

willy street co-op

# READER

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

VOLUME 52 • ISSUE 7 • JULY 2026

SUMMER  
FUN  
& FIBER?

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**willy street co-op**  
**READER**

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

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**..... GIGI GODWIN**

**..... TATIANA DENNIS**

**ISABEL ..... FREINKEL**

**..... ARISTIDE TESSITORE**

**IKE ..... ROSS**

**..... ANTHONY HERNANDEZ**

**DEBRA ..... SHAPIRO**

**DAN ..... STREIT**

**..... ASHWINI RAO**

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

**June 24, 2026**      **Sept. 23, 2026**  
**August 26, 2026**      **October 28, 2026**

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

**RUN**

Run for **willy street co-op**  
**Board of Directors**  
See [willystreet.coop/run-for-board](http://willystreet.coop/run-for-board)

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Candidates are required to attend a Candidate Orientation Session. Please see the website or Board candidate application for details!

**Deadline for applications is Thursday, August 27 at 11:59pm**



The Produce departments do not stock purslane. While it is edible and has nutrition benefits, purslane is more often than not considered a 'weed', which farms are removing rather than cultivating. The Grocery departments do not have access to coix seed or Job's Tears. I am sorry. Thank you for letting us know what you are looking for in our stores! -Andy Johnston, Produce Category Manager and Dean Kallas, Grocery Category Manager

### SPICE IN THE DELI

Please consider labeling deli items with spice levels. A number of times we have purchased deli items and found them too spicy to eat. The latest was the Vegan Smoky Black Bean and Sweet Potato Salad. I can't even smell it without coughing and my wife couldn't eat it. Somewhere in the middle of the label it does say "chipotle pepper in adobo sauce" but having to sift through a long list of ingredients to guess the spice level isn't customer friendly. We find many of the items in the deli and the hot bar are spiced way more than we would like. We don't seem to have this problem to the same extent at Whole Foods. Thanks! I'm sorry about the spice level on this, we truly have very few items that are spicy. That said, our Communications department is about to implement a "I'm spicy" sign for the ones that this does apply to! I will make sure that this cold salad is on the list of spicy dishes we add it to! -Nicholas Oconnor, Director of Prepared Foods

### RED & YELLOW POTATOES

We are considering using the red and yellow potatoes sold at Willy West for seed potatoes for our garden. What variety(s) are you getting from your vendors? We want to ensure they are varieties that are good for long term storage in our root cellar. Thank you! I checked in with Driftless Organics, and their response is: "Yellows should be Belmonda unless they have a little bit of russeting to them then it would be German Butterball. Reds should be Modoc right now." I hope that is helpful! -Andy Johnston, Produce Category Manager

### FLORENTINE BURGERS

Just tried the Florentine burger. YUM. Back for more today. Would be great if you had a gluten free option. I know someone who would buy these regularly if they were g/f. Thanks. So glad to hear you like the Florentine Burgers! We used to have a food service size of the panko "bread" crumbs, I'll look and see if I can find it again! -Nicholas Oconnor, Director of Prepared Foods

### BULK FOOD

Please bring back more of the bulk foods you used to carry from before the Pandemic. You used to carry bulk M&M eggs, where we could use our own cartons to fill up on eggs. Also, there was a whole other bulk section where you had bulk powdered Wisconsin ginseng, bulk teas, etc. I understand why you got rid of much of the bulk food options during the Pandemic, but at this point we can go back to having more bulk food options. Thank you for your comments. We will not be bringing back the bulk eggs. They weren't a good enough seller for us. I appreciate you letting us know what you are looking for in our stores. During the pandemic we did switch to pre-packaged leaf tea and herbs, which was a big change for all of us. However, we soon realized there were many benefits to the change—we saw an increase in sales and labor efficiencies and a decrease in loss. These factors helped us determine we will keep pre-pack-

aged loose leaf tea and herbs going forward. -Dean Kallas, Grocery Category Manager

### BULK PRE-ORDER

I want to get about 8 pounds of bulk dried soy beans. Instead of coming in and emptying out your bin or you needing to refill it so I could get enough I was wondering if that's something you guys could parcel out for me in advance and have ready for me at a customer service desk or something like that.

Thanks for reaching out to us about a potential pre-order. We can do this for you, but we need to know the day and time you would like to come in. We also need you to call on the day of pickup to remind the team you are coming. This will ensure we have your item set aside and ready. -Garet Bauer, Willy East Grocery Manager

### NOTE OF GRATITUDE

Sharing a note of gratitude - last week was brutally challenging and the relentless cold and wind nearly crumbled our spirits. We were at the Co-op for usual grocery needs and picked up dinner at the hot bar. My spirits were instantly restored by the chicken squash curry. My husband was restored by a roast beef sandwich. We picked up a chocolate chip granola bar to send home with our college-aged son after a weekend visit. Might seem like little things to some, but they aren't so little. Especially in today's world. Thank you for nourishing our family for over 20 years.

You are so so welcome! We absolutely love to hear this kind feedback. Something must be in the air because this is the fourth comment in a row that I have the pleasure of responding to that is positive feedback for our Prepared Foods team! -Nicholas Oconnor, Director of Prepared Foods

### TUNA CASSEROLE

A few years ago Tuna Casserole was a regular product in Grab&Go. Then there was a Tuna shortage - no grab&go/hotbar. Now you sell tuna casserole one day per week in the Hot BAR. I wish you would also bring Tuna Casserole back to grab&go.

This is something I am working on getting added to our catalog, thanks for writing in! -Nicholas Oconnor, Director of Prepared Foods

### TVP

I read Micky Ellenbecker's article in the Reader regarding Plant-based Proteins. I was surprised that TVP (textured vegetable protein) was not mentioned. I have used this soy-based product for years, usually mixed with another ingredient. For example, after the TVP is hydrated, add it to ground beef while browning and use it in chili, enchiladas, or tacos. The TVP also works out well when added (dry) to oatmeal before hydrating both together with boiling water. TVP that is hydrated and cold can be mixed with granola too. I look forward to trying some of the other prepared protein options.

Thanks for sharing your comment about our recent plant-based protein article. Micky and I both agreed that TVP would be a great addition to the lineup of proteins featured. The only reason it wasn't included was due to the article's word count limitations. I'm sure your TVP suggestions will engage our readers nonetheless! -Caitlyn Tompkins, Marketing Manager

### FLAVORFUL FOOD

I just wanted to share that I tried the Vegan Chili from the hot bar and it was so incredible! The seasoning was absolutely perfect. The chili was warm and exactly the right level of spice (in my opinion). Thanks for making flavorful food!

Thanks for sharing this I will share with our kitchen and let them know! -Nicholas Oconnor, Director of Prepared Foods

### BULK OATS

I buy bulk oats several times a year and understand that it's perhaps the most popular bulk item. I wish the Eastside store would put the bulk oats in one of those dispensers you can put your bag under and pull down the handle, like they do in the Westside store. I've asked or mentioned it a few times to bulk area staff, but thought I'd email the idea so perhaps it can be considered. I've heard other costumers say the same thing as they scoop out oats. Thank you for reaching out to us with this suggestion. I will talk with the Grocery Manager at Willy East about this idea. I can see how it would be convenient and much faster. -Dean Kallas, Grocery Category Manager

### AMY'S SOUPS

I love Amy's lower sodium soups and ask whether the French Country Vegetable's rediced sodium version could be stocked in all of our stores. I would like to buy other soup brands, but I have not noticed low sodium selections. If that choice is available, including online, what do you advise in shopping for reduced sodium soups? What does it mean to have a low sodium, light sodium, or reduced sodium content?

Amy's Reduced Sodium French Country Vegetable soup used to be available through our distributors, but it is not any more. I went to Amy's website and it does not look like they are making it now. I think Amy's is a great choice for a lower sodium soup. Other brands like Progresso and Campbell's make products that have a lower sodium content. Most canned or boxed soups are pretty high in sodium, but since every soup is a little different, I believe there is not a standard for the definition. I hope this helps! -Dean Kallas, Grocery Category Manager

### COMPOSTABLE CUTLERY

The plastic ware you use says that it is "BPI compostable" Is it now possible to put that plastic ware in the compost garbage?

The compostable cutlery is only compostable in special facilities, which is not really ideal or what we intended with stocking this. This is something we've identified and are looking to change in the very near future. Please stay tuned for a big change coming to Willy Street! -Nicholas Oconnor, Director of Prepared Foods

### SALAD BAR

I'm starting a new job, and I'm trying to figure out when I can pick up salads from the salad bar. Can you please tell me the salad bar hours both during the week and on weekends?

Congrats on the new job; we're glad you're looking to get salad bar! The salad bar at Willy East should be available from open (7:30am) until about 8:00pm, 7 days a week! -Nicholas Oconnor, Director of Prepared Foods

### JOB'S TEARS & PURSLANE

I am curious if i could purchase the following product that is certified organic and grown in the USA or European Union? Job's Tears (Yi Yi Ren / coix seed) Also curious if you ever stock Pursulane?

Have a comment or request you would like to share?

WE WOULD LOVE TO HEAR FROM YOU!



www.willystreet.coop/contact-us

# JULY 1!



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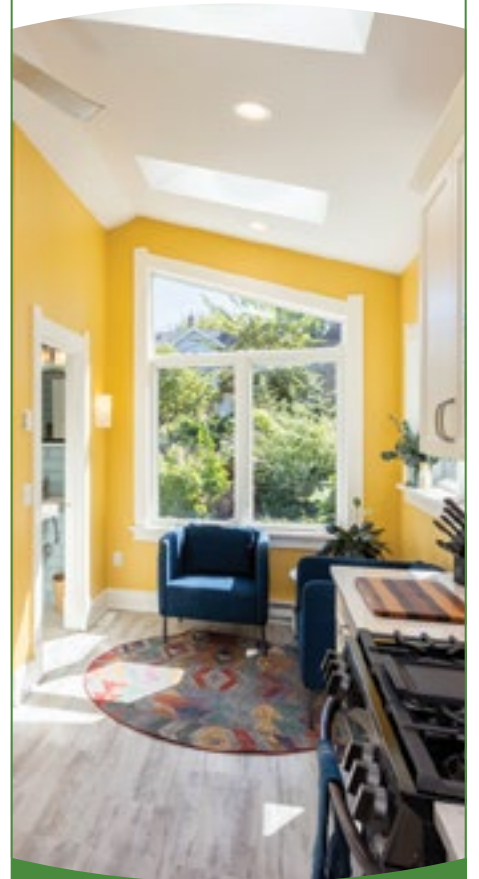


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**JUST ENOUGH!**

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

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

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**

**H**ello dear Owners,  
Happy New Fiscal Year! July is the start of the new fiscal year, and over the next couple of weeks, we'll be preparing for our annual financial audit and closing the books from the previous fiscal year. Fiscal year-end highlights will be shared once the annual audit is completed.

### JULY IS DISABILITY PRIDE MONTH!

We are highlighting Inclusive Trade vendors owned and operated by persons with disabilities: check out Chrysalis Pops (frozen fruit pops) and Mrs. Beaster's Biskits (dog treats).

Look for the Inclusive Trade icon on shelf tags that indicates a vendor is 51% owned, controlled, and operated by a person or persons who are: women; Black, Indigenous, and/or Persons of Color; LGBTQIA+; veterans; and/or persons with disabilities. Learn more at [willystreet.coop/inclusive-trade](http://willystreet.coop/inclusive-trade).

### PLATES, BOWLS, AND SILVERWARE, OH MY!

I'm excited to share some new ways we're reducing what ends up in the landfill.

You probably recall how COVID turned our routines upside down. One big change at the Co-op was replacing our plates, bowls, and utensils with to-go boxes and individually wrapped cutlery. Now, after six long years, we're excited to welcome back reusable plates and bowls for in-store dining. And these aren't your average dishes; they're crafted from wheat straw.

What is wheat straw? It's the leftover stalks from harvested wheat plants turned into unbreakable, BPA-free, microwavable, and, best of all, reusable tableware. Starting in July, you'll find these for in-store dining at the Deli hot bars at each store and at the salad bar at Willy East.

We're excited to share that we're also switching to a more sustainable option for utensils. We're starting the Bring it Back utensil program this month that was inspired by Briar Patch Food Co-op in California. From now on, we'll offer stainless steel forks, spoons, and knives. Compostable and plastic utensils will no longer be available. This is both cost-effective and sustainable! Please return your utensils on your next visit to the Co-op by using them again or placing them in the bus tub in the Commons when you're done. Bon appétit.

### FESTIVAL PERKS PASSES

Willy Street Co-op is offering Festival Perks Passes yet again. Up to 3,000 (1,000 per each festival) Co-op Owners will be able to get half-priced meals and beverages (with or without alcohol) during a three-hour span at one of three

community festivals near our stores:

- Fete de Marquette: Owner perk is valid on Thursday, July 9, from 4pm to 7pm. These Perks Passes will be distributed at Willy East only starting on Monday, June 29 at 10am.
- Good Neighbor Festival: Owner perk is valid on Saturday, August 29, from 2:30pm to 5:30pm. These Perks Passes will be distributed at Willy West only starting on Monday, August 17 at 10am.
- Northside Festival: Owner perk valid on Saturday, September 12, from 11am to 2pm. These Perks Passes will be distributed at Willy North only starting on Monday, August 31 at 10am.

For additional information regarding the distribution schedule for Perk Passes, check out the Co-op's website ([www.willystreet.coop/owner-festival-perks](http://www.willystreet.coop/owner-festival-perks)).

### WEST REFRIGERATION PROJECT

From Sunday, August 9th, through Friday, August 14th, we'll be doing some much-needed refrigeration work at Willy West. We will remain open throughout the project but will close early on Sunday, August 9th, and open late on Monday, August 10th. We'll offer a limited selection of refrigerated and frozen products during that time.

Willy North and Willy East will be open regular hours (7:30am–9pm) during this time. Our online store and delivery service will also be available—see [shop.willystreet.coop](http://shop.willystreet.coop) for details. The new coolers will be more energy-efficient, and the new refrigerant will have a significantly lower climate impact than what we currently use. Thank you for your patience while we perform this long-awaited work.

### MARK YOUR CALENDAR:

- On Saturday, July 4 (Independence Day), stores will close at 7pm.
- On Sunday, July 5, stores will also close at 7pm for the Year-end Inventory Count.

Until next month,

Anya



**By: Anthony Hernandez,  
Board Member**

### WHAT I BROUGHT HOME FROM TACOMA

**O**n the final evening of the Consumer Cooperative Management Association (CCMA) conference in Tacoma, Washington, a room full of cooperative leaders gathered around a karaoke stage.

There were GMs and board members. Store managers and organizers. Staff members, directors, and cooperative advocates from across the country. Some stepped confidently to the microphone. Others needed a little encouragement

from friends. A few could really sing. Many could not. Nobody seemed to care. For a few hours, titles disappeared. People laughed, sang familiar songs, cheered one another on, and shared stories. Strangers became acquaintances. Acquaintances became friends.

At first glance, karaoke might seem like an odd thing to remember from a conference devoted to governance, leadership, finance, and cooperative management. But by the end of the convening, community building felt like one of the clearest expressions of what cooperatives are really about.

That lesson emerged throughout the conference, but nowhere more powerfully than during one of the opening panel discussions. Leaders from Minneapolis cooperatives reflected on guiding their organizations through a period of profound uncertainty and upheaval in their city. In the middle of discussing the challenges they faced, several panelists paused to acknowledge something that happened hundreds of miles away. In front of that conference room filled with cooperative leaders from across the country, they specifically mentioned the donation from Willy Street Co-op, describing it as both a meaningful contribution in a time of fiscal uncertainty and an important morale boost during a difficult moment.

As a Willy Street Co-op Board member, I felt proud hearing our cooperative recognized in that way. The amount itself mattered, of course. But what seemed to matter even more was what the gesture communicated. Another cooperative community was paying attention. Another cooperative community cared. Another cooperative community was extending itself to help others carry their burdens.

The acknowledgment lasted only a few moments, but it captured something essential about the cooperative movement. One of the internationally recognized cooperative principles is "Cooperation Among Cooperatives." It sounds simple enough. Yet hearing those Minneapolis leaders describe the impact of that support transformed the principle from an abstract ideal into something really tangible and human.

Their stories that followed were emotionally honest and deeply moving. They spoke about serving communities during moments of crisis, responding to rapidly changing circumstances, and making difficult decisions when there were no easy answers. They spoke of how the community rallied around the cooperatives when they saw how the co-ops were showing up for the community in Minneapolis.

What struck me most was not simply what they did, but why they did it. Repeatedly, they returned to the idea that cooperatives exist to serve the community. That may sound obvious. Yet it is worth revisiting, especially at a time when many institutions seem increasingly disconnected from the communities they serve. Many businesses ask what is profitable. Cooperatives also ask what is needed. The two questions are not always in conflict. But they are not the same question.

Throughout the conference, I heard leaders describe organizations striving to remain grounded in relationships, democratic participation, and genuine concern for community. The strongest examples of leadership were rarely stories of individual achievement. Instead,

they were stories about collective effort. They were about neighbors helping neighbors. About organizations supporting one another. About communities choosing solidarity and inclusion over isolation and subtraction.

The karaoke gathering reflected those same values in a different way. Community is not built only through strategic plans, committee meetings, or board resolutions. It is also built through shared experiences. Trust develops in conversations between conference sessions, around dinner tables, and yes, even around a karaoke stage. Relationships are formed long before they appear in a governance document.

That may explain why cooperative gatherings often feel different from other professional conferences. People certainly come to learn. They come to exchange ideas and improve their organizations. But they also come to reconnect with important values that can sometimes feel increasingly rare in public life, like democracy, participation, mutuality, and concern for others. In many ways, cooperatives are uniquely positioned for the current moment.

We live in a time when loneliness is rising, trust in institutions is declining, and public discourse often feels defined by sharp division. Cooperatives offer a different approach. They remind us that economic institutions can also be community institutions. They demonstrate that democracy is not merely a governance structure but a lived practice of participation, responsibility, and belongingness.

As I return to my work with the Willy Street Co-op Board, that is what I find myself reflecting on most. Not a particular presentation. Not a management framework. Not even a specific leadership lesson. Instead, I keep returning to the Minneapolis leaders who remembered a gesture of support after it was made. I keep thinking about the relationships formed throughout the conference. And I keep thinking about a room full of cooperative leaders singing karaoke together. Those moments may seem small. But they point toward something significant.

Strong communities are built when people invest in one another. Cooperatives get that. It is reflected in our principles, our governance, and our daily work. Sometimes it appears in moments of crisis. Sometimes it appears in moments of celebration. And sometimes it appears when one cooperative reaches out a hand to another and reminds them that we stand together.

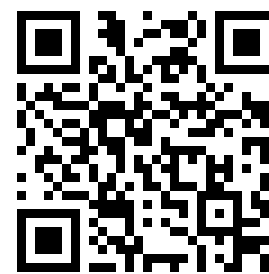
That may be the most important thing I brought home from Tacoma. Not a new strategy or management tool, but a renewed appreciation for the power of community, and for the simple truth that cooperatives are at their best when they help people feel connected to something larger than themselves.

During karaoke, I found myself singing Journey's "Don't Stop Believin'." It wasn't planned, and I certainly wasn't the best singer in the room. But as voices joined in from every corner of the room, the song felt less like a performance and more like a reminder. Cooperatives are, at their core, communities of people who continue to believe, in one another, in democratic participation, and in the possibility of building something better together. In times like these, that seems like a belief worth holding onto.



To register for classes and check out our refund policy, scan the QR code or go to:

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



### COOL EATS

Location: Aubergine, 1226 Williamson St.  
Wednesday, July 8, 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

It's too hot to cook! Let's try a few no-cook meals on for size and join Co-op instructor Mike T. to demonstrate chilled cucumber soup, delicious ceviche, a raw corn and black bean salad, and a classic icebox dessert. These cool eats are a sure way to beat the heat. Recipes contain: milk, fish, wheat, soy.

### MASS EFFECT: BUYING AND COOKING FROM THE BULK AISLE

Location: Willy West Community Room  
Thursday, July 16, 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

Ever find yourself staring down the Bulk aisle at the Co-op and feeling a bit overwhelmed by, well, the bulk of it all? Pondering the seemingly incomprehensible variety: grains, flours, nuts, seeds, and who knew that there were so many different types of granola?! Join Chef Mike for a tour of the bulk department and a culinary sampling of some of the more obscure items that you may meet amongst the bins and towers of grains and goodies. Recipes contain: milk, eggs, nuts, wheat, and soy.

### COOKING WITH CHEF PAUL: TAIWANESE WOK—SEAFOOD

Location: Aubergine, 1226 Williamson St.  
Thursday, July 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

The island of Taiwan is surrounded by a pristine ocean, home to all kinds of seafood. In this class, we'll explore the way to steam a whole fish with a simple sauce and tackle shellfish with a stir-fry technique. A fish fry will also be demonstrated. Join Chef Paul on this cultural culinary experience. Demonstration. Recipes contain: seafood and gluten.

### A TUSCAN MEAL

Location: Willy West Community Room

Tuesday, July 28, 5:30pm–7:30pm

Ages: 16+; adult supervision not required  
Instructor: Sharon Long  
Capacity: 8

Fee: \$40 for Owners; \$50 for non-owners  
These recipes are Sharon's spin on those she learned from Chef Gianluca Pardini in Lucca, Italy. You may watch or help prep the ingredients for the Torta d'Erbe (vegetable torta) and Tiramisu as prepared in Tuscany. While the torta bakes, a volunteer or two will help Sharon construct the tiramisu, which will chill while you sample the torta. Buon appetito. Mostly demonstration with limited hands-on opportunities. Recipes contain: milk and wheat.

### GONE FISHIN': SCALLOPS, SHRIMP, AND MUSSELS

Location: Aubergine, 1226 Williamson St.  
Wednesday, July 29, 5:30pm–7:30pm  
Location: Willy West Community Room  
Wednesday, September 16, 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

The Co-op is where the chefs shop for the finest quality ingredients, and the fish counter is no exception. Chef Mike is excited to share his favorite shellfish with you and to show you how easily they can be prepared at home. On the menu: Shrimp poached in a flavorful court bouillon, chilled and served with homemade chimichurri, seared sea scallops on a bed of greens with beet and bacon vinaigrette, and mussels steamed with chorizo and beer, served with a hunk of crusty bread. Mostly demonstration with limited hands-on opportunities. Recipes contain: fish, shellfish, wheat.

### COOKING WITH CHEF PAUL: TAIWANESE WOK—VEGETARIAN

Location: Willy West Community Room  
Thursday, July 30, 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 wok is a versatile cooking pan that should be able to meet most cooks' needs. Join Chef Paul for this class featuring vegetarian fare. On the menu: Tofu Balls, Fried Dates, Three-Thread Melody, and Egg Drop Soup. Demonstration. Recipes contain: egg and gluten.

### PÂTE À CHOUX: SWEET AND SAVORY RECIPES

Location: Aubergine, 1226 Williamson St.  
Wednesday, August 5, 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

Pâte à choux, or choux paste, is a delicate dough used in many types of pastry, and we'll try out a few. On the menu: Savory baked gougères, cheesy little puffs flavored with Wisconsin-made gruyère. Delicious fried crab puffs, golden brown and crispy, and great for parties. French-style beignets, covered in powdered sugar when they're still hot from the oil. Last but not least, we will all have a turn at that Wisconsin State Fair staple and fill our own cream puffs. Mostly demonstration with limited hands-on opportunities. Recipes contain: milk, eggs, shellfish, wheat.

### COOKING WITH CHEF PAUL: TAIWANESE WOK—NOODLES AND MORE!

Location: Aubergine, 1226 Williamson St.  
Thursday, August 20, 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

Join Chef Paul to learn how to make noodles and gnocchi from scratch and finish them in a wok. The meal will be composed of vegetables and proteins. On the menu: Stir-fried Noodles and Gnocchi with Tomatoes and Basil. Demonstration. Recipes contain: wheat.

### EATING WITH OUR EYES: PRESENTATION, PLATING, AND GARNISHES

Location: Willy West Community Room  
Tuesday, September 1, 5:30pm–7:30pm  
Location: Aubergine, 1226 Williamson St.  
Wednesday, September 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

It may sound cliché, but we really do eat with our eyes. Do you ever wonder how the foods in cookbooks and fancy restaurants look so good? Chef Mike is spilling the fancy lookin' food tea and will demonstrate some simple techniques that will elevate the eye appeal of every course of your meal from appetizer to dessert. It's Eat Local month, too, so we'll focus on foods-less-traveled as well. On the menu: simple but elegant fruit mousse with a crispy tuile cookie, roasted chicken with tournéed vegetables, a cream soup garnished with fluted mushrooms, and a platter of hummus and crudite that will still look pretty good even after your guests tear into it. Mostly demonstration with limited hands-on opportunities. Recipes contain: milk, eggs, wheat.

### TUNE IN TOFU

Location: Aubergine, 1226 Williamson St.  
Monday, August 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

Are you a tofu fan? Or are you a tofu skeptic? Either way, you will find something new to enjoy when we prepare crispy tofu with sweet and spicy glaze, Co-op favorites sesame tofu and southern fried, and a delicious tofu bahn mi. Join former tofu skeptic Chef Mike and be converted! Mostly demonstration with limited hands-on opportunities. Recipes contain: eggs, wheat, soy, sesame.

### TUSCAN FLAVORS: A FEAST OF FENNEL

Location: Willy West Community Room  
Wednesday, September 9, 5:30pm–7:30pm  
Ages: 16+; adult supervision not required  
Instructor: Sharon Long  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 8

Sharon learned to make these dishes while taking cooking classes at the International Academy of Italian Cuisine in Lucca, Italy. You may watch or help prep all the ingredients. Munch on some bruschetta while Sharon puts the dishes together. Tartufo con finocchietti gratinate—fennel gratin with a truffle cream sauce. Chicken, fennel, and sundried tomato packets. Buon appetito. Mostly demonstration with limited hands-on opportunities. Recipes contain: milk.

### A TRADITIONAL JORDANIAN MEAL

Location: Aubergine, 1226 Williamson St.  
Tuesday, September 15, 6:00pm–8:00pm  
Ages: 16+; adult supervision not required  
Instructor: Sharon Long  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 8

Help Sharon prepare the ingredients for two iconic Jordanian dishes she learned to prepare at Beit Sitti (meaning Grandmother's house), a cooking school in Amman, Jordan. You will help prepare the ingredients for the traditional Levantine dish, Maqluba, which contains eggplant, vegetables, and rice. We will also prepare baklava for dessert. Mostly demonstration with hands-on opportunities. Recipes contain: milk, tree nuts, wheat.

### COOKING WITH CHEF PAUL: FISHERMAN'S SOUP

Location: Aubergine, 1226 Williamson St.  
Thursday, September 24, 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 trip to Norway inspired Paul to develop this class to compare recipes through different cultural lenses—the cream-based Norwegian Fisherman's Soup versus clear Taiwanese Dayboat Fish Soup. Join Chef Paul to taste the drastic differences in texture and flavor. Demonstration. Recipes contain: wheat and seafood.



### GUT HEALTH SERIES: LEAKY GUT SOLUTIONS

Location: Zoom  
Wednesday, July 29, 12:00pm–1:00pm  
Instructor: Katy Wallace, ND  
Fee: Free; registration required  
Capacity: 50  
Do you have aches, pains, and swelling throughout the body? Increasing frequency of food reactions? Or frequent bloating after meals? Studies are showing that leaky gut is an underlying cause for depression, digestive disorders, increased food and chemical sensitivities, and autoimmunity. We can help! Join Katy Wallace, ND, to discuss natural approaches that work.



### SPROUTS: FOR THE ADVENTUROUS

Location: Willy West Community Room  
Tuesday, July 7, 4:00pm–5:00pm  
Location: Aubergine, 1226 Williamson St.  
Thursday, July 30, 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  
If you need an adventure, join Mr. T and the Sprouts for some outside-of-the-box foods that may be new and unusual to you, but are enjoyed by folks all around the world. We'll deconstruct an artichoke, eat some flowers, try some shellfish like clams and oysters, and we'll see if we can find something a bit uncommon in the fruit section of the produce department. Hands-on. Recipes contain: milk, eggs, shellfish, wheat.

### SPROUTS: STATE FAIR ELOTE EN VASO AND CREAM PUFFS

Location: Willy West Community Room  
Tuesday, August 4, 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  
What's your favorite food at the fair? There's a lot to choose from, and Mike T. could use some help from some Co-op Sprouts to make a couple favorites that celebrate the culture of Wisconsin and the folks who make our home special: Mexican street corn (elote) in a cup (en vaso), classic creme puffs, of course, loaded with sweet Wisconsin cream and topped with powdered sugar, and strawberry lemonade slushies too. Hands-on. Recipes contain: milk, eggs, wheat.



### 45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson St.  
Wednesday, July 22, 2:15pm–5:30pm  
Tuesday, August 18, 2:15pm–5:30pm  
Location: Willy West Community Room  
Tuesday, July 14, 1:30pm–4:45pm  
Virtual  
Wednesday, August 12, 1:30pm–4:45pm  
Fee: \$58 for Owners; \$93 for non-owners  
An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email [info@humannaturellc.com](mailto:info@humannaturellc.com) or call 608-301-9961.

*Classes provided by Willy Street Co-op are not designed to and do not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes are for informational and educational purposes only and are not meant to replace medical consultation with your physician.*



### FERMENTING VEGETABLES: LET'S MAKE SAUERKRAUT

Location: Aubergine, 1226 Williamson St.  
Wednesday, July 15, 5:30pm–7:30pm  
Location: Willy West Community Room  
Saturday, July 18, 9:00am–11:00am  
Ages: 12+; adult supervision required  
Instructor: Wendy Porterfield  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 12  
Explore the fun of fermenting vegetables to create probiotic-rich foods you can enjoy year-round. Each participant makes a jar of sauerkraut to take home. Gain confidence in safe, simple fermentation while learning the science behind it. All materials provided—please bring a mixing bowl, cutting board, and large knife. Hands-on.

### CANNING 101: SUMMER IN EVERY JAR

Location: Willy West Community Room  
Wednesday, August 5, 5:30pm–7:30pm  
Location: Aubergine, 1226 Williamson St.  
Saturday, August 8, 9:00am–11:00am  
Ages: 14+; adult supervision required  
Instructor: Wendy Porterfield  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 12  
Curious about canning but not sure

where to start? This hands-on class breaks it down into an approachable process you can do in any kitchen. Learn how to safely preserve seasonal produce like tomatoes, pickles, or fruit using water bath canning. You'll participate in the process, taste test, and take home your own jar of salsa, dilly beans, or jam—plus the skills to capture the flavor of summer! Mostly demonstration with limited hands-on opportunities.

### PRESERVING TOMATOES FOUR WAYS

Location: Aubergine, 1226 Williamson St.  
Saturday, August 22, 9:00am–11:00am

Ages: 12+; adult supervision required  
Instructor: Wendy Porterfield  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 12  
There is nothing like fresh, in-season tomatoes! Come explore four fun, creative ways to preserve tomatoes, including freezing, dehydrating, fermenting, and canning. While this is not an exhaustive class on any of those methods, you will learn essential skills for success in each. Take home recipes and a pint of fermented salsa. Bring a cutting board and a knife. Mostly demonstration with limited hands-on opportunities.



Join Co-op instructors Mike and Paul for a fun, global summer cooking camp! Two weeks of classes—sign up for all 10 or pick your favorites. Each class ends with a shared meal.

Ages 7–14 (no adult supervision required)  
Location: Willy West Community Room  
Fee: \$30/class for Owners; \$40/class for non-owners

#### Week 1

- Welcome to the Kitchen!**  
Monday, July 20, 11:00am–12:30pm
- Rice is Nice**  
Tuesday, July 21, 11:00am–12:30pm
- Italian American Cuisine**  
Wednesday, July 22, 11:00am–12:30pm
- Fresh Spring Rolls**  
Thursday, July 23, 11:00am–12:30pm
- Mediterranean Cuisine**  
Friday, July 24, 11:00am–12:30pm

#### Week 2

- Soups and Sandwiches**  
Monday, August 24, 11:00am–12:30pm
- Simple Sushi**  
Tuesday, August 25, 11:00am–12:30pm
- TexMex and Mexican American**  
Wednesday, August 26, 11:00am–12:30pm
- Dumplings**  
Thursday, August 27, 11:00am–12:30pm
- Breakfast Basics**  
Friday, August 28, 11:00am–12:30pm

# Closing Early

Saturday, July 4<sup>th</sup>  
& Sunday, July 5<sup>th</sup>

For Independence Day  
& Inventory Count

# @7pm



## GROWING FOOD, GROWING COMMUNITY

By: Rachael Maysals, Executive Director at FairShare CSA Coalition

Summer in Madison is a season of abundance. From vibrant farmers markets to overflowing CSA boxes and colorful community gardens, fresh local produce is all around! Across our region, farmers work tirelessly to grow food that nourishes our communities and connects us more deeply to the land. But while local food is abundant, access is not equally available to everyone.

Fresh, locally grown food should be something *everyone* can enjoy.

Our local food systems are strongest when we all can participate. Yet high upfront costs, limited access to farmers markets and food co-ops, transportation barriers, and uncertainty in the kitchen can make local food feel out of reach for many. Building resilient food communities requires intentional effort to ensure fresh, local food is accessible and welcoming to all.

And that reciprocity flows back to farmers, too. Relationships between growers and eaters build solidarity and resilience during hard times. Right now, local farmers are facing exponentially rising costs and economic uncertainty, while households are navigating higher food prices and increasing pressures on household budgets.

Organizations like FairShare work to strengthen both the farmer and eater side of the equation. We support established farmers through trainings and peer-to-peer learning, as well as emerging farmers with programs like

the Organic Vegetable Farm Manager Apprenticeship. These efforts help farmers build the skills, networks, and business knowledge they need to succeed throughout their career. At the same time, programs such as Partner Shares help ensure that households of all income levels can participate in Community Supported Agriculture (CSA).

### WHY LOCAL MATTERS

On average, farmers only take home about 14.3 cents of every dollar spent at a big-box grocery store. In markets that create more direct connections between farmers and eaters, such as Community Supported Agriculture, farmers markets, and food co-ops, a much larger share of each food dollar goes back to the farm. At the Willy Street Co-op, for example, approximately 60 cents of every dollar spent on local produce goes directly to the farmer. Local spending also has a ripple effect throughout the community. Studies suggest that every dollar spent locally circulates up to 3.5 times more wealth in the local economy—so your dollar’s impact just keeps growing.

Keeping your dollars local is a form of community care. Purchasing directly from a farmer, or from a store like Willy Street Co-op that prioritizes supporting local growers, helps build and strengthen community-centered food systems rooted in relationships, trust, and mutual support.

Supporting local farms also creates opportunities for both beginning farmers and established growers seeking to diversify their markets. As more demand for local food grows, so do opportunities for farmers to focus on growing what they love, and marketing through outlets that work for their farm and their community.

### ACCESS AND AFFORDABILITY

Fresh food should not be a privilege—but for many people, it can be difficult to afford. FairShare’s Partner Shares program helps households access fresh, local food all season long by providing sliding-scale assistance for CSA shares. The program also allows members to pay for their share via SNAP. The program helps households access fresh, local food throughout the growing season while also providing farmers with reliable, upfront income.



It’s a model that benefits both farmers and eaters. Farmers gain stable markets and predictable revenue, while households gain access to nutritious, locally grown food at a price that works for their budget.

As one 2025 Partner Shares participant shared: “Being part of a CSA through the Partner Shares Program has been such a rewarding experience. The weekly boxes encouraged me to try new vegetables, cook more intentionally, and appreciate the care that goes into local farming. It has not only made fresh, high-quality produce more accessible, but has also deepened my connection to the farming community.”

### BIKE THE BARNs

Programs like Partner Shares are only possible with robust community support. Each September, over 1,000 community members come together for Bike the Barns, FairShare’s annual cycling fundraiser and celebration of local food and farming. Riders travel scenic routes through the countryside, visit local farms, enjoy delicious food,

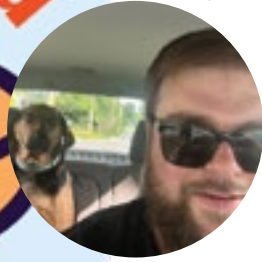
and experience firsthand the people and places that make our local food community thrive!

More than just a bike ride, Bike the Barns is an opportunity to connect with local farms and support efforts that expand access to fresh food. All proceeds from the event go to supporting FairShare’s work and the Partner Shares program. Whether you participate as a rider, volunteer, donor, or fundraiser rider, your involvement brings to life the idea that fresh food is for everyone.

Resilient food communities are built together. Every choice to support local farmers, participate in community programs, or invest in food access helps create a future where farmers thrive, communities are vibrant, and fresh food is available to all!

We invite you to join us for Bike the Barns on September 20th at Badger Prairie County Park and help build a stronger, more resilient food community! Learn more at [www.csacoalition.org/bike-the-barns](http://www.csacoalition.org/bike-the-barns).





## SEAFOOD & SUMMER PAIRINGS

By: Nick Heitman, Meat, Seafood & Specialty Category Manager



### BASIL PESTO & WILD SOCKEYE

With the temperatures rising, the local basil is in full swing at the Co-op! Try putting together a simple basil pesto (basil leaves, pine nuts, garlic, Sartori Sarveccio Parmesan, and olive oil) to marinate the fresh, in-season sockeye salmon. Marinate salmon and refrigerate for an hour before grilling, and baste fish with remaining pesto on the hot grill.



### SAN-J TERIYAKI SAUCE & GRILLED SHRIMP SKEWERS

We love rice bowls with various proteins, vegetables, and condiment combinations. Marinate some shrimp with San-J Teriyaki Sauce, skewer, and grill. They are great on their own, or served over rice with avocado, cucumber, jalapeño, cherry tomatoes, sriracha, and Kewpie mayo.



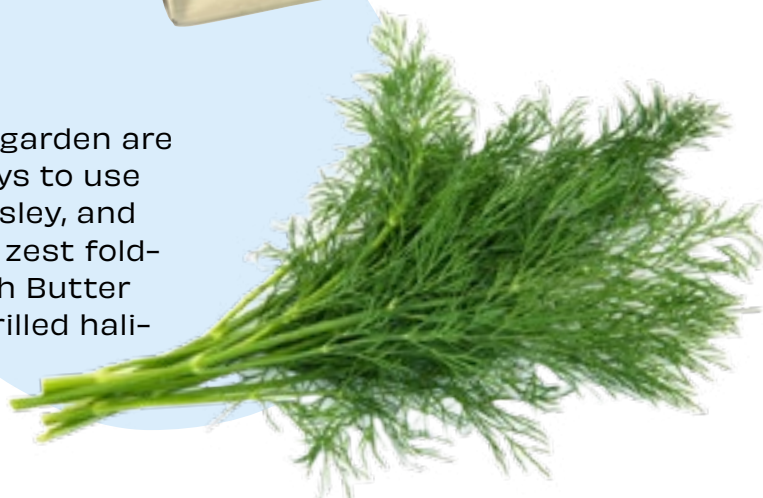
### ROC DE L'ABBAYE SAUVIGNON BLANC & CEVICHE

While ceviche doesn't require any grilling, it's probably my favorite way to prepare seafood during the hot summer months. Combine mango, red onion, cilantro, jalapeño, and plenty of fresh squeezed lime juice with some diced Biloxi Shrimp Co wild-caught gulf shrimp and pair it with the Roc De L'Abbaye Sauvignon Blanc for a great summer meal!



### KERRYGOLD IRISH BUTTER (COMPOUND BUTTER) & HALIBUT

By now, the fresh herbs in the garden are popping and I'm looking for ways to use them. Thyme, tarragon, dill, parsley, and chives, along with some lemon zest folded into softened Kerrygold Irish Butter makes a flavorful topping to grilled halibut, whitefish, or walleye.



### OLDEN ORGANICS SLAW MIX & GRILLED TILAPIA TACOS

The Olden Organics Super Slaw mix makes a great base as a condiment to add some crunch to grilled fish tacos. It works great on its own, or mixed with some mayo and rice wine vinegar. I like to season some tilapia fillets with The Deliciouser Zocalo spice blend and throw them on the grill, then top them with the slaw mix on a warm tortilla with a squeeze of lime.

Willy Street Co-op's

# Plastic-Free July Calendar

31 Days of Ideas!

<b>1</b> <b>Choosing to take part!</b> 	<b>2</b> Using what we already have	<b>3</b> Choosing natural fibers	<b>4</b> Plastic-free celebrations 
<b>5</b> Avoiding plastic-bottled drinks 	<b>6</b> Choosing plastic-free packaging	<b>7</b> Avoiding pre-packaged produce	<b>8</b> Buying pastries from the Bakery Grab & Go case 
<b>9</b> Making household cleaners	<b>10</b> Skipping the straw 	<b>11</b> Choosing loose leaf tea	<b>12</b> Trying reusable period products 
<b>13</b> Avoiding plastic bin liners	<b>14</b> Bringing reusable containers 	<b>15</b> Choosing reusable utensils 	<b>16</b> Reducing plastic in the bathroom
<b>17</b> <b>Bulk Up!</b> Shopping in bulk food stores 	<b>18</b> Buying refillable containers	<b>19</b> Staying and enjoying 	<b>20</b> Refuse, Reduce, Reuse, Recycle 
<b>21</b> Ditching disposable cups 	<b>22</b> Reducing plastic when traveling	<b>23</b> Swapping bottled soaps for bars 	<b>24</b> Reducing plastic with pets 
<b>25</b> Bringing your own shopping bag 	<b>26</b> Picking up litter	<b>27</b> Making personal care products	<b>28</b> Bringing a bag for produce items, or skipping them entirely
<b>29</b> Ditch the plastic wrap—try Bee's Wrap	<b>30</b> Choosing plastic-free toys	<b>31</b> <b>Small steps, big difference!</b> 	



## BULK DEPARTMENT BOUNTY: SNACK MIXES AND CREATIONS

By: Melissa Reiss, Purchasing Assistant

The Bulk Department at your Co-op is a treasure trove for anyone looking for the perfect snack. Whether you are prepping for a hike, road trip, or just want an alternative to pre-packaged snacks for your everyday hustle and bustle, the Bulk department is for you.

### INSPIRATION

Here's a few snack mixes I've created over the years. Adjust the quantities of each component to your liking!

#### The PB&J

This mix delivers all the nostalgia of the classic sandwich in a portable, crunchy form that won't get soggy in your backpack.

Combine:

- Roasted Salted Peanuts (PLU 2135)
- Tierra Farm Triple Berry Organic Granola (PLU 2898)
- Organic Thompson Raisins - (these are found in the bulk aisle in clear, pre-packed bags by our staff at our off-site kitchen)



#### Peanut Butter and Banana (and Chocolate!)

Slight twist on the PB&J: substitute the Triple Berry Granola for banana chips, and the raisins for chocolate rainbow drops (Note: chocolate rainbow drops are available at Willy East and Willy North only.)

#### The Road Tripper

This is a snack mix I created that sustained me on a multi-state solo road trip a few years back.

Combine:

- Equal Exchange Organic Whole Raw Cashews (PLU 2661)
- Roasted Salted Peanuts (PLU 2135)
- Organic Thompson Raisins
- Organic Coconut Chips (PLU 5026)
- Tierra Farm Organic Raw Cacao Nibs (PLU 1338)
- Tierra Farm Organic Goji Berries (PLU 2320) (Note: goji berries are available in the bulk aisle at Willy East only; at all stores in a four-ounce pouch by Navitas Organics.)

#### Pocket Curry

With all of Tierra Farm's organic flavored cashews, you can really get creative, like this idea I had for an Indian curry-inspired snack mix.

Combine:

- Tierra Farm Organic Curry Cashews (PLU 2164)
- Organic Thompson Raisins
- Organic Coconut Chips (PLU 5026)
- Granola Kitchen Yogurt Covered Raisins (PLU 5338)

### GET CREATIVE!

This is for all you DIY'ers. Creating your own mix allows you to select exactly what you want, and nothing you don't! It's as easy as 1-2-3:

#### 1. Start with a Base

A great snack mix often begins with a hearty base.

- Granola is a versatile choice that provides a satisfying crunch; I like:
  - Golden Temple Bakery Coconut Almond Granola (PLU 1287)
  - Nuts are another good option for a base.
  - Peanuts or sunflower seeds are a good start due to their lower price point.

#### 2. Fruit

- Unsweetened organic banana chips (PLU 5108) for a fruity crunch.
- Equal Exchange organic dried mango (PLU 5428), cut into bite size pieces, for a nice chewy addition.

There are also several additional options in our packaged dried fruit section.

#### 3. Indulgent Elements

If desired, layer in some indulgence! Chocolate- and yogurt-covered items are Bulk aisle staples that add a creamy texture and a touch of sweetness. Consider mixing in:

- Milk Chocolate Pretzels (PLU 5306) for that classic sweet-and-salty combo.
- Granola Kitchen Yogurt Covered Raisins (PLU 5338) for a tangy and satisfying chew.
- Equal Exchange Semi-Sweet Chocolate Chips (PLU 2303) for a rich cocoa flavor without tooth-tingling sweetness.
- SunRidge Farms Rainbow Milk Chocolate Drops (PLU 2146) for a pop of color. Note: these are available at Willy East and Willy North only.



### PRE-MADE MIXES

There's an array of ready-made mixes for you to choose from:

- Grandy Organics Organic Antioxidant Trail Mix (PLU 2822)
- Tierra Farm Organic Cashews Cranberry Chocolate Mix (PLU 2172)
- Tierra Farm Organic Trail Mix (PLU 2537)
- Tierra Farm Organic High Peaks Mix (PLU 2538)
- Chunks of Energy (multiple PLUs) are a nutrient-dense blend of nuts and dried fruits, pressed into bite-sized blocks for mess-free snacking. Available at Willy East and Willy North only. Find out more at [www.chunksofenergy.com](http://www.chunksofenergy.com)





Thousand Hills  
**80/20 Grass-Fed Ground Beef**  
16 oz • Save \$1.00  
**\$8.99**



Primal Kitchen  
**Mayo with Avocado Oil**  
12 oz • Save \$2.00  
**\$7.99**



Bubbies  
**Sauerkraut**  
25 fl oz • Save \$1.80  
**\$7.99** **L**

Dr. Praeger's  
**California Veggie Burgers**  
10 oz • Save \$2.00  
**\$4.49**



Udi's Gluten Free  
**Classic Hamburger Buns 4 pk**  
10.4 oz • Save \$1.00  
**\$4.99**

Alba Botanica  
**SPF 50 Sheer Mineral Sunscreen**  
3 fl oz • Save \$5.30  
**\$9.69**

Boulder Canyon  
**Avocado Oil Classic Sea Salt Kettle Style Potato Chips**  
5.25 oz • Save \$1.20  
**\$3.29**



Bachan's  
**The Original Japanese Barbecue Sauce**  
17 fl oz • Save \$2.10  
**\$7.39** **i**



Goodpop  
**Orange n' Cream Frozen Pops**  
4x2.5 fl oz • Save \$1.80  
**\$4.99**



Waterloo  
**Blackberry Lemonade Sparkling Water**  
12x12 fl oz • Save 80c  
**\$6.49**



**35% OFF!**

**Fire UP! THE Grill**

JULY 1-14

**coop deals**  
Sales For Everyone!

Clif Bar  
**Crunchy Peanut Butter Bar**  
2.4 oz • Save \$1.38 on 2  
**2 for \$3**



Just Ice Tea  
**Organic Peach Oolong Tea**  
16 fl oz • Save \$1.58 on 2  
**2 for \$4**



Chomps  
**Original Beef Stick**  
1.15 oz • Save 98¢ on 2  
**2 for \$4**



**TWO FER!**



Mary's Gone Crackers  
**Organic Original Crackers**  
4 oz • Save \$3.98 on 2  
**2 for \$6**



Poppi  
**Raspberry Prebiotic Soda**  
12 fl oz • Save \$2.58 on 2  
**2 for \$3**



The Good Crisp Company  
**Classic Original Potato Crisps**  
5.6 oz • Save \$3.58 on 2  
**2 for \$6**



Alden's Organic  
**Organic Vanilla Bean Ice Cream**  
48 fl oz • Save \$1.50  
**\$9.49**

Angie's  
**Boom Chicka Pop Sea Salt Popcorn**  
4.8 oz • Save \$1.30  
**\$2.99**



Wildbrine  
**Korean Kimchi**  
18 oz • Save \$1.50  
**\$6.99**



Ultima Replenisher  
**Electrolyte Powder**  
3.4-3.9 oz • Save \$8.00  
**\$15.99**

**Organic Garbanzo Beans**  
bulk • Save 50¢/lb  
**\$2.49/lb**

Wild Planet  
**Albacore Wild Tuna No Salt Added**  
5 oz • Save \$1.90  
**\$4.39**



Vita Coco  
**100% Coconut Water**  
33.8 fl oz • Save \$2.30  
**\$4.39**

Davids  
**Toothpaste**  
4-5.25 oz • Save \$2.00  
**\$5.99**

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



Ithaca Hummus  
**Lemon Garlic Hummus**  
10 oz • Save \$1.50  
**\$3.99**

Garden of Eatin'  
**Yellow Corn Taco Shells**  
5.5 oz • Save \$1.00  
**\$3.99**

Talenti  
**Madagascar Vanilla Bean Gelato**  
16 fl oz • Save \$1.50  
**\$4.49**



everyone  
**3-in-1 Soap**  
32 fl oz • Save \$2.50  
**\$7.99**

Om  
**Organic Lion's Mane Mushroom Powder**  
3.5 oz • Save \$4.00  
**\$17.99**

Ancient Nutrition  
**Bone Broth Protein Powder**  
15.7-17.8 oz • Save \$5.00  
**\$39.99**



Brown Cow  
**Maple Cream Top Yogurt**  
5.3 oz • Save 29¢  
**\$1.00**

Lily of the Desert  
**99% Aloe Vera Gelly**  
4 oz • Save 80¢  
**\$3.49**

Avalon Organics  
**Shampoo**  
11 fl oz • Save \$2.50  
**\$7.99**



Sales on this page valid July 1-14, 2026.  
All sales and coupons subject to availability. Sales quantities limited.



So Delicious  
**Salted Caramel Cluster Cashew Milk Frozen Dessert**

16 fl oz • Save \$2.00

**\$4.99**

Organic Valley  
**Organic Provolone Slices**

6 oz • Save \$1.00

**\$5.49** **L**



Badger  
**SPF 50 Adventure Mineral Sunscreen**

2.9 fl oz • Save \$6.60

**\$13.39** **i**

Beyond Meat  
**Plant-Based Brats**

14 oz • Save \$2.50

**\$7.99**



Jonny Pops  
**Organic Rainbow Fruit Stacks**

14.8 fl oz • Save \$2.00

**\$5.49**

HOP WTR  
**Blood Orange Hop Water**

6x12 fl oz • Save \$2.30

**\$7.49**



Grillo's Pickles  
**Dill Pickle Spears**

32 oz • Save \$1.80

**\$5.99**



Late July  
**Organic Sea Salt & Lime Tortilla Chips**

10.1 oz • Save \$1.20

**\$3.79**



Late July  
**Medium Salsa**

15.5 oz • Save \$2.00

**\$4.99**

LaCroix  
**Sparkling Water**

12x12 fl oz • Save \$1.00

**\$5.99**



**Fire UP! THE GRILL**

JULY 15–AUGUST 4

**coop deals**  
Sales For Everyone!

Hippeas  
**Cheddar Flavored  
Chickpea Puffs**

4 oz • Save \$1.98 on 2

**2 for \$7**



Kevita  
**Organic Tart  
Cherry Kombucha**

15.2 fl oz • Save \$1.58 on 2

**2 for \$6**



Stacy's  
**Simply Naked  
Pita Chips**

7.33 oz • Save \$1.58 on 2

**2 for \$7**



**TWO  
FER!**



Annie's Homegrown  
**Organic Shells &  
Real Aged Cheddar  
Macaroni & Cheese**

6 oz • Save \$3.58 on 2

**2 for \$6**



Woodstock  
**Organic Banana  
Water**

16.9 fl oz • Save \$1.98 on 2

**2 for \$5**



Nature's Path  
**Organic Buckwheat  
Wildberry Waffles**

7.4 oz • Save \$2.58 on 2

**2 for \$6**



Fillo's  
**Walking Tamales**

4 oz • Save \$1.98 on 2

**2 for \$4**

Fage  
**Total 0% Greek  
Yogurt**

16 oz • Save \$2.98 on 2

**2 for \$7**

Bionaturae  
**Organic Durum  
Semolina  
Penne Rigate**

16 oz • Save \$1.98 on 2

**2 for \$6**



Bob's Red Mill  
**Old Country Style  
Muesli**

18 oz • Save \$1.30

**\$4.49**

Liquid I.V.  
**Hydration Multiplier**

10 ct • Save \$5.00

**\$16.99**

Fishwife  
**Smoked Rainbow  
Trout**

3.7 oz • Save \$3.50

**\$7.49**



**30%  
OFF!**



**35%  
OFF!**

WishGarden Herbs  
**Kick-Ass Immune**

2 fl oz • Save \$10.00

**\$16.99**

Lily's Sweets  
**Milk Chocolate Salted  
Caramel Bar**

2.8 oz • Save \$1.50

**\$4.29**

Blue Diamond  
**Unsweetened Original  
Almond Breeze**

64 fl oz • Save 50¢

**\$3.49**



Forage Kombucha  
**Organic Raspberry  
Kombucha**

12 fl oz • Save 20¢

**\$2.29**

Kirk's  
**Castile Bar Soap**

3x4 oz • Save \$1.40

**\$5.39**

Garden of Life  
**Grass Fed Collagen  
Peptides**

19.75 oz • Save \$11.00

**\$28.99**



**35%  
OFF!**

Oregon's Wild Harvest  
**Organic  
Ashwagandha**

90 cap • Save \$11.00

**\$18.99**

Safe Catch  
**Elite Pure Wild Tuna**

5 oz • Save 60¢

**\$3.39**

Upton's Naturals  
**Traditional Seitan**

8 oz • Save \$1.10

**\$4.39**



**30%  
OFF!**

Gardein  
**Seven Grain  
Crispy Tenders**

9 oz • Save \$2.00

**\$4.49**

Giovanni  
**Shampoo**

8.5 fl oz • Save \$2.50

**\$6.49**

Dr. Tung's  
**Smart Floss 30 yds**

1 ea • Save \$1.29

**\$4.00**



Sales on this page valid July 15–August 4, 2026.  
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# DISABILITY PRIDE



## CHRYSALIS POPS

**i** **L**



## MRS. BEASTER'S BISKITS

**i** **L**

It's Disability Pride Month! We're highlighting Inclusive Trade vendors owned and operated by persons with disabilities.

**i** = Inclusive **L** = Local

# 15% Off Bulk!

7/20/26-7/26/26

Excludes bulk coffee & bulk water.





**BY: MAYA TICKU,  
MERCHANDISING ASSISTANT**



## NIGHTINGALE ICE CREAM SANDWICHES

What's better than just one dessert? Two in one! Ice cream sandwiches offer the best of both worlds: creamy ice cream smothered between two chewy cookies. Nightingale Ice Cream Sandwiches offers gourmet treats that include a baked-from-scratch cookie and 14% butterfat ice cream, meaning the cookies are guaranteed quality and ice cream has a creamy, luscious texture. Founded by Hannah Pollack and her husband Xavier Meers, Nightingale is woman- and veteran-owned. Pollack and Meers are both professional chefs who originally started making these sandwiches at their restaurant. There are a variety of delectable flavors—including banana pudding made with real bananas and chocolate blackout which includes nothing but chocolate. You can find these ice cream sandwiches in the freezer section or at checkout in the Grab & Go freezer. Available at all locations. More information at [www.nightingaleicecream.com](http://www.nightingaleicecream.com).



## BELL & EVANS BREAKFAST CHICKEN SAUSAGE

Long summer days require good meals—and that starts with breakfast! Introduce a lean source of protein into your breakfast with chicken sausage from Bell & Evans. All of their chickens are raised without antibiotics and with humane animal welfare practices. Bell & Evans Chicken is also 100% air chilled, meaning there is no added water or chlorine. For your summer breakfasts, enjoy two options made with only premium chicken: Apple Breakfast Sausage—with a tanginess from crisp Granny Smith apples and a natural smokey flavor, and Country Sage Chicken Sausage—seasoned with aromatic sage. Available at Willy West only. More information at [www.bellandevans.com](http://www.bellandevans.com).

**JULY IS  
NATIONAL  
ICE CREAM  
MONTH!**



## STELLIE'S ICE CREAM

July is National Ice Cream Month and what better way to celebrate than with a local frozen treat? Stellie's Ice Cream was started right here in Madison in 2023 by Stella Buckley. All flavors of Stellie's Ice Cream are made on-site in small batches using products from Sassy Cow Creamery. Each 5.5 oz cup is the perfect single-serve portion size and completely portable for a frozen treat while you're out and about. Stellie's masters three classic flavors—chocolate, vanilla, and strawberry—with notes of stark flavors like honey or coffee. You can find Stellie's Ice Cream in the frozen section of all locations. More information at [www.stelliesicecream.com](http://www.stelliesicecream.com).



## HOUSE WINE RAINBOW ROSÉ BUBBLES

Show your pride all year long with a can of House Wine Rainbow Rosé Bubbles! This Rosé includes crisp aromas of fresh berries and lively citrus. House Wine comes in an aluminum can, which doesn't change the quality of the wine, but rather, ensures that it will be recycled, as aluminum is recycled more than any other beverage container. Each standard can



is 355 mL, which is about 2 ½ glasses of wine—meaning you could share it with a friend or enjoy it by yourself. As a proud partner of the Human Rights Campaign, House Wine values LGBTQ+ equality and inclusion by creating welcoming environments for everyone. House Wine is available at all locations, but

Rainbow Rosé Bubbles is only available at West and North locations. More information at [www.originalhousewine.com](http://www.originalhousewine.com).



*Serving Suggestion*

## CITY PIER FROZEN SEAFOOD

This summer, make powerful meals with seafood! Seafood is packed with nutrients like vitamins A, B, D, and Omega-3s. The American Heart Association advises eating two servings of non-fried fish per week as a heart-healthy alternative to proteins high in saturated fat.

City Pier seafood is family-owned and dedicated to providing high quality seafood from trusted ports across the globe. As partners with Clean Ocean Access, an organization that promotes environmentally responsible behaviors in oceans and coastlines, City Pier prioritizes sustainable seafood. If you're a long-time seafood lover, or you are curious to expand your horizons, check out these new seafood products: Mahi Mahi, Atlantic Cod, Alaskan Halibut, and Snapper Filets, plus Bay Scallops—perfect as the main star of any weeknight meal. All products are frozen and ready to be grilled, sautéed, or baked in the oven. Available at Willy East and Willy West only. More information at [www.citypierseafood.com](http://www.citypierseafood.com).



### Jeni's Ice Cream

This product has to be one of the most delicious tasting ice creams I have ever had. The texture is the perfect amount of creamy soft ice cream with a good mixture of butter cake pieces, which really tie the whole flavor combination together.

-Saskia, Front End



### Just Ice Tea Half Tea & Half Lemonade

This is my current addiction but Honestea-ly love them all ;) Very satisfying and thirst-quenching delights.

-Kjerstin, Front End



### Boulder Sour Cream & Chive Canyon Cut Potato Chips

This is on my picnic list for finger licking flavor, perfect crisp texture and full on "scratching that itch" ratings. I like to pair it with local Organic Valley Sour Cream to which I add french onion dip mix I harvested from last year's garden.

-Elizabeth, Production Kitchen



### Hiball Wild Berry Sparkling Energy Water

No calories, good flavor, and enough caffeine to help get through the grind! No crash either, just a good boost!!

-Noah, Logistics



### Mush Overnight Oats - Vanilla Bean

Looking for a really tasty and fast breakfast option? Mush Overnight Oats is where it's at! Flavors are all really tasty, but I really like the versatility of the vanilla bean. I sometimes will add some yogurt and berries as well.

-Cari, Administrative



### Barnard Farm Door County Sweet Cherries

I wait all year for these delectable treats. A flavor that packs a punch, and a juiciness to match. Just the right balance of tart and sweet, these cherries have earned their reputation in Wisconsin lore.

-Dylan, Produce



### Wisconsin Meadows Grass Fed Skirt Steak

I met the farmer when he was doing a promotion at the store and absolutely trust the care he takes for his animals. I take this cut home when I want a light meal for two. You can use an extra hot pan in your kitchen or throw it on the grill for two minutes. It also works great in cast iron sitting in hot coals for a quick camp meal. Available at Willy North only.

-Beth, Customer Experience



### Sassy Cow Whole Milk



This local milk is one of the only dairy products that I consume on a daily basis and will remain that way until I die.

-Dwayne, Grocery



### Shikai Borage Therapy Hand Cream

My favorite hand cream. I'm not a lotion kinda gal, but sometimes I'll reach for it. Love how it goes on easy, not greasy. I can't stand when it takes 30 minutes to rub it in.

-Amy, Administrative



### Booda Butter Suds of Love Moisturizing Soap

I've been using this for years for shampooing my hair, washing my body, and washing my hands. It is also perfect for babies as well. It truly is all purpose! I love that it's made with only a few ingredients, and they are organic. Highly recommend.

-Vanessa, Produce



5



6



7



8



9





10

### Graza Drizzle Extra Virgin Olive Oil

This tasty olive oil is "Made for eating, never heating." The olives are picked early for this reason, when the flavor is bolder and antioxidant levels are highest. Refill cans are available!

-Brendon, Communications

10



11

### Lucky Foods Seoul Kimchi Spicy

I have tried all of the kimchi that we sell at the Co-op and this is by far my favorite. It has the perfect amount of spice and flavor. I like the cabbage that they use, as it has big pieces and absorbs the flavor well. Available at Willy North and Willy West only.

-Aaliyah, Grocery

11



12



14

MADE BY YOUR CO-OP

### Cedar Roads Old World Hot Dogs

L

Great taste. Perfect for grilling, roasting over an open fire or just throw it in a pot of boiling water. Kick it up a notch and chili cheese dog that thing!!!

-Amanda, Customer Experience

12



13

### Ovum Big Salt Orange Rosé

This wine is perfect for patio season! It's bright and slightly tannic, with a beautiful pale orange hue. A great example of a skin contact orange wine. It's a crowd-pleaser, so don't hesitate to take it to a dinner party. Available at Willy East and Willy North only.

-Alexx, Bakery

13

### Willy Street Co-op Aztec Quinoa Salad

L

The combination of beans, quinoa, bell peppers, cucumber, and everything else is just perfect. Texture and flavor—it's a great salad!

-Lucielen, Production Kitchen

14

### Xochitl Sea Salt Tortilla Chips

Xochitl have the perfect ratio of salt per chip, the texture is always consistent, and I'm never overwhelmed by a cornmeal flavor. It's an absolute treat to bring to gatherings of your choice! Available at Willy North only.

-Christopher, Grocery

15

### Olden Organics Pico de Gallo

i L

This raw pico de gallo is bright and fresh-tasting with a mild tang from the lime juice and onions. It's well-balanced and has a great texture for adding to a cold soup or as a topping for proteins or grain bowls.

-Juliet, General Merchandise

16

### The Naked Baker Sea Salt Chocolate Chip

L

These locally made gluten-free cookies are flavorful and perfect for people that want a nice sweet treat and need something that does not contain gluten in it. If you or someone you know is gluten-free, this bakery product is a perfect choice!

-Collin, Bakery

18

### Organic Valley Sliced Provolone

L

Organic Valley has the best sliced cheese. It's the perfect cheese for the first cheese layer on my Mini Muffaletta or any sandwich when the weather is warm and you don't feel like cooking.

-Steffry, Finance

17

### Willy Street Co-op Sweet & Hot Chicken

L

The flavor is amazing! I love a bite with chicken and pineapple at the same time.

-Kevin, Production Kitchen

16



15



17



18

# TOGETHER WE TRANSFORM OUR COMMUNITY

Community Shares of Wisconsin funds systemic change.



Photo courtesy of Access to Independence

In July we celebrate Disability Pride Month. Community Shares of Wisconsin member nonprofits work every day to create a world with equality for all, including members of the disability community.

When you say YES to donate through Community CHIP® at Willy Street Co-op, you support nonprofits that empower people with disabilities including:

- Access to Independence
- Chrysalis
- Disability Rights Wisconsin
- Padres E Hijos En Acción
- Wisconsin Council of the Blind & Visually Impaired
- Women In Transition

## SAVE THE DATE: COMMUNITY CHANGE-MAKER AWARDS

September 17 at the East Side Club

Community Shares of Wisconsin will celebrate local leaders and organizations who are advancing social and environmental justice in our community.



[communityshares.com](http://communityshares.com)



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Take a piece of pre-washed fruit from the designated basket in Produce for the kids to munch on while you shop.

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community solar  
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Thousand Hills  
**Grass-Fed Beef  
 Burger Patties 2pk**  
 10.66 oz  
**\$6.99**  
**SAVE \$3.50**

**30%  
 OFF!**

*Serving Suggestion*



Organic Valley  
**Raw Cheddar  
 & Baby Swiss  
 Sliced Cheese**  
 6 oz  
**\$4.99 L**  
**SAVE \$1.50**



S. Rosen's  
**Brioche  
 Burger Buns 8pk**  
 21 oz  
**\$3.99 L**  
**SAVE \$1.00**

Kettle Brand  
**Potato Chips**  
 13 oz  
**\$3.99**  
**SAVE \$2.80**



**40%  
 OFF!**



Westby  
**Organic French  
 Onion Dip**  
 12 oz  
**\$3.79 L**  
**SAVE \$1.00**



3 Sheeps  
**Wisconsinitis  
 Cream Ale**  
 6x12 fl oz  
**\$8.99 L**  
**SAVE \$2.00**



**Monday, June 29 - Sunday, July 5**

**L** = Local    **i** = Inclusive Trade





By: Megan Minnick

**D**ietary fiber might not be the first thing you think about when planning your summer, but it also shouldn't be the last. Because just like sunscreen, bug spray, or sturdy hiking shoes, a fiber-rich diet can make the difference between carefree summer fun and distraction, discomfort, or even pain. (Because really, who wants to deal with constipation on a beautiful day at the beach?)

It may not be sexy, but for those of us with human bodies, fiber is important. So put on your flipflops, grab an ice-cold smoothie, and let's talk about one of summer's little-known secrets: fiber.

### WHAT IS FIBER?

Along with sugars, starches, fats, and proteins, dietary fiber is one of the essential macronutrients in our diets. Most of the fiber we eat is plant-based. It's a type of carbohydrate, but unlike other carbs like sugars and starches

which are absorbed in the small intestine, our bodies can't digest fiber, and so it passes through us relatively intact.

Despite this lack of absorption (or rather, because of it) fiber is an important part of a healthful diet. It's vital to keeping our digestive systems working properly—preventing constipation, hemorrhoids, and other uncomfortable gastric symptoms. It's also a valuable tool for both weight management and the prevention of diseases such as diabetes, heart disease, and even cancer.

How does it do all that? To answer that question, it's helpful to understand the two main types of fiber:

- Soluble fiber breaks down in water, forming a gel-like substance in the digestive tract. It adds bulk

to stools, helping them pass more easily, and it binds to both cholesterol and sugar, slowing and even preventing their absorption. Because of this, soluble fiber has been shown to lower blood cholesterol levels, and to decrease the risk of diabetes and heart disease.

Most plant foods contain a mix of fiber types, but some that are especially rich in soluble fiber include oats, peas, beans, apples, bananas, avocados, citrus fruits, carrots, and psyllium seed.

- Insoluble fiber does not break down in water, and can be thought of as a kind of brush that cleans out our systems, moving food through and adding bulk to stools. Whole-wheat flour, wheat bran, nuts, beans, and vegetables such as kale, cauliflower, green beans, and potatoes are especially good sources of insoluble fiber.

Foods that contain a lot of fiber (both soluble and insoluble) tend to be less energy-dense and have fewer calories than other foods, yet their bulk can help us feel full longer. This makes fiber a helpful nutrient in weight management.

Additionally, diets high in both soluble and insoluble fiber have been shown to reduce risk of colorectal, liver, and breast cancers.

When all the health benefits are put together, the science shows that

a high-fiber diet can literally save our lives. A 2015 meta-analysis of seventeen studies—including 1.75 million people—found that during the study periods of up to ten years, people who ate the most fiber were 19% less likely to die than people who ate the least.

### PREBIOTIC FIBER

Before we move on, there's one more type of fiber that bears mentioning: prebiotic, or "fermentable" fiber. This is a nutrient that's gotten a lot of attention in recent years, and there are a myriad of functional food products that tout its inclusion.

But what exactly is it? Prebiotic fiber is technically a subset of soluble fiber—it dissolves in liquid. But unlike most soluble (or insoluble) fiber, it is digested within our systems. Just not by us. It's the preferred food of the beneficial bacteria in our gut, who transform it into short-chain fatty acids that are then absorbed into our bloodstream and support metabolic health, calcium absorption, and other important bodily functions.

It's worth noting that, though it is beneficial to overall health, prebiotic fiber doesn't have the same digestive and cholesterol-/sugar-reducing benefits as other types of fiber. This is because prebiotic fiber is metabolized in our gut, and doesn't remain intact all the way through our digestive systems in the same way other fiber does.

Foods that contain the most prebiotic fiber include dandelion greens, Jerusalem artichokes (aka sunchokes), jicama, onions, leeks, asparagus, bananas, oats, apples, burdock root, flax seeds, wheat bran, avocado, and seaweed. It's often referred to on ingredient lists as inulin, which is a nutrient isolated from one of the above foods.

### HOW MUCH FIBER IS ENOUGH?

Fiber is currently experiencing a bit of a celebrity through a social media trend known as "Fibermaxxing," in which adherents are challenged to increase their fiber intake to the "max." And while many of the "maxxing" trends—which glorify the idea of pushing something to the ultimate limit—may be harmful, this is one that nutritionists are getting behind.

That's because we have a long way to go. 95% of us don't get enough fiber; the average American eats only 15-16 grams a day, which is barely half the recommended amount set out by the National Academy of Medicine:

- 21 grams for women older than age 50.
- 25 grams for women age 50 or younger.
- 30 grams for men older than age 50.
- 38 grams for men age 50 or younger.

To put those numbers into context, a whole medium avocado has 12 grams of fiber. A banana has 3. A slice of whole wheat bread and a corn tortilla both have roughly 2 grams, while white bread has less than 1. A half cup of split peas or black beans has 8 grams, and an ounce of almonds has 4.



While there's no firm guidance on how much fiber is too much, as long as it's introduced into the diet slowly (more on that below) for most people, there doesn't appear to be any risk below 60 or 70 grams per day.

There are, however, a few specific conditions that require a low-fiber diet, and for which fiber should be avoided. These include people with active Crohn's disease or ulcerative colitis, bowel obstruction, diarrhea, diverticulitis, new colostomy/ileostomy, recent intestinal surgery, and people who are preparing for a colonoscopy.

And lastly, as with any diet or life change, it's important to balance the pros and cons of mental and physical health. If "fibermaxxing" leads you to obsessively track your diet, or to feel anxiety or worry about what you eat, it may be time to back away and focus on simply meeting dietary guidelines without exceeding them.

### WHAT ABOUT FIBER SUPPLEMENTS?

Though there are many fiber pills and powders on the market, the general advice from nutritionists is to try to get the fiber we need from whole plant foods rather than from supplements.

Almost all fruits, veggies, nuts, legumes, and whole grains contain a mixture of soluble and insoluble fiber, and including them in our diet ensures that we get some of both. These foods have other important micronutrients as well—vitamins, minerals, and antioxidants that work alongside fiber in our systems to keep us healthy.

If you're finding it's just too difficult to get the fiber you need through your food, supplements can be a viable choice, however. Psyllium seed, in particular, has been shown to work well as a supplement. (We recommend Organic India psyllium, which is available at all the Willy Street Co-op stores in both capsule and powdered form.) As with all supplements, it's important to talk to your doctor before beginning use.

### TIPS FOR INCREASING FIBER

If you're ready to add more fiber to your diet (and why wouldn't you be?), here are a few tips to help you get started.

- **Start slow.** Increasing fiber consumption too quickly can shock your system and result in gastrointestinal distress like diarrhea, gas, and bloating. Most nutritionists recommend upping your fiber intake slowly over the course of a few weeks.
- **Drink lots of water.** Fiber needs water to help it get through our systems, and especially at first, this may mean increasing your daily

water intake along with your fiber. Hydration needs vary by person, but the average recommendation is between 11 and 15 cups per day.

- **Jump start your day.** Many nutritionists point to a fiber-rich breakfast as one of the easiest ways to get ahead of our daily fiber intake. Oatmeal, fruit smoothies, high-fiber cereals and granolas, bran muffins, and whole grain energy bars are all easy and delicious ways to add fiber in the morning.
- **Make the easy switches first:** Getting more fiber doesn't have to mean a complete overhaul of your diet. Many times, favorite recipes can be tweaked by making a simple swap from a low- to a high-fiber food. Substitute brown rice for white rice; whole wheat bread or bagels for white bread; and whole wheat or other whole grain pasta for white pasta. Save time and nutrition by leaving the peels on carrots, potatoes, and other fruits and veggies. Sprinkle wheat germ, nuts, flax, or fresh berries into your yogurt.
- **Plan for fiber on-the-go:** What about those summer outings, when we head to the beach or the trail and leave our kitchens and refrigerators behind? Restaurant food is often devoid of fiber, so this is where a little planning can go a long way. Stock up on high-fiber energy bars, dried fruits, nuts, and other snacks, or pack a cooler for a delicious high-fiber picnic (think cold bean salads, whole wheat bread sandwiches, and lots of fresh fruits and veggies). If you do end up in a restaurant, look for menus that include higher fiber foods such as beans, fresh veggies, and other legumes and whole grains. Mexican food is often a great, easy-to-find choice, with beans and whole grain corn tortillas fitting prominently on the menu.

### DIETARY FIBER: DEFINITIONS, BENEFITS AND SOURCES:

- Jane Higdon, Ph.D. (Originally published 2004, updated 2019). Fiber. Oregon State University Linus Pauling Institute Micronutrient Information Center. <https://lpi.oregonstate.edu/mic/other-nutrients/fiber>
- Dietary Fiber: Essential for a Healthy Diet. (2025). The Mayo Clinic. [www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/fiber/art-20043983](https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/fiber/art-20043983)

### Prebiotics:

- Justin L Carlson, Jennifer M Erickson, Beate B Lloyd, Joanne L Slavin. (2018). Health Effects and Sources of Prebiotic Dietary Fiber. from Current Developments in Nutrition accessed through the National Library of Health. <https://pmc.ncbi.nlm.nih.gov/articles/PMC6041804/>

### Fibermaxxing Trend:

- Candace Pumper MS RD LD. (2025). What's fibermaxxing, and is it good for you? Ohio State Wexner Medical Center. <https://health.osu.edu/wellness/exercise-and-nutrition/is-fibermaxxing-good-for-you>

## READY-TO-EAT OR DRINK FIBER AT YOUR CO-OP:

### WILLY STREET CO-OP'S GRAB & GO THREE BEAN CHICKEN CHILI



### WILLY STREET CO-OP'S GRAB & GO THAI FIRECRACKER SALAD

### OLDEN ORGANICS GUACAMOLE



### FIELD DAY BLACK BEANS



### CATALINA CRUNCH CINNAMON TOAST CEREAL



### MAMA CHIA ORGANIC CHIA BEVERAGE



### NO COW PROTEIN BAR



### ORGANIC INDIA PSYLLIUM HUSK



### RIP VAN WAFELS



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SEPTEMBER 20  
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FRESH FOOD FOR EVERYONE



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# Bring it Back

Real Silverware. Real Impact.

Reusable plates, bowls, and silverware return to Co-op Delis this July!



We're reducing waste by bringing back reusable dine-in dishware and launching a stainless steel silverware program. Enjoy your meal with real silverware, then return it to a collection bin during your next visit.



One small change that can make a big difference for our community and the planet.



Learn more at

[www.willystreet.coop/sustainable-deli](http://www.willystreet.coop/sustainable-deli).

## willy street co-op OWNER FESTIVAL PERKS PASSES

Willy Street Co-op Owners will be able to get half-priced meals and beverages during a three-hour span at **Fête de Marquette**.



**Perks Pass Distribution starts at 10am on Monday, June 29th at Willy East**

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



Learn more at

[www.willystreet.coop/owner-festival-perks](http://www.willystreet.coop/owner-festival-perks).

You'll notice a big change in our August newsletter—Co-op Deals flyers will be produced separately from newsletters so we can add many more sales!

The flyer for the first half of the month will be added to mailed print copies. We'll always have the current flyer and the next flyer available in the stores and online.

You can also sign up at [willystreet.coop/emails](http://willystreet.coop/emails) to get flyers emailed to you.



### Advertise in the Reader!

Reach over 35,000 Co-op Owners  
Find info at [willystreet.coop/advertising](http://willystreet.coop/advertising)

willy street co-op

### Help Save a Tree

Go to [willystreet.coop/emails](http://willystreet.coop/emails) to sign up to get the Reader via email. For every 1,000 Owners who switch from a printed newsletter to the email version, we'll save one tree per month.



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