



Co-op Shopper

Fall 2018

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



4 Deep Rooted Farm
8 Buffalo Hills Bison
11 La Crosse store redesign

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

August 23, 4:30: Rochester

September 27, 4:30: La Crosse
(Powell Place)

October 25, 4:30: Rochester

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 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: Bison at Buffalo Hills Farm outside of Caledonia, Minnesota.



GENERAL MANAGER'S REPORT



Lizzy Haywood,
general manager

I am grateful to the 857 people who took time last spring to participate in the long-form Owner Satisfaction Survey. We do this every three years to help better understand our owners and your needs and wants. The results revealed the breadth of owners' needs and experiences that our co-op can serve. There is not just one story but an anthology, representing many desires—some common and some unique. Each speaks the story of a person who owns their grocery store. This is a coalition with diverse needs and expectations, each wanting to build a relationship with its co-op community.

The board and staff have been working to reposition the co-op in many ways, to meet changing needs and expectations. The Owner Satisfaction Survey shows that the work is resonating for many. People love what People's Food Co-op stands for and they love how it serves certain needs in their lives.

Some owners, who also truly love what PFC stands for, have been distanced from the co-op through negative experiences and by finding their needs served better elsewhere. We are going to be better at serving you. Here are some things we heard:

Listen better and respond quickly. One in four reported that PFC meets their needs very well in terms of responsiveness to product requests, concerns, or questions. We are not satisfied with 25%—so we've made changes! We created an internal process to ensure that your comments are heard and resolved quickly. You will notice that the "comment card" has changed so that we can help you more efficiently. More responses will be shared broadly so others can learn from common questions. Between newsletter issues we are communicating with owners via email; if you haven't signed up for that list, send a note to ann.mull@pfc.coop with the subject line "opt in." You may have also been part of the survey we're offering at the register (see page 7 for more on that).

Show how to save money. The co-op was not created to be cheapest every time, but we will make sure you get value every time. The survey showed that we must do better at showing you ways to save at the co-op. In the past ten months owners have received twice the discounts of a normal year. While that program is sunsetting at the end of September, we are going to keep making ownership valuable in your pocketbook. (One tip: Use the

monthly Owner Deals as often as you like. Some people may earn back the one-time investment simply through using the Owner Deals for a few months!)

Make the La Crosse store easier to shop. We've heard this loud and clear and are so excited to begin work this month. The renovations beginning in August are designed to make the store easier to shop. We're improving the checkout lanes, adding a convenience check-out in the deli and making the deli order process easier. See page 11 for more on this.

We heard lots of great things, too!

Here are some of our favorite shout-outs from the survey:

"I appreciate the neighborhood aspect of shopping at the food co-op."

"I appreciate the Rochester store's welcoming nature and especially the cafe area. It is one of my favorite places to meet friends and colleagues because there is good, affordable coffee and treats, as well as ample parking."

"I too want to tell you, I love what you do. Keep up the classes! Keep being local, supporting the community. I'll hit you up first before going to the big box store. I will always buy produce from you, as well as bulk, bread, pasta, meats, and dairy."

"The meat and chicken sales have gotten me to purchase more meat and chicken at the co-op. Thanks, I now only purchase organic ground beef because I found it cooks better (and tastes better) than conventional. Please continue the bulk sales."

"I love that the co-op is a small and friendly environment compared to the other national brand grocery stores in Rochester. I know the names of several members of the staff, and they know me. We have done our weekly grocery shopping almost exclusively at the co-op for several years now."

"And then there is the social aspect of the store: there's hardly a time when we are there that we don't run into someone we know."

"Keep it small, focused and local. I love that it is accessible to everyone and that everyone is welcome! The more local the better."

"I enjoy that PFC promotes healthy eating and life-style by selling foods with that intent."

For our La Crosse shoppers, there will be significant changes happening in the store this fall. We are so excited to be adding new features for you! We'll have lots of fun—and delicious!—new things to share. See page 11 for more information.

For all of our readers, I hope that we hear from you. You can contact me anytime at liz.haywood@pfc.coop or by dialing extension 1000 when you call the store. Please come to one of the People's Picnics in October to meet more co-op folks.

DEEP ROOTED

Tomatoes and spinach and bananas from Westby

“We have high expectations,” says Tiffany Cade, owner of Deep Rooted Farm. “It’s one thing to grow food, it’s another thing to grow high-quality, super-nutritious, beautiful food.”

Deep Rooted has supplied People’s Food Co-op of La Crosse since 2012. Tiffany grew up on a dairy farm in the Westby area. She studied environmental conservation in school, then worked in Chicago—managing distribution for a Wisconsin CSA farm. Along the way she spent time in a WWOOF program in New Zealand and did a stint in Cuba studying permaculture. Tiffany says she always knew farming was something she wanted to do. Her family knew it as well. “My father used to tell me: ‘You just wait, you’ll end up farming.’” Her partner, Jimmy Fackert, took a similarly indirect route to the farm. He studied art in school and is an accomplished glass-blower.

They’ve had good success with the farm, and business continues to grow. As they grow, expenses add up. Jimmy explains, “Being

medium-sized is hard. We still do all our own deliveries. We’re still a hand-picked farm.” But the hours are long and they both still have to have off-farm work to make ends meet.

The weight of tomato dreams

To increase the resource flow so that they can expand, they’ve decided to diversify their crop mix. “Tomatoes are good,” Tiffany says, “but we’re realizing there should be another piece to it. And adding more specialty items makes the business more interesting. Last year we did 35,000 pounds of tomatoes. That’s absurd. All of them sold within 60 miles of the farm. I guess people must really like tomatoes around here.”

So in addition to the tomatoes, Deep Rooted now grows flowers, microgreens, herbs, spinach, and a variety of other vegetables.

They work with local produce managers at stores and restaurants to develop their market. “We can grow to order,” Jimmy says. “For instance, we’re growing cardoons (a type of thistle) this year for a La Crosse restaurant. We’ve tried artichokes.” Jimmy mentions a few other plants they’re trying out—or thinking about. Well, at least nobody’s asking you to grow mangos, I say.

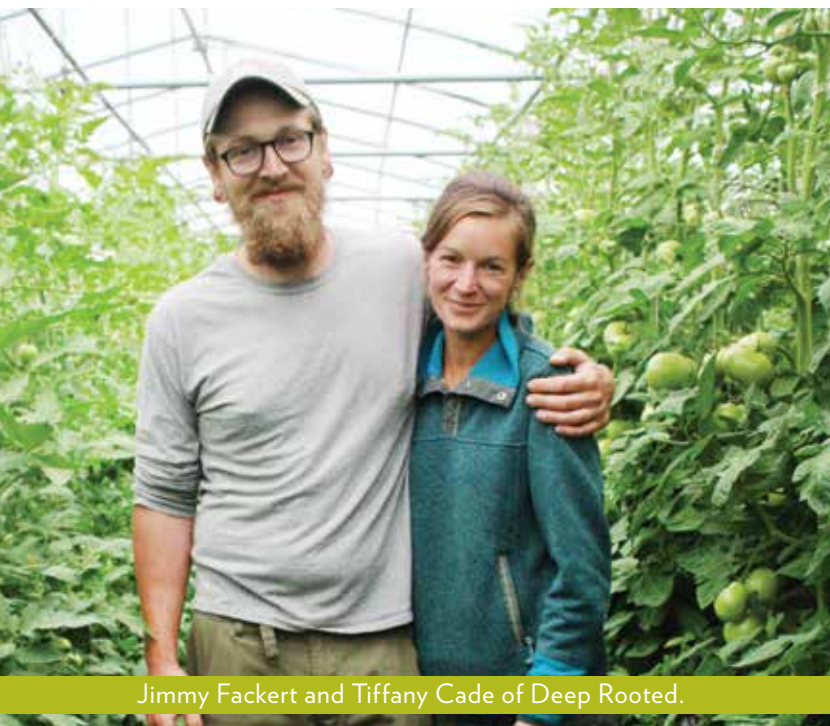
“I tried to grow a mango,” Jimmy replies. “With enough organic matter you can grow anything. We’re growing figs, but not for sale.”

“There is a type of banana we could grow,” Tiffany notes.

“We’ve found our biggest limiting factor to be sunlight,” Jimmy says. Tropical plants can do well in the greenhouse, but they don’t produce a great amount of fruit.

“Our bananas were really tiny,” Jimmy says. “The size of my little finger.”

They have a curious balance of idealism and innovative thinking tempered by hard-earned lessons of material limitations. By way of illustration, Jimmy tells a story about greenhouse construction. Each greenhouse holds 800 plants. The plants weigh 30 to 40 pounds each (supported on trellises that are wired to the greenhouse walls). How much weight your greenhouse wall can



Jimmy Fackert and Tiffany Cade of Deep Rooted.

hold will have a direct bearing on how many tomatoes you can grow at any one time, which in turn decides the farm's income ceiling.

Jimmy also notes that he'd prefer to have glass walls in the greenhouses rather than plastic, but the return on a tomato crop barely covers the cost of the better quality plastic they use.

For the time being, tomatoes remain their mainstay. They harvest from late May until the second week in November. "We don't heat the greenhouses in the fall," Tiffany says. "Because of the light issue, the amount of produce wouldn't justify the cost."

They take a month or two off in the winter. December is time for planning and side work and then they're back to seeding in January. "Really, I'd be tempted to take July and August off," Tiffany says. "Everybody has their own garden tomatoes anyway and the markets are glutted. I'd rather go canoeing."

Greenhouse life

Deep Rooted has four heated greenhouses and an unheated hoop house. That's about 14,000 square feet of planting space. The greenhouses use compost-based containers and the hoop house is soil-planted.

They have two part-time employees and at the height of the harvest season they hire a crew of local high school kids to help with the hand-picking of tomatoes. Both Jimmy's and Tiffany's families help them out with harvest and planting.

All one!

Deep Rooted Farm is certified organic. They use no pesticides. They practice integrated pest management, bringing in beneficial insects when necessary and maintaining habitat to attract wasps that prey on pests. They also swear by Dr. Bronner's for spot treatment of plants.

Fortunately, Tiffany and Jimmy *don't* take July and August off. You can find their high-quality, super-nutritious, beautiful tomatoes in the store now. And you're welcome to visit their farm in September for their Tasty Tomato Fest (see sidebar) on Labor Day weekend.

—Kevin Ducey




Deep Rooted Events

In the fall and spring, the farm has workshops and events open to the public. In the spring they host a planting workshop for people to create their own flower planters. Participants come to the farm and plant a variety of seeds. Deep Rooted minds the planters until the flowers bloom and the people can come back and pick up their baskets.

In the fall, on Labor Day weekend, Deep Rooted hosts the Tasty Tomato Fest. "We set up a tent with different varieties of tomatoes for tastings," Tiffany says.

"We have a taco bar with salsas made with the different tomatoes," says Jimmy.


"And everything except the tortillas is from within 60 miles of our farm," Tiffany says. The Third Annual Tasty Tomato Festival will be held on Sunday, September 2 (Labor Day weekend). More information about the Fest can be found on their website: www.deeprootedorganics.com/events



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Tomatoes.



PFC BOARD REPORT



Heidi Blanke,
Secretary

This December, I will finish six years representing you on the People's Food Coop's Board of Directors. Though PFC has no limit on the number of terms to which one may be elected, life is taking me in another direction and I will say goodbye to my board affiliation. It's not a decision I take lightly.

When I first ran for office, I had minimal knowledge of what was involved as a board member. I'd served on any number of nonprofit boards, but never on a co-op board. I only knew PFC was an integral part of our community—and my favorite grocery store—so I wanted to be a part of it.

After six years, I believe in PFC more than ever. In a time when organic foods are everywhere, PFC remains true to its roots, offering high quality foods and seeking them out from small farmers and entrepreneurs.

Here's what I've learned in the last (almost) six years:

- The PFC team is strong and dedicated, led by forward-thinking managers.
- The grocery business is highly competitive, yet our co-op remains as concerned with its community presence as it is with its bottom line.
- Customer comments are taken seriously and each warrants an answer, either from the Board or a staff member.
- The Board firmly believes in continuous learning and in bettering itself; all board members are held accountable.
- PFC's financial health is always top of mind; profit is essential for its existence, but so are affordable prices.

I hope you'll consider running for the PFC Board of Directors. You don't need a food or business background; you simply need to be one of the almost 10,000 Rochester and La Crosse PFC owner/members who wants to guide our wonderful stores into the future. Applications are on PFC's web page or at the customer service desk.

Do yourself a favor. Run for the Board of Directors. You'll join a passionate, upbeat, and diverse group of people who believe in local business, growing their communities and, of course, good food.

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

People's Food Co-op holds a board election each year. This year four seats will be filled. Each person elected will serve a three-year term (January 2018 through December 2020).

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:

- Since July 1, information packets have been available at the customer service desk at each store and for download from the PFC website, 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 November/December/January *Co-op Shopper*. Candidate information will also be available in the stores, on the website, and in the email ballots co-op members receive in November.
- Co-op members may vote by email anytime up to the annual meeting in December in La Crosse or in person at the annual meeting (date of the meeting is yet to be determined).
- Results are announced within 10 days after the annual meeting. New board members start their terms in January 2019.



MEMBER OWNER DRIVE

September 16–October 31



Ready to own YOUR grocery store?

All new members will receive a choice of t-shirt or hat and will also be entered in to win a weekly prize!

Already a member?

Refer a new member and be entered to win a weekly prize.

WATCH FOR MORE DETAILS ON OUR WEBSITE AND IN-STORE

We're listening!

At the co-op, we know that our relationship with owners and shoppers is key to our success. We take pride in the service we provide and continually look for ways to improve it. To that end, we're excited to introduce a new, additional way to hear from you!

This summer we've begun to invite shoppers, at random, to complete a short survey using a link printed on their cash register receipts. Customers who complete the survey will receive a coupon for \$5.00 off a future purchase.

This new option is in addition to all the other ways you can share your ideas or questions. As always, you can contact us via:

- Phone: Give our stores a call anytime!
- Website: Use the Contact Us button to send us a message
- Social media: Share your co-op stories with us on Facebook, Twitter, Yelp, Trip Advisor and Instagram.
- In person: Chat with us about what you love and how we can do better
- Comment cards: Request a product, raise a concern or cheer, or ask a question.

We value your feedback and we look forward to hearing more of it!

NEWS AND UPCOMING EVENTS

Seeds for Success in La Crosse

Grow La Crosse and PFC La Crosse are offering three days of Seeds for Success Farm Camp during the summer of 2018 due to the generosity of our Co-op Shoppers! We asked customers to "round up" to the nearest dollar during the month of April to fund the camp for children who could not otherwise attend. The response was kind and generous: a huge *thank you* to all! At least 36 kids and their parents will get to connect with gardening, composting, animal care, co-op shopping,

and fresh, delicious food this summer. The experience could be life-changing!

Open Streets in downtown La Crosse

Open Streets La Crosse will be back for Year Two on Sunday, September 2 from noon to 5 p.m. in downtown La Crosse! Last year about 500 people came out for the first festive Open Streets event. PFC will join in with some fun outdoor street activities! Ride your bike, bring your skates, strollers, family, and friends to enjoy the streets between Cameron Park and Burns Park on Sunday, September 2.

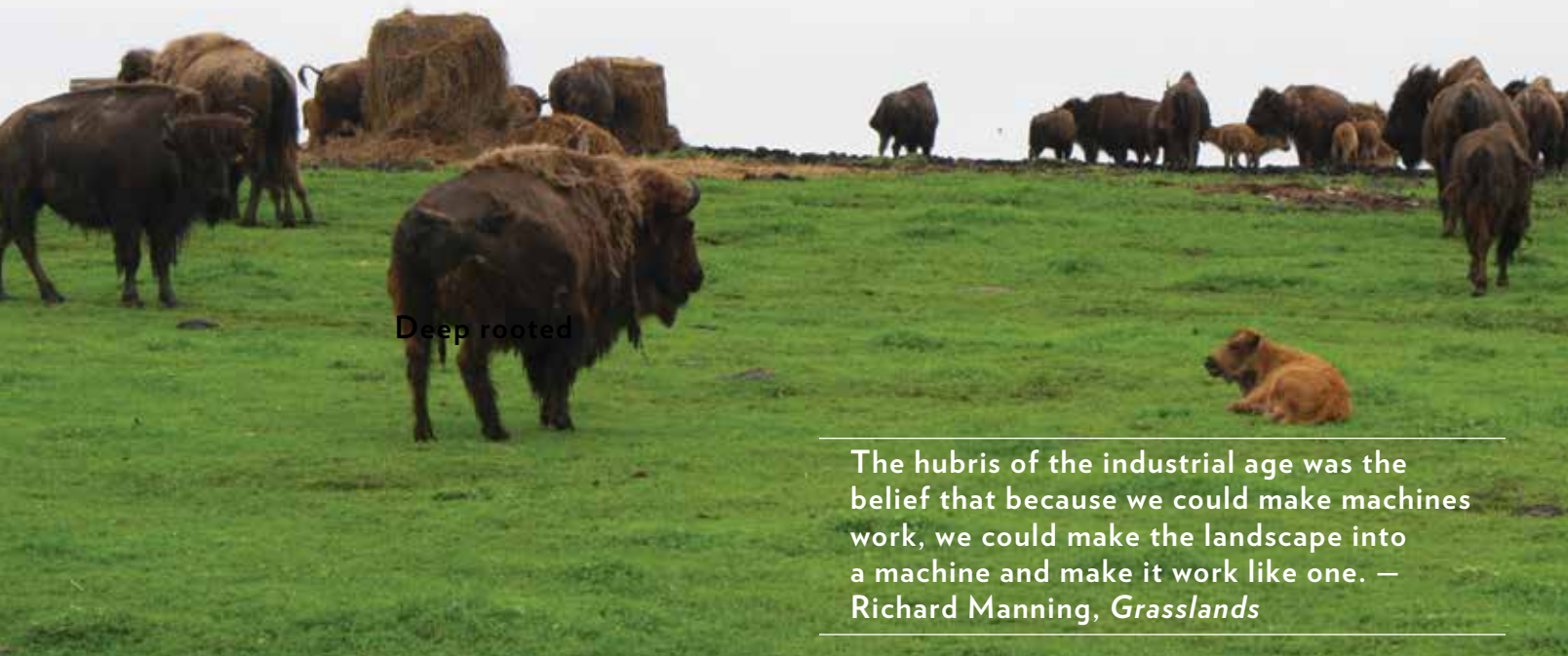
There will be yoga, art, games, food, music, and more. Enjoy the Open Streets for recreation, fun, and socializing.

Fall Festival on the Farm—La Crosse

On Sunday, September 23, from 4–6 p.m., Grow La Crosse is offering Fall Picnic on the Farm to all families to enjoy a picnic and time on the farm. Bring your own picnic dinner and enjoy time and tours on the farm. The event is free—advanced registrations can be made here: <http://growlacroscross.org/farm-days/>

BUFFALO HILLS BISON

Wild Bison from Caledonia, MN



Deep rooted

The hubris of the industrial age was the belief that because we could make machines work, we could make the landscape into a machine and make it work like one. — Richard Manning, *Grasslands*

Steve Fruechte of Buffalo Hills Meats keeps two large Newfoundland dogs at his farm, Tipper and Tootsie. They're four-year-olds and big, slow-moving monster dogs, but compared to the bison in the pasture these guys are tiny.

Steve and his wife, Linda, had some pasture in the early 1990s that they wanted to put to use, but the beef market at the time didn't look promising, so they decided to try raising bison. They started with 10 and the herd has grown to 250 animals.

Steve remembers that in the '90s a number of Minnesota cattle people switched to bison. "A lot of beef ranchers thought they'd get into it when the beef prices dropped. They didn't keep with it though. Those guys thought they were going to run their bison like they did their cattle. The bison don't go for that."

Bison-cattle trade-offs

Richard Manning, environmental author and journalist, points out that when the Europeans arrived on the North American plains there were about 50 million buffalo spread out over the country. According to the National Cattleman's Beef Association, in 2016, there were about 31 million beef cattle in the United States. Cattle require technology, subsidies, and if it snows real hard—which it

does often in the Great Plains States—they up and die. Bison, on the range, need no grain, little labor, no subsidies, and they like the snow. Today, there are about 500,000 bison—wild and farm—in North America.

According to Lakota legend, before the earth was finished, the people lived in the Tunkan Tipi, the Lodge of the Ancients, waiting for the earth to be made ready. A trick played by two banished spirits—Iktomi the trickster and Anog-Ite, the Double-Faced Woman—caused a small group of these humans to travel to the Earth too early. In punishment for their disobedience, the Creator turned these people into the first bison herd. Later, when the second wave of humans arrived, they were instructed to follow the bison.

Steve Fruechte is one who follows the bison. And he's here to tell you that they will not follow you. "You don't run bison. Bison run you." The dogs, big as they are, do not play in the fields with the bison. The bison would kill them. The cows are very protective of their calves. "I used to have a little retriever that'd go out in the field and play with the calves. The mother bison would get pretty upset. I've found dead coyotes out in that pasture. The bison don't

like dogs. That dog was so confused, but he learned to not go out there when the bison are around.”

Steve grew up on a farm and had run cattle on his father’s farm when he was a boy. “We had beef cattle when I was in high school, but when I went to college, Dad lost his help.”

It’s a different business than working with cattle. “Their speed, for one thing,” Steve says. “And if they don’t want to go somewhere, they don’t go.”

You need bigger fences for bison. A couple of low-voltage wires won’t make much difference to a determined buffalo. There’s less handling of the animals, which means less labor. If anything, the learning curve mainly involved figuring out how to get out of their way: “They’re boss and I know it. I learned to watch their tails. If it’s swinging, they’re happy, but if it stops and the tail goes up, you watch out. You’re doing something she don’t like.”

Their big winter coats are effective in Minnesota winters. “They’ll face into the wind when a storm comes up,” Steve says. “A beef will lay butt into the wind and the snow will cover them over and they’ll suffocate. I’ve seen the bison completely covered with snow after a storm and when it’s over, they’ll all stand up and just shake it off.”

Although they seem taller than cattle, the bison, up close, look like they have a thinner profile. A steer looks like a box set on four legs; the bison, on the other hand, are pyramidal and not interested in humans at all.

Following the bison

Buffalo Hills is not organic. The bison eat grass in the pasture for the summer months, but in the fall after harvest, they’re turned out into the fields to graze on the stalks and leaves of the corn and soybeans. Fruechte farms conventional corn and beans. “They really like corn leaves and any husks they can find,” he says.

Overall Steve finds they require much less handling than cattle.

“Bison are more disease-resistant. The only thing we do more of is parasite control. You’ve got to worm them. I used to do more vaccinations, but over the years we’ve really cut back. We haven’t had any problems with disease and they don’t like the vaccinations anyway.”

The bison also get a portion of hay. The pasture size varies with the season from 100 to 160 acres. The farm supplements the grass with hay—which Fruechte believes helps balance the wet-grass diet with dry.



Steve Fruechte of Buffalo Hills.

Sales of bison are a little better each year, Steve reports. Both Rochester and La Crosse PFCs carry Buffalo Hills bison. “We supply steaks, roasts, burger, jerky,” Steve says. “Wherever your recipe calls for beef, you can substitute bison. If you want something special, a whole rib-eye or tenderloin, you can talk to Jason or Ethan” (La Crosse and Rochester meat department managers), and they’ll make the arrangements.

It’s still a family operation. Steve doesn’t see the operation getting any bigger than it is. “I’ll keep doing it until it’s no fun anymore.”

—Kevin Ducey

Korean barbecued bison roll ups

Slice a half-inch thick flank steak into thin strips, Mix together one teaspoon of toasted sesame oil, one tablespoon of brown sugar, three tablespoons of soy sauce, one tablespoon of mirin, two minced cloves of garlic, and a pinch of red chile flakes. Marinate for a few minutes. Grill the meat until it begins to crisp, about two minutes per side, basting frequently with the sauce. Serve the bison sprinkled with toasted sesame seeds and chopped scallions.

Place a spoonful of white rice on a lettuce leaf, then a few pieces of grilled meat. Roll up as you would a soft tortilla.



ANNUAL PICNICS



Save the date! Everyone's invited

PFC
Rochester
celebrates
5 years!

You're invited to our annual People's Picnics:

In Rochester, we're having a block party Saturday, October 13, from 11:00 a.m. to 1:30 p.m.

More details to come—look for your invitation/postcard in your mailbox in September.

In La Crosse, Join us on Friday, October 5, from 4:00 to 6:30 p.m.

More details to come—look for your invitation/postcard in your mailbox in September.

This year at the People's Picnics! Annual Apple Pie Contest

La Crosse: Friday, October 5, judging starts 4 p.m.

Rochester: Saturday, October 13, judging starts at 11 a.m.

1st Prize
\$75 gift certificate

2nd Prize
\$50 gift certificate

3rd Prize
\$25 gift certificate

The People's Food Co-op Annual Apple Pie Contest will take place this year during the People's Picnics in both Rochester and La Crosse.

In La Crosse, the contest is on Friday, October 5. Judging will begin at 4:00 p.m.

In Rochester, the contest takes place on Saturday, October 13. Judging begins at 11 a.m.

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

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

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

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

LA CROSSE STORE REMODEL

Update



In 1994, when we moved from Adams Street in La Crosse to 5th Avenue, we began the conversion of a paint store to a community-owned grocery store. That evolution continues today. With the remodel and renovation starting in August, we are protecting resources by reusing equipment where it makes sense and investing in new equipment with less impact on the environment.

The store will remain open throughout the remodel because the work will happen in phases. We aim to make this time as comfortable and easy as possible for shoppers, and yet we know it may take a bit of patience. The first phase starts in early August in the wellness and grocery departments. Thank you in advance for cheering us on during the construction process.

“People’s Food Co-op increases the availability of high quality safe food at fair prices with an emphasis on local, organic, fairly-traded, and natural goods.”

This is one of our “Ends.” A co-op’s Ends statement defines the kind of impact we will have in the world. During this remodel process we are identifying at every turn the opportunities for achieving this impact. The grocery department will be redesigned with more local foods and more affordable foods. Finding ways to make *local* and *fairly priced* foods more accessible to our community is critically important to our owners—and we intend to make that happen.

Keep an eye on our Facebook page and follow our website’s newsfeed for updates on the project. We’ll have lots of fun—and delicious!—new things to share.

The remodel will begin in August and be complete before Thanksgiving.

Here is a look at the phases of construction:

- Early August: wellness and grocery resets
- Late August: Frozen, deli grab-n-go, wine and beer resets
- September: 5th Avenue entrance remodel and check lane remodel
- October: Deli counter and meat counter remodel
- Late October–early November: Signage, awnings, concrete, and trash improvements

REMODELING FOR YOU:

The Owner Satisfaction survey results directly influenced some of the changes you’ll see at the La Crosse store this fall. Here’s how:

Concerns	How it will improve
<i>“I want to see my co-op have more commitment to sustainability.”</i>	Dishwashing machine on main floor means we can offer reusable plates and flatware for people eating in the store. We’re also converting the disposable utensils from petroleum to plant-based plastics.
<i>“I wish it was faster to get a few items for lunch—I only have a few extra minutes once I walk over to the store.”</i>	We’ll install a self-serve pastry display case so you can get your favorite items superfast. The salad bar will move from the produce area to the deli area to reduce the time it takes to get healthy lunch items (salad bar will be by grab-n-go for convenience).
<i>“I love coming in for a sandwich but when it is busy it is hard to know where to order—feels chaotic.”</i>	The flow of the deli area will be improved with the addition of a small counter where orders are placed. It will be clear how to move from the order spot down the line to pick up a sandwich or salad from the full-service case.
<i>“I love the sampling and want to try new things at the co-op more often.”</i>	In the space left behind by the salad bar (in produce) we will have a brand-new tasting station. This will be a new favorite destination!
<i>“Please clean up the garbage area outside; it is very tacky and gross. Please do more with the green space you have; along the parking lot, around the trees out front.”</i>	The trash area will be hidden with fencing—it will look neat and tidy and will be safer for staff to use the trash/recycling areas. The sidewalk will be repaired and green space improved.

co-op month | october 2018

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

Co-op

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

When it comes to “buying local,” cooperative businesses stand out. That’s because cooperatives are locally grown by everyday people who join together to solve a problem or meet a need. Support your community and local jobs by choosing to shop co-op businesses and brands!

Cameron Park Farmers Market

Meet your friends and neighbors in Cameron Park to enjoy the best of our community—food, art, and connections! Music and other events are scheduled each market day, and with green space and a playground, it’s a perfect location to spend time on a Friday evening or Saturday morning.

Market Hours: Fridays, 4–8 p.m. or dusk (whichever is earlier) and Saturdays, 8 a.m.–1 p.m.

Please use the Market Sq. parking ramp with entrance on Jay St. when attending the farmers market.

Get Cameron Park Market Updates

Here’s how you can stay up to date on the latest vendor offerings and the entertainment schedule at the market all season long:

- Like us on Facebook—Cameron Park Farmers Market
- Follow us on Twitter—@cpfarmersmarket
- Sign up for our newsletter—send your email address to cameronparkmarket@hotmail.com
- See www.cameronparkmarket.org for the full season schedule, updated regularly

Music performances every weekend!

Yoga in the park



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 or Linda Riddle at 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 happen only with accurate information.

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: \$2,100.



FIELD DAY: GREAT CHOICES, GREAT PRICES

Since the introduction of PFC's Co+op Basics program, you may have noticed that many of these more affordable choices are from the **Field Day** brand. We selected these products as part of our commitment to expanding our assortment so that everyone can find affordable products that meet their individual needs.



Field Day offers everyday low prices on many popular grocery and household items, from cooking oils to dry goods. We love Field Day because most of their food products are certified organic and made in the United States (some items may have imported ingredients). To be certified organic, a product can't contain GMOs, but for those products that are not certified organic, **Field Day** has made a commitment to non-GMO sourcing as well.

At the co-op, we have strong relationships with many of the popular national brands you know and love and we will always offer products made by our favorite local fair-trade producers, too. Including **Field Day** items in our product selection is just another way we are working to increase access to healthy, delicious food and make People's Food Co-op an option for

more people in the community so they can discover all that we have to offer!

Don't forget to take advantage of the many great ways to save when shopping PFC:

- Co+op Basics: get dozens of your essential grocery items at our everyday low prices; look for the Co+op Basics sign
- Co+op Deals: our biweekly flyer focused on packaged grocery
- Fresh Deals: our weekly flyer focused on fresh produce, meat/seafood, and deli
- Member Specials: ownership has its perks; look for the red Member Special tags in the stores.
- Bulk: save when buying just what you need; buy a pinch or a pound



Fall

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

COMMUNITY CLASSES

Check the PFC website for upcoming classes and events! www.pfc.coop

Rochester location

Fulton beer and bites

Wednesday, August 29 • 6–8 p.m.

Join staff from Fulton as they bring in their favorite beers to be paired with tasty bites from the People's Food Co-op and Bleu Duck. This pairing will be fun and casual, with four stations of food paired with delicious beers from Fulton. Class meets at Bleu Duck Kitchen, 14 4th St. SW, Rochester. Must be 21 to attend this class. \$20 members; \$25 nonmembers.

DIY room & body sprays

Saturday, September 8 • 11:00 a.m.–2:00 • with Nathan Rose

Room and body sprays for well-being with Nathan Rose from Veriditas Botanicals by Pranarom. Stop in anytime between 11 a.m. and 2 p.m. to make your own room and body spray using essential oils and to learn more about them.

Barre and Brunch

Saturday, September 22 • 10 a.m.–12 p.m.

Join us with our neighbors from Bleu Duck and Pure Barre studios for a barre class followed by brunch. Pure Barre will be leading a class in the event space at the Bleu Duck, followed by brunch provided by PFC and the Bleu Duck. Recover from your fun workout with bottomless rosé and mimosas! Class meets at Bleu Duck Kitchen, 14 4th St. SW, Rochester. \$30.

Oktoberfest

Thursday, September 27 • 5–8 p.m.

Kick off Oktoberfest with Bauhaus and the co-op! Join us for beer and brat samples paired with some fun music. Bauhaus will be sampling their German beers and we will be pairing them with locally made kraut and Co-op's Own brats. Prost! Free event.

Mini-facials with evanhealy

Sunday, October 21, 11:00 a.m.–3:00 p.m.

20-minute facials with evanhealy. Call or stop in to sign up early and to reserve your spot with an evanhealy esthetician for a mini-facial. Participating guests will also receive a select complimentary product.



Riojana!

October—price and location tba

Come celebrate Co-op Month and learn about cooperatively made wines from Argentina, paired with tasty co-op food. Drink wine and feel good about supporting co-ops around the globe. Must be 21 to attend this class.

La Crosse location

Ice Scream Social

Friday, August 31 • 10 a.m.–12 p.m.

August 31, the final Friday of summer, will be a sweet day at PFC La Crosse! Join Linda and La Crosse County Dairy Farmers for homemade ice cream under the awning at the corner of the store. Help churn and crank the mixture into delicious vanilla ice cream starting at 10 a.m. and going until about noon!

Classes in a time of renovation

Why are there no classes listed for La Crosse this time? What could be up? Well, I will tell you! Linda here, your member service, outreach and education manager for the La Crosse

store. We are trying our best to make a positive, non-chaotic shopping experience for all of you during the remodel. Instead of offering classes through the fall, the Community Room will be available most days for deli seating, starting August 27. Not scheduling classes through November will ensure we have the space to handle unexpected and temporary remodel issues, and that we have seating available for people who want to eat in the store. Rest assured, we will be back with a dynamic list come December. Thanks for your understanding.

If you like, you might have a look at other organizations in the region that offer classes and events, such as Hillview Gardens at www.hillviewuac.org/events/, or Kane Street Gardens: lacrossehftf.org/the-kane-street-community-garden/.

The Community Food Forest at the YMCA holds volunteer work nights through August on Thursdays from 6:00 to 7:30 p.m. (August 9, 16, 23). More information here: www.laxymca.org/healthier-communities/pioneering-healthier-communities/food-forest/

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.



What does Co-op's Own mean?



Co-op's Own: No fillers, no fakes. Just REAL, GOOD food.

Co-op's Own is our promise to you for clean, fresh food made in-house in our kitchens. And it starts with the ingredients, selected the way you would if you were making it in your own kitchen. Co-op's Own is food you can feel good about—that nourishes your body and protects the planet.



Tina Tennyson, La Crosse bakery manager.

Tina Tennyson is PFC's bakery manager in La Crosse. Co-op's Own is all very simple, she says. "There's nothing in this kitchen your grandmother wouldn't recognize. It's always been that way. We use organic flour, eggs, white and brown sugar, and real butter. We commit to using whole food ingredients."

Tina's looking forward to the store remodel. "We're planning on bringing in some new things in bakery. We're already doing rye sourdough, but we're going to do baguettes, sourdough ciabatta, dinner rolls and buns."



We believe it tastes better when it's made right here at PFC. Here are some of the Co-op's Own standards:

Bakery

We cook with:

- Organic flour, white & brown sugar, eggs, and Grade A dairy products
- Real butter
- No high fructose corn syrup, artificial flavors, preservatives, or MSG

Deli

We cook with:

- Organic tomatoes
- Organic grains, lentils, split peas, garbanzos, black beans
- No artificial preservatives or sweeteners
- No MSG, trans fats, high fructose corn syrup

Meats

We source with:

- No added hormones, antibiotics
- No artificial preservatives or MSG
- Always humanely raised
- Animals fed a plant-based diet
- Seafood responsibly sourced

OWNER SPECIALS

AUGUST

HACKBERRY'S BISTRO



**Black Bean
Burger**

\$2 OFF

BELGIOIOSO

**Burrata Cheese
\$1.50 OFF**

8 oz.

WINE SPECIALS

**20% OFF
Wine of the Month**

Look for the red tags in the wine department!

Co-op's
Own

DELI

**Chicken Salad
\$4.00 OFF/lb**

Co-op's
Own

DELI

**Lemon Apricot Quinoa
\$3.00 OFF/lb**

SEPTEMBER

HACKBERRY'S BISTRO



**Wheatless Buttermilk
Stack with Apple Spice
(3 or 5 stack)**

\$1 OFF

KERRYGOLD

**Dubliner Wedges
\$1.50 OFF**

5 oz.

FIELD DAY

**Peanut Butter
\$1.60 OFF**

all 4 varieties, 16 oz., reg. price \$4.99



Co-op's
Own

GREEK GODS

**Greek Yogurts
\$1.30 OFF**

all flavors, 24 oz., reg. price \$3.99

Co-op's
Own

GARDEN OF EATIN'

**Corn Chips
\$2.49 OFF**

all flavors, 16 oz., reg. price \$4.99



OCTOBER

HACKBERRY'S BISTRO



**Buy one breakfast entree
get 50% off the second**

Local

INFUZN

**Cubed Paneer
\$1.50 OFF**

8 oz.

Co-op

WESTBY

**Butter
\$3.49**

16 oz.

Local

Co-op

KEMP'S

**Orange Juice
\$1 OFF**

64 oz., reg. price \$2.99

Local

Co-op

BLUE DIAMOND

**Nut Thins Crackers
\$1.40 OFF**

4.25 oz., reg. price \$3.39

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

Co-op's Own **DELI**
Fresh Tomato Mozzarella Pasta
\$3.00 OFF/lb

MANDALA
Sustainable Wood Earrings
25% OFF

Co-op's Own **BAKERY**
Cranberry Almond Power Bars
\$3.00 OFF/lb

Co-op's Own **CO-OP'S OWN**
L-Theanine
HALF PRICE
60 count, reg. price \$22.99

Co-op's Own **BAKERY**
Blueberry Fruit and Oat Bar
\$1.50 OFF

Co-op's Own **BAKERY**
Bumble Baby Bars
\$1.50 OFF

Coop basics **RUDI'S BAKERY** **USDA ORGANIC**
Rocky Mountain Sourdough & Honey Wheat
\$1.40 OFF
Only these 2 varieties, 22 oz., reg. price \$4.39

WINE SPECIALS

Wine of the Month
20% OFF
look for the red tags in the wine department!

Coop basics **FIELD DAY** **USDA ORGANIC**
Canned Beans
50¢ OFF
all varieties, 15 oz., reg. price \$1.49

Co-op's Own **CO-OP'S OWN** **USDA ORGANIC**
Ashwagandha
HALF PRICE
50 caps., reg. price \$21.99

KIRK'S
Bar Soap
\$1.00 OFF
4 oz., reg. price \$1.99

WINE SPECIALS
20% OFF
Wine of the Month
look for the red tags in the wine department!

Co-op **FRONTIER** **USDA ORGANIC**
Cinnamon
HALF PRICE
reg. price \$9.99 /lb

USDA ORGANIC **EQUAL EXCHANGE** **Co-op**
Tea
\$2.00 OFF
20 count reg \$4.99 


LÜSA **USDA ORGANIC**
Sugar Scrubs
\$3.70 OFF
5 oz., reg. price \$9.69

Co-op's Own **CO-OP'S OWN**
Wellness Booster
HALF PRICE
50 ct., reg. price \$14.99



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“John of God”
Brazilian spiritual healer



Pamela Radosen, M.S.

Travel Dates:

Sunday, October 28–Saturday,
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www.pamelaradosen.com
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Time's running out!

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

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Tastings | Salsa Contest | Demonstrations | Tours

FREE EVENT!
Sept. 1
Noon-4pm

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