



# Co-op Shopper

September/October 2017

LA CROSSE • ROCHESTER • WWW.PFC.COOP • FRESH PRODUCE • GROCERY • DELI • BISTRO



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The *Co-op Shopper* is published by the People's Food Co-op of La Crosse and Rochester, 315 Fifth Avenue S, La Crosse, WI 54601 and 519 1st Avenue SW, Rochester, MN 55902.

The *Co-op Shopper* serves to educate shoppers about food issues, community activities and events, co-ops in general, and ownership of the PFC. The views expressed are those of the writers and do not necessarily represent those of the People's Food Co-op or its community owners.

The *Co-op Shopper* is a nonprofit publication printed on recycled paper. All articles and pictures submitted for publication become property of People's Food Co-op. PFC reserves the right to refuse publication of any article for any reason.

*contributors* Lizzy Haywood  
Heidi Blanke  
Linda Riddle  
Kevin Ducey  
Brad Smith  
*design* Kevin Ducey  
*proofing* Sue Knopf  
*photography* Kevin Ducey  
Meg LaPointe  
Lizzy Haywood

*advertising* Kevin Ducey

For newsletter advertising rates contact Kevin Ducey at 608.784.5798 x1009 or kevin.ducey@pfc.coop

## KNOW YOUR BOARD

Heidi Blanke **vice president**

Wale Elegbede

Tessa Leung **president**

Katherine Logan

Monica Lunde **treasurer**

Verna Simon **secretary**

Paul Sims

Lisa Wiste

Contact the board at board@pfc.coop

# BECOME A CO-OP OWNER

**Our Mission**—(What we strive to accomplish in our work every day)

The mission of the People's Food Co-op is to build community, grow a loyal and thriving community ownership, and be the best fresh food market in the country.

## OWNERSHIP BENEFITS

- Five percent discount on twelve shopping trip each fiscal year (October-September).
- Owner-only specials
- Reduced rates for cooking and gardening classes
- A vote on co-op issues (one vote per membership)
- Eligibility to become a candidate for the PFC board elections
- Ability to request refund of your equity investment if you discontinue membership
- Patronage refunds (in years the board declares them) on the basis of PFC profitability and the amount of money you've spent at the co-op during the year
- Joining is a one-time equity investment, no annual fees

## IT'S EASY TO JOIN

- Ask any cashier for an application and fill it out.
- Pay for joining. It's \$100 for the first (primary) owner plus \$25 each for up to two additional owners. You may sign up for the installment plan and pay \$25 per quarter until you're paid in full (\$7 administrative fee applies).
- Enjoy the benefits of ownership of your community co-op!

## STUDENT MEMBERSHIP

The co-op offers one-year memberships **for only \$10** to college and university students who show a valid student ID! Benefits and limitations of student membership include

- One-year membership, September through August
- Five percent discount on one shopping trip per month
- Member-only specials
- Reduced rates for cooking and gardening classes
- Students are not eligible to vote in PFC elections, run for co-op board, receive patronage rebates, or have membership fees refunded

## Upcoming board of directors' meetings

September 28, 4:00: La Crosse administrative office

October 26, 4:00: Rochester store

**Cover photo:** Daniel and Hannah Miller of Easy Yoke Farm with children, Ruth, Paul, and Anders, and Frankie as "the dog."



# PFC BOARD REPORT



Heidi Blanke,  
board vice president

**W**hat, exactly, do People’s Food Co-op (PFC) board members do? While exact duties and responsibilities are delineated in bylaws, policies, and procedures, the board is, most of all, your conduit to owner participation.

Board members, like all of you, are owners and shoppers. We care about what we purchase and where it comes from. We also care about the culture of our co-op, a place where we can count on fairness and equality. Our concerns are your concerns, but how and when things change or get done can, for many of us, be a mystery.

Like you, board members want certain products in the store or have questions about an item’s origin. Those kinds of questions are meant for store and department managers, and we all do our share of asking.

The board is responsible for determining what is to be expected of our CEO and holding her to it. However, since the board is representative of you, the owners, we want to hear what you have to say. If it’s a question or comment we can’t address, we’ll get it to the right staff member for a reply.

Most important, as owners, we all have a stake in our co-op. While traditional grocery stores are often seen as part of their communities, co-ops are not only community members but are also owned and democratically run by the people who shop there. We vote on who should represent us and have a voice in bylaw changes. A portion of the co-op’s profits are returned to owners by way of patronage refunds.

As more and more grocery stores feature organic foods, the competition stiffens. What used to differentiate food co-ops was their focus on healthy foods. While that remains true, we now also need to distinguish ourselves in other ways. For us, and for future owners, that means being part of a larger community, voting with our voices and with our dollars. We support our stores, the people who work there, and the individuals who grow and make the food in them, many of whom live in the tri-state area. A good percentage of the patronage refunds we spend go right back into our local economy.

Our PFC belongs to all of us. We all care about what happens both within and without its walls, just like we care what happens in our neighborhoods and cities. In a time of racial, cultural, and political tension, it’s more important than ever to support co-ops as a “third place,” a safe and neutral location to be that’s not home or work. You can meet friends, talk and learn about food, or simply pause for a moment of reflection.

I encourage you to seek out your board members and let them know what PFC means to you.

**Co-ops are not only community members but are also owned and democratically run by the people who shop there.**

For starters, you’ll find us at the People’s Picnics: Friday, October 6, 4:00–6:30 p.m., Cameron Park, La Crosse, and Saturday, October 14, 11:00 a.m.–1:30 p.m., 2nd Avenue (off the co-op parking lot), Rochester. We look forward to meeting, greeting, and listening to you.

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# GENERAL MANAGER'S REPORT



Lizzy Haywood,  
general manager

“People’s.” It is a shorthand I hear multiple times a day. People’s is the nickname for our favorite grocery store, our workplace, our hangout spot. As with many nicknames, we might not often think about what it means. But when we take the time to examine it, we know there are not many other grocery stores that can truly carry the name “People’s” with pride. Authentically being the grocer of The People comes with responsibility. People’s Food Co-op—*your* People’s Food Co-op—lives up to that responsibility.

Throughout this magazine you’ll find stories of growers, both near and far, who make our co-op what it is. Going back over four decades, People’s has made connections with people working the land. Those connections literally feed our communities and reach far beyond the dinner table.



Jack Hedin (right) of Featherstone Farm on a farm tour.

Authentic connections to our land and neighbors lead to networks of trust and understanding among groups. Authentic connections also mean that the *people* have power in a system that is more and more controlled by a few remote and private entities.

Recent aggregations of companies (Amazon and Whole Foods, Kroger’s and Roundy’s, Dollar Tree and Family Dollar) have an enormous impact on the long-term well-being of a community. Other than following trends, these companies are not trying to grow the strength of locally-controlled agriculture in our region. They are not looking to support farmers as they learn the ropes, as they grow to a production volume that meets needs of a large produce section. It is the People’s Food Co-op team seeking out growers who care for the soil and for the water. That is exemplary of how *ownership* of a cooperative means *impact* on our food system: It is the desire of our owners that we connect them with locally controlled farms. The outcome is a stronger region, economically, socially, and environmentally.

People’s is about acknowledging that our food needs have impact on how land is used. Recently, I walked the fields of Featherstone Farm with owner Jack Hedin and several owners from La Crosse. These women want food raised with care for the land, and they want to know that the people who grow it are well cared for.

It is no stretch of the imagination to see how the deliciousness of a carrot can embody everything that a good business can: social justice, environmental protection, and financial sustainability. These three tenets make Featherstone Farm—along with so many others—a perfect match for People’s Food Co-op.

As the climate changes and technology disrupts the industry, commitment to the cooperative model carries communities forward with honest care for health and wellness.



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# SAVE MONEY, SUPPORT YOUR COMMUNITY

**P**eople's Food Co-op is partnering with local organizations to provide financial support for important community initiatives. Every month, each store will donate 1% of all sales from the Co-op Basics program (over 300 products!) to a local organization in its community. Each store will also dedicate an end cap to Co-op Basics products, where information about the chosen local organization will be displayed.



Don't just shop the end cap—you can shop the purple signs throughout the store. Fill your shopping cart with good food and support important projects in your community!

*Shop the purple tags!*

## shop co-op basics...and support local food organizations

### Projects we're supporting in Rochester:

- September: Community Dental Care
- October: Howard Bowers Fund

### Projects we're supporting in La Crosse:

- September: Coulee Reading Center
- October: Howard Bowers Fund

Total for June & July: \$1,229.



## co-op month | october 2017

**Look for the  
“Co-op” signs  
throughout the store.**

Many of PFC's suppliers are co-ops too.  
Look for co-op specials through October.

When it comes to “buying local,” cooperative businesses stand out. That's because cooperatives are locally grown by everyday people who join together to solve a problem or meet a need.

Support your community and local jobs by choosing to shop co-op businesses and brands!





# Annual Apple Pie Contest

This year at the People's Picnics!

**La Crosse:** Friday, October 6,  
judging starts 4 p.m.

**Rochester:** Saturday, October 14,  
judging starts at 11 a.m.

The People's Food Co-op Annual Apple Pie Contest will take place this year during the People's Picnics in both Rochester and La Crosse. (See facing page for information about the picnics.)

**In La Crosse,** the contest is on Friday, October 6. Judging will begin at 4:00 p.m. Winners will be announced when the judges have tabulated their scores.

**In Rochester,** the contest takes place on Saturday, October 14. Judging begins at 11 a.m.

Entrants in both contests must pick up their pie tins by 10 p.m. that day, if they wish them returned. Affix a tag with your name and phone number to the bottom of the pan.

You must bake the pie yourself and drop it off *along with your recipe* and a completed entry form at either location on the day of the contest (entry forms are available at the stores' customer service desks).

A panel of judges will rate the pies on appearance, crust, filling, recipe creativity, and overall taste. You will receive a \$5 gift certificate just for entering the contest. Each participant may enter only one pie in the contest.

The winning recipe will be published in the *Co-op Shopper*, so be prepared to share your super-secret family heirloom recipe with your fellow co-op owners!

**1st Prize**  
\$75 gift certificate

**2nd Prize**  
\$50 gift certificate

**3rd Prize**  
\$25 gift certificate

## PEOPLE'S FOOD CO-OP ANNUAL PICNICS

# Everyone's Invited

*You're invited to join us at our annual People's Picnic:*

**In La Crosse**, we'll be in Cameron Park Friday, October 6, from 4:00–6:30 p.m.

**In Rochester**, come down to the co-op. We're having a block party Saturday, October 14, from 11:00 a.m.–1:30 p.m., on 2nd Avenue (off the co-op parking lot).

**Chili, chili dogs, music, local farmers, and suppliers will join us—meet some of the folks who grow our food!**



## NEWS AND UPCOMING EVENTS

### Open Streets in downtown La Crosse

Join friends and neighbors for a leisurely stroll or bike ride from King St. to 5th Ave. and right on Main St. to 9th. Sunday afternoon September 3 from noon–4 p.m. these blocks will be closed to cars but *open* for an afternoon of fun and activities for people of all ages. PFC will participate at the corner of King and 5th by providing games, hoola hoops, sidewalk chalk, and bubbles for anyone who wants to play!

### Tuesday Yoga in the Community Room—La Crosse

Beginning Tuesday, September 12, Certified Yoga Instructor Jacline McKimmy will teach two yoga classes at PFC every week. The first is 9–10 a.m. with the second, chair yoga, from 10:30 to 11:25 a.m. Both classes are donation based (no fee to attend) and all are welcome. The practice will be

slow and steady, inclusive, with emphasis on body awareness and mindfulness using Alignment Yoga as the primary guide. Call Jacline at 507-458-0809 with questions or email: [jaclineandtonydance@gmail.com](mailto:jaclineandtonydance@gmail.com).

### Hiking the Appalachian Trail—La Crosse

September 12 from 6–8 p.m. in PFC Community Room. Kay Rutherford just returned from hiking 1,500 miles of the Appalachian Trail. Join Kay as she shares tales, experiences, humor, wisdom, and spectacular images from the big hike. We will sample some of Kay's favorite trail snacks while we learn from her amazing experience. This presentation is free, there is no need to sign up, just *be there!*

### Rochester Oktoberfest

Friday, September 22—bring your lederhosen to celebrate great spirits with friends. People's Food Co-op will

be joining Apollo Liquors and all of your favorite beer makers for a fun night on the Peace Plaza. Ticket information at [www.downtownrochestermn.com](http://www.downtownrochestermn.com).

### Fall Festival on the Farm—La Crosse

Saturday, September 23 from 2–7 p.m. PFC will once again be part of this fantastic family event at Deep Roots Community farm with both a cooking demo and a booth. PFC is proud to sponsor this fundraiser for Grow La Crosse.

### Fall Fest—Rochester

Saturday, October 14, 2017, from 10 a.m.–2 p.m. at Peace Plaza in downtown Rochester. Fall Fest will celebrate the cool, crisp weather and everything fall right in the heart of our city. There will be pumpkins, activities, fall treats, and much more. Fall Fest is free and fun for all ages. [www.downtownrochestermn.com/events/FallFest](http://www.downtownrochestermn.com/events/FallFest)

# KALONA SUPERNATURAL

## *a super natural way of doing business*

**K**alona SuperNatural makes dairy products with milk from small Amish and Mennonite organic farms. The creamery is about 60% farmer owned and the milk, sour cream, and other products are minimally processed, non-homogenized, and certified organic. Kalona's been a supplier to People's Food Co-op since 2010. Both the Rochester and La Crosse stores currently stock their yogurt, butter, sour cream, cottage cheese, and milk.

Late one recent afternoon, Phil Forbes and Sara Rissi of Kalona SuperNatural drove out to a dairy farm near Kalona, Iowa, with your PFC reporter. We parked the truck at the farmhouse. A woman in a long, light-colored dress came out of the house, and when she saw Phil Forbes, she smiled and waved.

"David's gone to the neighbor's," she said.

"That's all right," Phil said, "we're just going to have a look at the barn." Phil, Sara, and I walked down the gravel drive to the barn. "David will be over at the neighbor's—it's hay time and they all pitch in."

Kalona SuperNatural started as a farmers' creamery in 2004. A group of farmers wanted a local processing plant for their organic dairy products. Ten farms came together to start the creamery. In 2010 they changed the name to Kalona SuperNatural. They now work with 80 organic dairy farms—35 of those are in the Kalona, Iowa area.

David M. Miller's farm is typical of the farms that make up the Kalona producers. Miller's farm has 35 cows. The average herd size for a Kalona SuperNatural dairy farm is 35 to 40 cows; a couple of the farms have 10 dairy cows that are milked by hand.

### Day 1, Day 2

Kalona is a few miles south of Iowa City. I was in the area for a co-op conference of about 140 co-op people, and one of the big discussions in the room was the recent news that Amazon planned to purchase Whole Foods. This was the cause of some alarm in the co-op world. Amazon is basically a logistics company that eats retailers. Amazon started by eating bookstores; lately it's been going after clothing retailers. So many co-op workers, who until this month liked to order things from Amazon, were suddenly being asked to rethink their position.

Business people like to quote Jeff Bezos, the CEO of Amazon, because he's been able to build such a big company. It is pretty amazing when you think about it: he has a retail business without any stores (until recently) and a logistics company that owns no trucks or shipping. He's actually pretty hostile toward the delivery people who bring the packages to your door. He'd rather replace them with robot drones. This, too, is remarkable; it's like the owner of a coal mine who hates his miners, though I suppose that's not unusual in the history of famous American business leaders.

Jeff recently put out his annual statement to his investors and like other business gurus, such as Warren Buffett, Jeff's annual letter was widely quoted in the business press (unlike Warren, though, Jeff pays no income taxes because he lives in Washington State). Jeff explained in his letter that Amazon is a "Day 1" company. When companies go to "Day 2," they are old and slow and in a death spiral. They are no longer nimble and hungry. Jeff says Amazon is a Day 1 company and very hungry still.

Back at the farm, Phil and Sara are showing me around David's farm. David has a small creamery room. It's maybe 12 x 10 feet. There's a stainless steel box in the room where the milk is kept



David M. Miller's farm—one of the Kalona farmers.



cool. It's about the size of a very small car. It holds a few hundred pounds of milk.

"Every two days," Phil says, "our milk truck comes around and picks up the milk. Most of our farmers are Amish and Mennonite. We give these guys a market and work with their culture and religion. A lot of creameries won't bother working with small farms such as this one. A farm with only ten cows will only have 250 pounds of milk for pickup.

"It's not just the farm economy. It's the whole regional economy, too. The economy here [in SE Iowa] is excellent. Kalona has become like Lancaster, Pennsylvania. That's because you have small farms that are buying and selling things in the local community."

Phil's a tall, thin Westerner who's been working with Kalona for nine years. He stopped in his consideration of the positive impact Kalona has had on the local economy when he noticed that a manual hand crank was attached to the top of the stainless steel milk box. It looked like an old-fashioned hand-cranked drill that you might see in a museum of old woodworking tools.

"I hadn't noticed that crank there before," Phil said. "You need to stir your milk five times a day," he explained. "Most farms have that automated. Even some of the Amish will get some kind of engine (diesel's okay, electric isn't) to do something like this. But David Miller comes down here to his barn five times a day to hand-crank the milk."

The Kalona system is very careful to maintain quality. They work very hard to surpass USDA, FDA, SQF, and Iowa Dairy standards. And it's done by working with farmers who are willing to come out to their barn five times a day, every day, to turn a crank on a box of milk.

## A tale of two technologies

A large part of the Amazon business model is its ability to leverage the hype and excitement around new technologies to capture markets. That was one exciting piece of technology in that Iowa dairy barn. The David Millers of the world, with their hand-cranked solutions and attention to detail, are the ones who'll still be in business for the next generation. For the long haul, I'll put the hand-cranked model up against the robot delivery drone any day.

In many ways, co-ops are like David Miller's farm. Your food co-op isn't a Day 1 business, it's not even Day 2. The co-op paradigm is that hand-crank milk box. The co-op, like



James Swantz (Amish farmer) and Phil Forbes (Kalona SuperNatural Farm Liaison). *Photo courtesy of Kalona SuperNatural.*

David Miller's farm, is Day 0. If we were any less primitive we'd be knapping flints off of rocks. But we'll be here long after Amazon/Whole Foods shuffles off the stage.

When the crunch came for bookstores a few years ago, some of the small independents were forced out of business by the competition with Amazon, but the ones really hurt by Amazon's advent were the big-box stores like Border's, B. Dalton, and Barnes & Noble. Those big stores, such as Border's Books, didn't survive, while many of the small neighborhood bookstores weathered the flood of Amazon/Kindle enthusiasms. Co-op groceries are similar to those small neighborhood bookstores. Co-ops do something that cargo cults like Amazon can't imagine doing. We support and celebrate the local and the painstaking because it's good for your local economy, your neighbors, and because it's often better food—it's good for you.



The chocolate milk. *Photo courtesy of Kalona SuperNatural.*



## RIDGELAND HARVEST

# Sweet, local, and

A RAINY DAY at Ridgeland Harvest, Cate and Mat Eddy's farm. The fields are too muddy to cultivate, but work goes on in the hoop houses. Two fields are out of production because of this year's heavy rains. Mat wonders out loud if they might not just keep it in grass this year and put in blueberries and apples—perennial crops that would handle the increased rain events of Southwest Wisconsin.

Cate comes in from the field, stripping off raincoat and galoshes, before sitting down at the kitchen table. "Everything's on the verge right now," she says. "Summer crops are gushing off the plants. Tomatoes and beans, peppers and eggplants."

"This is an exciting time of year," Cate says. "Garlic harvest was done last week; next crop is onions. After so many years of doing this work you stop worrying about schedules; you become a better listener. The vegetables will tell you when they're ready."

### Early days

Cate and Mat bought the farm in 2001 and were certified organic in 2004. They never considered conventional farming. "I was leery of big agribusiness, really," Mat says. "I didn't trust a big chemical company that tells me some product is 'safe.'"

They joined a food co-op in college at UW–Steven's Point in the early '90s and then Cate went to work for Tipi Produce and



Cate and Mat Eddy of Ridgeland Harvest.

organic farmer Steve Pincus in the Madison area. "Steve was passionate about chemicals," Cate remembers. "He'd be out yelling at the neighbor guys spraying in the field next door. And I'd be thinking, 'wow, he's really concerned about that.' Most of the people I worked with at Tipi went on to own their own farms."

The Eddys moved to Cashton in 2000 and Mat went to work for the county while Cate worked for Harmony Valley Farm for a few years. Mat remembers former PFC produce worker Roger Bertsch helped them get started with their own farm. "Roger could tell us stuff like how many beets you put in a bunch," Cate says. "I'd feel comfortable asking questions like that."

"People's Food Co-op bought our first produce," Mat remembers.

### Carrot Kings

Ridgeland is known for their sweet carrots. They're cagey about their secret, though. Mat says that they had the carrots tested for sugar, and the brix content showed they were 4 to 5 points sweeter than other producers' carrots. "But I don't know what the secret is," Mat says. "I wish I did; I'd write a book."

Cate chalks it up to experience: she weeded a lot of carrots at Tipi Produce (another farm celebrated for its carrot crop). "We do a lot of crop rotation," Cate notes. "It could be the soil."

"And everything's done by hand," Mat adds. "We hand-harvest and hand-sort."

### Future shock

Besides supplying PFC and other grocery co-ops with produce, Ridgeland Harvest provides produce for 350 CSA members. That's a decrease in CSA subscribers over the last couple of years by over a hundred members. "The consumer now has so many choices when they decide how to get their food," Cate says. They may have lost some CSA subscribers to online ordering services, such as Blue Apron, but as Mat notes, their core customers probably aren't going online to shop.

"Community interaction is key," Cate says. "Do we want society to continue to isolate people? I remain optimistic that people want connection. They want to know where their food comes from."

# EASY YOKE FARM

## sustainable

**IT'S BEEN A WET YEAR** at Easy Yoke Farm. "We're on high ground," Daniel Miller says. "We might get some erosion. It's the third year that it's been extremely wet. We put so much into our soil it pains you to see it wash away." He goes on to describe the ways they're working to build resilience in response to the changing weather patterns.

Easy Yoke's Daniel and Hannah Miller have been farming outside of Millville, Minnesota, since 2011. Since we last visited them in 2014, they've purchased their farmland, have built a house, and have welcomed their third child to the world.

The farm has been supplying the Rochester People's Food Co-op almost from the beginning. Easy Yoke has always followed organic practices—getting organic certification in 2014. "Not going organic was never a question for us," Daniel says. "We fell in love with farming as *organic* farming. Farming doesn't have to be that complicated. Conventional methods are complications—throwing wrenches into your system."

Some of the complications Daniel notes are health concerns: "We're very hands-on in this farming," he says. "You can't be exposed to chemicals when you're touching the plants all the time. Why would we expose our kids to harmful chemicals like that?"

### Organic growth

The Millers have seven acres in production on their 30-acre farm. Their neighborhood has seen more organic farms start up since the Millers began farming in 2011. "Some of the people who worked for us in the past are now renting land and starting their own farms," Hannah says.

"That's right," Daniel says, "we're breeding small organic farms."

"And some conventional farms around here are starting to follow organic practice," Hannah says. "I can see a couple of them switching over to organic eventually."

Daniel reports that the growth of organic has been slow, but reliably steady "It's a sustainable rate of growth. Our vision is to have a bunch of small farmers—we'd rather see ten 10-acre farms than one 100-acre place."

The Millers started out with a Community Supported Agriculture (CSA) program, but decided against continuing their CSA a

couple of years ago. They had 30 families in their program but have passed the business and clientele on to their former farmworkers—who are now starting their own farm. Easy Yoke focuses solely on supplying food co-ops and restaurants. Besides People's Food Co-op of Rochester, they also work with a number of Twin Cities co-ops and restaurants: Seward Co-op, Friendship Co-op, Hampden Park Co-op and the Birchwood Cafe, among others.

### Sustainable growth

Their relatively small business model lets them respond quickly to customer requests. "Mike at People's (Mike Van, assistant produce manager) can call us up and say 'can you throw another 25 pounds of cukes on the truck?' and it's done," Daniel says.

They seem to have found their niche in feeding the co-op community. "We feel like we know everybody who buys our produce at the co-op," Hannah says.

"I think I know everybody who bought our 50 pounds of carrots at People's last year," Daniel adds. "We're at a good size. Upscaling's not a healthy thing. What gets lost is sustainability."



Kale break. Lauren, Daniel, and Robin.



Aerial photo taken in June 2017 showing the patchwork of food plots on Easy Yoke Farm, giving the Millers the ability to rotate crops for pest and disease control.

# Fall

## COMMUNITY CLASSES

La Crosse location

### La Crosse County veterans' cooking class

Wednesday, September 13 • 5:30–7:30 p.m.

FREE cooking class at PFC for any La Crosse County veteran. Join other veterans for a hands-on cooking class, learn about food co-ops, tour the store, cook a delicious Thai-inspired meal, and enjoy it with the group. This is a grant-funded program brought to veterans by the Robert and Eleanor Franke Foundation and the La Crosse Area Veterans Mentoring Program. It is completely free for any veteran and one guest (spouse or friend), but you must register by calling Curtis at 608-791-4868 by Sept. 11. Space for 18.

### Learn to make homemade sauerkraut

Tuesday, Sept. 19 • 6–8 p.m. • with Faith Anacker, owner, Fizeology Foods

Learn the basics of fermentation from an expert. Faith will explain the process your veggies go through as they change from cabbage to delicious kraut. You will chop the cabbage and get the process started with salt worked into a brine. Take it home to wait 30 days as the lacto-fermentation magic goes to work. It will be a fantastic addition to your autumn grilling and other meals. We provide the cabbage, salt, and jars. \$20 members; \$30 nonmembers.

### Sausage making and Pearl Street Beer

Wednesday, Sept. 20 • 6–8 p.m. • with Jason Zeeb and Bill Garbers plus Chris Clower from Pearl St. Brewery.

Everyone's heard the expression, but we are sure you *will* want to see this sausage being made! Join PFC meat masters Jason

and Bill for a fun evening of learning how to make brats and sausage while enjoying Pearl Street Beer samples expertly matched to the very fresh and flavorful meats. Everyone will get the chance to mix, grind, and stuff the casings. You will learn different casings, how to vary the spices, and other good additions for the best homemade brats and sausages. We will cook a variety to sample along with the beers. Must be 21 to attend this class. \$20 members; \$30 nonmembers.

### Homegrown garlic: The perfect crop for fall planting

Tuesday, Sept. 26 • 6–7:30 p.m. • with Pat Slattery

Garlic is a star as a medicinal herb and culinary delight. Why buy it, when you can grow excellent garlic right here in the Driftless Region? Pat Slattery, local organic farmer, will walk you through the simple steps to garlic success, starting with the October planting. We'll hear some interesting facts and history of garlic and enjoy a delicious snack of roasted garlic on a baguette. Pat will also give us a "five-minute refresher" on the wonders and process of beet kvass, the delicious fermented beet tonic that you will want to add to your winter diet. \$15 members; \$25 nonmembers.

### Organic wines: Why choose organics?

Thursday, Sept. 28 • 6–7:30 p.m. • with Todd Wohlert, Purple Feet Wines

What is organic wine? How is it different from wine made with organic grapes? What is SIP? What are biodynamic wines? Vegan and vegetarian wines— isn't that all wines? Learn the answers to these questions and more *plus* sample delicious organic red and white wines from around the world. While not a wine pairing, we will provide an array of organic foods from PFC to accompany the wines. Join our local guru, Todd Wohlert, for another fun and informative class at the co-op. Must be 21 to register. \$20 members; \$30 nonmembers.

### Fall foraging in the field— a Saturday morning field trip!

Saturday, September 30 • 9 a.m.–noon • with Jarad Barkeim,

Coulee Region Ecoscapes, and Derek Barkeim, Seekers Wild Foraging for wild edibles is an enjoyable and healthy way to get outside and supplement your diet with locally sourced, nutrient-dense food. Learn how to safely identify, harvest, and prepare wild vegetables, fruits, nuts, mushrooms, and more. We will meet at the PFC classroom for introductions and discussion, and then we'll go out for a foraging hike in a nearby natural area. Transportation provided. \$30 members; \$40 nonmembers.



Continued on page 15.

- Register in person or by phone.
- Payment is due at the time of registration.
- La Crosse: 608-784-5798, Rochester: 507-289-9061

Check the PFC website for upcoming classes and events! [www.pfc.coop](http://www.pfc.coop)

## Rochester location

### Five-week course exploring Marc David's book *The Slow Down Diet, Eating for Pleasure, Energy & Weight Loss*

Five Tuesdays, September 12–October 10 • 6:30–7:30 p.m.  
• with Debbie Buchbinder

Set yourself free from frustrations with food and body. You can't hate yourself into a healthy body. We have often been told to slow down while eating. Why? And why is it so hard to do? You will learn *new* information that will change completely what you think you know about eating. You will hear about amazing ways to experience freedom from fear of food. No meditating, unless you enjoy meditating. No writing affirmations. No replacing negative thoughts with positive thoughts, although that can happen automatically. This is not a diet. You will find your own wisdom around food. You will come to realize that you are, and always have been, doing the best you can. Your appetite will no longer be something to fear but be something to be excited about. \$35—which includes a copy of the book.

### Whisky tasting

Thursday, September 21 • 6–8 p.m. • MMP community room—above PFC

This event will be an intro to Scotch whisky, with tasting from all over the country. Nick Schinler will be on hand to describe various whiskies and their flavor notes, giving a tutorial for novices and pouring delicious whisky for aficionados. Participants will leave with a free bottle of scotch! Must be 21 to attend. \$50 members; \$60 nonmembers—bottle of Benromach 10-year organic Scotch included.

### Zuccardi wine tasting

Wednesday, September 27 • 6–8 p.m. • MMP community room—above PFC

Zuccardi vineyard, the largest family owned independent winery in Mendoza, will be featured by Greg Norton from Bourget Imports. If you are interested in exploring the world of Argentinian wines, come try some of the most respected, reputable wines from the region. Must be 21 to attend. \$15 members; \$25 nonmembers.

### Italian wine and handmade pasta open house

Saturday, October 7 • 12–2 p.m. • with Jordan Bell and Tyler Melton

Jordan Bell, the Chef de Cuisine, and Tyler Melton from Libation Project, are partnering to make handmade pasta and delicious Italian wines approachable and informal. This class will be educational and fun, with various stations set up to learn about wines paired with pasta. Jordan will be hand-cutting pasta and on hand for advice to try at home! This event is limited to 25, so sign up early. Class meets at Bleu Duck Kitchen, 14 Fourth Street SW, Rochester, 507-258-4663. \$30 members; \$40 nonmembers.

### Essential oils for fall & winter

Monday, October 9 • 6–8 p.m. • Terra Johnson from Veriditas Botanicals

Terra is back to explain all of the uses and benefits of Veriditas Botanicals essential oils in the cold season. This is a great class for anyone looking for information about oils and to discover all that essential oils have to offer. Class will be held at PFC—Rochester and class size is limited to 12. \$15.

### A to Z Wines

Thursday, October 12 • 6–8 p.m. • MMP community room—above PFC

Mark Weimer will be joining People's Food Co-op to pour A to Z Wines, a B-Corp winery from Oregon with emphasis on biodynamic processes. A to Z is committed to offering quality wines at a fair value without compromising their commitment to sustainability. This event is a *must* for wine lovers! Must be 21 to attend. \$15 members; \$25 nonmembers.

### Bre's Bubbles

Thursday, October 26 • 6–8 p.m. • MMP community room—above PFC

Bre will be showcasing bubbly wines from around the world! South Africa, France, Italy, and Spain will be represented at this tasting with Methode Cap Classique Champagne, Prosecco, and Cava on hand. This class is guaranteed to be a blast; Bre's personality is as bubbly as the wine! Must be 21 to attend. \$15 members; \$25 nonmembers.

**Class policies:** All classes require preregistration. Classes with fewer than eight registered 24 hours before class time will be canceled or rescheduled. All cancellations made by preregistered participants must be made 48 hours before class time to qualify for a refund. (Dishes may be subject to change at instructor's discretion.)

## Upcoming Sales at People's Food Co-Op!



Mark your calendars for two  
upcoming meat sales.

Pork sale September 13–17

Beef sale October 18–22

*Stock up and save!*



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OF YOU**

## Fair Trade Fair in the La Crosse Store November 5

Come celebrate with our fair trade vendors!  
On Sunday, November 5, from 10 a.m. to  
4 p.m. PFC—La Crosse will be celebrating  
Global Initiatives Week with a Fair Trade  
Fair.

We will feature our fair trade items  
throughout the store. Fair trade vendors  
will be at the store with specials and  
information on the importance of fair  
trade.

We will have food and beverage samples in  
the community room and live music. Look  
for specials on African baskets and other  
fair trade products.

Gundersen Global Partners will also be in  
the store with their merchandise.

*(Photo courtesy Margaret Mills.)*

# Check out a student membership at People's Food Co-op!

The co-op offers one-year memberships for only **\$10** to college and university students who show a valid student ID! *Join now and reap the benefits:*

- 1-year membership, September through August
- 5% discount on 12 shopping trips per year
- reduced rates for cooking and gardening classes
- member-only specials
- student coffee club

**How to join: Ask at the Customer Service desk.**  
*Welcome to the co-op!*



**co-op \ (kō-ōp) \ n. COOPERATIVE:** A cooperative is a business model where the business is owned by members of the community.

*La Crosse classes—continued from page 12.*

## Halloween mask-making class for kids!

*Friday, October 13, 5:30–7:30 p.m. with Christine Wilde, dietitian, artist, and kid expert*

How freaky can Friday the 13th be? Come to PFC and find out! We'll start the kids off with soup, cheese, and crackers so adults don't need to make supper and kids have the energy to face all the creepy crawly things! We're in a grocery store, so what do we make? Paper bag masks! These will be cool, extravagant, and super fun to scare people with! Or just plain gorgeous! Kids will also be able to paint and decorate small pie pumpkins to take home with pie pumpkin recipes. If that's not enough ... let's toss in popcorn balls to decorate and wrap for later. Supplies are included with tuition. \$10 members; \$15 nonmembers.

## Learn to make lefse

*Thursday, October 26 • 5:30–7 p.m. • with Inez Blank and Irene Wood*

Our friends, the local Lefse Ladies Inez and Irene, will be back at PFC with more delicious lefse instruction! The time will be perfect with cool weather and the holidays approaching. Join us to roll that mix of organic potatoes, butter, and cream into thin, delectable pieces of lefse. This is a hands-on class that is fun to do with your kids and grandkids—remember your aprons. We will provide everything else. There will be plenty to sample in class and likely some to take home. \$15 members; \$25 nonmembers.

## Soap made with goats' milk!

### Shanna's back

*Friday, October 27 • 6–8 p.m. • with Shanna*

We really like it when Shanna come to town! The owner of "Simple Soaps for Simple Folks" comes back to ask the question: Looking to learn about saponification? Get together with your friends, family or coworkers to get some hands-on experience. We'll do a short educational half-hour on the difference between handmade and commercial soaps and then get down to the dirty with batching cold-process goat milk soaps. You will receive a packet of information and a recipe to take home. Two bars of the soaps we batch together will go home with you too. Make sure you wear clothes you are not afraid to get dirty, and bring a bath towel with you. We'll provide the molds. \$15 members; \$25 nonmembers.



# OWNER SPECIALS

## September

### HACKBERRY'S BISTRO

**Breakfast  
Entree  
\$2.00 OFF**



### MANDALA TEA

**Loose  
Leaf Tea  
\$2.00 OFF**

Local

### SNO PAC

Local



**Potatoes  
HALF PRICE**

Hash browns and cottage fries,  
reg. price \$2.69, 16 oz.

### LOCALLY SOURCED

Local

**Select Dozen  
Large Eggs  
50¢ OFF**

Green Pasture eggs La Crosse,  
Hershey Acres eggs Rochester

### BULK

Local

**North Bay  
32 Bean Soup Mix  
\$2.00 OFF/lb**

Reg. price \$5.99/lb



LOCAL

### CARR VALLEY

Local

**5 Year  
Cheddar  
\$5.00 OFF/lb**



### BULK

**Breadshop  
Raspberries n'  
Crème Granola  
\$2.50 OFF/lb**

Reg. price \$5.99/lb



"Carr Valley's 5 Year Cheddar is a rich, well-aged cheddar with a sharp afterbite. A great way to add flavor to any dish or a light snack." Mary, PFC—Rochester cheese buyer

### CO-OP'S OWN

New!

**Ashwagandha  
HALF  
PRICE**

500 mg., 50 tabs.,  
reg. price \$21.99

"Ashwagandha is a revered botanical with thousands of years of use in the Ayurvedic tradition. A staff and customer favorite for coping with stress and anxiety!" Erin, PFC—La Crosse Wellness dept.



### CO-OP'S OWN

New!

**Iron Capsules  
HALF PRICE**

60 caps., reg. price \$9.99



# OWNER SPECIALS

## October

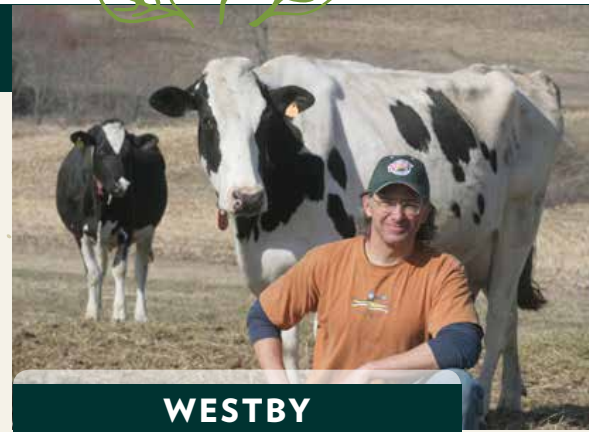
### HACKBERRY'S BISTRO

Local

**Carlson  
Cold Brew**  
\$2.00/glass

### MILTON CREAMERY

**Prairie Breeze  
Cheddar**  
\$5.00 OFF/lb



### WESTBY

Co-op

Local

**Butter**  
\$1.00 OFF

16 oz.

### SWEET MEADOW FARMS

Co-op

Local

**Grass-fed  
Milk**  
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Gallon, reg. price \$3.99

### MIGHTY ORGANIC

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Beef Sticks**  
2 for \$3

Reg. price \$2.39 each .75 oz



"Westby Cooperative Creamery is a 110-year-old farmer-owned coop located in southwestern Wisconsin. People's Food Coop La Crosse has done business with them for 40 years." Margaret, PFC—La Crosse Grocery dept. manager.

Another benefit of membership: Take advantage of these sales all month long, or preorder by the case to take an additional 10% off!

### FRONTIER

Co-op



**Cinnamon**  
HALF PRICE

### BULK

Co-op



**Equal Exchange  
Chocolate Chips**  
\$2.50 OFF/lb

Reg. price \$8.49/lb

### CO-OP'S OWN

**Melatonin**  
HALF PRICE

3 mg., 60 tabs., reg. price \$5.99

### CO-OP'S OWN

**L-Lysine**  
HALF PRICE

500 mg., 100 caps., reg. price \$11.99

**R**emember to use your member discounts by the end of September (5% off, twelve times a year). You can combine your member discount with these member-only specials for even more discounted savings.

Last year, PFC owners saved over \$230,500 using the 5% discount at the register.

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The twin pines emblem, a symbol of cooperation, was created in 1922 by Dr. James Peter Warbasse, NCBA's first president.

Dr. Warbasse defined the symbol in this way: The pine tree is the ancient symbol of endurance and fecundity. More than one pine is used to signify cooperation. The trunks of the trees are continued into roots which form the circle, the ancient symbol of eternal life, typifying that which has no end. The circle represents the all-embracing cosmos, which depends upon cooperation for its existence. The two pines and the circle are dark green, the chlorophyll color of man's life principle in nature.

The symbol is still in use today.

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### La Crosse Hours:

7 a.m. to 10 p.m. Daily  
608.784.5798

### Rochester Hours:

7 a.m. to 10 p.m. Daily  
507.289.9061

change service  
requested

### REMINDER TO OWNERS

If you have moved, changed phone numbers, married, divorced, etc., please notify the co-op by filling out a membership change form at the service desk. Thank you for keeping us up to date!

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