

willy street co•op

# READER

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

VOLUME 51 • ISSUE 10 • OCTOBER 2025

## Cooperation *is Radical*

Co-op Month - October 2025



IN THIS ISSUE: Vote for Your Board; Sustainable Seafood; Owner Appreciation Flyer; International Year of Cooperatives

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READER

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Printing: WINGRA PRINTING GROUP

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

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The Board meets 8–10 times a year, meetings are held at the Central Office, 6:30–8:30pm. Owners are invited to attend during the open session of the BoD meeting. See [www.willystreet.coop/events](http://www.willystreet.coop/events) and select the Board category for details.

**October 22, 2025**  
**December 10, 2025**

**January 28, 2026**  
**March 25, 2026**

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

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THE WILLY STREET GROCERY CO-OP

MISSION STATEMENT

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

EIGHT COOPERATIVE PRINCIPLES

VOLUNTARY OPEN MEMBERSHIP

DEMOCRATIC MEMBER CONTROL

COOPERATION AMONG COOPERATIVES

AUTONOMY AND INDEPENDENCE

DIVERSITY, EQUITY, AND INCLUSION

MEMBER ECONOMIC PARTICIPATION

CONCERN for the COMMUNITY

EDUCATION TRAINING AND RECREATION





## BULK FUNNELS

Please replace those plastic canning funnels in the bulk aisle with the metal funnels the Co-op sells.

Great suggestion! We've got some extra ones delivered, and they have replaced the old plastic ones that were in the bulk gravity bin section. Just an FYI, we do still need to keep the paper ones with bulk spices due to cross contamination/nature of spices. -Jason Zabinski, Willy East Grocery Manager

## SALAD BAR

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

## BALL CANNING LIDS

I would like to request that you carry Ball canning lids in your canning section. In the display I've seen jars, funnels, pectin, and other items, but not the lids, which is the one canning item that is not reusable. I'm not sure of the product number, but the number above the bar code on my current box is 1440031050. Ball "Suretight" lids - 12 in a box (bands not included); they come in regular and wide-mouth sizes.

Thanks for reaching out with your inquiry about Ball canning lids. Although they may not be featured right now on the canning display table, we do carry lids and bands for canning on the shelf next to the display. I think Ball updated its UPC from the item you referenced, but we have similar items: 014400300004 is Ball "Suretight" regular mouth lids and bands for canning, and 014400400001 is the Ball Suretight wide mouth lids and bands for canning. Both have 12 lids and bands in each box. We also carry non-metal lids for Ball jars for non-canning purposes. I hope this helps—please let me know if you have any other questions! -Juliet Downie, Willy North General Merchandise Manager

## AVOCADOS

Has anyone complained about your avocados? I purchase most of my groceries from this co-op. For the last few months I have been regularly purchasing avocados. 9 times out of 10 I have to dispose of them and not use them. Usually about half of the avocado is brown, and often with black streaks running through the flesh. In my opinion your supplier is not providing an acceptable product for your co-op customers. I have given up trying, and now go elsewhere for my weekly avocados. I love this co-op, and rely on it for fresh produce and much more - except your avocados!"

I'm so sorry for the poor quality avocados you've purchased in recent months at Willy North. I wonder if you have had trouble with them previously or if it was a more recent trend? In May and June, some of our avocados are coming to us from Peru, rather than Mexico or California due to a short gap in availability from these preferred growing regions. Peruvian avocados are grown in a more arid climate, and tend to have a lower fat content than the ones from CA/MX. They also have to travel further and tend to be harvested at a less ripe stage, which invites troubles in proper ripening down the road.

We have a system here at Willy Street Co-op for ripening the avocados we receive from our suppliers, so that we can (almost) always offer the option of ready to eat avocados. There are times that they do not ripen properly and we find quality issues after they have ripened. We strive to always have the best quality avocados, and are always happy to offer a refund if you are unhappy with the quality of the product you've purchased. We can also cut you a sample before you buy, if you would like. I also recommend buying avocados that are just on the firm side of ripe, rather than "guacamole" ripe—if it feels like there is an air pocket in any part of the avocado when you give it a gentle squeeze, it is likely to be overripe in that spot and could potentially be brown. Feel free to ask a Produce staff member if you would like assistance in choosing or tasting an avocado!

We are back to sourcing from Mexico and California now, and will be heading into one of the peak avocado seasons this fall, so I do hope you will give us a try for your avocados again soon! Thank you for reaching out and please let me know if I can be of any further assistance! -Brandy Schroeder, Willy North Produce Manager

## DUKE'S MAYONNAISE

I just wanted to let you know how happy I am that you are including Dukes mayonnaise in your product mix. I am one of those cult members who love Dukes!!

I appreciate your feedback regarding Duke's Mayo! Thanks for taking the time to share your satisfaction with us! -Dave Andrews, Willy West Grocery Manager

## GRASS-FED BEEF

I'm interested in understanding what measures Willy St. takes to provide assurance to customers that items labeled as "grass-fed," "100% grass-fed," or "pasture-raised" are truly raised according to those standards. With recent news reports highlighting loopholes and even fraud related to these claims, transparency is more important than ever. Could you please share the steps you take to verify these claims?

Thank you for your recent inquiry regarding grass-fed beef at the co-op. You are absolutely correct that there has been a lot of misinformation and a lack of transparency within the beef industry in recent years. Fortunately, we at the Co-op are able to decide who we source meat from. I have personally visited several of the local farms who we source 100% grass-fed beef from, including farmer/partners within the Wisconsin Meadows network of farmers, and Cates Family Farm. I've also had the chance to meet the founder of Thousand Hills and learned about how they vet the farmers within their network. These opportunities have given me confidence to "stand behind" their products and label claims. I share your concerns over fraudulent label claims, and do everything I can to make sure the products on our shelves aren't advertising false information. -Nick Heitman, Meat, Seafood, Beer, Wine & Spirits Category Manager

## ALLERGENS

Hi there! We have egg and tree nut allergies in our family. I know you have vegan baked goods made at the coop. Some nut-free. We'd love to try them but first wanted to inquire about your level of care and protocols for cleaning/preparing baked goods. I know there is always a risk, but would love any information you could share about how staff is trained to lower cross contamination risk.

Thank you for reaching out about the protocols we have in place while preparing baked goods that may contain allergens.

While preparing items here at the Kitchen, we require staff to wash, rinse, and sanitize each utensil, piece of equipment, and surface after making each item in order to reduce the possibility of cross contamination as much as possible. They also change gloves, wash hands between each task, and change chef's coats and aprons if they become soiled.

While we do our very best to minimize the possibility of cross contamination, I do always like to remind folks (as you stated in your email) that we do process items that contain both nuts and eggs in our facility, and we can never guarantee that our vegan and nut-free products do not contain trace amounts. -Renee Strobel, Kitchen Director

## SUPPLEMENT LABELS

Hello, I buy all of my supplements at the co-op. Recently I noticed that the font on the labels has become smaller and harder to read. It used to be bold and easier to read. This seems like just another way to make us who are aging feel even more stressed out with product packaging. Who thought it would be better to make it harder to read the labels? This makes no sense at all. Please go back to the old font on your supplement labels. I used to be able to find what I needed without glasses, now I have to bring reading glasses to the co-op. This seems like something that should have been caught before the products went on the shelves.

Thank you for submitting a customer comment regarding the font of the Willy Street Co-op supplement bottles. The company that manufactures our private label supplements implemented the change to the 'master label' in June of 2024. Here is some information directly from the company to help explain why they made the change:

The old label: Previously, the front of our master labels had limited space and used a font that was more traditional and offered a limited variety of weights within the typeface.

The refreshed label: Our revised master label provides additional space for marketing call-outs, and showcases a new font that displays a more sleek, modern, and sophisticated typeface for a more refined look and feel.

I will pass along your feedback to the company that manufactures our private label supplements and hopefully they will take this into consideration if they make changes to the master label in the future. -Sara Berg, General Merchandise Category Manager

## CRANBERRY POWDER

Can you please start carrying organic Cranberry Powder either in bulk (preferable) or in bags? I purchase mine on-line from Northwest Wild Foods but would much prefer to buy it from my Coop.

Our regular spice vendor does carry a cranberry powder (conventional) which they are discontinuing to start offering an Organic version this late August/early September). When it is available in several weeks we do plan on bringing it in. So a bit of a wait, but we will be adding it to see how it does. -Jason Zabinski, Willy East Grocery Manager

Have a comment or request you would like to share?

We would love to hear from you!



[www.willystreet.coop/contact-us](http://www.willystreet.coop/contact-us)



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**JUST ENOUGH!**

Feel free to purchase just one stalk of celery or broccoli, one bunch of grapes, or one banana.

Produce Staff can cut a cabbage or cauliflower in half for you.

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Feel free to inquire if you have a question!

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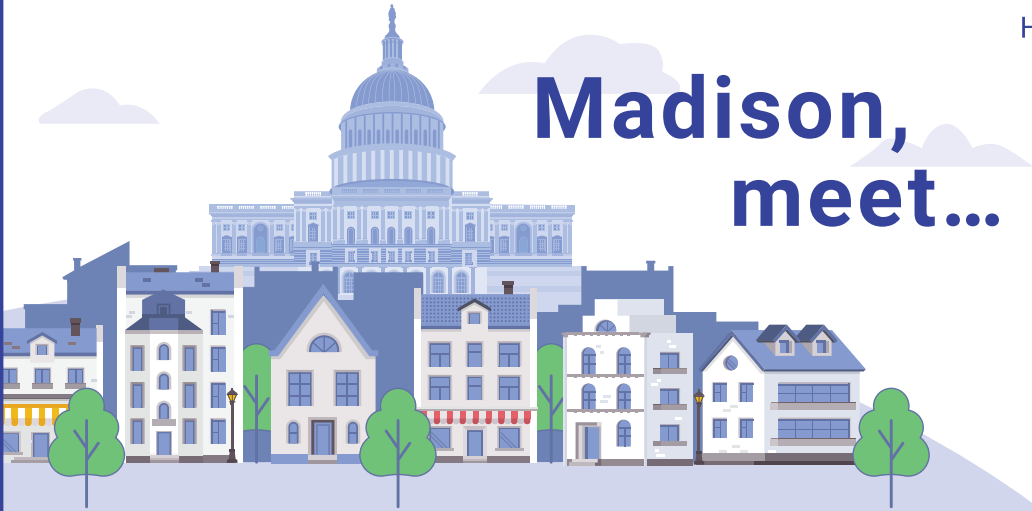
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**By: Anya Firszt,  
General Manager**

**H**ello Co-op Owners. We have three celebrations in October! Since 1964, cooperatives across the country have been celebrating Co-op Month. This is a time to recognize the cooperative business model, Ownership, and, most importantly, you! Thank you for your part in helping to keep the cooperative dream alive. Read more about cooperation and co-ops in Megan Minnick's article on page 26.

October is not only Co-op Month, it's also Fair Trade Month! If you've seen the stickers or heard the term and wondered what it means, it means that the product meets a blend of social, economic, and environmental criteria that support the sustainable development of small producer organizations and agricultural workers in the Global South. This month we'll have a selection of sale products that are made by cooperatives or are Fair Trade or both! See the list on page 12.

And finally, we're also celebrating Owner Appreciation this month. To express our gratitude to our Owners, we will be offering 30% off (or more!) a number products, plus gift card giveaways. See more information on page 18.

### ON THE HORIZON

#### Farm-to-Table Dinner

Be sure to check out the article on page 11 by Kristina Kuhaupt, Customer Experience Manager, about the Farm-to-Table event. We are excited to host another gathering, one year after our first event held to celebrate our 50th anniversary. Since last year's event was so successful, we wanted to do it again.

Please note that last year, we had a long waiting list, so I recommend purchasing your ticket(s) while they are still available, as they tend to sell out quickly.

### Board Elections

Look for Board candidate statements and balloting information on pages 8–10 in the *Reader*. Voting will take place from October 1 to 22. You can cast your ballot at one of our three stores, by mail, by phone, or electronically, provided we have your current email address on file.

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 22; results will be 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*.

#### Annual Meeting October 7

The 2025 Annual Meeting will be held virtually on Tuesday, October 7, starting at 6:00pm.

Please note that registration is required in advance of the event. We need a quorum of at least 50 Owners to conduct business. This includes approving the meeting minutes from the previous two years. I am counting on you to be there!

### FOND FAREWELL AND HEARTFELT RECOGNITION

As you may have heard, long-time community supporter Bob Queen passed away on Monday, September 15th, at the age of 76. He was involved with multiple Madison festivals over the last 35 years, most recently Sessions at McPike Park and Sessions at Garver, both of which the Co-op sponsored.

He received the Madison Area Music Association's Lifetime Achievement Award in 2022 for his decades of work in procuring local music for the community. Throughout all his many projects, he consistently demonstrated a deep love and desire to raise money for community causes, from helping to prevent the possible closure of Marquette Elementary School in 1990 to utilizing festival proceeds to support a free summer camp for kids and providing funds for local nonprofits.

Our community is a better place because of his work. Thank you, Bob.

In cooperation,  
Anya



### ANNUAL MEETING AND VOTING INFORMATION

**By: Ashwini Rao, Board Vice President**

**A**s the weather cools and the colors change, it's once again time for the Co-op Board to provide a review of the Co-op's performance, hold elections and receive feedback and input from Owners. These meetings are a core principle of cooperative governance, ensuring accountability to members and allowing them to understand the Co-op's strategic direction and financial health.

The 2025 Annual Meeting is virtual this year and will start at 6pm on October 7. The first 50 Owners who register and attend the virtual meeting will all receive at least a \$10 gift card; four attendees will also be randomly selected to receive a larger gift card.

#### A DETAILED AGENDA IS BELOW:

- 6:00pm: Agenda Approval & Minutes Approval
- 6:06pm: Welcome & Introductions of Board Members (Sarah Larson, Board President)
- 6:16pm: Year In Review (Anya Firszt, General Manager)
- 6:26pm: Financial Report (Paige Wickline, Director of Finance)
- 6:36pm: Introduction of Board Candidates
- 6:46pm: Owner Q&A (questions must be submitted to [info@willystreet.coop](mailto:info@willystreet.coop) by October 1)
- 6:56pm: Prize Drawings (a \$25, \$50, \$75, and \$100 gift card will be given away)

To register, visit: [willystreet.coop/annual-meeting](http://willystreet.coop/annual-meeting).

### VOTING INFORMATION

The Board uses the Policy Governance Model to oversee the Co-op, a system that emphasizes values, vision, and the empowerment and accountability of both the staff and the Board. For more information about Board Governance, be sure to visit this page: [www.willystreet.coop/about/co-op-governance/](http://www.willystreet.coop/about/co-op-governance/)

The Board of Directors plays a critical role in ensuring the continued success and health of the Co-op by setting the standards for the Co-op's performance, developing the vision for the Co-op and working to ensure the long-term viability of the Co-op.

We have seven Board candidates this year running for three seats on the Board. The voting period is from October 1–October 22, 2025. Online and vote-by-phone ballots will be due at 11:59pm Monday, October 20, and all paper on ballots must be received by 6:00pm October 22, 2025, when the Board holds its Special Meeting to receive a tally of the votes.

### OWNERS CAN VOTE FOUR WAYS:

1. **In store:** look for the vote kiosk in each store, or ask at Customer Service. The kiosks will have blank ballots, or you can use the one in the printed newsletter.
2. **Online:** we emailed a unique link to each Owner email address; click on the link to get to your ballot.
3. **Mail:** use one of the blank ballots from an in-store vote kiosk or from the printed newsletter and mail it to the address listed on the ballot.
4. **By phone:** you will receive instructions about how to vote by phone on a postcard we mail to you and in an email.

I hope to see you at the virtual Annual Meeting on October 7!!



Photo courtesy of The Cap Times Archives



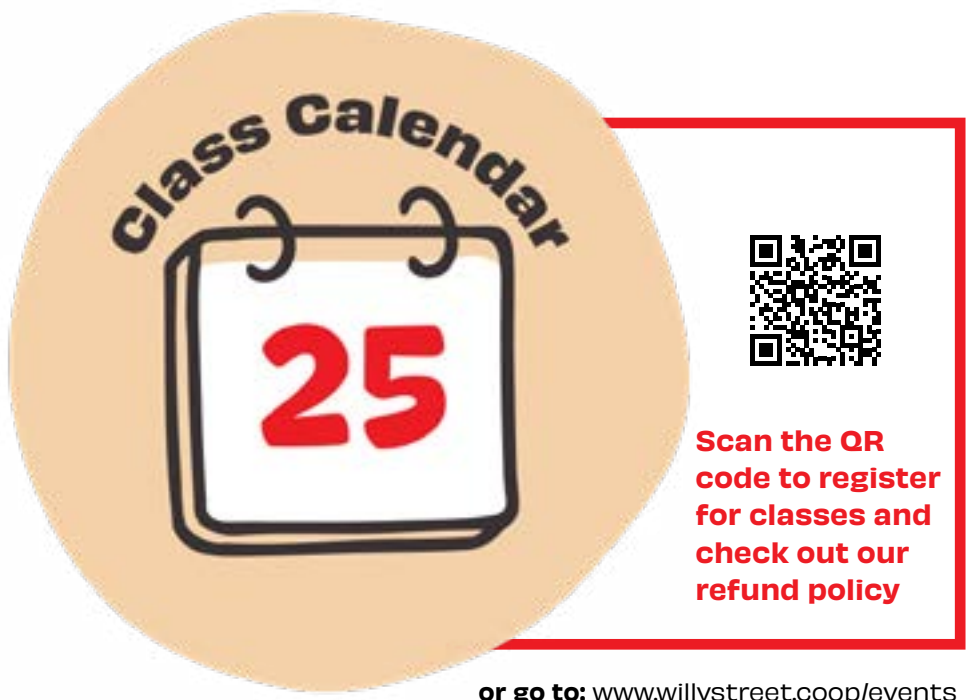
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or go to: [www.willystreet.coop/events](http://www.willystreet.coop/events)



### CULTURE AND CUISINE OF LOUISIANA: OYSTERS

Location: Willy West Community Room  
Thursday, October 2, 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: Oyster Casserole, Charbroiled Oysters, and Fried Oyster Po' Boys. Everyone will make a seasoning packet to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.

### HATTIE'S POLISH KITCHEN

Location: Aubergine, 1226 Williamson St.  
Wednesday, October 8, 6:00pm–8:00 pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

Autumn is cabbage season, and Chef Mike invites you to join him for a trip through time, going back 30, 40 years to his Great Aunt Hattie's kitchen. Our gastronomic time machine will start with hearty cabbage rolls, slow cooked in rich tomato sauce; delicious kapusta: braised cabbage and kraut with mushrooms, brown sugar, vinegar, bacon, and caraway; and finally kapusta used to make bigos, the classic Polish hunter's stew served with easy-to-make-at-home kluski noodles. Recipes contain: wheat, milk, eggs. Demonstration with hands-on opportunities.

“These family recipes are top tier comfort foods, and excellent winter warmers! Aunt Hattie's cabbage rolls in particular are still the stuff of leg-end back home, and you're invited to join me to find out why.”

–Mike Tomaloff, Class Instructor

### COOKING WITH CHEF PAUL: NUTRITIOUS MEALS ON A BUDGET

Location: Lakeview Library  
Thursday, October 9, 6:30pm–7:30pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: Free; registration required  
Capacity: 12  
Join Chef Paul to learn how to select and store produce, meal plan to make the most of fresh fruits and vegetables, and how to reduce food waste in your kitchen. Enjoy samples of Paul's tasty and versatile recipes! Register at <https://www.madisonpubliclibrary.org/spaces/events/calendar>. Registration will open two weeks prior to the program date on September 25.

### COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Aubergine, 1226 Williamson St.  
Thursday, October 16, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Join Chef Paul to learn helpful tips to get started eating more plant-based foods—from setting up your pantry to cooking techniques to replacing animal proteins with plant-based ones to adding more fiber into your daily meals. The options are limitless! Recipes contain: soy and tree nuts. Demonstration only.

### CULTURAL INFLUENCES OF GUMBO: GERMAN

Location: Willy West Community Room  
Thursday, October 16, 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: Seafood Boil Potato Salad, Andouille and Smashed Potatoes, and Sausage Po' Boys. Everyone will make a seasoning packet to take home as well! Laissez les bon temps rouler. Recipes contain: milk. Demonstration with limited hands-on opportunities.

### ELEMENTS OF GUMBO: CHICKEN

Location: Aubergine, 1226 Williamson St.  
Tuesday, November 4, 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: Chicken Carandolet, Chicken Creole Cutlets, and Chicken Sauce Piquant. Everyone will make a seasoning packet to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.

### COOKING WITH CHEF PAUL: SALT-FREE COOKING

Location: Lakeview Library  
Thursday, November 13, 6:30pm–7:30pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: Free; registration required  
Capacity: 12  
Join Chef Paul to discover different flavor profiles by utilizing herbs, spices, and fresh vegetables in salt-free recipes. Register at <https://www.madisonpubliclibrary.org/spaces/events/calendar>. Registration will open two weeks prior to the program date on October 30.

### CULTURE AND CUISINE OF LOUISIANA: OYSTERS

Location: Aubergine, 1226 Williamson St.  
Tuesday, November 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 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: Oyster Casserole, Charbroiled Oysters, and Fried Oyster Po' Boys. Everyone will make a seasoning packet to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.

### SMALL PLATES FOR ENTERTAINING

Location: Aubergine, 1226 Williamson St.  
Monday, December 1, 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!). 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: wheat, milk, eggs. Demonstration with limited hands-on opportunities.

### HAND-MADE PIEROGIS

Location: Willy West Community Room  
Tuesday, December 2, 5:30pm–7:30pm  
Location: Aubergine, 1226 Williamson St.  
Wednesday, December 10, 6:00pm–8:00pm  
Ages: 16+; adult supervision not required  
Instructor: Sharon Long  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 8  
Nothing says “comfort food” like homemade pierogis. Join Sharon to learn how to prepare a warm water dough, ideas for a variety of fillings, filling, and cooking pierogis as she learned from Polish Chef Maria Obskroba. Our menu will include traditional potato and cheese pierogi as well as kielbasa and onion pierogi. Recipes contain: milk and wheat. Hands-on.

### ELEMENTS OF GUMBO: CRAB

Location: Willy West Community Room  
Thursday, December 4, 6:00pm–8:00pm  
Ages: 13+, adult supervision required  
Instructor: Steffry Langham  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
We will explore the history, culture, and foods that made Louisiana a true melting pot. We will explore by ingredients and/or culture, sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Crab Stuffed Beignets, Crab Dip, and Mini Crab Cakes with Cajun Aioli. Everyone will make a seasoning packet to take home as well! Laissez les bon temps rouler. Recipes contain: milk and shellfish. Demonstration with limited hands-on opportunities.



### FERMENTING VEGETABLES: HOT SAUCE AND SALSA

Location: Aubergine, 1226 Williamson St.  
Thursday, October 2, 5:30pm–7:00pm  
Location: Willy West Community Room  
Wednesday, October 8, 5:30pm–7:00pm  
Ages: 15+; adult supervision not required  
Instructor: Wendy Porterfield  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 12

Want to take advantage of the last in-season tomatoes and peppers? Join Wendy to learn how to make fermented hot sauce and salsa! Fermentation preserves fresh produce and adds probiotics to support gut health. Enjoy a taste test and hands-on participation, and take home recipes and jars of hot sauce and salsa ready to ferment at home. Bring a cutting board and knife. Hands-on.

### KID-APPROVED HOME CANNED GOODIES

Location: Aubergine, 1226 Williamson St.  
Saturday, October 18, 9:30am–11:00am  
Ages: 10+; adult supervision required  
Instructor: Wendy Porterfield  
Fee: \$30 for Owners; \$40 for non-owners



**Capacity: 15**  
Join Wendy to learn the basics of the easiest method of home canning—the water bath method—by preserving homemade foods your kids will want to eat. This beginner-friendly class combines demonstration and hands-on practice as we prepare and can three family favorites: a reduced-sugar jam, naturally sweetened applesauce, and veggie-packed pasta sauce. Taste test included, and you'll take home a jar of your choice.

**LET'S MAKE CHEESE CURDS**  
Location: Aubergine, 1226 Williamson St.  
Tuesday, October 28, 6:00pm–8:30pm  
Ages: 12+; adult supervision required  
Instructor: Linda Conroy  
Fee: \$50 for Owners; \$60 for non-owners  
Capacity: 20  
Join Linda Conroy for this fun and delicious class! We will cover choosing milk, culturing, and coagulation, as well as curd formation. Everyone will take home recipes and cheese curds made in class. Recipes contain: milk. Demonstration with limited hands-on opportunities.



**NUTRITION TIPS FOR REDUCING INFLAMMATION**  
Location: Zoom  
Wednesday, October 8, 12:00pm–1:00pm  
Instructor: Katy Wallace, ND  
Fee: Free; registration required  
Capacity: 50  
Learn how to manage and reduce inflammation through dietary choices. Join Katy Wallace, ND of Human Nature, LLC in a discussion of dietary tweaks that maximize health progress. Discover which foods help reduce pain and autoimmune behavior while clarifying skin, and supporting gut, brain, and hormone health.



**SPROUTS: DINNER FOR THE FAMILY**  
Location: Willy West Community Room  
Friday, October 10, 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.  
**"I started helping to cook at home when I was just 8 or 9, and was cooking meals on my own before I was 12 or 13. A childhood start in the kitchen is a part of the blueprint for a self-reliant, independent, and confident adult. Cooking with and for family is an achievement to be proud of, and the skills children learn in the kitchen carry over into their day-to-day lives, teaching them aspects of time management, nutrition, home economics and food budgets, cooperation, thrift, health and safety, and more. We do our children a great favor by instilling kitchen confidence in them at a young age, so that when they grow, they understand the importance of wise food choices, and freedom and independence from the unhealthy food systems that bombard them constantly!"**

–Mike Tomaloff, Class Instructor

**SPROUTS: FIREHOUSE FOOD AND KITCHEN SAFETY**  
Location: Aubergine, 1226 Williamson St.  
Thursday, October 9, 4:00pm–5:30pm  
Ages: 5–11 years old; adult supervision not required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner  
Capacity: 10  
Join Mr. T and one of our neighbors from Madison Fire Station #3 to dig into some of the foods that keep their crew ready to leap into action! Together we'll make lasagna, garlic bread, and a surprise dessert. After we cook, we'll cross Willy Street for a tour of Madison's oldest firehouse and learn more about being safe in the kitchen. Recipes contain: milk, eggs, wheat. Hands-on.

**SPROUTS: YOU CAN CALL ME AL(FREDO)**  
Location: Willy West Community Room  
Tuesday, November 4, 4:00pm–5:00pm  
Ages: 5–11; 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  
Bored by buttered bowties? Is marinara too mundane? Mr. T and the Sprouts are learning to make alfredo sauce for a change of pace in our pasta! It will be awesome cheesy goodness, and we'll make some garlic bread, too! Recipes contain: milk, wheat. Hands-on.

**SPROUTS: PIEROGI PRIMER**  
Location: Aubergine, 1226 Williamson St.  
Thursday, November 6, 4:00pm–5:00pm  
Ages: 5–11; 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  
Pierogis are delicious, filled dumplings, but they can be a lot of work to make! Fortunately, a kitchen full of Co-op Sprouts, with Chef Mike's help, can make short work of the task. Wanna help make 'em? We'll stuff our pierogies with a few different fillings, including cheese, potato, and a sweet one, too! Recipes contain: milk, wheat, eggs. Hands-on.



**45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS**  
Location: Aubergine, 1226 Williamson Street  
Wednesday, October 15, 1:30pm–4:45pm  
Wednesday, December 3, 1:30pm–4:45pm  
Location: Willy West Community Room  
Wednesday, November 5, 1:30pm–4:45pm  
Virtual  
Wednesday, October 29, 1:30pm–4:45pm  
Wednesday, November 12, 1:30pm–4:45pm  
Wednesday, December 17, 1:30pm–4:45pm  
Fee: \$55 for Owners; \$90 for non-owners  
An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email [info@humannaturellc.com](mailto: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.*

**ELDERBERRY FOR HOME USE**  
Location: Willy West Community Room  
Wednesday, October 22, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own Instructor: Kirsten Landsverk  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Everyone has heard of the amazing properties of the superfood elderberry. In this class, Kirsten Landsverk will get into the health properties of adding elderberries to food as well as making our own elderberry syrup for use at home. Everyone will take home a jar of syrup that they make in class. Demonstration and hands-on.

**HERBS FOR WINTER HEALTH**  
Location: Willy West Community Room  
Thursday, November 6, 6:00pm–8:30pm  
Ages: 12+; adult supervision required  
Instructor: Linda Conroy  
Fee: \$55 for Owners; \$65 for non-owners  
Capacity: 20  
Whether you are new to working with herbs or looking to increase your ability to work with plants, veteran herbalist Linda Conroy will provide you with the knowledge you need to incorporate herbs that can promote winter health and address common ailments. Everyone will learn about and make a wide variety of herbal remedies to add to the home medicine chest. Demonstration with limited hands-on opportunities.



# Need a Place to Host?

## The Co-op Community Spaces have you covered!

We've got spaces to host your next get-together, birthday party, book club, meeting, workshop, or any other fun idea you may be envisioning!

Check out both Aubergine and Willy West Community Room features and pricing at: [www.willystreet.coop/community-spaces](http://www.willystreet.coop/community-spaces)





# VOTE

For the Willy Street Co-op

## BOARD CANDIDATES

### Voting open October 1–22

Paper ballots are due by Wednesday, October 22nd at 6:00pm. Online and phone voting ends Monday, October 20th at 11:59pm. The results of the election will be announced at a Special Membership Meeting that will take place at the Central Business Office (1457 E. Washington Ave., Madison) at 6:30pm on October 22nd. Drop your ballot off at the kiosk near the Customer Service desk at any of our stores, vote online via the unique ballot link emailed to you (if we have your current email address), vote by phone with the unique personal identification number (PIN) mailed or emailed to you, or mail your absentee ballot to: 2025 Owner Vote, Willy Street Co-op, 1457 E. Washington Ave., Madison, WI 53703. Candidate statements appear on pages 8–10 of this issue. Please vote for up to THREE candidates. Only Owners' votes are valid. One vote per Owner account. If both Owners on a Household account vote, only the Primary Owner's vote will be counted. Candidates are listed in alphabetical order. (If you would like your ballot to remain anonymous, use the following procedure: 1. Place completed ballot in envelope and seal. 2. Write your name and Owner number and sign across the seal. 3. Mail or deposit in the ballot box.)

### Board of Directors

Please vote for up to THREE candidates. Ballots with more than three votes will not be counted.

☐ **Anthony Hernandez**

☐ **Aristide Tessitore**

☐ **Christina Hansen**

☐ **Gigi Godwin**

☐ **James Black**

☐ **Lucas Bleyle**

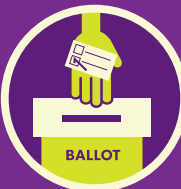
☐ **Rebecca Snowwhite**

Owner Name: \_\_\_\_\_

Owner Signature: \_\_\_\_\_

Owner Number: \_\_\_\_\_

Date: \_\_\_\_\_



## BOARD CANDIDATES



### Anthony Hernandez

#### SUMMARY STATEMENT

I am running for reelection to the Willy Street Co-op Board to continue advancing inclusivity, food accessibility, and community engagement. With years of service on multiple committees, leadership in local initiatives, and dedication to cooperative values, I aim to strengthen our mission and deepen relationships with owners and communities.

#### WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

As a current Board Member, I have a proven record of doing the work. Inspired by activist Jesse Williams' reminder that commitment is shown through action, I've served on several committees—including Diversity, Development, Policy, and the Community Reinvestment Fund—always focused on making healthy, affordable food more accessible to minority and low-income communities.

I've authored newsletter pieces on strategic planning and inclusivity, represented Willy Street at the national co-op convening in Duluth, and helped develop the Community Ambassadors Program at our north store to strengthen local relationships. My experience tackling hunger and housing insecurity, combined with my teaching background and community work, informs my thoughtful approach to policy and advocacy.

I have no conflicts of interest and remain committed to representing owners' values while upholding the Co-op's mission.

#### HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY?

Beyond the Co-op, I've been deeply involved in initiatives focused on equity, education, and civic engagement. I've worked with Dreamers of Wisconsin to help undocumented students navigate college and career pathways and co-organized the Latino Youth Summit and Latino Education Summit to prepare middle and high school students for higher education opportunities.

I've partnered with Latino and African American youth activists in Wisconsin to build leadership, organizing, and civic skills, and participated in Discussion Project and Deliberation Dinners to foster meaningful community dialogue. My work through the Scholar Strategy Network further connects research with actionable local solutions.

These experiences strengthen my ability to represent diverse voices and advance inclusive policies within the Co-op.

#### HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?

I will continue leveraging my experience to expand access to healthy, affordable food and build a stronger sense of community among owners, employees, and vendors. Through my work on inclusivity initiatives, the Community Reinvestment Fund, and the emerging Ambassadors Program, I've developed strategies to deepen relationships and amplify underrepresented voices.

I also bring strong communication skills—writing op-eds, engaging owners at events, and representing the Co-op locally and nationally. My focus is on strengthening Willy Street's leadership in employee relations, accessibility, and cooperative innovation while ensuring we remain a democratic institution grounded in our shared values.

Opinion: "There's Power in the Aisles: Grocery co-ops matter more than ever," Anthony Hernandez, Duluth News Tribune, (June 9, 2025). <https://tinyurl.com/yaz9by49>



### Aristide Tessitore

#### SUMMARY STATEMENT

Food is my life - growing, cooking, and sharing it. Wisconsin's my home, and as a chef and farmer here I know just how much there is to offer. I hope to bring my experience in our local food system to help the Co-Op continue to serve our community.

#### WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

- As a farmer I know what goes into growing veggies, field crop, grazing livestock, restoring forest / prairie, hunting / foraging my own food, and just how difficult and wonderful it can all be. I believe it is important for growers to be represented here on the Co-Op board as it's the local farms that make Willy St's offerings so unique to me as a customer and owner.
- I am a fine dining chef who has always valued sourcing from local farms, cooking seasonally and connecting Wisconsin products to my community. Being a farmer in the kitchen I have also created pack-



aged products in order to reduce waste on the farm and give our customers a gourmet product ready to use in their pantry or fridge.

- Even with my experience in our local food community - I still think the most important quality I have is that I care. I care so deeply about food and our community, and will do anything to see the two connected and succeed. This is truly why I believe I deserve to represent my fellow owners on the board.

**HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY.**

Four years ago, I started a 430 acre organic farm here in Paoli, WI, that was implementing many regenerative practices. It was here that I finally started putting down roots here in our Wisconsin food community. Whether it was restoring the land or connecting our nutritious veggies and pasture grazed meat to the community - I just want to feed and share what I love with my people.

**HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MIS-**

**SION AND VISION OF THE CO-OP?**

As a farmer I understand the difficulties faced by growers, from growing crop or raising animals to making sure products get into the hands of our community. I hope to help educate our Co-Op community, help manage our business so we can continue to support growers, and offer more healthy, organic products to those who deserve it most.

My experience sourcing from local farms has allowed me to build a strong community of farmers and diverse range of products that I would love to share. This knowledge also helps me understand a crucial part of the Co-ops operations. My time creating packaged food products also helped me understand some of the problems farmers face getting their seconds or surplus crop to customers, and also what customers want in ready to use products.

As a board member I will not be managing operations but my experience will allow me to understand the intricacies of these operations. This will help me make decisions that are best for our community - the customers who shop there, the Co-op staff, those who work hardest for all of us everyday, and our local producers.



**Gigi Godwin**

**SUMMARY STATEMENT**

As a Willy Street Co-op Board member, I want to participate in the daily work that is needed to strengthen our local food system, to make sure that the cooperative model is supported, and to ensure that the Co-op serves the needs of its Owners.

**WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)**

Hello Willy Street Co-op Owners! After almost six years (two three-year terms) as a Co-op Board of Director, I have decided to run again for a seat. For the past two years, I have been the Board's Treasurer and have been responsible for drafting Policy Monitoring Report C9: "Board Compensation." And also for the past two years, I have taken a "deep dive" into the Board's Policy Governance as Chair of the Policy Committee. Our committee has reviewed almost all of our Board policies through a Diversity, Equity, and Inclusion (DEI) Lens. I am proud to say that we have rewritten sections of several policies to incorporate DEI language and these changes have all been approved by the Board of Directors. But I feel that there is more work to be done for the Board to maintain its accountability, to fulfill its fiduciary duties, and to be involved in Owner and community engagement. It would be a privilege to continue to be a part of those efforts.

**HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY.**

My activities and volunteer work in our local community align with key social issues that the Co-op's Owners deem as important priorities. These issues include "supporting local and sustainable agriculture; supporting efforts to protect the environment; and promoting sustainable food and product packaging and recycling." In March, I became a part of Olbrich Community Gardens' Phenology Team. Our team records observations of various plants' phenology (stages of growth and how they are affected by climate and seasonal changes) using the Nature's Notebook app which then shares the data with the National Phenology Network. Also at Olbrich Gardens, I have attended Green Team meetings, which is their newest volunteer group that is focused on making Olbrich After Hours events more sustainable through recycling and composting food containers and food scraps. Finally, I recently was elected to serve on FairShare CSA (Community Supported Agriculture) Coalition's Board of Directors.

**HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?**

Now more than ever, I think that it is crucial for Willy Street Co-op to continue to follow its Global Ends of "being at the forefront of a cooperative and just society," and to also follow its Mission of being "a local partner that nourishes a sustainable, accessible, and equitable food system." Through my continued service on the Co-op's Board of Directors, combined with my outreach and connections within our community, I can help maintain the Co-op's "culture of respect, generosity, and authenticity."



**Christina Hansen**

**SUMMARY STATEMENT**

Few things shape our well-being as much as food. The Co-op makes nourishing choices more accessible while supporting local farmers and producers. I want to contribute my skills and time to energize owner engagement, strengthen community connections, and support the Co-op's sustainable growth into the future.

**WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)**

I live just a few blocks from Willy Street East, and the Co-op has become an important part of my life. I want to help ensure its long-term stability while keeping it welcoming and responsive to community needs. People should feel like they have power over what food is available to them, and serving the Co-op is a uniquely valuable way to support that autonomy.

Professionally, I hold a PhD in Genetics with a doctoral minor in Life Sciences Communication from UW-Madison and currently work as a Content Strategy Manager at a digital marketing agency for biotech and pharma companies. I am very comfortable analyzing data, communicating complex information, collaborating with large groups, and helping organizations make informed decisions.

I hope Owners choose me because I bring both practical skills and a strong

commitment to the Co-op's mission. I want to contribute my time and experience to keep it sustainable, value-driven, and energized for the years ahead

**HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY.**

When my husband and I moved here ten years ago, Madison quickly became home. I've supported a local farm through a CSA program for several years and volunteered at scientific outreach events through programs like UW-Madison's Wednesday Nite @ the Lab. I also love participating in neighborhood traditions, especially the Fool's Flotilla during the Marquette Waterfront Festival.

**HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?**

In my professional life, I manage large communication projects, organize teams, and help people make sense of complex information. In leadership roles as a student representative and coach, I learned how to bring people together, encourage participation, and create forward momentum.

On the Board, I would focus on energizing Owners, strengthening partnerships with local farmers and producers, and ensuring financial sustainability. My goal is to help the Co-op grow in a way that is vibrant, inclusive, and deeply connected to its Owners and community.



**James Black**

**SUMMARY STATEMENT**

My interest in being on the board stems from my involvement with Co-ops for many years; working with credit unions in the 80s through employment at CUNA and CUNA Mutual. I did public relations, advertising, promotion, and helped to develop educational materials tied to credit unions and their principles. I have a strong and enduring commitment to the Co-op ideal.

**WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)**

We live in perilous times politically; a world in which we have a large number of people in power who are unin-

formed, but opinionated. That is not healthy nor progressive. I would hope we can use the general ideals of a Co-op to help change how we seek ways to solve problems together.

**HELP THE CO-OP'S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY.**

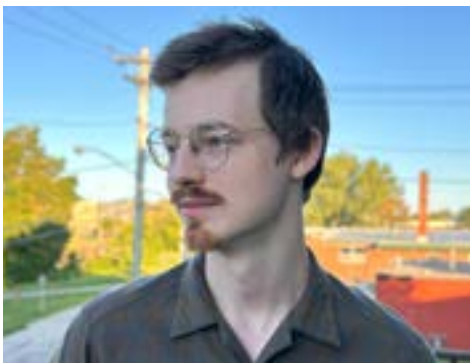
I have been a psychologist for more than 25 years; working in community-based programs through Dane County Mental Health, The Psychology Clinic, Veteran's Administration and UW-Madison. I have contributed time and money for political campaigns and causes; on the local level and nationally.

**HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?**

My work as a psychologist is about helping people grow and find healthy ways to live. My work in public relations and advertising with credit unions helped me to understand how to promote ideas. My work in community-based programs helps me to understand the importance of working together. I also am personally involved in healthy lifestyle efforts; I'm not a vegetarian, but I eat animals who are.







Lucas Bleyle

SUMMARY STATEMENT

As a co-op employee, I believe that workers should have a voice in the strategic direction of Willy Street. My academic background in sustainability equips me with the skills and vision to help Willy Street achieve economic, environmental and social sustainability.

WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

I work for the co-op, which means I spend over 2000 hours a year in the store—stocking shelves, ringing up customers, and receiving deliveries. This direct experience should be an essential part of any process shaping the co-op’s future. My academic background is in sustainable agriculture, English literature, and creative writing, with a particular focus on community-based solutions to climate change. As a board member, I would help Willy Street advance the economic, environmental, and social pillars of sustainability. I disclose my direct employment by Willy Street East and will recuse myself of board decisions that represent a conflict of interest.

HELP THE CO-OP’S OWNERS GET TO KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY.

My wife and I moved to Madison while she pursues her PhD in Mathematics, and over the past two years we’ve seen how the Williamson Street community prioritizes a thriving local

economy and a vibrant, connected community. It is a place we feel inspired to contribute to. While still new to Madison, I have served in various nonprofit roles in my hometown of Ames, Iowa, including nearly a decade on nonprofit boards related to environmental education and climate change. Augmenting my degrees is direct operational expertise from my decade of working on small farms across the midwest. As an employee, I help provide the labor that forms the backbone of the local economy. Without the work of co-op employees, Madison would lose a key player in the local supply chain.

HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?

Financial sustainability: Willy Street’s financial resources are produced by the labor of its workers and must be stewarded. No decision involving the use of funds should be made lightly, because any business inefficiency directly affects the financial security of hundreds of families who depend on the co-op for their income. Within the framework of conflict-of-interest guidelines, I would dedicate myself to safeguarding the co-op’s financial resources on behalf of its workers and members.

Environmental sustainability: My sustainability background positions me to be an advocate for environmental justice. I support a clear, benchmark-driven approach to sustainability that aligns the co-op’s values with its operational impact. In particular, I support measuring our climate impact and developing a strategic plan to achieve net-zero carbon emissions.

Social sustainability: My position at the co-op brings me into direct contact with the wealth inequality in our community. Systemic solutions are needed—including those that originate from our cooperative. As a board member, I would help develop strategies that empower both customers and staff to meet the needs of all community members.

THEM? (PLEASE DISCLOSE ANY POTENTIAL CONFLICTS OF INTEREST.)

My formative years were spent on my grandparents’ farm. I learned about the soil, the impact it has on vegetables & the nutritional benefits of eating healthy foods daily – long before the farm-to-table trend. For over ten years I belonged to a great community co-op in Bloomington, Indiana where we had access to fresh vegetables, herbs and seeds, etc. for the healthy meals I prepared for my family. Raising five children (two boys, three girls), I prioritized the nutrition of our meals and local food sources were top of mind. I am passionate about ensuring affordable local organic food is available for everyone, and I believe having a trusted local source is crucial for the community.

My career started as a CPA, working with executives of companies & getting a close look at the trials and rewards of growing companies. I served on various boards where I learned to serve from the planning & governing side of the business. I am grateful for these experiences & the knowledge I gained.

HELP THE CO-OP’S OWNERS GET TO

CANDIDATE STATEMENTS APPEAR ON PAGES 8–10 OF THIS ISSUE.

PLEASE VOTE FOR UP TO THREE CANDIDATES.

VOTE

For the Willy Street Co-op

BOARD CANDIDATES

Voting open October 1st-22nd

This year you can vote by mail, in the store, by email, or by phone.





Rebecca Snowwhite

SUMMARY STATEMENT

One of my first trips to Madison included a visit to Willy Street Co-op on Willy Street. When I walked in, I felt welcomed, and as I strolled through the aisles, I knew I had found my grocery home.

Since childhood, my meals have been farm-to-table. Growing up on a farm, I enjoyed fresh vegetables, chickens, dairy, and fields of herbs and flowers. I am a strong advocate for affordable food for everyone and education on using local ingredients to prepare meals.

WHY DO YOU BELIEVE OWNERS SHOULD CHOOSE YOU TO REPRESENT

KNOW YOU BY DESCRIBING HOW YOU HAVE BEEN ACTIVE IN OUR LOCAL COMMUNITY.

I support Tandem Press and local artists’ gallery exhibitions. I attend the MMoCA Gallery Nights, and you’ll find me at Saturday Farmers Market on the Square, and the various local summer festivals.

HOW WILL YOU USE YOUR SKILLS AND EXPERIENCE TO FURTHER THE MISSION AND VISION OF THE CO-OP?

From 2009 to 2024, I immersed myself into grocery retail industry while working for two companies that collect grocery retail transactional data. I learned how the analysis of the data is crucial to understanding shopper habits, prioritizing product mix, and how the ‘share of wallet’ of the shopper pushes the growth of the retailer. A key to retaining a shopper is to listen to their basket.

I understand the vital role Willy Street Co-op has in our local community bringing local vendors to the grocery shelves, cooking lessons & workshops to the community, and being active in many community events/festivals

etc. I believe working with a team of like-minded members is key to keeping Willy Street Co-op on the growth path for our local community.

Examples of how I would use my skills & experience as a Board member on the Willy Street Co-op BOD:

- A strong BODs is crucial to ensure the Co-op’s policies are up-to-date for stability and growth – my prior board experience is strong
- I’m excited about using my prior industry experience to support Willy Street Co-op’s growth in providing quality food sources to the community and ensuring the health of the Co-op now and into the future
- I champion the mission of being a cornerstone to our vibrant community providing fairly-priced goods and services while supporting local and organic suppliers
- I’m eager to assist Willy Street Co-op in continuing its vision to be a local community partner that nourishes a sustainable, accessible, and equitable food system where everyone can participate





**FARM-TO-TABLE DINNER -  
COME CELEBRATE WITH US  
(AGAIN)!**

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

It is hard to believe that last month was the conclusion of the Co-op’s 50th anniversary celebration. A full year of honoring the past, present, and future of the Co-op has taken place. To wrap it all up, we want to throw another party! Our first Farm-to-Table Dinner was so popular we had a long waitlist. If you were interested then but could not get a spot, I encourage you to sign up right away, as there are only 50 seats available! Last year we sold out within the first week.

The Co-op’s growth through the decades is genuinely amazing, and what better way to tie all these experiences together than by bringing the community together to eat a meal where all are welcome at the table to honor our local farmers and producers?

You have shared food experiences and meals together throughout the years by opening up your own homes to gather, as well as through our Co-op cooking classes. That is one of many things that make the Co-op special: this concept of community and gathering together to share a meal. As we end our 50th year, we want to honor this tradition in our Aubergine community space, where you can gather together to enjoy some nostalgia, good compa-

ny, and nourishing food highlighting local vendors. It will be a one-night experience where we will celebrate five decades of being in community with each other. If this piques your interest, please keep reading.

Join us for a four-course harvest dinner featuring fresh ingredients from some of our local farmers and producers. Included on the menu will be cheeses from Hidden Springs Creamery of Westby, pasture-raised pork from Fox Heritage Farms, produce from Lovefood in Stoughton, apples from Ela Orchard, and many more local products. There are only 50 seats available, and tickets are \$50 for Owners, \$60 for non-Owners. See the menu to the right (courses and ingredients are subject to change based on seasonal availability). Please note the cancellation and waitlist policy on our registration form, which will be strictly followed.

Please remember to indicate your preference, either vegetarian or meat option, for the Entrée course on the registration form.

Chef Mike Tomaloff, our staff Co-op class instructor, is excited to celebrate with you for this historic night as he honors the food that brings us all together. “More than a year ago now, I proposed that the Co-op host a 50th Anniversary Farm-to-Table Dinner that would celebrate the relationship our producers and purveyors have not only with the Co-op, but with the Co-op’s Owners and shoppers. Now, I knew it would be a large and new undertaking that would put not only those of us who

staffed the event to the test, but also the brand new Aubergine event space and kitchen itself, which is why I figured it would be welcomed as an idea, but ultimately wouldn’t happen. Imagine my surprise when the decision was made to go through with the project and host a multi-course menu for 50 in late October, just a few months from then. ‘Uh-oh, I came up with this, now I actually have to pull it off,’ was all that I could think for a while! Fortunately, that event was a big success, so much so, in fact, that we are hosting another this October.

Events like these are important to me on several fronts. For one, the opportunity to prepare a big meal for a large group of people using the exceptional local produce, meats, cheeses, and more from our Co-op is such a satisfying thing for a chef. Bringing some fellow cooperators along for the ride to help prep and serve is a treat in itself as well. On a less self-satisfying level, it is a unique and all too rare opportunity for the farmers and folks who put those exceptional products on our shelves to ‘close the circle’ and share their stories with Co-op Owners. Keep in mind it’s harvest season, so some of our farmer friends may not be able to join us. Of course, all of the folks who attend will be treated to a gourmet-level feast of local delights for a reasonable cost. Finally, the Co-op Farm-to-Table Dinner is a great place for Co-op Owners, purveyors and producers (fingers crossed!), and Willy Street Co-op co-workers to mingle, enjoy a fine meal, and celebrate another year of cooperation and community in Madison.”



**Farm-to-Table  
Dinner Menu**

**October 24, 2025 • 6:00-8:00pm**  
**Aubergine • 1226 Williamson St.,  
Madison**

**AMUSE BOUCHE**

**Gougères with whipped  
compound butters (v)**

*Featuring Hidden Springs WisChego,  
Westby, WI*

**Duche de Longueville NA sparkling  
cider, Normandy, France**

*Imported by L'Eft Bank Wine Co,  
McFarland, WI*

**FIRST COURSE**

**Squash Risotto Arancini with arrab-  
biata sauce, shaved Parmesan (v)**

*Featuring Bad Axe from Hidden  
Springs Creamery , Westby, WI*

**SECOND COURSE**

**Truffled Celeriac Soup with herbs,  
and “eggplant caviar” rusk (v)**

*Featuring fresh herbs from Lovefood  
Farms, Stoughton, WI*

**ENTRÉE (PICK ONE)**

**Herb Roasted Pork Loin**

**-or-**

**Pan-Grilled Halloumi (v)  
with onions and fennel, buttery  
smashed potatoes, and red cabbage  
apple relish**

*Featuring pasture-raised pork from Fox  
Heritage Farm, Prairie du Sac, WI*

**DESSERT**

**“Punch and Pie”**

**Aubergine Autumn Punch,  
little cherry and apple hand pies,  
spiced whipped cream (v)**

*Featuring apples from Ela Orchards,  
Rochester, WI*

**willy street co-op**

**Farm-to-Table Dinner**

**October 24, 2025 6:00pm - 8:00pm**

**Aubergine 1226 Williamson St., Madison**

Join us for a four-course harvest dinner featuring local ingredients from some of our many farmers and producers. There are only 50 seats available and tickets are \$50 for Owners, \$60 for non-Owners. For more information and to register, see.

[willystreet.coop/event/farm-to-table-dinner](https://willystreet.coop/event/farm-to-table-dinner)



## October is Co-op Month

These products are made by cooperatives.



Organic Valley  
**Organic Oat Creamer**  
32 fl oz • Save \$1.30  
**\$4.99** **L**



Equal Exchange  
**Organic Fair Trade Tea**  
20 ct • Save \$1.99  
**\$3.50** **i**

Organic Valley  
**Organic Cottage Cheese**  
16 oz • Save \$1.30  
**\$5.49** **L**

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



Equal Exchange  
**Organic Fair Trade Packaged Coffee**  
10-12 oz • Save \$1.00  
Select Varieties  
**\$10.99** **i**



Mavuno Harvest  
**Organic Fair Trade Dried Fruit**  
2 oz • Save \$1.00  
**\$3.29**



Equal Exchange  
**Organic Fair Trade Hot Cocoa**  
12 oz • Save \$1.00-\$2.00  
**\$7.99** **i**



Dr. Bronner's  
**Pure Castille Magic Soap Refill**  
32 fl oz • Save \$6.00  
**\$10.99**



Organic India  
**Organic Fair Trade Tea**  
18 ct • Save \$1.80  
**\$3.99**

Alter Eco  
**Organic Fair Trade Chocolate Bars**  
2.82 oz • Save \$2.29-\$2.49  
**\$3.50**



## October is Fair Trade Month

These products are fair trade.



OCTOBER 1–21



Ardor  
**Organic Sparkling  
Energy Water**

12 fl oz • Save \$1.58 on 2

**2 for \$5**



De La Calle  
**Organic Tepache**

12 fl oz • Save 98¢ on 2

**2 for \$4**



Noka  
**Organic Smoothies**

4.22 oz • Save \$1.58 on 2

**2 for \$4**



**TWO  
FER!**



Sambazon  
**Organic Amazon  
Energy Drink**

12 fl oz • Save \$1.58 on 2

**2 for \$4**



Go Macro  
**Organic Bars**

2–2.4 oz • Save \$1.98 on 2

**2 for \$5**  



Kevita  
**Probiotic  
Refresher**

12 fl oz • Save 98¢ on 2

**2 for \$4**



Annie's Homegrown  
**Mac & Cheese**

Select Varieties

6 oz • Save \$1.99

**\$1.50**

C20  
**Coconut Water**

17.5 fl oz • Save 99¢

**\$2.00**

Nature's Path  
**Organic Frozen  
Waffles**

7.4 oz • Save \$1.29

**\$3.00**



Nixie  
**Organic Sparkling  
Water**

8 pk • Save \$1.00

**\$4.99**

Giovanni  
**Biotin & Collagen  
Strengthening Shampoo**

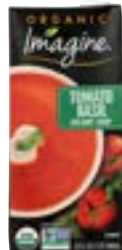
13.5 fl oz • Save \$3.50

**\$7.99** 

Imagine Foods  
**Organic Soup**

32 fl oz • Save \$2.29

**\$4.00**



Laoban  
**Dumplings**

8 oz • Save \$2.00

**\$4.99**

Stonyfield  
**Organic Yogurt**

32 oz • Save \$1.00

**\$4.19**

evanhealy  
**Organic  
Whipped Shea  
Butter Lip Balm**

1 ea • Save \$2.00

**\$7.99**



Ancient Nutrition  
**Organic Super  
Greens Powder**

7.05 oz • Save \$6.00

**\$29.99**

Country Life  
**Easy Iron**

90 cap • Save \$5.50

**\$10.49**

Muir Glen  
**Organic Tomatoes**

28 oz • Save \$2.29–\$2.79

**\$3.00**



Bonne Maman  
**Fruit Preserves**

Select Varieties

13 oz • Save \$1.70

**\$5.79**

David's  
**Toothpaste**

4–5.25 oz • Save \$1.50

**\$6.49**

Nordic Naturals  
**Omega-3**

60 ct • Save \$5.50

**\$13.49**



Acure  
**Brightening Facial Scrub**

4 fl oz • Save \$2.40

**\$7.39**

MegaFood  
**Turmeric Curcumin  
Extra Strength Whole  
Body**

60 tab • Save \$12.00

**\$17.99**

Canyon Bakehouse  
**Gluten-Free  
Bread**

18 oz • Save \$1.80

**\$5.99**



Sales on this page valid October 1–21, 2025.  
All sales and coupons subject to availability. Sales quantities limited.





**Frontera  
Enchilada & Taco  
Skillet Sauce**

8 oz • Save \$2.99 on 2

Buy One, Get One

**FREE**



**Lily's Sweets  
Dark Chocolate  
Covered Almonds**

3.5 oz • Save \$8.99 on 2

Buy One, Get One

**FREE**

**Quantum Health  
Organic TheraZinc  
Lozenges**

18 ct • Save \$8.99 on 2

Buy One, Get One

**FREE**



**Natural Factors  
Oil of Oregano**

1 fl oz • Save \$23.99 on 2

Buy One, Get One

**FREE**

**Unreal  
Candy**

3.2–5 oz • Save \$6.99 on 2

Buy One, Get One

**FREE**



**Quantum Health  
Organic Cough  
Relief Lozenges**

18 ct • Save \$6.49 on 2

Buy One, Get One

**FREE**

**Natural Factors  
Stress-Relax  
Tranquil Sleep  
Chewable**

60 tab • Save \$32.99 on 2

Buy One, Get One

**FREE**



**Beyond Meat  
Plant-Based  
Breakfast Patties**

8 oz • Save \$6.49 on 2

Buy One, Get One

**FREE**

**Orgain  
Organic Plant-Based  
Protein Powder**

2.03 lb • Save \$45.99 on 2

Buy One, Get One

**FREE**



**Bionaturae  
Organic Tomatoes**

28.2 oz • Save \$4.79 on 2

Buy One, Get One

**FREE**

**Brew Dr.  
Organic Kombucha**

14 fl oz • Save \$2.79

Buy One, Get One

**FREE**





OCTOBER 22–NOVEMBER 4



Kite Hill  
**Plant-Based Ravioli**  
9 oz • Save \$2.30  
**\$6.49**



Pacific Foods  
**Organic Soup**  
16.1–16.5 fl oz • Save 99¢–\$1.49  
**\$4.00**



Traditional Medicinals  
**Organic Tea**  
16 ct • Save \$1.50  
**\$4.99**



Lotus Foods  
**Organic Ramen**  
2.8 oz • Save \$1.58 on 2  
**2 for \$4**



Farmer's Market  
**Organic Pumpkin**  
15 oz • Save \$1.20  
**\$2.79**



Kettle Brand  
**Potato Chips**  
13 oz • Save \$1.80  
**\$4.99**

Banza  
**Chickpea Pasta**  
8 oz • Save \$1.29  
**\$3.50**

Seventh Generation  
**Bath Tissue**  
12 pk • Save \$1.00  
**\$9.99**



Olipop  
**Prebiotic Soda**  
12 fl oz • Save 58¢ on 2  
**2 for \$4**

Kalona SuperNatural  
**Organic Sour Cream**  
16 oz • Save \$1.00  
**\$3.99**

Organic India  
**Organic Whole Psyllium Husk**  
12 oz • Save \$9.00  
**\$9.99**



Alaffia  
**Pure Unrefined Shea Butter**  
11 oz • Save \$3.50  
**\$8.99** ⓘ

Desert Essence  
**Tea Tree Oil Dental Floss**  
1 ea • Save \$1.00  
**\$2.79**

Elmhurst  
**Nut Milk**  
32 fl oz • Save \$1.00  
**\$4.79**



Lesser Evil  
**Organic Himalayan Pink Salt Popcorn**  
4.6 oz • Save 99¢  
**\$3.00**

Deep Indian Kitchen  
**Samosas with Tamarind Chutney**  
11 oz • Save \$2.00  
**\$5.49** ⓘ

HiBAR  
**Shampoo Bar**  
3.2 oz • Save \$4.00  
**\$8.99**



Weleda  
**Skin Food Body Lotion**  
6.8 fl oz • Save \$5.00  
**\$13.99**

Natural Vitality  
**Natural Calm**  
8 oz • Save \$9.50  
**\$17.49**

Cascadian Farm  
**Organic Fruit**  
8–10 oz • Save \$2.99  
**\$4.00**



Terra Chips  
**Vegetable Chips**  
5 oz • Save \$1.79  
**\$3.00**

Oregon's Wild Harvest  
**Organic Ashwagandha**  
90 cap • Save \$10.00  
**\$17.99** ⓘ

Evolution Fresh  
**Organic Orange Juice**  
59 fl oz • Save \$2.50  
**\$8.99**



Sales on this page valid October 22–November 4, 2025.  
All sales and coupons subject to availability. Sales quantities limited.





## SUSTAINABLE SEAFOOD MONTH

By: Nick Heitman,  
Meat, Seafood, Beer, Wine &  
Spirits Category Manager

October is Sustainable Seafood Month, and with it comes the opportunity to highlight some of the brands and products that the Co-op works with and supports whose fishing or farming practices are in line with our core values. The seafood industry as a whole has certainly faced some deserved criticism in the past due to overfishing, unmitigated bycatch, unethical farming practices, and unfair labor or human rights violations. We strive to partner with suppliers and brands who share our mission of transparency and environmental sustainability.

There are three organizations within the seafood industry that provide information that distributors and retailers (including the Co-op) utilize when sourcing wild and farmed seafood. The Marine Stewardship Council (MSC) is a global non-profit organization whose focus is to eliminate over-fishing. They also work to eliminate seafood fraud, such as the mislabeling or misrepresentation of products. You'll find their label on many products at the Co-op, including frozen fish fillets and canned tuna.

Monterey Bay Aquarium has great resources to help make sourcing decisions for both wild-caught and farmed seafood. Their Seafood Watch tool makes identifying sustainable sources of various species easy, and is the main tool that the Co-op uses when identifying whether we'd like to make a product a part of our offerings. We strive to only offer products that have a green or yellow rating, and our distributors follow the same practice.

The third resource whose labels you'll find on products at the Co-op is Best Aquaculture Practices (BAP). This organization specifically audits and certifies aquaculture suppliers, or farmed seafood. They monitor all aspects of aquaculture including hatcheries, farm location, and its environmental impact on native species, animal welfare, feed, harvest and processing, and labor practices. You'll find their labels on many products in our seafood freezers, including frozen shrimp, fish fillets, and breaded seafood.

While our offerings tend to vary slightly from store to store, there are a couple "core" items that are available year-round that are responsibly sourced from either a wild fishery or aquaculture farm. Niceland Icelandic cod loins are offered at all three Co-op locations, and are some of the most environmentally sustainable and responsibly-sourced wild seafood available.

Certified sustainable by the MSC, the packaging on this fish includes a QR code that allows the purchaser to trace the fish through the supply chain. This level of transparency and traceability, on top of the quality and consistency, makes it a top choice for anyone looking for a great protein option. Another great option available at all stores is Biloxi Shrimp Company's Gulf shrimp. Wild-caught off the Gulf Coast of the U.S. and processed in Mississippi, these are some of the best-tasting and responsibly caught domestic shrimp available. Look for one-pound bags in various sizes in the freezer section.

Working with distributors who share similar values to the Co-op makes the daunting task of sourcing ethically sourced products much easier. I was able to send some questions to Tim Berc, Vice President of Procurement for The Fish Guys/Markethouse Meats in St. Paul, MN, to get his insight on how procurement works on a larger scale:

**NICK:** Can you describe your role with The Fish Guys/Markethouse Meats?

**TIM:** Procurement, with a focus on Fish/Seafood/Specialty. I'm responsible in large part for the thoughtful selection, curation, and development of our Fresh and Frozen programs; to include purchasing, supplier/processor relationships and vetting, sales/customer education and training, supply chain and logistics management, and general overall category strategy. Which in short, really just means my role is "passionate foodie with a bit of stress/adrenaline junkie thrown in for good measure." I love it.

**NICK:** How does sustainability impact your procurement process?

**TIM:** At the Fish Guys, we have always been driven to offer an elevated selection of products—we feel it is our obligation to keep quality, service-level, and transparency at the core of everything we do. Sustainability has long been an important part of our strategy and belief system, far prior to it being so well (and thankfully!) embraced by today's larger audience. It has been very gratifying to see and be part of this positive evolution over time, as the awareness and recognized importance of sustainability has become more of a priority in our daily lives. It used to be a much larger challenge in our industry to find like-minded individuals throughout the chain—from fishermen and aquaculture farmers, to processors, producers, and logistics providers—but these days, finding folks with similar values to partner with, has become easier on many fronts. One of the standard requirements of our ongoing evaluation process for any existing or potential supplier partners, is to ensure that they are doing things "right" from a sustainability standpoint—human, animal, and environmental welfare as

## Seafood Glossary

**WILD-CAUGHT:** marine animals that are harvested in their natural habitat. This can include oceans, lakes, or rivers.

**FARM-RAISED:** marine animals that are raised in controlled environments such as ponds, tanks, or ocean enclosures. This farming method is also known as "aquaculture."

**SUSTAINABLE FISHING:** leaving enough fish in the ocean to replenish the population; fishing in a way that respects other species and marine habitats; and managing the fishery in a way that can adapt to changing environmental circumstances and ensure people who depend on fishing can maintain their livelihoods.

**OVERFISHING:** overfishing occurs when the fishing rate is higher than the rate at which fish reproduce and repopulate or when there are not enough adult fish left to breed and maintain a healthy population.

**BYCATCH:** fish or other marine species caught unintentionally during the fishing process. Bycatch is a serious issue especially when endangered, threatened, and protected (ETP) species such as turtles and dolphins are accidentally caught, injured, or killed. Referred to as "unwanted catch" in the MSC program.

core priorities of their organizations and processes throughout.

**NICK:** What are some "red flags" in the seafood industry that you encounter when working with fisheries or farms?

**TIM:** Although it continues to occur less and less, there are certainly still some bad actors in the food business overall—cutting corners or sweeping things under the rug in the interest of inflated profits or convenience, or both. As it relates to the Fish and Seafood industry: illegal, unreported, or unregulated fishing/catch; use of undeclared or banned substances/chemicals in fish processing or feed; over-stocking; over-harvesting or underreported mortalities in aquaculture; poor fishing or farming methods resulting in environmental damage or protected species mortality; or violation of human rights/

welfare, to name a few. Our industry has significantly moved the needle over the last couple of decades in utilizing technology and science to better regulate, manage, and police fishing quotas, incidental bycatch, damage to the environment from fishing or aquaculture, etc. while increased awareness, identification, and exposure of the bad actors has helped shine a well-deserved light on the organizations that are truly doing things right. A rising tide lifts all boats, so to speak, increasing the number of organizations that are motivated to be part of the solution.

**NICK:** Aquaculture has received plenty of negative feedback in recent years. What are some aspects of seafood-farming that have a positive impact on sustainability that people may not realize?







**TIM:** So, let's face it—regardless of improved technology, monitoring, and regulation, there will come a time in the not-too-distant future, where we will need to depend on aquaculture more and more as our global wild fishery catch becomes less and less abundant. Climate change creating harsher fishing conditions and unchartable species migration, ever increasing world populations and consumption, a growing number of fishers aging out of the often and increasingly perilous profession of open ocean fishing with fewer younger generation fishers replacing them, etc. all lead to growing challenges with wild fishing. Increased amounts of aquaculture presence and consumption is already helping slow this inevitable progression in the wild sector—I think the old way of thought

that carried with it a stigma of poor or unclear farming practices, high levels of farmed fish escapement jeopardizing wild fishery stocks, competitive barriers to wild fishing due to cheaper farmed species, etc., is largely in the rear-view mirror. As a matter of fact, due to the increasing amount of technology, vertically integrated farming organizations, better animal welfare practices, reduction of chemical use, and higher acceptance of aquaculture in general—many farmed fish options have risen to similar or higher price levels than wild. Believe it or not, beyond the historical staple items like farmed tilapia, salmon, shrimp, and rainbow trout, there are now many amazing farm operations throughout the world rearing sought after items like halibut, cod, sole, scallops, a variety of different sea bass options, tuna, the list contin-

**Learn more:**

**MARINE STEWARDSHIP COUNCIL:**

<https://www.msc.org/en-us>

**MONTEREY BAY AQUARIUM'S SEAFOOD WATCH:**

<https://www.seafoodwatch.org/recommendations>

**BEST AQUACULTURE PRACTICES:**

<https://www.bapcertification.org>

ues to grow! The aquaculture and wild sectors have become more collaborative and complimentary over the years, out of necessity and wider acceptance, in my opinion. More and more land-based, recirculating aquaculture systems are coming into play as well—all which tout even higher levels of increasing sustainability in terms of environmental and animal welfare, reduced carbon footprint, clean water containment and reuse, reduction in ocean pollution and seabed activity, etc. The future health of our ocean stocks and our access to the widest variety of one of the most amazing proteins on Earth will depend on sustainable aquaculture.

**NICK:** How has the ongoing situation with tariffs affected your procurement decisions?

**TIM:** No mystery—tariffs have been a challenge and are making for a bit of a delicate situation. The uncertainty may be the toughest part to manage, particularly in the fish and seafood space, as the vast number of offerings in our category easily make fish and seafood the highest imported animal protein into the United States. Fish and seafood have also historically fallen into

the category of “luxury” or specialty foods, and any resulting increased costs or reductions in availability can potentially push the perception of [these products being] less affordable to even higher levels if we're not careful. The reality is that our current level of fish and seafood specifically farmed in or fished by the United States, is not nearly enough to meet the overall demand. Pivoting exclusively to U.S. fish and seafood as a hopeful solution would inevitably drive costs up on that already limited resource—potentially up to or beyond even, where some of the recent and/or not yet realized increased costs are heading. We continue to monitor and work to help mitigate as much of these cost increases as possible, while also trying to source items that are less affected and/or offer more minimal varieties of items that originate here, as needed. We intend to ride out the storm and be the best consultants we can be, to our retail and restaurant clients both. We continue to hope for resolution, but also continue to adjust the sails to accommodate a changing landscape.

# Biloxi Shrimp Co.

## Wild-Caught, Shell-On Shrimp

16-20ct

# \$9.99

Everyone Saves \$4.00



**Biloxi Shrimp Co.**  
Wild caught in our backyard  
**WILD CAUGHT**  
USA SHRIMP  
16-20 count

## October 20-26

fresh deals

Saves for Everyone!



*Photos courtesy of Outer Coast Fisheries*





Willy Street Co-op

# OWNER APPRECIATION!

Owner Appreciation is when we celebrate our birthday (51 years this year!) and show our appreciation for our Co-op Owners. **600+ products on sale for Co-op Owners, including 30% off these products:**



**30% Off!**

Bell & Evans  
**Natural Boneless Skinless Chicken Thigh Tray Pack**  
Owners Save \$2.00/lb  
**\$4.49/lb**



**40% Off!**

Josie's Organics  
**Organic Salad Kits**  
7.75 oz - 11.5 oz  
Owners Save \$3.00  
**\$3.99**



**30% Off!**

Nixie  
**Organic Sparkling Water**  
8 pk  
Owners Save \$2.00  
**\$3.99**



**35% Off!**

ECOS  
**Laundry Detergent**  
100 fl oz  
Owners Save \$6.00  
**\$10.99**



**Up to 50% Off!**

Alter Eco  
**Organic Fair Trade Chocolate Bars**  
2.65 oz - 2.96 oz  
Owners Save \$2.80 - \$3.00  
**\$2.99**



**30% Off!**

Mont Gravet  
**Red, White, & Rosé Wines**  
Owners Save \$3.00  
**\$6.99**



**Up to 35% Off!**

**Organic Avocados**  
Owners Save 70¢ - \$2.96  
**4 for \$5**  
or \$1.29/ea



## Enter to Win one of 51 \$51 gift cards!

Complete the short entry form at [willystreet.coop/Owner-Appreciation](http://willystreet.coop/Owner-Appreciation)  
No purchase necessary.  
Open 9/29-10/12.



## Join Us for Cake!

Willy Street Co-op Board members will be handing out slices of cake in honor of our birthday. Dates and times will be announced on our website, social media, and store signage.



## Willy Street Co-op Merchandise Sale

Show your Co-op love with a Willy Street Co-op shirt, tote bag, or hat—all of them 30% off Oct. 6-12 while supplies last!



**Get all the details!**  
[willystreet.coop/Owner-Appreciation](http://willystreet.coop/Owner-Appreciation)

Owners take 15% off wellness and bodycare items on 10/1/25, 15% off 600+ Bulk items 9/29/25-10/5/25, PLUS 30% off select Owner Deals 10/6/25-10/12/25. Owner Deals are for Willy Street Co-op Owners only. All sales subject to availability. Sales quantities may be limited.

**WELLNESS**  
**15% Off**  
Wednesday, October 1st  
Sale for Willy Street Co-op Owners only.

**willy street co op**  
**Farm-to-Table Dinner**  
October 24, 2025 6:00pm - 8:00pm  
Aubergine 1226 Williamson St., Madison

[willystreet.coop/event/farm-to-table-dinner](http://willystreet.coop/event/farm-to-table-dinner)

**15% Off Bulk!**  
September 29 - October 5  
Sale for Willy Street Co-op Owners only. Excludes bulk coffee & bulk water.





**BY: MELISSA REISS,  
PURCHASING ASSISTANT**



### GREEN CIRCLE CHICKEN

Raised the old-fashioned way by small Amish and Mennonite family farms in Pennsylvania, Green Circle chickens are regeneratively raised in a pasture-based system of farming, where the waste is composted and returned to the soil to build the health of the land.

Green Circle chickens are certified humane raised and handled according to Humane Farm Animal Care's stringent welfare policies. They enjoy ample space, year-round outdoor access, and are raised to 8 weeks of age, longer than standard commercial chickens. No antibiotics, hormones, or arsenicals are used.

The birds are air-chilled and hand-processed in a low-volume facility near the farms where they are raised. Air chilling makes for better taste and less water weight which leads to better quality.

For more information about the brand's environmental responsibility, sustainability, or its ability to trace chickens from farm to table, check out [dartagnan.com/what-is-green-circle-chicken.html](http://dartagnan.com/what-is-green-circle-chicken.html)

### URSA MAJOR

Ursa Major is a line of skincare products developed for people who want to treat their skin—and spirit—right. They use pure, powerful forest-infused essentials that deliver real results, while delighting the senses, according to founders Emily and Oliver. A Certified B Corporation, they are also Certified Plastic Negative, meaning that they fund the removal of twice as much plastic from the environment as they produce, thanks to their partnership with rePurpose Global. For more information, see [www.ursamajorvt.com](http://www.ursamajorvt.com).

We brought in the following products to Willy East and Willy West:

**Fantastic Face Wash:** This gel cleanser offers a deep, exfoliating clean with sugar maple-derived ingredients. A small amount creates a luxurious lather that replenishes skin with natural hydrators like aloe and rice extract, without stripping moisture or disrupting pH. It's also sulfate-free, cruelty-free, and vegan.

**Lunar Bloom Retinal Serum:** retinal (short for retinaldehyde), a form of Vitamin A, is 20x more potent than retinol. It promotes skin renewal and boosts collagen, effectively smoothing the appearance of fine lines and wrinkles.

**Golden Hour Recovery Cream:** This revitalizing daily facial cream delivers profound hydration and nourishment upon application. Suitable for all skin types, Golden Hour serves effectively as an everyday moisturizer, a night cream that diminishes the appearance of fine lines, or as a year-round, all-purpose skin restorative.

**Fortifying Gel Moisturizer:** This lightweight, fast-absorbing gel moisturizer hydrates all day, leaving skin clear, firm, and shine-free. With aloe and willow bark, it nourishes and tightens, ideal for combination, oily, or acne-prone skin. It has a light, natural lavender and rosemary aroma.

**Brighten Up Vitamin C Serum:** Too much sun? This Vitamin C serum brightens and lightens dark spots with concentrated Vitamin C and natural actives. It balances tone and texture with aspen bark, aloe, and rose, reducing redness for radiant skin. Its silky texture and invigorating scent make it a routine essential, perfect under SPF or moisturizer.



### MOUNT FISHTAIL SAUVIGNON BLANC ZERO

One of the top-selling wines at the Co-op—now in a zero-alcohol option! This Sauvignon Blanc offers a fresh and expressive profile, opening with vibrant aromas of ripe passionfruit and citrus blossom. The palate is crisp and refreshing, featuring zesty lime, tropical fruit, and a hint of minerality.

Recognizing a common criticism in the emerging non-alcoholic space—that alcohol removal strips wine of its natural flavors—Mount Fishtail sought an innovative solution. Instead of relying on New Zealand's spinning cone technology (using centrifugal force and a low-temperature vacuum), the decision was made to ship the wine in bulk to Belgium. This allows for alcohol removal at some of the world's best evaporative distillation facilities. The wine is then finished and bottled in Belgium and shipped to California. This meticulous process ensures a non-alcoholic wine that truly tastes and drinks like a Marlborough Sauvignon Blanc, a point of great pride for the winemakers.

For more information, see [southernstarz.com/wines/mount-fishtail-sauvignon-blanc-zero/](http://southernstarz.com/wines/mount-fishtail-sauvignon-blanc-zero/)



**AT WILLY EAST!**  
Thanks to the new coolers and freezers at Willy East, we were able to bring in a bunch of new products that were tried and true at Willy

North and Willy West. Look for the green New! Signs next to them. Here are just a few:

- Red's Organic Chicken Cilantro & Lime Burrito
- Sweet Loren's Fudgy Brownie Gluten Free Cookie Dough
- Deep Indian Kitchen Coconut Chicken Korma
- Stonefire Garlic Naan Mini Four Pack
- Baba's Zesty Za'atar Hummus
- Woodstock Chopped Kale
- GT's Synergy Raspberry Chia Kombucha
- El Burrito Organic Soyriso
- Tai Pei Pork Potstickers
- Daring Breaded Plant-Based Chicken Pieces
- Beetology Organic Beet and Berry Juice





COOKIES WITH A CONSCIENCE

By: Nicholas OConnor, Prepared Foods & Cheese Category Manager

Cookies originated from Persia in the 7th century, they were the unintentional invention of a baker’s test of oven temperatures. They were made of small dollops of cake batter. Over the next 1400 years we developed and refined cookies into a category of its own.

Willy Street Co-op’s Prepared Foods program uses a lot of unique ingredients that make us stand out from others in ways other than just taste and flavor; these little treats are notably different economically, ethically, and environmentally. In this brief article we’ll look at how we do that, but know that each aspect could be a whole article in their own right.

THE CO-OP AND FAIR TRADE DIFFERENCE

It is with great pride that our production kitchen uses Equal Exchange Fair Trade chocolate in all of our recipes. The need for Fair Trade status and certification is an extremely dark and depressing subject, and honestly deserves its own multipart article in and of itself to appropriately address the issues surrounding the chocolate industry. The conventional chocolate industry is rife with corruption and secrecy, and it thrives under a veil of ignorance.

That said, we feel it is essential for us to prioritize using Fair Trade ingredients in our recipes despite the cost and the temptation of something cheaper. The true cost of chocolate and sugar goes far beyond what you see on a shelf tag. Cheap ingredients often come at the expense of people and the planet—whether that’s exploitative labor practices, environmental destruction, or a lack of transparency in the supply chain. By choosing Fair Trade and organic ingredients, we’re investing in a food system that values workers’ rights, soil health, and long-term sustainability.

For those who don’t know, Equal Exchange is a worker-owned cooperative founded in 1986. Equal Exchange was built to give small-scale farmers around the world direct market access and ensure growers are paid fairly. Their co-op

model mirrors our own: democratic ownership, transparent supply chains, and a shared commitment to people over profit. By using Equal Exchange chocolate in our cookies, we’re not only offering you something delicious, we’re also helping to strengthen a global movement of cooperatives working for fairness and sustainability.

LOCAL PARTNERSHIPS AND ORGANIC STANDARDS

Our cookies aren’t just delicious, they’re also a reflection of our commitment to the community. By sourcing organic flour and butter from local farms, we’re keeping money circulating close to home while reducing transportation emissions. Organic eggs and oats mean fewer harmful chemicals in the environment, healthier farmland, and better nutrition in every bite. Even for ingredients we can’t source locally, like coconut or vegan butter, we carefully select partners that meet high standards of responsibility, such as RSPO-certified sustainable palm oil.

COOKIES WITH A CONSCIENCE

Cookies may have started as a simple oven test, but they’ve grown into something much more. A symbol of care, quality, and comfort. We’re proud to make and sell cookies that aren’t just good, but good for something.

When you pick up a pack of Willy Street Co-op cookies, you’re not just getting a sweet treat—you’re supporting fair wages for farmers, organic agriculture, and local producers. You’re choosing cookies that make a difference.

OUR INGREDIENTS

Chocolate

- Organic
- Fair Trade
- Cooperatively Owned

Sugar

- Organic
- Domestic

Flour

- Organic
- Local

Butter

- Local
- Non-GMO

Oats

- Organic

Coconut

- Organic
- Fair Trade
- Kosher

Eggs

- Organic
- Local
- Cage -Free

Vegan Butter

- Roundtable Sustainable Palm Oil (RSPO)
- Kosher
- Non-GMO

OATMEAL RAISIN (MULTIPACK ONLY)

Chewy, spiced, and full of organic oats.



VEGAN GINGER MOLASSES COOKIE

Spicy, sweet, and sugar coated.



VEGAN CHOCOLATE CHIP COOKIE

All the flavor, none of the dairy.



CLASSIC CHOCOLATE CHIP COOKIE

The timeless favorite, made with Equal Exchange Fair Trade chocolate.



COWGIRL COOKIE

Hearty oats, chocolate, and coconut in one rustic bite.



VEGAN PEANUT BUTTER COOKIE (MULTIPACK ONLY)

Rich, nutty, and satisfying. It couldn’t hurt to enjoy this with a glass of “milk.”



VEGAN PUMPKIN COOKIE

Chewy, spiced, and full of pumpkin, with a cross-hatch of chocolate and vanilla frosting







# TOGETHER WE TRANSFORM OUR COMMUNITY

## Your Donation During Workplace Giving Advances Social and Environmental Justice

Like no other time in recent history, our basic rights and freedoms are under attack. Your donation is urgently needed and greatly appreciated.

Community Shares of Wisconsin offers you the choice of supporting nearly 70 local nonprofits working on voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, LGBTQ+ rights, and much more. When you designate to one of our member nonprofits they receive 100% of your gift.

Your donation is an investment in nonprofits that are challenging systems and holding decision-makers accountable. Thank you.

Photo provided by Wisconsin Early Childhood Association (WECA)

Learn more and donate at [communityshares.com/workplace-giving](https://communityshares.com/workplace-giving)



**Savings Emailed!**

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

[www.willystreet.coop/emails](https://www.willystreet.coop/emails) to sign up  
- you can unsubscribe any time you wish.

**ATTORNEY  
PAUL O'FLANAGAN**

**Coop member,  
PROGRESSIVE & LOCAL  
LAW FIRM OFFERING:**

**WILLS, TRUSTS, TAX,  
ESTATE PLANS, PROBATE,  
GUARDIANSHIP & FAMILY  
ASSISTANCE TO FOLKS  
AT REASONABLE COST.  
FREE HOUSE CALLS.**

**CALL: 608-630-5068**

**Shopping with Kids?**

Kids are free to take a piece of pre-washed fruit from the basket near the Produce Department.

Compliments of the Willy Street Co-op Produce Department



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**willy street co-op**





**Willy Street Co-op**  
**Vegan Creamy Harvest Soup** **L**

This soup is perfect for a cold day and with a sandwich! I love to add a little bit of Yellow Bird Hot Sauce to give it a little extra kick.

-Nicholas, Purchasing

**Willy Street Co-op**  
**Caprese Pesto Sandwich** **L**

I love these sandwiches, especially when they're warm because of the melty cheese. Nice, simple ingredients, with just tomatoes, mozzarella, and pesto. If you're looking for something cooler on a hot day, they're also available cold.

-Tristan, Front End

**Willy Street Co-op**  
**Pumpkin Cream Cheese Swirl Muffin** **L**

DELICIOUS!!! It has all the "fall" flavors. Pumpkin, cinnamon, nutmeg, cloves... yummy!

-Lucielen, Production Kitchen

**Wisconsin Growers Cooperative**  
**2# Bag Local Orange Sweet Potatoes** **L**

I love these smaller versions of my favorite local sweet potatoes! They are perfect to roast whole and have on hand for a quick side, snack, or my favorite: breakfast sweet potato with butter. I always have some on hand while they are in stock.

-Kate, Front End

**The Good Crisp Company**  
**Classic Original Potato Crisps**

Like a Pringle, but with better texture and flavor.

-Zach, Production Kitchen

**Ela Orchard**  
**Macoun Apples**

For me, this is the perfect apple—crisp with the ideal balance of sweet and tart. They're best after the first frost. They're only available for a limited time each year, so get them while you can!

-Brendon, Communications

**Imagine**  
**Vegetarian No-Chicken Broth**

A good broth can make or break a meal. With simple, clean, organic ingredients, this broth brings great flavor and texture to any soup or stew. If I don't have time to make my own broth, this is the broth I rely on to help make my meals tasty and nourishing.

-Heidi, Grocery

**Slack's Jams and Jellies**  
**Apple Butter** **L**

Locally made since 1954. One of my favorite snacks on bread. Made with an open kettle recipe. Great pairing with your favorite nut butter. Willy East and West only.

-Stephen, Logistics

**Tine Ski Queen**  
**Gjetost**

One of my favorite treats in the fall is this cheese paired with a nice, crisp apple. It's a unique cheese made with whey, which gives it a rich caramel-y flavor. In my opinion, this pairing is better than caramel apples!

-Laura, Administrative

**Violife**  
**Just Like Cream Cheese Original**

While I wouldn't say this is just like cream cheese, it is a good non-dairy alternative. The flavor is mild and goes well with both sweet and savory bagels. It's my favorite of the non-dairy cream cheeses that we carry, and pairs well with salmon lox for a yummy breakfast sandwich. Willy East and West only.

-Meghan, Front End

**Wyman's**  
**Frozen Wild Blueberries**

These wild blueberries are the best! They're packed with flavor, and perfect for smoothies, pancakes, or with yogurt. Wyman's has been a family-owned company for multiple generations.

-Zoe, Front End







## Kabocha Squash

L

This squash is a great addition for stews and curries, but it's also wonderful oven-roasted on its own. It has a subtle sweet flavor and a dense but slightly dry texture without being stringy.

-Sena, Produce

10

## RP's Pasta Pumpkin Tortelloni

L

Wonderful little pasta that I like to pair with a basic bechamel with some canned pumpkin and spices added for a delightfully pumpkin-y pasta.

-Eric, Grocery

11

## Niman Ranch Uncured Beef Pastrami

I love the Deli-sliced pastrami! It goes great piled high on rye and makes for an amazing reuben. The seasoning is just right, and I love knowing it doesn't contain added nitrates or nitrites. The varied package sizes always ensure I get just the amount I need.

-Scott, Deli

12

## ORIGIN Bread Everything Bagel

L

Fresh, locally made, and every inch is covered in "Everything" goodness. Tastes great by itself, but delicious toasted, with cream cheese, goat cheese, jam, hot pepper spread, stuffed with veggies, deli luncheon meats, hamburgers and cheese, or whatever sounds good to you! Plain and Sesame bagels available too.

-Ellen, Logistics

13

I drink a LOT of caffeine, and L-Theanine helps counter all of its negative effects. It may help relieve stress and anxiety, as well as increase focus.

-Jake, Communications

14

## Renard's Artisan Cheese Smoked String Cheese

L

A locally-made version of a nostalgic childhood snack! Classic string cheese texture, and the smoke flavor is incredible. I also love that they're not individually packaged in plastic like traditional string cheese.

-Anna, Front End

15

## Ferndale Market Smoked Turkey Drumstick

I like using these as a soup base. Simply heat the drumstick in water for broth, then add some cooked diced vegetables and canned beans. Take out the drumstick and shred the meat from the bone for a deliciously easy autumn meal!

-Isabel, Grocery

16

## ShiKai Yuzu Shower Gel

This soap-free shower gel contains aloe and oatmeal, making it kind to the skin. My favorite scent is yuzu, which I find to be both refreshing and relaxing. I've wanted to try out other scents, but I just like this one too much!

-Delta, Produce

17

## Bionaturae Tomato Paste

I really like that this tomato paste has one ingredient: organic tomatoes. I can add salt (or not) as needed. And it comes in a glass jar so it's easy to use as much as needed without wasting anything. I try to buy local but this Italian option is my go-to for all recipes needing a tomato base as it has great flavor.

-Thayer, Front End

18

## Driftless Provisions Loukanika

i L

This handcrafted, Greek-inspired salami is made with humanely-raised heritage pork in the Driftless region of Wisconsin, and it is outstanding. Pair with Potter's crackers, soft, creamy goat cheese, and a nice pinot noir or a crisp, refreshing Pilsner beer for an elegantly simple dinner. Whenever I'm invited to a potluck and I don't know what to bring, this is always a hit.

-Jason, Produce

19





**Thank you**  
*for*  
**voting for us!**



Grocery Store



Health Food  
Store



Place To Work



October is

# International Year of Cooperatives

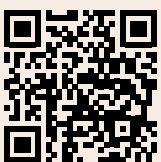
The United Nations declared 2025 as the International Year of Cooperatives. In today's world, where corporate decisions are governed by profits and individualism is the norm, cooperation is truly radical. Now is the time to lift up the people-centered businesses at the heart of our communities and economies.

## Cooperatively owned brands at Willy Street Co-op:

- Alvarado Street Bakery
- Blue Diamond Nut Thins
- Cabot Creamery
- Chalet Cheese Co-op
- Equal Exchange
- Florida's Natural
- Frontier Co-op (Aura Cacia, Frontier & Simply Organic)
- Just Coffee
- Kerrygold/Ornua Cooperative
- La Riojana
- Maple Valley Cooperative
- Ocean Spray
- Organic Prairie
- Organic Valley
- Prairie Farms Dairy
- Riceland Foods
- Sun-Maid
- Sunsweet Growers Inc.
- Tillamook
- Tine SA Farmer Co-op (Jarlsburg & Ski Queen)
- Welch's (National Grape Cooperative Association)
- Westby Cooperative Creamery
- Wisconsin Meadows
- Wisconsin Growers Cooperative

## Facts that highlight co-ops' impact:

- There are more than 30,000 cooperative businesses in the U.S.
- The food co-op communities across the country that own National Co+op Grocers (NCG) work together collectively to strengthen our ability to positively impact our food system and grow the cooperative economy in an inclusive and environmentally regenerative manner.
- Thirty-seven percent of food co-ops' sales come from organic products (compared to 3% at conventional grocers), and 24% of sales at co-ops are from local products (as opposed to 2% at conventional grocers). Annually, \$9 million is collectively donated to local community organizations by NCG co-ops.
- Co-ops work within our supply chain and industry and with the federal government to advocate for product labeling, disclosure of potentially harmful ingredients or contaminants, and protections for workers within our supply chain.



Learn how food co-ops are revolutionizing the grocery industry to make it work better for people and planet.  
[www.grocery.coop/why-co-ops](http://www.grocery.coop/why-co-ops)



Look for the Co-op Trade signs in our stores to find brands cooperatively owned by their workers, farmers, or community.





# Cooperation *is Radical*



By: Megan Minnick

Co-ops are everywhere in our lives: from the grocery store, to the electric company, to our health-care, our dairy products, even the bank. They're part of everyday life and often, they don't seem much different than any other business.

For most of us, when we're deciding where to shop and what to buy, the fact that a company is a cooperative doesn't factor into our decision making at all. Instead, we judge co-ops like any other business—comparing products and services offered.

Does the grocery store have the things I want at the prices I can pay? Does the credit union offer competitive interest rates and fees? Is the milk high-quality and organic?

Of course, these are valid questions. But should a company's structure factor into these everyday decisions? What exactly is the co-op difference, and is it really such a meaningful departure from all the other ways of doing business?

Are co-ops, in fact, radical?

To answer that question, we have to go back to the beginning, and in this case, that beginning is the dawn of human history.

## A BRIEF HISTORY OF COOPERATIVES

At its most basic, a cooperative is an organization of people that's owned and controlled by the people who use it—and yes, that definition is broad. In fact, it encompasses much of the development of human civilization. For most of our past, co-ops (albeit informal ones) were the norm, not an outlier at all.

Agriculture, for example, would not have been possible without early farmers cooperating to share ideas, knowledge, and equipment, and pooling their resources to harvest crops and build storage facilities.



As trading networks between individuals, towns, and regions began to develop in ancient times, cooperatives flourished. Trade unions existed in Bronze Age Greece. By the time of the Ottoman Empire, Greek farmers and craftsmen had formed large, complex cooperative networks that allowed them to pool their resources and sell their goods into Europe.

In Nigeria, the Yoruba people developed a cooperative banking system, in which members could deposit their savings into a jointly held pool that was made available for credit and financing. This system, known as Esusu, spread throughout much of Africa, and is even thought to have been brought to the Americas by enslaved people, where it led to the development of mutual aid societies dedicated to helping newly-freed people as they began their new lives in nineteenth century America.

These are only a few examples. Researchers have found evidence of cooperation in nearly every prehistoric and early-historic civilization. Where there were people, there were cooperatives.

With the onset of the Industrial Revolution in the late-eighteenth and early-nineteenth centuries, things started to change. Traditional cooperative models began to break down as, increasingly, organizations (businesses) were owned and controlled not by the people who used them, but by outside investors.

This shift to modern capitalism and mass production weakened trade unions. It funneled wealth away from working people—the people who grew and produced the necessities of life—and toward already wealthy capitalist investors. In response, there was a flurry of attempts (particularly in the industrial regions of Scotland and England), to adapt the traditional cooperative model to the new order—to pool

resources and leverage working peoples' power.

Initially, many of these efforts either stagnated or failed.

Then, in 1844, a group of twenty-eight men (yes, sorry, they were all men) from Rochdale, England, got together and formed what is known as the first modern cooperative: The Rochdale Society of Equitable Pioneers.

These men were from the working class, primarily weavers, and they had a problem. Rochdale at that time was dominated by textile mills. The industrialists who owned the factories also controlled the workers' food supply, and as their sole interest was in maximizing profits, the goods offered in the company stores were often the cheapest available. Almost all the staple foods—flour, sugar, tea, coffee, butter—were mixed with additives such as dirt, wood shavings, iron filings, or nut shells.

To meet the moment, the Rochdale Pioneers decided to pool their resources and open their own grocery store, in direct competition with the company store and committed to selling only whole, unadulterated foods, "fair dealing" and "honest weight."

The Rochdale experiment started small. The owners acted as cashiers, and they were only able to open two nights a week. They offered four staple products: oatmeal, flour, butter, and sugar.

But the store itself isn't the remarkable part of the story. There had been other, similar experiments in the early nineteenth century—one in Rochdale itself, where a cooperative store setup in 1833 failed due to high levels of debt. What set the Rochdale Pioneers apart were the seven foundational rules that one of their members, a socialist mill-worker named Charles Howarth, drafted to serve as guiding principals for their new society.



- Open and Voluntary Membership
- Democratic Member Control
- Members' Economic Participation
- Autonomy and Independence
- Education, Training, and Information
- Cooperation Among Cooperatives
- Concern for Community

(If these principles seem familiar, it's because they're the same rules that govern co-ops today—with some co-ops choosing to add an eighth principle: Diversity, Equity and Inclusion. They're even posted on the walls of each Willy Street Co-op store.)

The seven principals proved to be the key to a successful, modern co-operative—not just for the Rochdale Pioneers, but worldwide.

The Rochdale store flourished, then expanded. By the 1860s, the town had become a destination for people from around the world who were interested in duplicating this new form of cooperative business—a model that promised democratic control and agency to the working class, and at the same time had the potential to grow, and even thrive alongside capitalistic enterprise.

The Rochdale model spread into new regions and new economies. Electric co-ops brought power to sparsely populated rural areas that didn't offer enough profit for the investor-owned utilities to bother with. Credit unions sprouted up to counter predatory banks. Farmer co-ops helped farmers reach new markets and demand better pricing.

In the 1970s, the co-op movement returned to its roots when people all over the United States (including a group in Madison, Wisconsin), got fed up with the processed foods available at their grocery stores, and decided to pool their time and money and create their own store—one that offered unadulterated, minimally processed whole foods, at reasonable prices.

And here we are.

THE FUTURE OF CO-OPS

I asked Courtney Berner, the Executive Director of the UW Center for Cooperatives, what she sees as the future of co-ops. Here's what she said:

“It's not what's going to happen with cooperatives, it's what's going to happen with our society. How are we going to use cooperatives to meet the moment, whatever the moment is?”

And that makes sense. Because throughout history—from the farmers who invented agriculture, to the original owners of Willy Street Co-op—people have formed cooperatives in order to solve problems they shared that weren't being adequately addressed in any other way.

If you want to know the future of co-ops, you simply have to look for those problems—the pain points in society.

Pain points like the dramatic



increase in housing prices over the last ten years. “When I started at The Center fourteen years ago,” Courtney told me, “almost no one was talking about housing co-ops, but now we're getting a lot of inquiries.”

Child care and home care cooperatives are also on the rise.

Additionally, as the Baby Boomer generation ages and many struggle with the problem of how to equitably pass their businesses to the next generation, Courtney has seen an increase in the formation of worker cooperatives—as a means for retiring owners to sell to their employees.

Who knows what the future holds... but whatever it is, co-ops will be there.

THE CO-OP DIFFERENCE

Getting back to our original question: are cooperatives radical, or are they just one more way of doing business?

It turns out the answer is... both.

In one way, modern co-ops are just businesses. They fulfill the same basic needs, use the same methods, and encounter the same obstacles as any other capitalistic enterprise.

Willy Street Co-op is a grocery store. Just like their investor-owned competitors, co-op staff have to run a profitable business—hire employees, purchase and sell products, maintain storefronts—with enough cash left at the end of the day to keep the lights on.

In the same way, a credit union is a bank. A dairy cooperative is a food manufacturer. An electric co-op is a utility.

But there's a fundamental difference.

Unlike other businesses, co-ops operate specifically for the benefit of the people who use them, and they look to the seven cooperative principles as their guide for how to do this. Co-ops

exist, not simply to enrich investors, but to enrich the lives, and meet the needs (financial and otherwise) of their members. It's not just about profits, but about quality of life, and about the welfare of the community.

Because of this, in many cases, the products and services co-ops offer are just... better. Better for members, better for the community, and in many cases better for the planet.

And if, for whatever reason, they're not better—if co-ops today aren't meeting the evolving needs of their membership, then (because democratic member control is a founding principle) the owners have the means to facilitate change, to make the cooperative relevant and useful.

The word radical comes from the Latin radicalis: of the root. In modern usage, it's come to be associated with change—fundamental change, or change from the root.

In this way, co-ops are absolutely radical. The stems and leaves, the above-ground, visible trappings of the business—of selling groceries, or running a bank, or delivering electricity—are intact. But underneath, at the root level, at the place where the plant is nourished and connected to the ground, there's a huge change.

Because co-ops are businesses that aren't beholden to shareholders or investors or capitalists—they exist only for the betterment of the people and communities who create them. Yes, there are still leaves and stems, but this radical change at the roots creates a more vibrant, more vigorous, more resilient plant. A different kind of business—now and into the future.

And *that* is the co-op difference.

LEARN MORE

GENERAL HISTORY:

NCG: [www.grocery.coop/food-coops/history-of-co-ops/](http://www.grocery.coop/food-coops/history-of-co-ops/)

THE ROCSDALE PIONEERS:

Columinate: [www.columinate.coop/case-study-rochdale-pioneers-at-toad-lane-change-you-can-believe-in/](http://www.columinate.coop/case-study-rochdale-pioneers-at-toad-lane-change-you-can-believe-in/)

CO-OP HERITAGE TRUST:

[www.rochdalepioneersmuseum.coop/about-us/about-the-pioneers/](http://www.rochdalepioneersmuseum.coop/about-us/about-the-pioneers/)

ESUSU

Global Informatlity Project: [www.in-formality.com/wiki/index.php?title=Esusu\\_%28Nigeria%29](http://www.in-formality.com/wiki/index.php?title=Esusu_%28Nigeria%29)

UW CENTER FOR CO-OPS:

[www.uwcc.wisc.edu/](http://www.uwcc.wisc.edu/)





Zonta Club of Madison / Zonta Madison Foundation  
7 Short Films About Women Impacting Climate Change



A Fundraiser in Support of  
Empowering Women & Girls

October 16, 2025  
Time: 5:30 - 8:30 p.m.  
Tickets: - \$40 - Students: \$20

Edgewood University, Predolin Hall,  
959 Edgewood Drive, Madison, WI

<https://www.eventbrite.com/e/7-short-films-about-women-impacting-climate-change-tickets-1583798356519>

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September 29 - October 5

**Owner deals**  
For Owners only!

Sale for Willy Street Co-op Owners only. Excludes bulk coffee & bulk water.

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Wednesday, October 1st

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