



Co-op Shopper

Winter 2019

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

VOTE

Holiday hours for both stores:
Closed Thanksgiving Day, 11/28
Christmas Eve, 12/24, closing at 6 p.m.
Closed Christmas Day, 12/25
New Year's Day, 8 a.m. to 8 p.m.

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

The *Co-op Shopper* serves to educate shoppers about food issues, community activities and events, co-ops in general, and membership in 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.

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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: Working together to build a sustainable community while treating all people with kindness and fairness.

e 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!

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.

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.

SALEM GLEN WINERY

“I wanted to make world class wines with what’s available here and share them.” – Dustin Ebert

Dustin Ebert has been making wines at Rochester’s Salem Glen Winery since 2007. It’s a family business. His parents and brother are also involved with the winery. Dustin studied economics at school and then started work in the Twin Cities in information systems. “I got tired of pavement, and the systems work drove me to drink,” he says—which is one career path to becoming a vintner.

The Eberts could simply have bought a commodity farm and sown corn and beans. “I was interested in alternative crops,” Dustin says. “When we started out we were the 25th winery in Minnesota. I think there are 60 or 70 now.” The winery’s five acres had previously been a cornfield; before that it had been a “catch-all farm, like they had in the 1920s.”

Salem Glen has five acres of their own vines, growing a number of grape varieties. They also source some of their juice from other regional growers. The winery is about 10 miles southwest of Rochester, surrounded by cornfields.

Alternative farms

As small dairy farms close down all over the upper Midwest, microfarms, such as vineyards, offer an alternative to the industrial farm model. Operations such as Salem Glen are becoming more common in Minnesota agriculture, but they are still tiny islands in a sea of corn and soybeans.

Having conventional farms plowing and spraying right up to the fence line poses the risk of herbicide overspray. “Every year it’s better,” Dustin says. “Oversight isn’t as good as it should be. It’s up to the people who are affected to chase down the responsible

parties. We had an issue in 2013 and it took a while for us to recover.”

Dustin opens a bottle of their Cygnus blend, a delicious dry white wine made with a blend of Prairie Star and Louis Swenson grapes. We also taste a St. Pepin white wine that is slightly sweeter and full of rich tropical and citrus flavors. Salem Glen works only with regional varieties of grapes. The three wine grapes used in the St. Pepin and Cygnus are all rated ‘hardy’ to ‘very hardy’ by the University of Minnesota’s guidelines: able to withstand temperatures down to -20° and -25° F, respectively. Dustin reports his current favorite local variety is Petit Pearl, a new grape that he finds very versatile. It’s also cold hardy down to -30° .

The vineyard is effectively a pioneer of new wine varieties developed for the upper Midwest. “It’s exciting to work with some of these new styles,” Dustin says. “I’ll be the first person to commercially release a particular style of a grape.”

Homegrown beginnings

Salem Glen started out small and has been steadily growing. Dustin found that local, small town banks were much more accommodating than large banks when he approached them for loans. “They’re excited to work with something other than the usual. The corporate banks will be: ‘Oh, it doesn’t match our formula.’”

For training in wine-making, he took short courses through the Minnesota Grape Growers’ Association and the University of Minnesota. “And I’ve used lots of trial and error,” Dustin says.

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To some extent, Salem Glen has been the beneficiary of climate change. Fine wines are now being made in many parts of the world that have never produced wines before. Large French champagne companies like Taittinger and Vranken-Pommery Monopole are buying land in once chilly England as French vineyards become less productive in the warming south. With new, cold-hardy grape varieties—many developed by the University of Minnesota—the upper Midwest climate is not as marginal as it once was for vineyards.

This is not to say that Minnesota is going to be producing cabernets and pinot noirs to rival those of France and California. “The soil acid levels are different [here],” Dustin says. “We struggle with making the heavy reds. But new varieties come out every few years, which offers hope for new styles of wine.”

Dustin reports the biggest challenge remains cold weather. “We had 40° below last year. Ten below what we usually see.” He notes that a microvariant of one or

two degrees will determine whether a vine survives or not. Snow cover and high winds can help or hinder the plantings. “This year was more wet than normal—we had extreme cold and heavy rain. We roll with what we’re given.”

Salem Glen is not an organic winery. “In the grape world, it’s very challenging

“It’s exciting to work with some of these new styles,” Dustin says. “I’ll be the first person to commercially release a particular style of a grape.”

to go organic,” Dustin says. “And then there’s the sulfite aspect.” Regarding pest management, he says that mold and mildew are the biggest challenges. “We use lime sulfur in the spring and we watch for pressure on the vines and spray accordingly. We do have the phyllox; it’s cosmetically ugly. We may spray every three years. We take a minimalist approach. It doesn’t affect the grapes.”

The phylloxera is an aphid-like critter that feeds on grape-vine sap. It’s native to the Americas. New World grapes have developed resistance to the insect, which means the new cultivars developed in Minnesota have a better chance here than imported, European varieties.

Expansion plans

Salem Glen has plans to put in a cider press to make hard cider from heirloom apples. In addition to apple ciders they will also have cranberry, organic rhubarb, and organic aronia ciders.

They’re a small company, with one full-time employee, one half-time, and a number of part-timers (less than half-time). “Just cutting the grass around here is eight hours of work. My parents still help out occasionally. It’s a stressful business. You have to understand, it’s not a 9-to-5 job. I get Christmas and Easter off. If there’s a big snowstorm, I’m thinking ‘great, I’ll get to read a book’ and folks will pull into the drive for the tasting room! What are people thinking?” [Note to readers: visit Salem Glen when it snows. Dustin loves company.]

Salem Glen may expand the tasting room. “A big chunk of the business is drawing people out here to learn about winemaking. It’s a truly vertically integrated business, from pressing to bottling,” Dustin says.

The tasting room is a warm, sunny space in a converted barn, open year-round. The Eberts offer wood-fired pizza on Fridays through the summer and just over the hill they are working on building an observatory. The astronomical theme is carried over into the winery: all the blends are named for celestial features.

When Dustin set out on this adventure, did he have a particular style of wine he wanted to make, and has he achieved that goal? “I didn’t have a particular ideal wine in mind,” he says. “I was more psyched about working with the new varieties of grapes and experimentation. I wanted to make world class wines with what’s available here and share that.”

People’s Food Co-op—Rochester carries a number of Salem Glen’s wines. Prices range from \$15 to \$19. These are excellent wines grown and processed here in Minnesota. Their tasting room and vineyard may be visited at 5211 60th Ave. SW, Rochester, MN. <http://salemglenvineyard.com/>

Representatives of Salem Glen Winery will be at the Rochester store Thursday, November 21, at 6 p.m. for an in-store tasting. See details on page 19.



Dustin Ebert of Salem Glen Winery.

DnA VINTNERS

**Cranberry (and other)
wines from La Crosse, WI**



Diana Hobson, owner of DnA Vintners.

On Caledonia Street, on La Crosse’s North side, you’ll find PFC’s most local winemaker, DnA Vintners. Owner Diana Hobson with her partner Arvid Larson (D. and A.) have been in business since 2006 and a co-op supplier since 2007. On a recent afternoon, we met with Diana and Arvid at their tasting room on Caledonia Street.

Diana started making grape wine as a hobby. She grew Thompson seedless grapes in her backyard and a friend lent her a book on wine making. “I picked all these grapes and ended up with this little jug of wine,”

Shortly after that, Arvid was doing some machinery work for a cranberry grower who offered him some extra product. “Arvid called and asked if I wanted some,” Diana recalls, “and he came home with a pickup truck load.”

“Free fruit,” Arvid says.

“So I got busy,” Diana continues. “Who knew the world needed more cranberry wine? It’s been well received.”

Most of the fruit is grown locally. All the cranberries are from the Hableman Brothers growers in Tomah. The winery uses the growers’ top grade fruit and works with it fresh. In addition to the cranberries, DnA grows their own rhubarb for their rhubarb wine and they have a small pear orchard for their pear wine.

“I use organic practices on the pear trees,” Arvid says. “Anything you spray on you have to get back off.”

In spite of their big support of locally sourced fruit, Diana allows that she’s thinking about bringing in grape juice from California to produce a drier style of wine than what DnA has done thus far.

Many choices

The tasting room in October features cranberry, rhubarb, pear, raspberry, currant, and grape wines. It’s a long menu to choose from. “I may have too many choices,” Diana says, pointing out that sales were easier when she only had three varieties: “sweet, semi-sweet, and chocolate. People would just take all three.”

The winery has done well with awards. Diana’s Chocolate Paradise (a chocolate-infused cranberry wine) won the best dessert wine and best blended wine awards, along with two gold medals, in the 2012 Wisconsin State Fair Professional Wine Competition. DnA’s Sweet Paradise cranberry wine also won a gold medal in the 2012 International Women’s Wine Competition in California, and their cranberry-orange wine has won a number of awards.

In 2014, DnA renovated their current location and started production in the space on Caledonia Street in 2015. The tasting room opened in 2018. They find that the tasting room is a good selling point. “People will come in thinking they don’t like sweeter

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wines, but they find that they like these wines,” Diana says. Cranberry is essentially tart after all and the wines have layers of rich flavors of apple and berry.

“I use organic practices on the pear trees,” Arvid says. “Anything you spray on you have to get back off.”

“The cranberry wines pair well with chicken, turkey, ham, or pork,” Diana says. “Pulled pork with our Frost Watch Red wine is really good. And the Chocolate-Cranberry is good on ice cream or paired with cheesecake.”

They’re a small producer with distribution only in Southwest Wisconsin at this point. In the future they hope to do “more seasonal things, to reflect the change of seasons.” Diana and Arvid can trace the growth of the business in their collection of wine presses in the production rooms behind the Caledonia address. From the first press, no bigger than a carry-on suitcase, to the current press—the size of a small car, which can press 450 liters.

DnA Vintners’ tasting room is located at 1223 Caledonia Street in La Crosse. Several of their wines are available at PFC—La Crosse at about \$14 a bottle. Hours at the tasting room may change in winter. Check Facebook for upcoming events, and Google for current hours.

STUDENT MEMBERSHIP

PFC’S IMPORTANT COLLABORATION WITH LOCAL SCHOOLS

BECOME A STUDENT OWNER: \$10!

We are excited to partner with our local school districts and higher education institutions in our PFC neighborhoods. We host tours and learning events at the store, provide grocery plan options for college students at University of Minnesota–Rochester, participate in college

fairs and freshman move-in days, and even host scavenger hunts, pictured here with the University of Minnesota–Rochester sustainability class. We are proud to serve all of our college students (even those who are students out of town and come home to shop with us!) through our Student Membership/ Coffee Club program, just \$10 a school year. For more information, visit pfc.coop.

Our local universities and colleges include: University of Wisconsin–La Crosse, Viterbo University, and Western Technical College in La Crosse and Winona State–Rochester, University of Minnesota–Rochester, Augsburg University and Rochester Community & Technical College in Rochester.



GLOBAL INITIATIVES WEEK—LA CROSSE

Global Initiatives Week (GIW) is a weeklong celebration of the Coulee Region's global connections showcasing the cultural, social, and economic value of our community through a variety of activities held during the week, including dance, cuisine, art, film, speakers, and more. This year's GIW takes place November 8–15. People's Food Co-op will be participating with a globally themed hot bar:

- Monday, November 11: Thai
- Tuesday, November 12: Greek
- Wednesday, November 13: South of the border
- Thursday, November 14: Italian
- Friday, November 15: Indian

GIW encourages us as individuals and organizations to become a community with a deep sense of global responsibility and engagement. The diverse activities of the week encourage us to think globally



as they highlight our region's global connections through commerce, tourism, education, volunteerism, delegations, and cultural diversity.

Ultimately, the week's activities inspire us to act locally by:

Getting involved in global issues and partnerships.

Improving cultural competencies to work with diverse populations.

Encouraging businesses to use information and tools that help them stay competitive in a global market.

For more information, visit the GIW website at: www.uwlax.edu/committee/global-initiatives/.



Saturday, December 7, 2019 | 10 a.m. – 4 p.m.
Rochester Mayo Civic Center

- Sip, sample and stock up on locally-made foods from Iowa, Minnesota, and Wisconsin
- Discover new flavors made with local ingredients to stock your pantry or gift your favorite foodie
- Spring for a VIP wristband to sample locally-crafted beer, wine and hard cider

Besides the market, you'll also enjoy...

- Cooking demos
- Our Feast! People's Choice contest returns: vote for your favorite for a chance at a local gift basket!
- Children's activities
- Rochester Downtown Farmers Market vendors within the festival

For details see www.local-feast.org



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

New Bath Scents from Abigailia's Clean Thumb

This year, we will have new scents from Abigailia's Clean Thumb—made in West Concord, MN. These are beautiful and deliciously scented cupcake bath bombs. They really do smell good enough to eat! Each bomb comes in a window box with tissue paper. All you have to do is gift wrap it! Rochester also carries Abigailia's Clean Thumb handmade bar soaps and beard balms.

—Briana Brewington, Rochester Wellness



LA CROSSE PICKS

One Love Bread

One Love Bread is a family operated micro-bakery near Withee, WI, that specializes in healthful long-fermented organic sourdough breads. All whole grains are stone-milled moments before mixing, which allows for the complete retention of all the vitamins, minerals, and other nutrients naturally found in grain.



One Love bread delivers freshly baked loaves to PFC—La Crosse on Tuesdays and Thursdays. With several varieties to choose from, staff favorites include the Treehugger Sourdough and the Rosemary Olive Oil Sourdough.

—Adam O'Connor, Front End Assistant Manager/
Housewares Buyer

Holiday Open House

FRIDAY, NOVEMBER 8, 4–7 P.M.
PFC—LA CROSSE

SATURDAY, NOVEMBER 9, 11 A.M.–2 P.M.
PFC—ROCHESTER

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

Delivery schedule:

Tuesday: Alaskan Sourdough, Sprouted Oats & Honey Sourdough, Flax & Millet Sourdough, Country Bread Sourdough, Sprouted Rye Sourdough.

Thursday: Alaskan Sourdough, Treehugger Sourdough, Rosemary Olive Oil Sourdough, Northern Wild Rice and Cranberry Sourdough, Country Bread Sourdough, Sprouted Rye Sourdough.



PFC BOARD REPORT



Verna Simon,
board president

As owners of People's Food Co-op, we will soon get to exercise the principles of democracy and to demonstrate the impact that cooperative self-governance has in this community.

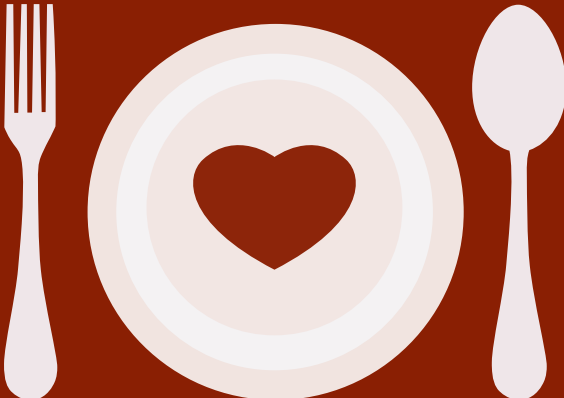
Owners of the co-op will have the chance to vote in the upcoming elections, which you can read about in this issue of the *Shopper*. Along with the six continuing members of the board, three more people will get to represent the economic, social, and cultural needs of our community. This is incredible. We get to participate in a democratic process which can truly guide how our grocery stores evolve with our communities.

Electing board members is a chance to engage in a cooperative democracy, which in turn has a positive effect on the world around us. The board has defined the impact of our co-op in these ways:

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

As co-owners of People's Food Co-op, we have a stake in how it runs and a voice in why it does what it does. We also have influence over where we put our resources. Routinely, we participate socially and financially in the co-op. This election is an opportunity for us all to be full participants in the democratic process as well. Exercising democracy freely is becoming more important every day. Choose to make a difference in your co-op and in your community—choose to VOTE!

FIVE DOLLAR



DINNER

\$5 Rochester & La Crosse House-made Co-op's Own™ entree with a fresh side!
Open to the public—dine in or take out.
Every Wednesday 4–7 p.m.



an additional
5%
member/owner
discount
during the month
of December.

We know the co-op is your go-to shopping destination for all your holiday celebrations. To celebrate you, and the season, during the month of December, you'll receive an **additional 5% discount***—that's two discounts in one month.

*Equity owners only. One discount per transaction. December 1, 2019—December 31, 2019.

People's FOOD CO-OP

Co-op's Own™ Holiday Dinners & Sides



APPETIZER PLATTER

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

HERB-ROASTED TURKEY

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

Roasted turkey breasts are \$11.99/pound.

ORDERING

Order by 10 a.m., Monday, November 25. No substitutions.

Order pickup: All orders must be picked up by Wednesday, November 27, at 6 p.m.

La Crosse: 608.784.5798 ext. 2047

Rochester: 507.289.9061 ext. 3041

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

TRADITIONAL DINNER (TURKEY NOT INCLUDED)

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

\$99.99
SERVES
4 TO 6!

VEGETARIAN DINNER

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

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



Freshly made
in our bakery
with the best
ingredients.

Reserve your holiday pies!

Apple • Apple Cranberry • Blueberry
Sour Cherry • Pumpkin • Pecan

Co-op's Own™ Pies

\$12.99 each/pecan \$14.99

Gluten-free pies and cakes are
available by special order \$14.99.

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

Ask at the deli counter
or call the Bakery:

La Crosse: 608.784.5798 x2042

Rochester: 507.289.9061 x3041



Ferndale Turkey

Fresh, never frozen,
and ready for roasting.

just **\$2.49/LB!**

ORDERING

Reserve your turkey by 10 a.m., Monday, November 25. Stop in or call the co-op and ask for the meat department. Don't feel like cooking a whole turkey? Order deliciously prepared Ferndale Market turkey breasts from our deli (details page 10).

Order pickup: All orders must be picked up by Wednesday, November 27, by 6 p.m.

La Crosse: 608.784.5798 x2031

Rochester: 507.289.9061 x3032

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



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

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





2019 co-op elections

PFC's board is made up of nine directors. This year we have three open seats and seven candidates. Owners may submit one ballot for candidates with either La Crosse or Rochester affiliation. Elections begin 9 a.m. Monday, December 2, and end at 10 p.m. Friday, December 13.

Vote online!

- Look for a mailing in November with voting instructions.
- Paper ballots may be requested between November 30 and December 10 by calling the phone number on the mailing.
- For any owner needing internet access, a computer is provided at Customer Service from Monday, December 2, to Friday, December 13.
- Deadline for registering your email for electronic voting is 3:00 p.m., Friday, December 13.

- Voting begins 9 a.m. on Monday, December 2, and closes at 10 p.m. on Friday, December 13. Paper ballots must be postmarked by December 13.

Owners: Make your voice heard!

The 2019 board of directors election begins **9 a.m. Monday, December 2** and ends **Friday, December 13 at 10 p.m. CST**. Candidate statements are available on www.pfc.coop, in the winter newsletter, and in-store. Watch for a mailing and/or email with directions to cast your vote!

PFC'S ANNUAL MEETING 2019!

Thursday, December 12, 5 to 7 p.m.

Rochester store—dining room

Event begins at 5 p.m.; meeting starts at 5:30 p.m.

- Enjoy Co-op's Own™ fabulous appetizers, cake and coffee.
- Chat with the CEO, current board members, board candidates, and other co-op owners.
- Hear a brief summary about PFC's past year from the CEO and board members.
- Hear from each board candidate.
- Cast your ballot!

Get on the bus!

Take a free bus with co-op staff and board members. Leave the La Crosse parking lot at 3:30 p.m. for Rochester. Return by 9 p.m. Reserve your spot by calling 608.784.5798 x 2006.

Candidate Statements

Meredith Davis

1. Reasons for running

Real, good food is powerful. Moving away from processed foods and cooking more has been great for my health and makes every gathering more special.

The co-op is a great community resource! This seems especially true for local vendors and those with special dietary needs, but it's also inviting and on a scale that can encourage anyone to get more adventurous.

As a public defender, I appreciate the efforts to make fresh foods more accessible, especially through the community dinners.

2. Skills

Communication skills: I have a writing/English literature background and often describe my job as "translating" between disparate groups with different goals (i.e., finding the commonality between a judge's life experience and my client's).

Legal analysis: Even without attending to daily decisions or contracts, it's still helpful to know the general template for legal processes at times.

Organization: Lifelong list maker.

Diligence: One of those 110% types.

Creativity: In planning, re purposing, finding opportunities for exposure.

3. Relevant experience

Assistant State public defender for seven years. I've prepared several grant applications for treatment courts in that capacity and even



served informally as an interim coordinator when we started the Iowa Country Drug Treatment Court. (We hadn't filled the position but needed to be providing data, invoices, etc. to the DOJ as a condition of our grant, so I handled that.)

UW Law: Secretary and then president of the Indigenous Law Students Association, responsible for UW's annual three-day Indian Law Conference. Treasurer and co-founder of the UW chapter of the WI Association of Criminal Defense Lawyers, symposium editor (and host) for the Gender Law Journal.

4. Challenges for PFC

More of a student than teacher in that regard, especially since I'm not very familiar with the Rochester location. But I'd expect sourcing affordable products and market saturation in certain areas to be recurring issues. The still-unfolding regulations to go with the surge in hemp and CBD products. Continuing to minimize plastics, wrappings, and other waste while attending to health regulations.

5. Potential opportunities for PFC

- The number of restaurants and food trucks eager to shout out their partners, or even better, host seasonal or theme dinners. Hackberry's, of course, also presents a great opportunity that way—highlighting one farm, a food or drink pairing, or what is freshest in a given month.
- The increasing number of neighborhood farmer's markets. People may not always cross town for their groceries but visiting their nearest spot could be an opportunity to form connections.
- Garden space? Not sure of the feasibility but it would be a great extension of the PFC mentality.

Hunter Downs

1. Reasons for running

Part of my life ever since PFC staffer Annie signed me up in 2012, the PFC makes me feel like I'm part of a community of people trying to live a little more healthy and that feeling is rare in today's world of supermarkets. So, first off, I'd like to give back to this community that has been so welcoming but I also see the challenges from competitors and I hope I can help there.

2. Skills

I have been led or been involved in developing and executing the strategic vision of several companies in competitive markets on local, national, and international scales. I also understand the process of economically assessing business opportunities.



3. Relevant experience

I have been on the board of directors of a few companies as well as the CEO for several others. While most of these have been technology related companies, I am also part-owner/co-founder of a local group of coffee shops, Café Steam in Rochester.

4. Challenges for PFC

The biggest challenges I see coming for the PFC are from external market forces: (1) competition from national/regional specialty grocers; and (2) increasing infrastructure (e.g., real-estate) costs. Another significant challenge is also increasing membership, and perhaps more importantly, utilization/revenue from members. A solution to that challenge is to broaden the breadth, reach, and scope of the PFC's benefits to its members and customers; a challenge in itself.

5. Potential opportunities for PFC

Opportunities that I can see for the PFC include: (1) additional sites, (2) services, (3) online sales, and (4) business to business offerings but the pursuit of any of these would need to be carefully planned in the context of the PFC's long-term goals.

Candidate Statements

Kevin Hundt

1. Reasons for running

As part of achieving a bachelor's degree in history from UW-L in 2018, I deeply studied trends in grocery stores in La Crosse since the 1800s, likely giving me the semi-illustrious title of the world expert on La Crosse grocery store history. This unique perspective leads me to believe that if the Food Co-op is going to fulfill its social purpose, it needs some dramatic changes.



2. Skills

First and foremost, we need to pay workers a livable wage of \$12 immediately, and then reexamine if needs to be higher. Many employees are barely making \$9 currently.

Although this is a cooperative, workers are frequently treated as badly as at other businesses. In addition to low wages, workers are subjected to unilateral and arbitrary rules and schedule changes. We should empower the workers, whether by expanding the purview of the union or by other means such as a direct worker liaison to the board and/or collaborative scheduling by the workers themselves.

3. Relevant experience

We need to strengthen democracy within the PFC by adding more co-op ownership info on website—it should be easy to access the constitution, bylaws, meeting minutes, past elections, financial statements, etc; currently these kinds of things are nowhere to be

found. There should also be more information about the full supply chain of as many products (including their packaging) as possible.

4. Challenges for PFC

The food co-op was founded to bring affordable healthy food to some of the poorest people in the community. The USDA-designated food desert on South side of La Crosse is a critical issue which the PFC is partially responsible for causing by moving downtown. We need to look into whatever we can do to alleviate it, whether that means opening a branch store, introducing delivery, or something more creative—and it needs to be affordable rather than have the top-end products sold at the main store.

5. Potential opportunities for PFC

Finally, we need to admit that the Rochester and La Crosse stores are distinct establishments, and should be governed separately, possibly by breaking them back up but more likely by establishing two governance entities.

The nominating committee would like to provide the following factual corrections:

- The co-op bylaws and board policies are available on the PFC website under "Our Co-op", then click "About the People's Food Co-op."
- Starting wage at PFC is a minimum of \$10.00 per hour, based on position and experience.
- Schedules are posted on Thursday of each week for the following week and not changed after that.

Fred Rakhshan

1. Reason for running

- My passion for good food and its providers
- Be a good citizen and be involved in the community
- Getting more information about healthy eating in Rochester
- Provide this information to my family and community
- Once I am educated about the operation, I would love to help the organization to succeed even further



2. Skills

- Having business sense along with education
- Goal oriented
- Detail oriented
- Ability to think outside the box
- A very active shopper

3. Relevant experience

- Have worked more than 20 years in nonprofit organizations
- Have more than 10 years of retail experience
- Coached sports teams
- Did lots of volunteer work

4. Challenges for PFC

- Competition
- Macro-economy, such as internal and external governmental bodies
- Micro-economy, such as people's purchasing power
- Pricing
- Suppliers' obstacles, such as environmental factors

5. Potential opportunities for PFC

The co-op has done a fantastic job to separate itself from its competitors. Everybody is getting into health food business these days. I think there will be some challenging days ahead when the competitors will be WalMart, Target, or other giant chains.

Those challenges will be temporary because the co-op does have a great customer base. If recession hits the economy, everybody will hurt, not just health food stores. Overall, I see the future to be very bright for this organization.



Toya Reynolds

1. Reasons for running

Making the community aware of the co-op because most people aren't clear of the store. I enjoy being part of anything that involves food. This also can give me an opportunity for people to see that one can change no matter what the past is.



2. Skills

Loyalty, respect, commitment, and trust.

3. Relevant experience

I currently serve as a co-president of a foods club at Western Technical College. I also serve as an administrator of the Southside Moms group.

4. Challenges for PFC

Sustainability, trends.

5. Potential opportunities for PFC

Co-ops are owned and operated differently than most stores. Members-only is something that people don't understand. I think more opportunities for the community should be offered.

Janet Decil Wollam

1. Reasons for running

I have a long-standing commitment to the principles of cooperative endeavor that support the growth of community.

The People's Food Co-op has been a place where the best in food and sustainability policy has been appreciated, explored, and enacted.

I believe that this model of shared participation and decision making is not only an important way to demonstrate our values, but is also a valuable model for the larger communities that PFC interacts with, such as the city, the region, the agricultural community, decision making bodies, and the areas of concern for sustainability.



2. Skills

- Four decades of experience with boards of many kinds, from congregational councils to boards of organizations where I have served as a consultant
- A clear understanding of communication dynamics and strategies within and between groups in a system.
- A varied and long commitment to creative sustainable practice, from an organic lawn care practice in the 1990s to current work in developing sustainable practice for congregations/properties.
- Many-leveled experience in working with differences and conflict to find strength and purpose in groups.
- The ability and patience to analyze policy, process, and decisions carefully and completely.

3. Relevant experience

- Congregational boards in small and large churches, responsible for mission, facilities, finance, training etc.

- Consultant working with boards in nonprofit agencies, institutions, and schools for assessment, decision making, mediation.
- Community meeting design and facilitator training

4. Challenges for PFC

I cannot prioritize the future challenges, but from the perspective of a long time member, I see, in no particular order:

- competition from the mail-order trend for food delivery
- consolidation of local food providers into large entities that offer lower prices and more product choice
- overload or blurring/confusing of the particulars of sustainability and organics that distinguish the co-op
- a general fatigue with the issues and the overload of choices in the face of ever rising prices

5. Potential opportunities for PFC

- A focus on an ever simpler and clearer message about what matters to the consumer and the planet
- The ever-present connection for the consumer of the trail from planet to producer to transporter/conveyor to the consumer and the importance of each phase to each consumer. Getting to know the people in each.
- The inclusion of others of various backgrounds, wishes, and needs in our mission and decision-making.
- The ability to join with other co-ops or entities to build up in our sources and providers, the practices we value, not just seek out those that already exist.
- The opportunity to partner with other organizations in our region to accomplish these tasks.

In other words, to demonstrate, in all that we do and in each level of interaction, the desire to be a model of a better planet and a better community.

Candidate Statements

Kayla Wilson

1. Reason for running

I am motivated to run for the PFC board for the following reasons:

- To take part in the ongoing education of food security and access to quality and locally sourced farm-to-table products the co-op offers the communities of La Crosse and Rochester.
- Supporting the organization which has welcomed me warmly since permanently relocating to La Crosse, and
- Deepen my roots in the community through serving as a member of the board.

2. Skills

- Extensive traditional and digital professional marketing experience.
- Expert knowledge of media needs and public relations for historically significant organizations.
- Broad knowledge of customer relationship behaviors and database/analytics mining.
- The pulse of industry trends in the digital realm, and
- Innovative era-relevant solutions which would serve areas of opportunity for growth and expansion.

3. Relevant experience

- Digital media specialist, Citizens State Bank (La Crosse, WI)



- Social media/digital marketing manager, San Diego Symphony Orchestra Association
- Contractor (copywriting/editor, MCOOM, & Design), various industries.

I have not directly served as a board member in a leadership capacity; this would be my first role in a position of this kind. Locally, I have supported the Bridges of Belonging 501(c)(3) board as a volunteer and website manager, and have assisted the boards of the organizations where I have been employed.

4. Challenges for PFC

I believe the most significant ongoing challenges for the PFC in the coming years will be maintaining continued partnerships with family-owned/small farms as major commercial farming continues to expand and destructively impact their way of life in our region, direct-to-consumer online shopping expansion regionally (including Amazon Prime Now's expansion into the area in the coming years as planned), and ongoing membership growth as alternate subscription models are offered by grocers on a regional and national level.

5. Potential opportunities for PFC

I have noticed potential opportunities in improved targeting and segmentation in marketing and member communications for both membership acquisition and educational opportunities. Helping to expand in these areas would directly impact membership growth, community event participation, awareness, revenue, and more.

This slate of candidates was approved by the board of directors on September 26, 2019, after the nominating committee reviewed

candidates and made its recommendation. Nominees will be invited to speak to owners at the Annual Owner Meeting on December 12.

BYLAW CHANGE PROPOSAL

Per recommendation of the PFC board of directors, the following bylaw revisions are submitted for ratification by the membership on the 2019 ballot. The revisions remove language on provisions which expired three years after the Rochester/La Crosse merger. The bylaw changes also clarify how vacancies are filled when a seat becomes open between terms. For space limitations, only the new language is printed here. The relevant new and old bylaw articles may be referenced on the PFC website at: www.pfc.coop/our-co-op/board-of-directors/board-of-directorselections/

Bylaw VIII • BOARD OF DIRECTORS

1) ELECTIONS:

- a) **Description:** The Board of Directors shall consist of **no more than nine (9) persons members.**

3) VACANCIES:

The Board, at its discretion, may fill, or leave vacant for the term held by the vacating director, any seat vacated prior to the completion of the full term. If the Board fills the seat, the newly appointed director will complete the remaining term associated with that seat.

CEO'S REPORT



Lizzy Haywood,
CEO

Thank you for partying with us last month at the I Love Local events! It was a blast to hang with our friends at Deep Rooted Organics, Kickapoo Coffee, WiscoPop, Leftbank Wine, Peace Coffee, and more. These producers put their heart and soul into making the community healthier, tastier, and more fun—and we're here for it! If you missed it, or just if you want to meet *more* local producers, get to the annual holiday fairs on November 8 and 9 (details in this newsletter). People's Food Co-op is here to make your holiday season delicious and less stressful.

At the co-op, everyone is welcome. Together, we've built a community of almost 11,000 households. The amazing strength

of *co-ownership* makes co-ops different from any other business. To achieve our vision of a community which is welcoming and inclusive of all people, we have created a new mission statement. During the next several months you'll see evidence of the impact of our commitment to this mission, inside and outside our co-op.

Mission: working together to build a sustainable community while treating all people with kindness and fairness.

This reflects the kind of world we are building, with you. Our future is for you. A world of kindness and fairness is for you. Along with People's Food Co-op's board and our staff, we commit

Mission: working together to build a sustainable community while treating all people with kindness and fairness.

to building this sustainably: environmentally, financially, and socially. Join us, and you've joined forces with people making the world better through great food.



Live your values aloud, not alone

At UU La Crosse you'll find a community of thinkers and doers committed to living lives of equity, love, learning, and hope. Together we strive to make this a better world by honoring diverse beliefs and connecting through shared values.

Sunday services start at 10 a.m. All are welcome.



UU La Crosse

A Unitarian Universalist Fellowship

401 West Ave S La Crosse, WI 54601 uulacrosse.org



In Memoriam Linda Louise Riddle 1953 – 2019

We remember our colleague and friend Linda who died in August. Linda was the owner services and outreach manager in La Crosse since 2015. Linda's leadership manifested in a commitment to service, and her way of serving was to help others shine. We will miss her compassion and creativity, as well as her unbeatable sense of style. We keep Linda's family in our thoughts.

Winter

COMMUNITY CLASSES

- 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

La Crosse location

Inclusive holiday menu foods

Monday, November 4 • 6–7:30 p.m. • with Annie Gausmann and Elizabeth Geissner

Join Annie and Elizabeth as they create traditional-styled menu items for holiday gatherings that are plant-based. The menu features some of your favorite seasonal flavors in appetizers, entrees, and desserts. All dishes are vegetarian or vegan. Learn to cook items with provided recipes. All participants will leave with two starter-to-dessert menu plans with recipe information. *Menu for class:* Pumpkin hummus, pumpkin bread & apple butter, corn chowder, green bean roast, autumnal torte, maple ginger spiced pears, bourbon balls. \$15 members; \$25 nonmembers.

What's the deal with CBD?

Tuesday, November 19 • 11 a.m.–12:30 p.m.

Cannabidiol (CBD) is a hemp-derived nutrient that has been receiving a lot of attention for its benefits in health and well-being. It's likely that you've heard from someone who is using it to control their stress or pain. Despite its popularity, there is a lot of confusion about this complex dietary ingredient. Let's break the facts down together. In this class we will discuss the discovery of CBD, its natural sources, and the differences between true agricultural hemp and cannabis; cannabis-like compounds in the brain; the differences between CBD brands; and more. Event is free, but RSVP at Eventbrite.com.

Lefse making with the experts!

Thursday, November 14 • 5:30–7 p.m., and
Thursday, December 5 • 5:30–7 p.m. • with Inez and Irene

Inez and Irene, lefse makers extraordinaire, have been making lefse together since childhood! They love to share their expertise with our friends at PFC. They bring all the equipment and the recipe and we go "hands-on" in the PFC kitchen: mixing, rolling, baking, and tasting fresh lefse! There will be some to take home! This is an excellent holiday class to do with teens, middle school kids, grandkids. Share and pass on holiday traditions! \$15 members; \$25 nonmembers.

Brew your best: methods for brewing a great cup of coffee

Tuesday, November 19 • 6–7 p.m. • with Carlson Roasting Co.

Join owner Bob Carlson to learn the basics of buying and brewing specialty coffee for home. Includes demo and samples of coffee from different brew methods. \$10 members; \$15 nonmembers.

Intro to bubbles

Tuesday, December 10 • 6 p.m.–7:30 p.m. • with Todd Wohlert from Left Bank Wine & Spirits

Is there more to life than champagne? Oh yes! Join our favorite wine teacher, Todd Wohlert, to learn about sparkling wines from around the world. Cava, prosecco, cremant, sekt, and, of course, champagne! Learn about and try them all, along with a variety of light snacks to pair with them. Must be 21 to attend. \$20 members; \$30 nonmembers.

Mindfulness for self-care

Wednesday, December 11 • 6–7:30 p.m. • with Greg Lovell and Wednesday, January 15 • 6–7:30 p.m.

Mindfulness meditation is a practice that has helped people calm their minds, gain insight, and improve well-being for thousands of years. Modern day researchers have uncovered a host of mental, emotional, and physical benefits. This class will introduce the concepts of mindfulness and self-care and explore how they work together. Participants will learn several exercises and experience guided meditations designed to enhance emotional well-being. Wear comfortable clothing. Mat, pillow, and blanket are optional. Greg currently serves as the behavioral interventionist at Holmen Middle School and has worked in education for over 13 years. \$10 members; \$15 nonmembers.

Spicy wintertime blends and infusions

Monday, January 6 • 6 p.m.–7:30 p.m. • with Annie Gausmann and Elizabeth Geissner

Brave the cold and join Annie and Elizabeth for an evening of fun! Using local and global influences, they will teach, create, and share a variety of easy-to-prepare spice and herbal blends that can be used to enliven your winter meals with flavorful zest! Each attendee will have an opportunity to touch, smell, and taste basic and exotic spices and herbs before crafting blends that can be used at home or gifted to others. This class will be filled with rich smells and tasty samples, providing a spicy break from the dreary cold of January. \$15 members; \$25 nonmembers.

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

Rochester location

Cider tasting and food pairing with Keepsake Cider

Thursday, November 7 • 6–7:30 p.m. • PFC Rochester: Upper Level

Learn all about this local farm family and enjoy some special food and cider. In 2014, Nate Watters and his wife, Tracy Jonkman, planted the orchards that are now Keepsake Cidery in Dundas, Minnesota. Nate will introduce us to the cider-making process, and the history of their farm, and we'll pair some fabulous co-op food with their ciders. www.mncider.com. Members \$25; nonmembers \$30. Tickets: www.eventbrite.com.



story and join us for a taste of local wine & Co-op's Own™ food! Salemglenwinery.com. \$20 Members; \$25 Nonmembers. Tickets at www.Eventbrite.com.

Craft holiday cocktails & food pairing with B&E's Trees Organic Maple Syrup

Thursday, December 5 • 6 p.m. • in upstairs commons

Maple Cocktails Magic! Join us for a sweet night and learn how to mix-up some magic with B&E's Trees. www.bandestrees.com. \$20 members; \$25 nonmembers. Tickets: www.Eventbrite.com.

Buddha bowl creations with PFC Chef Jena Erie

Tuesday, January 21 • 6 p.m. • in upstairs commons

Looking for some delicious, healthy, and convenient meal options? Chef Jena will demonstrate how to prepare these flavorful and nutritious grain bowls. \$20 members; \$25 nonmembers. Tickets at www.Eventbrite.com.

Cooking with InstaPot

Saturday, November 16 • 11 a.m.–12:30 p.m. • PFC Rochester—Community Room

Join home chef Eleanore Sutherland, who will give tips and demonstrate seasonal recipes for soups, side dishes, and main meals with the trendy InstaPot. "InstaPot is a versatile kitchen appliance for those who love to cook delicious meals and want to shorten the time it takes to cook a meal. If you were spending 2–3 hours in cooking a particular dish, InstaPot can help you cook the same meal in an hour's time. It has the ability to combine an electric pressure cooker, slow cooker, yogurt maker, and a rice cooker all in one appliance." \$15 members; \$20 nonmembers. Tickets: www.eventbrite.com.

Vitality health with Pranarom

Tuesday, November 19 • 6–7:30 p.m. • PFC Rochester—Community Room

Experts from Pranarom will lead this essential oils class so you can discover natural ways to manage stress over the holidays, an immunity health plan for you and your family, pain management, and more. Relax. Enjoy. Breathe. Blended and bottled in Minneapolis, MN. \$10 members; \$15 nonmembers. Tickets: www.eventbrite.com.

Salem Glen wine tasting and food pairing

Thursday, November 21 • 6 p.m. • in upstairs commons

Dustin Ebert has been making wines at Rochester's Salem Glen Winery since 2007. It's a family business. His parents and brother are involved with the winery. Come listen to their

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.

People's Food Co-op HOLIDAY GIFT IDEAS



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Local handmade mittens! Andes fairtrade winter wear! Hats, jewelry, soaps and essential oils, kitchen items, in our housewares department!

OWNER SPECIALS

NOVEMBER

MAPLE LEAF Local



Cranberry Cheddar
\$1.00 OFF

8 oz.



FIELD DAY

Apple Juice
\$2.00 OFF

128 oz., reg. price \$9.99

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

Green Beans
\$1.00 OFF

10oz., reg. price \$2.49



BULK

White Jasmine Rice
60¢ OFF

reg. price \$2.99/lb

DECEMBER

BAGELS FOREVER Local



Bagels
50¢ OFF

11.5 oz.,
reg. price \$1.99

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!

SARTORI Local

Cubed BellaVitano
\$1.00 OFF

assorted flavors and sizes



GRANDY OATS

High Antioxidant Trail Mix
\$4.00 OFF

reg. price \$12.99/lb

JANUARY

TAPUAT

Kombucha
60¢ OFF

16 oz., reg. price \$3.99



PACIFIC USDA ORGANIC

Broth
\$1.00 OFF

32 oz., reg. price \$4.69

EARTHGROWN

Pico de Gallo
\$1.00 OFF

10 oz., reg. price \$5.99

SWISS

Raclette Cheese
\$1.50 OFF

7 oz.

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

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

WINE SPECIALS

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

SILVER HILLS 

Bread
60¢ OFF
 15-22 oz., reg. price \$3.99

WHOLE GRAIN MILLING

"We've been taking it all the way from field to store since 2013."
 — Doug Hilgendorf, Whole Grain Milling



Local 

Chips
50¢ OFF
 reg. price \$4.99

LUSA ORGANICS 

Lip Balms
\$1.00 OFF
 new biodegradable packaging, reg. price \$4.99

PFC BRAND

Vitamin D3
HALF PRICE
 5000 IU, 60 ct., reg. price \$9.99

BLUE DIAMOND

Almond Breeze
60¢ OFF
 32 oz., reg. price \$2.99

 **SNO PAC** 



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

Corn
\$1.00 OFF
 10 oz., reg. price \$2.49

TONY'S CHOCOLONELY

Bar
\$1.00 OFF
 6 oz., reg. price \$4.99

PFC BRAND

Mega Magnesium
HALF PRICE
 90 ct., reg. price \$13.99

BOODA BUTTER

Deodorant
\$2.00 OFF
 2.4 oz., reg. price \$7.99

WINE SPECIALS

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

 **SNO PAC** 

Peppers
\$1.00 OFF
 10 oz., reg. price \$2.69

GREEK GODS

Yogurt
50¢ OFF
 24 oz., reg. price \$3.99



SIMPLY BEE NATURAL

Skin Salve 
\$3.00 OFF
 2 oz., reg. price \$10.99

PFC BRAND

Lutein with Zeaxanthin
HALF PRICE
 60 ct., reg. price \$12.99

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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.

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2019 WINTER FARMERS MARKET

Sundays: 10am-1pm

Nov 3rd - Dec 22nd

Myrick Park Center

789 Myrick Park Drive,
La Crosse

Produce, maple and honey products, meat and dairy,
natural skincare products, and traditional artisan creations.
Vendors offer local, sustainably grown and harvested food
along with artisan products that use natural materials.



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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 Jen McCoy at jen.mccoy@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.

*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*

People's Food Co-op

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

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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)

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HAVE YOUR PARTY AT THE CO-OP!

Host your holiday parties, catered events, meetings, weddings at People's Food Co-op in La Crosse. Customized menus and services are available.

Event space available for holiday parties!
Call 608 784-5798 ext. 2040 to make arrangements.

