



Co-op Shopper

Summer 2019

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



Holiday Hours:

- Memorial Day: Open 7 a.m.–8 p.m.
- 4th of July: Open 7 a.m.–8 p.m.

3 Grand Reopening photos
8 Alemar Cheese profile
14 Class listings

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

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

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

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KNOW YOUR BOARD

Cynthia Carr
Jacob Davidson
Tessa Leung **president**
Laurie Logan
Monica Lunde **treasurer**
Andrea Niesen **secretary**
Verna Simon **vice president**
Lisa Wiste
Contact the board at board@pfc.coop

The election of new Board members will happen in December, and there will be three seats open. Consider running for the Board! See page seven to learn more.

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 who 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.

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, run for the board, and receive patronage refunds.

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

Cover photo: Ribbon cutting at PFC—La Crosse, April 4, 2019 (l. to r.), Linda Riddle, Tessa Leung, Lisa Wiste, Verna Simon, Scott Weaver (with scissors), Lizzy Haywood, Gina Prange, Anne Gausmann.

PEOPLE'S FOOD CO-OP—LA CROSSE

Grand reopening!



Vendors from Dairy Farmers of Wisconsin.



CEO Lizzy Haywood & Mayor Tim Kabat.



Rick & Aric Sampson.

After months of planning, construction work, rerouting and inconvenience to our shoppers, People's Food Co-op stepped back to celebrate the grand reopening of the la Crosse store. In early April, we had kids in the bounce house, and local farmers and musicians all over the store with tasty things to eat and hear. The new hot bar with its daily flavor themes is a crowd favorite, along with the soups and bakery. Thank you to staff and farmers, and our community of shoppers and downtown supporters. Come see the results of this cooperative effort!



Sara at the new hot bar.



Cate Eddy (left), Ridgeland Harvest farmer, with family.



PFC BOARD REPORT



Laurie Logan,
board member

Happy spring, co-op owners and shoppers! We have survived the long winter—and the La Crosse store renovation. Spring vegetables, flowers, and a beautiful new store await.

Although we haven't grown the vegetables and flowers, the board has helped to grow our renovation. Did we draw the plans? Choose the menu for the hot bar? Pick out the color for the awnings? No, no, and no.

So what did the board do? The board works through our excellent CEO, Lizzy Haywood. At a two-hour meeting each month, we evaluate and assess how well our staff is doing at achieving the goals our co-op members desire. Our work includes reviewing an annual budget, approving loans for the renovation, planning an annual meeting of co-op members to report on our progress, planning picnics to engage our membership, assessing our general CEO's performance, and, of course, monthly reviews of PFC finances and key personnel issues.

If we can't pick out what food is going to be served, why be on the board? The unifying purpose board members share is valuing the

continued success of our stores. We want to do everything we can to ensure La Crosse and Rochester continue to have stores that provide healthy food, support local growers, and operate with a cooperative model that puts the needs of the community above profits. Board members value working together and learning from one another, our staff, and the broader co-op community about what it takes to make a co-op succeed.

Who are these board members? We have four members from the Rochester area and four members from the La Crosse area (one seat remains open until next election). Our newest members, Jacob Davidson and Cynthia Carr, joined the board in January. A recent St. Olaf graduate, Jacob started young by volunteering in Rochester and now is a huge asset to our board, as we look forward to tapping his data analysis skills. Cynthia's love of local food and experience working with both nonprofits and small businesses will be perfect for aiding our board in analysis and planning.

Our other Rochester members are Tessa Leung, a local business owner, Andrea Niesen, an employment attorney, and Verna Simon, a Mayo Clinic researcher. From the La Crosse area are Monica Lunde, an accountant, Lisa Wiste, a small business owner, and myself, a family physician.

What talents are necessary to be a board member? The most important trait is enthusiasm for our co-op. Skill reading a profit/loss statement, following trends in natural food marketing, and understanding the intricacies of policy governance are just a few of the things you can learn on the PFC board, but they are not skills you need to join.

In December, we will be electing three members to our board. If you are curious about whether you might be the right person to help shape the future of our co-op, contact any board member or come to a board meeting. We would love to meet you. Or simply take a look at our board member application. The application is available on our website and at the customer service counter at both stores after July 1. Completed applications are due August 31.

If you aren't ready for that much involvement, we still would love your suggestions and feedback about our stores (both in suggestion boxes and online), your participation in our elections and annual meeting, and your joy at our events. And of course, keep enjoying all our co-op community provides!



**Minnesota FoodShare
thanks you!**

In this year's food drive, People's Food Co-op—Rochester raised \$2,076 for Channel One and donated 468 lbs of food to local food shelves. Thanks, People's Food Co-op shoppers!



GENERAL MANAGER'S REPORT



Lizzy Haywood,
general manager

Bill Gessner was a friend of food co-ops everywhere and has a special place in the history of People's Food Co-op. In January 2019, Bill passed away, and we want to share with you some of his legacy.

Bill's career with co-ops and organization of the co-op community spanned 40 years. Marilyn Scholl, of CDS Consulting Co-op, wrote recently: "Bill's influence set in motion the powerful idea that people and organizations could specialize in the nurturing of cooperative business—that it is good work, mission-driven, and provides a right livelihood." Bill was inducted into the Cooperative Hall of Fame in 2012. You can read about him at www.heroes.coop/post/bill-gessner.

In 1996, Bill spent time at People's, when Peg Nolan was the general manager. He wrote a song about the co-op, acknowledging the land and the unique community that made us who we are today. While our co-op has expanded in ways he couldn't have predicted then, the chorus offers the same invitation we extend today:

Cooperation for a better world
So far and yet so near
The People's Food Co-op welcomes you
So join now and come on down here

Everyone *is* welcome at the co-op. We are a community of people from all types of work, all lifestyles, abilities, and interests. No matter who you vote for, no matter where on this planet you were born, no matter how you got to this place—*you are welcome here*.

We are here because we believe that change is possible. We believe that alternatives make a difference in the lives of our own families. Our neighbors. That alternative food systems make a difference in the soil, in our water, and in the lives we want to lead.

HEY, NEW MEMBER/OWNERS!

If you became a PFC owner during our Fall Drive and have not picked up your shirt or hat, one is waiting for you in the store! Stop down with your coupon and pick it up!

Through the bylaws, we have provided a special type of membership—the Special Circumstances membership—for people who can't afford the \$100 investment. This membership requires just \$25 and a special request form, which can be picked up from any cashier. Or just send a comment from the front page of our website with your request. We will send you a form to include with the standard membership application at your next shopping trip.

The Special Circumstances membership makes the discounts and owner benefits accessible to even more people in our community. Owner information is available at www.pfc.coop/our-co-op/ownership

Remodel update

We had a fabulous time welcoming everyone to the newly renovated La Crosse store in April. Thank you to all of our farmers and staff who made it such a fun and delicious weekend of celebrations! A few more projects will complete the remodel, including sidewalk replacement and landscaping. One feature we are very excited about is the planting of pollinating flowers and native grasses into the small strip of land on the south side of the co-op. After this, *both* of our stores will feature native plantings. If you want learn about the power of pollinators, read our February 2019 newsletter on the website.

Daily hot bar themes

We hope you've had the opportunity to try our new hot bar in La Crosse. Both stores now have hot bars with rotating daily themes.

	Rochester	La Crosse
Sunday	Brunch	Brunch
Monday	Italian/continental	Meatless Monday
Tuesday	Taco bar Tuesday	World travel (rotates Indian, Greek, Mexican)
Wednesday	Indian	Wheatless Wednesday
Thursday	Comfort food	Italian
Friday	Stir-fry/Asian	Fish Friday
Saturday	BBQ/American	Southern comfort

We're looking forward to seeing you at any of the events going on this summer at the co-op. In the meantime, be in touch!

Hackberry's announcement

Hackberry's Bistro is temporarily closed, beginning April 22. Our board, community members, and staff are recreating the restaurant with new style and offerings, using a facilitated community listening process. We'll then relaunch a restaurant more relevant and valued by the whole community. Watch for updates through the summer on this project.

ROCHESTER 5TH ANNUAL BIKE SWAP

Saturday, May 11, 10 a.m. to 2 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. If you are looking for a bike, come down and see what sellers and Pata de Perro have 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 and gets the full 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.

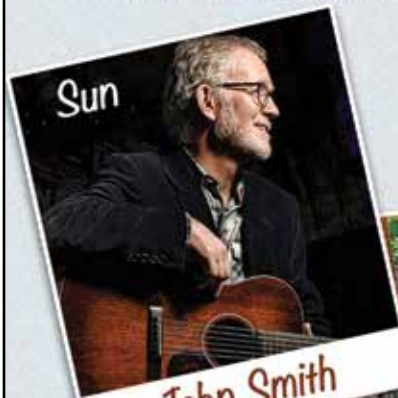
PFC Bike Week La Crosse!

La Crosse
June 3-9



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

August 23-25th
Riverside Park LaCrosse



Sun

John Smith

Great food!



Folk School



The Cactus Blossoms
Friday



Songwriter Contest



Driftless Makers
Exchange

Crafts & Demo
Area

New!

Open Mic
Friday at 5PM

Reinventing ourselves while preserving tradition for 43 years
greatriverfolkfest.org Early Bird Tickets Follow us on Facebook
Thank you People's Food Coop for being a long time sponsor!

SAVE MONEY, SUPPORT YOUR COMMUNITY

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

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!

Projects we've supported in Rochester:

- February: Hawthorne Helps
- March: Channel One
- April: Earthfest

Projects we've supported in La Crosse:

- February: Coulee Region Volunteer Coordinators
- March: Mississippi Valley Conservancy
- April: Alliance for the Great Lakes



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 three seats will be filled. Each person elected will serve a three-year term (January 2020 through December 2022).

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.
- You must fill out the three forms enclosed in the packet and return them by August 31.

- 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 2020.

CHEESE FROM THE 'HOOD

Single-sourced cheese from Minnesota

In March, we visited with Greg Hageman of Alemar Cheese of Mankato, Minnesota. Alemar has been a supplier to People's Food Co-op for six years now. Greg is head cheesemaker and partner with Keith Adams.

Greg is from south Minneapolis, having returned to Minnesota after a stint in California working as a chef. After twelve years in the kitchen, he was looking for something new and closer to his family in Minnesota. He's excited about the possibilities of cheese. "It's where beer brewing was ten years ago—there are opportunities to do something different."

Alemar made national headlines a few years ago when their Camembert-style cheese, "Bent River," won an American Cheese Society competition, placing third for that style.

It starts with the milk

According to Mark Johnson, food scientist at UW-Madison, there are several variables that a cheesemaker can adjust in

crafting a cheese. Among them are aging, starter culture, additional cultures added to the cheese, and wash treatment, but perhaps the most important variable when someone sets out to make cheese is the quality of the milk. When Keith Adams started his business, he went to the best local, organic dairy farm he could find in his region and was fortunate to strike a deal with Cedar Summit Dairy of New Prague. Cedar Summit supplied organic milk from pasture-grazed cows.

"Making cheese is all about starting with the best milk that you can," Greg says. "You're showcasing what the farmer's doing. Start with good milk and you end up with good cheese." Alemar's first cheeses were made with milk from Cedar Summit, but that dairy shut down in 2015 when power lines were routed through the farmland. The farmers, getting on in age, decided not to relocate the operation. Fortunately, Alemar was able to locate another local family farm producing organic milk from pasture-grazed animals. The current dairy's herd is 100 to 150 head.



Cheesemaker Greg Hageman.

of advantage that a small cheesemaker can use to create exceptional cheeses that express the quality of a local dairy—something large cheese manufacturers can't match.

It's all about seasonal quality. "There's much higher fat content in winter months," Greg explains, "but you don't get the nuance that you have in the spring and summer when the cows are out on fresh pasture. We'll bring the milk in and you can see it's got a yellow color that it doesn't have in the winter."

From pasture to plate

Food critic Dara Moskowitz-Grumdahl has described Alemar's cheese as "mushroomy and deep, but also buttercup and honeysuckle light, because it's a pure and beautiful expression of the gorgeous pastures" of Southern Minnesota.



These are some of Alemar's cheeses.

Having a single milk source allows Greg to adjust his process as he makes the cheese. Large farms, batching all their milk together, even out the variability in flavor and proteins in their product. Working with small producer, single-sourced milk, Greg sees changes in the milk over the seasons, which affect the flavor of the cheeses Alemar produces. It's the sort

Continued on next page.

CRUNCHY GRANOLA

The story of PFC told through a recipe

In 1975, Terri Pedace and her husband, John, started going to the co-op. She was a student at Viterbo, he was at University of Wisconsin-La Crosse. “We used to work two-hour shifts at the store. We were just married. It felt like it was our store.”

A few years later, Terri remembers, she’d gone to a winter solstice party where many of the attendees had brought food made from the People’s Food Co-op Cookbook. She bought her copy at the 8th and Adams St. store. “It was the first time I ever cooked anything with lentils,” she says.



Terri Pedace with her copy of the *La Crosse People’s Food Co-op Cookbook*.

She has many favorite recipes from that cookbook, but one, “Crunchy Granola” she’s made consistently over the years. She’s added and subtracted ingredients but now believes she has the perfect combination, and everyone who’s tried it agrees.

The cookbook was published, one edition, in 1979. A collection of favorite co-op recipes, it was edited by Lois Blank and Marti

Mogenson, with an introduction by Donna Mienk, Richard Frost, and Michelle Arner.

Terri’s Crunchy Granola

- 6 cups rolled oats
- 2 cups wheat germ
- 1 cup soy flour (if unavailable, I use brown rice flour)
- 1 cup chipped coconut
- 1 cup sunflower seeds
- 1/2 cup sesame seeds
- 1 1/2 cups nuts (blend of chopped almonds, cashews & slivered almonds)
- 1/2 teaspoon salt
- 2 tablespoon nutritional yeast
- 3/4 cup honey
- 3/4 cup canola oil (I use a blend of half canola & half coconut oil)
- 1 teaspoon vanilla
- 1 tablespoon pure maple syrup

Directions

- Mix above dry ingredients.
- Mix honey with oil. Add vanilla and maple syrup. Pour over dry ingredients and stir together until well mixed.
- Spread mixture over 2 cookie sheets. Bake at 300° F for 1 hour, taking out twice to stir and rotate pans. I add 1 cup raisins to the mixture in the last 20 minutes of baking time.
- Let cool in pans. Place in an airtight container or large zip lock bags to store.
- Terri says: “I’ll freeze the batch and it will last me three weeks. I have it with fresh fruit, kefir, and skim milk.”

Alemar, continued from previous page.

The arrangement with their new dairy farm is almost a partnership for Alemar. “We’re happy to pay more for all grass-fed, organic milk; the end product is substantially better,” Greg explains.

As our region’s small dairy farms go out of business one by one, the importance of their existence is underscored by craft producers such as Alemar. A recent

article by Mark Kastel, of the Cornucopia Institute, notes that since the mid-1980s the number of dairy farms in Wisconsin has gone from 45,000 to the current 7,600.

Nor are the numbers encouraging for the small-scale, organic dairies that were expected to be an alternative to agribusiness’s requirement to “get big or get out.” On the basis of the most recent USDA records, the six certified organic dairies in Texas produce 1.4 times more milk

than all 453 organic dairy farms in Wisconsin combined. Like the farmers of Cedar Summit, small dairies are under immense pressure as they now compete with CAFO-style organic farms that have 10,000 animals in production. What kind of “pasture” will be expressed in that milk’s cheese?

When we lose our small, family farms, we also lose the flavors of our country.

Alemar cheese is available in both PFCs.

WHAT'S NEW AT PEOPLE'S FOOD CO-OP

Staff picks for new items in the store!

New



People's Food Co-op Canvas Bags

La Crosse staff members are excited about our new canvas shopping bags, available at both stores. They are made of organic cotton. Reduce and reuse with PFC's latest reusable grocery bag option. These bags are sturdy and sized perfectly to carry a load of groceries.

ROCHESTER STAFF PICKS

Tony M.'s favorite product: the cooperative itself

"Every employee, member, and patron brings with them a unique element of positivity to PFC. I would say this collective atmosphere is my favorite "product," because it's free and always in stock!"

Gabe S.'s favorite product: Suja Lemon Love

"Spicy, refreshing, and a little bit sour. Magnificent, like sunshine in a bottle."

Andy P.'s favorite product: Cran Almond Power Bars

"Love the convenience! The punch of ginger and sweetness of honey are the perfect match!"

HAPPY HOUR!

APR • MAY • JUN

4 - 7 PM

MONDAY
Co-op's Own™

SOUP

16 OZ. **\$3**
32 OZ. **\$6**

TUESDAY
BUTCHER'S CHOICE

OUR BUTCHER'S PICK OF THE BEST DEAL FROM OUR MEAT CASE!



EVERY WEDNESDAY \$5

WEDNESDAY
PRODUCE PICK

OUR PRODUCE TEAM'S PICK OF THE BEST & FRESHEST PRODUCE OF THE WEEK!

THURSDAY
\$1 OFF RIOJANA WINES

Limit: 2
While supplies last.

What does Co-op's Own™ mean?



**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 cooking 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 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."

You can bring Co-op's Own™ anywhere you go this summer! From brats to bars to breads, from salsa to salmon cakes to soup: We make it the way you want it! Preorder Co-op's Own™ foods for your next event by visiting www.pfc.coop/in-the-store/catering.



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



People's Food Co-op Community Fund

Do you love a nonprofit in our area? It may be a good fit for a grant from the People's Food Co-op Community Fund (PFCCF).

Nonprofits operating in the Rochester and La Crosse areas may apply between May 15 and June 15 for up to \$1,900 in funds. The PFCCF committee will select two projects to fund, for up to \$1,900 each. Projects should be focused on one of the following:

- Food access
- Food systems
- Health and well-being
- Sustainable agriculture
- Social change
- Cooperative education

Over the past several years, through PFCCF grants, we've funded community garden projects, community health programs, and farm-to-school programs. PFCCF works much like any foundation: contributions made to the fund are part of the permanent endowment. The

donations are made by the co-op owners, by the general public, and by People's Food Co-op. The endowment is invested in other co-ops, and the interest earned is used by the PFCCF to make grants to local nonprofit organizations.

Unlike many other foundations or endowment funds, the PFCCF is invested in co-ops, not in the stock market. The PFCCF enhances People's Food Co-op's ability to positively impact our community, which is a fundamental part of our mission.

Thank you to the co-op owners who've donated their patronage refund to the PFCCF. Your donations make a big difference! In the past four years donations from co-op owners have grown the fund to almost \$110,000.

The PFCCF is part of the Twin Pines Community Fund (TPCF). The interest earned by this family of funds means

cooperatives all over the country will contribute over \$86,000 to nonprofits and cooperatives in our communities. The combined assets of Twin Pines and Co-op Community Funds are \$3.9 million. They are all invested only in the development of cooperatives, with nothing at all in the stock market. Twin Pines Community Fund staff work hard to find stable cooperative investments, and in 20 years of operation there has been no loss of principal in any of the investments, which leverage over \$40 million in other dollars for co-op development.

For questions about the fund, email liz.haywood@pfc.coop. View or share the application for the 2019 grant at our website: www.pfc.coop/our-co-op/peoples-food-co-op-community-fund.



Sioux Chef Sean Sherman (left) with members of the Ho Chunk Nation at an event to develop knowledge of food sovereignty in 2018.

**A
A
U
W**

Art Fair on the Green
La Crosse, Wisconsin

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

July 27 & 28
UW-L CAMPUS

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

NEWS AND UPCOMING EVENTS

Slow and Mindful Yoga— La Crosse

Yoga with instructor Jacline McKimmy is back! Class meets at PFC every Wednesday at 9 a.m. Please contact Jacline at jaclineandtonydance@gmail.com for more information. No registration needed, drop-in class. \$10/week.

Thursdays on 1st—Rochester

Starting in June, in partnership with the Rochester Farmer's Market, we'll be hosting a 3rd Street Mini-Market with fresh fruits and vegetables for sale from local farmers and producers. Additionally, every other week, we'll be selling Co-op's Own™ OPB's, kombucha, and Co-op's Own cookies. Free event.

Art on the Ave—Rochester

On Saturday, May 18, from 9:30 a.m. to 4 p.m., PFC will join community food vendors, artists, and musicians for Art

on the Ave in Slatterly Park. This year marks the first year PFC will be selling our famous Co-op's Own OPB's at this free event!

Innovationology—Rochester

An annual fundraiser for the Children's Museum, this year PFC has teamed up with IBM to create a mini bite and drink with the theme of "super computing" and "power platforms." The event is Thursday, May 16, 5:30 to 9 p.m., at Cameo. Tickets required

Open Streets—La Crosse

We are excited to share the news that Open Streets will move to Sunday, June 9, 1 to 4 p.m. The event this year will set up on Main Street between 5th Ave. and 9th Street. Closing the street to traffic on Sunday afternoon gives families the safety they desire to ride bikes, walk, skate and play in the street while they explore community businesses and organizations.

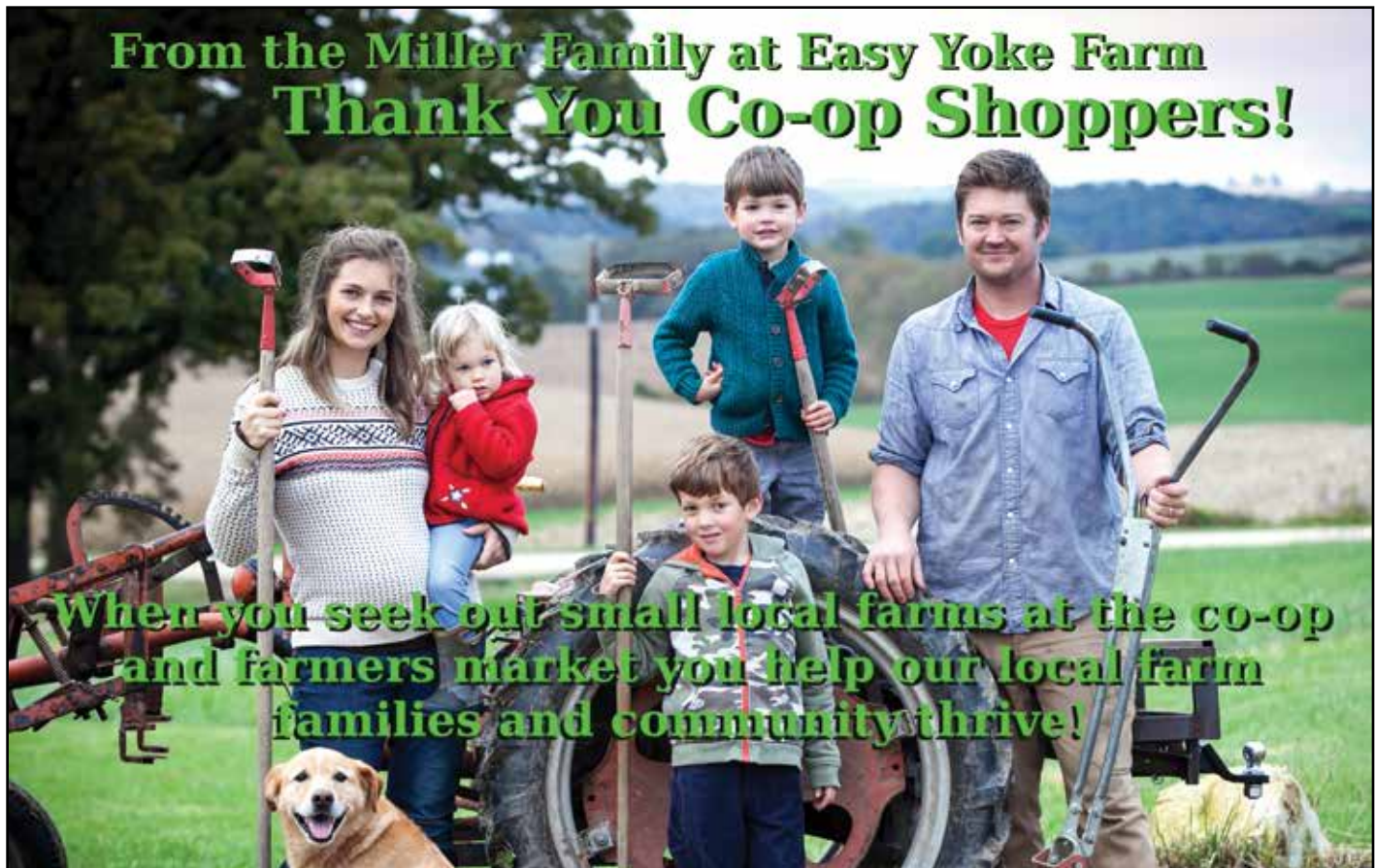
Join us—PFC will be there with a fun summer activity! This is a free event.

Summer Days Sidewalk Sale— La Crosse

Downtown Summer Days will be the weekend of August 2–4. On Friday, August 2, from 11 a.m. to 2 p.m., PFC will have an outdoor grill-out! Join us for delicious fresh-grilled hot dogs and brats with all the trimmings! Meatless options and sodas will be available, too.

Downtown Walk around— La Crosse

Take the walking challenge and come explore your downtown for the 2019 annual Down Town Walk Around! Grab your stamp card on May 3—opening day of the Cameron Park Farmer's Market or at a participating business, and get to walkin'! PFC is participating. Free event. More information here: www.facebook.com/events/561269581028810/.



Summer

COMMUNITY CLASSES

La Crosse location

Creating new changes:

How to train your mind

Tuesday, May 7 • 6–7:30 p.m. • with Caryn Willens

Spring is a time of physical cleansing. And a time of rebirth for all of nature. It is also an opportune time to discard emotional baggage that has accumulated to allow you to move forward to accomplish what you truly desire in life. Is it better health? More heart-centered relationships? More satisfying job or career? Not sure where to begin? Join Certified Facilitator and Holistic Health Professional Caryn Willens to explore what is holding you back. Learn to leave the past behind, and move forward to create your desires! \$10.00 members; \$15 nonmembers.

Make delicious kombucha at home!

Thursday, May 16 • 6–7:30 p.m. • with Bill Garbers

Kombucha is an ancient healing beverage that is enjoying a modern resurgence in popularity. Kombucha offers numerous health benefits, particularly related to digestion and stress relief. Come to this class to learn lots of interesting info about kombucha from PFC's own Bill Garbers. We will try a few of the kombuchas we carry in the store, sample Bill's home brew, and then start a batch in class for you to take home! Recipes included. \$15.00 members; \$20 nonmembers.

Spring foraging field workshop

Sunday, May 19 • 12:30–4:30 p.m. • with Derek Barkeim (*Seeker's Wild*) and Jarad Barkeim (*Coulee Region Eco-Scapes*)

We will meet in the Community Room for a lesson in wild edibles, foraging etiquette, and what to expect in the woods. Then we will head to a richly diverse local farm to see what this May has to offer. Last year, this same class came home with morels and other fungi! Our hope is to ethically gather enough wild edibles to make a meal for everyone back at the PFC Community Room. Transportation is provided to and from the farm. Class is limited to 14. Class is weather dependent, so dress appropriately, including boots. Bring baskets or canvas bags. \$30.00 members; \$40 nonmembers.

DIY green spring cleaning

Wednesday, May 22 • 6–7:30 p.m. • with Elena Mercurio

Make your own DIY home cleaning products with essential oils and other simple ingredients, to feel good about what goes into your home spaces. Join Elena, aromatherapy educator for Aura Cacia Essential Oils, to learn tips and tricks for safely using essential oils to enhance our everyday lives. You will also get the opportunity to make a DIY home cleaning product for yourself to take home! This class was rescheduled from April 3 to allow more participation. \$5.00 members; \$10 nonmembers (supplies provided by Aura Cacia).

Winebow master wine class

Thursday, May 30 • 6–7:30 p.m. • with Todd Wohlert

This wine class will take you to a whole new level as our frequent wine instructor Todd Wohlert from Winebow returns to teach and taste rare delicacies from France, Portugal, California, Argentina, Italy, and Chile. Only 10 seats available! Make reservations ASAP. \$25.00 members; \$35.00 nonmembers.

Sausage, grilling & Pearl St. Beer!

Thursday, June 6 • 6–7:30 p.m. • with Bill Garbers, PFC Meat Professional and Mike from Pearl St. Beer

This class will give you the opportunity to do every part of sausage making: adding spices (we'll make Italian sausage), stuffing the casing...then marinating in beer, grilling to perfection and eating! What a night! PFC will provide the trimmings and Co-op's Own™ buns and Pearl Street will provide the best of summer beers to sample! Must be 21 to take this class! Recipes provided. \$20.00 members; \$30 nonmembers.

Learn to make traditional Dakota bread

Thursday, June 13 • 6–7:30 p.m. • with Debbie Hendrickson

Everyone loves homemade bread, and many people have requested classes to learn bread-making skills. Chef Debbie Hendrickson brings her Dakota bread to PFC! Get ready to learn from her demo and then go "hands on" with the dough. Due to the time needed for the dough to rise, you will take the recipe and an unbaked loaf home to bake yourself, but we will sample Debbie's fresh loaf along with delicious herb butters. Deb has a new tip for her breads—come see what it is! \$15 members; \$25 nonmembers.

Advanced scientific aromatherapy: "beyond the basics"

Wednesday, June 26 • 6–7:30 p.m. • with Terra Johnson

Join us for a fun, educational, and deeper dive into scientific aromatherapy and its many benefits for a mindful approach to health and wellness with Terra Johnson, national educator for Pranoram, USA. We'll navigate through safety information and show you how to incorporate certified organic essential oils into your daily wellness routine. Learn best practices for you and your family while sampling wellness blends for organic skincare, immune health, topical relief, first aid, stress, pain relief, and more. \$5.00 members; \$10.00 nonmembers (Pranoram provides supplies).

Try your hand at Mexican Street Food!

Thursday, June 27 • 6–7:30 p.m. • with Anthony and Melissa

The last two summers, La Crosse has been treated to an amazing array of tacos and sauces from Anthony and Melissa's

Continued on page 15.

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

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

Rochester location

Old World wines in the New

Wednesday, May 22 • 6–8 p.m. • with Mark Weimer

Join Mark Weimer of the Wine Merchants and explore the differences between European and New World wines at Cambria in Rochester, located at 400 South Broadway. Old World refers to Europe, whereas New World refers to any part of the world that was at one point under colonial rule, such as North and South America, South Africa, and Australia, among others. It's subjective to argue that one style is better than the other, but everyone agrees that they're different. In this tasting, we will cover the subtle and not-so-subtle differences between the Old and New World wine philosophies and taste profiles. Yes, you will be drinking wine during the class. Participants must be 21 or older. \$10 members; \$15 nonmembers.

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

Advanced scientific aromatherapy: "beyond the basics"

Thursday, June 27 • 6–7:30 p.m. • with Terra Johnson, PRANAROM

Join us for a fun, educational, and deeper dive into scientific aromatherapy and its many benefits for a mindful approach to health and wellness with Terra Johnson, national educator for Pranarom, USA. We'll navigate through safety information and show you how to incorporate certified organic essential oils into your daily wellness routine. Learn best practices for you and your family while sampling wellness blends for organic skincare, immune health, topical relief, first aid, stress, pain relief, and more. \$5.00 members; \$10.00 nonmembers (Pranarom provides supplies).

Find additional information about classes and other events on our website www.pfc.coop, Facebook, and on [eventbrite.com](https://www.eventbrite.com)!

La Crosse classes (continued from page 14).

Food Cart. This summer, you and your friends can spend a delightful evening with Anthony, Melissa, and the Taco Town Food Cart, hearing stories from their travels across Mexico, learning about different Mexican Street Foods and making your own delicious plate full! We will include an iced-tea infused with fruit! \$20.00 members; \$30.00 nonmembers.

Spicy Wisconsin cheese bread!

Tuesday, July 16 • 6–7:30 p.m. • with Debbie Hendrickson

Imagine the spectacular late summer sandwiches you can make with veggies and fresh homemade bread that's loaded with Wisconsin cheese! Join Chef Debbie Hendrickson as she walks and talks us through all the steps to make an awesome loaf every time. Participants will mix up the dough and take it home for baking. We will sample cheese bread that Debbie has made ahead of time—let's make a few open-faced sandwiches! \$15 members; \$25 nonmembers.

Discover healing crystals

Wednesday, July 17 • 6–8 p.m. • with Nedra Blietz

Crystals and stones are not only beautiful but they are also powerful healing tools. Crystal remedies can assist in bringing balance and healing to physical and emotional disease. They can also be used for spiritual and lifestyle enhancement. In this

workshop, you will learn crystal basics, choosing and working with a pendulum, how to cleanse/recharge your crystals and what crystals to work with based on your astrological sign. Bring a notebook and your favorite stone, if you wish. \$10 members; \$15 nonmembers.

+CBD—session two!

Monday morning, July 22 • 9:30–11 a.m. (approximate time)

Maggie Frank, National Educator for CV Sciences, will breeze into PFC to provide an educational session on the history, science, and benefits of CBD oils—especially the line we carry here at PFC. We will have informational packets, coupons, and samples for all who attend. The location is TBD—either the Community Room or Hackberry's. This event is *free* but you must preregister.

Mexican street food—part II

Thursday, July 25 • 6–7:30 p.m. • with Anthony and Melissa

This summer, you and your friends can spend a delightful evening with Anthony, Melissa, and the Taco Town Food Cart, hearing stories from their travels across Mexico, learning about different Mexican street foods, and making your own delicious plate full! We will include a Mexican beer or fresh sangria for those over 21! \$20 members; \$30 nonmembers.

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MAY

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Local



Organic Canvas Bags

\$1.00 OFF/ea
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LA CLARE FARMS Local

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\$1.00 OFF/ea

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WINE SPECIALS

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Wine of the Month

Look for the red tags in the wine department!

KICKAPOO

Local

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12 oz., reg. price \$12.99, Viroqua, WI

Remember 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.

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SNO PAC

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Corn
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HARBOR BANKS

Shrimp
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3 sizes

SPRING GROVE Local

Soda
\$6.99

6 pack

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High Antioxidant Trail Mix
\$8.99

JULY

TAPUAT

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COUNTRY VIEW Local

Yogurt
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Local



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PFC BRAND

Biotin
HALF PRICE

10,000 mcg., 60 count, reg. price \$14.99

BADGER

**Anti-Bug
Shake and Spray**
\$4.00 OFF

4 oz. reg. price \$10.99

WINE SPECIALS

20% OFF
Wine of the Month

look for the red tags in the wine department!



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Local

Hashbrowns
HALF PRICE

16 oz.

SARTORI

Local



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Parmesan**

**20%
OFF/ea**

8 oz.

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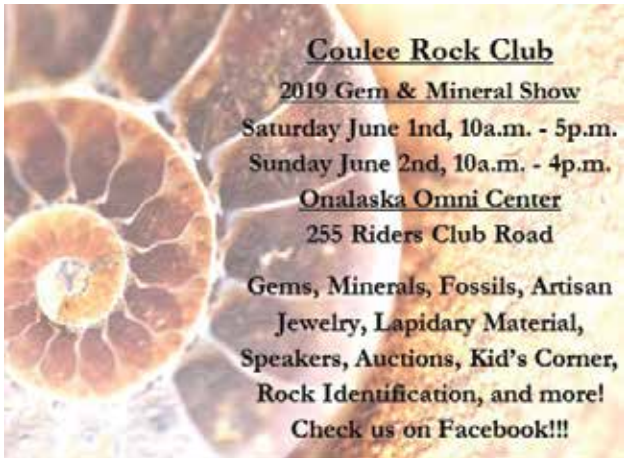
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Any changes in your life?



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 Ann Mull at ann.mull@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.

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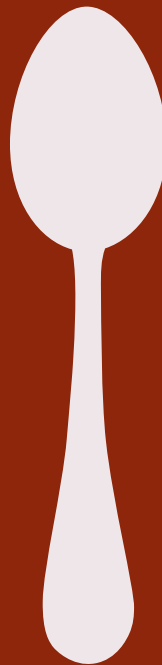
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