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willy street co-op

READER

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FTEEN YEARS

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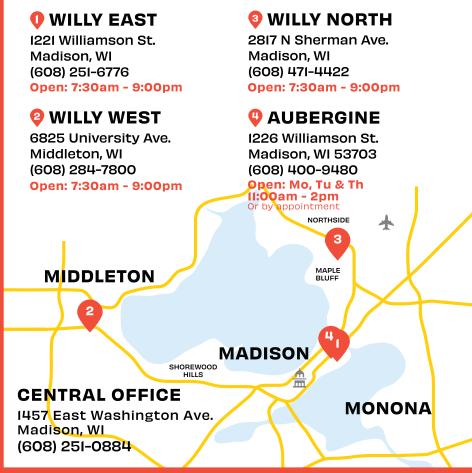
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The Willy Street Co-op *Reader* is the monthly communications link among the Co-op Board, staff, and Owners. It provides information about the Co-op's services and business as well as about cooking, nutrition, health, sustainable agriculture, and more. 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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IN THIS ISSUE







freezer sections at East and West (currently North isn't carrying this, but definitely will when we get closer to fall). -Nicholas OConnor, Prepared Foods & Cheese Category Manager

SLICED MEAT & CHEESE

Please, can you go back to having a regular deli counter for slicing meat and cheese? You have a great selection but this model limits choice in slice thickness and I worry increases waste. How much waste does this model have?

Thank you for filling out a customer comment. I'm glad you enjoy the Deli's selection of sliced meats and cheeses. Years ago, when we had to stop slicing deli meats and cheeses to order, we all thought for sure that it would be back sooner than later. It was a popular model for us for a number of

years. Much to our surprise, however, the pre-sliced packaged deli meats and cheeses very quickly proved to be quite a bit more popular than our sliced-to-order had ever been. With the increased sales we have seen, and other structural changes that have occurred in the deli over the past handful of years, I don't have any plans to go back to a more full-service model any time soon. I wouldn't say never but not anytime soon. Regarding your concerns about increased waste, we really aren't seeing too much. We run a pretty tight ship and try to only slice what we think we will need a day at a time. We monitor our numbers and movement and are quick to make adjustments when needed. We sometimes have a little too much and sometimes not quite enough, but usually we're just about right. So, as long as we keep on our toes we don't generate much more waste than we did slicing to order. Thank you again for your feedback. -Bob Smith, Willy East Deli Manager

MICHELE'S GRANOLA

Just wanted to let you know how happy I am that you have started to carry Michele's granola from Maryland. I'm a huge fan, but refused to shop at Bezosowned Whole Foods to buy it. Now I can purchase it in good conscience.

That is so great to hear! We were excited to be able to add Michele's Granola to our shelves and it appears you are not the only one to like the Granola, it is doing quite well. Thank you again for reaching out.

-Jason Zabinski, Willy East Grocery Manager

BULK PREORDER DISCOUNT

Can members order and pick up bulk items for a lower price? For example, 25 pounds of organic yellow popcorn and 25 pounds of organic walnuts (halves and pieces)? Thank you.

Thank you for your inquiry! Owners can indeed receive 10% off when they pre-order cases of items, and bags of bulk product are a very good example of that. The yellow popcorn "case" size and the walnut halves and pieces "case" size are both 25 lb bags. If you would like to place a pre-order for these or other products, you can call the Willy Street Co-op store location you wish to pick up from or stop by the Customer Service desk and we will place the order, then contact you when the items have arrived. FYI, East carries both organic and conventional walnut halves and pieces. -Kjerstin Bell, Willy East Customer Service

GOOD CULTURE COTTAGE CHEESE

Hello - in late April or early May, we purchased a container of Good Culture cottage cheese at the West store (where we always shop), The cottage cheese was excellent, and when we looked for it on subsequent shopping trips (May 30 and June 17) it was not available. Do you intend to continue carry-

ing Good Culture products (we hope so)? Thank you and keep up the good work.

Thanks for taking the time to reach out to us with your question. We currently carry 3 varieties of Good Culture cottage cheese at our location. Since this is one that you haven't seen here for awhile, my guess is that you are interested in purchasing the Lactose Free variety. That said, I spoke with our Refrigerated Buyer and it sounds like we should be able to get this back on our shelves. We are currently experiencing some inventory issues with our distributor, but we will try to get this in as soon as possible. -Dave Andrews, Willy West Grocery Manager

NIXIE COLA

The Nixie cola is really good but only comes in singles in the cooler. Would like to see this on the shelves with the other Nixie products.

Unfortunately, the cola from Nixie only comes in a flat to be sold as singles. It doesn't come in any multipack at the moment so it's only home for now will be in the cooler. If they ever do start making 4, 6, or 8 packs of it I'll look for a shelf location. -Nate Groth, Willy North Grocery Manager

APEEL

Do you currently or will you in the future carry produce treated with Apeel in any or your stores?

Currently, we do not offer any organic produce items with the Apeel coating. Will we in the future...I don't know. There hasn't been a lot of interest in the organic agriculture sector for Apeel, primarily because of cost and backlash. If in the future that changes, we'll likely make decisions on a product by product basis. -Andy Johnston, Produce Category Manager

PURSLANE

I came across an article about the health benefits of "purslane" - sometimes talked about as a common weed, but with historical use in many different cultures because of it's beneficial nutritional make-up. Here is UW's reference for it: https://hort.extension.wisc.edu/articles/common-purslane-portulaca-oleracea/

"In the US it can occasionally be found in specialty stores or at Farmer's Markets." Curious if any of your stores have it, or if it might be something procured for the future?

Oh, I'm plenty familiar with purslane: I've got plenty of it growing in my garden and in the cracks in my driveway and sidewalk! The Co-op's Produce departments do not offer purslane, and it's not an item the local growers we work with are offering. It's been talked about, because they all have a lot of it, but generally there's not much interest due to its "weed" status. Like nettle and fiddleheads, purslane is maybe better suited for a farmers' market, but I don't know that there is enough demand in the retail sector to incorporate into a farm's production schedule. Thanks for the comment, and have a great day! -Andy Johnston, Produce Category Manager

SALAD BARS

Love the Co-op. Is it possible to get a salad bar at this (West) location? I really appreciate the bars at East and North. Thank you

I appreciate you writing to us about what you're looking for. We tried running a salad bar over on the west side years ago and it never really took off. We'd often end up "lossing" out as much or more than what we would sell. From a food waste perspective we just couldn't keep it going. I apologize for the bad news, but know that you can still get packaged salad from the deli or bagged salad kits in produce.

-Nicholas OConnor, Prepared Foods & Cheese Category Manager

COMPOST BINS

I noticed the Food Compost bins at the back of the University Avenue WSC location. I called to ask if WSC Owners were allowed to use the bins. I learned that Dane County residents can drop off food waste at several sites. The link is below:

https://landfill.danecounty.gov/compost

The link to the announcement:

https://dnr.wisconsin.gov/topic/Recycling/Compost.html

Please share with members and patrons of WSC?

Thanks for your email! While customers are not able to drop off food scraps from home at our stores, the Dane County drop-offs do provide great options! We did share information about them on social media and our website last month, and we'll likely post on social media again in the next few months. We'll also fit it into the newsletter as we're able. Thanks for suggesting that we help get the word out—we agree that this is the kind of thing our Owners would like to hear about! -Brendon Smith, Marketing & Communications Director

PLASTICS IN DETERGENTS

I've been looking for information about the dissolving plastic substrate of laundry sheets, like Tru-Earth ecosheets. Microplastics and their persistence in the environment is alarming me, but consuming resources to truck around plastics jugs of products composed primarily of water, like liquid detergents has long seemed foolish to me. I'm torn about my impact between purchasing a plastic jug filled mostly with water, or a plastic sheet that may or may not decompose or degrade effectively. Can you help me and other members with insights?

Thank you for reaching out about this important topic. I share your concerns about the plastic in laundry sheets and the plastic jugs used for laundry liquid. Most laundry liquids are more concentrated than they were in the past, so they contain much less water, but they are heavy to ship. I would recommend using laundry powder, since it normally comes in cardboard boxes. I know some folks do not like laundry powder, but using it is a great way to cut back on contributing to the plastic problem. -Dean Kallas, Grocery Category Manager

CO-OP PIE CRUSTS

I miss your pie crusts SO MUCH. There is no pie crust anywhere that compares. I know you stopped making them because your sheeter broke- would you please consider buying a new sheeter and bringing back your amazing pie crusts (and the other amazing things you made with your sheeter).

We do have a working sheeter and it is getting plenty of use with the pie crusts and empanada pockets we have in regular production! We use the same recipe as always and make them with local flour and butter. We use our crusts for our dessert pies, pot pies, and quiche. We also sell them as a 2-pack (for \$6.99) in the

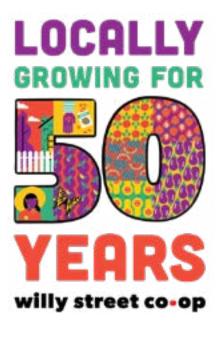
Have a comment or request you would like to share?

We would love to hear from you!



www.willystreet.coop/contact-us









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.



CHADS

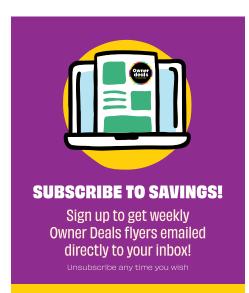
Remodeling

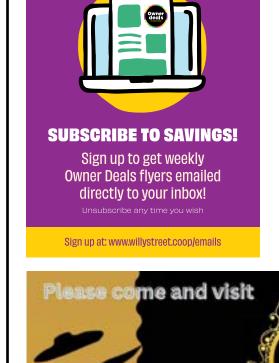
Done Well

with Love

Bathrooms Additions Whole House Lower Levels **Porches** Decks

See our commitments to you and your home at chadsdesignbuild.com











Help Wanted

If you are an upbeat, detail-oriented "people person" who loves beautiful hand-crafted things and making people happy, joining the sales team at Studio Jewelers could be perfect for you! We're looking to hire two people with some retail work experience. Jewelry experience is a plus but we will train you if you're new to the field.

innerfireyoga.com

The store is on a bus line and employee parking is provided if you drive. We're closed on Sundays, but you'll need to work some Saturdays. Call Hanna or Whitney during business hours at 608-257-2627 to arrange for an interview, or stop by and fill out an application. We look forward to meeting you!

Skilled. Independent. Woman-owned. Serving the Madison area since 1981

Studio Jewelers 1306 Regent Street, Madison, WI 53715



By: Anya Firszt, General Manager

ello Owners. Last month was quite busy at the Co-op, mainly due to the refrigeration project at Willy East. Coordinating the many moving parts of a project of this scale requires significant behind-the-scenes work. The project team diligently addressed as many known factors as possible while remaining flexible and adaptable to any issues that arose and needed immediate attention. If you haven't had a chance to see the new cases and the remerchandised areas of the store, be sure to stop by and take a look!

EAT LOCAL MONTH

September is Eat Local Month, a month-long celebration of LOCAL. This is our 15th year celebrating Eat Local Month—our way of highlighting and supporting our local producers and vendors. We have planned give-aways, sampling, and extra sales on local products for everyone, not just Owners. Check out the information in this issue of the newsletter, in-store flyers, or willystreet.coop/eat-local-month for details.

BOARD ELECTIONS

Look for Board candidate statements and balloting information in the October *Reader*. Voting will take place from October 1 to 22. You can cast your ballot at one of three stores, by U.S. mail, or electronic ballot, provided we have your current email address.

Election results will be announced at the Special Owner Meeting scheduled for Wednesday, October 22. The last call for online and vote-by-phone ballots is 11:59pm on Monday, October 20, and paper ballots are due by 6:00pm on October 22nd, with results announced at 6:30pm. Be sure to check the Co-op's website for election updates following the Special Meeting or in the next issue of the *Reader*.

If you are not already signed up to receive the newsletter (and electronic ballots) via email, you still have time to do so! If you need to update your email address, stop by Customer Service at any of our stores, and they'll get that changed for you. You can sign up for our e-newsletter, as well as our Word on the Beet weekly produce update and/or our sales flyers at willystreet.coop/emails.

ANNUAL MEETING OCTOBER 7

Please mark your calendar for the 2025 Annual Meeting, which will be held virtually on Tuesday, October 7, starting at 5:30pm. It is important to register in advance for this event. To conduct business, we need to achieve a quorum of at least 50 Owners. This includes approving the minutes from the previous two years. Can I count on you to join us (virtually)? If it helps you decide, attendees will have the opportunity to win Co-op gift cards!

PERKS PASS - LAST ONE OF THE SEA-SON

This month, we wrap up our 2025 Perks Pass season with the Northside Festival, which will take place at Mallards Stadium/Warner Park. Willy Street Co-op Owners have one last opportunity to enjoy half-priced meals and beverages on Saturday, September 13, from 11:00am-2:00pm. For more detailed information, check out willystreet.coop/owner-festival-perks.

NEIGHBORHOOD MUSIC FESTIVALS ON THE NEAR HORIZON

The Willy Street Fair will take place on Saturday, September 20th, and Sunday, September 21st, along the 800, 900, and 1000 blocks of Williamson Street. This year, fairgoers can enjoy music and performances at any of the five stages, and find food and merchandise from 150 vendors. The event is organized to benefit Common Wealth Development and the Wil-Mar Neighborhood Center.

AUBERGINE OPEN HOURS

We are expanding the hours at Aubergine, our eastside community space located at 1226 Williamson Street, to include Monday from 11:00am to 2:00pm (in addition to Tuesday and Thursday at the same time).

SPECIAL DATES TO THINK ABOUT:

Monday, September 1 - Labor Day - all stores are open until 7:00pm.

Make the most of the sunny and warm days while you can!

-Anya



HIGHLIGHTING THE WORK OF THE BDC

By: Ike Ross, Board Member

The dog days of summer are in full swing and the shortening of the days begin the season's gentle transition toward autumn. The Willy Street Coop Board of Directors works through the summer and is also preparing for autumn—especially within our Board Development Committee (BDC). As both a dedicated Board member and one of your fellow shoppers, I'm delighted to share some of the work our committee does for the Board and for our Owners.

Let's begin with the Co-op's Annual Meeting. This yearly event is our opportunity to reflect on our shared journey throughout the year and set the course ahead. The BDC helps to establish some goals for the Annual Meeting and also helps set the agenda and encourages Owners to join. This is our opportunity to highlight successes from the year, provide an overview of the health of the Co-op, and share the next year's direction. There are also some prizes awarded to participants, so I hope to see you there! You can learn

more and register to attend at willystreet.coop/annual-meeting.

The BDC also helps the Board to organize Owner interest in Board committees and helps to encourage and streamline that participation. Whether your interests lie in finance, sustainability, community outreach, governance, or continued skill development, there is a committee or you! Owners are encouraged to the out to the BDC or visit http://

for you! Owners are encouraged to reach out to the BDC or visit http://willystreet.coop/committees if you're interested in joining a committee and interacting with your Board members.

Throughout some weekends in September, you may spot us at Board tabling sessions in the stores, encouraging non-owner shoppers to join the Co-op. These informal opportunities aren't just for new Owners; they're also opportunities to engage with existing Owners and hear your feedback on how things at the Co-op are going. With the Board's fall election coming up, it's also an opportunity to learn a little more about what being a Board member is all about.

In a different effort to reach out to Owners, we rolled out the 2025 Owner Survey earlier this year. Thank you to everyone who responded and provided their helpful feedback. If you've missed the results, you can find them in the August 2025 copy of the *Reader* and online at our website.

Owner engagement and Board participation is crucial to the success of the Co-op. Being a part of the Board Development Committee as a Board member has been incredibly insightful and rewarding, and I hope to get the chance to interact with more Owners in the months ahead.







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.



SMALL PLATES FOR ENTERTAINING

Location: Willy West Community Room Tuesday, September 2, 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

Tapas, meze, antipasti, dim sum, whatever you call it, small plate dining is a great way to entertain a group with an abundance of variety. Of course, when you're making a lot of little things you need to be efficient in the kitchen, or you'll be there all day (maybe longer!). In this class we will make several foods for entertaining that not only complement one another, but also vary in prep time and complexity to keep your kitchen humming along without wearing you out before the party! On

the menu: Spanish albóndigas, poblano pesto crostini, roasted fingerling potatoes with remoulade, and for the more daring, salmon tartare with homemade crackers. Recipes contain: milk, wheat, eggs, fish, nuts. Demonstration with limited hands-on opportunities.

EAT LOCAL MONTH SERIES: SINGA-PORE STREET FOOD WITH MADAME CHU

Location: Aubergine, 1226 Williamson St. Friday, September 5, 5:30pm-7:30pm Location: Willy West Community Room Friday, September 19, 5:30pm-7:30pm Ages: 12+; adult supervision required Fee: Free; registration not required Capacity: 20

Madame Chu's Southeast Asian condiments are unique and flavorful. Join Josey, Madame Chu herself, as she demonstrates one of her favorite Singaporean street foods—fresh spring rolls commonly known as Popiah by street vendors. This popiah is served with Madame Chu's condiments. Come and learn how to cook her family recipes passed down through many generations. Non-vegetarian, vegan, and gluten-free options. Demonstration.

EAT LOCAL MONTH SERIES: 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.

FATTOUSH WITH RAS EL HANOUT CHICKEN SHAWARMA

Location: Willy West Community Room Thursday, September 11, 5:30pm–7:30pm Location: Aubergine, 1226 Williamson St. Thursday, September 25, 5:30pm–7:30pm Ages: 10+; adult supervision required Instructor: Michelle Mau Fee: \$30 for Owners; \$40 for non-owners

Capacity: 20

Join The Deliciouser's Michelle Mau for a satisfying, yet simple weekday dinner that tastes like it took much longer in the kitchen! Chef Michelle will expertly guide you in making The Deliciouser style of roasted chicken thighs and perfectly matched salad using some of The Deliciouser's best house spice blends, including Za'atar and Ras el Hanout. Recipes contain: wheat and dairy. Demonstration with limited hands-on opportunities.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Lakeview Library Thursday, September 11, 6:30pm–7:30pm Ages: 12+; adult supervision required Your Co-op's Own: Paul Tseng Fee: Free; registration required Capacity: 12

Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. Join Chef Paul as he demonstrates proper knife skills, including the major cuts, slices, and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Register at https://www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on August 28.

THE BEST OF SCOTLAND

Location: Willy West Community Room Tuesday, September 16, 5:30pm-7:30pm Ages: 16+; adult supervision not required Instructor: Sharon Long

Fee: \$45 for Owners; \$55 for non-owners Capacity: 8

Scotland is not typically renowned for its cuisine. However, these dishes Sharon sampled on a culinary tour of Scotland will surprise and delight you. Join her for a cooking class while she re-creates these dishes: Crab Fritters, Pan-Seared Salmon with a Caviar Dill Sauce, and Scottish-style Ice Cream Trifle. You will have the opportunity to learn to quenelle the crab fritters if you choose, and you will build your own salmon plate and layered dessert. Recipes contain: milk, eggs, fish, and shellfish. Demonstration with handson opportunities.

GAME OF PRAWNS

Location: Aubergine, 1226 Williamson St. Tuesday, September 16, 6:00pm–8:00pm Location: Willy West Community Room Tuesday, September 30, 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 for a big shrimpy night, where we'll make a court bouillon to perfectly poach shrimp, delicious and fresh shrimp ceviche, crispy coconut shrimp, and finally a batch of cioppino seafood stew featuring some tasty prawns! Recipes contain: shellfish. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: WOK & ROLL

Location: Aubergine, 1226 Williamson St. Thursday, September 18, 6:00pm-8:00pm Location: Willy West Community Room Thursday, September 25, 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

A simple wok can be used to stirfry, steam, deep-fry, and smoke foods. Join Chef Paul for a demonstration on how to cook with and care for this versatile cooking equipment. Let's wok and make some spring rolls! Recipes contain: tree nuts. Demonstration.

CULTURAL INFLUENCES OF GUMBO: AFRICAN

Location: Aubergine, 1226 Williamson St. Tuesday, September 23, 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: Jambalaya, Okra and Tomato Stew, Calas, and Hush Puppies. Everyone will make a Voodoo Seasoning packet to take home as well! Laissez les bon temps rouler. Recipes contain: milk, tree nuts, and wheat. Demonstration with limited hands-on opportunities



CANNING BASICS

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.

EXTEND THE LIFE OF THE FALL HARVEST

Location: Willy West Community Room Wednesday, September 3, 5:30pm-7:00pm Location: Aubergine, 1226 Williamson St. Saturday, September 13, 9:30am-11:00am Ages: 12+; adult supervision required Instructor: Wendy Porterfield Fee: \$30 for Owners; \$40 for non-owners Capacity: 15

Explore some accessible ways to extend the fall harvest all year long! Join Wendy to learn how to cure winter squash and sweet potatoes, freeze and store produce, and dehydrate foods for storage. These food preservation methods minimize waste and enable you to enjoy in-season produce even in

winter. You will taste-test frozen and dehydrated produce and leave with some dried cherry tomatoes. Lecture and demonstration with taste testing opportunities.

INFUSED OILS AND SALVES FOR BODY-CARE

Location: Willy West Community Room Wednesday, September 17, 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 for a discussion on which oils are used for what skin types, certain plant profiles that you can infuse into oils, and then a demonstration on how to recreate these products in your own home for your own family. Taking it one step further, we will learn ratios and recipes to turn these oils into healing topical salves that you can use for your whole family. Plus, you'll get to take home the salve you make in class! Demonstration and hands-on.



HORMONE BALANCE, NATURALLY

Location: Zoom Wednesday, September 24, 12:00pm— 1:00pm

Instructor: Katy Wallace, ND Fee: Free; registration required Capacity: 50

Do you suspect your hormones are out of whack? Katy Wallace, ND of Human Nature, presents four priorities to focus on to balance your hormones naturally, without the need for replacement or bio-identical hormones.



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.

SPROUTS: SANDWICH AND A SALAD

Location: Willy West Community Room Tuesday, September 9, 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

Melty grilled cheese and a summery Caesar salad are on this Sprouts menu. We'll learn how to make our own Caesar dressing, toast some croutons, and grill up the cheesiest grilled cheese sandwich you've ever had. Recipes contain: wheat, eggs, and dairy. Vegetarian option available. Hands-on.

SPROUTS: DINNER FOR THE FAMILY

Location: Willy West Community Room Tuesday, October 7, 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

Give those adults a break and make 'em dinner! Join Mr. T to learn how to make classic meatloaf, awesome mashed potatoes, and a side of green beans that you can recreate for your family at home! Learn how to make it here, and then do it at home with your family! Recipes contain: milk, eggs, wheat. Hands-on.



45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Willy West Community Room Tuesday, September 23, 2:15pm-5:30pm Virtual:

Wednesday, September 10, 1:30pm-4:45pm Fee: \$55 for Owners; \$90 for non-owners An individual nutrition consultation is yor 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.

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.

Meet Wendy Porterfield— A Willy Street Co-op Class Instructor

Wendy is a Wisconsin native and Madison Northsider with a passion for growing, foraging, preserving, and preparing food in ways that nourish and bring joy. She formed "Root to Table with Wendy" as a way to coach others in building a deeper connection to their food—for better health and a more sustainable life.

See Wendy's current class offerings on page 6 or at www.willystreet.coop/events





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
Northside Festival.

PERKS PASS

Northside
Festival

Saturday,
September 13th
II:00am-2:00pm

Perks Pass Distribution starts at 10am on Monday, September 1st at Willy North

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



Learn more at

www.willystreet.coop/owner-festival-perks.



KEEPING YOUR MONEY LOCAL

By: Kristina Kuhaupt, Customer Experience Manager

FROM CHALLENGE TO TRADITION: 15 YEARS OF EAT LOCAL MONTH

As we head into September and our 15th year of Eat Local Month, we reflect on how our personal yearly funds impact our local economy. Fifteen years filled with local community causes, vendors, farmers, and your support of our local cooperative business is definitely worth celebrating during our 50th anniversary year! Fun Fact: Did you know that Eat Local Month actually started out 15 years ago as an Eat Local Challenge? We challenged Co-op customers to switch as many of their grocery purchases to local versions as possible—whether purchased at our stores, at other stores, at farmers' markets, or even in their own garden. As they searched for ingredients, some customers were surprised to find locally made options they didn't know about, and some customers were dismayed to realize there were some categories with few or no locally made options (salt and acids like vinegar were frequently mentioned). We also heard about creative solutions, like using local plums to make a plum upside-down cake! (We still don't have local pineapples, unfortunate-

LOCAL INVESTMENT, REAL IMPACT

I think we all have a general understanding that if we invest in our communities through local, small businesses, the impact ripple is quite large. However, what does that broad concept even mean tangibly? Some specific ways at your Co-op include:

The Community Reinvestment Fund (CRF), established in 1992, has donated \$673,500 to 436 local nonprofits and cooperatives specifically for single projects under \$10,000. What started humbly with \$2,000 and a dream to positively impact the community we serve has now grown into quite a well-established program that distributes \$65,000 per year. This program supports educational, developmental, and community-driven projects. In 2025, the Board approved an additional new arm to this program for larger capital purchases/investments to support our local, sustainable food system for a total of \$20,000. Rooted, Madison Area Food Pantry Gardens, and Madison Northside Planning Council's FEED Kitchens were the first recipients of this pilot grant.

Additionally, the Co-op also contributed nearly \$974,000 in Fiscal Year 2025 to local causes, like donations to nonprofit silent auctions and community festivals. Since 1990, the Co-op has collected more than \$4.9 million in customer donations for the 70 local nonprofits under Community Shares of Wisconsin! WOW, that is extraordinary!

INVESTING IN PEOPLE: SUPPORTING LOCAL WORKERS, FARMERS, AND COMMUNITY

In 2025, Willy Street Co-op is proud to employ 387 local workers (272 of them employed full-time as of this writing) on the east, north, and west sides of Madison/Middleton and serve our community of more than 34,000 active Co-op Owners. I know when I was first hired around three years ago, I was so grateful because I knew I would be with an organization that actually cared not only about how they fairly compensated their staff, but also the overall, everyday positive treatment and fair and equitable working practices. Although I am not part of our Union due to being a manager, many of my Customer Experience staff are, and we are very grateful for their partnership with our



organization starting back in March of 2020. Your grocery dollars help support the livelihoods of all of us who work here, and we are very grateful to you for not only supporting local farmers, makers, and producers, but us as well. Without you, we would not have such a great place to work, both now and throughout the 50 years we have been in operation!

The Co-op's three stores in Madison and Middleton continue to offer various products sourced from hundreds of local farmers, producers, and vendors, creating a growing, sustainable, local economy totalling \$23,004,509 in sales to these businesses in Fiscal Year 2025 with an additional 15 new local vendors added to our lineup totaling over 450.

In 2024, Willy Street Co-op opened its newest venture, Aubergine, a commercial kitchen and community space available for rentals on the eastside, adding another facet to the Co-op's mission of supporting community connection and growth. Since opening, Aubergine has hosted 150+ individual rentals that help support non-profit trainings, company retreats, family/friend gatherings, birthday parties, celebrations of life, and small business commercial kitchen rentals, 12 featured artist gallery exhibition nights, and approximately 100 cooking and wellness classes, all contributing to the overall wellness of our local community.

WHEN YOU SHOP LOCAL, MORE MONEY STAYS IN THE COMMUNITY

Above is a nice graphic that shows what \$20 spent in our stores actually means in dollars and cents. Currently, for every \$20 you spend on local products at the Co-op, about 92% of that money stays local.

STRONG LOCAL TIES = STEADY SUPPLY AND COMMUNITY STABILITY

During these uncertain times, shopping and supporting local are becoming even more imperative to preserve the fabric of our communities. Being an Owner means you are taking an active role in our community saying, "This is important to me, and I want to make sure it continues to stay around for generations to come." We saw the limits of our supply chain during the pandemic, and there are warning signs of that strain again with the tariffs. Comparatively, the local production of food means a much shorter supply chain to better ensure resilience for our communities.

We saw this several months ago when egg prices skyrocketed everywhere else, but not at your local Co-op. Why was that? Rather than partnering with mass-produced egg facilities where disease can spread and affect a whole supply chain for the country, we work with a number of smaller, local egg vendors. This diversity in suppliers helps to ensure a consistent supply. Your Co-op will never drive up prices to match other chains if we are not experiencing the same effects! Yes, the Co-op can have some higher priced goods due to paying equitable wages to both our farmers and staff, in addition to not having the same buying power as very large national retailers; however, when we can pass down savings, like during the egg shortage, we will do so due to these strong local connections! This is a portion of what your equity is buying into-stable local networks for the long-term benefit of communities.

WHEN FUNDING FALLS SHORT, COMMUNITY CAN STEP IN

Speaking of uncertain times, I do want to take a moment to highlight all our local non-profits that are being slashed right now through the loss of grant funding. This has affected food/housing security, public broadcasting, museums, healthcare, and many other

industries. I mentioned above all of the amazing donations you all have helped support in the past year, below are some of many organizations that could really use some financial as well as advocacy help these days.

On a personal note, my team and I facilitate all the donations you see mentioned above, which means we have great working relationships with all the people leading these organizations in our communities. It has been personally heartbreaking to see many of the people in our communities either lose their jobs or have to dramatically cut programs due to funds being dissolved. There have been more emails I have had to respond to than I would like to admit to saying, "I am so sorry to hear...." Point being, Co-op Owners are change-makers by nature, and I want to provide the names of some of these great local organizations we work with if you'd also like to support them monetarily, by volunteering, or otherwise. Although I can't list every organization we have the privilege of working with, let me start with the following: New Bridge, Madison Children's Museum, Community Action Coalition for South Central WI, River Food Pantry, Goodman Community Center, Wil-Mar Community Center, Lussier Community Center, WayForward Resources, PBS Wisconsin, Community Shares of Wisconsin, and FoodWIse.

WHAT VALUE MEANS AT THE CO-OP—AND WHY IT MATTERS

As we celebrate our 15th Eat Local Month, ultimately, it points to the concept of value. What is value? It can be the monetary worth of something, but it can also be the intrinsic desirable worth we place on that same thing. I truly believe that Co-op is a high-value entity in our community that helps to fulfill the ever-changing needs of both our community and the individuals within it.

You all prove that to be true in the feedback you give us through many different channels: customer comments, register surveys, biennial Owner surveys, and social media reviews. Over the past 12 months (when writing this article) around 3,695 people took our daily randomized register survey, and results show that our averaged 12 month satisfaction rate is 76%, Likelihood to Return to our stores is 83%, Likelihood to Recommend is 74%, and Felt Welcome was 97%. Those numbers put an intrinsic value on our organization, along with the hundred comments we get every year thanking us for our deeply rooted values. I will leave you with a few below and thank you for partnering with us all these years, through the thick and thin of life—we appreciate you!

"Love being involved with a local coop. The staff is always so very helpful and friendly. Generally always find what I am after. Love supporting local products. Coops make the world a better place." -Register Survey Customer Comment

"Great options for dietary restrictions. Helpful and very friendly staff members both at the registers and in the aisles. Love the focus on local products." -Register Survey Customer Comment

"What I love about Willy St coop is first the food; not only in quality/ source of it but the variety as well. I love the ability to buy in bulk also. Second, it's the philosophy of the community/ cooperative mentality that is something I will never forget. Lots of places have memberships but a rare few give to/get back to the area that I live/ love. Thank you for all that you do and please keep your employees happy and knowledgeable for a bright future for us all." -Register Survey Customer Comment



2025 LOCAL APPLE REPORT

By: Andy Johnston, Produce Category Manager

September is the beginning of local apple season at Willy Street Co-op! This year, we'll be sourcing certified organic apples from Atoms to Apples in Mt. Horeb, and maybe some apples from the McGuire family at Blue Roof Orchard in Belmont. Ela Orchard in Rochester and Barnard Farms in Sturgeon Bay will provide us with their local apples grown using sustainable, integrated pest management practices.

Grower forecasts for this season's apple crop run the gamut. Spring and fall hailstorms and extreme changes in temperature are creating challenges for growers in Southern Wisconsin. Up in Door County, it's sounding like the season is going just as it's supposed to. Let's go to our expert orchardists on location for an in-depth report on the 2025 local apple season!

ATOMS TO APPLES • RAMI ABUROMIA • MT. HOREB

This growing season started out well with a slow spring and no spring frost. Although most varieties had a good bloom, a couple did not have any flowers. This seemed to be a similar situation in other orchards, with the cause hypothesized to be extreme changes in temperature in the early winter which can kill next year's buds. Wet and hot summers are more common, and this year is no different, but the apples are doing well and sizing up rapidly. Given last year's late fall hail that wrecked a lot of our late varieties, I don't take anything for granted, but we should have plenty of Zestar, Honeycrisp, CrimsonCrisp, Liberty, and many others come fall. There are some Dandee Red that are already 3 inches across, and that really makes me crave a fresh apple!

BLUE ROOF ORCHARD • CHRIS MCGUIRE • BELMONT

We anticipate another extremely light apple harvest at Blue Roof Orchard, with similar yields to last year. We had expected a bumper crop this year because of the biennial tendency in apples where high-yielding years tend to follow low-yielding years and because we have young trees entering production. We mostly suspect that last year's vicious hailstorm came at a very bad time—a few weeks after bloom—when the trees were preparing to form flower buds for this year. Apple trees form their flower buds early in summer for the following spring. The storm caused massive defoliation and branch breakage which weakened the trees when they were "deciding" how many flower buds to form for spring 2025 bloom.

ELA ORCHARD • BOB WILLARD • ROCHESTER

The season looks mixed at this point with some varieties having almost no apples, and other varieties looking very promising. The Wealthy crop at this stage looks like it could be good. We usually harvest them in late August and early September. We are hopeful on volume on the Macouns, which are late September, but they have some serious growing to do in the next month. Cortlands look lightly set (meaning a small crop), though we will know better as they ripen and we harvest them in September. Ida Reds, which are October and beyond, look very promising at this stage. Varieties which have very little fruit on them include McIntosh, Spartan, Golden Russet, Jonagold, and Jonathan.

BARNARD FARM • SUSAN BARNARD • STURGEON BAY

We have a decent crop of apples this year. Not huge, not light, just right what they are supposed to be. There have been timely rains which aid in sizing. So far, everything is on track for a nice year of apples. We expect to start picking the early apples, Zesters, in late August. After that the early Honeycrisp will be ready. From there the McIntosh and Cortland will be ready, and we will wrap up picking with Evercrisp!

It sounds like we'll have a good variety of delicious, fresh local apples this year! We really appreciate all of the hard work the growers and their teams put into providing us with their apples, and are looking forward to enjoying all of their incredible apples! Use our local apple guide with descriptions of local apples you'll find in our produce departments throughout the season. Enjoy!



Blondee **1**

Medium size, smooth, yellow skin. Firm, bright white flesh. Sweet, mild, crunchy, dense, rich.

Uses: Good for eating, sauce, baking, and storing.



Galarina L

Small to medium size. Crisp, sweet and aromatic.

Uses: Great for eating!



Snow Sweet

Sweet apple, with a rich buttery flavor and just a bit of tartness. This apple does not brown as quickly as others, so it's good for fruit salads and spack trays

Uses: Good for eating and cooking



Braeburn 🖪

Firm, crisp and sweet. Local braeburn apples are much fresher than what you usually find at grocery stores, with a much more appealing flavor!

Uses: Good for storing, eating, and in cooking applications where you want the apple to hold its shape.



Liberty **L**

Red skin over a barely visible yellow background, medium size. Crisp, juicy, sweet, and tart balanced flavor.

Uses: Good for eating, baking, cider, and storing.



Spartan **•**

Small, sweet apple with a crisp white flesh.

Uses: Good for juicing, cooking, and eating



CrimsonCrisp **•**

Small to medium size. Bright, mid-range red color over yellow. Extremely crisp. Sweet/sharp balanced rich flavor. Tastes like spiced cider in solid apple form.

Uses: Great for eating, cider, sauce, and storeage.



Melrose **1**

Firm and crisp with a good balance of sweet and tart.

Uses: Good for eating and cooking and baking applications where you want the apple to hold its shape.



Wealthy

Small to medium sized apples with red striping over a yellow background. Crisp, white flesh, with a good balance of sweet and tart

Uses: Good for fresh eating, baking, and sauce.



Dandee Red

Large, round, early season apple with a dark red blush. Crisp, white, firm flesh is pleasantly tart.

Uses: Good for eating and and excellent sauce apple.



Macoun **:**

Late season variety popular for it's firm crisp texture and sweet flavor.

Uses: Good for eating, salads, and baking.



William's Pride

Beautiful dark red color. Aromatic, with crisp sweet flesh.

Uses: Good for eating but does not store well.



Enterprise **:**

Sweet/tart red apple with a pleasant spicy flavor.

Uses: Good for baking and cooking. And excellent storage apple.



Priscilla 1

Pale yellow color with an overall red blush, medium size. Cross between a Golden Delicious and a McIntosh. Crisp, sweet, juicy.

Uses: Good for eating, cider, baking, and storing.



zestar .

Mostly red with some green, medium size. Excellent early season apple! Sweet/tart, tangy, crunchy, and very juicy.

Uses: Good for eating and cooking





BUNKY'S VEGAN

ASSISTANT

BAKLAVA

A fantastic vegan version of the classic treat from long-time Madison favorites Bunky's Cafe! Using agave syrup instead of honey, this sweet, flaky pastry will please many.

Available at all sites in the coolers by the Deli! Learn more at https://www.bunky-scafe.net.



LAS MUJERES HARD CIDER

Nestled in Southwest Wisconsin's Driftless region, a 20-acre family farm and winery crafts natural wines and ciders, free of additives, preservatives, or filtration. They harvest organically grown apples, grapes, pears, peaches, aronia, and elderberry from July to October.

Committed to regenerative agriculture, the farm prioritizes reforestation and rewilding, cultivating trees among grapevines. They eschew chemical sprays, fostering biodiversity through meticulous hand-tending and patience.

Their product line includes dry still ciders, still wines, and sparkling piquettes.
The piquettes achieve natural effervescence through in-bottle fermentation, which enhances their light fruit flavors. Their still ciders and wines are celebrated as pure expressions of their cultivated fruit.

Available at Willy East. See more information at www. lasmujeres.farm.

NOW AT WILLY WEST & NORTH!

Level 5 Donuts, established in 2019 by the husband-and-wife team Aaron and Caitlin, are 100% vegan—handcrafted and distributed without the use of animal products, ensuring they are entirely cruelty-free. They contain no egg or dairy. Aaron and Caitlin founded Level 5 Donuts as a pop-up venture, aiming to offer a more compassionate alternative to traditional food consumption.

Now available at all locations! We first brought them into Willy East; now they are stocked at Willy North and Willy West.

For more information, see www.level5donuts.com.

VYV PROBIOTIC REFRESHERS

Founder Doug Hamaker, who previously co-founded Forage Kombucha in Madison and developed it into a nationally distributed brand, established VYV to address the increasing demand for functional beverages that offer both palatable taste and tangible benefits. VYV is dedicated to sustainability and transparency, as well as utilizing premium ingredients and practices.

Formulated for optimal hydration, VYV Probiotic Refreshers provide a comprehensive spectrum of electrolytes (potassium, magnesium, calcium, sodium, and chloride). The beverage features a 3:1 potassium-to-sodium ratio, ensuring balanced electrolyte replenishment throughout the day. It's crafted with authentic fruits and juices plus 5 grams of plant-based prebiotic fiber, with no artificial flavors, preservatives, GMO-derived ingredients, or added sugar.

These beverages contain 30 calories or less per can, and are designed to support hydration, digestive well-being, and clean energy, without compromising flavor.

Available at all stores. More information at https://drinkvyv.com.

FAR BRETON BAKERY NOW AT WILLY WEST & NORTH!

Far Breton Bakery, owned by professional pastry chef Marie-Arzel Young, brings the essence of Brittany, France, to Wisconsin, using locally sourced ingredients. Young, whose culinary journey began in 2000, previously owned The French Confection and Marie's Original Bakery (2003-2009) in Eau Claire. Her extensive background includes work at Ovens of Brittany, L'Etoile, Harvest, and Samba Brazilian Grill.

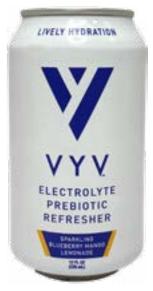
The French region of Brittany is known for its sweet specialties like kouignamann: a cross between a croissant and a sticky bun. The bakery's creations are deeply inspired by Young's childhood summers spent baking alongside her grandmother in France.

Now available at all locations! We first brought them into Willy East; now they are stocked at Willy North and Willy West.

For more information, see www.farbretonbakery.com.









SEPTEMBER 3-16



Westbrae Organic Beans
15 oz • Save \$2.58 on 2

2 for \$5

Garden of Eatin' **Taco Shells**

5.5 oz • Save \$1.00

\$3.99



Bob's Red Mill Old Country Style Muesli

18 oz • Save \$1.50

\$4.49

Maya Kaimal **Organic Everyday Chana** 10 oz • Save \$1.99

\$3.00



Green Mountain Gringo Salsa

16 oz • Save \$2.00

\$4.99

Garden of Eatin' **Taco Seasoning** 1.4 oz • Save 70¢

\$2.29





Amy's **Burritos**

Select Varieties 5.5-6 oz • Save \$1.00 5 oz • Save \$1.70

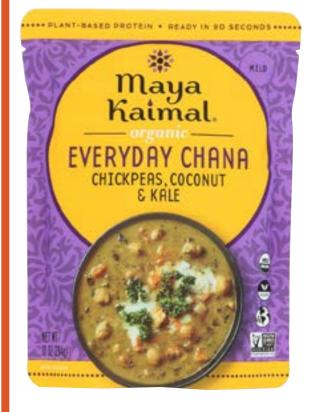
\$3.29

Wild Planet Light Skipjack Wild Tuna

\$2.59









Koyo Ramen

2.1 oz • Save 49c

\$3.99

Amy's **Organic Soups** 14.1-14.7 oz • Save \$1.00











SEPTEMBER 3-16



Good Health Peanut Butter Filled Pretzels

5 oz • Save \$1.58 on 2

2 for \$5



Icelandic Provisions

5.3 oz • Save 58¢ on 2

2 for \$4



Wild Planet Wild Sardines

4.375-4.4 oz • Save \$1.98 on 2

2 for \$4





Builder's Bar 2.4 oz • Save \$1.58 on 2

2 for \$4



Clasen's

Wonderful White &

Organic Eucalyptus

Citriodora Essential Oil

20 oz • Save \$2.00

\$6.49

5 ml • Save \$1.00

\$3.99

Brown Cow

Pranarom

Wonderful Wheat Breads

Culture Pop Probiotic Soda 12 fl oz • Save \$1.58 on 2

2 for \$3



Mike's Mighty Good Ramen Cup

1.6-1.9 oz • Save \$1.58 on 2

2 for \$4



Rishi Tea **Sparkling Botanical Drinks**

12 fl oz • Save \$1.10



\$2.69 📙

Nature's Path Organic Love **Crunch Granola**

11.5 oz • Save \$2.20





The Grandpa Soap Co. **Pine Tar Bar Soap**

3.25 oz • Save \$1.29

\$3.00 🕧





Cream Top Yogurt 5.3 oz • Save 19¢



bulk • Save \$1.50/lb

\$13.49/lb L



3 oz • Save \$1.50

\$3.79



Kettle Brand Potato Chips

5 oz • Save 99¢

\$3.00





Organic Cold Brew Coffee 48 fl oz • Save \$2 29

\$5.00

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

Cascadian Farm **Organic Frozen Vegetables** 16 oz • Save \$1 99

\$3.50



KAL

D-3 K-2

D-3 K-2 Raspberry **ActivMelt**

60 ct • Save \$6.50

\$12.49

Ultima Replenisher **Electrolyte Powder** 20 ct • Save \$8.00

\$14.99

Organic Mushroom Coffee Blend 6.24 oz • Save \$12.00

\$26.99



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



Pacha Soap Co. **Whipped Soap** + Scrub

8 oz • Save \$3.00



Peepers

\$18.99

SEPTEMBER 15-21



WE CARRY MORE THAN

5,311

PRODUCTS FROM

LOCAL FARMERS, ARTISANS, AND MAKERS.

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



Bagels Forever

Whipped Cream Cheese

8 oz • Save 50¢

\$2.49



Bagels Forever

Bagels

4pk • save 50¢

\$1.79

Wonderstate Coffee

Coffee

10.5 oz • save \$3.00

\$11.99-13.99



We define "Local" as within 150 miles of the State Capitol building, or anywhere in Wisconsin.



LOCAL

Look for our local symbols





Olden Organics All Cut Fruit

8-16 oz

30% off



Greenbush Bakery

Donuts

6pk • save \$1.00



Cedar Road Meats Bacon Old World & Pepper

Save \$4.00/lb

\$6.99/lb





= Inclusive Trade

fresh deals SEPTEMBER 22-28 Are sales for Everyone!





Olden Organics Pico De Gallo 10 oz • save \$2.00 \$5.99👊

Olden Organics Guacamole

10.5 oz • save \$2.00

\$5.9900



GIVEAWAYS

To celebrate Eat Local Month, each week in September we're giving away \$100 worth of local products per store online and \$100 per store via entry slip: \$2400 worth in total!

Enter in-store once per household per week (week of Sept. I, Sept. 8, Sept. 15, and Sept. 22). Double your chances by entering on Facebook, on Instagram, or at willystreet.coop/eatlocal-month!



One online and one paper entry per person per week.

No purchase necessary.

WHY EAT LOCAL?

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

EAT LOCAL MONTH

El Rey **Tortilla** Chips

Regular & Lemon II-I2 oz • save \$1.30-1.50

\$2.99 🛚





Third Space Brewing

Beer

6pk • save \$2.00

6.99-9.99

Salvatore's Tomato Pies

Pizzas

12-17.5 oz • save \$4.00

\$7.99-12.99₁₁

Sales on this page valid September 22-September 28, 2025. All sales and coupons subject to availability. Sales quantities limited.



SEPTEMBER 17–30



Grain Trust
Organic Steamed
Brown Rice

30 oz • Save \$1.80

\$3.99

Bob's Red Mill

Apple Cinnamon

2.36 oz • Save 70¢

\$1.79

Oatmeal

Arrowhead Mills
Organic Buttermilk
Pancake & Waffle Mix

22 oz • Save \$1.80

\$6.49





DATMEAL

with Plax & Chia ET WT 2.36 0Z (67g)

Shells & Real Aged Cheddar

Woodstock **Organic Ravioli**20 oz • Save \$2.50

\$7.49

Annie's
Organic
Grass-Fed
Mac & Cheese

6 oz • Save \$1.79

\$3.00

Blake's All Natural **Gluten-Free Chicken Pot Pie**

8 oz • Save \$1.49

\$3.50

Celestial Seasonings **Tea**

Select Varieties 18–20 ct • Save \$2.29

\$3.00

Lucini Italia
Organic
Tomato Basil
Pasta Sauce
24 oz • Save \$3.00

\$7.99

Maple Valley
Organic Grade
A Maple Syrup

16 fl oz • Save \$2.00

\$11.49 🔼









Pacific Foods

Organic Soups

32 fl oz • Save \$1.30

\$4.49





SEPTEMBER 17-30



RISE Brewing Co Organic Cold Brew Coffee Drinks

7 fl oz • Save \$1.58 on 2

2 for \$5



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

2 for \$5



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

2 for \$3





Lifeway **Low Fat Kefir** 8 oz • Save 58¢ on 2

2 for \$3



Bobo's Oat Bars 3 oz • Save \$1.98 on 2

2 for \$4



Dr. McDougall's Soup Cups

Select Varieties 1.8-3.4 oz • Save \$1.58 on 2

2 for \$4



Nature's Path **Organic Cold Cereal**

10-14 oz • Save \$2.00-\$2.20

Dr. Bronner's **Organic Shaving Soap** 7 fl oz • Save \$2.30

\$7.49

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

\$2.69



Fishwife Albacore Tuna 3.2 oz • Save \$2.00

Natrol Melatonin 3 mg Time Release

100 tab • Save \$3.70

\$8.29

Liquid I.V. **Hydration Multiplier** 10 ct • Save \$3.50

\$14.99



Host Defense Organic Lion's Mane 60 cap • Save \$3.00

\$25.99

Essentia Water Ionized Alkaline Enhanced Water 50.72 fl oz • Save 60¢

Miyoko's Creamery

Vegan Butter

8 oz • Save \$1.00

\$4.29

Hyland's

Soothing Touch Lip Balm .25 oz • Save 50¢



Oatly Oatmilk

64 fl oz • Save 50¢

л ло



save 50¢ more with

a coupon!

Tony's Chocolonely **Fair Trade Chocolate Bars** 6.35 oz • Save \$2.30

\$4.99





Booda Organics Organic Booda Butter **Daily Moisturizer** 2.3 oz • Save \$5.00

Enzymedica

90 cap • Save \$9.00

Calm Forte Sleep Aid

100 tab • Save \$5.00

Digest Basic

Schmidt's **Deodorant** 2.65 oz • Save \$3.00

\$8.49



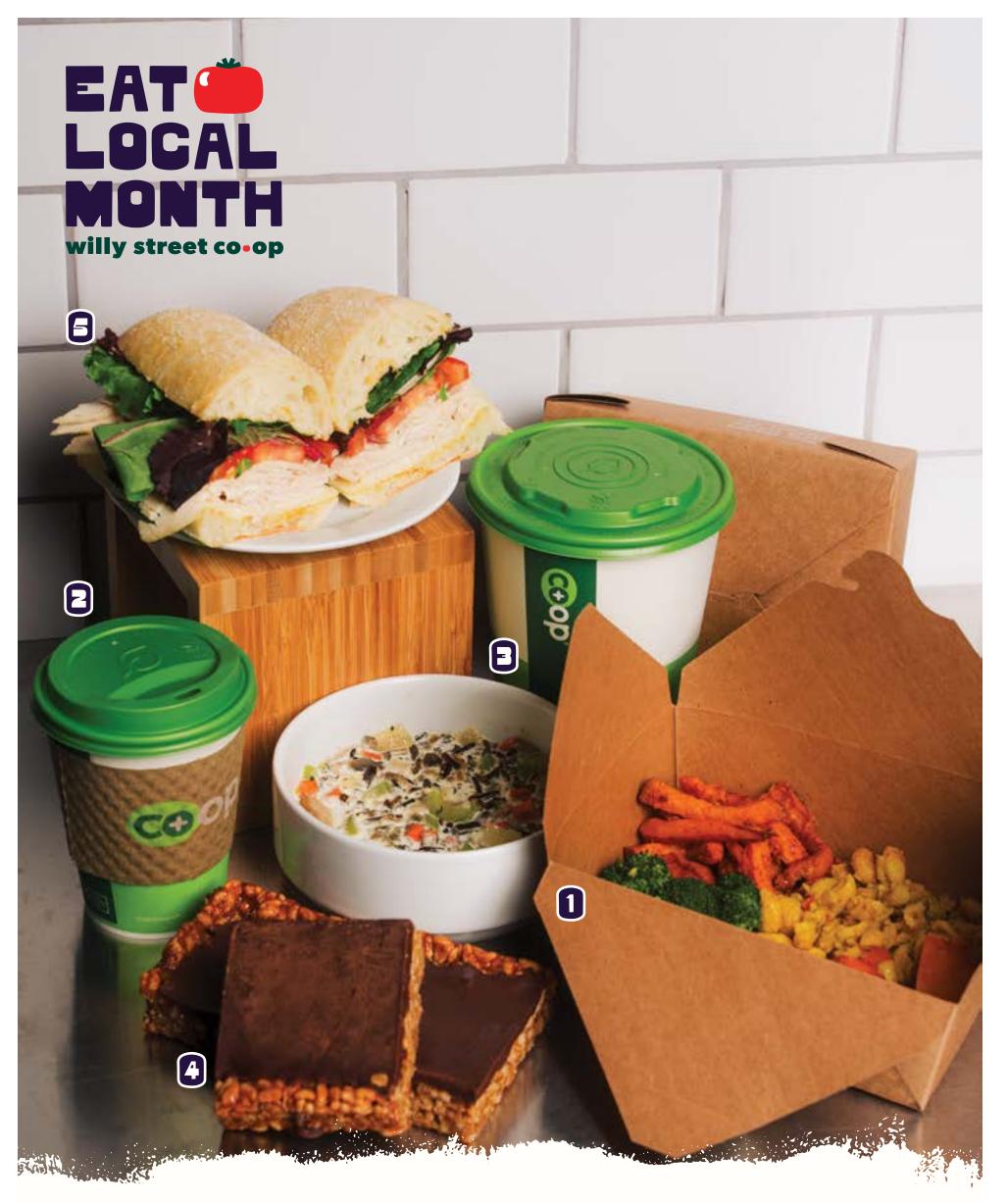


Avalon Organics Shampoo 11 fl oz • Save \$2.50

Brianna's Salad Dressina Select Varieties

12 fl oz • Save 99¢





TOP 5 BEST-SELLING CO-OP-MADE ITEMS

- 1. WILLY STREET CO-OP HOT BAR
- 2. WILLY STREET CO-OP HOT COFFEE .
- 3. WILLY STREET CO-OP HOT SOUP **I**
- 4. WILLY STREET CO-OP VEGAN CHOCOLATE SHEBA BAR
- 5. WILLY STREET CO-OP TURKEY & SWISS SANDWICH L





TOP 5 BEST-SELLING LOCAL ITEMS

- 1. YUPPIE HILL EGGS I
- 2. NEW CENTURY EGGS L
- 3. SCENIC RIDGE BAGGED LOCAL SPINACH
- 4. GOURMET'S DELIGHT BULK CRIMINI MUSHROOMS I
- 5. BUNKY'S HUMMUS O



Know Your Local Egg Farmer

Farm	Feed	Living Conditions	Antibiotic- Free	Location	Beak Clipping	Treatment When Sick
M&M Organic Farms	Corn, fish, and crab meal with minerals and calcium	Seasonal pasture roaming; winter barn roaming	Yes	Wonewoc, WI	Laser- trimmed, just hook	Strict vaccinations during first 16 weeks of life. Sick chickens are not excluded from flock
New Century Farm	Certified Organic feed produced on farm	Access to outside	Yes	Shullsburg, WI	Laser- trimmed	Sick chickens are not excluded from flock
OrgaNICK Pastures	Certified Organic and non-GMO legumes, grasses, grains, vitamins, and minerals	Certified Humane Pasture-Raised. There is a main barn in the middle of the pasture/ woodlot and the chickens can come vand go as they please	Yes	Rio, WI	No	Sick chickens sent to the chicken "hospital" to recover and separate them from the others
Pasture Patterns	Certified Organic soy and grains with supplements	Managed pasture program, always on fresh grass. In winter, stationary building with access to outside	Yes	Mt. Horeb, WI	Laser- trimmed, just hook	Sick chickens are removed from flock
Yuppie Hill Poultry	Certified Organic corn, soybean meal, wheat, peas, alfalfa, flax seed, mineral mix, and fortified with omega-3 fatty acids	Cage-free, barn roaming	Yes	Burlington, WI	Trimmed	Preventative care, keeping a regular cleaning schedule. Turn over barns annually to keep a healthy environment
Organic Valley (Egg Whites)	Corn, soy, and additional nutrients. Omega layers get additional flax	Access to outside	Yes	Wisconsin	Laser- trimmed, just hook	May use antibiotics on sick birds; eggs from these birds are no longer certified organic, so they will not be sold

Know Your Local Pork Farmer

Farm	Feed	Antibiotic-Free	Location	Hormone-Free
Fox Heritage Farms/Willow Creek Farms	Corn, soybean, and other grasses grown on the farms where they are raised	Yes	Sauk Prairie, WI	Yes
Driftless Provisions (i)	Vegetarian diet, mostly grown on the farms they are raised	Yes	Viroqua, WI	Yes



Know Your Local Beef Farmer

Farm	Feed	Antibiotic-Free	Location	Hormone-Free
Wisconsin Meadows	100% Grass-Fed	Yes	Southwestern Wisconsin	Yes
Cates Family Farm	100% Grass-Fed	Yes	Spring Green, WI	Laser-trimmed













Thursday, September 11, 2025 5pm · The 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

Winners of the CSW Collaboration Award for "bikes for fun, wellness, and community change"

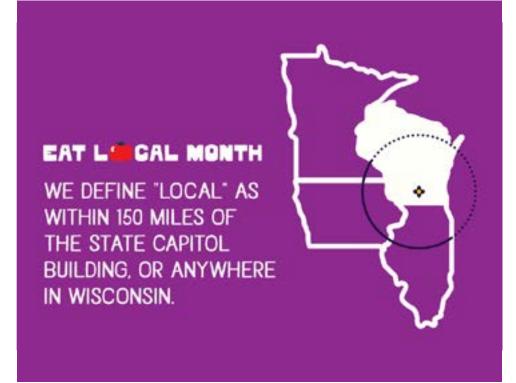
Denise Matyka

Nominated by Project Home
Winner of the CSW Lifetime Achievement Award



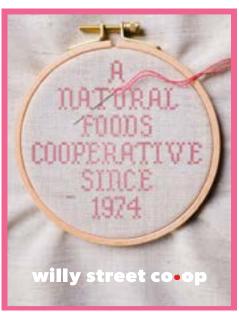


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- Close window treatments to block direct sunlight during the day.

Visit **mge.com/saving-energy** for more tips.



GS3449



Quince & Apple Shallot Confit with Red Wine

The sweet shallots and full body of the red wine are perfect together. I have to stop myself from eating it right from the jar with a spoon, if you can wait that long it's great on some lovely local bread with cheese

-Piper, Front End



Shady Maple Acres and New Traditions Homestead Local Organic Heirloom Tomatoes

So many incredible heirloom tomatoes to choose from, each with its own unique characteristics! The kaleidoscope of colors brightens up any summer salad. I love using them for BLTs, Caprese salad, and grilled chicken tomato pesto sandwiches. They're so yummy!

-Andy, Purchasing



Ц

Westby 4% Small Curd Cottage Cheese

Delicious and nutritious! Boost your daily intake of protein while supporting local Wisconsin farms at the same time when you eat this fantastic cottage cheese. I'm guilty of dipping ridged potato chips in this, but try tomatoes or peppers for an even healthier snack!

-Jake, Produce



Willy Street Co-op **Vichyssoise**

Delicious potato leek soup. Great hot or cold.

-Zach, Production Kitchen

Dashelito's Sweet Heat Hot Pepper Sauce

Up your sandwich game with some candied jalapeño peppers from Dashelito's. It's got the perfect balance of sweetness and smoky spice.

-Nico, Grocery



LüSa Organics Tofani (Naughty) Soap

This is hands down my favorite soap on the planet. Whenever I use it, the smell of vetiver, Australian sandalwood, and ylang ylang take me to a happy place.

-Philip, Produce

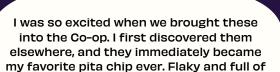


One Love Bread Bread

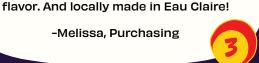
We love big sourdough loaves in our house and were excited to give One Love a try. The Alaskan Sourdough loaf is so good! Chewy and crunchy in all the best ways. It disappeared slice by slice and we can't wait to try other varieties. Jalapeño cheddar will be next!

-Stacey, Front End

Water Street Deli Pita Chips



-Melissa, Purchasing



Olden Organics Guacamole



Let there be NO other substitutes when it comes to packaged guacamole. This tastes like the real deal...fresh and local! Perfect to take to a party or gathering when you don't have time to whip anything together.

-Jesse, Front End



Willy Street Co-op **Lemon Cheesecake Bars**



Once you have a taste of these, there's no going back. You will crave the tartness from the lemon and the creaminess from the cheese cake. Such flavors should be illegal! When I'm craving something sweet, these little squares of heaven do not disappoint. Take small bites if you'd like, or just munch the whole thing down!

-Carmelo, Produce

Four Elements Calendula Orange Lip Balm

It's made with minimally processed ingredients (with the primary ingredient being olive oil), and it's locally made. The wonderful orange aroma and silky smooth texture don't hurt either!

-Micky, Purchasing







Willy Street Co-op Vegan Samosa Empanada

The crust is just slightly sweet, and the filling is well spiced and flavorful without being overwhelmingly spicy. I don't normally seek out vegan food, but this empanada is extremely delicious and an easy go-to meal!

-Renee, Production Kitchen



Untitled Art Strawberry L Goodwell CBD Sparkling Water

Feeling thirsty and stressed? Try one of these delicious CBD waters. With all the external stressors going on in our world, sometimes you need something that helps calm your nervous system. These are locally produced and the flavors are all really good. My go-to is the strawberry.

-Francis, Facilities



Rushing Waters Salmon Burgers



This is a local company that makes a lot of great fish products. The frozen salmon burgers are great for me because I don't have to worry about them going bad if I don't eat them right away without sacrificing any quality in the product. They are also quick and easy to prepare for any time of day.

-Justin, Produce

Donkey Brands Salted Donkey Chips

Great dipper, great price, and solid. They can hold whatever you want to dip them into, or great on their own! The perfect tortilla chip.

-Noah, Logistics



Salvatore's Tomato Pies Cheese or Pepperoni Tomato Pies

Salvatore's—a mouthwatering delicacy.
Not only is this business local, but all products are cooked and prepared with local ingredients. Crispy around the edges and doughy in the middle. It's the perfect pizza if you ask me.

-Circe, Grocery



Roelli Dunbarton Blue Cheese

This fine, locally made English-style cheddar has a touch of blue to it and is pretty delicious. The blue flavor is mild and subtle and not overpowering, so it's a good option for the blue-cheese-curious.

-Matt, Cheese



Vitruvian Farm Lion's Mane Mushrooms

Lion's Mane are wonderfully versatile mushrooms renowned for both their culinary and medicinal uses. They're great for brain health, memory, and mood—plus they provide a uniquely chewy and dense texture when tossed into a stir-fry or sautéed for a salad. I love supporting Vitruvian Farms, a local organic mushroom farm, while reaping the benefits of these mushrooms in their purest and least-processed form.

-Juliet, General Merchandise

Hidden Springs Creamery Cranberry Cinnamon Driftless Cheese



This sheep milk cheese is creamy, delicious, and nutritious. Perfect for enjoying on crackers, layered on toast, or with a medjool date. Hidden Springs is a family-owned creamery in Wisconsin.

-Zoe, Front End



La Cosecha Salsa



Delicious fresh, locally made salsa packed with flavor. Willy East only.

-Eric, Grocery



Willow Creek Farms Cottage Bacon



BLT for dinner? Go Cottage Bacon and you will never go back. Level up, add an avocado.
You WILL thank me!

-Amanda, Customer Experience



The Cider Farm Equinox



The Cider Farm has a fascinating story.
They've imported select European apple varieties rich in tannins. While these apples aren't great for fresh eating, they're perfect for crafting exceptional cider! If you enjoy hops, their Equinox cider offers a surprising depth of complexity. I highly recommend it to anyone who loves a hoppy beer or a crisp, dry wine.

-Max, Communications









100% LOCAL RECIPES

By: Micky Ellenbecker, Purchasing Assistant

e often find ourselves in our own little bubbles of how we experience the world around us. We get stuck in our routines of operating on autopilot and go about our day. One example of this from my own childhood, which I believed I've shared before, is that I was fortunate enough to grow up in a household where my parents made home-cooked meals from scratch every night. I didn't realize what an illustrious bubble I was in until I moved out and lived with friends who did not have the same experiences of family meals like myself. My dad really enjoyed cooking and generally followed recipes pretty closely from a myriad of cookbooks. My mom, on the other hand, was more likely to stray from recipes and create something out of whatever we had available at the time. When I was younger, I thought my dad's way of cooking was superior and my mom's offthe-cuff approach drove me nuts. But of course I turned into my mother, and I'm always going off script. When it comes to making food from 100% local ingredients, it requires the bravery to swap out our habitual ingredient choices for something that's less known or seasonally abundant, not to mention helping to support our local farmers and economy. So here are a few recipes I've modified to make them 100% local, minus the salt and pepper, which are freebies I think we all deserve.



Mediterranean Fresh Tomato Tart

This recipe is essentially a giant Parmesan cracker with a cheese filling, topped with fresh tomatoes and cucumber.



Ingredients for the crust:

I cup bulk Meadowlark organic all-purpose

I cup Sartori grated Parmesan

½-I teaspoon sea salt

½ teaspoon cracked black pepper

½ cup Organic Valley cold unsalted butter, grated on a box grater 4-5 tablespoon cold water

Ingredients for the filling:

8 ounce Odyssey feta cheese (or Montchevre goat cheese for a less salty version) 4 ounce Organic Valley cream cheese,

softened ½ cup Organic Valley heavy cream

8-10 Harmony Valley Farm basil leaves Small handful of fresh Harmony Valley Farm parsley leaves

Small handful of fresh LoveFood oregano leaves

Ingredients for the topping:

2-3 New Traditions heirloom tomatoes, sliced to preferred thickness

A handful of LoveFood cherry tomatoes, sliced in half

½ Keewaydin Organics cucumber, thinly sliced

1/4 New Traditions Homestead red onion, thinly sliced

Sea salt, cracked black peppers, and any fresh herbs for topping

Recipe adapted from: www.joythebaker.com

Preparation:

Position baking rack in the center of the oven and preheat to 400°F.

In a medium bowl, mix flour, salt, pepper, and Parmesan cheese together. Then toss in the grated cold butter to combine.

Mix in a few tablespoons of cold water and more as needed to create a moist, shaggy dough that can form a loose, rough ball.

In a 9- or IO-inch round tart pan, press the dough firmly across the bottom and up the sides. To prevent the crust from collapsing during baking, add a piece of parchment on top and either fill with sugar, dried beans or preferred substrate and press into all the edges. Bake for IO-I5 minutes and remove once all the edges have browned. Carefully remove the parchment and sugar/beans and cook for another IO-I5 minutes until the crust is golden brown.

Place the tart shell somewhere it can cool completely.

To make the filling, using either a hand mixer or food processor, whip the feta/goat cheese, cream cheese, and heavy cream together until smooth. Finely chop the herbs and add to the filling if using a hand mixer or throw in whole if using a food processor fitted with a blade.

Evenly spread the cheese filling in the fully cooled tart shell, then layer on the tomatoes, cucumbers, onions, and leftover fresh herbs. Sprinkle it with salt and pepper just before serving.

Shallot and Ricatta Frittata

This is a simple brunch option that could be altered even further if you wanted to add additional veggies or meat.

willy street co-op MONTH

Ingredients:

3 tablespoon Organic Valley butter or ghee 3-4 medium Harmony Valley Farm shallots, thinly sliced (or sub I medium yellow onion) 8 Yuppie Hill Poultry large eggs

½ cup Organic Valley heavy cream (or whole milk)

2 tablespoon LoveFood chopped fresh rosemary

2 tablespoon LoveFood chopped fresh thyme 2 tablespoon Harmony Valley Farm chopped fresh parsley

½ tsp sea salt

½ tsp fresh cracked pepper

½-I cup BelGioioso whole-milk ricotta

Optional: Top with quartered cherry tomatoes and chopped Cedar Roads pepper bacon

Recipe adapted from: www.iovthebaker.com

Preparation:

Position baking rack in the center of the oven and preheat to 375°F.

Using an ovenproof 9-inch skillet, heat butter or ghee over medium heat, add the sliced shallots and sauté until cooked through and starting to brown. While the shallots are browning, whisk together the cream, eggs, chopped herbs, salt, and pepper.

Once the shallots are done browning, reduce the heat to low and add the egg mixture. Allow to cook over low heat for 8 minutes and then add 6-8 dollops of ricotta throughout. Finish the frittata in the oven and bake for roughly IO minutes or until eggs are fully cooked.

Allow to cool for at least for 5 minutes before serving and add optional toppings.

Creamy Tortelloni Soup

This is a fast and satisfying one pot meal that will test your dedication to always always using soup stocks. Sub the stock with water and see what you think! The fresh herbs, tomato, and cream alone are quite satisfying.



Ingredients:

I tablespoon Organic Valley butter or ghee I lb Bulk Willy Street Co-op Italian sausage 3 cloves New Traditions Homestead garlic, minced

I medium New Traditions Homestead sweet onion, diced

I-2 tablespoon LoveFood Fresh oregano, rosemary, and/or thyme

2 Tbsp Meadowlark all-purpose flour (in bulk) 2-3 cups water

I large New Traditions Homestead heirloom tomato, diced

I package RP's Pasta Four Cheese Tortelloni I bunch Crossroads Community Farm Iacinato kale, stems removed and chopped ½ cup Organic Valley heavy cream

3 tablespoon LoveFood chopped fresh basil Salt and pepper to taste

Sartori shredded Parmesan for topping

Recipe adapted from: www.damndelicious.net

Preparation:

Heat butter of ghee in a large stockpot over medium heat. Cook the Italian sausage until browned, being sure to crumble it as it cooks. Drain off the excess grease if desired.

Add the garlic, onions, and any fresh herbs you're using (with the exception of the basil, which will be added at the end) and cook until onions are translucent.

Stir in flour and brown for I-2 minutes.

Add water and heirloom tomatoes and bring to a simmer for IO-I5 minutes until the mixture has slightly reduced and thickened.

Add the tortelloni and kale and cook until tender, roughly 5-7 minutes.

Finally, add the heavy cream and basil and season to taste with salt and pepper. Top with Parmesan if desired and enjoy!



COMMUNITY CHANGE-MAKER AWARDS

By: Community Shares of Wisconsin

n September 11 at The East Side Club, Community Shares of Wisconsin will honor local leaders and organizations who are advancing social and environmental justice in our community.

At a time when many organizations are shying away from diversity, equity, inclusion, sustainability, LGBTQ+ rights, and other social justice issues, Community Shares of Wisconsin and its nearly 70 member nonprofits are proud to honor leaders who champion these causes and continue to do what is right.

The public is invited to attend the awards ceremony. Tickets purchased in support of this event help Community Shares award \$6,000 in donations to local nonprofits. To sponsor the event or purchase tickets, visit communityshares.com.

CHANGE-MAKER AWARD WINNERS

Mary Ellyn and Joe Sensenbrenner, nominated by Rooted. Winners of the Liesl Blockstein Community Leadership Award

For decades, Mary Ellyn and Joe Sensenbrenner have used their resources to safeguard public lands to ensure that the public has access to viable, beautiful open spaces. Their work through Rooted (and its precursor organizations) encompasses Troy Farm and Gardens and McPike Park in Madison; Clarence & Cleopatra Johnson Park, Brown Street Academy, and Alice's Garden in Milwaukee; and ultimately the construction of the Badger Rock Center, which houses a neighborhood center, middle school, and now is home to the Lori Mann Carey Elementary School on Madison's South Side.

Joyce Hall, nominated by Freedom, Inc. Winner of the Sally Sunde Family Advocate Award

Joyce Hall is the Lead Gender Justice Advocate, Program Coordinator, and Organizer for Survivor and Victim Services at Freedom, Inc., as well as a mother of seven. Her lived experiences are a testament to her organizing power and unshakable resilience. As a survivor herself, Joyce made the courageous decision to leave a domestically violent household to protect herself and her children. Today, she provides emergency crisis response, court support, rapid rehousing, and interpersonal violence mitigation for Black, Southeast Asian, queer, youth, and low- to no-income survivors. More than that, she uplifts survivors, helping them transform into leaders within her programs and the wider community.

Ximena Linares-Rodriguez, nominated by Tenant Resource Center. Winner of the Linda Sundberg Civil Rights Defender Award

Ximena Linares-Rodriguez is deeply committed to providing community-centered solutions and equitable access to resources for tenants, including Spanish-speaking tenants. Recognizing the barriers faced by immigrant communities, Ximena helped launch Madison Area Partners and Allies (MAPA). The monthly MAPA events bring together a diverse mix of providers and allies who offer culturally and linguistically responsive support. Ximena also collaborated with Dr. Sarmiento, Dr. Sims, and students from the Chicanx/e & Latinx/e Studies program at UW-Madison to survey tenants who had accessed TRC

services, centering the lived experiences of Latinx renters in Dane County.

CSW COLLABORATION AWARD WINNERS

Wheels for Winners and Bayview Foundation

Wheels for Winners and Bayview Foundation collaborate each year to organize a vibrant spring bike distribution event at Bayview's community center. Wheels for Winners also partners with Bayview to provide free bike repair clinics and to train Bayview staff to make basic bike repairs for residents.

Bayview Foundation and Wheels for Winners understand that bicycles are most beneficial when integrated with culturally relevant services, arts, family support, environmental stewardship, housing advocacy, and food security. Thus, the long-time partnership between the organizations has proven to be a natural and impactful alignment.

CSW LIFETIME ACHIEVEMENT AWARD WINNER

Denise Matyka, nominated by Project Home

Denise Matyka has always had a deep

commitment to social justice. She has dedicated more than 40 years to empowering communities through nonprofit leadership. Her journey began as a field organizer for the National Organization for Women (NOW) Equal Rights Amendment Campaign. From 1985 to 1994, she worked to create Community Shares of Wisconsin with Nicole Gotthelf and Marianne Morton. The three led a successful merger of Madison Sustaining Fund and Aid to Wisconsin Organizations to form Community Shares of Wisconsin.

After a period of working in major donor fundraising for Planned Parenthood of Wisconsin, she joined Project Home in 1996 as Executive Director. Project Home doubled its staff and more than tripled its budget during her 29 years leading the organization. Project Home serves people with limited income in Dane and Green Counties with weatherization, home repairs, and accessibility modifications.

The Presenting Sponsor of the 2025 Community Change-Maker Awards is UW Credit Union. Special thanks to our friends at Willy Street Co-op for their support of Community Shares of Wisconsin through the Community CHIP® program.



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By: Richard de Wilde, Founding Farmer at Harmony Valley Farm

At Harmony Valley Farm, we are dedicated to organic farming and believe strongly that it produces the highest quality, best tasting food while protecting the quality of our water and wildlife.

-Richard de Wilde, Founding Farmer

Editorial note: Harmony Valley Farm is a family-owned, diversified farm with over 40 years of experience producing high quality, organic vegetables and berries. The farm is located in an isolated valley in southwestern Wisconsin. Farmer Richard founded Harmony Valley Farm in 1985 and has been providing certified organic produce to Willy Street Co-op for close to 40 years. Richard grew up making hay and milking cows on a farm on the plains of South Dakota, while organic gardening with his mother and grandfathers, and later he became one of the pioneers of commercial organic farming in the Midwest. He was a trailblazer for integrating cover crops, making compost, and attracting beneficial insects, birds, and bats to

his farm ecosystem. Farmer Richard welcomed the invitation from Willy Street Co-op to write this article and share what he believes is beneficial for its Owners to know about organic food and farming.

WHAT IS ORGANIC FARMING?

Organic is a label that indicates that a food or agricultural product has been produced and certified according to the USDA (United States Department of Agriculture) organic standards, which require farm operations to use practices that cycle resources, conserve biodiversity, and preserve ecological balance. The USDA's National Organic Program develops and enforces the standards for organic crops, livestock, and agricultural products so consumers can feel confident purchasing organic goods.

The organic standards set specific requirements for different types of products and mandate a healthy functioning farm ecosystem. For produce and grains, organic farmers are required

to use natural fertilizers, eco-friendly pest control, and practices that protect soil and water. For meat, dairy, and eggs, livestock must roam freely outdoors and no growth hormones or antibiotics can be used. Certified organic products must not contain GMOs (genetically modified organisms) or be grown from GMO seeds or plants. Certified organic products may not include artificial colors, flavors, or preservatives, and must be traceable from farm to store.

ORGANIC FARMING AT HARMONY VALLEY FARM

Organic Methods

All Harmony Valley Farm products are certified by the Midwest Organic Services Association (MOSA). Every year, independent organic inspectors that work for MOSA spend an entire day on our farm, where they inspect every field and complete extensive paperwork for our annual certification process. This is your assurance of high quality, nutrient-dense, flavorful food for consumers, produced in a system that does not compromise the farmers or the environment. Our silt loam fields are high in organic matter, humus, and biological life. To promote healthy, mineral-balanced soils, the fields receive green cover crops, and generous amounts of compost and rock powders, as needed, based on soil tests and plant leaf sap analysis.

Care for the Land and Human Health

As stewards of the land, our organic farming practices honor the sanctity of earth by fostering natural ecosystems, maintaining soil fertility, and minimizing environmental harm. As stewards of our bodies, organic eating nourishes our mind, body, and soul by guaranteeing quality produce free of synthetic pesticides, fertilizers, or genetically modified organisms.

Farm Worker Health and Well Being

We are grateful for our skilled and dedicated crew members who work very hard to make this all happen. Your support of our farm allows us to pay a fair and living wage as well as offer benefits including health insurance and a retirement plan. Each person at Harmony Valley Farm brings their own unique skills and talents to the table and contributes in their own way toward our collective success. Most of our crew members have been working with us for 10-20 years and we could not do what we do without them! It is vitally important to all of us that our organic methods keep our farm workers and customers safe from the human health dangers of chemical insecticides and herbicides.

Regenerative Practices

We are dedicated to growing the highest quality certified organic produce possible with experience as our guarantee. We've gone above and beyond organics, placing great value on soil fertility and on an integrated, healthy, natural growing environment. We utilize a complex system of cover cropping and applications of compost and minerals that result in vegetables and berries with exceptional flavor, color, and nutrition.

Soil Quality Makes Nutritious Food

I've always been intrigued by human nutrition. Realizing that human nutrition is directly related to plant nutrition, I am committed to do what it takes to grow healthy plants that are packed with nutrients. Cutting edge soil research has shown that a teaspoon of healthy, living soil contains thousands of microbes. Each plant interacts with and supports different soil microbes, so by adding diversity to the plantings you also increase the diversity of microbial communities. We are learning more and more about the



benefits of these microbial communities, which are essential for increasing nutrient availability and uptake by crop plants in the soil, amongst many other benefits. These mutually supportive relationships are complex ways to increase nutrition to the crops and the people who eat these foods in terms of vitamins, minerals, antioxidants, etc. This high level of nutritional quality is only possible in living soils with high biodiversity. Recent scientific studies are also highlighting the positive relationships between healthy soil, healthy foods, and healthy gut microbiomes in humans that support our healthy immune systems.

Cover Crops

Cover crops are something we invest in very heavily and they contribute greatly to the health of our fields and crops. Cover crops are plants that we seed in between vegetable crops. We've known for many years that they help to prevent soil erosion and contribute significantly to soil fertility. We have expanded our cover cropping practice to add as much diversity of plants as possible. This is because of the relationship of those cover crop plants producing sugars in order to attract their own beneficial microbes. We plant 6-8 different cover crop species now to nourish a high diversity of microbes that then nourish the crop plants. Some cover crops are even planted under growing food crop plants, so that immediately after food harvest, the cover crops are already there ready to protect and nourish the soil until the next season. This works well with tall fall crops, like Brussels sprouts and kale, which end the season with white Dutch clover growing under the plants.

Farming for the birds and bees

We plant and maintain year round habitat that provides a place for songbirds, bats, bees, and beneficial insects to take up residence and become our partners in crop pest control. Farm livestock—including cows, goats, pigs, chickens, and ducks—are also an important part of our farm and help us maintain hillside pasture areas not suitable for vegetable production. The animals also help us by fertilizing the land which keeps the perennial pastures rich and flourishing and prevents erosion on the hillsides.

Birds, bees and, neonicotinoids

Neonicotinoid insecticides (neonics) are widely used as a seed treatment for conventional corn and soybeans. Neonic dust from planting those seeds drifts to wild plants and insects. When eaten by birds, bats, and other wildlife, the neonics accumulate in their bodies and cause harm. The affected wildlife then may not have enough energy to feed their young and may experience other side-effects. Neonics also leach off the seed coatings and enter waterways at harmful levels, giving a dose of insecticide to aquatic macroinvertebrates that are then also eaten and accumulated by fish, birds, bats, and other living beings.

Researchers have discovered that pollinators can be killed when neonics enter the ecosystem. The European Union has banned the use of neonicotinoids due to their high risk for birds, bees, and other pollinators. Neonics, along with all synthetic pesticides, are

not allowed in certified organic farming systems. Consumers can help protect pollinators and other wildlife by purchasing organic foods and also by not buying neonic-treated garden/flower plants in greenhouses.

Harmony Valley Farm organic practices do not allow any neonics. The farm ecosystem needs healthy populations of beneficial insect predators as allies against crop pests. So we are impacted by losses of crop insect predators due to neonics used in the area. Every year, we monitor all of our bird houses and feeders. For example, we have maintained 20 bluebird houses over the years, and this year, we have only seen one bluebird. Our bird populations are down over 50% over the past five years. We have also noticed less mosquito control on the farm with decreased populations of bats and birds. This alarming decrease in wildlife is likely due to neonic usage and related practices in chemically intensive industrial

Conventional Agriculture Context

Currently, nearly 70% of the American diet includes ultraprocessed food. Conventional agriculture and food systems that produce this processed food rely on insecticides like neonics and herbicides like glyphosate. Glyphosate works to control weeds by interrupting nutrient pathways in the weed plants. In those same ways, glyphosate also impacts nutrition in the food crop plants, and thus our nutrition and our overall health. Neonics threaten the health of birds, bats, amphibians, and pollinators, all of which are critical to our environmental biodiversity. These pesticides were developed to grow surplus quantities of GMO (genetically modified) corn crops to produce corn syrup, ethanol, and livestock feed. Through current trade agreements, some of this conventional corn is being forced upon our Mexican neighbors. They have completed numerous studies that show human health effects from consuming GMO corn and they do not want it. Organic certification does not allow GMOs in any way.

Migrant Workers

Our farm advertises both nationally and internationally for 45 workers to come join our crew. We offer a competitive wage of \$18.15 an hour and even provide free housing. Yet, we receive almost no domestic job applicants, and that is why for the last 25 years, our farm has relied on the help of H-2A workers from Mexico. Over the years we have built a stellar crew of extremely dependable, capable, and hard-working people on which our farm depends. Some of our crew members have been coming back to work at Harmony Valley Farm for 20-25 years, and we are proud to have three generations working at the farm. It very much feels like one big extended family that enjoys working together and that also enjoys each other's company after all the work is done for the day.

Several years ago I started contemplating what would happen to the farm when I was ready to retire. After all my years dedicated to organic farming, I want to see the farm carry on. I couldn't envision my life's work ending with a farm auction, so I started the

process of shifting the farm to an LLC, which would allow for an easy process of bringing on additional business partners. Now Harmony Valley Farm is owned jointly between me, my son Ari de Wilde, and our newest partner Rafael Morales. Rafael started working at the farm via the H-2A visa program in 2009 and has been there ever since. He stood out to me as the crew member who learned the fastest, could fill any role on the farm, and had a genuine interest to learn more. I have now sponsored Rafael and his family for permanent residency visas. Rafael has been a resident for about five years and his wife and children have been residents for three years. They have become part of the community, with their kids enrolled in local public schools and their eldest daughter at UW-La Crosse studying business administration. Rafael's two oldest children are very motivated and are spending summers working on the farm. They are preparing to come back to the farm after college to be actively farming right alongside their father. Overall, Rafael's partnership ensures another generation will carry on the mission of Harmony Valley Farm.

YOUR SUPPORT OF ORGANIC FOOD HELPS HUMAN AND ECOLOGICAL HEALTH

As we look to the future of our food systems, we encourage you to continue to learn more about what you eat, where your food comes from, and the impact your food system has on the environment and your health. Is organic worth the extra efforts we put into our farm and in turn, your cost for certified organic food? What is your health worth? What is the health of our planet worth? We hope that after reading about our organic farming

practices, that you see the many values of supporting a biodiverse farm ecosystem that grows healthy crops to provide superior, nutrient-dense food for your family.

Healthy organic food can serve as preventative medicine and could save you health care costs in the future. Organic farming also increases biodiversity and protects ecosystem health. Your food decisions to buy and eat organic food or industrial food system products have a big impact. You are a key part of the success of organic food and farming. Luckily, at Willy Street Co-op, you have many choices to purchase high quality, certified organic foods from organic farming systems that support a healthy environment for people and the planet.

If you would like to dive deeper into these issues, farmer poet Wendell Berry provides valuable insights about farming and nature in this video: https://youtu.be/Zpqusj9LhPI?si=-zlCEgskirH4c1sdW. Also, Dr. Zach Bush offers more food for thought on the relationships between farming and human and environmental health in this video: https://youtu.be/Aw16LPVnNco.

I believe that ultimately, as customers, the choices we all make for food and energy dictate the production system of the future. Our choices will protect the continuation of life as we know it or increase the chances of possible extinction of life on our planet.

Harmony Valley Farm welcomes you to learn more about our farm at our website: www.harmonyvalleyfarm.com. We provide farm updates and many recipes to prepare the Harmony Valley organic produce that you find at Willy Street Co-op.







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