

willy street co-op

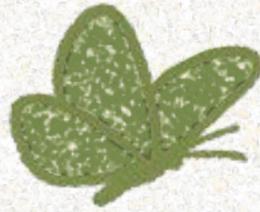
READER

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

VOLUME 52 • ISSUE 3 • MARCH 2026

Hormonal HEALTH

FROM PREGNANCY TO PERIMENOPAUSE
HOW HORMONAL CHANGES AFFECT OUR BODIES



Receive the Reader via mail and want to keep doing so? Let us know! See information on pg. 29

PLUS: Accessibility Resources, Women's History Month Inclusive Trade Flyer, A Reuben Done Right

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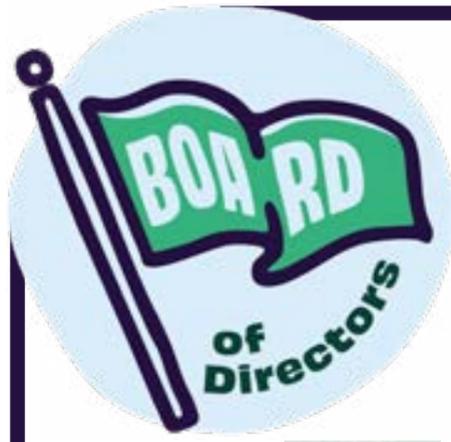
willy street co-op READER

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

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



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..... **DEBRA SHAPIRO**



..... **ASHWINI RAO**



..... **DAN STREIT**

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

March 25, 2026
April 22, 2026

June 24, 2026
August 26, 2026

EMAIL: BOARD@WILLYSTREET.COOP
ALL-BOARD@WILLYSTREET.COOP

(includes the GM, Executive Assistant, and Board Administrator)

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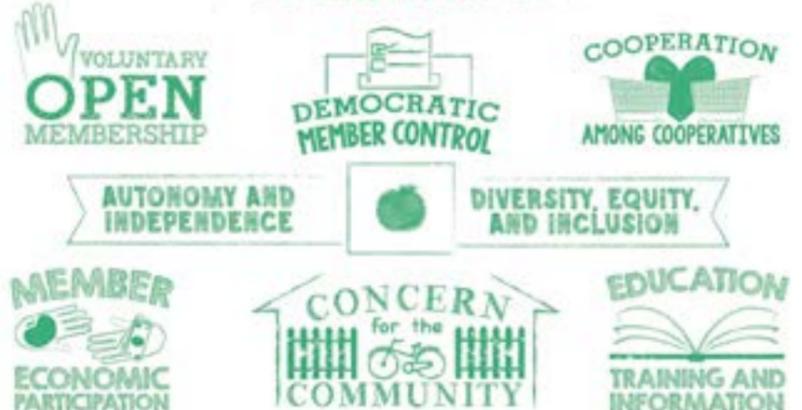
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THE WILLY STREET GROCERY CO-OP

MISSION STATEMENT

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

EIGHT COOPERATIVE PRINCIPLES





WE RECENTLY FOUND OUT THAT LUCIA—ONE OF THE CUSTOMER COMMENTS' BIGGEST FANS—IS ESPECIALLY FOND OF NICHOLAS OCONNOR'S RESPONSES TO DELI AND BAKERY QUESTIONS. TO CELEBRATE HER BIRTHDAY, LUCIA ENJOYED A BEHIND-THE-SCENES TOUR OF OUR PRODUCTION KITCHEN WITH "NICKY OC," AS SHE FONDLY CALLS HIM. ENJOY THIS NICKY OC CUSTOMER COMMENTS TAKEOVER!

SWEET & HOT CHICKEN

I always enjoy the sweet and hot chicken. The last two times I have had it for lunch it has been extra "hot." Is that the new way it's being made?

Oh I love this dish; I was just talking to one of our Kitchen Managers about how awesome this recipe is! That said, we don't want it swinging between too HOT and not hot enough. We will check in with the cooks this week and remind them to measure out the chili flakes! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

CLEARER LABELS

I love buying prepared foods at the co-op! Though I do find myself often wishing there was clearer labeling to indicate if something is vegetarian or not (I'm sure others may feel the same way about GF and vegan etc). A lot of times it's obvious by the name, but when it isn't, reading the list of ingredients is difficult (my eyes are old!).

Thanks for writing in! This has been something we've discussed internally for quite a while now. Our labels (the stickers that go on our grab and go items) have very limited space. I've spoken to our IT department about it before and they can't find the space for it. That said, while writing this an idea came to me that might work really well. I actually have a meeting scheduled with my Communications team today, I'll pitch it to them and see if they could accommodate this idea! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

VEGGIE CORNDOGS & STAFF PICKS

I love the mini veggie corndogs on the hot bar. I would love to see them more than once a week. I also want to thank you for bringing staff picks back. I love the new format and how you emphasized them around the store. Thanks again. PS I also love the empanadas you sell at your store. they are the perfect after school snack!

Thanks for writing in to let us know what you like! I am passing along the feedback about the veggie corndogs to our East Prepared Foods Manager to see if he can find a way to get them out there a couple more times a week! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

From our Communications Director, Brendon: We're happy to be able to bring them back as well! Our staff members have tried more products than many of our customers, so we appreciate when they make recommendations.

VEGAN PEANUT BUTTER COOKIES

Vegan PB cookie dozen (made without gluten) has barley flour in it which has gluten. Please make these but without the barley. I was so excited to see them come back and without chocolate chips.

I received your comment about the peanut butter cookies. I'm sorry about the confusion, it's definitely not being used in this recipe. It looks like a line from a different ingredient list got entered into the ingredients of the PB cookies. I have now removed that from the ingredient listing and this will get updated shortly. To help

ease any concerns, I'll add a little more information, we don't currently use barley flour at the kitchen. The only recipe it's in is our Gingersnap cookie we make, which is not on the menu, and has not been on the menu for years. This is not to be confused with the Vegan Ginger Molasses Cookie we do currently sell. I'm not exactly sure how it got in there, but I'm sorry for giving you any concern about it! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

PIES

Hello! I was just wondering if you are still doing the cherry and pecan pies or if they are done for the season? My husband is obsessed and was buying at least one pie a week so I was hoping to find out if he should change his expectations since we haven't seen them in a couple weeks haha! Thank you!

So happy to hear this! We stopped making them for a couple weeks because historically we've seen the sales drop off during this time. That said, I just approved our poster for holiday pies yesterday. You will see the pies return next week, specifically Cherry (6in and 9in) will be in on Tuesday, and the Pecan (6in and 9in) will be in on Wednesday. Our last delivery to the stores (from our kitchen) will be Wednesday the 24th. After that pecan will likely be off the menu until October 2026, but Cherry pies will remain on the menu throughout the year! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

CHICKEN & WILD RICE SOUP

I got the hot deli soup yesterday. The chicken & wild rice one. On Friday December 12th I got the chicken & wild rice soup for lunch. WHOEVER(S) MADE IT NEEDS A RAISE. I work outside, and that soup did a better job than my coat at keeping the cold out. even my soul was warm. The chicken & wild rice soup that I got for lunch yesterday, December 12th, carried me on wings of lightly chewy rice to an eden of rich, hearty flavor. Then I said "unfortunately I've gotta get back to work" and it carried me right back. I wish I could be in souptopia the way I was yesterday, December 12th, at lunchtime. My deepest thank yous to the deli kitchen. When, oh when, can I have the chicken & wild rice soup for lunch again.

We love love love hearing this kind of feedback! I am forwarding this onto our Kitchen Managers. Good news is, this has long been one of our best selling soups, so we keep it on as a "core menu item" year round! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

NASHVILLE HOT SANDWICH

Thank you for making the Nashville Hot sandwich actually spicy! It was just enough to make the bridge of my nose sweat.

Thank you so much for writing this! I'm really glad to hear it's being appreciated. My first crack at this sandwich I made the sauce part too complicated and it was prone to coming out not hot enough, and we struggled with consistency across the stores. But we really wanted to be able to offer this because it's a really fun sandwich! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

ZUCCHINI BREAD

Hello, I'm wondering if you changed the recipe of your zucchini bread? A couple weeks ago I actually requested

a refund for a slice I purchased. Although it was only 2 days past packaging (well before expiration) it was dry and had a stale texture. I figured someone left out or measured an ingredient wrong, or left slices sitting in the open for a day before wrapping. Since I thought it was a one-off situation, I went ahead and bought a whole loaf for a family gathering. But again, it's dried out. It used to be as good as anything I made at home and we frequently bought it as a treat. If this is a new recipe though, I'll go back to making it at home because what I bought from the co-op is just a waste of calories (treats should taste like treats-not 2 week old bakery). Please tell me this is an aberration?

This is DEFINITELY an aberration! I am forwarding this to our Kitchen Managers right now so they can dig into this. We have not changed the recipe recently though so something must be happening with our process. I will get back to you once I have an idea of what's going on. -Nicholas OConnor, Prepared Foods & Cheese Category Manager

LASAGNA

"Meat lasagna good today"

Thanks for sharing your positive feedback! I'll send your compliments to the chef! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

COOKIE SALE

Thirty years without a cookie sale is a feat of endurance that would make a marathon runner weep, suggesting the Willy Street Co-op (the Coop) views its snicker-doodles less as snacks and more as high-yield financial assets. In a world where entire empires have risen and fallen, and the "Guerrilla Cookie" recipe has actually been taken to the grave, the Coop's house-made cookies remain the only constant, perched on their shelves with the stoic, unmoving dignity of a local monument. To finally witness a "Milk and Cookie" bundle would be such a glitch in the Madison matrix that parents might drop their kale in shock, suspecting that some artisanal "black magic" has finally overridden the store's legendary price-tag stubbornness. If that day ever comes, the resulting celebration at Olbrich Park would likely be visible from space, marking the moment the Coop finally decided that cookies deserves a day in the discount sun.

I am the Chief Cookie Officer at Willy Street Co-op, and I received your obiter dictum on my cookie hedge fund. I am digging your comment vibe! Thanks for reaching out to us and asking. Speaking of the famous Guerrilla Cookie, which was originally used as the mortar for Willy East, while the recipe was once lost to time, a powerful necromancer has come to our sanctum of hippiedom. These cookies can once again be purchased as a three pack. After pouring over the books, my records show that cookie sales have indeed occurred with some (albeit intermittent) regularity over the annals of time, with the latest taking place the second week of October 2025. I had almost all of the Willy Street Co-op made non-gluten free cookies on sale at that time. I believe one of two things potentially occurred: 1. You were away on vacation, perhaps on a pilgrimage to another cookie merchant. 2. These are not the cookies you're looking for (Madison Sourdough cookies were not included). We'll rally the fellowship of the cookie and prepare for the walk to Olbrich because this corporate sellout has had a change of heart, I'm finally trading out my blazer for a hoodie. Look out for a cookie sale in the next couple months, I will perhaps call it the cacophony of the cookies...WIP -Nicholas OConnor, Prepared Foods & Cheese Category Manager

Have a comment or request you would like to share?

We would love to hear from you!



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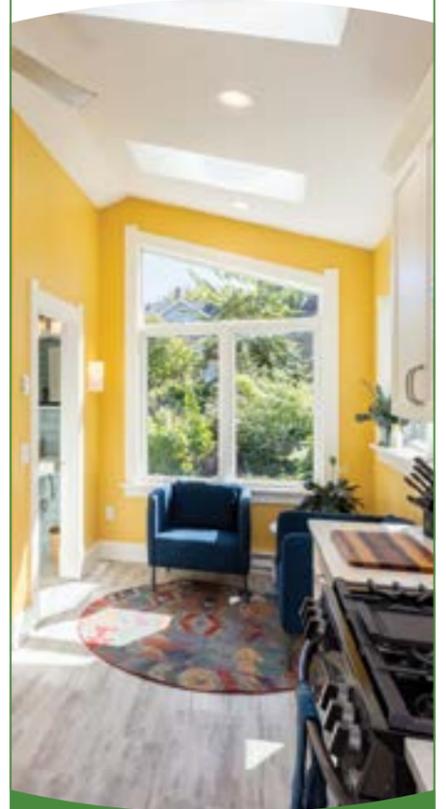


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JUST ENOUGH!

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Some restrictions apply. Feel free to inquire if you have a question!

willy street co-op



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By: Anya Firszt,
General Manager

Hello March, Hello Spring? Last month brought us some surprisingly warm days mixed with a few chilly ones. Even though spring is officially just around the corner, I wouldn't pack away your snow gear just yet. After all, this is Wisconsin.

WHAT IS GOING ON THIS MONTH?

Daylight saving time starts on Sunday, March 8th. Be sure to plan ahead, since losing that hour can really throw off your day.

St. Patrick's Day is on Tuesday, March 17th. If you enjoy traditional Irish fare, the Deli Hot Bar will feature hearty (and comforting) Irish-inspired dishes such as Colcannon (Irish mashed potatoes), corned beef brisket, cabbage, beer cheese soup, beef stew, and soda bread. See the ad on page 24.

The vernal, or spring, equinox in 2026 falls on Friday, March 20. On this day, night and day are the same in length, and after that, days will be longer than nights. I'm looking forward to the extra light and warmer days. Happy first day of spring!

ACCESS PROGRAM RENEWAL TIME

It's time for Access Program renewals. If you are already enrolled, you should have received an email or U.S. Mail notice. To continue receiving the 10% discount on your purchases, all Owners who participate in the Access Program must sign up by March 31, 2026.

Renewing your enrollment in the Access Program is easy! Pick up a

form at the Customer Service desk or go to <https://form.jotform.com/222974419194061> to fill it out online. Once your online or paper form is submitted, it will be reviewed and approved by the Owner Records Administrator, and your discount will be renewed without needing to go to the store. If you have an equity payment due, you will be flagged at the register to make that payment next time you shop.

If you are new to this program, Owners with financial need can enroll in for the Access Program. It lets you make smaller ownership payments over a longer time and gives you a 10% discount on food and other products at the Co-op, one free class, and a reusable tote. Visit our website to learn more about this benefit and how to qualify: www.willystreet.coop/access.

MN REGISTER CAMPAIGN

Thank you to everyone who gave so generously to the register fundraising campaign for the Immigrant Law Center of Minnesota and Groveland Emergency Food Shelf. We raised \$54,104 from customers, and the Board added \$10,000 from abandoned equity funds, bringing the total to \$64,104 for these two organizations. I am always amazed by this community—you truly came through!

FY25 PATRONAGE

If you haven't already claimed your Fiscal Year 2025 patronage refund store credit, you have until June 28, 2026, to do so. Owners who receive store credit are welcome to use it toward a purchase, redeem it for cash, or donate it to the Double Dollars Fund.

ON THE HORIZON

The 2026 DEI Workplan has been developed, and we are working through our action plans. Check out our DEI page on our website for more updates: www.willystreet.coop/DEI.

FY2027 Budget planning starts in earnest this coming month.

Plant starts will be arriving in April, so get ready to dig in the dirt!

Eagerly awaiting the signs of spring.

-Anya



INVESTING IN GRASSROOTS WORK

By: Isabel Freinkel, Board Member

I'm honored to be joining the Community Reinvestment Fund Committee for my third and final year. As a member of the Willy Street Co-op Community Reinvestment Fund (CRF) Committee, I've had the privilege of seeing firsthand how intentional support for local organizations can strengthen our local food systems, scaffold nascent nonprofit organizations, and uplift our neighbors. Community reinvestment isn't just a line item on the budget—it's a living expression of cooperation, equity, and collective well-being in action.

The Community Reinvestment Fund invests in projects that promote food justice and/or access; create or develop cooperative businesses, sustainable agriculture, health and well-being; and advocate for social change. The average grant award is \$3,250 and the highest award possible for one grantee is \$7,000. There is also a new award level that started last year, where up to \$20,000 (with a maximum \$10,000 per organization) is available to help fund larger capital investments in local sustainable food systems.

The CRF committee is composed of Co-op Owners and community members who bring a diverse range of perspectives to the table. We evaluate each proposal not just for its financial viability, but for its potential to embody cooperative principles. Our discussions often go

beyond the numbers to questions like: Does this project create meaningful connections? Does it promote long-term community health or sustainable food access? Does it empower underrepresented voices?

One of the most rewarding parts of serving on the committee is witnessing how even a modest grant can have an enormous effect. Many of the organizations we support don't have access to conventional funding. Traditional funding sources often see them as too small or too unconventional. Yet these are exactly the enterprises that can transform our neighborhoods. When we award a grant, we're investing in grassroots work that strengthens local resilience. These funds allow us to channel resources back into the community in ways that directly address local needs—from supporting food justice initiatives to helping start-ups that prioritize sustainability or social equity.

This committee means so much more to me than just an opportunity to hand out money. I am deeply humbled to have a seat at this table, to participate in affirming that our ring of responsibility extends beyond ourselves, understanding that what we do here will ripple out to the broadest extent possible. We are all uplifted when a new community partner succeeds. The Co-op believes in our neighbors' capacity to create significant change and we are willing to back up that belief with resources. Every dollar that flows through the Community Reinvestment Fund becomes a seed—one that grows into healthier food systems, more equitable opportunities, and stronger bonds among neighbors. If this work sounds like meaningful work to you, consider running for the Board of Directors next year or applying to join the CRF Committee as a Co-op owner; we all have a stake in this and now is the perfect time to get involved. Apply to be a part of this and/or other committees at willystreet.coop/committees. The grant recipients for the 2026 cycle will be announced next month.

MARCH 4!

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www.wilzystreet.coop/events



CULTURAL INFLUENCES OF GUMBO: SPANISH

Location: Aubergine, 1226 Williamson St.
Tuesday, March 3, 5:30pm–7:30pm
Ages: 13+; adult supervision required
Instructor: Steffy 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 Steffy to discuss the traditions and history that make Louisiana what it is today. On the menu: Cajun Paella, Pistolettes, and Creole Empanadas. Everyone will make a Spanish seasoning packet to take home as well! Recipes contain: shellfish and wheat. Demonstration with limited hands-on opportunities.

TAPAS MADE EASY

Location: Aubergine, 1226 Williamson St.
Thursday, March 12, 5:30pm–7:30pm
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. In this cooking class, we will make several foods for entertaining that not only complement one another, but also vary in prep time and complexity to keep your kitchen humming along without wearing you out before the party! On the menu: Gambas al Ajillo (shrimp in garlic sauce), Matrimonio Montadito (open-faced little sandwiches), and Papas Bravas (roasted fingerling potatoes with aioli). Recipes contain: fish, milk, eggs, and wheat. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: COOKING WITHOUT GLUTEN

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

Removing gluten from our cooking is a challenge, but it is doable. Join Chef Paul to learn to make classic dishes—

all without gluten. There is always a solution in the kitchen! Recipes include: eggs. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date.

COOKING WITH CHEF PAUL: TAIWANESE STREET FOOD—BRAISED DUCK WITH RICE NOODLES

Location: Aubergine, 1226 Williamson St.
Thursday, March 5, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

A tender braised duck with its broth, shredded vegetables, and rice noodles is a staple street food in Taiwan. Join Chef Paul in this cooking class to explore the process of making this delicious dish from scratch and presented right in front of our classroom table. Recipes contain: wheat. Demonstration only.

CHALLENGING CHEESES

Location: Willy West Community Room
Monday, March 23, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Cheddar, Swiss, Colby, all easy and approachable, almost any cheesehead wouldn't say no to one of these, but what about cheese that's a little more challenging? Salty and rich Bleu d'Auvergne, redolent with the aroma of an old trunk from grandma's attic. Foxglove from Tulip Tree Creamery is a favorite from our cheese man, Dan, described as creamy, salty, and earthy, bearing an "orange-colored rind, which is sticky and develops from a mixture of yeast, salt, and beer." Finally, it wouldn't be a stanky cheese hangout if we didn't invite the king: buttery rich and potentially off-puttingly pungent Limburger. Some cheese will be paired with a recipe like Foxglove in a warm spinach salad with toasted walnuts, a bleu cheese sauce perfect with garlic toasts or over beef. Recipes contain: milk, tree nuts, wheat. Demonstration with limited hands-on opportunities.

SOUPS AND STEWS: BISQUES

Location: Aubergine, 1226 Williamson St.
Tuesday, March 24, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Traditionally, a classic bisque described a shellfish-based soup, thickened with a puree of crustacean shells and rice. Today, the term generally applies to soups thickened by being fully or partially pureed. In this cooking class, we will go old school and make a traditional French

bisque of crab and shrimp, garnished with herbs and croutons. Then we'll jump ahead to more modern times and prepare a bisque of mushrooms and tomato. Finally, an improvised soup based on seasonal vegetables that Chef Mike will prepare from scratch and without a recipe. Recipes contain: fish, milk, wheat, and shellfish. Demonstration with limited hands-on opportunities.

AUF DEUTSCH: TRADITIONAL GERMAN CUISINE

Location: Willy West Community Room
Tuesday, March 31, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Immigrants from Germany brought many foods and traditions that have become part of the culinary melting pot of America. In this cooking class, Chef Mike will explore some classic dishes, including Kartoffelklösse (potato dumplings), Sauerbraten (marinated, braised beef with gingersnap gravy), Schweinshaxe (roasted pork knuckle), and, for dessert, Fantakuchen (Fanta cake, which is exactly what it sounds like). Recipes contain: milk, wheat, eggs. Demonstration with limited hands-on opportunities.

MARVELOUS MUSHROOMS

Location: Willy West Community Room
Monday, April 6, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef Mike to delve into some delicious dishes using mushrooms. This overview of mushroom cookery includes a roasted mushroom roulade with crispy, buttery layers of phyllo dough; oyster mushroom and bay scallop stew with a crusty baguette; and rich duxelle with toast points. Recipes contain: milk, shellfish, dairy, wheat. Demonstration with hands-on opportunities.

BONE BROTH FROM SCRATCH: A COLLAGEN-RICH SUPERFOOD

Location: Willy West Community Room
Tuesday, April 7, 5:30pm–7:00pm
Ages: 15+; adult supervision required
Instructor: Wendy Porterfield
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 12

Homemade bone broth that gels is an indication of bone broth rich in collagen, and it is so delicious and accessible to make! Come learn a number of ways to prepare broth with bones from any kind of animal you have access to. This simple superfood is such a gift to our joints, skin, gut, and overall health, and it can and

should be consumed year-round. Gluten-free, grain-free, dairy-free. Mostly demonstration with limited hands-on opportunities.

KNOWLEDGE OF THE GRANDMOTHERS: STOCKS AND BROTHS

Location: Aubergine, 1226 Williamson St.
Tuesday, April 14, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Instructor: Linda Conroy
Fee: \$45 for Owners; \$55 for non-owners
Capacity: 20

Our grandmothers knew the healing power of stocks and broths. Linda Conroy will share their benefits in a hands-on workshop. Participants will be inspired to boost the nutritional value and flavor of stocks and broths, using vegetables, mushrooms, beef and chicken bones, and herbs. Bring your favorite vessel to take home base ingredients. Recipes, samples, and base ingredients are included. Demonstration and hands-on.

CULTURAL INFLUENCES OF GUMBO: ITALIAN

Location: Willy West Community Room
Thursday, April 16, 5:30pm–7:30pm
Ages: 13+; adult supervision required
Instructor: Steffy 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 Steffy to discuss the traditions and history that make Louisiana what it is today. On the menu: Olive Salad and Make-Your-Own Mini Muffuletta, Bordelaise, and Fig Cookies. Everyone will make an Italian seasoning packet to take home. Recipes contain: eggs, wheat, dairy, and shellfish. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: DUMPLINGS AND POTSTICKERS

Location: Aubergine, 1226 Williamson St.
Thursday, April 16, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Potstickers and dumplings—a classic appetizer and also a meal in itself! Join Chef Paul to learn how to make potstickers from scratch. Make your own wrappers, fillings, and dipping sauce! Chef Paul will also teach the basic pasta dough-making skills in the class, plus how to cook the dumplings and how to fry the potstickers to golden brown perfection. Recipes contain: seafood and wheat. Demonstration with limited hands-on opportunities.



FOOD-BASED CLEANSING

Location: Zoom
Wednesday, March 11, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50
With spring just around the corner, learn new ways to get healthy by assisting the body's major elimination and toxin-removing organs (liver, kidneys, and digestive tract) with food and herbs that allow for internal cleansing. Think of cleansing for internal organs as the counterpart to washing your hair or brushing your teeth; these activities keep you healthy and vibrant.

NUTRITION TIPS FOR REDUCING INFLAMMATION

Location: Zoom
Tuesday, April 21, 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: BOBA? YOU BETCHA!

Location: Willy West Community Room
Tuesday, March 10, 4:00pm–5:00pm
Ages: 5-12; adult supervision not required
You're gonna need a big straw to get all those squishy boba pearls from the bottom of your cup! Fortunately, Mr. T has a stash of them and all the fixings to make our own brown sugar boba teas at home! Recipes contain: milk (non-dairy milk option available). Hands-on.

SPROUTS: POP DON'T STOP

Location: Aubergine, 1226 Williamson St
Thursday, March 26, 4:00pm–5:00pm
Ages: 5-12; 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 the Sprouts to make popcorn the old-fashioned way, in a big pot—no microwave required! We'll pop some up and turn some into popcorn balls to take home, some we'll drizzle with chocolate, and then we'll snack on some classic buttery, salty popcorn with a sweet beverage. Recipes contain: milk and tree nuts. Hands-on.

SPROUTS: EARTH DAY PARTY!

Location: Willy West Community Room
Tuesday, April 21, 4:00pm–5:00pm
Location: Aubergine, 1226 Williamson St.
Wednesday, April 22, 4:00pm–5:00pm
Ages: 5–12 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
Mr. T and the Sprouts are celebrating Earth Day with some fun and tasty kitchen activities. We'll make some green smoothies, whip up some veggies and dip, get a bit grossed out making edible "dirt cups (with worms!)," and then plant some herb seeds in a cup to take home to grow in the kitchen window. Recipes contain: dairy, wheat, eggs. Hands-on



45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson St.
Wednesday, March 18, 1:30pm–4:45pm
Wednesday, April 8, 2:15pm–5:30pm
Wednesday, May 13, 2:15pm–5:30pm
Location: Willy West Community Room
Tuesday, March 3, 1:30pm–4:45pm
Wednesday, May 6, 2:15pm–5:30pm
Virtual:
Wednesday, March 4, 1:30pm–4:45pm
Tuesday, April 14, 1:30pm–4:45pm
Fee: \$55 for Owners; \$90 for non-owners
An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email info@humannaturellc.com or call 608-301-9961.

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.



USING SOURDOUGH IN EVERYDAY RECIPES

Location: Aubergine, 1226 Williamson St.
Saturday, March 21, 9:00am–11:00am
Location: Willy West Community Room
Monday, March 30, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Instructor: Wendy Porterfield
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 12
Maybe you have a sourdough starter and know how to make bread, but what about the other things you can do with both active starter and "discard?" Come learn to use sourdough in everyday cooking and baking. Taste test and get experience making some classics—sourdough pizza dough, tortillas, pancakes, and muffins. All materials are provided, and everyone will take home pizza and tortilla dough. Recipes contain: milk, eggs, and wheat. Hands-on.

BAKING SOURDOUGH BREAD

Location: Aubergine, 1226 Williamson St.
Saturday, April 11, 9:00am–11:00am
Ages: 12+; adult supervision required
Instructor: Wendy Porterfield
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 12

Learn the art of sourdough—and enjoy fresh bread, too! In this hands-on class, discover the health benefits of sourdough, how to care for a starter, and how to mix, knead, shape, and bake bread. You'll take home a dough ball to bake, an organic starter with locally grown flour to feed it, and a recommended supply list. Please bring a small bowl and a tea towel to transport your dough. Recipes contain: wheat. Hands-on.

BAKING WITH CHEF PAUL: SPRING PUFF PASTRY

Location: Aubergine, 1226 Williamson St.
Thursday, April 30, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Wondering how to make classic or fast puff pastry? Join Chef Paul in this class to make you happy and learn everything you need to know about puff pastry. On the menu: puff pastry loaded with seasonal vegetables, mini wellingtons, radish tarts, cheese straws, and more—all from scratch. Recipes contain: wheat and egg. Demonstration.

CO-OP EGGSTRAVAGANZA!

Natural Egg Dyeing

Join Chef Mike for a hands-on, natural egg-dyeing workshop! You and your kiddos will learn how to dye both white and brown eggs using colorful ingredients from real foods such as red cabbage, onion skins, hibiscus flowers, turmeric, and red beet powder. Each kit includes 6 eggs to dye during class, plus a take-home kit with ingredients and recipes so you can recreate the fun at home. You're welcome to purchase one kit per family member—or share a kit together.

Ages: Children to Adults

West Community Room	Aubergine
• Saturday, March 21, 2026, 11am–3pm	• Sunday, March 22, 2026, 11am–3pm

Please select your top 3 time ranges in order of preference, and we'll follow up to confirm availability:

- 11–11:45am
- 12–12:45pm
- 1:15–2:00pm
- 2:15–3:00pm

Cost: \$15 preregister/ \$20 at door

See www.willystreet.coop/events to register



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








ACCESSIBILITY RESOURCES FOR CO-OP SHOPPERS

By: Kristina Kuhaupt, Customer Experience Manager

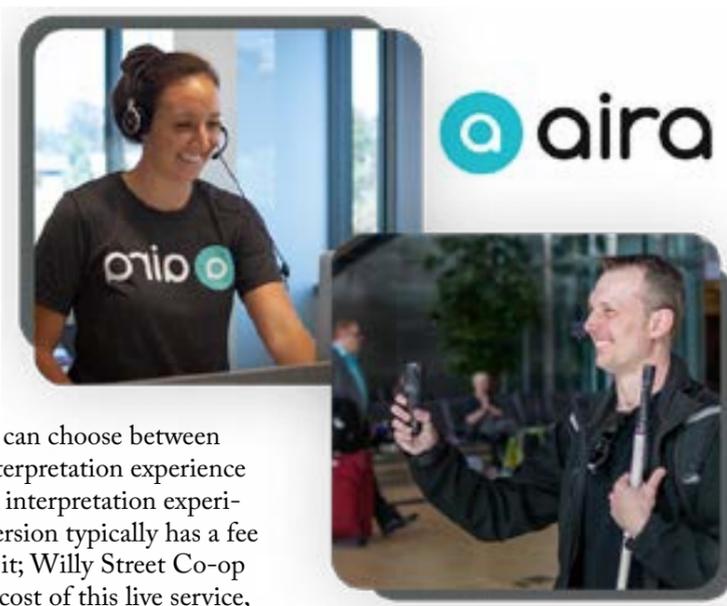
The Owner and Community Engagement Work Group at our cooperative is one of three Diversity, Equity, and Inclusion work groups looking to make Willy Street Co-op a better place for our community, shoppers, employees, and vendors. Our goals in this work group are to help ensure that our customers reflect the demographics of the communities we serve, and the Co-op is a place where our community participates and is proud to shop. To find out more about our other two work groups, check out: www.willystreet.coop/dei-dashboard.

One of this workgroup's earliest projects was working with Access to Independence to conduct an accessibility audit of our stores. (You can read about the results and how we addressed the improvements they recommended here: www.willystreet.coop/reader/august-2023/willy-street-co-ops-partnership-with-access-to-independence. That project has led to a sustained focus on improving access to and within our stores in a variety of ways.

Below you will find accessible measures that you or your loved ones can use for an improved customer experience in our stores.

AIRA

In early December, the Co-op made Aira available for use in our stores (aira.io). Their mission is to remove barriers and make the world more accessible in everyday interactions. Their Explorer app can be downloaded on anyone's personal device to provide audio interpretation for people who are blind or have limited or low vision. The user can choose between their free AI interpretation experience or a live human interpretation experience. The live version typically has a fee associated with it; Willy Street Co-op now covers the cost of this live service,



allowing our shoppers to access it for free. The main homepage will notify the user that this service is free. An example of how this service could be helpful in our stores is if a person were looking for the restrooms. They can slowly sweep their phone in front of them side to side, and the interpreter on the app—looking through their camera—could tell them there is a sign for restrooms to their right, approximately 20 feet away.

For even more information about the Aira Explorer app's features and a very nice video showing how this service works, check out: www.willystreet.coop/co-op-news/new-accessibility-tool-for-co-op-customers.

If you know of anyone who may benefit from using this service in our stores, please share this information with them.

LINGUALINX

We have partnered with LinguaLinx for many years; however, it might be a service that is not as well-known to all shoppers. This company provides over-the-phone translation services in more than 300 languages. You can be connected with an interpreter in 30 seconds at any of our Customer Service desks for free! This can help our shoppers navigate a language barrier when trying to ask a question or seek information from one of our staff members.

Simply walk up to the Customer Service desk at any of our locations, and our staff there has a list of languages you can use to show them what language is most beneficial for you.

WIC

Did you know that our North store on Sherman Avenue is set up to accept WIC transactions? Since we opened our third store back in 2016, we have been WIC-certified.



ACCESS PROGRAM

For those who have a financial need, you can apply for our Access Program. This program provides all of the regular benefits of Ownership, plus 10% off all Willy Street Co-op transactions, one free cooking class annually, and one free reusable tote bag for each person listed on your account. This program can be renewed yearly and spreads out the equity payments into smaller quantities over a longer period of time. For more information about qualifiers and costs, please visit: www.willystreet.coop/access.

INCLUSIVE ENVIRONMENT POLICY

This policy is posted in each of our stores and at www.willystreet.coop/inclusive-environment.

We believe that staff, customers, vendors, and community members should always feel safe and welcome in our stores. This means everyone in our shared Co-op spaces should have:

Respect for All Individuals: We expect all customers to treat fellow customers, staff members, and vendors with courtesy, dignity, and respect, regardless of their race, ethnicity, religion, gender, sexual orientation, age, disability, or any other protected characteristic. Discrimination, harassment, threat, or any form of offensive behavior, imagery, or language in person, via electronic communications or online, or in the community, will not be tolerated. We believe in fostering an environment that embraces diversity and we actively work toward creating safe spaces for people with marginalized identities, especially those at the intersection of multiple marginalized identities.

Personal Space and Boundaries: We expect all customers to respect personal space and boundaries of others. Physical contact, unless consented or necessary, should be avoided. We expect everyone to maintain a comfortable distance and to refrain from any behavior that may make others feel unsafe, including unwelcome sexual advances, inappropriate identity-based comments or inquiries, or creating an unsafe situation or conversation that harms or has high potential to harm the physical, mental, and/or emotional well-being of a person in an irreparable way.

Respect for Property: We expect all customers to treat Co-op property and product with respect. Theft, vandalism, and other deliberate damage to property or product will not be tolerated.

Policy Compliance: We reserve the right to take appropriate action to ensure the well-being and safety of our customers, staff, vendors, and community members. Failure to comply with this policy, including inciting others to violate the policy, will not be tolerated and may result in a range of actions. These actions may include: verbal warnings, requests to modify behavior, temporary suspension of service, or, in extreme or repeated cases, may result in termination of employment, ownership, and/or vendorship status, and banning from the premises.

ADDITIONAL ACCESSIBILITY MEASURES:

- Free store and Aubergine wifi
- Gender-neutral bathrooms
- Wheelchair accessible parking lots, entrances, bathrooms, and seating
- Family bathrooms
- Discount produce
- Staff members available to help customers shop upon request
- Ownership materials in English, Spanish, and Hmong

As we continue to navigate how to tangibly make the experiences of our shoppers even better, you will continue to see this list grow! Thank you for being part of our diverse community of shoppers—we appreciate you!

If you have any suggestions for continued improvements, please check out our customer comment cards in our stores or online, found here: www.willystreet.coop/contact-us.

Women's HISTORY Month



For Women's History Month, we're highlighting women-owned Inclusive Trade vendors.

i = Inclusive Trade **L** = Local



i **L**

EVP Coffee
Coffee



i **L**

Meadowlark Community Mill
Bulk Flour



i **L**

Cedar Teeth
Frozen Pizza



i

Oregon's Wild Harvest
Organic Herbal Supplements



i

South of France
Soap



i

The Grandpa Soap Co
Natural Bodycare Products



i **L**

Doudlah Farms Organics
Organic Seeds & Beans



i

ECOS
Cleaning Products



i **L**

Clasen's European Bakery
Artisan Bread



i **L**

Bunky's
Dips & Soups

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



A REUBEN DONE RIGHT: QUALITY INGREDIENTS, LOCAL ROOTS, AND AN UN-BEATABLE PRICE

By: Nicholas OConnor, Prepared Foods & Cheese Category Manager

Few sandwiches have earned the kind of loyalty that the Reuben has—and for good reason. When it’s done well, it’s bold, comforting, and deeply satisfying, which is why this is a core menu item for us in our delis. Our hot Reuben sandwiches are built with thoughtfully sourced ingredients, local partnerships we’re proud of, and a level of quality that’s increasingly hard to find at this price point.

CORNED BEEF REUBEN – \$7.99

Our classic Corned Beef Reuben starts with Niman Ranch corned beef, known industry-wide for its exceptional standards and flavor. Niman Ranch partners with a network of independent family farmers and ranchers who raise cattle humanely and sustainably—no antibiotics or added hormones, ever. Their beef is carefully seasoned and slow-cured, resulting in meat that’s deeply savory, tender, and consistently high-quality.

We layer that corned beef with tangy sauerkraut, locally made Deppeler baby Swiss cheese, and a creamy, smoky chipotle mayonnaise. It’s all on local caraway rye bread, whose subtle spice and hearty structure hold up beautifully to the richness of the sandwich.

PASTRAMI REUBEN – \$7.99

When corned beef runs out, we pivot—without compromising quality. Our Pastrami Reuben features Niman Ranch pastrami, made with the same commitment to animal welfare, environmental stewardship, and clean ingredients. Seasoned with sea salt, sugar, celery powder, and carefully balanced spices, this pastrami delivers bold flavor with none of the shortcuts common in conventional deli meats.

Paired with sauerkraut, local Deppeler baby Swiss, chipotle mayo, and grilled local caraway rye, it’s a worthy—and wildly popular—variation on the classic.

VEGAN REUBEN – \$7.99

Our Vegan Reuben proves that a great Reuben isn’t just about tradition—it’s about balance and technique. This sandwich starts with our Southern-Fried Tofu, made in our own kitchen using organic tofu for a crisp exterior and satisfying bite. And yeah we know Southern-Fried Tofu might not sound like it belongs on a Reuben, but we’ve tried it with multiple kinds of tofu recipes, this is the best choice. We top it with tangy sauerkraut, creamy vegan Chao cheese, and chipotle Veganaise, then serve it on local Clasen’s caraway rye bread.

The result is a plant-based sandwich that’s hearty, flavorful, and just as craveable as its meat-based counterparts.

QUALITY YOU CAN TASTE—AND A PRICE THAT STANDS OUT

We’ve seen the feedback, and we appreciate it: customers are noticing how rare it is to find a \$7.99 sandwich made with ingredients like Niman Ranch beef, local cheese and bread, and organic tofu. At a time when many restaurants are charging significantly more, often while using lower-quality ingredients, we are offering real value at a good price.

PERFECT PAIRINGS

Complete your meal with a side that complements the richness of a Reuben:

Kettle potato chips for crunch and balance

Or a cup of hot soup, perfect for dipping and especially comforting on colder days

Whether you’re a lifelong Reuben fan or discovering a new favorite, these sandwiches reflect what we care about most: high standards, local partnerships, thoughtful sourcing, and food that’s genuinely worth coming back for.



WHY IS IT CALLED A REUBEN?

The Reuben sandwich is widely believed to have originated in the early 20th century, most often traced back to Reuben Kulakofsky, a grocer in Omaha, Nebraska. He ordered a hearty sandwich of corned beef, sauerkraut, Swiss cheese, and rye bread during weekly poker games at the Blackstone Hotel. The sandwich caught on, made its way onto menus across the country, and became a deli classic known for its bold flavors and satisfying balance of richness and tang.

More than a century later, the Reuben remains a benchmark for what a great hot sandwich should be, simple in concept, but deeply dependent on the quality of its ingredients.

WHAT’S THE DIFFERENCE BETWEEN PASTRAMI AND CORNED BEEF?

Pastrami and corned beef differ mainly in fat content and how they’re cooked. Pastrami is the fattier of the two, which helps keep it juicy during smoking, while corned beef is leaner and cooks up more tender when simmered. Both are brined, but pastrami is finished with a bold spice rub—typically pepper, coriander, and garlic—and smoked to develop its signature crust and deep flavor. Corned beef is salt-cured and boiled instead, resulting in a milder taste and softer texture.

Willy Street Co-op **REUBEN**



\$7.99

Niman Ranch Uncured Corned Beef, Tangy Sauerkraut, Local Deppeler’s Baby Swiss, House-made Chipotle Mayonnaise, Local Madison Sourdough Caraway Rye Bread

Hot sandwiches available daily after 11AM

Willy Street Co-op **VEGAN REUBEN**



\$7.99

House-made Southern Fried Tofu, Tangy Sauerkraut, Vegan Chao Cheese, House-made Chipotle Veganaise, Local Madison Sourdough Caraway Rye Bread

Hot sandwiches available daily after 11AM



CELEBRATING INTERNATIONAL WOMEN'S DAY: HIGHLIGHTING WOMAN-OWNED BRANDS

By: Melissa Reiss, Purchasing Assistant

March 8th marks International Women's Day, a global celebration of the social, economic, cultural, and political achievements of women. It's also a call to action for accelerating gender parity. At Willy Street Co-op, we believe one of the best ways to celebrate is by shining a spotlight on the incredible women-owned businesses whose products grace our shelves.

Not only do we have the annual celebration day, but the UN has declared 2026 the "International Year of the Woman Farmer." The Year will spotlight the essential roles women play across agrifood systems, from production to trade, while often going unrecognized. Women farmers are central to food security, nutrition, and economic resilience. IYWF 2026 will raise awareness and promote actions to close the gender gaps and improve women's livelihoods worldwide. Learn more at www.fao.org/woman-farmer-2026/en.

By choosing these brands, you're not just getting high-quality, often locally made goods; you're directly supporting women who are building businesses, creating jobs, and innovating in their fields. Join us in celebrating these inspiring owners and their amazing companies! For a full list of the women-owned Inclusive Trade vendors whose products we carry, see www.willystreet.coop/inclusive-trade. Let's make a difference together by consciously choosing to support women in business!



AMERICAN WINE PROJECT

Winemaker Erin Rasmussen founded American Wine Project with the aim of creating beautiful, complex wines from grape varieties that had long been overlooked. After a decade spent working at wineries around the globe and gaining diverse experience, Erin returned to her native Wisconsin. Her mission: to demonstrate that the cold-hardy grape varieties developed in northwest Wisconsin and Minnesota could yield exceptional wines. American Wine Project quickly became a leading voice in North American winemaking by pioneering a new perspective. Erin embraces low-intervention, traditional techniques and is committed to improving biodiversity and minimizing inputs in the vineyard.

In 2020, the winery moved to the former high school Tech Ed building in historic Mineral Point, Wisconsin. Today, the location features the winemaking space, tasting room, and an acre of perennial gardens. Learn more at americanwineproject.com.

GIANT JONES BREWING COMPANY

Wisconsin's only Certified Organic brewery (since 2019!) right here on the east side of Madison. Organic agriculture prioritizes soil health, biodiversity, and conservation over chemical inputs. Ingredients are sourced with a focus on traceability and transparency, ensuring producers adhere to rigorous, third-party verified organic standards. Some ingredients are grown locally at Harmony Valley Farm, a Co-op vendor for decades. With a whimsical, storybook focus on giants and other such creatures, Giant Jones brews flavorful, high-ABV beers (7% abv and up), that will capture your imagination and your heart.

TOTS ON THE STREET

This is a newer vendor for us, and after trying these stuffed tots, we just had to bring them in! This mother and daughter-owned business began in 2019 with a passion for potatoes and one old, tattered food truck. Serving hand-stuffed tots like Sour Cream and Chive and Cheese Curd to folks all over the Milwaukee area, they are now available in our freezer aisle as well as our hot bar! Learn more at www.totsonthestreet.com.



THE UNSCENTED COMPANY

This vendor is built upon a commitment to pure, natural formulations, offering a comprehensive and thoughtfully curated line of products that are exclusively unscented. This focus ensures that individuals with sensitivities, allergies, or simply a preference for a fragrance-free environment can access high-performing, gentle alternatives. Beyond their dedication to scent-free living, the brand places a high value on efficiency and efficacy, guaranteeing that their natural products perform just as well as, if not better than, their conventional counterparts.

The Unscented Company is a leader in environmental responsibility, actively working to reduce plastic consumption and water waste. This commitment is realized through practical, consumer-friendly options such as refills for their liquid products and the promotion of solid formats, like bar soaps and solid dish soaps. By prioritizing these sustainable solutions, the company empowers customers to minimize their ecological footprint while maintaining a clean, healthy home and body care routine. Learn more at www.unscentedco.com/en-us.



MADTOWN SOAP CO.

Handmade soaps and bodycare, made in Madison, committed to sustainability. The core ingredient in their soaps—sunflower oil—is sourced from an organic, US-based family farm. They prioritize sustainability, using boxes made from 100% recycled content and tape printed with algae ink. Madtown Soap Co. operates out of a multi-use facility and chooses to pay a premium for renewable energy. Learn more at www.madisonsoapcompany.com.

FIZZEOLGY

Fizzeology has been fermenting great stuff in the Driftless Region since 2009. Using old-school techniques to really maximize the vitamins and minerals in all their ingredients from organic growers right here in the region. Certified Organic and made in small batches. Wonderful as a condiment or straight from the jar! Learn more at www.fizzeology.com.



BELA
Sardines
4.25 oz • Save \$1.00

\$3.49



Daiya
Pizza
15.7-19.4 oz • Save \$2.00

\$7.49



Wild Planet
Wild Albacore Tuna

5 oz • Save \$2.00

\$3.99



Woodstock
Organic Frozen Vegetables

Select Varieties
10 oz • Save \$1.20

\$2.79



Nature's Path
Organic Cereal

10-14 oz • Save \$1.80-\$2.00

\$3.99



Maya Kaimal
Organic Everyday Dal

10 oz • Save \$1.99

\$3.00

Beyond Meat
Plant-Based Patties

8 oz • Save \$1.80

\$5.99



Nancy's
Organic Grass-Fed Yogurt

24 oz • Save \$1.10

\$5.39

Boulder Canyon
Thin & Crispy Potato Chips

6 oz • Save \$1.20

\$3.29

Forager Project
Cashewgurt

24 oz • Save \$1.00

\$5.99



MARCH 4-17

coop deals
Sales For Everyone!

Rebbl
Organic Protein Drinks
12 fl oz • Save 50c
\$3.99



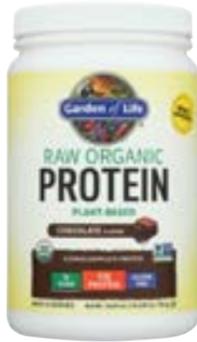
Equal Exchange
Organic Tea
20 ct • Save \$1.79
\$4.00 **i**



Rishi
Organic Tea
Select Varieties
15 ct • Save \$1.00
\$7.99 **L**



Perfect Bar
Organic Bars
2.5 oz • Save \$1.98 on 2
2 for \$5



Garden of Life
RAW Organic Protein Powder
19.75-24.69 oz • Save \$12.00
\$31.99



Imagine Foods
Organic Broth
32 fl oz • Save 90c
\$3.79



Hippeas
Chickpea Puffs
4 oz • Save 99c
\$3.50

Simple Mills
Cookies
Select Varieties
5.5 oz • Save \$1.30
\$4.49

Thousand Hills
80/20 Grass-Fed Ground Beef
16 oz • Save \$2.00
\$7.99



Unreal
Candy Bars Multipack
3.4-4 oz • Save \$2.00
\$4.99

Organic Valley
Organic Sour Cream
16 oz • Save 50c
\$3.99 **L**

Spectrum
Extra Virgin Olive Oil
25.4 fl oz • Save \$6.00
\$17.99



Serenity Kids
Organic Kids Food Pouches
Select Varieties
3.5 oz • Save 30c
\$1.99

Raw Organic
Sunflower Seeds
bulk • Save 70c/lb
\$3.29/lb

Humble
Paperboard Deodorant
2.65 oz • Save \$4.30
\$8.69



30% OFF!



Alba Botanica
Body Lotion
32 fl oz • Save \$4.00
\$12.99

Cocojune
Organic Coconut Yogurt
16 fl oz • Save \$1.00
\$6.99

Dr. Bronner's
Pure Castile Magic Bar Soap Unscented
5 oz • Save \$1.20
\$3.79



40% OFF!



Oregon's Wild Harvest
Organic Ashwagandha
90 cap • Save \$12.00
\$17.99 **i**

Sale + Coupon
save \$1 more with a coupon!

South of France
Bar Soap
6 oz • Save \$1.20
\$3.29 **i**

Blue Diamond
Almond Breeze
Select Varieties
64 fl oz • Save 49c
\$3.50



Bizzy
Organic Cold Brew
48 fl oz • Save \$1.30
\$5.99

Aura Cacia
Lavender Aromatherapy Mist
4 fl oz • Save \$1.50
\$7.49

Magic Chocolate
Organic Chocolate Bars
2.93-3 oz • Save \$1.80
\$4.49



Sales on this page valid March 4-17, 2026.
All sales and coupons subject to availability. Sales quantities limited.



30% OFF!

Cascadian Farm
Organic Frozen Vegetables
Select Varieties
10 oz • Save \$1.29
\$3.00

Amy's
Burritos
6 oz • Save \$1.00
\$3.29

Montebello
Organic Pasta
16 oz • Save 70¢
\$3.79



Chobani
Greek Yogurt
5.3 oz • Save 44¢
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Hummus
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Bonne Maman
Fruit Preserves
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13 oz • Save \$2.50
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Organic Valley
Organic Cheese Shreds
6 oz • Save 50¢
\$4.99 **L**



Once Again
Organic Peanut Butter
16 oz • Save \$2.00
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Tofurky
Plant-Based Sausages & Brats
13 oz • Save \$2.00
\$5.49



Caulipower
Cauliflower Crust Pizza
11.1-11.85 oz • Save \$2.00
\$7.49



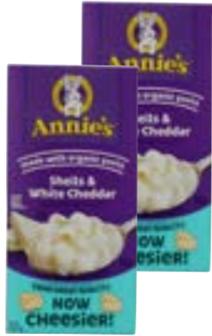
MARCH 18-31

coop deals
Sales For Everyone!

Annie's
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6 oz • Save \$4.58 on 2

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Muir Glen
Organic Tomatoes

14.5 oz • Save \$2.98-\$3.98 on 2

2 for \$4



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FER!**



Brew Dr.
**Organic
Kombucha**

14 fl oz • Save 58¢ on 2

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Lotus Foods
Organic Ramen

2.8 oz • Save \$1.58 on 2

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Good Health
**Peanut Butter
Filled Pretzels**

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2 for \$5



GoMacro
Organic Bars

2-2.4 oz • Save \$1.20

\$2.29 **i** **L**

Kirk's
Castile Bar Soap 3pk

4 oz • Save \$1.40

\$5.39 **i**

ECOS
Dish Soap

25 fl oz • Save 80¢

\$3.99 **i**



Bob's Red Mill
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5 lb • Save \$2.50

\$7.49

Bob's Red Mill
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44 oz • Save \$2.50

\$8.99

Nixie
**Organic
Sparkling Water**

12 ct • Save \$1.50

\$4.49



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Deodorant

2.65 oz • Save \$4.00

\$8.99

Wholesome Sweeteners
**Organic Powdered
Sugar**

16 oz • Save \$1.80

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Barlean's
**Organic Lignan
Flax Oil**

16 fl oz • Save \$6.00

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**35%
OFF!**

Nature's Way
**Sambucus Elderberry
Immune Gummies**

60 ct • Save \$8.00

\$14.99

Daivids
Toothpaste

4-5.25 oz • Save \$2.00

\$5.99

Late July
**Organic
Tortilla Chips**

10.1 oz • Save \$1.00

\$3.99



Life-Flo
Pure Magnesium Oil

8 fl oz • Save \$2.30

\$10.69

Pranarom
**Organic Frankincense
Essential Oil**

2 ml • Save \$2.50

\$8.99

GT's
**Alive Mushroom
Elixir Drink**

16 fl oz • Save 79¢

\$3.00 **i**



Green Forest
Bathroom Tissue

12 pk • Save \$3.00

\$9.99

Bubbies
Pure Kosher Dill Pickles

33 oz • Save \$1.80

\$7.99 **L**

Silk
Soy milk

64 fl oz • Save \$1.20

\$4.29



Sales on this page valid March 18-31, 2026.
All sales and coupons subject to availability. Sales quantities limited.

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Organic Coffee
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Organic Refried Beans
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Field Day
Organic Coconut Milk
13.5 oz
\$2.49



Field Day
Organic Corn Tortilla Chips
9 oz
\$2.99



Field Day
Organic Frozen Fruit
32 oz
\$9.99



Field Day
Organic Pasta Sauce
24 oz
\$3.49



Field Day
Organic Sweet Corn
15 oz
\$1.99



Field Day
Organic Canned Beans
15-16 oz
\$1.49



Field Day
Organic Cane Sugar
24 oz
\$3.99



Field Day
Sparkling Water
33.8 fl oz
\$1.49



Field Day
Organic Diced Tomatoes No Salt Added
14.5 oz
\$1.99



Field Day
Bite Sized Cracked Wheat Crackers
8 oz
\$3.49



Field Day
Liquid Dish Detergent
25 fl oz
\$3.99



Field Day
Coconut Water
13.5 fl oz
\$4.49



Field Day
Organic Peanut Butter
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\$4.99



Field Day
Organic Durum Wheat Semolina Pasta
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Field Day
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Field Day
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5 oz
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Field Day
Organic Brown Rice
32 oz
\$4.99



Enter to win \$250 worth of Co-op Basics products!

Watch for the Co-op Basics display in stores to enter.

One entry per person. No purchase necessary. Winner will be selected and contacted by March 31.

March 2026



**BY: MAYA TICKU,
MERCHANDISING ASSISTANT**

PUZZLE TWIST – SOMETHING'S AMISS?

If you love a challenge, these jigsaw puzzles are for you! These puzzles aren't your ordinary jigsaws—they come with a twist: the image on the box is slightly different from the puzzle in the box. PuzzleTwist puzzles are all manufactured in Minneapolis, MN. Puzzle sizes range from 300 to 1000 pieces and come in a variety of designs with colorful artwork and Midwest landscapes! To learn more go to: <https://www.puzzletwist.com>.



HIDDEN CAVE CIDERY

Enjoy the taste of Wisconsin apples all year round with Hidden Cave Cidery. Hidden Cave Cidery was founded by a UW-Madison alum and each cider is made and bottled in Middleton, WI. In any bottle of Hidden Cave Cider, you can find any one of these apple varieties: McIntosh, Cortland, Haralson, Jonamac, Greening, Granny Smith. Their cider is slowly fermented to develop a rich flavor. Hibiscus Juniper and Rose Hip Rosemary are just some of the flavors available. To learn more go to: www.hiddencavecidery.com.



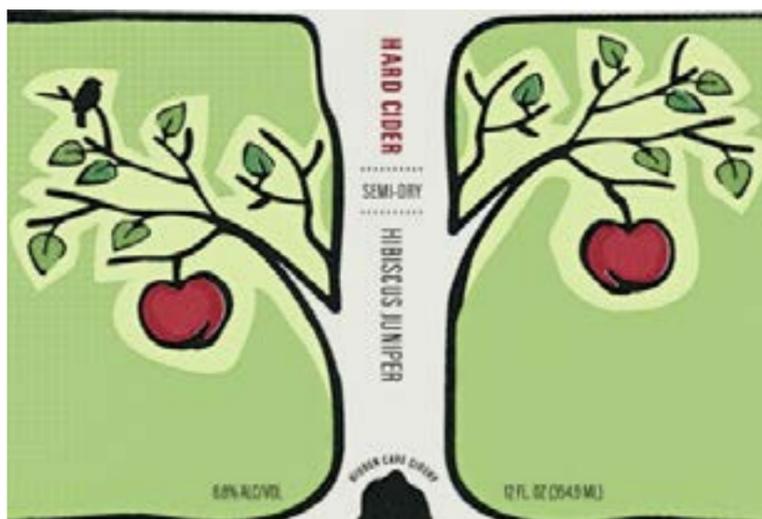
WILLY STREET CO-OP TUNA BURGERS & TUNA SALAD

Calling all tuna lovers! Two of our tuna items prepared by our production kitchen are back this month—choose from a creamy 8oz tuna salad or a savory tuna burger (spicy mayo included) found in the Deli Grab & Go cooler. The yellowfin tuna is pole and line wild-caught, dolphin-safe and packed in non-BPA cans.



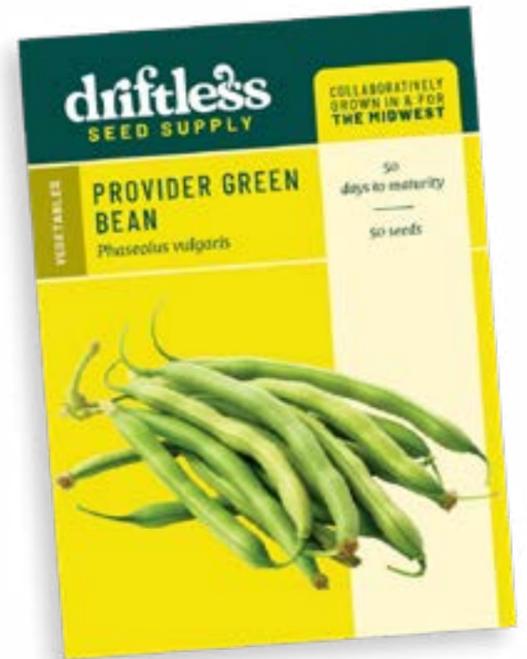
VITRUVIAN BLACK KING OYSTER MUSHROOMS

Welcoming this fun-gi! We have a new organic mushroom option from Vitruvian Farms, based in McFarland: the Black King oyster mushroom! This is the hardest variety of the oyster mushroom family. Similar in flavor to other oyster mushroom varieties, but slightly less sweet, the Black King introduces a hint of umami. Unlike other oyster mushrooms, the Black King's large, edible stem gives it a sturdy meaty texture. Its flavor isn't so delicate that it gets overpowered by other bold ingredients, making it a great option for veggie taco and fajitas, and for stir frying. To learn more go to: www.vitruvianfarms.com.



DRIFTLESS SEED SUPPLY NEW VARIETIES

Check out these high quality, certified organic seeds grown locally in collaboration with Midwest farmers! Driftless seeds are untreated and non-GMO with plenty of heirloom and hybrid varieties to choose from. We've got new varieties this season, including Rainbow Lacinato Kale, Mini Lunchbox Pepper, and Winter Squash Butternut Honeynut—just in time for your 2026 garden! To learn more go to: www.driftlessseeds.com.



BRIX CIDER WISCO CREAM

At long last, Wisconsin booze and dairy have united for an indulgent treat. Support local dairy farmers with Wisco Cream Liqueur from Brix Cider, a small, farm-to-table business based in Mt. Horeb. It's sweet, creamy, and rich—making it a decadent addition to your coffee, hot chocolate, or cocktail. Find it at our West and North locations! To learn more go to: www.wiscocream.com.





La Fermière Mango Passion Fruit Creamy Whole Milk Yogurt

This yogurt is a smooth, awesome bite of flavor. The mango and passion fruit are a great tropical combination, and the yogurt does a great job at cutting the acidity. Plus, if you're a jar collector like me, I've found it great for soaking my matcha whisk or as a condiment jar!

-Lily, Front End

Dr. Bronner's Sal Suds

A bottle will last forever! Concentrated, so a little goes a long way and smells good too. Can be used for just about anything and is minus all the toxic cleansers.

-Noah, Grocery

Sappo Hill Aloe Oatmeal Soap Bar

This is a great soap for sensitive or eczema-prone skin. It's not drying, has no smell, and comes from a nearly zero-waste facility in small batches, so it's a brand I feel really good about supporting.

-Gwyn, Front End

Icelandic Provisions Strawberry & Lingonberry Skyr

This Icelandic-style is my favorite yogurt! It's known for being thick, creamy, and high-protein. Icelandic Provisions partners with a dairy co-op in Iceland to use traditional skyr cultures, then produces their skyr with family-owned farms in upstate New York. With a variety of flavors and a dairy-free line as well, there's a skyr for everyone to enjoy!

-Zoe, Front End

Délíce de Bourgogne Triple Cream

Délíce is perfect—rich and creamy yet mild. Bring to room temperature and eat with your favorite baguette.

-Caitlyn, Communications

Field Day Tuna (all varieties)

I've had some unfortunate experiences with brand name canned tuna (too watery, too flaky). Field Day's tuna is always reliable. Packed perfectly, chunky, and delicious. Also, incredibly reasonably priced if you are working within a budget.

-Jesse, Front End

Once Again Graham Sandwich

These graham sandwiches have no business being this good! I know what you're thinking—just a graham cracker with peanut butter, right? Wrong! There is some kind of magic spice blend in the graham cracker that takes these to the next level. A great on-the-go snack!

-Laura, Administrative (LoDs)

Deva Ionic Trace Mineral Drops

Do you drink distilled or reverse osmosis water but find that it tastes bland and sterile? Concerned that purifying your water has removed the beneficial minerals as well as the pollutants? Here's a solution! Adding a half teaspoon of these liquid minerals per gallon of distilled or RO water makes it taste like fresh spring water but without the bad stuff.

-Ben, General Merchandise

Vitruvian Farms Pea Shoots

I love throwing these on top of my salad. It's the taste of spring all year long. My bearded dragon is also a fan!

-Beth, Customer Experience

Momofuku Spicy Soy Noodles

These spicy soy noodles are deliciously salty and have a surprisingly decent portion size per serving. The noodles are fun, stretch long, and even if overcooked, do not break apart easily when picked up by your fork. You can boil them to whatever consistency you like, and they work great for stir-fry as well. These noodles are a thoughtful treat for yourself if you love the comfort of a quality bowl of ramen after a long day.

-Asias, Grocery





**Ojai
Pixie Mandarins**

Citrus season is my favorite time in Produce, and these pixies are one of the last hurrahs every year. They don't peel as easily as a clementine, but they always pack great flavor and last into spring. Ojai grows some of the best!

-Max, Communications



**Troubadour Bakery
English Muffins**



Forget about the other English muffin brand that starts with the letter T—these are the best! Full of flavor with a delectable cornmeal dusting, they are perfectly shaped so that when you split them, you don't end up with the top part being significantly smaller than the bottom. Plus, they are locally made!

-Melissa, Purchasing



**Willy Street Co-op
Gluten-Free Meatballs**



Great flavorings and very tasty. Nice size, easy to heat up. Can eat them by themselves, in a sandwich, over pasta, add to a salad. Great price. Willy East and Willy West only.

-Ellen, Logistics



**Cascadian Farm
Frozen Blueberries**

Frozen fruit blends perfectly well in a frozen alcoholic beverage. The bags are perfectly sized for a blended dessert.

-Dwayne, Grocery



**Field Day
100% Pure Pumpkin**

I like to keep a can of this on hand for my dog when he's feeling under the weather. It helps dogs with upset stomachs and digestion. Mine really likes it straight out of the can, but just a spoonful or two should be enough. If your dog is picky, you can mix it with their food, or sprinkle some grated parmesan cheese over the top to entice them.

-James, Front End



**Far Breton Bakery
Kouign Amann**



This is my favorite of all of their baked goods. It might even be the best pastry I have ever eaten!! Perfectly baked goodness.

-Amanda, Customer Experience



**Olipop
Classic Grape**

I just love that the classic grape flavor of this drink takes me back to childhood! So nostalgic and refreshing, and the added fiber is a bonus! I am a big fan of alternative natural sweeteners, and I cannot recommend this soda enough.

-Gracie, Deli



**Willy Street Co-op
Corned Beef Reuben**



Made in-house, this sandwich has great balance between the corned beef, cheese, sauerkraut, and sauce. The flavor is excellent and, size-wise, it's a meal in itself. Excellent fresh, and they also reheat well.

-Ethan, Production Kitchen



**Hook's Cheese Company, Inc.
Triple Play Extra Innings Aged Cheese**



One of the best cheeses from one of the best cheesemakers. The taste blooms slowly in your mouth from back to front—completely intoxicating. You owe it to yourself to try it one time and feel a brief, fleeting, moment of joy in your aching mortal shell.

-Austin, Front End



**Bell & Evans
Whole Roasted Chicken**

I love the versatility of the whole roasted chickens. My family and I will eat this on its own right when we get back from the store and shred what's left for use in recipes the following day or two. These Bell & Evans chickens don't have the same after taste I sometimes notice from other brands of chicken, likely because their methods are so different from other chicken farmers.

-Nicholas, Purchasing

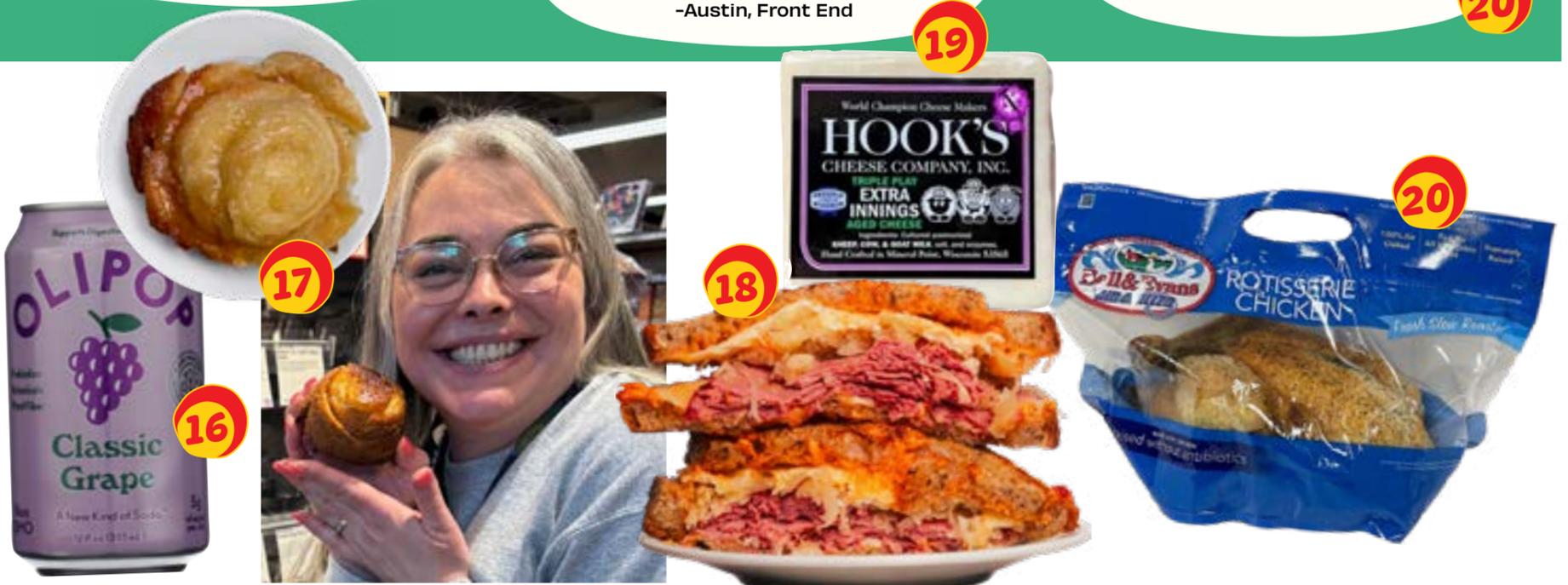




Photo provided by Wisconsin Women's Network

GIVE TODAY TO BUILD TOMORROW

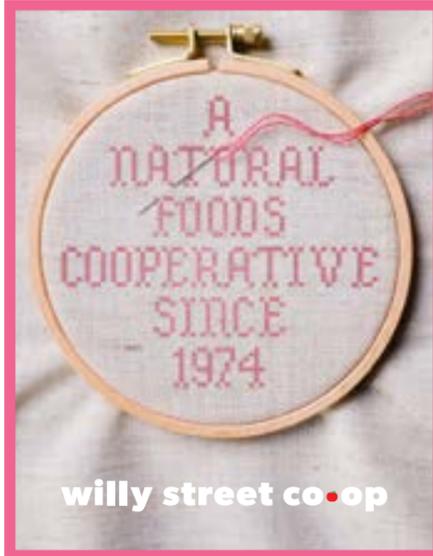
THE BIG SHARE® IS TUESDAY, MARCH 3

The Big Share is an online day of giving that advances social and environmental justice in our community. Your donation supports the 82 member nonprofits of Community Shares of Wisconsin.

These local nonprofits are working on the causes you care about most including civil liberties, sustainability, LGBTQ+ rights, voting rights, healthy food and farms, criminal justice reform, affordable housing, and diversity, equity, and inclusion.

With a minimum donation of only \$5, it is easy to get involved in The Big Share. You can even become a fundraiser for your favorite member nonprofit.

For more fun on March 3, tune in to "The Big Share Live," a day-long telethon streaming live on TheBigShare.org.



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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

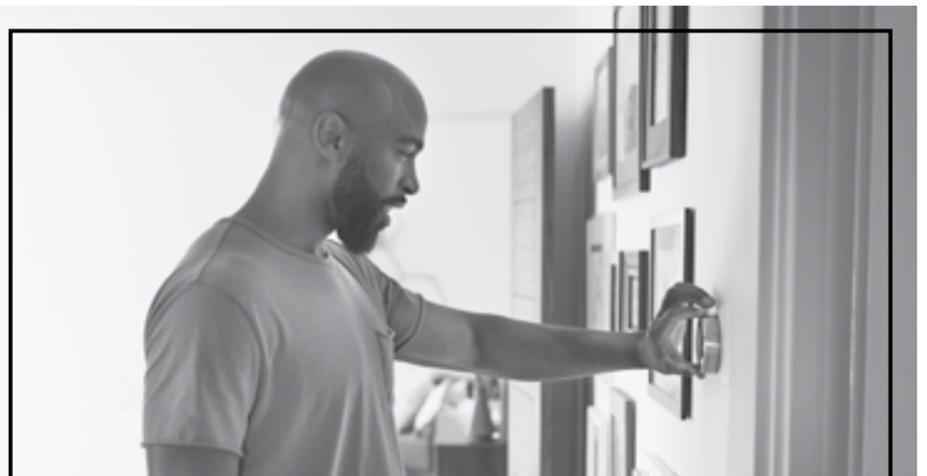


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Stay warm and save energy this winter!

To keep your home comfortable and energy-efficient, set your thermostat a bit higher when you're home and lower when you're away or sleeping. Let natural sunlight in by opening blinds during the day. Make sure windows are locked and seal any gaps around them to prevent drafts.

Recommended thermostat settings:

Home, Away or Sleeping	Winter
When you're home	68°
When you're not home	60°
When you're sleeping	60°

Find more energy-saving tips at mge.com/setback.





Do you currently get the print *Reader* mailed to you?

For decades we've mailed Co-op Owners the print *Reader*, but printing and postage costs have greatly increased in the last few years. The Co-op is committed to offering a print newsletter for the near future, but we need to reduce costs. We are sure there are some Owners who would be open to or even prefer receiving the newsletter via email, maybe occasionally picking up a print copy in the store. And switching to the email version could help save a few trees as well!

In April 2026 we'll be switching Owners who don't confirm they want to continue receiving the newsletter via mail over to getting the emailed version. Please let us know what you'd prefer! (If you already get the newsletter via email, no action is needed on your part.)

I want to switch to an emailed *Reader*

Go to willystreet.coop/emails and choose Newsletter, then Email (digital version)

I want to keep receiving the *Reader* via mail

Go to willystreet.coop/emails and choose Newsletter, then Postal Mail (paper copy)

Select what co-op news subscriptions you would like to receive. (Required)

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SELECT ALL

How would you like to receive your Newsletter? (Required)

- Email (digital version)
- Postal Mail (paper copy) - Available for Willy Street Co-op Owners only.

Please fill out this short form by **March 15** if you'd like to continue being mailed the newsletter.



By: Brianna Konz, Marketing and Communications Specialist at GHC

Hormones are constantly changing throughout life, shaping both physical and emotional health at every stage. From puberty and pregnancy to perimenopause, these hormonal shifts play a key role in how people feel, function, and care for their bodies. Understanding how hormones change over time can help people better recognize symptoms, support their health, and know when to seek care.

KEY HORMONE: ESTROGEN

One of the most well-known hormones, estrogen, plays a key role in cardiovascular and brain function in everyone. Levels of estrogen can affect multiple systems and functions of the body, including the brain (cognitive function and mood), skin and hair production, bone mineral density and joints, cholesterol and blood vessel function and the reproductive system (i.e. menstrual cycles and sexual development).

People across the gender spectrum may experience hormonal changes most often associated with the female reproductive system. Similarly, some people assigned female at birth choose to undergo hormonal therapies to alter their physical, mental, and emotional hormonal experiences. Some transgender men or nonbinary people may have menstrual periods, become pregnant, and go through menopause.

HORMONAL CHANGES DURING PREGNANCY

Pregnancy affects everyone differently. While some pregnancies cause many hormone-related symptoms, others may result in very few. These differences are primarily driven by individual hormonal changes, which vary from person to person. Several key hormones play essential roles during pregnancy, supporting both the developing baby and the body's changes.

- **Human chorionic gonadotropin hormone (hCG)** - This hormone is only present during pregnancy. It is produced only in the placenta,

which plays a vital role in providing oxygen and nutrients to the baby while removing waste. The rise in this hormone during the first trimester may contribute largely to the nausea and vomiting experienced during the beginning of a pregnancy.

- **Human placental lactogen** - The placenta also makes this hormone and is the direct source of nutrition for the baby. It stimulates milk production for breastfeeding/chestfeeding.
- **Estrogen** - Formed in the ovaries, estrogen levels increase during pregnancy and are also produced by the placenta to help maintain a healthy pregnancy. Estrogen supports fetal development by helping to expand the uterus and maintain the uterine lining, while stimulating the growth of breast tissue and preparing the body for breastfeeding/chestfeeding. Enhanced blood circulation and oil production in the skin is also caused by the rising levels of estrogen.
- **Progesterone** - Like estrogen, this hormone is also created in the ovaries and placenta during pregnancy. Progesterone levels increase in anticipation of a fertilized egg, where it will stimulate the thickening of the uterine lining. If pregnancy doesn't occur, this is when progesterone levels drop, leading to the shedding of the uterine lining and the beginning of menstruation (periods). Nausea in early pregnancy can also be caused by the rising levels of progesterone.
- **Relaxin** - Another hormone produced by the ovaries and the placenta, relaxin loosens and relaxes muscles during pregnancy to allow the body to stretch and support the growth of the child. This can also lead to achy joints and occasionally, the feeling of instability.

Many hormone-related symptoms are a regular part of pregnancy and do not usually require medical attention unless they become severe, persistent, or interfere with daily activities. Some symptoms that are typical and shouldn't

raise concern include:

- Mild nausea or occasional vomiting
- Swelling of the feet or ankles, especially later in pregnancy
- Fatigue
- Breast tenderness
- Mild headaches
- Mood changes
- Increased urination
- Hip joint soreness

Many pregnancy symptoms are typical and expected. However, if symptoms are severe, sudden, worsening or causing significant discomfort, it's essential to contact your health care provider. Your provider can help determine what's normal and when additional care is needed. The following symptoms should be reported to a health care provider as soon as possible:

- Severe or persistent nausea and vomiting that makes it hard to keep food or fluids down
- Sudden or severe swelling of the face, hands, or feet
- Heavy vaginal bleeding or leaking fluid
- Severe abdominal pain or cramping
- Severe headaches, vision changes, or dizziness
- Chest pain or shortness of breath
- Contractions

If you're unsure whether the symptoms you are experiencing are typical, reach out to your provider to express your concerns. Asking questions early can provide reassurance and help ensure both you and your baby stay healthy. You and your provider can discuss treatment options to help with any symptoms you may be experiencing.

After giving birth, people enter a stage called postpartum, when hormones undergo another set of significant changes. Some return to pre-pregnancy levels, while others increase to support the child during breastfeeding/chestfeeding.

- **Estrogen** - Levels of estrogen drop significantly after birth, which can cause feelings of sadness, fatigue or mood swings. As mood and energy levels change, some people may

experience postpartum depression. Symptoms of postpartum depression can include persistent sadness, feeling overwhelmed, guilt, anxiety, chronic pain and changes in appetite. It is common for people to experience "baby blues" for a few weeks after pregnancy. However, symptoms that last longer than a few weeks, become severe or include thoughts of self-harm or suicidal ideation should be addressed with a health care provider. Some people with a history of mood disorders may consider starting medication before delivery to allow time for it to enter their system and help treat or prevent postpartum mood concerns. Always contact your provider before starting new medications.

- **Progesterone** - Levels of progesterone decrease quickly after birth as well, potentially causing irritability or mood swings.
- **Prolactin** - This is the hormone that increases after giving birth to support milk function. Each time the baby breastfeeds or chestfeeds, levels rise which can lead to feelings of fatigue or dehydration.
- **Oxytocin** - Often referred to as the "love hormone," oxytocin promotes emotional connections. Levels increase after giving birth, supporting bonding with the baby and triggering the milk ducts to push milk through the breast or chest to feed the baby.

Changes in these hormones after giving birth can lead to a variety of symptoms, and each person's experience may look different. Postpartum symptoms can include:

- Bladder changes
- Body aches
- Cramping
- Breast engorgement (buildup of milk)
- Sore breasts
- Mood swings
- Fatigue

PERIMENOPAUSE, MENOPAUSE, AND POST-MENOPAUSE

After pregnancy, menopause is another significant stage when hormonal changes can significantly impact the body. Menopause is the time when people with menstrual periods have gone 12 consecutive months without a period, meaning their menstrual cycles permanently stop. This marks the natural end of reproductive years, and they can no longer get pregnant. It's a normal stage of aging that everyone who has menstrual periods goes through and can be broken into three phases: perimenopause, menopause, and post-menopause.

PERIMENOPAUSE

The time leading up to menopause is called the menopausal transition, more commonly known as perimenopause. Perimenopause often starts between 40-50s, which is considered the average age range. While uncommon, perimenopause can begin earlier, with very rare cases starting in the mid-30s. The timing and length of perimenopause varies from person to person and can extend into the mid-50s. It can begin eight to ten years before menopause and most often lasts several years, though for some women it may be shorter and last only a few months.

During this time, significant hormonal changes happen that can lead to various symptoms. Sometimes these symptoms can be uncomfortable physically and emotionally. Symptoms vary from person to person in type and severity. Some of these include hot flashes, night sweats, having trouble sleeping, forgetfulness, joint and muscle discomfort, and irritability. Since everybody is different, menopause may result in a combination of these symptoms, or some may experience symptoms at varying times.

Menopause is not a disease, so there's no way to prevent it. It is a natural stage of life. However, lifestyle changes, hormone therapies, or medications may help reduce symptoms. When discussing treatment options, providers focus on managing symptoms rather than hormone levels. Routine hormone testing—such as for estrogen, progesterone, or testosterone levels—is rarely conducted because these numbers do not reliably guide care. Anyone who is concerned about menopausal symptoms or who experience symptoms to a concerning degree should speak with their health care provider to talk through options that may help.

MENOPAUSE

Menopause is the distinct, defining moment when menstrual periods end. Health care providers diagnose menopause when someone has gone 12 consecutive months without getting a period. At this time, the ovaries are no longer producing or releasing eggs, and estrogen levels decrease further.

While the average age when menopause happens can vary it typically is between ages 45 to 55, but not everyone has the same experience. Menopause experienced before age 45 is regarded as early menopause. When menopause occurs at an even younger age, at 40 or below, it is considered premature menopause. Both can happen due to a variety of reasons, including different

surgeries to remove the ovaries or uterus, medicines taken, health conditions, or treatments for conditions like chemotherapy or radiation, family history, or for no apparent reason at all. Those who experience early or premature menopause are more likely to have a higher risk of serious health problems, more severe menopause symptoms and sadness or depression. Talk with your health care provider if you think you may be reaching menopause early.

POST-MENOPAUSE

Post-menopause is the time after menopause when menstrual periods have permanently stopped. This is the end stage of menopause. This is also the time when most, or all, symptoms of perimenopause and menopause ease up, or potentially go away. However, some people can continue to have mild symptoms for several years in the post-menopausal stage. Due to the low levels of estrogen, people in this phase are at an increased risk for osteoporosis, a disease that weakens bones, making them thinner and easier to fracture, and heart disease. Most providers will still refer to this stage as menopause when discussing symptoms and supportive care.

MENTAL HEALTH CHANGES AND AVAILABLE SUPPORT

Hormonal changes from puberty to pregnancy, after childbirth, and menopause can all affect mental health. Many people during these natural life changes can feel isolated or emotionally drained. Focusing on mental health and seeking help when needed are extremely important during pregnancy and perimenopause. A few of these mental health changes or symptoms include feeling sad, feeling a mood or energy shift, trouble sleeping or sleeping too much, anger or irritability, headaches, body aches, stomach problems, and more. Just as people's bodies and timelines differ, so do the challenges each person faces.

There are many online and local resources available in the Madison and Dane County area to support people through life stages when hormonal changes affect both physical and mental well-being. If you have symptoms or concerns, talking with your primary care physician can help you explore options that are right for you. If you need additional mental health support, confidential help is available through the resources listed below.

- **NAMI Dane County** - Offers peer-led support groups for various needs, including women's mental health, family support, and more (no cost to participants). www.namidanecounty.org/support
- **211 Helpline (United Way)** - Call or text 211 any time to be connected with social services and mental health resources in Dane County.
- **Wisconsin Women's Health Foundation** - A nonprofit focused on women's health and wellness education, which can include information on menopause and midlife transitions. They have various programs, news articles and events to learn more and find support. www.wwhf.org/about
- **Planned Parenthood** - Planned Parenthood offers support throughout all hormonal stages and provid-

ers gender affirming care, including hormone therapy.

- **Golden Vibes Counseling** - Provides support for children, teens, adults, and couples. They offer a wide range of therapy approaches and work with patients to find the best fit for them.

There are also peer support groups and online communities available through different online platforms that connect people going through the same stages of life. This is a great way to share experiences and learn from those who are going through the same things.

Along with seeking a support system, there are daily tips everyone can follow to help their mental health throughout their everyday lives.

- **Get regular exercise** - Exercise is a great way to release endorphins, a natural hormone that helps relieve pain, reduce stress, and improve mood.
- **Eat healthy foods** - This can be difficult in colder months, when fresh fruits and veggies aren't as readily available. Find in-season produce such as Brussels sprouts, kale, and sweet potatoes to create new recipes that combine healthy eating with foods you love.
- **Drink lots of water and stay hydrated.**
- **Try meditation practices** - Meditation or other calming activities help you be more present and calm your nervous system. There are many online resources and tools to follow meditation practices or take up calming activities, such as yoga.
- **Set realistic goals** - Having goals for working out, changing mindsets and improving mental health is super important, but you have to make them realistic and easy to achieve.

Remember, building these habits and achieving these goals will take time, and there may be setbacks along the way. Lean on a friend or loved one to help with motivation.

Hormonal changes are a regular part of life, and each experience is unique. There is no right or wrong experience, and it's okay not to know what is happening to your body as the changes begin. Learning and understanding these changes can help you feel more prepared and empowered as your body undergoes them. Always remember that health care providers are there to support you through every stage of life.

LEARN MORE:

MENOPAUSE: WHAT IT IS, AGE, STAGES, SIGNS & SIDE EFFECTS

my.clevelandclinic.org/health/diseases/21841-menopause

ENDORPHINS: WHAT THEY ARE AND HOW TO BOOST THEM

my.clevelandclinic.org/health/body/23040-endorphins

EARLY OR PREMATURE MENOPAUSE | OFFICE ON WOMEN'S HEALTH

womenshealth.gov/menopause/early-or-premature-menopause

TOPICAL PRODUCTS AT WILLY STREET CO-OP:



Four Elements Wild Yam Balancing Cream - Wild Yam Balancing Cream is formulated to support women during life's natural transitions.

The Honey Pot Organic Moisturizing Lubricant

Organic Excellence Feminine Balance Therapy

- Feminine Balance Therapy safely and effectively helps restore healthy progesterone levels to support natural hormonal balance and ease the symptoms associated with PMS, perimenopause, and menopause.



SUPPLEMENTS AT WILLY STREET CO-OP:



Willy Street Co-op Organic Ashwagandha - Supports improved sleep quality, boosts memory, reduces stress and anxiety, and improves sexual function.

Oregon's Wild Harvest Organic Chaste Tree

Gaia Herbs Vitex Berry - Used to help manage menopause symptoms like hot flashes, night sweats, mood swings, and sleep disturbances.

Oregon's Wild Harvest Organic Black Cohosh

- Used to alleviate menopause symptoms like hot flashes, night sweats and irritability.



Source Naturals Hot Flash - Available at Willy East & Willy West. Features soy, which is shown to help reduce the frequency and severity of hot flashes. Also contains black cohosh, chaste tree, licorice and dong quai.

Nordic Naturals Menopause Support

- Available at Willy East & Willy West.

Gaia Herbs Menopause Support Day-time

- Available at Willy West & Willy North.

Natural Factors WomenSense MenoSense - Available at Willy West.



We suggest checking with a healthcare practitioner before making changes to your diet or taking supplements.

SUMMER ART CAMPS for ages 7-16

- ★ Experimental Animation ★ Trash Camp ★
- ★ How to Paint a Dragon ★
- ★ Puppet Making ★ Found Poetry ★
- ★ Mixed Media Sculpture ★



Registration opens Jan. 28
Summer Camps June 15 - Aug. 21



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Willy Street Co-op will be sending out renewal notifications to all current Access Owners at their email address on file or their last known mailing address.

To avoid a lapse in your enrollment, please stop by one of our Customer Service desks by March 31st, 2026 to fill out your renewal form.

Have a question?

Please contact our Owner Records Administrator at 608-284-7794 or ora@willystreet.coop.

General information about the Access Program can be found at the Customer Service desk and at www.willystreet.coop/access

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