



# Co-op Shopper

Summer 2018

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Pick up  
your printed copy of  
People's Food Co-op's  
2017 Annual Report at  
the customer service  
desk in either  
store.

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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 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.

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## KNOW YOUR BOARD

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Contact the board at board@pfc.coop

## Upcoming board of directors' meetings

May 24, 4:00: La Crosse  
(Powell Place office)

June 28, 4:00: Rochester store

July 26, 4:00: La Crosse  
(Powell Place office)

# TAKE OWNERSHIP

**Our Mission:** To build community, grow a loyal and thriving ownership, and be the best fresh food market in the country.

Become a member/owner of La Crosse and Rochester's only community owned grocery store!

## OWNERSHIP BENEFITS

- A 5% discount on 12 shopping trips per year.
- Monthly member/owner only specials. Preorder by the case and take an additional 10% case discount.
- Reduced rates on co-op cooking, gardening, and wellness classes.
- Have a say! Vote on co-op issues and elect or run for the board of directors.
- Share in our profits. Profits from our co-op go back into our business, back to our community, or to owners in proportion to how much they spend (patronage refund)!
- The *Co-op Shopper* mailed to your door. Learn about local farms and food, stay up to date on co-op happenings, community classes, owner specials, and more! The *Co-op Shopper* is published quarterly.
- Two stores, one co-op. Use your ownership benefits at both La Crosse and Rochester locations!
- Ownership is yours! If you decide not to be a member/owner any more, simply request an equity refund with a simple form.

## IT'S EASY TO JOIN

- **Household:** Make a \$100 one-time payment or for the primary member, plus \$25 each for up to two additional adults living in the same household who wish to utilize ownership benefits. The primary member/owner may make changes to the ownership at any time. An installment plan is available.
- **Business/Organization:** Business owners that use the co-op for their business purchases may want to choose this option. Make a \$100 one-time payment for the primary member/owner, plus \$25 each for up to two additional adults.
- **Special Circumstance:** PFC is committed to food access for all. Therefore, PFC offers full member/owner benefits for a one-time payment of \$25 to people for whom \$100 is a barrier. Member/owners are asked to reaffirm their special circumstance status annually.

## STUDENT MEMBERSHIP

College students with a valid student ID may sign up for a one-year membership (September–August). Cost is \$10 per year. Students receive all owner benefits except the right to vote or run for the board and patronage refunds.

**Join Today!** Ask any cashier for a member/owner packet. It's quick and easy to sign up!

**Cover photo:** B&E's Trees Maple Syrup (l to r): Dan McCarren, Larkin Breckel, Eric Weninger, Bree Breckel, Jeanette Burlingame, and Tim Hornbrook.

# RIVER ROOT FARM

## Four-season farming in the upper Midwest

**K**atie Prochaska and Mike Bollinger have been farming at River Root Farm since 2009. They've been supplying People's Food Co-op since they started. Before planting anything, they did some market research, discovering which produce items were trucked in from California that could be grown locally. They settled on greens, fresh herbs, and microgreens—and they've specialized in those items since.

"We wanted to replace products that come in from Mexico and California." Mike claims the greens they grow—lettuces, spinach, kale—are his totem veggie. Katie goes for the herbs. "The smell of the field at harvest time is the best."

They sell to food co-ops, local restaurants, and farmers' markets. They never went the CSA (community supported agriculture) route. Coming up, they'd never worked on CSA farms. It wasn't the model they trained in, so it was never a consideration. What they were trained to do is run a four-season organic farm in the upper Midwest.

### Farm apprenticeship

After graduating from Luther College in Decorah, Katie went into the Peace Corps and was posted to Mali. She spent three years there. This was her first experience with gardening. In Mali, she worked with women's groups and they trained her. Mike, her friend from Luther College days, showed up in Mali and worked with Katie there. What did you learn there that you still use? "Laughter," Katie says. "It's the poorest country in the world, but their attitude is so positive."

Returning from Africa, the couple landed a residency at the Good Life Center in Maine. The center is the historic homestead of organic farming pioneers Helen and Scott Nearing. While at the center, Mike and Katie met Eliot Coleman and Barbara Damrosch, who run a four-season organic farm down the road from the center. Eliot and Barbara offered the two young farmers jobs when the residency was over and have continued to mentor Katie and Mike over the years. Coleman and Damrosch have been exploring and writing about the use of high tunnels to extend the season for farmers in colder climate zones. Katie notes that the extended season high tunnels open markets to farmers that they wouldn't otherwise have.

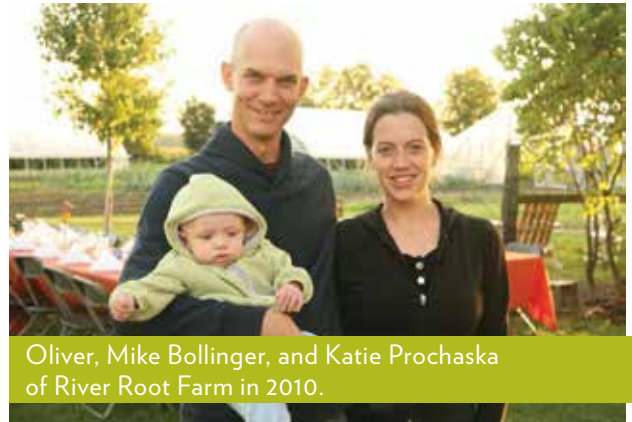
From Maine, Katie and Mike landed jobs at Chicago's Botanical Garden. Once back in the Midwest, they helped set up a farm just outside of Lake Geneva, Wisconsin, learning how to launch, as well as maintain, a farm. Mike notes that "there's a huge difference between walking into a working farm and setting one up." In addition, they co-founded Four Season Tools to fill a need they saw for tools that small-acreage farmers could use to be more successful.

Eventually they started looking for land where they could apply all that they'd learned to a farm of their own. "We chose Decorah, and moved back to Iowa in 2009 to put infrastructure in place," Mike says.

River Root Farm was founded in 2009. Their first child, Oliver, was a year old and Adeline came along two years after that.

### How PFC gets December spinach

The River Root couple learned four-season gardening from Eliot Coleman, a pioneer of the use of moveable greenhouses, or high tunnels. Coleman worked for some years in France, where farmers have long extended their growing season through the use of cold boxes and plant covers. Beginning in the 18th century, Parisian market gardeners supplied greens to the city well into the cold months. A farmer may not be growing oranges in Paris, or Decorah, but certain plants even prefer colder temperatures. Coleman reckons that through the use of unheated high tunnels with an additional blanket or covering positioned just above the crop, the growing season can be readily extended in Maine—or the upper Midwest.



Oliver, Mike Bollinger, and Katie Prochaska of River Root Farm in 2010.



Mike Bollinger and Katie Prochaska of River Root Farm.

River Root doesn't grow quite all year. Work/life balance is key for them. They shut down in January to vacation and catch up on accounting. But because of the high tunnels, River Root continues to harvest spinach, lettuce mix, and Asian-style leafy greens into December.

They have 5,760 square feet of plantings in two greenhouses (buildings with some heat) and about 13,000 square feet of plantings in five high tunnels (in-ground planting with no supplemental heat).

River Root uses floating row coverings in the high tunnels to protect the plants. They put one layer of fabric down when the overnight temperature drops to the mid-20s and they put two layers down when the temperature goes below that. Katie reports that "some folks use three covers once it gets into the teens, but we haven't gone there yet."

The high tunnels are relatively lightweight—compared to greenhouses—so they can be moved to avoid soil depletion. River

Root rotates their crops and uses multiple green manures to give the soil a chance to rest and regenerate. They use straw mulch for their summer crops, which gets worked into the high-tunnel plots as well. "We make our best effort to soil test regularly and manage accordingly," Katie says.

After their January break, the planting begins again in February. "Bedding plants and seed starters are first," Katie says. "We grow for Seed Savers, so we have to start seeds in February."

They're certified organic. "When we were farming in Maine," Katie says, "the markets demanded it." The argument is that the diseases and pests that chemical input farming attempts to mitigate could be better managed by careful organic soil management. Healthy soil makes for healthy plants. "What do you need to feed the soil to make a healthy plant?" is the question Mike asks. Or as his former boss Eliot Coleman wrote, "The farm is not a factory, but rather a human-managed microcosm of the natural world. Whether in forest or prairie, soil fertility in the natural world is maintained and renewed by the recycling of all plant and animal residues, which create the organic matter in the soil."

### Climate response

Since a four-season farm seeks to extend its growing season into the winter months, the changing climate has not necessarily been unwelcome. "We're seeing beautiful days, 70–80° temperatures, in March," Katie says. "And the fall season is extended."

That said, they've found that the change in rainfall patterns has been an issue. "We don't get gentle rains too often any more. It's pounding rain, or nothing," Katie says.

River Root's high tunnel system helps mitigate the heavy rains, and they've come up with other ways to work around the problems brought by climate change. For example, they now do more transplanting of seedlings rather than direct seeding to avoid washouts in heavy precipitation.

### Next steps

River Root Farm has been growing for Seed Savers Exchange since the farm started. "We did a few flats of basil for them in 2009," Katie says. "And in 2010 we started supplying plants for the visitor center," Mike remembers. Two years ago, the fellow growing all the catalog plants for Seed Savers Exchange retired and River Root took that work on.

"Our first delivery is March 28. We have five big delivery dates through late May," Katie says. We're standing in a greenhouse, surrounded by sprouted microgreens and seed beds. The future looks very green and busy.

"I love the greens," Mike says. "They're a challenge, but if you hit all the parameters right, the freshness and taste is unbeatable."

—Kevin Ducey



# GENERAL MANAGER'S REPORT



Lizzy Haywood,  
general manager

I'd like to take this opportunity to invite you to People's Food Co-op. When I write a column for the *Shopper*, I'm often highlighting recent co-op successes or discussing the awesome strength of the cooperative model. This month I'm returning to my roots as a co-op shopper. As a college student in the '90s, my quest for vegetarian foods is what first brought me to the co-op. Over the years, I have delighted in sourcing, creating, and eating amazing food from co-ops around the country. I am extremely proud of the great foods we provide at the co-op! I want to take you on a little shopping trip with me, showing some of my favorite items and pantry staples. Join me for a walk through the grocery store that nourishes my body, my mind, and my community.

This time of year it is especially exciting to see all the local produce and goods that are available to us as shoppers here in the neighborhoods of Rochester and La Crosse. Our stores are built on the hard work of so many farmers and team members that now go back for generations. For example, I'm so pleased to feature B&E's Trees Maple Syrup in this issue. Bree (of B&E's) worked at PFC La Crosse for many years and her uncle Richard Frost was one of the first members of People's Food Co-op (see story on page 10 for a project Richard worked on). And besides all that, Bree makes fantastic maple syrup. Here is a local, organic product that we can support, and it tastes great. I use it not just with breakfast foods, but as a sugar substitute for many dishes. A teaspoon is delicious in a stir-fry, or I use their Bourbon Barrel Maple Syrup to caramelize cashews or other nuts to toss on a green salad.

In our produce departments, we have so many choices for convenient, unprocessed, and tasty meal ingredients. I love to pick up a few sweet potatoes from the co-op and roast them with olive oil and salt. They keep well and are a great snack, or I have them with a salad for a light meal.

PFC always has great deals on apples or other fruit that I'll pick up for snacking. I'm constantly taking advantage of the Fresh Deals offers on Honeycrisps or Braeburns. I'm also a big fan of River Root's microgreens. They're a four-season farm doing an amazing job of bringing the PFC shopper delicious local greens—almost year-round. Toss their microgreens with some salad mix from Floating Gardens (Mindoro, WI) and add some shredded carrots

for a quick salad. They're also great on omelets or with a cheese platter for parties.

PFC has a lot of different yogurts to choose from, but I keep it simple; I buy plain yogurt and any brand will do. It's versatile and you can add sweetener or use it in soups or sauces as you need. But as Adam O'Connor, assistant front end manager in La Crosse, says, "Kalona's Plain Yogurt is the best yogurt." Adam gives excellent advice.

Our bulk departments are unique and fun, and save me money, too. I keep a lot of nuts, pumpkin seeds, and dried fruit on hand for snacking or meal additions. A handful of toasted pumpkin seeds is delicious tossed on a salad, or to garnish a soup. And I keep a jar of cacao nibs at my desk because of my addiction to caffeine. I admit it's not for everyone, but I would like everyone to explore the bulk section to find their own personal cacao nibs.

## Go fish

At least once a week we'll have fish at home. Fish is really good for you and it's super easy. PFC always has frozen cod, and oftentimes fresh. "I'll cook it in a cast iron pan covered in Italian red sauce or some of the Co-op's Own salsa, until the fish is flaky. The clean-up's really easy and since I usually work late, this is a great dinner solution

I also really want to mention Ferndale's smoked turkey. They use no nitrates, no additives, and it's free-range. Ferndale's turkey is all local and absolutely delicious for sandwiches, salads, or breakfast hash.

Honestly, I'm a lazy snacker and will have a slice of Ferndale's smoked turkey plain. Or with chips. Whole Grain Milling tortilla chips are a staple at our house. Whole Grain Milling grows their own organic corn and they make the chips themselves from that corn. And it's all grown and processed in Welcome, Minnesota! Their blue corn chips are good, but the yellow ones are just the right crunch for an Iowa-corn-bred person. For a fast dinner, I put a couple handfuls in a bowl, stir in some Field Day black beans and shredded cheese, then microwave. It's like quick-and-dirty chilaquiles. Add a little co-op salsa and cilantro and it's lunch time. My sister in taco-loving L.A. taught me to keep a bouquet of cilantro on the kitchen countertop in a jar of water. It's fresh anytime and it's a tasty addition to a lot of meals.

I am proud that PFC carries the "whole grocery list"—from mangoes to paper towels, from beer to cheese graters, from local tomatoes to scratch-made chocolate cake. I invite you to find your own favorite foods at the co-op. Shop the co-op to support hundreds of local producers, find great prices and be part of a nurturing community.

# B&E'S TREES

Local maple syrup from Vernon County, WI

We visited B&E's Maple Syrup farm during the height of their short production season. The maple tree sap runs quickest during those few weeks in the spring when the nights drop below freezing, but the days are above freezing. PFC spoke with Bree Breckel and Eric Weninger (the B & E employed by the Trees) at the end of March. At that time, the syrup had been running for about ten days and it looked as though the season would be a good one, or at least a normal one. Bree notes that "normal" is now hard to define in terms of what to expect from the weather in Wisconsin agriculture.

B&E's has 144 acres of land, 120 of which is forested. They have a mix of trees. The place was logged 30 or 40 years ago and most of the oak trees were taken out at that time. The maple trees came in after that.

They bought their first parcel of land in 2011 and had their first syrup to market in 2013. (Full disclosure: until 2015, Bree was

employed at People's Food Co-op. She worked at the La Crosse store for ten years. She is also the niece of Richard Frost, one of PFC—La Crosse's earliest members.)

The trees produce sap for harvesting only during the spring thaw, which is increasingly variable in length here in the Driftless. Bree reports that, depending on the weather, they can expect 1/4 to 1/2 gallon of finished syrup from each tap (most trees have only one tap, but some larger ones may have two or even three taps).

With a business plan built on something so fickle as the Wisconsin spring, how did B&E's get a bank loan? "Funding was really difficult," Bree allows. "We ended up working with the Monroe County Farm Service Agency. This was the first maple syrup operation they ever funded. That made everything possible. We started with 40 acres and then added on."

"Eric and I wanted to farm, but I didn't want to do dairy. I can cook syrup till 6:00 in the morning, but don't call me for milking." The young farmers were mentored by Phil Gudgeon at Kickapoo Gold maple syrup. "That's Kickapoo Gold's old evaporator right there," Bree indicates with a nod.

The farm is on a fairly steep hillside. There's a 350-foot drop in elevation from the ridgetop sugar house to the valley floor. While this would be poor land for most farming, the steep hillside allows B&E's to use gravity to run the syrup from the tree taps directly downhill through a system of tubing. The sap collects in large tanks at the bottom of the valley, and then it's pumped up to the sugar house for processing.

As with any farm, the plants take some cultivation. Each tree is tapped before the season begins and there's a lot of walking the woods, checking for wind and other damage. Dan McCarren, a staff member, reckons he walks up to half the property a couple times a week. The most present dangers to the operation are the numerous squirrels who insist on living in the woods and biting through the blue tubing to get at the sweet sap. It's a living system with the trees waking up from



Dan McCarren of B&E's Trees with sap tubing running downhill.

the cold winter. The hillside is covered in blue tubing. From above, the farm must look like the blue veins of some giant's vascular system—blue veins spread out over a hairy shoulder.

## Erosion

Bree notes that the most important part of their cultivation is to manage how the hill is being used. "We monitor erosion control, keep a healthy understory for invasive control. The best erosion control is a deep-rooted forest floor to hold the soil in place."

With the change in climate and the heavier rainfalls in the region, erosion is a real concern for B&E's. "Last summer a ton of rain came down," Bree remembers. "Our sap collection was hit pretty hard. We lost a big 1500 gallon tank in the valley. It floated away and never came back."

## House of sugar

The sap is pumped from the bottom of the valley up to the sugar house on the ridgetop. There, the sap is put through a number of processes to reduce the water and concentrate the sugar content.

"Out of the tree, the sap is 2% sugar," Bree says. "We put it through a reverse osmosis process first; that gets it to 5% sugar." From there the syrup goes through a steam-away machine, which pretreats the sap, bringing it to an even higher level of sugar percentage (or brix) before it's cooked off even more in the flue pan."

"We get it to 66.7% brix," Bree says. "We have to check the finishing pan constantly. A storm front moving in can change the calibration of the machine, which in turn affects the sugar concentration." When they're cooking, B&E's will cook off 280 gallons of water an hour. This sounds like a lot, but depending on the sugar content of the sap, it takes 40 to 50 gallons of sap to make one gallon of syrup.

The finished syrup is aged for one year. Since 2013, B&E's has worked with Central Waters Brewery of Amherst, Wisconsin, to produce a limited batch of bourbon-barrel-aged maple syrup. Central Waters supplies used bourbon barrels to B&E's. B&E's



Squirrel thinks this is delicious.

uses these barrels to age their syrup, giving the syrup the flavor of the smoked white oak barrels. After the year of aging, the barrels are returned to Central Waters, where the brewery makes a bourbon/maple barrel stout. Many people are made happy by this partnership.

By mid-May, barring some really unusual temperatures, the sap will no longer be running and the processing will taper off. In the off-season, Larkin (Bree's sister and B&E's employee) reports that the crew, "transitions into post-season time, where we undo all of our hard work from maple season. This involves pulling all the taps from the trees, moving our more fragile equipment into storage, and generally cleaning and disassembling everything for the summer."

People's Food Co-op has carried B&E's Trees Maple Syrup since they started production in 2012. It's available in both PFC stores. You can also find their syrup at other food co-ops in the upper Midwest—and the B&E's crew can be found at farmers' markets during the farm's off-season. Eric notes that B&E's Trees works only with small, independent businesses. "It's about relationships all the way through."

—Kevin Ducey



Samples of B&E's Trees syrup during processing.

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## PFC BOARD REPORT



Verna Simon,  
Vice President

How engaged are you in your cooperative? Or maybe, how involved are you? I assume that you shop regularly at the People's Food Co-op, and that is certainly an important way to be involved (and we thank you!). But how else do you make yourself an active part of the co-op community? Your PFC Board of Directors is developing opportunities for you to be more active in the co-op you own.

The Board's Owner Engagement Planning committee is involved with reaching out to the ownership. This committee is typically tasked with helping to schedule and organize the owner picnics in La Crosse and Rochester, and this year we want to do much more. We are discussing starting an ambassador program as a way of

sharing the joy of being a co-op owner. Board members will be visible and available in the stores and at PFC functions so we can hear from you more often. We are considering special programs like "breakfast with the board" to open dialogue with the owners. And to continue to strengthen the co-op, we are working with management to grow our ownership ranks well beyond 10,000!

If you find any of these ideas interesting, or if you have any questions or comments, let us know! You can send a note using the board message box on the website, send an email directly to [board@pfc.coop](mailto:board@pfc.coop), or you can give us feedback in person when you see us. Tell us how engaged you want to be and think about why People's Food Co-op is such an important part of your community.

We are very excited to dig in to the results of the member-owner survey which was just completed. To all of you who were selected to provide input: thank you! We had an awesome response rate. The input you provided is a very important way for us to listen to your needs and to create an amazing co-op community far into the future.

## ARE YOU INTERESTED IN RUNNING FOR THE *People's Food Co-op* board?

**P**eople's Food Co-op holds a board election each year. This year three seats will be filled. Each person elected will serve a three-year term (January 2019 through December 2021).

The board guides the co-op by establishing the vision and ensuring the long-term vitality of the co-op. It ensures that the store operates within our value system while empowering staff to manage day-to-day operations of the store. We seek a wide variety of talent in new candidates.

If you're interested, here is what you need to know:

- Starting July 1, you may pick up an information packet at the customer service desk at either store or download the packet from the PFC website, [www.pfc.coop](http://www.pfc.coop).
- You must fill out the three forms enclosed in the packet and return them by August 31, 2018.

- During September and October, nominating committee members will evaluate each applicant based on his or her application, a criminal background check, and a telephone interview. The committee will recommend candidates to the board based on these evaluations.
- Applicants who are recommended by the committee and approved by the board will appear on the ballot. Applicants not approved may petition to be on the ballot using a process described in the information packet.
- Candidate photos and brief descriptions will appear in the winter issue of the *Co-op Shopper*. Candidate information will also be available in the stores, on the website, and in the ballot accessible online.
- Co-op members may vote until the first business day after the Annual Meeting in December.
- Results are announced within ten days after voting closes. New board members start their terms in January 2019.



# SAVE MONEY, SUPPORT YOUR COMMUNITY

People'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've supported in Rochester:

- February: Zumbro Watershed Partnership
- March: Channel One
- April: Hiawatha Trout Unlimited

### Projects we've supported in La Crosse:

- February: La Crosse Historical Society
- March: New Horizons
- April: Coulee Region Humane Society

**Total for 2018 thus far: \$3,100.**



**DOUBLE YOUR SAVINGS**

Member/owners receive two 5% discounts monthly through September 2018.

Shop more, shop often! Receive an **additional 5% discount\*** to be used on a second shopping trip each month through September 2018!

\*Equity owners only. One discount per transaction. January 1, 2018—September 30, 2018.

**People's FOOD CO-OP**

## Any changes in your life?

Have you moved? Has your name, email address, or phone number changed? Have you had a change in who constitutes your household members?

Keep your membership data up to date by letting us know what has changed. You can send updates to Brad Smith at [brad.smith@pfc.coop](mailto:brad.smith@pfc.coop) or Linda Riddle at [linda.riddle@pfc.coop](mailto:linda.riddle@pfc.coop), or use the "comment" form on our website.

We want you to stay informed with the latest news about your co-op, and that can only happen with accurate information.

## PFC SISTER CO-OP

# Cooperativa Vilches, Nicaragua

In a remarkable example of co-op-to-co-op international diplomacy and cooperative spirit, People's Food Co-op in the 1980s and 1990s maintained a sister-co-op relationship with an agricultural cooperative in embattled Nicaragua.

In the summer of 1985, People's Food Co-op member Joel Lazingar was in Nicaragua on a faculty development grant from the University of Wisconsin-La Crosse to work on humanitarian assistance programs. His roommates in Managua were a group of Mexican university students who were studying agricultural science in Nicaragua. They'd been working with Cooperativa Agricola Luciano Vilches, an agricultural cooperative a few miles south of Managua, and one day Joel tagged along with them. He fell in love with the place and the people there.

"They were campesinos from El Salvador who had fled the war in that country," Joel says. "The Nicaraguan government welcomed these people and gave them land to settle on."

There were 125 people in 30 families and about 89 of those 125 people were children. Joel remembers it fondly. "Here were people who'd experienced such trauma in El Salvador and they'd created such a pleasant place to live." Joel wrote enthusiastically about the place to his partner, Sara Bentley, back in La Crosse.



Sara Bentley (center) with Isidro Sanchez (right), one of the co-op leaders.

Sara printed excerpts of Joel's letters in the PFC newsletter and then she wrote up a proposal to "adopt a co-op" in Nicaragua. In September 1985, People's Food Co-op of La Crosse members voted to establish a sister co-op relationship with the Cooperativa Agricola Luciano Vilches.

The U.S. government probably didn't approve. By the time Joel arrived in Nicaragua in 1985, the Reagan administration had been at war against Nicaragua for several years. The Nicaraguans had chased out the U.S.-supported dictator and U.S. business interests were uneasy with the new popular Nicaraguan government. In response, the U.S. funded a guerrilla army in an attempt to overthrow the Nicaraguan government.

### Power to the dairies

When PFC and Vilches established their sister co-op relationship, Vilches had no dairy cows and no milk for the 70% of the members who were children. PFC undertook to raise \$1,000 to buy some cows, and People's membership met that goal within two months. The fundraising project was managed by long-time co-op members Danette Tritch, Richard Frost, and Teri Wachuta. A Minnesota dairy farmer donated \$500, saying, "It is important that the people of Central America know that a large number, perhaps most, Americans do not support the policies of the Reagan administration in the region."

While the Reagan administration had illegally circumvented Congress to sell weapons to Iran in order to fund their guerrillas, People's Food Co-op had mobilized the dairy farmers of Minnesota. That summer, Sara traveled to Managua to see Joel and deliver the PFC contribution.

The first \$1,000 raised by the People's Food Co-op was used to purchase four dairy cows, veterinary medicine for cows and chickens, and basic milking supplies for Cooperativa Vilches. The cows were purchased in Nicaragua from the Chiltepe dairy development project. Vilches Co-op had group meetings to discuss important decisions. "They all sat in a big circle and the meeting facilitator would call on all the men and women of the co-op: 'What do you want to say?'" Joel says. No one was compelled to speak, but everyone had their say. Shortly before the cows arrived, Joel was present at one meeting when the co-op

debated who would be the one designated as head cowherd. “The group spent two hours trying to decide who among them was the gentlest soul. It was felt that that person would be the one most appropriate to take care of their animals,” Joel says.

The Vilches Co-op grew their own forage for their animals. Besides cows they had some pigs and chickens. They grew watermelons for the Managua market. Joel: “That was very good watermelon. These people were excellent farmers.”

Joel was never in any danger from the war. He remembers there was a casket factory close to the campus in Managua where he worked and every day an army truck was there to load up. The only real clandestine operations Joel undertook against the American empire was to go to Costa Rica, stock up on printer toner, books, and Post-it notes—essentials for the revolution—and smuggle them back to Nicaragua, which was under an American embargo.

Joel is careful to state that the State of Wisconsin had long had a sister-state relationship to Nicaragua that pre-dated the problems with Reagan’s war. There was a Wisconsin Coordinating Committee on Nicaragua that worked to continue aid programs to Nicaragua once the federal USAID funding was cut off. He had some administrative support from the WCCN and UW-L. And when Joel returned to the U.S., a graduate student from University of Wisconsin–Madison in effect took his place as liaison to Cooperativa Vilches.

After a year, Joel returned to the U.S., but the sister co-op relationship continued into the 1990s. PFC member Connie Vanderheiden traveled to Vilches in 1990 to deliver funds. The People’s Food Co-op members were very supportive over the years. Many people donated their patronage refund checks to the sister co-op. Over the ten years or so of the sister co-op relationship, People’s Food Co-op helped Vilches put in an irrigation pump and supplied veterinary supplies and items for the children of Vilches as they grew up. PFC helped Vilches start a community store and set up a sewing co-op.

The people of Vilches, mostly refugees from El Salvador, decided to return to their home country in the mid-1990s. The co-op reconstituted itself in El Salvador, but the new location was difficult to reach from the U.S. Over time, a couple of the key contact people in El Salvador passed away or left the co-op, and PFC gradually lost communication with the Vilches co-op. Nevertheless, for a decade, People’s Food Co-op undertook a remarkable journey with the people of Vilches Cooperativa.

In 1986, Joel was present when the first cows were delivered to Vilches. The people in the cooperativa were very excited at the prospect and the children broke out chanting: “Children are born to be happy. Children are born to be happy.”

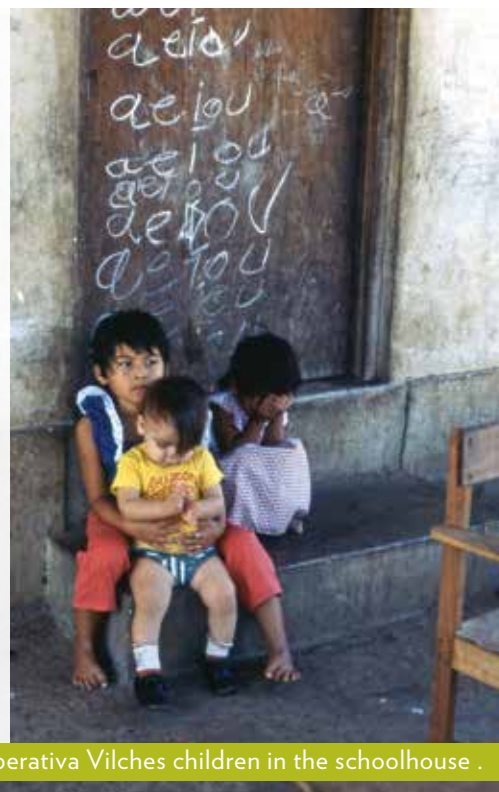
Although People’s Food Co-op is no longer buying dairy cows in Central America, through programs such as Beans for Bags,



Joel Lazinger (kneeling, left) at Cooperativa Vilches.

Round Up, and Co-op Basics, PFC members and shoppers continue to support local initiatives to meet social justice needs. Through co-op-to-co-op trade partnerships with international producers such as Riojana Winery, Alaffia, Equal Exchange, and others, PFC continues to work for fairer trade internationally.

—Kevin Ducey



Cooperativa Vilches children in the schoolhouse .

# LA CROSSE STORE REMODEL:

# What's Coming Up

We are coming to the end of the development phase of the remodel planning, and things are heating up! We wanted to share with you a bit about how the development process has gone and look at what's ahead.

Planning begins with identifying the “who” of People’s Food Co-op:

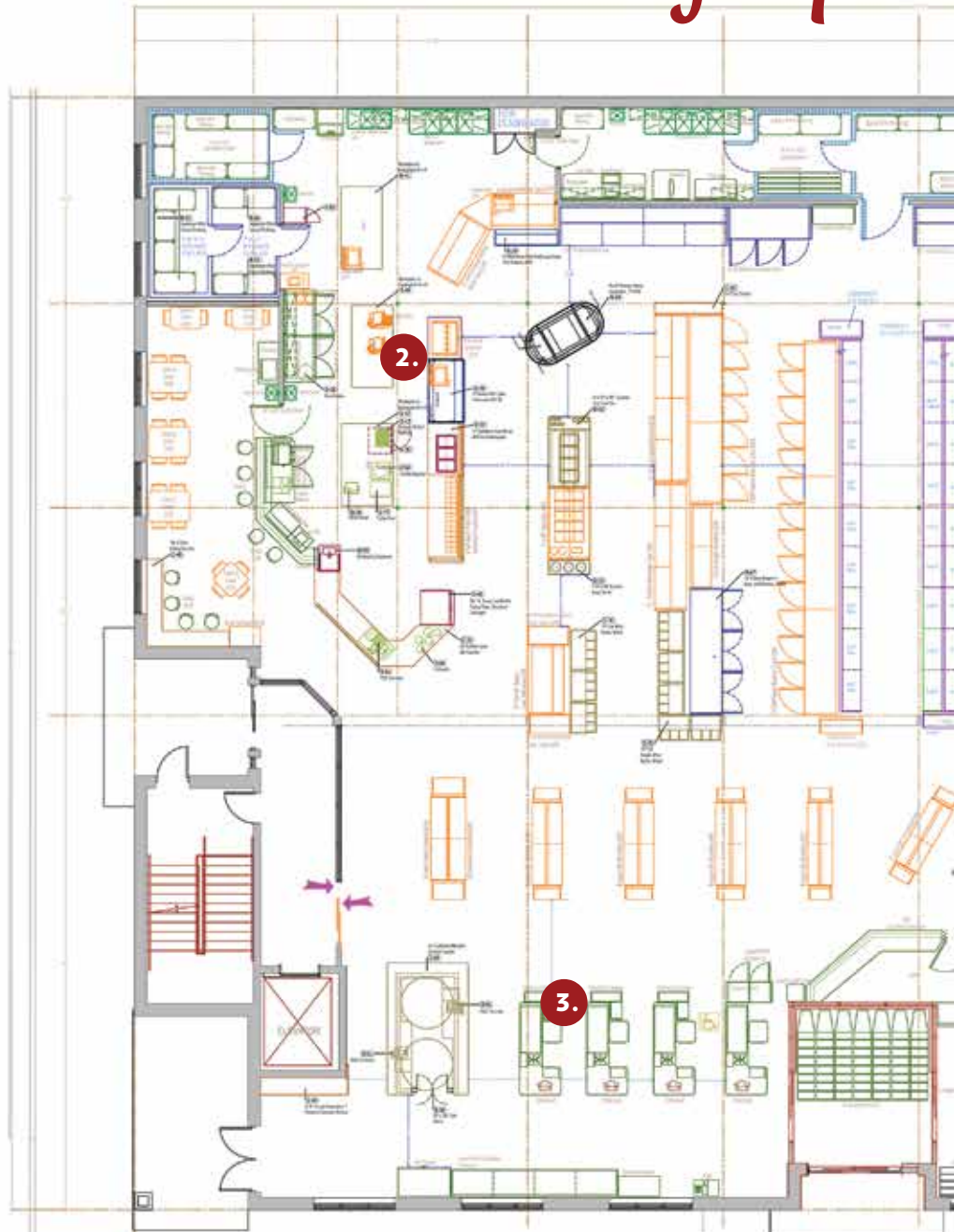
We are people working together to create a sustainable community.

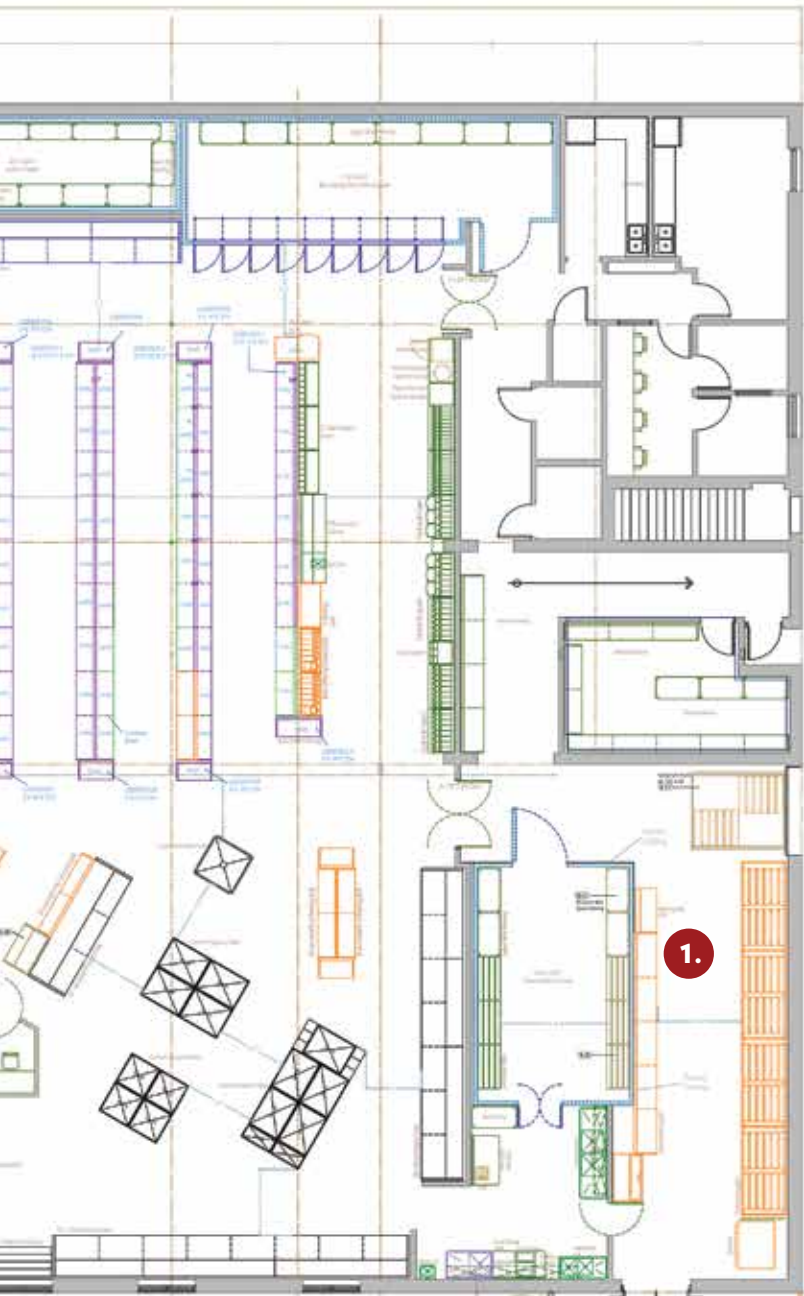
We are guided by our goals about what kind of difference we can make in the world. These are called the “Co-op’s Ends,” and are defined by the PFC board of directors.

- Increase the availability of high quality safe food at fair prices with an emphasis on local, organic, fairly traded, and natural goods
- Create a better educated, empowered and engaged community that thinks and cares about food, health, and sustainability
- Create a robust cooperative economy

During the past two years, we have been working with many stakeholders to draw up these plans. Over time, we developed a refined vision of what will best serve the needs of our shoppers and our whole community.

- Board of directors defined the vision of the co-op and affirmed the Co-op’s Ends
- Management staff gave input early on and continues to provide expert advice throughout the process on equipment and design
- Input from owners and other shoppers on current shopping challenges and preferences
- Input from Downtown Mainstreet Inc. and the City of La Crosse
- Market analysis by two different firms
- Feasibility studies by La Crosse experts and by the Development Cooperative





**What are the main goals of the project?**

1. Focus on staff safety by improvements to the receiving dock and backroom
2. Expand deli space for more great food and faster service and improved seating
3. Make shopping easy with faster checkout lines
4. The project includes many other top-to-bottom improvements, from new outdoor signage to a Community Room refresh (not shown).

Throughout the process we are committed to listening closely to people in our community to make sure that we are meeting your needs. While we are focused on the details of a full-scale remodel, we are continually guided by our Co-op's Ends. We can't be successful unless we've made a positive impact in the world. By working together, we are creating a sustainable community.

We are headed toward 10,000 owner households! The ownership growth of the co-op is one way to gauge the community's support of the co-op. Dozens of new owners are investing every month, showing that people are excited about being part of our community-owned grocery stores.

When our ownership grows, so does the equity of our business. This is broad-based shared wealth, and is the hallmark of consumer co-ops. It is what makes us different from privately owned grocery stores.

—Lizzy Haywood



**What's next?**

1. Finalize floor plans and designs
2. Identify financial partners
3. Identify contractor partners
4. Begin work in July, continuing through early November

NDG Development Cooperative  
National Cooperative Grocers  
2010 University Avenue West, Suite 210  
Saint Paul, Minnesota 55114  
855.709.2697, Ext. 2406

No.	Date	Revision

**PRELIMINARY  
FIXTURE  
PLAN**

Date: 03/09/2018  
Drawn By: LJP  
Scale: 1/8" = 1'-0"



**FP1.0**

# People's Food Co-op's Top 10 Summer

## ROCHESTER 5



- 1 Castle Danger Summer Crush**  
Light, thirst quenching, can crushing tastiness from Two Harbors, Minnesota. A little hazy, easy to drink, local. Warm sunshine and this beer is a great combination.



- 2 Toppling Goliath Dorothy's New World Lager**  
Smooth, easy drinking from Decorah, Iowa. Often overshadowed by its hoppy and hazy brothers—lighter and maltier is Dorothy's jam. Summer is when this beer shines bright.



- 3 Founder's Solid Gold**  
A new offering this year from Michigan. A really light American lager perfect for hanging out on the deck. Craft beer at domestic prices!



- 4 Utepils Ewald the Golden**  
About as true to a German style Hefeweizen as Minnesotans can get. Slight hazy wheatiness. Banana and spice from the yeast are what makes this beer distinct.



- 5 Fair State Vienna Lager**  
The first cooperatively owned brewery in Minnesota brings you malty refreshment. It's a great beer that you should absolutely pick up at the first cooperatively owned liquor store in Minnesota.

## LA CROSSE 5



- 1 Bell's Oberon**  
It doesn't get more classic than this light, easy-drinking, wheat ale. Arguably the king of the summer seasonals.



- 2 Hillsboro Brewery Snappy IPA**  
New in cans this year and already a favorite, Snappy is an easy drinking IPA for an easy, breezy summer evening.



- 3 Schöfferhofer Grapefruit Radler**  
An even split of wheat beer and grapefruit juice, this low ABV choice from Germany will satisfy even the most casual of beer drinkers.

# Beers



**4 Dogfish Head Namaste Belgian Witbier**

Bright and refreshing, with subtle notes of citrus and lemongrass, this would be my personal desert-island beer. This is a must try for fans of the similar Blue Moon.



**5 New Glarus Two Women Lager**

Medium bodied and slightly malty, you cannot go wrong with this classic lager poured cold into a glass on a summer day. Available year-round, but only in Wisconsin.



# Summer

## COMMUNITY CLASSES

La Crosse location

### Spring foraging field trip

Sunday, May 20 • 1–4 p.m. • with Derek Barkeim, Seekers Wild and Jarad Barkeim, Coulee Region Ecoscapes

We will meet at PFC Community Room for a brief lesson on early spring wild edibles and the ethics of foraging. Then we venture out to the wild! We will find, observe, and learn the properties of wild plants—both ones that are edible and ones to avoid. A most sincere effort will be made in the hunt for morel mushrooms, but as we all know, there is no guarantee of finding these elusive and delectable fungi! Dress for the weather, bring a bag or basket. Transportation will be provided to and from PFC. \$30 members; \$40 nonmembers.

### Wines of Germany

Tuesday, May 22 • 6–7:30 p.m. • with Todd Wohlert, Purple Feet Wines

Our final class before summer break will explore the red and white wines of Germany and Austria. Learn about the range of flavors in Riesling, from honey sweet to bone dry. Explore the powerful yet delicate reds from these historic regions. Enjoy listening to Todd try to pronounce these wines! As always, there will be delicious snacks to accompany the wines. Participants must be 21 to attend. \$20 members; \$30 nonmembers.

### DIY spring cleaning using essential oils

Wednesday, May 23 • 6–7:30 p.m. • with Annie Gausmann, PFC Wellness Dept.

Spring cleaning is fresher and, yes, cleaner when essential oils (rather than harmful chemicals) are used. Join Annie for an evening of discovery: What oils and oil blends speak to your senses? What types of cleaners can easily be made at home? Do they actually get stuff clean? Everyone will make a cleaning product to take home along with recipes and suggestions for others to DIY! \$20 members; \$30 nonmembers.

AAUW  
Art Fair on the Green  
La Crosse, Wisconsin

Annual juried art fair featuring many returning and new talented artists!

July 28 & 29  
UW-L CAMPUS

\$5 Admission | Students with ID, 12 and under free  
Scholarship Fundraiser

### Discussing the birds and bees over some wine and cheese (for those talking with children who are in elementary school)

Wednesday, June 6, 7:00–8:00 p.m. • with Lori A. Reichel, UW-L

This fun, interactive workshop is for adults who have been or will be talking to children about puberty. Within a safe environment, participants will process how to best talk to children about these and other topics, and review the basics of pubertal changes. Presented by the local Puberty Prof, raffle prizes will also be provided. \$15 members; \$25 nonmembers.

### Discussing the birds and bees over some wine and cheese (for those talking with middle/high school aged youth)

Wednesday, June 13 • 7–8 p.m. • with Lori A. Reichel, UW-L

This fun, interactive workshop is for adults who have been or will be talking to youth about sexuality. Within a safe environment, participants will process how to best talk to youth about decision-making, and the act of sex, and review the basics of sexuality. Presented by the local Puberty Prof, raffle prizes will also be provided. \$15 members; \$25 nonmembers.

### The Mediterranean diet—what's special about it, how does it work and taste?

Wednesday, June 20 • 6–8 p.m. • with Chef Deb Hendrickson

We've all heard of the Mediterranean diet; this is your opportunity to learn what people from the Mediterranean countries have known for centuries—a lifelong habit of healthy nutrition, physical activity, and calm attitude can prevent diseases and increase quality of life. Learn what to include, and what to eliminate and then make a few of Chef Deb's favorite recipes to sample in the class. \$20 members; \$30 nonmembers.

### Make organic chocolates with Amy from Amy's Apothecary in Austin, TX

Wednesday, July 11 • 6–8 p.m. • with Amy Myers

Raw Cacao Medicine: Please your taste buds, support your immune system, and improve your sense of well-being by making chocolates! Classes will use a mixture of organic raw cacao powder, organic raw cacao butter, dried and powdered herbs, nuts, seeds, and organic maple syrup to prepare several delightful chocolates. Amy Myers is an herbalist, massage therapist, and owner at Amy's Apothecary, where she makes raw, vegan, organic chocolates infused with medicinal herbs, as well as all-natural skin and body care products. \$20 members; \$30 nonmembers.



- 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

### Innovationology—Bleu Duck

Thursday, May 17 • 6:30–9:30 p.m.

Highlighting the incredible innovation that happens in our community every day by bringing together local innovators from all industries and levels of development. They will be matched up with culinary artists, mixologists, and beverage professionals in our community to provide a multi-sensory experience. PFC will be participating for the second year, with all proceeds going to the Children's Museum. Tickets can be purchased at the Children's Museum website: [www.mcm.org/visit/rochester](http://www.mcm.org/visit/rochester).

### Argentine wine

Thursday, May 24 • 6–8 p.m. • with Theresa Meschini

Rochester native Theresa will present wine from her family's Argentine winery. Theresa happily sells her brother-in-law's wine, which he produces in the Mendoza region in Argentina. We'll enjoy malbec, torrantes, chardonnay, and cabernet. Light snacks will be provided. Class will meet in MMP above the co-op. Participants must be 21 to attend. Free, but registration required on Eventbrite.com.

### PFC fresh food market at Thursdays on First & 3rd

Thursdays, June 21, July 19, August 16 • 11 a.m.–4 p.m.

People's Food Co-op will be hosting a number of vendors, local farmer, and producers in Historic 3rd Street this summer. Come meet producers we work with and grab a fresh bite, or get some produce to go. In coordination with the Rochester Downtown Alliance, this is PFC's 2018 sponsorship of Thursdays on First and 3rd.

### White, rosé, and beyond

Thursday, July 12 • 6–8 p.m.

White and Pink that you should drink! Tyler Melton from Libation is back to talk about the wine you should be drinking in the warm summer air. These wines will be sure to impress at outdoor family events, picnic dates, and at the lake. Class meets in the MMP Community Room, second floor above the co-op. Participants must be 21 to attend. Free, but registration required on Eventbrite.com.

**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.

### Co-op's eat local farm tour

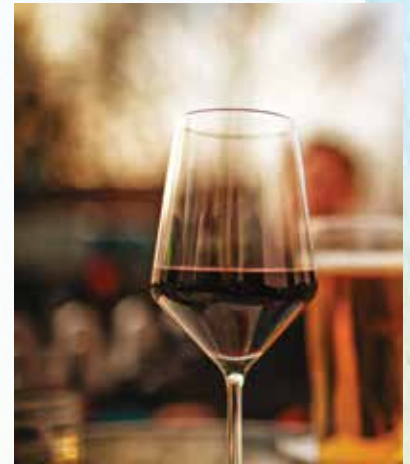
Saturday, July 14 • 10 a.m.–4 p.m.

PFC is joining other cooperatives around Minnesota to collaborate with farms on a self-guided farm tour of co-op producers. Farmers in various "regions" will be on hand to give tours and answer questions about their farms. Some farms will provide snacks and samples. Take a leisurely tour of a few farms in the area or spend the day catching as many as you can. Be on the lookout for maps and instructions. Free event.

Watch PFC's online calendar for details: [www.pfc.coop/calendar](http://www.pfc.coop/calendar).

### Upcoming classes

Look for upcoming classes on cooperatively grown wine from Spain and Portugal and a beer-pairing dinner. We will also be hosting a ramen class, a poke bowl class, and a chopped class in July. Look for details to come.



Minnesota  
FoodShare  
March Campaign

Minnesota FoodShare  
Thanks you!

In this year's food drive, People's Food Co-op—Rochester raised \$2,062 for Channel One and donated 1,709 lbs of food to local food shelves. Thanks, People's Food Co-op shoppers!



# What is a Co-op?

## We're a different kind of business



### Your local food co-op supports local farmers.

Whether it's the new farmers down the road or the place that's been in business for generations, we've worked with local producers for decades. Your co-op is your local connection to regional agriculture.

### Co-ops

- foster democracy, practice social inclusion, and operate with concern for the environment
- contribute to sustainable economic growth, social development, and environmental responsibility while being locally rooted and people-driven
- are driven by values, not just profit



### For every \$1,000 spent at your food co-op, \$1,604 is generated in the local economy.

Shopping at the co-op goes hand-in-hand with supporting local producers. We provide funding to many organizations that support the growth of locally owned farms. In 2017, PFC sold more than \$4 million in local products (17% of sales).



### Food co-ops donate more of their profits to charity than conventional grocery stores.

Last year, PFC made over \$49,000 in donations and sponsorships to the Rochester and La Crosse communities.

## NEWS AND UPCOMING EVENTS

### Gluten-Free Day—Rochester

Join us for Gluten-Free Day in celebration of Celiac Awareness Month in Rochester on Saturday, May 19, from 10 a.m. to 3 p.m. Sample goodies, meet local vendors, ask questions, and learn how the co-op can be your resource for gluten-free living. Plan to stay for lunch! Our salad bar and hot bar will feature Co-op's Own gluten-free entrees and ingredients.

### Walkaround Downtown—La Crosse

Downtown Mainstreet Inc.'s annual Walkaround is May 4 through June 1. Pick up your stamp card at any of the participating businesses. Visit at least 25 of the businesses on the card, get the card stamped, and turn your card in by June 2 to be eligible to win prizes! Downtown Walkaround kicks off Friday, May 4 at 5:00 p.m. at Cameron Park. The celebration ceremony will be on Friday, June 1 from 5–6 p.m. in Cameron Park, in coordination with the Cameron Park Farmers Market.

### Art on the Ave—Rochester

On Saturday, May 19, from 9 a.m. to 4 p.m. in Slatterly Park, People's Food Co-op will be participating in the annual Art on the Ave. Come down and meet talented artists, listen to music, and buy some tasty treats. Event is open to the public.

### PFC—La Crosse Food Forest Work Night at the YMCA

Join your friends, coworkers, and PFC members for some fun and light-hearted "work" on the evening of June 6! Come to the Family Y at 6 p.m. and dig into projects for Year 3 of the Food Forest! Tools provided, bring gloves if you have them. We will work until about 7:30 and wrap up the evening with refreshments provided by PFC.

### Mississippi Valley Conservancy Trail Trek Challenge—La Crosse

Registration is now open for the Trail Trek Challenge, Sunday, June 10, 8 a.m. to 1 p.m. at Stoney Creek Hotel and Conference Center. PFC is a

co-sponsor of this adventurous day of trail exploration and treasure hunting to benefit our local environment. Details at [mississippivalleyconservancy.org/ttc](http://mississippivalleyconservancy.org/ttc)

### Downtown Summer Days—La Crosse

Downtown Summer Days will be the weekend of July 27, 28, and 29. On Friday, July 27, from 11 a.m.–2 p.m., PFC will have an outdoor grill-out! Join us for delicious fresh-grilled hotdogs and brats with all the trimmings! Meatless options and sodas will be available, too.

### People's Food Co-op Community Fund grant applications

The PFCCF is accepting grant applications for the current funding cycle. Two grants, one for \$2,000 and one for \$1,000, will be awarded. Applications are due on June 15. Interested parties will find applications and more information on the PFC website: [www.pfc.coop/our-co-op/coulee-region-co-op-community-fund/](http://www.pfc.coop/our-co-op/coulee-region-co-op-community-fund/)

## ROCHESTER 5TH ANNUAL BIKE SWAP

Saturday, May 5, 10:00 a.m. to 2:00 p.m.  
PFC—Rochester Parking Lot

Join PFC and Pata de Perro for the annual bike swap. Bring your used bikes (and a \$10 donation) to sell or donate to the club. Or if you are looking for a bike, come down and see what sellers and Pata de Perro has to offer. We are also accepting used bike parts for fixing up bikes. Pata de Perro fixes bikes and donates them to kids around the community.

#### BUY

- Used bicycles for adults and children
- Used bicycle gear
- Refurbished bicycles from Rochester Community Bike Club (Pata de Perro)

#### SELL

For a donation of \$10 you can sell your used bikes and bike gear. Items not sold should be picked up by 2:00, or they will be donated. Seller determines price.

All funds raised will support local efforts to make Rochester a more bicycle-friendly community. The event takes place in the co-op parking lot.

## PFC Bike Week La Crosse!

La Crosse  
June 2–9



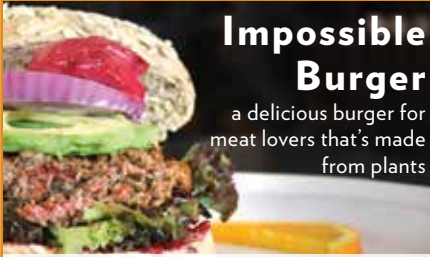
Bring in your helmet to PFC—La Crosse during Bike Week for a free small coffee courtesy of AAA.

On Wednesday, June 6, at PFC—La Crosse, AAA will hand out free helmets beginning at 7 a.m.—while supplies last. Also on June 6, Bikes Limited will have a mechanic at People's Food Co-op—La Crosse beginning at 7 a.m. Ride to the co-op, have a free coffee and baked treat while your bike gets checked out by a professional!

# OWNER SPECIALS

## MAY

### HACKBERRY'S BISTRO



**Impossible Burger**  
a delicious burger for meat lovers that's made from plants

**\$2 OFF**

### ROTH

Local

**Original Havarti**  
**\$1.00 OFF**

8 oz.

### WINE SPECIALS

**20% OFF**  
**Red, White, or Rosé**  
**Wine of the Month**

look for the red tags in the wine department!



### FIELD DAY

**Fruit Spreads**  
**\$1.49 OFF**

14 oz., reg. price \$3.99

### SWEET GRASS FARMS

**Grass-fed Milk** Local  
**\$1.00 OFF**

64 oz., whole, 2%, & skim, reg. price \$3.99

## JUNE

### HACKBERRY'S BISTRO

**Salad Bar**



**\$2 OFF**

Local

### SARTORI

**Merlot BellaVitano**  
**Cheese**  
**\$1.50 OFF**

5.3 oz.



### SNO PAC

Local

**Frozen Blueberries**  
**\$2.00 OFF**

reg. price \$4.69

Local

### CARLSON COFFEE



**Ground Coffee**  
**\$4.00 Off**

12 oz., reg. price \$12.99

### CHIP MAGNET

Local

**Salsas**  
**\$2.00 OFF**

reg. price \$4.39

## JULY

### HACKBERRY'S BISTRO



**\$1 OFF**  
**Beverages**

Local

### NATURAL VALLEY

**CoJack (goat)**  
**\$2.00 OFF**

8 oz.



### SNO PAC

Local

**Frozen Peas**  
**HALF PRICE**

reg. price \$2.49

### KEMP'S

Local

**Select Chocolate Milk**  
**70¢ OFF**

64 oz., reg. price \$2.49

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



### KICKAPOO

Local

**Radio Wave Bulk Coffee**  
**\$4.20 OFF**

reg. price \$14.19

Co-op's Own™

**Methyl Folate**  
**HALF PRICE**

90 count, reg. price \$11.99

### COCOKIND

**Facial Care Line**  
**25% OFF**

**R**emember to use your member discounts (5% off, 12 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 \$227,889 using the 5% discount at the register.



### SNO PAC

Local

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



**Sweet Beans**  
**HALF PRICE**

10 oz. bag, reg. price \$2.79

### BULK

**Grandy Oats High Antioxidant Trail Mix**  
**\$4.00 OFF/lb**

reg. price \$12.99/lb

Co-op's Own™

**Biotin**  
**HALF PRICE**

500 mcg. 60 caps., reg. price \$7.99

### WINE SPECIALS



**Red, White, or Rosé Wine of the Month**  
**20% OFF**

look for the red tags in the wine department!

### 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!

### CRYSTAL

**Deodorant**  
**25% OFF**

### WINE SPECIALS

**20% OFF**  
**Red, White, or Rosé Wine of the Month**

look for the red tags in the wine department!

### BULK

**Walnut Halves and Pieces**  
**\$2.30 OFF/lb**

reg. price \$7.99/lb

### ZUM

**Aromatherapy Mists**  
**\$6.99/ea**

Co-op's Own™

**Glucosamine Chondroitin**  
**HALF PRICE**

MSM 120 tabs., reg. price \$27.99



### JUST COFFEE

Local

**Coffee**  
**\$4.00 OFF**



12 oz., reg. price \$12.99



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**2.50% APY\***  
58-Month

**1.75% APY\***  
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\*Checking and Direct Deposit Required

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**Now offering Life Coaching – In-person or by phone**

### Coulee Rock Club

#### 2018 Gem & Mineral Show

Saturday June 2nd, 10a.m. - 5p.m.  
Sunday June 3rd, 10a.m. - 4p.m.

**Onalaska Omni Center**  
255 Riders Club Road

Gems, Minerals, Fossils, Artisan Jewelry, Lapidary Material, Speakers, Auctions, Kid's Corner, Rock Identification, and more!  
Check us out on Facebook!!!

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**ON SALE**  
Select NORDIC NATURAL'S PRODUCTS  
MAY-JUL 2018

**NORDIC NATURAL'S**  
Healthy Heart™  
Joint Health™  
Optimal Wellness™  
**ULTIMATE OMEGA**  
1280 mg Omega-3  
High intensity omega-3—clinically shown to support a healthy heart™  
NON-CGMO  
PURETY  
1000 mg Soft Gels | 60 Capsules

**NORDIC NATURAL'S**  
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.

Play Well + Live Well + Be Well

**EVOLVE**  
directory.org  
Coulee Region

*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](mailto:kevin.ducey@pfc.coop)*

**Great community Music and Crafts Fest for 42 years!**  
**\* Dance \* Children's area \* Great food \***



**August  
24-26th  
Riverside Park  
La Crosse WI**

**Performers include:  
Pert Near Sandstone  
Them Coulee Boys  
Yellow Bellied Sapsuckers  
Five Letter Word  
Willy Porter & Carmen Nickerson  
Dead Horses  
Peter Mulvey & Sista Strings  
& many more**

**Thank you People's Food Coop for being a long time sponsor!**

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