheeses as well as firm, salty, aged cheese. Add them to your favorite pizza or enjoy them on your ice cream. Fresh figs are a good source of fiber, fat-free, and packed full of vitamins and minerals.
- Stop in and give all of them a try! The season is only 4-6 weeks long, so don’t wait!



Stuffed Figs Wrapped in Bacon

Serves 4

Preparation

Preheat oven to 375°F.
Starting a bit below the stem, cut the fig three-quarters of the way through. You’ll be cutting straight down to the blossom end.
Fill each fig with a teaspoon of ricotta and wrap with a piece of the bacon.
Secure with a toothpick if you like.
Place the figs on a sheet pan covered with parchment or foil. Bake for 30 minutes.
After 30 minutes, turn the broiler on and broil for another 5 minutes or until the bacon is crisp.
Remove figs to a plate. Drizzle with balsamic glaze if using. Serve.

Recipe Courtesy of: littlecoastalkitchen.com



Fig Salad with Blue Cheese

Serves 4

Preparation

Preheat oven to 350°F.
Put the pecans on a baking sheet covered with parchment paper, and drizzle 1 scant tablespoon of maple syrup over them. Use your fingers to mix the maple syrup so it covers each nut.
Put baking sheet in the oven and toast for 9-10 minutes, until the nuts smell fragrant. Check regularly—these nuts go from caramelized to burned quickly. Remove baking sheet from oven, and let cool. They will harden, and you can then break apart for your salad topping.
Make the vinaigrette by whisking together balsamic vinegar, 1 teaspoon of maple syrup, and olive oil. Add salt and pepper to taste.
To build the salad, first dress the spinach greens with about half of the dressing in a large salad bowl—add more dressing if it seems dry. Add quartered figs and crumbled blue cheese.
Tear prosciutto into pieces and tuck in next to the figs, then sprinkle with caramelized pecans.

Recipe Courtesy of: vanillabeancuisine.com



BLACK **2025**
BUSINESS
MONTH **i**

i = Inclusive Trade

L = Local



JUST WATER
 Spring Water **i**



SOUL BREW
 Kombucha **i L**



ECOS
 Hand Soap **i**



ALAFFIA
 Fair Trade Body Care **i**



A DOZEN COUSINS
 Seasoned Beans **i**



MANGO MAN COOKS
 Salsa **i L**



MINA
 Moroccan Cuisine **i**



NATURAL RENEWALS
 Sea Moss Gel **i L**



SHARAY'S
 Brittle **i L**



FAR BRETON BAKERY
 Fresh Bakery **i L**

In August, we're highlighting Black-owned Inclusive Trade vendors for Black Business Month.

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



**BY: MICKY ELLENBECKER,
PURCHASING ASSISTANT**

**GIOVANNI
BIOTIN &
COLLAGEN
STRENGTHENING
SHAMPOO &
CONDITIONER**

Giovanni has been a long-standing natural hair care brand on our shelves. This new product is free of harmful sulfates, PEGs, parabens, mineral oil, propylene glycol, phthalates, and artificial dyes. It is also vegan and cruelty-free. The biotin/collagen combo helps to strengthen and improve hair texture as well as hydrate for frizz control. Find shampoo and conditioner at all three stores. Learn more at giovannicosmetics.com.



**STICKERS
NORTHWEST**

We now have some fun stickers from Stickers Northwest available at all three stores! They can be added to water bottles, thermoses, laptops, and journals to add a personal touch that resonates with you. They are produced in the USA and are made from a matte-finished laminated vinyl that is waterproof, fadeproof, and can be removed without leaving a sticky residue. They are also considered dishwasher-safe, but handwashing is encouraged for a longer life.



**BIOPTIMIZERS
MAGNESIUM
BREAKTHROUGH**

Most of us hear about either Magnesium Chelate or Citrate for supplementation, but it turns out there are seven types of magnesium and most of us are deficient in all of them. They all play a unique role in various functions of our body, such as muscle recovery, bone health, immune support, and deeper sleep, and you can get all seven forms in the new BIOOptimizers Magnesium Breakthrough. Find it at all three locations. Learn more at BIOOptimizers.com.

**DUKE'S REAL
MAYONNAISE**

For all the mayo lovers out there, we've got a new brand with a cult following. Duke's is prized for its higher concentration of apple cider vinegar and egg yolks, which give it a rich tangy flavor and custardy texture its fans have grown to love. We're offering the classic version of Duke's Real Mayonnaise at all three stores, plus Willy West and Willy North are also offering Duke's Light Mayonnaise. Learn more at dukesmayo.com.



**LAURA CHENEL
MARINATED GOAT
CHEESE**

Laura Chenel started making her award winning goat cheese in Sonoma, CA more than 40 years ago. With a focus on sustainability, the new creamery they built in 2011 was the first to be LEED Gold-certified in the US. This new facility uses 65% less water than the previous one and recycles all of the water it does use. They also produce all their electricity with onsite solar panels. You can find their Black Truffle, Jalapeño & Chile, and Thyme & Rosemary Marinated Goat Cheese at all three of our stores. You can learn more at laurachenel.com.



**JUSTIN'S MILK &
DARK CHOCOLATE
PEANUT CARAMEL
NOUGAT CANDY
BARS**

I think the title says it all, but just to help you visualize it, it starts with a layer for nougat candy on the bottom, then comes a layer of peanuts, followed by a layer of caramel to fill in all the gaps and then you have the option of it being fully dipped in milk or dark chocolate. I know, it sounds absolutely terrible. They are available as a single 1.4oz candy bar or a 4.2oz multipack of mini candy bars. Find both options at all three stores, if you dare! Learn more at justins.com.



Annie's Homegrown
Organic Fruit Snacks

7 oz • Save \$3.99

\$4.50

Bonne Maman
Fruit Preserves

Select Varieties
13 oz • Save \$2.00

\$5.49



Cascadian Farm
Organic Granola Bars

6 pk • Save \$1.29

\$4.00

Once Again
Organic Peanut Butter

16 oz • Save \$3.00

\$5.99



Mrs. Meyer's
Hand Soap

12.5 fl oz • Save \$1.30

\$4.49

Evolution Fresh
Organic Cold-Pressed Orange Juice

59 fl oz • Save \$1.20

\$9.79



Painterland Sisters
Organic Skyr Yogurt

5.3 oz • Save 54¢

\$2.25 

Nordic Naturals
Vitamin C Gummies

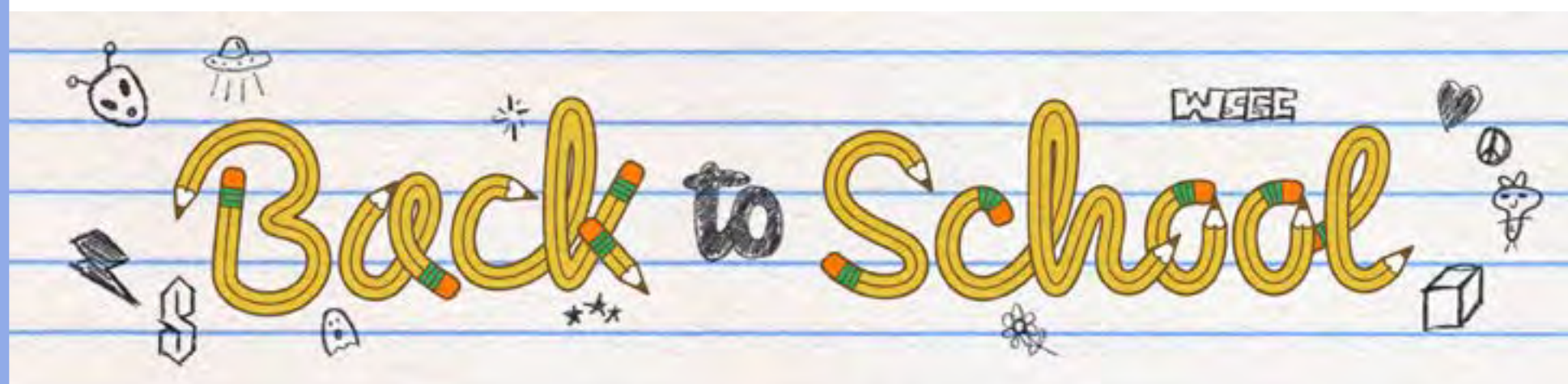
60 ct • Save \$4.00

\$10.99

Annie's Homegrown
Organic Cheddar Bunnies

7.5 oz • Save \$1.79

\$4.00



JULY 30–AUGUST 19

coop deals
Sales For Everyone!

Calbee
Snapea Crisps
3.3 oz • Save \$1.58 on 2

2 for \$4



De La Calle
Organic Tepache
12 fl oz • Save 98¢ on 2

2 for \$4



Little Secrets
Chocolate Wafers
1.4 oz • Save 98¢ on 2

2 for \$5



**TWO
FER!**



Steaz
Organic Iced Tea
16 fl oz • Save \$1.58 on 2

2 for \$3



Go Macro
Organic Bars
2–2.4 oz • Save \$1.98 on 2

2 for \$5



Kevita
Probiotic Refresher
12 fl oz • Save 98¢ on 2

2 for \$4

**Sale+
Coupon**

save \$1.00
more with
a coupon!



Cascadian Farm
Organic Frozen Fruit
8–10 oz • Save \$2.99

\$4.00

**Sale+
Coupon**
save \$1
more with a
coupon if
you buy 2!

Miyoko's Creamery
Organic Plant-Based Cream Cheese
8 oz • Save \$1.00

\$5.49

Woodstock
Organic Frozen Ravioli
20 oz • Save \$2.50

\$7.49



Nixie
Organic Sparkling Water
8 pk • Save \$1.50

\$4.49

Dr. Bronner's
All-One Toothpaste
5 oz • Save \$1.80

\$4.99

Koyo
Ramen
2–2.1 oz • Save 30¢

\$1.19



Que Pasa
Organic Tortilla Chips
11 oz • Save 99¢

\$3.50

Wallaby
Organic Whole Milk Greek Yogurt
32 oz • Save \$1.00

**PRODUCT NO LONGER
AVAILABLE**

The Honey Pot
Tampons
18 ct • Save \$1.30–\$1.50

\$6.99



Evol
Burritos
5–6 oz • Save \$1.00

\$2.29

Just
Plant-Based Eggs
16 fl oz • Save \$2.50

\$6.49

Every Man Jack
Deodorant
3 oz • Save \$1.30

\$5.99



Natural Factors
Stress-Relax Melatonin 3 mg Chewable
90 tab • Save \$3.50

\$4.49

Alba Botanica
SPF 30 Sheer Mineral Sunscreen
3 fl oz • Save \$5.00

\$7.99

Angie's
Organic Boom Chicka Pop Popcorn
4.5 oz • Save \$1.29

\$3.00



Amy's
Pizzas
11–14 oz • Save \$2.00

\$8.99

Chocolove
Chocolate Bars
2.9–3.2 oz • Save \$1.49

\$3.00

simply tera's
Pure Whey Protein
12 oz • Save \$4.00

\$17.99



Sales on this page valid July 30–August 19, 2025.
All sales and coupons subject to availability. Sales quantities limited.



Sir Kensington's
Classic Mayonnaise
12 fl oz • Save \$9.29 on 2
Buy One, Get One FREE



Bitchin' Sauce
Sauce
8 oz • Save \$6.99 on 2
Buy One, Get One FREE



Purely Elizabeth
Granola
8–12 oz • Save \$8.49 on 2
Buy One, Get One FREE 



Ben & Jerry's
Ice Cream
16 oz • Save \$6.49 on 2
Buy One, Get One FREE

Sir Kensington's
Classic Vegan Mayo
12 fl oz • Save \$10.49 on 2
Buy One, Get One FREE



Beyond Meat
Plant-Based Brats
14 oz • Save \$10.49 on 2
Buy One, Get One FREE



Red's
Burritos
4.5–5 oz • Save \$2.99 on 2
Buy One, Get One FREE



Annie's Homegrown
Macaroni & Cheese
Select Varieties
6 oz • Save \$3.49 on 2
Buy One, Get One FREE



Goodpop
Pops
Select Varieties
4 pk • Save \$6.79 on 2
Buy One, Get One FREE

Crofter's
Organic Fruit Spread
16.5 oz • Save \$6.99 on 2
Buy One, Get One FREE



AUGUST 20–SEPTEMBER 2

coop deals
Sales For Everyone!

Andalou Naturals
Shampoo & Conditioner
Select Varieties
11.5 fl oz • Save \$7.99 on 2
Buy One, Get One
FREE



Mineral Fusion
Nail Polish
.33 fl oz • Save \$8.29 on 2
Buy One, Get One
FREE



The Humble Co.
White & Black Plant-Based Toothbrushes
2 ct • Save \$3.49 on 2
Buy One, Get One
FREE



Preserve
Shave 5 Razor System
1 ea • Save \$9.79 on 2
Buy One, Get One
FREE



Country Life
Vitamin D3 5000 IU
200 ct • Save \$22.99 on 2
Buy One, Get One
FREE



Andalou Naturals
Body Lotion
8 fl oz • Save \$8.99 on 2
Buy One, Get One
FREE



Kettle Brand
Potato Chips
13 oz • Save \$2.30
\$4.49

The Seaweed Bath Co.
SPF 50 Weightless Face Shield Mineral Sunscreen
1.7 oz • Save \$3.50
\$14.99

Back to Nature
Crackers
Select Varieties
4–6.5 oz • Save \$1.29
\$3.50



Laoban Dumplings
Dumplings
8 oz • Save \$2.00
\$4.99

Organic Quick Oats
bulk • Save 20¢/lb
\$1.79/lb

Barlean's
Organic Lignan Flax Oil
16 fl oz • Save \$8.00
\$19.99



Alaffia
EveryDay Shea Body Wash
32 fl oz • Save \$4.00
\$8.99

Birch Benders
Organic Pancake & Waffle Mix
16 oz • Save \$1.80
\$4.99

Jovial
Organic Tomatoes
Select Varieties
18.3 oz • Save \$1.30
\$3.69



EnviroKidz
Organic Eco Pac Cereal
23–25.6 oz • Save \$2.00
\$7.99

Deep Indian Kitchen
Samosas with Tamarind Chutney
11 oz • Save \$2.00
\$4.99

A Dozen Cousins
Beans and Sofrito
10 oz • Save 80¢
\$3.19



Gaia Herbs
Ashwagandha Root
60 cap • Save \$11.00
\$16.99

Noka
Organic Smoothies
4.22 oz • Save \$1.58 on 2
2 for \$4

Desert Essence
Tea Tree Oil Dental Floss
1 ea • Save \$1.58 on 2
2 for \$6



Silver Hills Bakery
The Big 16 Organic Bread
22 oz • Save \$1.00
\$3.99

***Sale+ Coupon**
save \$1.00 more with a coupon!

Noosa
Yoghurt
4.5 oz • Save 24¢
\$1.25

Quorn
ChiQin Nuggets
10.6 oz • Save \$1.30
\$4.99



Sales on this page valid August 20–September 2, 2025.
All sales and coupons subject to availability. Sales quantities limited.



INTERVIEW WITH YAW ASARE FROM SHARAY'S GHANA STYLE BRITTLE

By: Dean Kallas, Grocery Category Manager

For Black Business Month, I wanted to learn more about one of our Inclusive Trade vendors: Sharay's Ghana Style Brittle. Willy Street Co-op has carried their peanut, pistachio, and cashew brittle at our stores for a few years now. I checked in with Yaw Asare, one of the company's owners about how they got their start.

DK: Where did you grow up?

YA: I was born in Germany, where I lived till I was 7 years old. My parents moved us to Ghana in 1980. Lived in Ghana from age 7 to age 18 and then moved to the United States for college. I have spent the whole time in Appleton, Wisconsin.

DK: How did you get interested in making brittle?

YA: About seven years ago I had a hankering for my childhood snack. I did not know how to make it. I asked my mom how to make it. She gave me a cookbook from 1978 to play around with. I went into the kitchen and started playing around with various iterations and finally decided on what I thought was the best one. I gave it to family and friends, and they loved it. What really captured people was that the brittle has a deep, rich nut flavor, was easier to bite into, and for the most part does not stick to your teeth.

DK: How would you best describe your brittles to someone who has never tried them?

YA: Think of our peanut brittle as bold and delicious. It's the OG and has a rich peanut flavor. Our Cashew brittle is the smoothest brittle ever. It has a laid-back taste to it. Cashew nuts are not overly flavorful; however, after being chopped and blended with caramelized cane sugar, that sweet and savory blend is to die for.

Our pistachio brittle is described as an adventure in your

mouth. The deep flavor profile of the pistachio nut lovingly surrounded by caramelized cane sugar hits the tongue with a delightful deluge of taste.

DK: In what ways is your brittle different from brittles typically made in the United States?

YA: It's made with a recipe from Ghana where I am originally from. It's better brittle made with chopped nuts, cane sugar, water, salt, and citric acid. No corn syrup which is a cheap sweetener and highly processed. No butter, making it vegan for those who choose that lifestyle, and dairy-free for those who have issues digesting dairy products. We also don't need to use baking soda. You end up with a brittle that is easier to bite into [and] is less sticky with a rich nut flavor.

DK: Who is your biggest influence?

YA: My biggest influence is my business partner. It was he that suggested that I look into food as a business. He is from Trinidad, but his wife is from Ghana. He loves our food but feels that we gatekeep it too much. The seed he planted has culminated in Gold Coast Candy.

DK: What line of work were you in before starting Sharay's?

YA: I have spent most of my working career leading teams in banking operations for three banks, two of which are Wisconsin-based. I have also garnered sales and customer service experience working for Lowes, Fleet Farm, and Alta Resources.

DK: How did you get the name "Sharay's?"

YA: I got the name in high school in Ghana. There was someone else named Sharay in the same boarding house that I was. We both had the same last name. It was handed down to me.

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

YA: Getting used to a different diet was definitely a challenge. Love my Waakye [a popular Ghanaian dish consisting of rice and beans, typically black-eyed peas, cooked with sorghum leaves] and fried plantain and beans. I have had to learn to cook the dishes that I miss the most. It's taken a while but it has been well worth it.

DK: What excites you about your business?

YA: There are many adventurous people who would love to try African snacks, but don't necessarily have the access to it. We view Gold Coast Candy as their gateway. We also found a solution to people not loving brittle because it's hard and sticky. That was by accident.

DK: Which of your creations are you most proud of?

YA: I am most proud of our Pistachio Brittle. We like to say that it's African-inspired since it is not a nut we use for brittle in Ghana. It is by far our most popular Brittle flavor. It did win 2nd place at the Wisconsin State Fair in its sweets and treat category. Other creations that we have that have won state fair awards are our Cashew Almond Toffee Bars; our Spiced Orange and Rosemary Salt & Pepper Candied Pecans; and the Peanut Brittle.

DK: What motivates you to keep creating?"

YA: You don't see a lot of African inspired snacks available for Americans to enjoy. We want to be at the forefront of providing this opportunity. We want to show that something good comes from Africa, not just scenes of emaciated children.

DK: Do you have any other hobbies or interests?

YA: My business partner and I love watching movies. We like the stories in movies, and we believe we

have stories to tell with our treats. West African culture is a storytelling culture, and we love to regale our customers with stories about why we began Gold Coast Candy to begin with.

DK: Do you have any new products in development?

YA: Gold Coast Candy currently has three collections. The heritage collection, which currently represents Sharay's Ghana Style Brittle, will soon add Chin Chin, which is a sweet fried dough. We just released new cream-filled Wisconsin Chocolate Bars under the American selection. The fillings are Peanut Butter Bliss, Raspberry Delight, and Mint Indulgence. The corporate gifting selection just gained some Local Lake Chocolate Bars: Okauchee, Pewaukee, and Nagawicka.

[Editorial note: Currently Willy Street Co-op only carries the Sharay's Ghana Style Brittle at all of our stores.]



Sharay's 
Ghana Style Brittle
\$8.49–\$10.49

Learn more at:
www.sharaysgsb.com





Thursday, September 11, 2025
5pm · East Side Club
RSVP at communityshares.com

Join us as we celebrate local leaders and organizations who are advancing social and environmental justice in our community.

Mary Ellyn and Joe Sensenbrenner

Nominated by Rooted

Winners of the Liesl Blockstein Community Leadership Award

Joyce Hall

Nominated by Freedom, Inc.

Winner of the Sally Sunde Family Advocate Award

Ximena Linares-Rodriguez

Nominated by Tenant Resource Center

Winner of the Linda Sundberg Civil Rights Defender Award

**Wheels for Winners
and Bayview Foundation**

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Denise Matyka

Nominated by Project Home

Winner of the CSW Lifetime Achievement Award

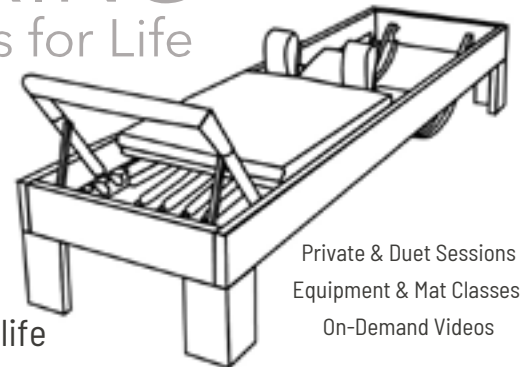
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Willy East will be Closed

**7pm Sunday, August 17th through
7:30am Saturday, August 23rd**

Willy East will be closed for much-needed refrigeration work. **Willy North and Willy West will be open as usual.**

While the store is closed these days, case pre-orders cannot be placed and pre-ordered products cannot be picked up.

Thank you for your patience while we perform this long-awaited work.

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Reach over 35,000 Co-op Owners
Find info at willystreet.coop/advertising

willy street co.op





Field Roast Plant-Based Mini Corn Dogs

These are my guilty pleasure without worrying about what is in my hot dog! These are perfect in the air fryer and taste SO good. The corn breading tastes amazing and the dog itself is plant-based so you know exactly what is in it. I love these for dinner with some fries and a good movie.

-Steffry, Finance

Willy Street Co-op Lemon Parmesan Tortelloni Salad L

This pasta is not only delicious but very satisfying as well. It is good cold or hot.

-Curt, Deli

Talentì Lemon Sorbetto

This refreshing lemon sorbetto is great for a cold treat on a summer's day! It's got a nice tartness to it and reminds me of a better version of the lemon ice treats I loved as a kid.

-Katy, Front End

Willy Street Co-op Bulk Organic Unsalted Peanut Butter

This peanut butter is the perfect balance of smooth and chunky. ZERO additional ingredients and an incredible taste. There is no peanut butter in the world I would pick over this fresh ground and exceedingly affordable option. There are containers available, but you can also bring your own!

-Beth, Customer Experience

Cosmic Crisp Apples

I spent most of my life thinking I was an apple snob, and rarely bothered with supermarket apples outside of honeycrisps. The Cosmic Crisp was a revelation to me! I love to slice them thinly (the skins can be a little tough for someone with sensitive gums) and arrange them so I can see the gorgeous coloring. My new favorite apple!

-Austin, Front End

Perfect Bar Dark Chocolate Almond Butter

Hangry? Eat this! When out for a hike or a day running errands, I will often run late on my regular meal times. Then I get HANGRY. So I like to keep one of these on hand. My fave is the Dark Chocolate Almond Butter. They are best kept refrigerated but also keep just fine for up to a week in your work bag or backpack.

-Lauren, Facilities

Somerdale Red Dragon Mustard Seed Ale Cheese

The cheese has a unique blend of spices that make it perfect for snacking on a wedge at lunch.

-Elias, Finance

Ithaca Lemon Garlic Hummus

First off, the texture of this hummus is perfect, so smooth and creamy. Next, the flavor, the lemon and garlic compliment each other beautifully. To top it all off, it is so filling and satisfying, I love to eat this hummus with a cucumber or bell pepper from our Produce department.

-Arlo, Front End

Sweet Italian Frying Peppers

Perfect for grilling! You can use them as you would a bell pepper. No heat, versatile, and brings color to your plate

-Demeter, Produce





**Dreamfarm
Fresh Goat Cheese**

Excellent taste, creamy, lots of flavors, local, and organic.

-Ellen, Logistics

**Back to Nature
Double Cream Sandwich Cookies**

You could easily swap these out for the more common brand name look-a-like without anyone knowing, and with an added benefit to know they are plant-based. Don't forget the milk!

-Jake, Produce

**Seggiano
Fresh Basil Pesto -
Pesto Genovese**

Very flavorful—it's probably the freshest tasting shelf-stable pesto I've tried.

-Matt, Cheese

**Sakura American Wagyu
80/20 Ground Beef**

This ground beef makes a killer burger. Great for thick patties on the grill or smash burgers!

-Nick, Purchasing

**Divina
Dolmas**

Since these stuffed grape leaves are canned, you can take them anywhere. I have been known to take them on trips, hikes, or grab a can for a picnic. You can pair this with a nice tzatziki or feta cheese as well.

-Amanda, Customer Experience

**Natural Vitality
Calm Sleep Drink Mix**

If you have trouble staying asleep, I highly recommend this drink mix. It tastes great, makes me fall asleep quickly, and leaves me feeling well-rested.

-Gwyn, Front End

**Willy Street Co-op
Vegan Corn Fritters**

This is fast becoming a go-to lunch for when I can't decide what else to have. Easily one of the best additions to the Deli's Grab & Go over the past couple of years. The fritters themselves are flavorful, but the vegan ranch dressing really kicks the whole thing into HIGH gear. Highly recommended.

-Jesse, Front End

**ALO
Exposed Aloe & Honey Drink**

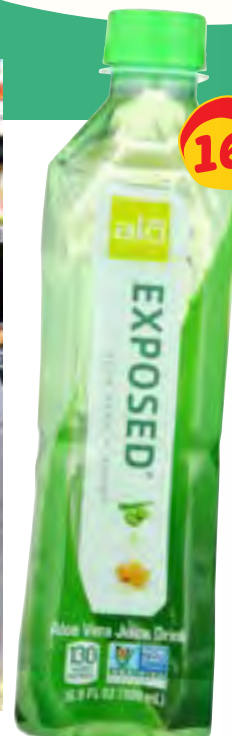
A chilled aloe drink is perfect on a hot summer day! This beverage is hydrating, refreshing, and cooling. The ingredients are verified non-GMO and gluten-free as well. East and West only.

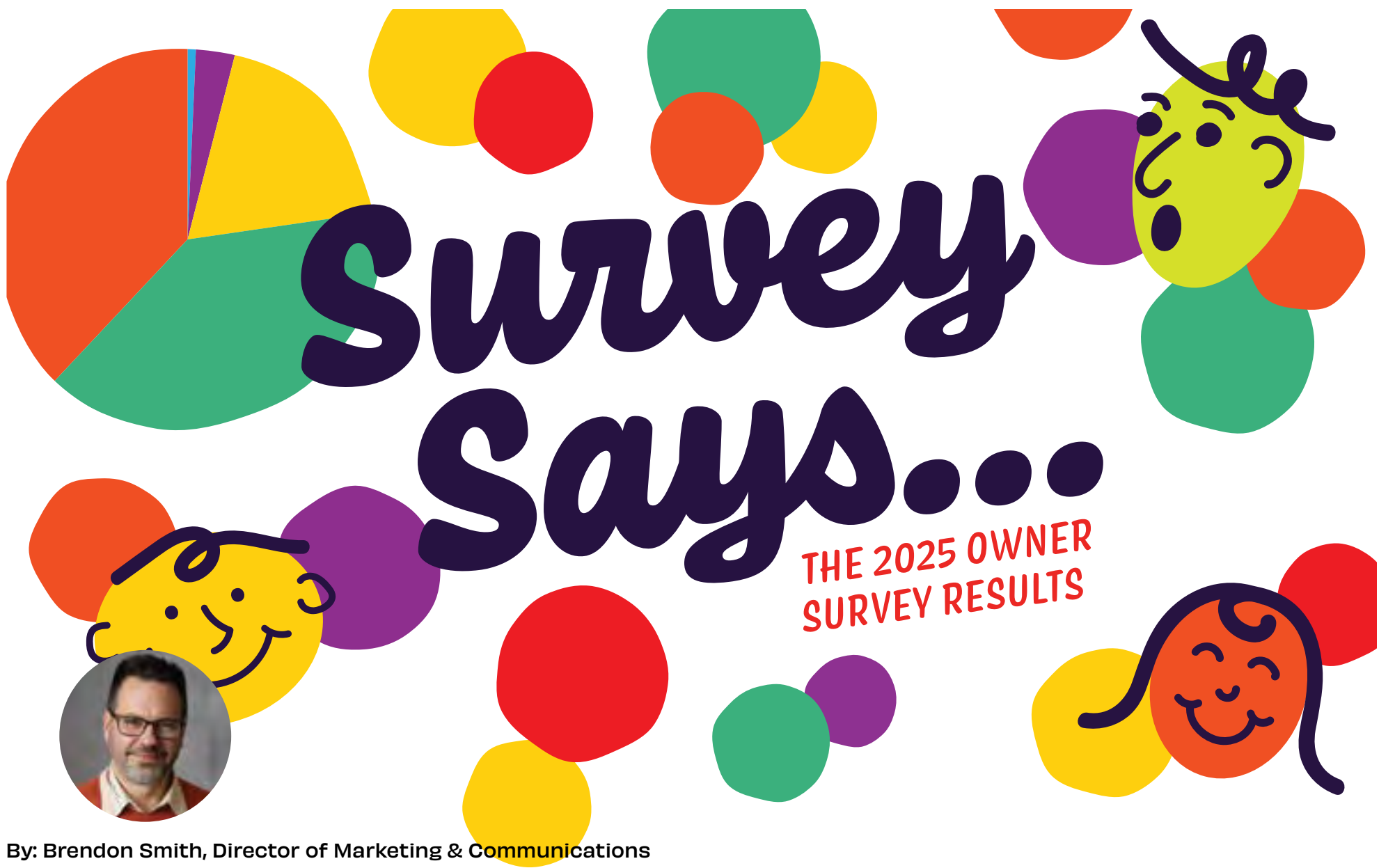
-Zoe, Front End

**Willy Street Co-op
Iced Tea**

These aren't the most attractive bottle in the beverage case, but they sure are a bargain buy! Each one is crafted using Certified Organic tea and is locally made by us, your Co-op! Refreshing for a summer day.

-Melissa, Purchasing





By: Brendon Smith, Director of Marketing & Communications

Willy Street Co-op is a consumer cooperative with about 34,000 Owners, and we gather information about the needs and wants of these Owners in a variety of ways—simple sales data (are you buying more or less of certain products), customer comments, comments and direct messages on social media, emails, requests and questions posed to staff members, etc. We also issue a survey invitation via register receipt to randomly selected customers. We call these our customer experience surveys, and they ask questions about your experience in the store that day: How clean was the store? Did you find the products you were looking for? Were you greeted by your cashier? They're very helpful in determining where we could improve the in-store shopping experience for our customers.

In March of this year, we published our Owner Survey. It takes a big picture approach, beyond your experience during any one day at any one store; it wants to know how well you think the Co-op reflects the values that we say guide us, and whether we're going in the direction you want it to go. This year, 493 Owners answered these questions, a far lower number than the almost 1,300 Owners who completed it in February of 2023. We will be making some changes to how we inform Owners about it when we issue the survey again in 2027 in hopes of improving the response rate.

The survey was available to be completed online as well as in our print newsletter or in our stores. At the beginning of April, we sent off the results to the UW-Madison Survey Center, which processed the responses for us. The Board of Directors and senior management has reviewed the information, and now we'll share a summary with you.

CO-OP COMMUNICATION

The first question was about the content and frequency of our communication with Owners about changing hours, new services, sales, and other news. Most of the respondents are satisfied with both the content and frequency of this information. We will continue to look for ways to provide customized options for what information you receive and how often you receive it.

WHAT WOULD CAUSE YOU TO SHOP MORE AT THE CO-OP?

The number one response this year, as in previous years, was to offer more lower-priced products. There is somewhat of a conflict between this response and the next second- and fourth-highest rated responses: increased selection of local products, and increased selection of natural/organic products. Local, natural, and organic products tend to cost more than conventionally pro-

packaging, and economies of scale. Our process of considering new brands and products takes into account all these different factors and others, including price. We're always looking to accomplish all of these goals as best we can.

Many respondents chose the "other" option and shared a wide variety of responses. The most frequently mentioned one by far was opening another store (although locations varied greatly). Others were more consistency of product selection between stores, lower prices overall, fewer products out of stock, improvements to our online shopping (shop.willystreet.coop) and delivery service, and dried fruit in bulk.

Having said all of that, there is certainly room for improvement. We are reviewing all subcategories of products to make sure that we have a variety of price ranges available. When each of us consider whether or not to buy a product, there are some must-have characteristics, some that are a plus but not critical, and some we don't particularly care about—I may place price above sustainability, or organic status above local status, or vice versa. We're catering to a wide audience with a wide range of interests, as is shown in the survey results.

PURSuing OUR VISION & MISSION

If you can't recite our mission and vision statements off the top of your head (I certainly can't), you can find it at the top of the next page.

Most of the respondents feel that we're on track with how well we're living up to these statements of our values. The reasons why Owners responded as they did to this question ranged from the high level of support for local vendors to that fact that accessibility can sometimes be hindered by high prices. These values help guide all our decisions from what kind of products to put on our shelves to what kind of

community events to sponsor to the kind of people we hire.

PRIORITIZING DIVERSITY, EQUITY & INCLUSION

Over two-thirds of respondents felt that we prioritized diversity, equity, and inclusion very well or extremely well; four percent felt that we either prioritized it slightly well or not at all well. Like our shoppers, the respondents primarily identified their background as white or Caucasian. When looking exclusively at responses from Owners who identify as American Indian or Alaska Native; Asian; Black or African-American; Hispanic or Latino/a/e; Native Hawaiian or other Pacific Islander; and/or Middle Eastern or North African, the percentages are lower, but more than two-thirds of the respondents felt we prioritize diversity, equity, and inclusion very well or extremely well. The portion of respondents who felt we prioritized it slightly well or not at all well was 10%. The primary reasons why those who rated us neutrally or negatively did so and offered explanations were because they reported not seeing much diversity in our customers, staff, and/or management.

As an employer, one of the Co-op's strategic initiatives is to recruit and retain a workforce that is as diverse as the communities we serve. We continue to prioritize diversity, equity, and inclusion as part of our work to become an employer of choice.

TOP THREE SOCIAL ISSUES

Willy Street Co-op does more than sell groceries—each year we:

- work with small local vendors to offer them a place to sell their products
- give local nonprofits more than \$100,000 in donations and sponsorships from us, and another



duced and/or national brand products due to factors such as ingredient quality, worker treatment, sustainability of

Vision

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

Mission

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

- \$300,000+ that we collect from generous customers (through Community Shares of Wisconsin)
- collaborate with other cooperatives
 - donate thousands of pounds of food to food pantries
 - provide classes on a variety of topics from meditation to nutrition to cooking

We asked which three social issues we should focus on, knowing that we can't focus on all issues equally. Like in the previous survey, the majority of respondents want us to focus on supporting local, sustainable agriculture, promote sustainable food & product packaging/recycling, and addressing local hunger problems. This year both addressing local hunger problems and supporting efforts to protect/improve the environment both increased in importance compared to what we heard from the 2023 Owner Survey.

Last year we held our first single-use plastic audit, began the work to bring back bakery cases to the stores, and

increased our support of local food pantries with additional donations because of what you told us on the 2023 Owner Survey, and we'll keep going with that work.

1. **Support local & sustainable agriculture**
2. **Promote sustainable food & packaging**
3. **Address local hunger**

TOP THREE REASONS YOU'RE AN OWNER

The responses for this question were once again similar to what we heard in 2023. Supporting local food growers and supporting a local grocer were the top two for both surveys. About one-third of the products we sell are local, and we offer more than 5,000 local products—local is a big deal for us! The number of local Wisconsin-based grocery stores shrank last year, as SpartanNash bought Metcalfe's Market, and SpartanNash itself looks like it will be purchased by

C&S Wholesale Grocers. Whole Foods is, of course, owned by Amazon. Kroger owns Pick 'n Save and Metro Market. Your Co-op is owned by you, so the business couldn't be bought out by a competitor or venture capitalist without you voting for it!

"A belief in Willy Street Co-op's mission and vision" edged out "access to certain products not available elsewhere" in this survey compared to the previous one. Some of the more popular choices for "other" reasons include food quality (particularly of the produce), the variety of bulk options, and options to reduce/avoid plastic.

1. **Supporting local food growers**
2. **Supporting a local grocer**
3. **Belief in Willy Street Co-op's mission & vision**

WHAT ELSE WOULD YOU LIKE TO TELL US?

Many of you said some very nice

things about Co-op staff—thank you! Although we conduct these surveys to measure how well we're doing in a variety of areas and to see where we need to improve, it's gratifying to hear how much of what we do is seen and appreciated. On behalf of all Co-op staff, thank you for those kind words. I'm looking forward to sharing this part with them especially.

There was also some constructive feedback that didn't seem to fit elsewhere—the main points raised were about reducing plastic, lowering prices, and more consistency in the product mix at the three stores.

THANK YOU!

Thank you to all who completed the survey—we appreciate the time you took and the thoughtfulness you put into your responses. If you're an Owner, this is YOUR Co-op, and we are always looking for ways to have it better reflect everything our Owners wish it could be.

Not Just a Custom Shop.



Did You Know:

- ◆ Studio Jewelers exhibits hand-crafted jewelry by an international roster of designers and makers; our in-house designers have pieces for sale here also, so you can see what their work is like.
- ◆ Jewelry repair and restoration is a Studio Jewelers specialty, and we do pearl and bead re-design and restringing, in-house.
- ◆ Our staff estate jewelry specialists can evaluate and advise you on inherited jewelry pieces you may have questions about.
- ◆ We carry fair trade and conflict-free natural gemstones, and have a fully equipped gem laboratory on site.
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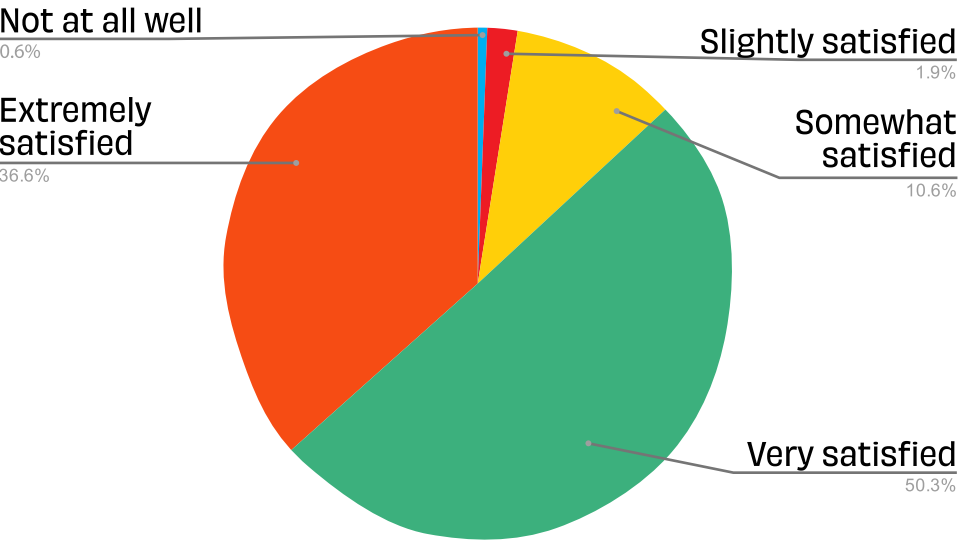
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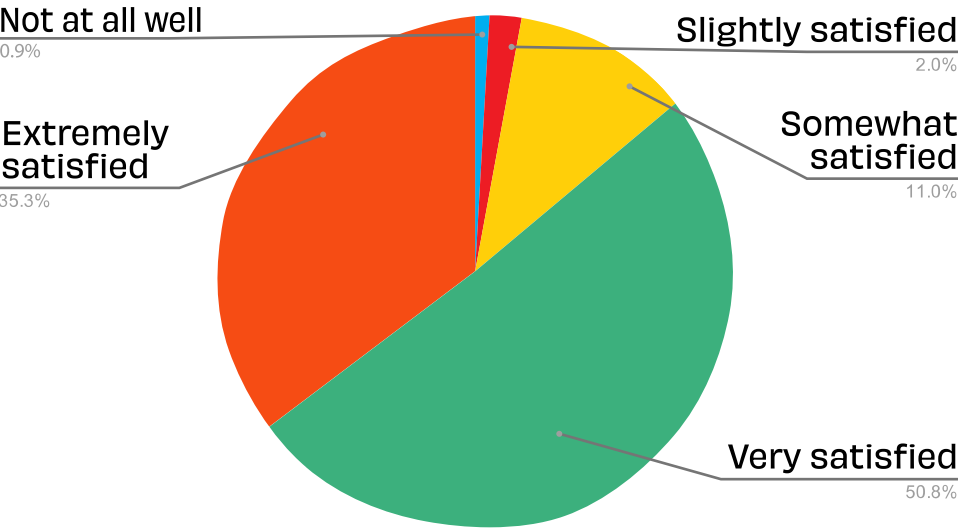
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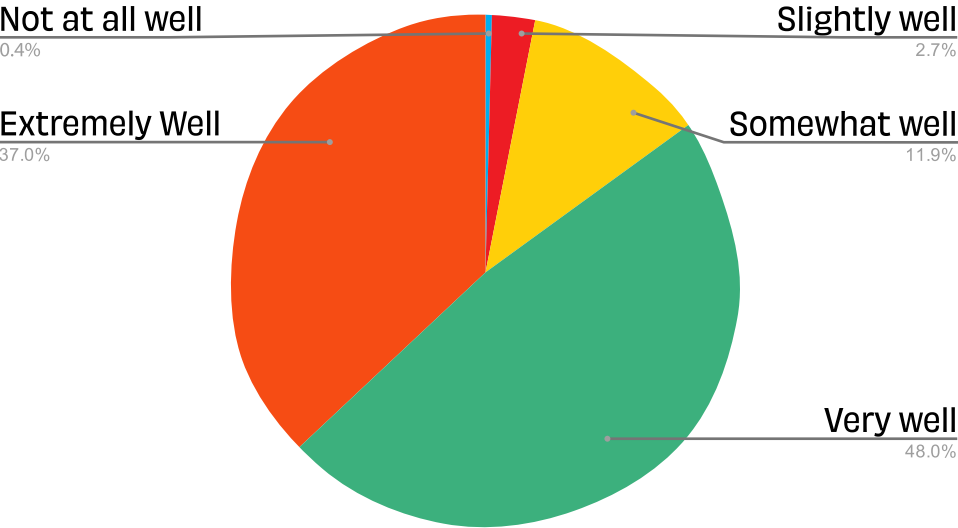
Frequency of Communication



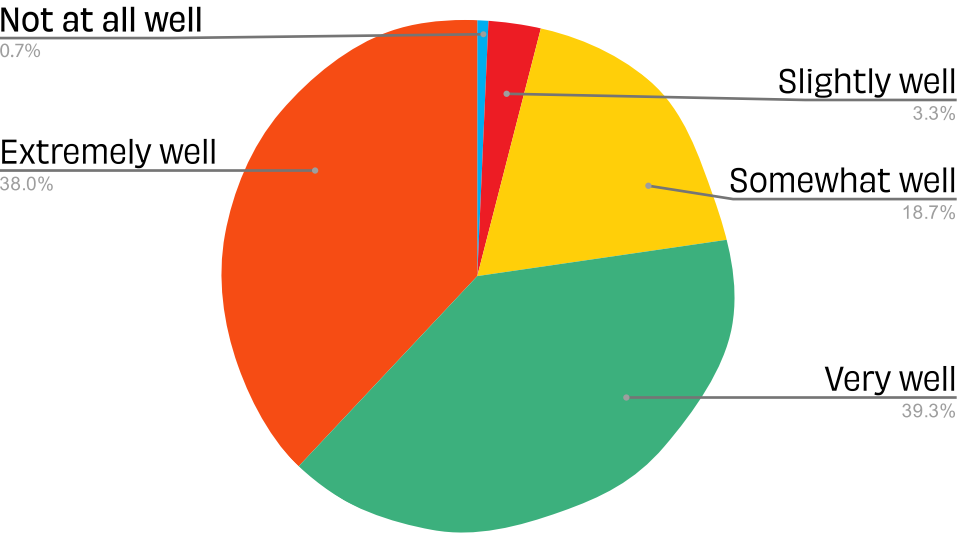
Content of Communication



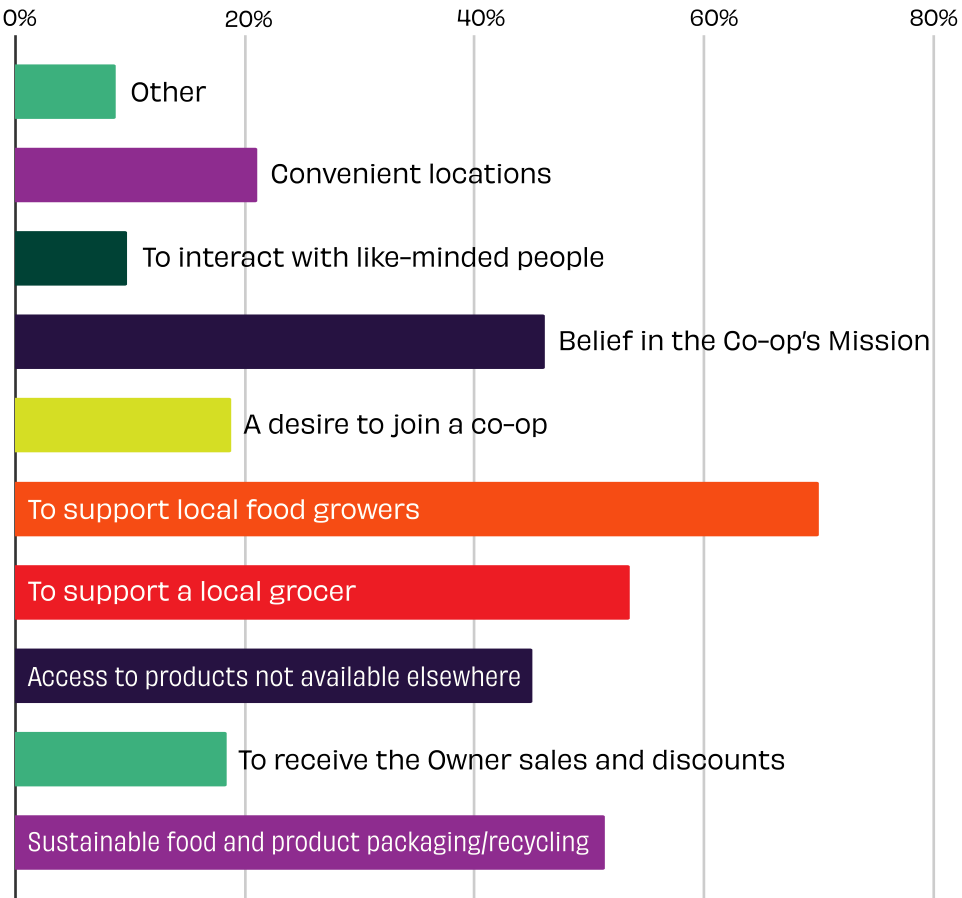
Living Up to Our Mission & Vision



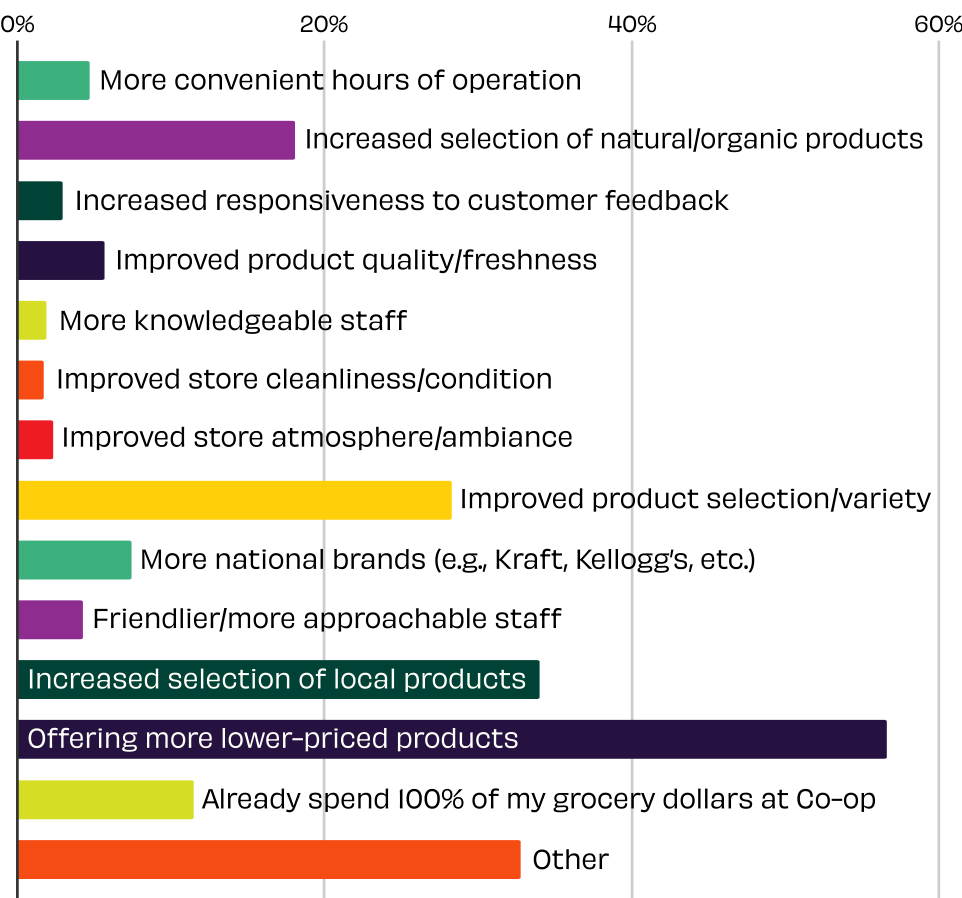
Prioritizing Diversity, Equity & Inclusion



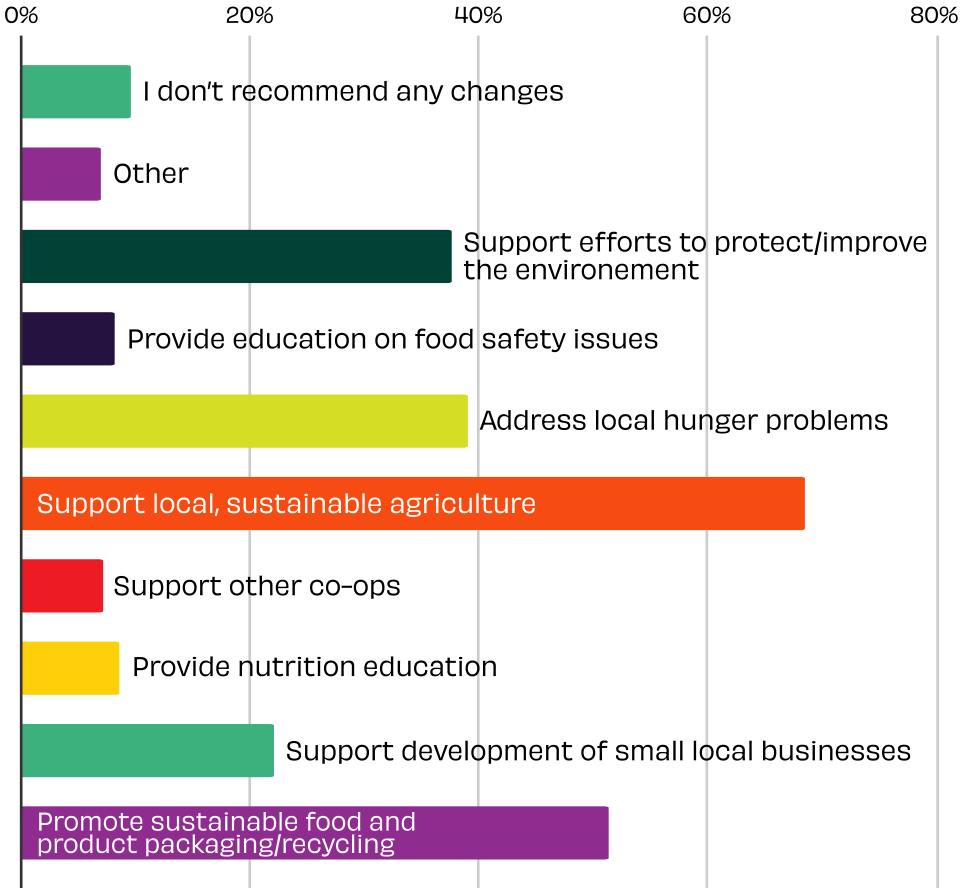
Top reasons you're an Owner



What would cause you to buy more?



Top social issues



Survey Results!

Here's a visual representation of what proportion of respondents selected which options in the 2025 Owner Survey. Questions that asked for top three responses will not add up to 100%, of course!

I do not like that Willy co-op does not have product uniformity among the 3 locations. I often have to shop at all the locations depending on what is available at one location but not the others. Frustrating!

Each of our stores has a unique footprint (size of store) and is located in different areas of town. Our shoppers are oftentimes looking for different things at each store; something that sells really great at our North store may not sell at all on the East side or vice versa. That said, we do have a lot of crossover between our selections. Where it is possible and it makes sense, we have our selections aligned. If there is a product you typically buy at one store that you'd really love to see at another we'd love to hear about it. You can fill out a product request form on our website or at the Customer Service desk at any of our 3 retail locations!

—Liz Muñoz, Purchasing Director

Would love to see a store in Fitchburg, Verona, Oregon, McFarland

We're not yet in a position to open a fourth store, but the Verona/Fitchburg area is among those we plan to research when the time comes. Thanks for your suggestion!

—Anya Firszt, General Manager

I really love the classes and educational opportunities offered. This is such a beautifully run co-op community. Please keep up all the good work!

Wow! Thank you, that means a lot. We put a lot of time, thought, and effort into the classes taught by our talented instructors.

—Kristina Kuhaupt,
Customer Experience Manager

I recently had a good reminder of why I shop at the co-op: I shopped at Woodmans just because it made my errands easier that day. I came home with tasteless organic produce that was limp and sad and also wrapped in all kinds of plastic. I didn't save \$ and lost out on quality. My only complaint is that I would say pretty regularly (over half my trips) something that I plan to buy is out of stock.

I often feel the same way when I venture elsewhere to shop—especially for produce! I am sorry to hear about your frustrations with products that are out of stock; that is a really frustrating experience and not one we want you to have regularly. We are always actively working to reduce our levels of out-of-stock products at all of our stores, but this is an extra focus of ours at our Northside store right now. I appreciate you bringing up your concern, and please know we hope you notice some improvements quite soon!

—Liz Muñoz, Purchasing Director

What else?



Our last question on the survey was "Is there anything else that you would like to tell us?" Here's a selection of comments and suggestions in response that represent some of those most frequently given. Some have been edited for space constraints.

Please add more vegan options to your prepared food section, especially the hot bar. Before the pandemic, we could reliably pick up lunch or dinner there and now more often than not, there is only one or zero options. People who aren't vegan have the option of adding meat or dairy to their food. People who are vegan do not. Thank you for listening.

I looked at our menu for the hot bar, and you're right, we could do better on this front. Some of our themed days have more vegan options than others, so it's possible that you're coming in on one of the days that doesn't have as many vegan options on the menu.

We have been making an effort to put a variety of steamed and roasted veg out on the hot bar over the last few months at the request of other customers, and those are vegan. Additionally, I'd like to mention that our breakfast menu has more vegan options that we've added lately as well.

All that said, I will work with the managers to make sure we're offering more options for our vegan Owners!

—Nicholas OConnor, Prepared Foods & Cheese Category Manager

Love the organic and local produce, bulk sales, Wellness Wednesday sales, support of local charities like WayForward. Like knowing I can trust that the products I buy there are, as much as possible, supporting fair trade practices and the environment as well as personal health. Also like the fact you encourage good stewardship by allowing people to buy just as much as they need (ie; cutting a cabbage in half for a customer). Also like many of the friendly, knowledgeable staff. Keep up the good work!


Thanks for your positive feedback and so glad that our practices resonate with your personal goals!

—Kristina Kuhaupt,
Customer Experience Manager

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SEPT 21, 2025

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