

TORTILLERIA ZEPEDA



- Inclusive Trade Recognition: Woman- and BIPOC-Owned
- Business Location: Lone Rock, WI
- Available at your Co-op since: 2020

Julian and Heidi Zepeda founded their tortilleria in Lone Rock, Wisconsin, to fill a serious lack of authentic Mexican corn tortillas. Julian, drawing on family tradition and apprenticeship with Mexico's top tortilleros, perfected the pre-Hispanic nixtamalization process of soaking and cooking dried corn. They prioritize local, organic Wisconsin corn, supporting the local food system.

Heidi, a Wisconsin native, met Julian, a marine biologist, in Puerto Vallarta, Mexico. Upon moving to Madison, Julian noticed the missing authenticity in local tacos was the tortilla. Observing the abundance of corn in Wisconsin, he asked Heidi why no one was making fresh corn tortillas. This question in 2018 sparked their venture.

Julian's passion for food developed from helping his mother and grandmother. Confident with his family's remote support, he aimed to recreate the authentic tortilla he grew up with, and master the pre-Hispanic nixtamalization for the most authentic Mexican tortilla. For more information, see tortilleriazepeda.com.



FOUR ELEMENTS ORGANIC HERBALS



- Inclusive Trade Recognition: Women-Owned
- Business Location: Milwaukee, WI
- Available at your Co-op since: 1990

Jane Hawley Stevens, a pioneer in organic farming and the natural product industry, founded Four Elements Organic Herbals in 1987. After earning her horticulture degree from UW-Madison in 1981, Jane initially specialized in designing herb gardens, which led to exploring their uses in cooking and home remedies.

That led to the Four Elements Organic Herbals product line, which is now sold throughout the country. The herbs are grown and harvested on her 130-acre farm in the Baraboo Bluff region of Wisconsin, and the products are handmade by a dedicated team of local women.

Find herbal teas, tinctures, soaps, salves, lip balms—all Certified Organic—at the Co-op! For more information, see fourelementsherbals.com. We'll be sharing our table at the PBS Wisconsin Garden & Green Living Expo, February 13-15, with Four Elements, so stop by if you're there—you might get to meet Jane herself!

Today, the team creates premium products that honor the land, animals, and farmers. In 2022, they transitioned to entirely nitrate-free products for the cleanest, healthiest options.

Thoughtful sourcing is a top priority for Driftless Provisions. Products are handcrafted with real ingredients, free of artificial additives. They exclusively source humanely raised, heritage breed Berkshire hogs free of antibiotics and growth hormones, and use local grass-fed beef, honey, and maple syrup. Come find their sausage, brats, and other cured meats at the Co-op! For more information, see driftlessprovisions.com.

DRIFTLESS PROVISIONS



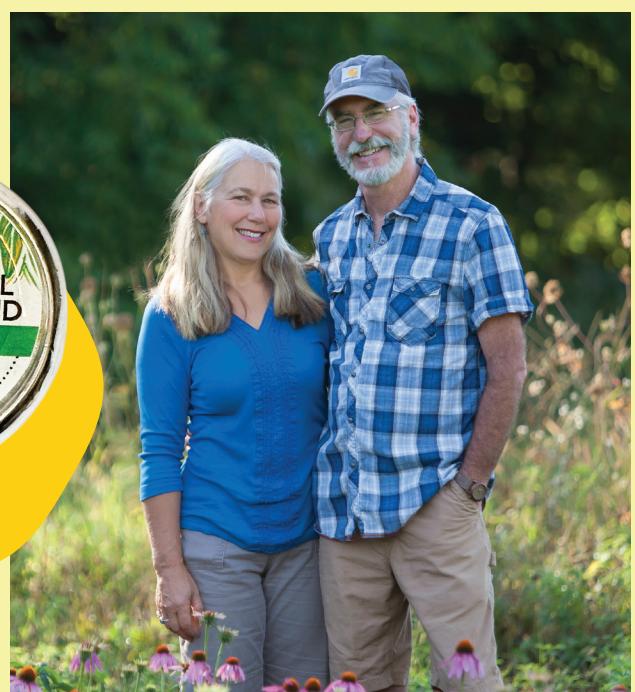
- Inclusive Trade Recognition: Veteran-Owned
- Business Location: Viroqua, WI
- Available at your Co-op since: 2016

Driftless Provisions celebrates the connection between land, animals, farmers, and people through old-world charcuterie crafted in southwestern Wisconsin's Driftless Region.

Owner, founder, and veteran Ryan honed his salami craft, initially in a root cellar. Inspired by the local landscape, he combined his love for the outdoors, land stewardship, and food to craft salami from local hogs and wild game, fostering connection through shared stories and food.

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To learn about more the Inclusive Trade program at your Co-op, go to www.willystreet.coop/inclusive-trade

i = Inclusive Trade L = Local