



Co-op Shopper

Fall 2019

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

**Labor Day hours:
Open 7 a.m.–8 p.m.**

**3 American Hazelnut Company
8 \$5 Dinner
13 Compost program in La Crosse**

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 PFC.

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.

contributors Lizzy Haywood, Tessa Leung, Adam O'Connor,
Lisa Wiste, Sapphire McKnight, Linda Riddle,
Kevin Ducey, Ann Mull, Kristen Leuth

editor Kevin Ducey

design Kevin Ducey

proofing Sue Knopf

photography Kevin Ducey

advertising Kevin Ducey

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

All rights reserved. No part of this publication may be used or reproduced without prior permission of the editor. Opinions expressed herein are strictly those of the writers and are not an endorsement by, or official position of, the co-op, its board, managers, or owners, unless identified as such. The same is true for claims made by advertisers. Nutrition and health information is for educational purposes and not a substitute for consultations with licensed health or dietary professionals. ©2019 People's Food Co-op.

KNOW YOUR BOARD

Cynthia Carr
Jacob Davidson **vice president**
Laurie Logan
Monica Lunde **treasurer**
Andrea Niesen **secretary**
Verna Simon **president**
Lisa Wiste

Contact the board at board@pfc.coop

TAKE OWNERSHIP

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

OWNERSHIP BENEFITS

- A 5% discount on each of 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.

Become a member/owner of La Crosse and Rochester's only community owned grocery store! Ask any cashier for a member/owner packet. It's quick and easy to sign up!

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.

Cover photo: Hazelnut buds.

AMERICAN HAZELNUT COMPANY

“You need to invest in something beyond yourself,” Brad Nimcek, American Hazelnut Co.

Mr. Nice. Rooster on patrol at hazelnut orchard of Kathy Crittenden and Kelvin Rodolfo.

“When we were first starting out,” Brad Nimcek of the American Hazelnut Company (AHC) remembers, “I was visiting local groceries, pitching our product. I walked into People’s Food Co-op in La Crosse and said to the first staff person I met: ‘Who should I talk to about getting our hazelnut oil into PFC?’ The young man, Ed Johnson, replied, ‘That would be me.’ I told Ed about our product. He heard me out and said: ‘Yes, we’re in.’ I love working with co-ops. You’ll often have that experience of dealing with real people that you don’t get at the big retailers.” This was in late 2016. AHC has supplied both PFC stores with hazelnut oil since that time.

In mid-May, People’s Food Co-op visited Kathy Crittenden and Kelvin Rodolfo, hazelnut growers and suppliers to AHC. Crittenden and Rodolfo have about 100 hazelnut bushes in production. They are typical of growers for the company. There are 26 local growers and investors, and Brad figures about half of the growers are retired folks, growing hazelnuts and other produce for their own interest.

Kathy explains that their main crop is raspberries. They grow asparagus and herbs as well. They sell jams at the winter farmers’ markets in the area. They use organic practices but are not a certified farm.

It ain’t the squirrels, it’s the jays

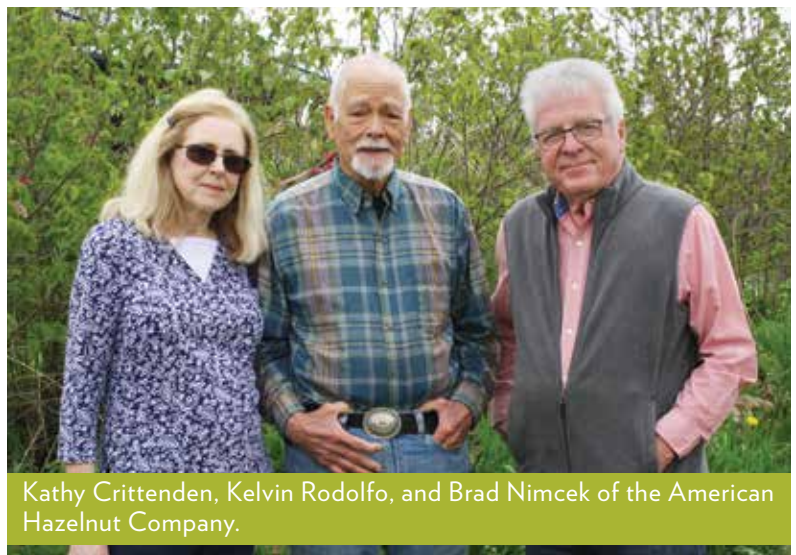
The bushes are just beginning to set buds. “You start watching in the third week of August,” Brad says, “and harvest in September. Once they turn color, they produce an aroma. You can smell when it’s time to pick.”

“Squirrels are a problem for some folks,” Kathy says, “but for us it’s blue jays. Once we spot one jay, we rush out to harvest.”

After harvest, the nuts are left to dry for one to two weeks before they’re de-husked and separated from the chaff. This takes equipment and “all this equipment costs money,” Brad says. AHC is not a big company, and it can’t match the equipment investments of the big Oregon growers.

Most U.S. hazelnuts are grown in Oregon. Brad notes: “In Oregon, they grow hazelnuts like California grows almonds. It’s a monoculture. They aggressively prune the hazelnut bushes to have a one-stem plant—a tree. They shake the nuts from the plant and vacuum them from the ground.”

Continued on next page.



Kathy Crittenden, Kelvin Rodolfo, and Brad Nimcek of the American Hazelnut Company.

American Hazelnut Company, continued from previous page.

Although hazelnuts grow well in the Midwest, production numbers are nowhere near as high as in Oregon. Midwest hazelnuts have excellent flavor, but the nuts are smaller. The number of acres devoted to cultivation in the Midwest is not impressive. About 70% of the nuts used in AHC oil comes from Oregon since local growers aren't able to supply enough.

Local growers generally use hybrid plants—crosses of wild native plants and a European cultivar. Growers breed for plant hardiness, nut size, and other factors. The American hazelnut has greater cold hardiness than European varieties. Because it is a late-blooming tree, it is ideal for Wisconsin's cold, unpredictable spring weather.

American hazelnuts are high in oil content and make excellent cooking oil. It is 81% oleic acid, making it one of the healthiest oils on the market.

Retail market for American hazelnuts

Brad founded the AHC in 2012–13 as a way to bring hazelnuts to market. He had been a beekeeper and kept a farmers' market stand selling honey, shiitake mushrooms, and maple syrup. With the help of the business incubator center in Gays Mills, Wisconsin, Brad had the opportunity to put together the AHC as a retail company for American hazelnut products. (In the global

economy, much of Oregon's bulk hazelnut production is sent abroad, while Americans eat imported hazelnuts from Turkey.)

AHC received assistance from the Upper Midwest Hazelnut Development Initiative, a joint project of Wisconsin and Minnesota universities. The universities provided technical support in getting the mechanics right—or at least under way. In addition to hazelnut oil, the AHC also markets bulk nuts and gluten-free hazelnut flour (also available at PFC—La Crosse).

Brad, along with the Upper Midwest Hazelnut Development Initiative, believes that hazelnuts will grow to be a vital part of local agriculture in the Upper Midwest. Hazelnuts are reputed to be the soybean of the tree world because of their high oil content. The plant is excellent for use in the region's oak savanna ecosystems and has been found to be good for permaculture plantings. Brad reports he's been approached by large-scale dairy operators looking to diversify.

In reflecting on the first seven years of the American Hazelnut Company, Brad said, "You have to be patient. We're romantic enough to think we're doing this for the planet. You need to invest in something beyond yourself."

—Kevin Ducey

MEDITERRANEAN CAULIFLOWER WITH HAZELNUTS

A few familiar ingredients add up to quite a spectacular dish that goes well with just about anything Mediterranean. The recipe takes about 45 minutes to put together. Over rice with a side salad the dish is a tasty, light summer meal. Serves four.

Ingredients

2 oz (about 1/4 cup) capers, rinsed and drained
1 clove garlic, peeled and crushed
3/4 cup chopped fresh parsley
Red chili flakes, to taste
3 tablespoons hazelnut oil, plus more for frying
Salt and black pepper
1 cauliflower, broken into 1- to 2-inch florets
1/3 cup chopped roasted hazelnuts



Directions

Put the capers, garlic, parsley, chili flakes, and oil in a food processor, add an eighth teaspoon of salt and blitz to a coarse paste. Transfer to a large bowl and set aside.

Bring a large saucepan of water to a boil, add the cauliflower and blanch for 30 seconds. Remove and plunge into cold water to stop the cooking. Drain and pat dry.

In a heavy skillet on the stove, roast the hazelnuts over a medium heat for a couple minutes. Remove from heat and allow to cool. Using a clean kitchen towel, gently rub the roasted nuts, removing the bitter skins. They don't need to be completely clean. Roughly chop.

Dry the saucepan and add enough of the oil to cover the bottom of the pan—about a quarter of a cup of oil or less. Place on a high heat and, once hot, add the cauliflower—you may need to do this in batches. Fry for six to eight minutes, until golden-brown and crisp, then use a slotted spoon to transfer to a paper-towel-lined colander and sprinkle with another eighth teaspoon of salt. Leave the cauli to drain for three minutes and then stir gently into the caper and parsley mixture. Serve over fresh rice. Top with the roasted hazelnuts and serve.

GENERAL MANAGER'S REPORT



Lizzy Haywood,
general manager

I will make this appeal directly: you can help your co-op immensely by choosing to shop the co-op first and buy more of your groceries at PFC.

The co-op exists to serve its owners and community. While our fundamental cooperative principles never change, our owners' needs and desires evolve over time in unique ways. As a community-owned business, we must respond to the different needs of Rochester and La Crosse.

The past year has brought changes for our communities and challenges for our co-op. The La Crosse store underwent needed upgrading during the critical holiday season, and much of downtown Rochester has been under construction, making access to our store more difficult. We met a new competitor head-on in January and faced an intense winter that kept people as close to home as possible and less able to make any "special" trips to the co-op. PFC remains financially sound, but all those factors added up to put us behind on our sales goals for 2019.

**People's is your place to support local.
None of our big store competition come
close to buying local like we do.**

Over an extended period, poor sales will begin to affect the health of our co-op and mission more urgently. Before we get to that point, I'm asking for your help in strengthening our co-op and staying focused on what makes us a vital alternative to business-as-usual chains.

PFC's member-owners shop about 7,500 times per week; if those transactions averaged just a few dollars more, we would be exceeding our sales goals and looking at more ways to further deliver on our mission, benefit the local economy, be a better workplace, and provide greater dividends to our 10,240 owners. Typically, households spread their grocery dollar among several retailers which suit different needs. That is okay! We understand that there are plenty of great places to buy groceries. Our hope is that PFC can simply earn a greater share of your grocery dollars.

Why shop your co-op first? What have we done to evolve with our member-owners?

We deliver value

In addition to your twelve 5% discounts every year, we've been creating more ways to give great value. Last December we made an extra 5% discount available during the holidays. In June, every member-owner received a postcard coupon for up to 20% off your entire cart! Each month the owner-only discounts make some of our top sellers available at half price. Our stores have hundreds of "Co+op Basics" products, which are organic items priced low every day. No other grocery store in town has this variety priced this low every day—simply shop the purple tags. Shoppers save hundreds with Tuesday Happy Hour, Wednesday Night \$5 Dinner, weekly Fresh Deals, and weekend Flash Sales.

You are getting fantastic deals on food made here and sourced sustainably. To make an even stronger argument for cooperative value, owners receive dividends when we perform well financially.

We are reducing plastic use

As of January, plastic shopping bags are no longer offered at PFC except by specific request. We invite and encourage shoppers to bring their own containers. This has been part of who we are since the 1970s. It isn't just for the bulk section—eggs, produce, meat, fish, coffee, and any prepared food from the deli can go home in your container with the unladen (or tare) weight subtracted. Compostable or washable flatware and dishes are used when possible in our delis. There is a long way to go for turning back the proliferation of plastics in the grocery business and we will keep pushing.

Your support helps local producers

People's is your place to support local. None of our big store competition come close to buying local like we do. The number of local producers in our produce department alone is amazing, and then add in bulk, dairy, meat, cheese, local grocery, and wellness items—we're keeping millions of dollars in our local economy and providing the value of local to your home.

It feels good here

People's is a great place to be, filled with the energy of passionate staff and shoppers who've chosen alternatives to mass market food options and disconnected shareholders. Educational opportunities and social events fill the calendar and conversations fill the aisles. Co-ops have always been more than just stores—we are a place to connect and feel at home because it is authentically ours. We own it together.

Continued on next page.

I LOVE LOCAL

Annual fall party! Everyone's welcome

You're invited to our annual get-together!

Get locally rooted with People's Food Co-op La Crosse & Rochester

Lots of local farmers, food, and live music. Trick-or-treating for kids. Free event.

La Crosse: Friday, October 25, from 4 to 7 p.m.

Rochester: Saturday, October 26, from 11 a.m. to 2 p.m.

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

General manager column continued from previous page.

We've got great food

We have the best certified organic produce in the area, we source meat from farmers we know and trust, and we prepare delicious food from scratch in our own kitchens every single day. The quality of food at People's Food Co-op is a great benefit to our owners. Since April we have greatly expanded the selection of deli and prepared items in both stores.

Co-op owners are part of something bigger

Cooperative values of ownership, solidarity, democracy, and equity will not be found among our competitors. These are only found at co-ops—no other grocery store or online outlet

makes you part of something bigger than your grocery cart while delivering the best food and fair prices.

You are one more than 10,240 owners who make the co-op and our mission possible. I want to thank you for all that you've done to create and grow this community business ... and encourage you to keep prioritizing the co-op in your grocery shopping. The co-op is as important as ever and your shopping dollar is critical in supporting the co-op.

See you in the aisles!

—Lizzy



SAVE MONEY, SUPPORT YOUR COMMUNITY

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

People's Food Co-op partners with local organizations to provide financial support for important community initiatives. Every month, each store donates 1% of all sales from the Co-op Basics program (over 300 products!) to a local organization in its community. Each store also dedicates 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!



Recent community organizations we've supported include:

- CIA SIAB
- Down Syndrome Awareness
- Rochester Public Library Foundation
- La Crosse Area JOM Indian Education Committee



Shop the purple tags!

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:

- 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.
- During September and October nominating committee members will interview and evaluate each applicant. 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 who are 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, in *The Shopper*, at www.pfc.coop and on the electronic ballot..
- Co-op members may vote December 2 through 13 (paper ballots upon request). The Annual Meeting will be at the Rochester store on the evening of Thursday, December 12. Applicants are strongly encouraged to attend the Annual Meeting.
- Results are announced within 10 days after the annual meeting. New board members start their terms in January 2020.

As a community-owned business, the co-op upholds a strong commitment to both the La Crosse and Rochester areas. Make this your chance to give back and serve on the PFC Board.



FIVE DOLLAR DINNER

Easy. Fast. Homemade. Every Wednesday.

Every week People's Food Co-op cooks up something good. Did you know that for the last couple of months the co-op has offered a \$5 dinner every Wednesday evening from 4 to 7 p.m.?

The response has been steadily growing since the program launched. Each store plans and cooks its own Wednesday special. Planning and meal preparation begin long before supper time. Every meal comes with an entree and a side. For examples of recent dinners see the list below.



PFC's Blue DeBauche preparing dinner.

Scott Weaver, La Crosse store manager, reports that the La Crosse store has been serving upwards of 60 meals at every event. It's summertime: You can get it to go and picnic in the park! If you are concerned about cutting back on packaging, customers are welcome to bring their own containers to the deli for to-go orders.

On a recent evening, we caught

up with La Crosse cook Blue DeBauche as she prepared Wednesday's meal. Her favorite dinner is the Spaghetti Bolognese, made with portobello mushrooms and a mirapiox of carrots and celery.

The menu of both stores varies from week to week. People's CEO, Lizzy Haywood, hopes the program will give folks an opportunity to try our delis' delicious food, "It's an easy, inexpensive way for folks to get dinner on a busy evening."

Past \$5 Dinners have included:

- Co-op's Own™ Cajun beans and rice and green beans.
- Co-op's Own™ BBQ chicken with black beans, corn, and peas.
- Co-op's Own™ baked potato bar, with all the fixins' (cheddar, green onions, bacon, sour cream, steamed broccoli), and corn.
- Beef hot dogs with wheat buns, Co-op's Own™ tart and tangy beans, and chips.
- BBQ chicken, Fog City macaroni salad, and corn.
- Co-op's Own™ pasta quattro fromage with tart and tangy beans.
- Co-op's Own™ spaghetti with marinara, steamed veggies, and garlic bread.
- Co-op's Own™ TVP mushroom tacos and all the fixings with Mexican corn.
- Co-op's Own™ Cajun beans and rice with gluten free corn bread muffins.

For the weekly menu,
go to www.pfc.coop/calendar

PFC BOARD REPORT



Tessa Leung,
outgoing board president

The world you desire can be won. It exists ... it is real ... it is possible ... it's yours.—Ayn Rand

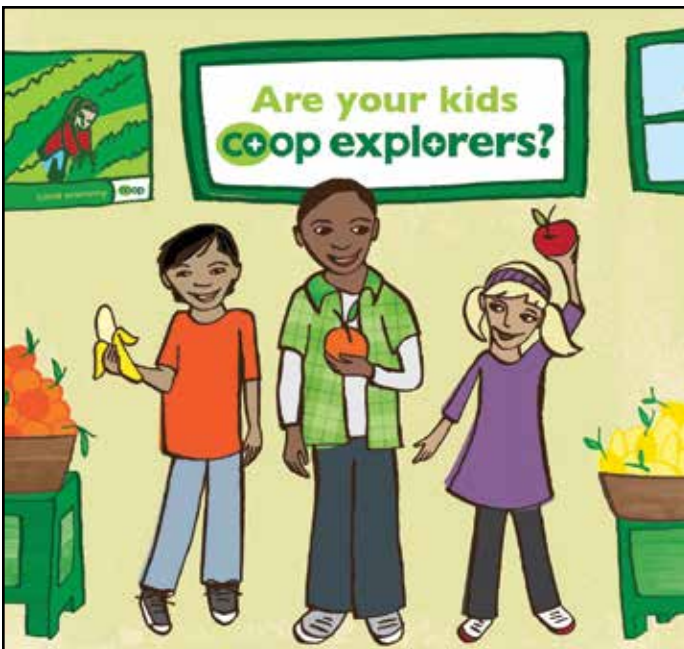
The last 6½ years have been fulfilling, challenging, thought-provoking, and yes, fun. I have learned about both the Rochester and La Crosse communities, our staff, our members, and what it takes to nurture and care for this beautiful gift called the PFC. Many times I have sat back and marveled at board members with different backgrounds and experiences helping lead and direct the vision of our co-op in our communities, our region, and our

world. Smart, dedicated, motivated, and thoughtful describes this board of directors and I am lucky to have served alongside them.

As of June 2019, I am stepping away from the board, as my professional career will be taking exciting and rigorous new turns requiring my full attention and focus. While I debated staying, I also recognize that the board needs fully engaged and focused members. What we do is too important to just “phone it in.” The work we do requires heart, creativity, compassion, and the love of building a cooperative community. In this day and age, the co-op principles are something we could all use a little more of in our lives. I encourage each of you to learn more about the board and our co-op. I hope you will be inspired to run for a seat on the PFC board.

—With gratitude, Tessa

How wonderful it is that nobody need wait a single moment before starting to improve the world. —Anne Frank



Kids (ages 12 and under) are invited to join the Co+op Explorers and be eligible to receive one free piece of fruit per visit! Kids simply need to sign up with parent or guardian at the co-op. Each child will be issued their very own super official Co+op Explorers card!



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

Staff favorites in the store!

ROCHESTER STAFF PICKS



Briana in wellness

Booda Butter Deodorant: It really works!



Gabe in deli

Suji Lemon Love juice: It has a unique flavor combination of spicy and sour. It's intense, refreshing, and often has a great sale price.



Dan in grocery

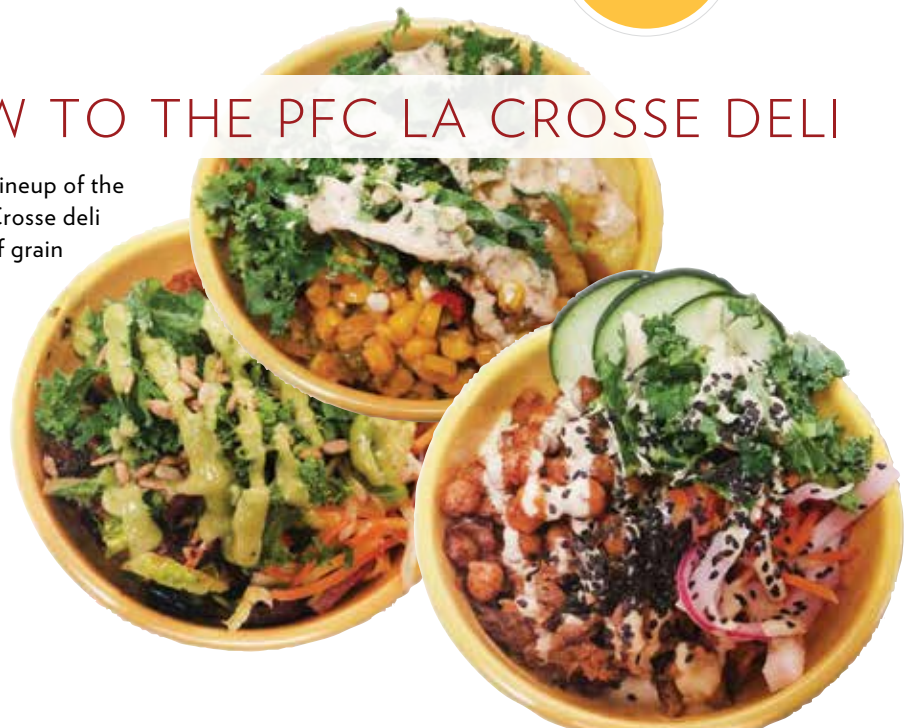
Cadence Cold Brew Coffee: It gives you a nice jolt.

Also, be sure to check out the new offerings in the Rochester deli. See the updated menu board for new deli choices!



GRAIN BOWLS, NEW TO THE PFC LA CROSSE DELI

Grains, proteins, toppings, and more! New to the lineup of the many new offerings now available at the PFC La Crosse deli is the grain bowl! Your bowl comes with a choice of grain (farro, brown rice, or quinoa) followed by a protein (banh mi pork, bbq chicken, or herbed tofu), then topped with various seasoned vegetable toppings, sauces, and seeds. Choose from the grain bowl menu, or let loose by opting for the custom grain bowl and load it up! Fill out a grain bowl card and order at the deli counter. This is a great choice for a quick and healthy lunch! —Adam O'Connor



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 meat that has:

- No added hormones, antibiotics
- No artificial preservatives or MSG
- Always been humanely raised
- Always been fed a plant-based diet
- Our seafood is responsibly sourced

co-op month | october 2019

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

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



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

NEWS AND UPCOMING EVENTS

Dogs Downtown—Rochester

On Saturday, August 3, from 11 a.m. to 3 p.m., at the Peace Plaza. Every dog has his day, and this day is for all of them! Your four-legged friends (and their humans) will have a blast with crafts, games, activities and giveaways! Take time to “paws” with your pups for this free canine-centric event.

Great River Folk Fest— La Crosse

“Great bands you know; new folks you’ll love.” The 44th Annual Great River Folk Fest will take place at Riverside Park, August 23 – 25. The festival will feature performances by JohnSmith, the Cactus Blossoms, Charlie Parr, and many others. There will be a folk school and other events. Tickets and more information can

be found at greatriverfolkfest.org. People’s Food Co-op is a long-time sponsor of this awesome cultural event on the banks of the Mississippi.

Staff/Owner Art Fair— Rochester

On Saturday, September 21, from 10 a.m. to 2 p.m. join us in the PFC—Rochester parking lot for the sixth annual art fair at the store. All PFC owners and staff are invited to join in to sell their art to the general public. It is *free* to participate! Bring your own tent and tables for display. Set up by 9:30; tear down at 2:00. To register, and for more information, contact kristen.leuth@pfc.coop by August 15.

La Crosse Area Bicycle Festival

August 30–September 2. Enjoy two-wheeled bliss through the scenic valleys of

the Mississippi River! For eight years, the La Crosse Area Labor Day Bike Festival has brought you all kinds of rides for all kinds of riders. We have family-friendly neighborhood tours, ice-cream rides, mountain biking, live music, challenging road rides, gravel, trail, and so much more! For details and free registration visit www.bicycle-lacrosse.com/bike-fest.

Fall Fest—Rochester

Mark your calendar for this year’s Fall Fest taking place on Saturday, October 5, from 10 a.m. to 2 p.m. at the Peace Plaza. As summer turns to autumn, bright pumpkins, changing leaves, and crisp weather are the stars of the season! This event features all of them in a free, fun-for-all-ages event!

COMPOSTING COMES TO PFC—LA CROSSE



Joe Dawson, facilities manager, standing beside the future home of the compost bin.

This summer, People’s Food Co-op—La Crosse will begin a composting program, collecting food scraps, imperfect produce, and fruit and vegetable trimmings from its produce, kitchen, and deli departments for composting pickup. This is an internal program for produce and back-of-house deli and bakery. Co-op shoppers won’t even notice it’s taking place—other than that the store will have a beautiful new Dumpster.

Facilities Manager Joe Dawson will train staff members on the dos and don’ts of composting. No meat, dairy, or packaging are allowed. “It’s something we will need to do right every day,” Joe says.

The La Crosse composting program has been on the PFC wish list for a number of years. The missing piece was a partner to haul the material. Hilltopper Refuse and Recycling is now working with PFC and Festival Foods to pick up compost material from the stores and deliver it to Green Earth Compost in Holmen. Although a composting program is up and running at Hillview Urban Agriculture in La Crosse, this new program is on a much larger scale.

Scott Weaver, PFC store manager, expects that the co-op will divert up to 70 tons of food scraps from the landfill every year. “The program will save us money,” Scott says. “It’s cheaper to haul compost than trash, and it will cut down on the number of trash pickups we have.”

“Composting is another way we can be an exemplary model of healthy and sustainable living”—Scott Weaver.

In order for the program to work, Hilltopper will need to haul a minimum amount of compost to make it worth the investment. “We have a ton requirement we’ll have to meet,” Joe Dawson says. “It’s a bit of a test to see if a city-wide program like this can get off the ground.”

Brandon Knudtson, refuse and recycling coordinator for Hilltopper hopes to expand the composting project as this pilot program irons out any problems that may arise. “Once things have been established for a solid year,” he writes in an email, “we will look further into doing curbside collection at households.”

The compost pickups are expected to start in mid-August. There will be a new compost bin/Dumpster beside the existing trash bin.

Compost for Green Earth

Green Earth Compost will mix the compost material with wood chips and pile it into windrows. The compost requires little management; it’s turned periodically depending on the temperature and moisture content of the material. Natural bacterial decomposition does all the work.

Green Earth will sell the resulting high-quality compost to gardeners and landscapers for a multitude of uses. It’s a great way to return nutrients to the soil and keep it out of the landfills.

Scott finds that the compost program works well with the co-op’s mission, as recently quoted in the *La Crosse Tribune*: “We must nourish and respect not only our shoppers, but our community and environment as well,” he said. “Composting is another way we can be an exemplary model of healthy and sustainable living.”

—Kevin Ducey



Holiday Open House

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

Everyone is welcome.

PFC—LA CROSSE
FRIDAY EVENING, NOVEMBER 8

PFC—ROCHESTER
SATURDAY AFTERNOON,
NOVEMBER 9



In Memoriam Stephen Lee Hansen 1956–2019

We remember our colleague and friend Steph Hansen who died in May. He was the point of sale manager in the Rochester store for the past three years. In addition to his contributions in IT, Steph was known as the guy who always had a laugh to share and who could wear a Pink Floyd t-shirt better than anybody. He will be greatly missed, and we keep the Hansen family in our thoughts.



MEMBER OWNER DRIVE

October 1–31

Ready to own YOUR grocery store?
All new owners will receive a choice of t-shirt or hat and will also be eligible to win a weekly prize!

Already a owner?
Refer a new owner and be entered to win a weekly prize.

WATCH FOR MORE DETAILS ON OUR WEBSITE AND IN-STORE



Fall

COMMUNITY CLASSES

La Crosse location

Chili peppers and salsas 101

Wednesday, August 21 • 6–7:30 p.m.

Questions about all those chili peppers out there? So many to explore and discover. Tired of the standard salsa flavors? Kevin Ducey of PFC will teach an introductory class on chilis and salsas for those interested in Mexican cooking. He will introduce you to some of the common and not-so-common chili peppers, talk about their handling and properties, and then the class will make a couple of varieties of salsa for you to sample and take home. Recipes included. \$15 members; \$25 nonmembers.

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

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

Rochester location

Natural tie-dyeing

Saturday, August 24 • 10:30 a.m.

Tie-dyeing with natural dyes made from vegetables, fruits and flowers. Bring your own white clothing or fabric or purchase organic cotton items in the store. Great gift ideas or just for yourself! We'll have the dyes ready for your in-store project that day, but we will provide recipes for you to try at home. Class meets at PFC. Family-friendly event. \$10 members; \$15 nonmembers.

Storytime for grown-ups

Thursday, October 17 • 6–7:30 p.m.

Join us for a great evening and listen to selections from Minnesota authors who incorporate food into their work. In the dining room. Beverages and treats will be served. Guests are welcome to order off the menu or grab something delicious from the store! Free event (ages nine and up preferred), pre-registration recommended.

Find additional classes and other events on our website, www.pfc.coop, Facebook, and on eventbrite.com!

Upcoming Sales at People's Food Co-op!

Details on website and via email newsletter. Sign up at www.pfc.coop

Mark your calendar for upcoming meat sales:

Chicken sale from August 28 through September 4.

Early bird turkey sale October 7–13.

Beef freezer stock up & bundle sale October 23–27.

Stock up and save!

OWNER SPECIALS

AUGUST

Co-op

KEMPS

Local



Select
Chocolate
Milk
\$2.19

64 oz., reg. price \$2.49

BELGIOIOSO

Mozzarella Pearls
\$1 OFF

8 oz.

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.



SNO PAC

Local

Corn
HALF PRICE

10 oz., reg. price \$2.49

UPTON'S NATURALS

Seitan
\$3.69

8 oz., reg. price \$4.39

SEPTEMBER

BAGELS FOREVER



Bagels
\$1.19

11.5 oz., reg. price \$1.99

Local

WINE SPECIALS

20% OFF
Wine of the Month

Look for the red tags in the wine department!

REMINDER TO OWNERS

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

BONGARDS

Local

American Cheese Slices
\$1 OFF

12 oz.

GRANDY OATS

USDA ORGANIC

High Antioxidant Trail Mix
\$8.99/lb

reg. price \$12.99/lb

OCTOBER

TREMPEALEAU HOTEL

Walnut Burger
\$2.00 OFF

Local



4 pack, reg. price \$8.99

FIELD DAY



Cereals
\$2.99

12 oz., reg. price \$3.39

BULK



Brown Jasmine Rice
\$1.99/lb

reg. price \$2.59

TINE

Jarlsberg Cheese
\$2 OFF

9 oz.

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

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



FIELD DAY

Baked Beans
\$1.19

15 oz., reg. price \$1.49

BULK



White Jasmine Rice
\$1.00 OFF/lb

reg. price \$2.59 lb

WINE SPECIALS



ESSENTIAL OILS

Lavender Hand Wipes
\$10 OFF

210 count, reg. price \$26.99

PFC BRAND

Potassium
HALF PRICE

99 mg., 100 tab., reg. price \$7.69

HOLYLAND



Tahini Hummus
\$2.99

7 oz., reg. price \$4.49



SNO PAC



*Organic before
organic was cool.*
— Pete Gengler,
Sno Pac

Peas
HALF PRICE

10 oz., reg. price \$2.49, Caledonia, MN

FIELD DAY



Apple Juice
\$5.19

64 oz., reg. price \$5.99

PFC BRAND

Methyl B12
HALF PRICE

1,000 mcg, 100 lozenges, reg. price \$14.99

BOODA BUTTER

Eco Lip Balms
\$2 OFF

reg. price \$5.99

WINE SPECIALS

20% OFF
Wine of the Month

look for the red tags in the wine department!



SNO PAC



Diced Onions
\$1.29

10 oz., reg. price \$1.99

ORGANIC VALLEY



Grassmilk
\$4.99

reg. price \$5.99



ANDALOU

Hand Creams
\$3 OFF

3.4 oz., reg. price \$7.99

PFC BRAND

Chelated Magnesium
HALF PRICE

90 tab., reg. price \$10.99



A
PLATINUM

A checking account fit for you & your life!

+ No minimum balance
+ No monthly fees

Earn **3.50%** ^{APY}
up to \$15,000

La Crosse • Festival Foods—Copeland Ave.
Onalaska • Holmen • West Salem
La Crescent • Winona • Rochester

800-755-0055
www.altra.org

Altra
Federal Credit Union

*APY = Annual Percentage Yield. Membership eligibility required. Available for personal accounts only. One account per person. Qualifying accounts will earn 3.50% APY on balances up to \$15,000 and .40% APY over \$15,000. To qualify you must 1) Receive your monthly eStatement at a valid email address; 2) Sign in to Online or Mobile Banking at least once per cycle; 3) Have one direct deposit or ACH of at least \$250 into your A+ Platinum Checking account per cycle; and 4) Make twenty (20) purchases with your Altra Visa Debit card per cycle. If all requirements are not completed and/or posted in any given cycle, the entire account balance earns 0.10% APY for that cycle. Qualification cycle means the full calendar month beginning on the 1st and up to the last calendar day at 2 pm CST. Rates subject to change monthly.

Federally insured by NCUA

heart journey

Coaching	Therapy
- Strategic Goal Setting	- Anxiety
- Results Focused	- Depression
- Compassionate Listening	- Relationship Conflict

Cindy Ericksen
Licensed Marriage,
Family Therapist
& Life Coach

heartjourneyix.com | 608.785.0011
Exchange Building 205 5th Ave S Suite 308 La Crosse, WI

Now offering Life Coaching – In-person or by phone

HIKE NORTH WALES
SNOWDONIA NATIONAL PARK & WELSH COASTAL PATH

WILD WALES WILDWALESTOURS.COM
TOURS & WALKABOUTS (507) 458-8637
wildwalestours@gmail.com

Pure Power

NORDIC NATURALS

ULTIMATE OMEGA 2X
THE NEXT GENERATION FISH OIL.
More powerful. Naturally.
2150 mg Omega-3

Dietary Supplement | 60 Soft Gels

Concentrated and carefully purified omega-3s for superior heart, brain, and immune support.*

NORDIC NATURALS®

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Land Management Workshop Weekend
September 7-8, 2019

Join us to learn new skills and grow your current management techniques to become a better steward of the land. *Choose from 10 workshops!*

presented by **Eagle Bluff**
Environmental Learning Center

28097 Goodview Drive, Lanesboro, MN 55949

Learn more & register:
Click "Events" at eaglebluffmn.org
or call 507-467-2437

Empowering Change Counseling, LLC

Mental health counseling to support healing, improve relationships, and foster healthy change

444 Main St., Suite 308
La Crosse, WI 54601
kristen@empower-change.com
(608) 780-2483
www.empower-change.com

Kristen Morgan, MS, MA
Professional Counselor
Arts Facilitator

**TOMATO TASTING
@ SEED SAVERS
EXCHANGE**

Tastings | Salsa Contest | Workshops

**Saturday, August 31
Noon-4pm**

**FREE
Event**

Seed Savers
EXCHANGE.

3074 North Winn Rd | Decorah, Iowa
seedsavers.org




The
Yoga Place
EST. 1988

*"Where yoga is more than exercise
and instruction is individualized"*

444 Main Street, Suite 204, La Crosse, WI
608.784.2622
www.yogalacrosse.com



Upcoming PFC board meetings:

August 22, 4:30, Rochester
September 26, 4:30, La Crosse
October 24, 4:30, Rochester
December 2, 4:30, La Crosse
December 12, 5:30, Annual Owner Meeting, Rochester

Land Stewardship Aligned With Nature




**Trillium
CONSULTING, LLC**

Improve your land with native plants that will attract wildlife, including birds, bees, & butterflies. Ecologist Melinda Knutson helps you decide what/where to plant, what invasive species should be removed, & gives advice about erosion control, pond management, & prairie restoration.

trilliumlax.com | 608.615.8692 | trilliumlax@gmail.com


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

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

The symbol is still in use today.

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

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.

People's Food Co-op

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

Follow us on Twitter, Facebook, Instagram, and YouTube

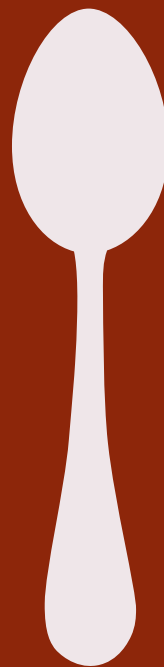


www.pfc.coop

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

change service
requested

FIVE DOLLAR



DINNER

\$ 5

Every Wednesday
4–7 p.m.

House-made
Co-op's Own™
entree with a fresh side!
Open to the public—
dine in or take out.