



# Co-op Shopper

Winter 2017/18

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



3 Fruit Acres Orchard  
4 Local and international  
wines for the holidays  
17 PFC board elections

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 membership in 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 membership.

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  
Verna Simon  
Linda Riddle  
Kevin Ducey  
Brad Smith  
*design* Kevin Ducey  
*proofing* Sue Knopf  
*photography* Kevin Ducey  
Meg LaPointe

*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 membership and be the best fresh food market in the country.

## MEMBERSHIP BENEFITS

- Become a part owner of the People's Food Co-op!
- Five percent discount on your choice of one shopping trip each month
- Member-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 rebates (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

## IT'S EASY TO JOIN

- Ask any cashier for an application and fill it out.
- Pay for your membership. It's \$100 for the first (primary) member plus \$25 each for up to two additional members. 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 membership!

## 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

November 30, 4:00: La Crosse administrative office

December 28, 4:00: Rochester store

January 25, 4:00: La Crosse administrative office

February 22, 4:00: Rochester store

**Cover photo:** Fruit Acres' orchardists, Gordon and Ralph Yates.



FRUIT ACRES

*Apples made for Minnesota*

**F**ruit Acres Orchard, just outside of La Crescent, Minnesota, endured two hail storms this summer—one in June and one in July. The two storms damaged the young fruit on the branches. Fruit Acres is owned by the Archie Skemp family and the Ralph Yates family. The Yates family has managed the orchard over the years. Ralph Yates reckons the loss to be 78 to 88%, depending on the area. The apples may still come to fruition, but they'll be marked and dinged by the hail impact—not market quality.

“So we’ve had to pull in our horns a bit this year,” Ralph says. He’s driving us over the ridge of the orchard, pointing out damage as we go. “We’re taking care of as many customers as possible. We’re checking every apple for damage as we pick. It’s a difficult harvest for us.”

Fruit Acres has been an orchard since 1910, and it’s been in Ralph’s family for 64 years. It has supplied People’s Food Co-op since 2002. The orchard grows over 30 varieties of apples on its 200-acre farm.

---

**“You can wax your car, or your floor, but don’t wax your fruit.”**

---

It’s a drizzly, cool autumn day. Ralph gets out of the truck to open the fence to the orchard nursery. “We have 40 to 60 deer on the farm. We need fencing to start new trees.”

“We’re strictly wholesale. The co-op is on the side of the grower. We move through the varieties as they ripen. So many times you’ll see retailers put out apples early. We never pick an apple before its time and PFC has been good about that. They don’t want to jump the gun either.”

Fruit Acres is not certified organic. The farm practices integrated pest management (IPM) and hasn’t used herbicides since 2012, or synthetic fertilizer since 2010. “We could go organic if we wanted,” Ralph says. “We had 12 inches over normal precipitation this year. It’s very challenging controlling disease. To succeed in this climate, I need to reserve the right to apply herbicide—if it comes to that.”

They do not wax their apples. “You can wax your car, or your floor, but don’t wax your fruit,” Ralph laughs. “The big wholesalers won’t take your apples if they’re not waxed. The co-op’s fine with ours.”

The money in the juice market won’t cover the cost of picking damaged fruit. Usually the orchard will keep 6 to 12 pickers busy through the harvest, but this year they have only three pickers.

“The trees aren’t damaged. The first hailstorm had pea-sized hail that dented the fruit; the second one was bigger and tore the fruit.”

**Something new from Minnesota**

There are still reasons for optimism. Ralph is excited about the new varieties of apples that the University of Minnesota has been breeding. These apples are bred to be grown in the upper Midwest. “We grow the best Honeycrisp apples in the nation,” Ralph says. And he looks for the Sweetango and Zestar to do well, too. “Honeycrisp saved the apple business. If you hadn’t had an apple like that come along, a lot of growers wouldn’t have survived.”

Ralph parks the truck to unlock another deer gate and points to an adjacent ridge that’s covered in corn plantings. “That used to be an orchard. Farmers are ageing out of orchard work. Their kids don’t want to do it and the new folks that move in don’t stick it out; so it’ll go to corn and beans—or McMansions.”

Despite all the rain, Ralph doesn’t see much erosion on the property. “An orchard is almost like a big compost pile,” he explains. “And the soil in the La Crescent region is rich in limestone from the bluffs. That’s why the apples here taste so great. That taste is something special.”

“I’m not a scientist,” the orchardist says, “but anecdotally, weather seems to be more volatile lately. The orchard went 26 years with only one episode of hail, and we’ve had four since 2011. It doesn’t get any easier. You’d like to say, after 45 years you’ve seen it all, but...”

I get in my car to leave. On my way down the drive, a startled deer grudgingly stops grazing the apples to move off the drive.





# PFC WINES Drink local, or global!

People's Food Co-op has excellent wines from local and international wineries, providing a wide selection for every occasion and for every budget. Our wine gurus will help you find the perfect complement to your celebratory feasts—or your everyday meal. Stop by and visit with Kristoff (Rochester) or Brian (La Crosse) to see what's new.

## ELMARO COMES OF AGE

"I decided to do this to keep the family together," Trempealeau-area farmer Mark Delaney said about starting Elmaro Winery with his wife Lynita in 2006. "I didn't see them sticking around to grow corn and beans." Lynita, and their daughter, Lara, had made a trip to Italy and came back with the idea of starting a winery. Fast forward ten years and the conventional farm is gone. The Delaney family has gone from about 1,000 acres in corn to 16 acres of cold-hardy wine-grape vines.

In 2016, Elmaro was named the Wisconsin Winery of the year, and in 2015, Elmaro's West Prairie White won the "Best Overall White" prize at California's Long Beach Grand Cru International competition, beating out hundreds of competitors for

the top prize. "This is a big win for the winemaking region of Wisconsin," chief judge Dan Berger noted.

People's Food Co-op in La Crosse has carried Elmaro's wines since shortly after they started distribution in 2012. Since then, the vineyard's acreage has tripled, and it has gone from ten employees—basically a mom and pop operation—to 75 employees. Todd Roessler, Lara's husband and Elmaro co-owner, laughs when he recalls seeing a recent television commercial about an elderly gent who decides he's going to set up a winery in his retirement. "Man, don't do it. It's not a job for relaxation."



Todd Roessler of Elmaro Vineyard.





## FOUR DAUGHTERS WINERY



## SOUTH AFRICA TO ROCHESTER

**K**ristin Osborne, one of the daughters of Four Daughters Winery, recently met with PFC to talk about her family’s winery. She grew up on her father’s farm (now vineyard). He grew corn and soybeans—as his parents had. Kristin’s mother got the idea for a winery in the recession years 2007/08 and talked her four daughters into starting the family wine business, and they jumped in enthusiastically. “My mom always says, if you put things off you don’t do them,” says Kristin.

The winery now has six acres in grapes and produced its first vintage in 2011. In addition to its own fruit, Four Daughters uses grapes from other vineyards in the Midwest and California.

They’ve also branched out into cider making. Their signature product, “Loon Juice” cider, has been so successful that they’re having trouble keeping up with demand. Kristin’s husband, Justin Osborne, is the vineyard’s wine- and cider-maker, and he reports that his goal has always been to “create a high quality product at an affordable price.”

### Dining and events

Four Daughters is a half-hour south of Rochester. Their tasting room and event center are beautiful. The winery is known for its events and programs—some of them co-sponsored with People’s Food Co-op. The “chopped” classes with PFC have always done well.

The winery has Thursday night gourmet dinners, and on summer Fridays guests may “dine in the vines” along a big white table set in the vineyard. Four Daughters’ kitchen prides itself on organic, local fare; they source their ingredients from local suppliers whenever possible and use local foragers for fiddlehead ferns, ramps, mushrooms, and other ultra-local ingredients.

PFC—Rochester stocks Four Daughters’ Crescent, Pinot Noir, Big Boy Red, and other wines.

**P**FC’s international bureau recently visited Longridge Winery in South Africa. Longridge is in a region near Cape Town. They are a biodynamic vineyard, employing sustainable principles. They use free-ranging geese, for example, to keep the insect population down, and cattle for fertilizer.

Longridge has about 75 acres in vines. They’re currently about 75% certified organic and are working toward being completely organic. Shawn Page, Longridge’s director of sales, reports, “Our chardonnay is certified organic and our merlot will be soon.”

The winery is in a fantastic location at the foot of the Helderberg Mountains and within sight of the Atlantic Ocean. The winds off the nearby bay keep mold issues under control.

Shawn reports the winery’s decision to go biodynamic was a simple one of survival. “We’d had the farm for so long, we realized we needed to use biodynamic processes if we were going to be sustainable. We needed to take care of the soil.”

Longridge wines are available at PFC—Rochester.



The gardens of Longridge Winery. Photo at top of page: Longridge vineyards.





**HOLIDAY  
SPECIAL  
SAVINGS**

Member/owners receive  
an **additional 5% discount**  
during the months of  
November and December.

During the months of November and December, you'll receive an **additional 5% discount\***—that's **two discounts each month**. Plan and shop for your holiday dinner, stock your pantry with goodies, or finish your holiday shopping list!

\*Equity owners only. One discount per transaction. November 1, 2017—December 31, 2017.

**People's FOOD CO-OP**

# People's Food Co-op

## 🌿 Holiday Open House 🌿

FRIDAY, NOVEMBER 10, 5–8 P.M.

LA CROSSE AND ROCHESTER

Join us for a preview of Thanksgiving! Tempt your taste buds with Co-op's Own items from our holiday menu. Meet with local farmers and producers and sample their treats and goods. Order your holiday dinner or sides, reserve your turkeys and pies and shop our mercantile department for gift ideas.




# Feast!

LOCAL FOODS  
MARKETPLACE

The largest celebration of local foods in the region will return for its fourth year December 1 & 2 at the Mayo Civic Center, Rochester, MN.

- December 1 industry-only; December 2 open to the public
- Over 100 exhibitor booths
- A lineup of chef demonstrations and mini-workshops
- Activities for kids
- Sampling of local beer, wine, and craft spirits for adults
- An opportunity to stock up on delicious local and regional foods just in time for the holidays

People's Food Co-op's Kitchen Manager Maura Henn will be leading a cooking demo at FEAST! on December 2 at 10:30 a.m.

For details see [www.local-feast.org](http://www.local-feast.org)



# Holiday Kitchen

## APPETIZER PLATTER

- Spinach Artichoke Dip Bread Bowl \$30
- Boursin Cream Cheese Bread Bowl \$30
- 18" Hummus Pita Chips Platter \$40
- 12" Fruit & Cheese Platter \$40
- 12" Meat & Cheese Platter \$30
- 12" Veggie Platter with Dill Dip \$30

## HERB-ROASTED TURKEY

Quality Ferndale Market boneless turkey breasts prepared and cooked to perfection by our deli kitchen with our special herb seasoning! We recommend planning for 1/2 lb to 3/4 lb per person. Just reheat!

Roasted turkey breasts are \$11.99/pound.

## ORDERING

Order by 10 a.m., Monday, November 20.  
No substitutions.

**Order pickup:** All orders must be picked up by Wednesday, November 22, at 6 p.m.

**La Crosse: 608.784.5798 ext. 2047**

**Rochester: 507.289.9061 ext. 3041**

Let us do the hard work!  
Full dinner or fill-in sides,  
made from scratch in our kitchen.

## TRADITIONAL DINNER

- Creamy Mashed Potatoes
- Green Beans with Mushrooms and Toasted Walnuts
- Baked Squash with Wild Rice Stuffing
- Pumpkin Wild Rice Soup
- Co-op's Zen Stuffing
- Cranberry Relish
- Turkey Gravy
- Dinner Rolls
- Pumpkin Pie

**\$99.99**  
**SERVES**  
**4 TO 6!**

## VEGETARIAN DINNER

- Lentil Loaf
- Green Beans with Mushrooms and Toasted Walnuts
- Baked Squash with Wild Rice Stuffing
- Pumpkin Wild Rice Soup
- Co-op's Zen Stuffing
- Herb Roasted Root Vegetables
- Mushroom Gravy
- Dinner Rolls
- Pumpkin Pie

Both dinners are \$99.99 • Save \$22.86!  
• Serves 4-6 • Turkey sold separately  
Don't need the whole dinner? Special order any side dish with 24 hours notice!

## Co-op's Own Pies

Freshly made in  
our bakery  
with the best ingredients.

**Reserve your holiday pies!**  
Apple • Apple Cranberry • Blueberry  
Sour Cherry • Pumpkin • Pecan

## Co-op's Own Pies

\$11.99 each / pecan \$13.99  
Gluten-free pies and cakes are available  
by special order.

Please give 24 hours notice for all  
reservations and special orders.

Ask at the deli counter or call

**La Crosse: 608.784.5798 ext. 2042**

**Rochester: 507.289.9061 ext. 3041**



# PFC BOARD REPORT



Verna Simon,  
board secretary

I am often asked why I'm so involved in People's Food Co-op. "What's so special about it? It's just another grocery store."

It is true that while other grocery stores have at least some organic and earth-friendly products, there can be only one original. People's Food Co-op was green before green was cool.

People's Food Co-op, like many food cooperatives in the United States, was started in the early 1970s during a time of great social and political change. There were concerns about the environment and social inequities. In addition, there was a lack of trust in our commercial food system, coupled with a desire to eat healthier food. Many communities solved these and other problems at the local level through cooperatives.

The principles that governed those early cooperatives are the same principles we still uphold. What's so special about the co-op? Let me tell you...

1. The co-op is a democratic institution. Each owner gets one vote and all concerns are heard and addressed.

2. It is community owned, not corporate. The money earned does not benefit only one family or a small group of anonymous stakeholders. It benefits the co-op's own community.
3. All profits are turned back to
  - a. the store, through employee pay and benefits, and through good quality products;
  - b. the owners, through specials, monthly discounts, and dividends;
  - c. the community, through event sponsorships and charitable donations.
4. Local producers are prioritized. The co-op knows that its strength lies in the community around it. A large part of the mission of the co-op is to support the community.
5. Whether locally sourced or procured from a distance, the co-op purchases as many organic, earth-friendly, and fair trade products as possible. Purchasing organic and earth-friendly products reflects environmental health. Purchasing fair trade products values the producers and their communities.

I'd like to see the big-box stores accomplish all that.

The political and social climate today feels much like that of the late 1960s and early 1970s, when the cooperative movement was strong. There was a need for real food, real community, and real democracy. Those needs may be stronger now than they were then, and People's Food Co-op meets all of those needs and many more. Come see for yourself—it's not just another grocery store.



## Standing Up for Racial Justice Book Drive—La Crosse

Hats off and huge kudos for all the PFC shoppers who made the SURJ "See Me, Read Me" Book Drive such a great success! We came on board with 44 books for children and youth. The goal of the book drive was to put racially inclusive and culturally sensitive books in the hands of young people in our community. Shoppers selected and paid for the books that were donated to kids at the Boys and Girls Clubs and to local school classrooms and libraries. Here is Peter Gorski (right), PFC produce employee and SURJ organizer, presenting donated books to Melissa Murray (left), Lincoln Middle School Principal and Shaundel Spivey (center), Cultural Liaison at Lincoln Middle School.





# GENERAL MANAGER'S REPORT



Lizzy Haywood,  
general manager

**H**appy holidays, co-op friends and neighbors. We want to express our gratitude to you for being part of this amazing organization. During this year you have shown your generosity to people in need, your dedication to growing a local food economy, and your love of delicious foods made from scratch. You have said loud and clear that where food comes from matters.

Authentic connections to the land and the people are truly embedded in the fabric of our being. Our founders rebelled against a system that put grocery dollars in corporate pockets instead of creating common wealth. Since the mid-1970s we have been improving people's health and well-being and empowering our community to change the world.

You make People's Food Co-op a grocery store *of* the people. You are a partner in our commitment to clear quality standards, access to information about food sources, and advocacy on issues that matter in agriculture and cooperative democracy.

Thank you. May we enjoy a peaceful and energizing holiday season together.

## Doing good in the neighborhood

During this Thanksgiving season we are making it easy to help others in need. Look for the Goodness Giveaway promotion of Co-op Basics and enter to win. Winners from each store will receive a shopping cart full of Co-op Basics staples, and we will make a donation to a local food shelf in your name.

Co-op Basics is your ticket to savings, with everyday low prices on everyday staples. We proudly offer the best prices in the region on the highest quality brands, including Organic Valley, Field Day, Equal Exchange, Rudi's Bread, Tom's of Maine, and many more.

Need a local food immersion day? Make plans for FEAST on December 2. FEAST is an annual gathering of the region's best producers. People's Food Co-op helped create FEAST back in 2014, working together with Renewing the Countryside and Southern MN Initiative Foundation. We continue to be a key organizer and sponsor of the event. I am proud to welcome growers, producers, and eaters to Rochester every December for a day of discovery. Please join me that day at Mayo Civic Center.

## Practice Principle Two: Democratic member control

Democratic member participation is an important part of People's Food Co-op's mission. There are two ways to participate:

**Vote.** Democratic control means that one membership equals one vote, regardless of investment level. The democratic model of business ownership is what ensures that the interests of the co-op *are* the interests of the community. We have three strong candidates for directors in 2018. Voting begins December 1.

**Show up.** During the election, we'll host the annual owner meeting in Rochester on Saturday, December 9, at 10:30 a.m. Join us at the Rochester store for discussion on the business of the co-op. It means you are actively participating in setting the direction of the co-op, by having direct interaction with the Board of Directors.

## Affordable and high-quality produce

Great produce is our commitment to you. We've listened to you, and because of that dialogue, we are redesigning the La Crosse produce area in November. This remodel strengthens the legacy of PFC produce quality, convenience, and affordability. I am proud to welcome you to our produce departments and welcome your thoughts and concerns at any time.

This *Co-op Shopper* newsletter will now be available quarterly; look for your next *Shopper* in February. In the meantime, find more stories of our local farmer partners on our website at [www.pfc.coop/local-producers](http://www.pfc.coop/local-producers), visit the People's Food Co-op Youtube page, and maybe most fun of all, meet some of our growers at the holiday fair on November 10. (See page 6 for details).



## People's Food Co-op HOLIDAY GIFT IDEAS

*Gift cards & baskets! Mittens, hats, jewelry, kitchen items, in our housewares department!*



# Ferndale Turkey

Fresh, never frozen,  
and ready for roasting.

## COOKING TIPS FROM FERNDALE

### The basics of roasting your turkey

Few things are more central to family traditions than food, and we know there are many methods to prepare a great-tasting turkey—ovens, grills, and fryers,

brined or buttered—the options seem endless! No matter how you prepare your bird, here are some general tips for making sure your turkey is moist and delicious.

#### 1 Fresh turkey

PFC sells both fresh, never frozen, birds and frozen turkeys. With Ferndale's fresh Thanksgiving turkeys, you do not need to worry about thawing! Store these turkeys in the back of the fridge, where it is the coldest. Fresh turkeys cook more quickly than frozen, so decrease cooking times slightly.

Remove the bag of giblets and neck from the body cavity. Pat the bird dry with paper towels, and let rest at room temperature for 30–50 minutes. The plastic hock lock is oven safe, so no need to remove it.

or

#### Thawing your frozen turkey

If you've bought a frozen bird, the best way to thaw it is in the fridge. The turkey will thaw about 4 lbs per day. Short on time? You can thaw your bird using the Cold Water Thaw: submerge the unopened turkey in cold water and change the water every 30 minutes. This method thaws 2 lbs per hour.

Once fully thawed, remove the bag of giblets and neck from the body cavity. Pat the bird dry with paper towels, and let rest at room temperature for 30–50 minutes. The plastic hock lock is oven safe.

#### 2 Roasting

1. Now that you have your thawed, dried and rested bird, melt butter and rub it on the outside of the bird. Sprinkle the whole bird with salt and pepper. If you would like to add a more distinct flavor to your turkey, feel free to add other herbs and spices at this time.

2. Preheat the oven to 325° F.

3. Place the turkey, on a roasting rack:

- **breast side up**

Place a piece of tin foil tented over the breast. This creates a crispy-skinned bird that looks beautiful on the table, but keep an eye on the breast temperature so it does not dry out.

- **breast side down**

This exposes more heat to the thighs so they cook to their 170–175° F temperature more quickly. The juices pool in the breast, keeping it moist. The skin on the breast will not crisp this way. If you want to

crisp the breast skin, you can flip the bird for the last few minutes of cooking.

4. Cover the bottom of the roasting pan with broth to add moisture to the turkey while cooking. Place the bird and roasting rack into the roasting pan. Place the pan in the center of the oven and cook for about 14 minutes per pound.

5. Near the end of the cooking time, begin checking the temperature of the breast and thigh. The center of the breast should reach 165° F and the thigh 170–175° F. (A high quality meat thermometer is very important for an accurate temperature reading.)

6. Remove the turkey from the oven and let it rest for 30 to 40 minutes so the bird absorbs the juices released during cooking. Use the drippings in the roasting pan to make gravy.





# ORDERING

Reserve your turkey by 10 a.m., Monday, November 20. Stop in or call the co-op and ask for the meat department. Don't feel like cooking a whole turkey? Order deliciously prepared Ferndale Market turkey breasts from our deli (details page 7).

**Order pickup:** All orders must be picked up by Wednesday, November 22, by 6 p.m.

**La Crosse: 608.784.5798**

**Rochester: 507.289.9061**



*"We treat our turkeys like they're part of the family. Because since 1939, they have been."*

- NO additives
- Free-range
- Healthy diet
- Locally grown
- NO antibiotics
- Family farm

Preorder your fresh (never frozen), antibiotic-free, locally grown Ferndale Market turkey by Monday, November 20.

Turkeys are in the 10- to 24-pound range and are \$2.49 per pound. Stop in or call the co-op and ask for the meat department.



# APPLE PIE CONTEST WINNERS

## Congratulations

### ROCHESTER

1st Place: Ellie Sander  
2nd Place: Michelle Cernow  
3rd Place: Emily Thompson



Thank you to Rochester contest judges

Our intrepid panel of judges included Jordan Bell, Mark Meillier, Elizabeth Canale, Jennifer Becker, and Paul Koerner.

### LA CROSSE

1st Place: Diane Dierksen  
2nd Place: Elee Mittan  
3rd Place: Jesse Stephenson



First place La Crosse apple pie winner Diane Dierksen.

and simmer until filling mixture is thickened slightly, about 3 minutes.

#### Caramel:

4. Melt butter in a separate saucepan over low heat. Add brown sugar and whisk until smooth, about 2 minutes. Stir in pecans.

5. Spread pecan mixture evenly onto lined pie pan. Roll out one ball of dough; line pie pan over pecan mixture. Toss apples with filling mixture; pour into pie plate. Roll out second ball of dough and place over apple filling. Crimp edges of bottom and top crusts together. Cut several small slits into top crust to vent. Place pie pan on foil-lined baking sheet.

6. Bake pie in the preheated oven until crust is golden brown, about 1 hour.

7. Remove pie from oven and allow to cool slightly, 5 to 10 minutes. Place a serving plate gently over pie and carefully flip to invert, being careful not to come in contact with molten sugar. Peel off waxed paper; cool for 1 hour.



### Winning Pie Recipe— Rochester

Caramel Pecan Apple Pie—Ellie Sander

#### Ingredients

##### Crust:

2½ cups all-purpose flour  
½ teaspoon salt  
1 cup cold shortening  
6 tablespoons ice water as needed

##### Filling:

½ cup unsalted butter  
3 tablespoons all-purpose flour  
½ cup white sugar  
½ cup packed brown sugar  
¼ cup water  
2 teaspoons vanilla extract  
1 teaspoon ground cinnamon  
1 pinch ground nutmeg

##### Caramel:

½ cup butter  
½ cup firmly packed brown sugar

1 cup chopped pecans  
5 medium sized apples—peeled, cored, and thinly sliced

#### Directions

##### Crust:

1. Whisk flour and salt together in a bowl. Cut in shortening with 2 knives or pastry blender until the mixture resembles coarse crumbs. Add ice water, 1 tablespoon at a time, tossing with a fork, until flour mixture is moistened and dough comes together. Do not add more water than you need. Divide dough into two equal balls.

2. Preheat oven to 350° F. Line a 9-inch pie pan with wax paper.

##### Filling:

3. Melt unsalted butter in a saucepan over medium heat. Stir in flour to form a paste. Stir in white sugar, brown sugar, water, vanilla extract, cinnamon, and nutmeg; bring to a boil. Reduce heat



## Winning Pie Recipe— La Crosse

Mulled Apple Pie—Diane Dierksen

### Ingredients

#### Crust:

2½ cup unbleached flour  
1 teaspoon salt  
¾ cup cold unsalted butter  
½ cup cold shortening  
6 tablespoons ice water as needed

#### Filling:

1½ cups cranberry wine  
1½ cups cran-cherry juice  
½ cup orange juice  
1 teaspoon each cinnamon, nutmeg, and cloves  
3 lbs Macintosh apples  
½ cup dark cherries, halved  
¾ cup flour  
2 teaspoons each cinnamon and allspice

½ cup white sugar  
6 tablespoons butter  
1 teaspoon rum extract

#### Crumb topping:

½ cup flour  
½ cup brown sugar  
¼ cup butter  
½ cup rolled oats  
½ teaspoon each cinnamon, nutmeg

### Directions

#### 2 Crusts:

Chop together the flour, butter, salt, and shortening. Add a tablespoon at a time of cold water to the mix until you get a workable dough. Roll out and prep crusts ahead of time. Place in fridge until needed. (This makes two crusts.)

#### Filling:

Combine the cranberry wine, cran-cherry juice, orange juice, 1 tsp cinnamon, nutmeg, and cloves in a saucepan and

bring to a simmer while you peel and slice the apples.

Preheat oven to 425° F. Cover apples and cherries with the wine/juice mixture and allow to steep. Combine the apple/cherry mixture with the ¾ cup flour, cinnamon, allspice, sugar, and butter. Mix. You may need to drain off excess liquid. Sprinkle with rum extract and mix in. Fill pie crust with the filling and top with crumb or lattice.

#### Crumb top:

Combine flour, brown sugar, butter, oats, cinnamon, and nutmeg with a pastry blender and blend until coarse. Sprinkle on top of pie.

Bake for 10 minutes. Add tinfoil and bake for another 40 minutes at 375° F.



Third place Rochester pie by Emily Thompson.

## NEWS AND UPCOMING EVENTS

### La Crosse Global Initiatives Week November 3–10

Join friends and neighbors at Myrick Park Center on Friday, November 3, from 4 p.m. to 7 p.m. for the kick-off celebration of Global Initiatives Week! The entire La Crosse community takes a week for films, songs, dance, art, and food that highlight our international connections. The kick-off on Friday will feature samples from international restaurants and chefs with a “Cultural Cuisine Fusion” demonstration creatively led by Chef Shawn McManus of Savory Creations, plus much more! [www.facebook.com/La-Crosse-Global-Initiatives-Week-1465426110363706/](http://www.facebook.com/La-Crosse-Global-Initiatives-Week-1465426110363706/).

### La Crosse 2017 Fair Trade Fair

Be part of PFC’s 2017 Fair Trade Fair on Sunday, November 5, from 10 a.m. to 4 p.m. at the store in La Crosse. We will be joined by Peace Coffee, Equal Exchange, Riojana Wines, Elegan Nari,

Gundersen Global, Hickory Wind Farms, “Set Me Free Shop,” and other fair trade vendors. We will have samples of fair trade products and specials on fabulous gift items including PFC’s African baskets. The second floor community room will transform into an international café with vendors, music, baked goods, wine samples, and space to visit with friends. Start your holiday shopping in a humming, happy space!

### Rochester 10th Anniversary Walk to End Hunger

Join Minnesota FoodShare on Thanksgiving morning at the 10th Anniversary Walk to End Hunger presented by the Mosaic Company. On Thursday, November 23, from 7:30 a.m. to 11:00 a.m., in the Mall of America, 12 organizations, passionate about addressing hunger and food insecurity in Minnesota, will come together for a family-friendly 5K fun

walk. [www.walktoendhunger.org/goto/MNFoodShare](http://www.walktoendhunger.org/goto/MNFoodShare) for more information.

### Rochester 2nd Annual Restaurant Week

Excited about local fare? Then be sure to check out Rochester’s second annual Restaurant Week, November 27 through December 2, brought to you by PFC. A collaboration of the Feast! Local Foods Marketplace, People’s Food Co-op, and area restaurants, this week-long epicurean extravaganza incorporates the best of local food with the culinary artistry of area chefs. Over a dozen restaurants will create one-of-a-kind prix fixe menus, entrées, or beverages using local foods made by producers attending Feast!—the region’s largest local food festival (see ad page 6). Diners who orders a Feast! menu item receives a buy-one-get-one-free ticket to check out the Feast! festival at the end of the week. For information visit [www.local-feast.org](http://www.local-feast.org).



# Winter

## COMMUNITY CLASSES

La Crosse location

### Seasonal comfort food from India

Wednesday, November 8 • 6–8 p.m. • with Puja Nair, Indian Meal Kit

As the cold weather approaches, we tend to go for our comfort food. This class will share the comfort food of India—dal (lentil soup) and warm rice—with you. Class participants will learn how to make delicious and healthy dal malhani and rice with papadam (lentil chips). Great opportunity for friends to get together and cook, or for a date night. Participants can take their creations home or enjoy them in the class. \$15 members; \$25 nonmembers.

### Thanksgiving dinner trepidations?

Monday, November 13 • 6–8 p.m. • with Liz Lesser, chef at Hackberry's Bistro

Are you making Thanksgiving dinner for the first time? Do you want to learn “tips of the trade” that will take your dishes to another level? In this class we will cover topics that many home cooks worry about when planning Thanksgiving and other holiday dinners, including brining the turkey, making tasty and flaky pie crusts and stuffings, and how to make gravy that is delicious and lump free. Feel free to pose your unique concerns when you sign up and we will be sure to address them. \$15 members; \$25 nonmembers.

### Ports and fortified wines

Wednesday, November 29 • 6–7:30 p.m. • with Todd Wohlert, Purple Feet Wines

Fortified wine: Wines with a little extra something! This delicious class will teach you the difference between sherry, port, Madeira, and more. Learn about the different styles—dry as a bone or sweet as sin. Learn about the regions they originate from. Learn about proper food pairings as you sample the wines with Todd. \$20 members; \$30 nonmembers.

### German Christmas stollen bread

Thursday, November 30 • 6–8 p.m. • with Chef Debbie Hendrickson

Imagine serving your own loaf of beautiful, fruit-filled, delicious stollen to family and guests on Christmas morning! In this class, you will learn how to do just that. We will sample a pre-baked loaf, and bake a loaf in the classroom oven, and each participant will mix and shape a loaf to take home and bake. This will be a traditional German stollen with dark rum, candied fruit and zests, spices and nuts, milk and eggs. You will be given the recipe so that this wonderful bread can become part of your holiday traditions. \$20 members; \$30 nonmembers.

### Holiday cheese boards, Wisconsin style, paired with local Elmaro wines

Tuesday, December 5 • 6–7:30 p.m. • with Peggy Koenig, PFC cheese buyer and Kevin Mack, Elmaro Winery representative

This evening will be the perfect time to relax with friends before the holiday rush while sampling delicious Wisconsin cheeses paired with wines from Trempealeau's Elmaro Winery. Class participants will get inspiration for making delectable cheese boards, and we will put together several boards (varied with meats, nuts, fruits, jams, crackers) in class. Must be 21 to sample the wines. Sparkling non-alcoholic beverages will be offered also. Participants will each receive a beautiful small Epicurean board to take home, cheese pairing info, a coupon for holiday cheese purchases and Elmaro wines on special. \$30 members; \$40 nonmembers.

### Make gift sets with essential oils and herbs!

Wednesday, December 6 • 6–8 p.m. • with Crystal Merkel, owner of “Scrub Your Butt” Soap Company

Call your friends! Sign up together for this fun gift-making class with Crystal. Participants will work in teams of four, and each team will make one fabulous self-care product using essential oils and/or herbs, enough for everybody in the class. Then, like a “Cookie Walk,” the finished products will be shared so that everyone has a set of four in a pretty gift bag to take home. Crystal has wonderful expertise for this hands-on class and will come with recipes and instruction so you can continue your holiday gift making at home! We do need at least 16 class participants to make all the recipes. \$20 members; \$30 nonmembers.

### Learn to make lefse!

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

Just in time for the holidays, our favorite “Lefse Ladies,” Inez and Irene, are back with their ever-popular class! Join us to mix and roll that delectable blend of organic potatoes, sweet cream, and butter into thin, delicious rounds of lefse. Sprinkle the fresh grilled rounds with organic cane sugar and cinnamon. Taste—yum! This is a hands-on class, and a great way to start a tradition with your older children or grandchildren—remember aprons! We will also have recipes and resources for finding lefse-baking supplies locally. \$15 members; \$25 nonmembers.

Continued on page 16.



- 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

### Make your own essential oil blends

*Monday, November 13 • 5:30–7:30 p.m. • with Ballerina Botanicals*

This class will be making an oil blend specific to you. Ballerina Botanicals will be on hand to help determine what blend is right for you, including your everyday life, knowing the right oils for your skin, and everyday skincare. Participants will leave with their own customized essential oil roll. Class will be held at PFC Rochester. \$15 members; \$20 nonmembers.

### DIY bath bombs, skins salve, & body/room spray

*Thursday, November 16 • 6–8 p.m. • with Crystal Merkel*

Crystal, local soap and body care maker, will demonstrate easy-to-follow recipes for making different bath products. Attendees will make their own bath products and receive a generous sampling of the three products made in class. Give them away as holiday gifts or keep them for yourself. In this class, Crystal will be making bath bombs, skin salve and body/room spray using natural ingredients and essential oils. Class will be held at PFC Rochester. \$20 members; \$25 nonmembers.

### Meschini wines

*Thursday, November 16 • 6–8 p.m. • above the co-op in MMP*

Explore Argentine wine with Rochester native Theresa Meschini. Fabulous, bold reds and bright, dancing whites. Light fare will be available. Must be 21 to attend this class. \$15 members; \$20 nonmembers.

### Poke and sake

*Saturday, November 18 • 12–2 p.m. • at Bleu Duck*

We will be inviting Bre Holtan with Grape Beginnings and Mike Matishon from our partners at the Bleu Duck to host a sake and poke pairing. Mike has his own fun twist on poke that will go well with Bre's great line-up of various sakes. Must be 21 to attend this class. Note: poke contains raw fish. \$25 members; \$35 nonmembers.

### Local spirits

*Tuesday, November 28 • 6–8 p.m. • above the co-op at MMP*

Nick Schinler will be highlighting our local craft distilleries including: Vikre, Tattersall, BentBrewstillery, and Panther. Craft spirits are the current trend, and for good reason. Sample spirits and get advice for craft cocktails as well. Great class for gift ideas. Must be 21 to attend this class. \$20 members; \$30 nonmembers.

### DIY shower melts, shower butter, & bath salts

*Saturday, December 9 • 2–4 p.m. • with Crystal Merkel*

Crystal, local soap and body care maker, will demonstrate easy-to-follow recipes for making different bath products. Attendees will make their own bath products and receive a generous sampling of

the three products made in class. Give them away as holiday gifts or keep them for yourself. Class will be held at PFC Rochester. \$20 members; \$25 nonmembers.

### Yoga and wine

*Saturday, December 9 • 1–3 p.m. • with Rosei Skipper*

Treat yourself to an afternoon of yoga and wine with Rosei Skipper and Bleu Duck Kitchen. Move, breathe, and flow during a 60-minute vinyasa yoga class, followed by wine provided by the co-op and light appetizers from the Bleu Duck. Happening in the event space at the Collider Building (14 4th St. SW). All experience levels welcome. Bring your own mat, or use one of ours. Must be 21 to attend. \$20 members; \$25 nonmembers.

### Being human takes guts

*Tuesday, January 23 • 6–7:30 p.m. • with Gina Moss, ReNew Life*

Did you know that your gut is considered to be the core of your health and wellness? This is why maintaining balance with good, plentiful, and diverse bacteria in your gut is so important. In this *free* webinar, you will learn about digestive health and what you can do to help with balance, which impacts digestion, immune health, sleep, and memory. ReNew Life will send samples, gifts and prizes to both stores. Gina's webinar is presented at *no charge* simultaneously in La Crosse and Rochester stores but you must register as with all classes. *Free* via webinar with instructor Gina live in Florida.



## CHEESE RUSH

Once again this year, People's Food Coop is honored to offer Upland's Cheese Rush Creek Reserve to our customers at both stores. Our first delivery of this local delicacy will be the week of November 13. The price remains the same as last year at \$24.99 per wheel and tastings will be offered throughout the holiday season. Supplies are limited, so if you wish to reserve a wheel please contact the cheese department in either La Crosse or Rochester.

# PFC'S ANNUAL MEETING 2017!

**Saturday, December 9,  
10 a.m.**

in the Rochester store's dining room,  
519 1st Avenue SW  
Rochester, MN

Event begins at 10 a.m.;  
meeting starts at 10:30 a.m.  
— Refreshments served —

## Get on the bus!

A bus to the meeting will leave the PFC—  
La Crosse parking lot at 8:30 a.m. for Rochester.



For information and  
reservations, contact  
linda.riddle@pfc.coop  
or 608 784-5798 x2006  
by December 1.

## La Crosse classes (continued)

*Continued from page 14.*

### Gingerbread house: Kids, here's your chance to make one!

*Sunday, December 10 • 2–5 p.m. • with Christine Wilde  
and Linda Riddle*

Bold and brave instructors Christine and Linda are ready to take on a major project with *your* kids! This class will mix and bake real, old-fashioned gingerbread that will then be “built” into gingerbread houses and decorated by the kids in the class. Each kid will “make and take” their own creation: the house frosted and decorated on a cardboard foundation. We will use decorative dried fruits, nuts, and candies with thick white icing for glue. The kids will also be able to portray family members in the form of gingerbread people! Best with kids ages 6–12. \$10 members; \$15 nonmembers.

### Decluttering

*Wednesday, January 10 • 6–7:30 p.m. • with Kay Rutherford*

A new year and fresh start are upon us! Let's declutter our “stuff,” our minds, our beings. A daunting task, but together we can do it and become en-lightened. Join us for a fun-filled, challenging, active workshop...the stories abound! Kay, our presenter, is down to one room! \$10 members; \$15 nonmembers.

### Manifesting for 2018 and beyond

*Thursday, January 11 • 6–7:30 p.m. • with Nedra Blietz*

Join ThetaHealing master practitioner and instructor Nedra Blietz to learn powerful techniques for manifesting the life you want. The truth is that we are creating our own reality, and it is possible to manifest the best that the world has to offer. But you must first decide what it is you want in your life. Start thinking about what you want in your life, make a list, bring it and a notebook along to this fun workshop. \$10 members; \$15 nonmembers.

### Being human takes guts

*Tuesday, January 23 • 6–7:30 p.m. • with Gina Moss, ReNew Life*

Did you know that your gut is considered to be the core of your health and wellness? This is why maintaining balance with good, plentiful, and diverse bacteria in your gut is so important. In this *free* webinar, you will learn about digestive health and what you can do to help with balance, which impacts digestion, immune health, sleep, and memory. ReNew Life will send samples, gifts and prizes to both stores. Gina's webinar is presented at *no* charge simultaneously in La Crosse and Rochester stores but you must register as with all classes. *Free* via webinar with instructor Gina live in Florida.

### Thai/Lao cooking: The makings of pho soup

*Thursday, January 25 • 6–7:30 p.m. • with Thippi Luangpraseuth*

Come join Thippi, a native of Laos whose passion is to share and preserve her Lao culture through food and the arts. In this class, Thippi will demonstrate variations on a very popular Southeast Asian soup called pho, a staple in most homes of the region. We will have vegetarian, beef, and chicken pho options and will learn about ways to finish the soup to individual tastes with herbs and spices. Participants will enjoy a bowl of pho in class and take home the knowledge and recipes to try making a kettle full! \$20 members; \$30 nonmembers.

### Master wine class

*Wednesday, January 31 • 6–7:30 p.m. • with Todd Wohler,  
Purple Feet Wines*

The master class will feature higher-end, more complicated wines from around the world. Go more in depth into the wine world and sample some of the finest vino to be had in the area. Expand your education and your palate with six of the biggest wines in the world. Order sheets will be included; participants can order directly. Class is limited to 10 people. Must be 21 to attend. \$40 members; \$50 nonmembers.



# PFC BOARD OF DIRECTORS

## 2017 Co-op Election

**P**FC's board is made up of nine directors. This year we have three open seats and three candidates. Each membership may submit one ballot for candidates with either La Crosse or Rochester affiliation.

Director elections and bylaw approval begin 9 a.m. Friday December 1, and end at 10 p.m. Monday, December 11.

### Vote online! (but paper ballots are also available)

Members are strongly encouraged to vote electronically, but paper ballots will be available upon request.

- Look for a postcard in November that will include instructions for voting.

- Paper ballots may be requested after November 30 by calling the phone number on the postcard.
- For any member needing internet access, a computer is available at Customer Service for voting, starting December 1.
- Deadline for registering your email for electronic voting is 11:59 p.m., Saturday, December 9.
- Voting begins 9 a.m. on Friday, December 1, and closes at 10 p.m. on Monday, December 11. Paper ballots must be postmarked by December 11.

Please read the board candidates' full statements in the following pages.

Please read the board candidates' full statements in the following pages.

## BYLAW CHANGE PROPOSAL

**I**n 2016, member-owners voted in our annual election to make changes to PFC bylaws. A summary of proposed changes were made available for review by members in the PFC November 2016 newsletter. However, we did not provide PFC members the opportunity to respond to proposed changes ahead of the ballot, at a meeting with that explicit purpose.

PFC Board of Directors chose a course of action to remedy this oversight:

- 1 – to notify members of the issue, with publication of exact language (published in May/June 2017 Shopper)
- 2 – extend opportunity for feedback to members at November 2017 meeting (4:00 p.m., November 30, La Crosse Board room)
- 3 – officially ratify the changes on the 2017 ballot (balloting begins December 1)

Notice: A Special Member Meeting will be held at 4:00 p.m. on November 30, 2017, in the La Crosse Board room, to hear concerns regarding the official modifications of Bylaws II and VII.

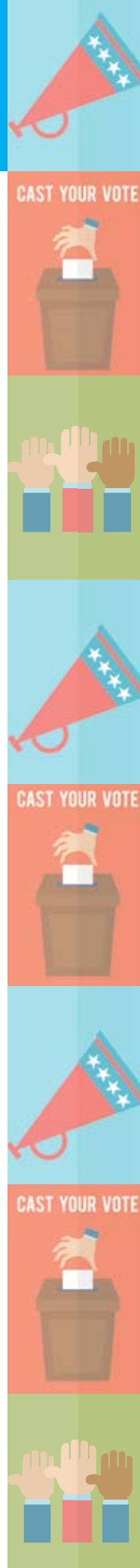
**Bylaw II: Fiscal Year.** This change is intended to make the bylaw match our practice. The current bylaw ends the fiscal year by a different determination than we use. There will be no change to our current financial system.

Approved on 2016 ballot: The fiscal year for the Cooperative will end on the last Sunday of September per the 52-53 week year as set by the IRS Tax Code.

**Bylaw VII 3c: Voting.** This change is intended to create a short time period between the registration of the member's email address and the ability to cast a vote during an election. This currently requires 10 days lead time; we are changing it to one business day.

Approved on 2016 ballot: Members may vote via electronic ballot. A member must provide a verifiable email address of such member to the Cooperative by prescribed process no fewer than 1 (one) business day prior to the last day of the election (or have a valid email address on file with the Cooperative) in order to vote electronically in any election or vote. Electronic ballots shall be deemed signed and cast upon electronic transmission to the Cooperative in accordance with voting instructions. The Board may establish such additional policies it deems necessary to conduct and assure accurate member voting via electronic ballot.

If you have any questions or concerns about the bylaw changes, please contact us at [board@pfc.coop](mailto:board@pfc.coop). Members are welcome to attend any regular board meeting (see schedule published on inside cover and at [www.pfc.coop](http://www.pfc.coop)). Directors are pictured at the community bulletin board in each store, along with the notice of board meetings.



# Candidate Statements

CAST YOUR VOTE

## Verna Simon

### 1. Reason for running

I am completing my first term as a member of the PFC Board of Directors and I would like the opportunity to continue to apply what I have learned in these 3 years. I enjoy the energy and camaraderie of this board because I know we are united in building a better co-op experience in both stores. Personally, I have grown more passionate about working within the community to grow the membership and see this co-op thrive. In these troubled times, we need every opportunity to build healthy positive community relationships, and being an active member of the People's Food Co-op is an excellent place to start.

### 2. Skills

- I am methodical in troubleshooting.
- I prioritize well and have good organizational skills.
- I am empathetic and open-minded and I enjoy collaborating with others on projects.
- I am diplomatic but certainly not afraid to speak up when necessary.
- I have excellent communication skills and I am willing to meet with people in our community.

### 3. Relevant experience

I am presently on the PFC Board of Directors, serving as the board Secretary. I am also the President of the Crimson Ridge



Townhome Community Board of Directors which requires me to regularly field homeowner concerns and convey that information to our property manager and our vendors. I am employed as a Lead Technologist/Senior Research Technologist 2 in the Genome Analysis Core Facility at Mayo Clinic where I function as both scientist and customer service representative. Finally, since 2009, I have helped organize an annual food drive for Channel One, collecting almost 1500 pounds of food and toiletries.

### 4. Challenges for PFC

It is still true that the PFC, especially in Rochester, needs to continue to attract and retain younger and more culturally diverse customers. It should continue to be welcoming to all and it should position itself as a premier healthy grocer and gathering space in downtown Rochester. With the Mayo Clinic funded Destination Medical Center on the horizon, we have a tremendous opportunity to flourish even as we are dealing with substantial competition in the grocery market.

### 5. Potential opportunities for PFC

The cooperative should stay focused on the original mission of being best venue for earth-, body- and soul-friendly items. We need to continue to attract students and young professionals by offering new options for shopping (examples such as on-line ordering and grocery delivery come to mind); and we absolutely must continue to engage domestic and international communities of Color. The PFC is doing a good job, but we can always do more and be better.

CAST YOUR VOTE

## Andrea Niesen

### 1. Reason for running

I have been a member of the Rochester co-op since the store moved to its current location. Shopping at the co-op is important to my family. We are trying to raise our children to think about our food—educating ourselves on the nutritional aspects and where the food is grown/produced. I am motivated to run for the board, as I believe I would be able to provide insight on how to help the co-op connect with the next generation of members, our children. I would be honored to work with a group of individuals of diverse backgrounds and perspectives to promote the co-op mission. In applying for board membership, I offer my professional knowledge and skills, as I have been an attorney in Rochester for over 13 years.



### 2. Skills

- I consider all perspectives and rationales before making a decision. If I feel that someone's opinion has not been adequately heard and considered by the group, I will intervene to allow that person to be heard, even if that opinion seems contrary to my own. Everyone deserves a voice.
- My communications are tailored to ensure accurate messaging to the listener.
- I have the ability to resolve disputes in a way that fosters future collaborations.
- I am able to review legal documents and handle personnel/employment matters to ensure full compliance with the law.

### 3. Relevant experience

I have been an attorney in Rochester for the past 13 years, after starting my legal career in Milwaukee, Wisconsin. A majority of my practice is handling employment law matters.

*Continued on next page.*

CAST YOUR VOTE



*Niesen, continued from previous page.*

I am currently the treasurer of the St. Francis of Assisi Home and School Association. I sat on the Make A Wish of Minnesota executive board for five years and continue to volunteer for this organization as a southeast Minnesota wish granter.

#### 4. Challenges for PFC

The most obvious challenge the co-op faces is competition from other grocery organizations/companies in the community; however, the co-op has a unique mission, offering more to its members than the competitors can. The co-op must continually work for diversity in its members and reach all socioeconomic groups in the community. Finally, we cannot forget to involve the children in our community, as the children are our future members.

### Laurie Logan

#### 1. Reason for running

I like to be involved in my community and look for ways to be useful. My interest in health, for myself and community, along with my love of food, make the co-op the perfect organization to be involved with. Working with teams to accomplish goals that affect a community gives me satisfaction! Twenty-four years of People's Food Co-op membership gives me confidence that PFC has a structure and culture where my efforts will not be wasted.



#### 2. Skills

- Ability to work efficiently in meetings, including focusing on current agenda items, listening to others, and synthesizing opinions
- Analytical thinking, including understanding potential ramifications of decisions
- Practice developing quality improvement plans
- Ability and willingness to carefully study information

#### 3. Relevant experience

- Board member Three Rivers Waldorf School, 2006–09, board president 2007–09
- Board member La Crosse GirlChoir, 2012–15, board president 2013–15
- Family Physician, Mayo Clinic Health System, 1993–present
- Extensive involvement in quality improvement activities including quality, access, and patient satisfaction while working in Sparta, 1993–2001

#### 5. Potential opportunities for PFC

- I would like to see the co-op continue to partner with more producers outside of Minnesota to allow our members to connect with diverse peoples, unique products, and stories from beyond our own community.
- The co-op should support more community building and networking opportunities between members to ensure a sense of belonging and commitment to the co-op.
- The mission of the co-op should be promoted through connection with children and schools in our community. Educating the next generation of members will ensure long-term viability and help to create a healthier community.

- Currently serving as Ambulatory Quality Outcomes Director for Mayo Clinic Health System, Southwest Wisconsin Region

#### 4. Challenges for PFC

- Competition from local grocery stores with improved selection of organic, specialty, and gourmet products
- Increased online shopping for groceries
- Economic changes (lower unemployment), social and political movement creating increase in labor costs
- Increasing diversity of beliefs about constituents of a healthy diet creating demand for ever-widening selection of products

#### 5. Potential opportunities for PFC

- Decline in cooking and interest in prepared foods provides opportunity for selling items with higher profit margins
- Minimal other options for healthy prepared foods exist in the La Crosse area
- Improving economy makes PFC products more affordable for more people
- Excellent reputation as purveyor of healthy food provides opportunity of joining with community organizations for nutrition and food preparation education
- Increased awareness of local food, increased number of local producers, and current PFC relationships provide opportunity for growth

## REMINDER TO MEMBERS

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!



CAST YOUR VOTE



CAST YOUR VOTE



CAST YOUR VOTE



# OWNER SPECIALS

## NOVEMBER

### HACKBERRY'S BISTRO

Monday-Friday  
8 a.m.-10 a.m.



**\$5 OFF**

### ROTH

Local

**Grand Cru Cheese**  
**\$1.50 OFF**

6 oz. wedge

### KICKAPOO GOLD

Local

**Organic Maple Syrup**  
**\$4.00 OFF**

16 oz., reg. price \$14.99

### FREY



**Natural Red &  
Natural White Wine**  
**\$2.50 OFF**

750ml reg. price \$10.99

### CARLSON

Local



**Coffee**  
**\$3.00 OFF**

12 oz., reg. price 12.99

## DECEMBER



### 4 FAT FOWL

**St. Stephen  
Triple Cream Cheese**  
**\$9.00 OFF/lb**

### SNO PAC

Local



**Frozen Spinach**  
**HALF PRICE**

10 oz., reg. price \$2.49

### HOLYLAND

Local

**Hummus**  
**\$1 OFF**

Assorted varieties, 7-8 oz.,  
reg. price \$3.39-\$4.49

### WHOLE GRAIN MILLING



**Tortilla Chips**  
**\$1.50 OFF**

16 oz., reg. price \$4.99

## JANUARY

### ROTH

Local



**Buttermilk  
Blue Cheese**  
**\$1.00  
OFF**

4 oz. wedge

### ST. PAUL BAGELRY

Local

**Bagels**  
**\$1 OFF**

5 ct., reg. price \$4.99

### SNO PAC

Local



**Frozen Broccoli**  
**HALF PRICE**

10oz., reg. price \$2.49

### TAPUAT

**Kombucha**  
**\$1.00 OFF**

16 oz., reg. price \$3.99

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





LOCAL

BULK

Local

Minnesota Wild Rice  
**\$2 OFF/lb**

reg. price \$7.59

CO-OP'S OWN

Vitamin D3  
**HALF PRICE**

5,000 IU, 60 ct., reg. price \$9.99



SNO PAC

Local

"We were organic before organic was cool." — Pete Gengler, Sno Pac



Green Beans  
**HALF PRICE**

10 oz., reg. price \$2.49

CO-OP'S OWN

Probiotic Digestive Support  
**HALF PRICE**

60 ct., reg. price \$30.99

**R**emember to use your member discounts (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.

LA CROIX

Local

Sparkling Water  
**\$1.00 OFF**

All flavors, 12-packs, reg. price \$4.99

HACKBERRY'S BISTRO

Your special event/  
catering hosted by  
Hackberry's



**15% OFF**



LA RIOJANA



Olive Oil  
**\$5 OFF**

25.5 oz., reg. price 14.99

CO-OP'S OWN

Ultimate One Multivitamin  
**HALF PRICE**

90 ct., reg. price \$39.99

CO-OP'S OWN

Mega Magnesium  
**HALF PRICE**

90 ct., reg. price \$13.99

THINK PINK

Canned Wild Pink Salmon  
**\$1 OFF**

7.5 oz., reg. price \$3.69

JAM SHOPPE

Local

Jams  
**\$1.50 OFF**

18 oz., reg. price \$4.99

HACKBERRY'S BISTRO

free  
coffee

with breakfast  
Monday-Friday only

CO-OP'S OWN

Milk Thistle  
**HALF PRICE**

350 mg., 60 ct., reg. price \$21.99

CO-OP'S OWN

Spirulina Tablets  
**HALF PRICE**

500 mg., 100 ct., reg. price \$9.99

**LAXprint.com**  
 SIGNS | BANNERS | COPIES | GRAPHIC DESIGN

Save the tears...  
 We'll cure your  
 printing  
 problems!

YOUR SOLAR POWERED PRINT SHOP

608.783.6440  
 146 Rose Street  
 La Crosse, WI  
 www.laxprint.com  
 mail@laxprint.com



Anxiety - Depression - Relationship Conflict  
 Couples - Individuals - Teens  
 Mindfulness Based Psychotherapy

**heartjourney**  
*healing relationships | healing hearts*

205 5th Ave S Exchange Building Suite 308  
 La Crosse, WI 54601 PH 608.785.0011  
 heartjourneylx.com

Cindy Ericksen  
 Licensed Marriage & Family Therapist



**Dim Sum 点心 Tea Shop**  
 221 Pearl Street  
 La Crosse, WI

www.dimsumteashop.com  
 Hrs: Mon.-Sat. 10 a.m.-7 p.m. & Sun 11 a.m.-3 p.m.  
 Ph. 608-738-1221

Over 150 Bulk Teas  
 Dim Sum Food & Soups  
 Bubble Tea • Smoothies  
 Gifts & Tea Wares  
 Tea Party • Dumpling Class

*Drink better, live with health*




The brand  
 you trust at an  
 irresistible price.

**ON SALE**  
 Select NORDIC NATURALS PRODUCTS  
 NOV-JAN 2017

**NORDIC NATURALS**  
 Healthy Heart™  
 Brain Health™  
 Optimal Wellness™

**OMEGA-3**  
 690 mg Omega-3  
 Perfect maintenance omega-3 formula  
 for cognition, heart health, and immune support

**NORDIC NATURALS**  
 Nordic Naturals is committed to delivering the world's safest most effective nutrients essential to health. When our products go on sale, make the ultimate choice. Stock up and live life better.



Tania L. Sidiqi, MS  
 Licensed Professional Counselor

**Counseling Associates, LLC**  
 www.counselingassociateslacrosse.com  
 Minnesota and Wisconsin Licensed Clinic

115 5th Ave S., Suite 301  
 La Crosse, WI 54601  
 Tania.Counseling.Associates@gmail.com

Office: 608.785.0827  
 Fax: 608.785.0273

- K12 & College Students
- Parenting
- Women's Issues
- Relationship Struggles
- Refugee & Immigration
- Assmilation struggles
- Holistic Wellness
- Codependency
- Anxiety & Depression
- Stress, Grief, Loss, & Change
- Domestic Violence
- Eating Disorders

If you are interested in  
 advertising in the Co-op Shopper,  
 please contact Kevin Ducey,  
 marketing,  
 @ 608.784.5798 x1009  
 or e-mail Kevin at  
 kevin.ducey@pfc.coop




**Winter on the Farm** December 16  
 FREE EVENT  
 Horse-Drawn Sleigh Rides  
 11am-3pm  
 Holiday Sales  
 Free Hot Chocolate



**50% OFF ALL 2017 SEEDS**

**Seed Savers EXCHANGE**  
 Visitors Center Open 10am-5pm  
 3074 North Winn Rd • Decorah, IA • 563-382-5990 • seedsavers.org

**Season's Greetings!**  
 from Ellie, Wisp & all of us



Marta W. Engel, D.V.M.  
 Janna Kottke, D.V.M.  
 Elayne Hass, D.V.M.

**RISING SUN ANIMAL WELLNESS CENTER**  
 608-637-2227  
 315 E. Decker St., Viroqua  
 www.risingsunvet.com  
 Helping you solve your animal health problems... naturally

**Small Business Saturday Holiday Fiesta Sale**  
 November 25 & 26 11 am-4 pm



Alpaca socks, quality yarn & roving, sofa throws, hats, gloves, scarves, hand-crafted & gift items.

Open Sundays 11 am-3 pm & by appointment

**HICKORY WIND FARM ALPACAS**  
 alpacas\_hwf@centurytel.net 608.486.4868  
 www.hickorywindfarm.com  
 N7080 Garves Coulee Bangor WI 54614



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.**

"WITH ALTRA'S MOBILE APP, ATM NETWORK AND CO-OP SHARED BRANCHING, I CAN TAKE ALTRA WITH ME WHEREVER I GO."

Zach Eklov | Altra Member

**Download our App today!**

Go Mobile with:  
**Altra Mobile Deposit**  
 APPLE, ANDROID & SAMSUNG PAY  
 Altra Pay, Altra Quick Access & more!

*It's where you belong!*  
 La Crosse • Festival Foods - Copeland Ave.  
 Onalaska • Holmen • West Salem  
 La Crescent • Winona • Rochester  
 608-787-4500 • 800-755-0055  
 www.altra.org

**Altra**  
 Federal Credit Union

Equal Housing Lender. Federally insured by NCUA.

## People's Food Co-op

postal return address:  
315 Fifth Avenue South  
La Crosse, WI 54601

Follow us on Twitter, Facebook, Instagram, and YouTube



[www.pfc.coop](http://www.pfc.coop)

La Crosse and  
Rochester Hours:

7 a.m. to 10 p.m. Daily  
608.784.5798 (La Crosse)  
507.289.9061 (Rochester)

change service  
requested



## HACKBERRY'S *Bistro*

ABOVE THE CO-OP!

**Our new winter menu starts December 1.  
Book your holiday parties at Hackberry's!  
Call 608 784-5798 ext. 2202 to make arrangements.**