



Co-op Shopper

Spring 2020

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



Spring Cleaning

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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.

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KNOW YOUR BOARD

Cynthia Carr
Meredith Davis
Hunter Downs
Laurie Logan
Andrea Niesen **secretary**
Verna Simon **president**
Kayla Wilson
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.

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

OWNERSHIP BENEFITS

- A 5% discount on each of 12 shopping trips per year.
- Monthly 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 an 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 owner, plus \$25 each for up to two additional adults living in the same household who wish to utilize ownership benefits. The primary 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 owner, plus \$25 each for up to two additional adults.
- **Special Circumstance:** PFC is committed to food access for all. Therefore, PFC offers full 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.

PFC BOARD REPORT



Verna Simon,
board president

Happy New Year! Welcome to 2020! I hope you all had a wonderful 2019 holiday season. I want to recap some of the highlights of the last year, starting with the board of directors elections. Over 950 owners voted and selected the following candidates: Meredith Davis, Hunter Downs, Kayla Wilson.

They join Cynthia Carr, Laurie Logan, Andrea Niesen, Lisa Wiste, and me in setting the strategic direction of the co-op. We thank all the candidates for making themselves available and open to this opportunity. This is democracy in action! I'm so glad we are making it work.

Two people left the board in December 2019. Monica Lunde finished her time on the board after serving two full terms. We thank Monica for her expert guidance on financial decision making. Jacob Davidson has taken a new job in the Twin Cities and so chose to resign from the board. We thank Jacob for his inquisitiveness and his insight. In January, the board considered options: whether to appoint this position or to leave that seat open. Since the discussion happened after press time, please watch our website or your email for updates about our board of directors. If you haven't signed up for the email updates from PFC, go to the website and do it today!

Thank you to all the owners and staff who came to Rochester on December 12 for the Annual Owner Meeting. We had great feedback from the owners, in the form of questions, praise and concern, and I appreciated all of it. Again, this is what democracy is about. It isn't always easy to answer critical questions, but it is always important to hear them. We are your board of directors and we represent your concerns in your co-op. In 2020, we will continue to represent your interests. Collectively, the board and the staff will continue to work toward a sustainable and welcoming community space.

Ultimately, we are inspired and driven by you, our community of co-op owners. Our mission is to work together to build a sustainable community, while treating all people with kindness and fairness. We take that mission seriously and we hope you do, too. We have been honored to serve you in 2019 and look forward to our opportunities to further serve you in 2020.

The PFC Board of Directors wishes you a terrific and productive 2020. Let's be our best selves, individually and collectively.

—Verna Simon

Upcoming board meetings:

2/26, 4:30, Rochester

3/25, 4:30, La Crosse

4/22, 4:30, Rochester

Meetings open to all owners.

BOARD ELECTION RESULTS



Hunter Downs



Meredith Davis



Kayla Wilson

We are pleased to announce the results of the recent elections. First, thank you to everyone who took part in this democratic endeavor. More than 950 votes were cast.

The following were elected to serve three-year terms as directors: Hunter Downs, Meredith Davis, and Kayla Wilson.

—2020 People's Food Co-op Board



SPRING CLEANING WITH ESSENTIAL OILS

Go green and save money by making your own eco-friendly cleaning products. These nontoxic and effective recipes were created by Aura Cacia essential oils. People's Food Co-op also carries a full line of Pranoram oils for your convenience. Essential oils are powerful tools against all sorts of dirt, mold, and grime, and can be disinfecting. Enjoy the secondary benefits of cleaning with essential oils by inhaling the uplifting and purifying aromas of citrus, tea tree, and lemongrass.

Purifying tub scrub

- 1 cup baking soda
- 24 drops tea tree essential oil
- 24 drops grapefruit essential oil

Mix ingredients thoroughly. Rinse tub and sprinkle with powder and scrub with brush. Refreshing and purifying.



Floor and surface cleaner

- 2 tablespoons unscented liquid soap
- 4 drops lemon essential oil
- 2 drops tea tree essential oil

Mix ingredients and pour into 1 gallon warm water. Dampen mop or rag and wipe grime from floors and hard surfaces.

Freshening window cleaner

- 4 tablespoons vinegar
- 12 drops lemon essential oil

Mix vinegar and essential oil and combine with water in a 22 oz. spray bottle. Shake bottle before spraying. Wipe windows with crumpled newspaper to impart shine.

Spring fresh room spray

Lemongrass essential oil helps calm, revitalize, relieve tension, and inspire.

- 4 drops lemongrass essential oil
- 8 fir drops needle essential oil
- 2 drops lemon essential oil
- 2 drops citronella essential oil
- 2 ounces distilled water

Mix essentials and water and pour into spritzer bottle. Refreshes rooms and closets, filling your home with the scent of spring.

Essential oils have a wide variety of benefits. Best known for their therapeutic benefits, essential oils can also be used for inhalation, massage, perfumes, diffusers, compresses, baths, ointments, saunas, cleansers and many more applications. One small bottle of essential oil has many uses and goes a long way. To learn more recipes for bath, body, and beyond please visit the Aura Cacia website at www.auracacia.com. Ask us at PFC's Wellness Desk for ideas and assistance in planning your spring cleaning and aromatherapy needs.

—Sherry Beames, former Wellness clerk—La Crosse





DIY GREEN CLEAN



Green cleaning is incredibly easy and inexpensive. Using a few commonly available ingredients you can meet your cleaning needs and limit your use of synthetic chemicals or petroleum-based cleaning products.

Many of these cleaning ingredients are available in PFC's bulk department. Save money and packaging—and buy as much or as little as you need!

There are some basic rules to keep in mind when making your own cleaning supplies:

- *Never* mix ammonia with bleach or other commercial cleaners. Ammonia fumes are dangerous, and when mixed with bleach they are deadly.
- Label your homemade cleaners. Never store them near food.

Here are the basics

Baking soda. This is an all-purpose, nontoxic cleaner. It cleans, deodorizes, scours, and removes stains. It can help dissolve grease, so it's great in the kitchen, too.

Use it in the laundry to remove odors, soften fabrics, and remove stains. Get it in bulk—cheap!

Borax. This is a natural mineral compound that deodorizes and has antibacterial properties. Use it as an all-purpose cleaner. Mix equal quantities of Borax with baking soda and salt to make an effective scouring powder.

Use it in the laundry to loosen grease and stains. You will find Borax in the grocery aisle with laundry detergents.

Lemons. The acidity of lemon juice will cut through grease—and it smells great. Add a squeeze of lemon juice to your dishwashing water or add the juice of half a lemon to a bucket of hot water when cleaning the floor.

Lemons have antibacterial properties, so they're ideal for cleaning kitchen and bathroom surfaces. Add the juice of one lemon to four cups of hot water to clean larger areas.

Liquid castile soap. Available in the bulk department. This soap is made from olive oil. You could practically eat it, but don't—it's better as an all-purpose cleaner. If you have hard water, mix the soap with white vinegar; otherwise, the soap may leave a film. Add a quarter cup of liquid soap to a bucket of warm water for floors.

Salt. Regular table salt works to attract moisture, and can pull stains out of fabrics. Pretreat wine, coffee, and perspiration stains with salt or salt water. Use salt with baking soda and white vinegar to unblock drains.

White vinegar. Use this mildly acidic liquid to clean windows and mirrors. A half and half mix of water and vinegar in a spray bottle is a good multi-purpose cleaner that will dissolve grease and soap residue. Available in the grocery department.



SAVE ON PACKAGING, SHOP IN BULK!



Adam O'Connor,
front end assistant
manager
PFC—La Crosse

As owners, shoppers, and staff, it is important that we work together to make sustainable choices for ourselves, our cooperative, our communities, and our planet.

What can you do to reduce waste by making sustainable shopping choices at PFC? Save on packaging, shop in bulk!

No packaging required here! Just tare,* fill, then apply the PLU number listed on the bin. The bulk section has everything you need to fill your pantry and spice cabinet. From spices and herbs, to teas, nuts, seeds, grains, beans, flours, candy, liquids, and more, look for your favorite foods in bulk and save!

While PFC provides plastic tubs, paper bags, and nonrecyclable plastic baggies free of charge, we strongly encourage shoppers to bring in their own clean containers (even cloth or nylon bags) to fill with bulk pantry staples.

Forgot your containers at home or looking for an upgrade? PFC sells an array of reusable containers, jars, cloth bulk bags, and reusable spice bags. Pro Tip: Mason jars are an affordable, functional, timeless, and readily available vessel for bulk food storage and transport.

Check the handy info-gram (pictured to the right) posted in the bulk department of both stores for your reference. Enjoy the savings on packaging and money by shopping in bulk!

*A tare is the weight of an empty container. Weigh your empty, clean container before filling with product, then record that weight in pounds on your container using the scales provided. The cashier subtracts the weight of your container at the checkout, so you are only charged for the weight of the product.

Earth Day



Wednesday
April 22
4–7 p.m.
La Crosse
and Rochester
Samples, bulk sale,
free bags, and more!

HOW TO SHOP BULK

1 Weigh

Weigh your own container and record its (tare) weight in pounds.



Or

choose one of our containers or bags (no need to weigh these).



2

Fill

Fill your container.



3

Record

Record the product's PLU number for the cashiers—print on a twist tie, a sticker, or directly on spice bag.



Questions? Ask any member of the PFC team!

PFC—ROCHESTER'S MARCH FOOD DRIVE

For the seventh consecutive year, People's Food Co-op—Rochester will join our fellow co-ops throughout the state to collect food and raise funds for MN FoodShare's March Campaign. Every year, the March Campaign brings together hundreds of Minnesota organizations, businesses, and places of worship to help keep 300 food shelves statewide stocked throughout the year.

Minnesota FoodShare has distributed over \$17.8 million to participating food shelves throughout the state. One hundred percent of donations received by Minnesota FoodShare during the March Campaign go into the FoodFund and are distributed to March Campaign participating food shelves. PFC's efforts will go to supporting Channel One and Southeast MN food shelves. In addition to Beans for Bags, PFC will be selling premade bags for Channel One and collecting food for Community Food Response. Shoppers will also have the option to round up their bill at checkout. Thanks to all of you for your donations make co-ops the biggest contributor in the state.

For more information, visit Minnesota FoodShare's website at www.mnfoodshare.org/marchcampaign.



The Expo will feature gardening exhibits, rain barrel painting competition, food, and neighborhood conviviality. More information is available here: washburnneighborhood.wordpress.com

Annual Garden Expo! La Crosse

Saturday, March 7
10:30 a.m.–2:30 p.m.
Annual Washburn Garden Expo
at Lincoln Middle School
510 S. 9th Street in La Crosse

The Washburn Neighborhood Association brings back old favorites like the rain barrel contest and auction, luncheon, door prizes, and Mayo's mobile teaching kitchen, while adding a refreshing new layout, mini-sessions every 30 minutes, and expanded exhibitor options.

Join us for fun, food, and learning with businesses and organizations that promote green and healthy living. The Expo includes something for the entire family.

Event is free to the public.

PEOPLE'S FOOD CO-OP PRESENTS

more ways to save

The Co+op Basics program offers great everyday discounts on grocery and dairy items. Whether you're a student shopping for yourself or feeding a family on a budget, there's no reason healthy, organic food shouldn't have a place in your shopping cart.



Look for the "Co+op Basics" purple signs for rock bottom prices. We may be a small, locally owned grocery store, but that doesn't stop us from finding creative ways to save you money on your grocery choices. People's Food Co-op works with

more than 150 other food co-ops across the country to purchase products as one large group in order to lower costs, and in turn, pass those savings on to you.

PFC has a true commitment to promoting the health of our shoppers, staff, and the environment, but organic food can seem out of reach for some consumers. Co+op Basics is a selection of staple organic and natural foods and household goods priced below—sometimes well below—suggested retail price. It's exciting to bring more options to our customers.

So next time you come in and shop, look for the purple Co+op Basics signs and take advantage of great prices. Now anyone can afford to put delicious, organic food on the table!



Shop the purple tags!

NEWS AND UPCOMING EVENTS

B&E's Trees open house Saturday, March 21

B & E's Trees (maple syrup farm) will host an open house in the midst of maple season, the most exciting time in the woods. Tours of the farm all afternoon with a Maple Cocktail Hour to follow. Taste maple syrup hot off the evaporator, tap a tree, and come along for a day of adventure! We know some of you come to our open house every year, and others are visiting for the first time. More information at www.bandestrees.com

PFC Rochester—Open board games & cards night

Saturday, February 15, from 2–8 p.m. in the cafe is Open Board Games & Cards Night. Hosted monthly by Games by James. Public is welcome. Family-friendly games only.



JOIN THE coop explorers

Upcoming events for kids at People's Food Co-op

Have you heard about the Co+op Explorers? Children ages 12 and under, are invited to become a Co+op Explorer. To join, simply go to any register at the store and sign-up. Each child will be issued their very own official Co+op Explorers card, passport, and temporary tattoo! Explorers receive a free piece of fruit from the produce department when they visit their co-op. Go to pfc.coop for more information or ask one of our staff members! Also be sure to check out the new Co+op Explorer's station in each store's produce department.

ROCHESTER EVENTS

Try some green eggs & ham?

Saturday, February 29 • 10–11 a.m. • PFC Cafe

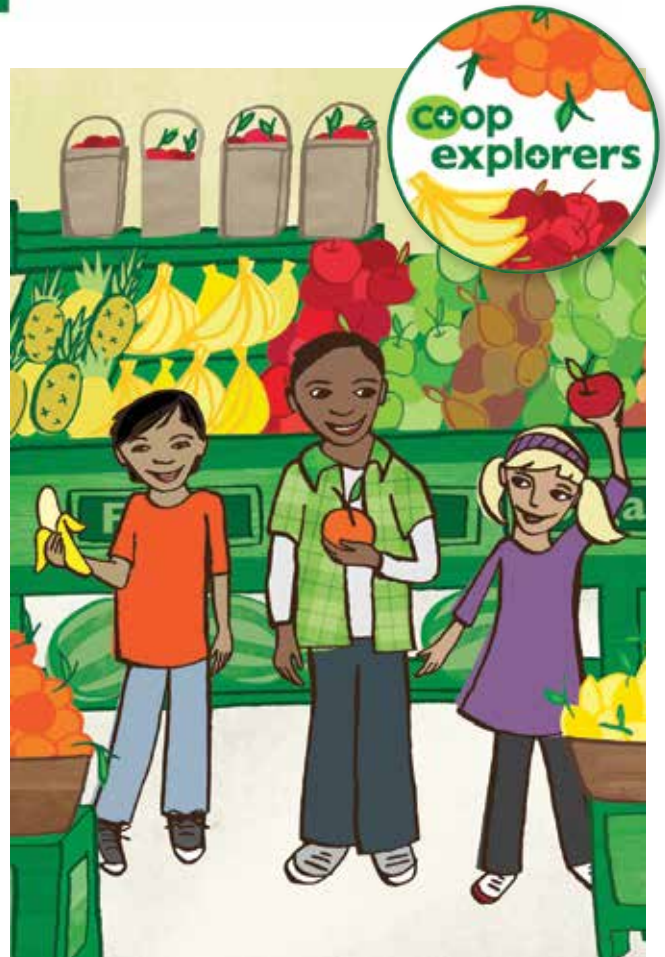
Celebrating Dr. Seuss and Leap Day! Hey kids! We'll try out the most delicious green eggs & ham—even better than Sam-I-Am's! Treats, storytime, and more fun celebrating the birthday of Dr. Seuss! FREE! In store.



Co+op Explorers monthly celebration: Spring into spring!

Saturday, April 18 • 10 a.m.–noon

Kids 12 and under. In-store FREE!



LA CROSSE CLASSES

Co-op Explorers series

Hey co-op kids, let's get in the kitchen! Join us for this fun series highlighting kid-friendly recipes that are sure to please! Kids will have the opportunity to do some hands-on cooking and food prep while learning kitchen and cooking basics. Ages 8 to 12 only please.

Chocolate pie and strawberry kisses

Sunday, February 9 • 11 a.m.–12:30 p.m.

In this class kids will learn how to melt chocolate, whip cream, and make a graham cracker crust—all to produce a delicious frozen chocolate mini pie. We will garnish the pie with our

own chocolate-dipped strawberries (yum)! PFC owners \$10; nonowners \$20.

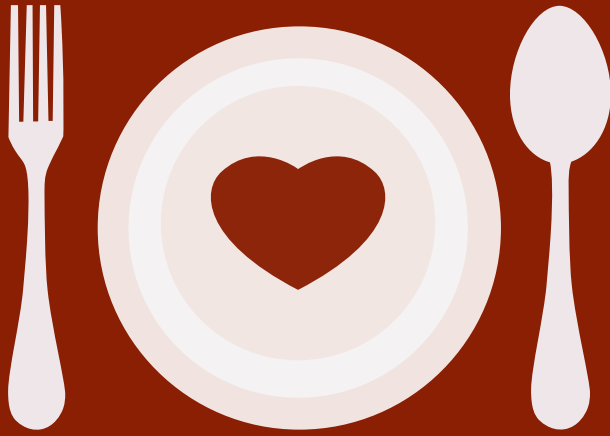
Let's make quesadillas!

Saturday, March 28 • 11 a.m.–12:30 p.m.

In this class for kids we will do basic chopping, shredding, and spreading to make delicious quesadillas with dipping sauce. PFC owners \$10; nonowners \$20.



- 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



\$5 DINNER

Join us for a monthly themed dinner featuring a Co-op's Own™ Entrée (meat and vegetarian option!) and two sides, live music, and prizes!

February 19, 4-7 p.m.

March 18, 4-7 p.m.

April 15, 4-7 p.m.

*Follow us on facebook
for menu and music
announcement!*

Chocopalooza

Saturday,
February 8
11 a.m.–2 p.m.

Join us for a celebration
of everything
chocolate!

La Crosse and Rochester



Spring COMMUNITY CLASSES

- Register by [eventbrite.com](https://www.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

Wine glass art + wine & delicacies

Friday, February 7 • 6–7:30 p.m. • with Willow Gentile

Class is held in the Metropolitan Marketplace Commons. Meet at PFC customer service at 5:45 p.m. Join us for a relaxing evening with good food and wine—all while designing beautiful wine glass art! Each guest will receive two wine glasses and supplies to design them. Our host Willow Gentile is a local artist who owns Willomina Art Studio in Rochester. She teaches drawing and painting to all ages and skill levels. Her art has been exhibited at Cafe Steam and 125LIVE. Willow: “I’ve always been a creative soul. I enjoy sharing my passion for art and creating.” <https://willominaartstudio.com>. Must be 21. PFC owners \$35; nonowners \$40. Tickets: <https://pfcwineglassartrochester.eventbrite.com>. Meet at PFC customer service at 6 p.m.

Storytime for grownups: “From my heart to yours”

Thursday, February 13 • 6 p.m. • PFC Cafe

Join the People’s Food Coop and the Rochester Public Library for the second in our series of Storytime for Grownups. Our readers will present tales of romance and more. Free event, but RSVP. Refreshments will be served. Register: <https://pfcstorytimeforgrownupsrochester.eventbrite.com>.

Famiglia Meschini wine tasting & tapas

Thursday, February 27 • 6–8 p.m. • with Teresa Meschini

Class is held in the Metropolitan Marketplace Commons. Meet at PFC customer service at 5:45 p.m. Join us for a fun and informative evening with Teresa Meschini, a Minnesota native who lives in Minnesota and Argentina. Enter to win a wine gift basket! Must be 21. PFC owners \$30; nonowners \$35. Tickets at [eventbrite.com](https://www.eventbrite.com).

What’s the deal with CBD?

Thursday, March 12 • 5:30–7 p.m.

Meet at customer service at 5:15 p.m. Event will take place in the Metropolitan Marketplace Commons. 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. 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](https://www.eventbrite.com).

Are you ready to roll? Sushi rolling

Saturday, March 14 • 11 a.m.–1 p.m. with Sushi Ninja

Class is held in the Maven. Meet at PFC customer service at 10:45 a.m. Join Hanh (pronounced Hanna) of Sushi Ninja to learn how to create delicious and healthy sushi. She’ll cover all the basics of rice and vegetable preparation, various seafood selections, where to purchase your ingredients, and the techniques of rolling your own sushi at home. Remember, sushi is not always *raw* fish, it’s a Japanese dish prepared with rice, vegetables, various seafood, and meats. No experience necessary! Owners \$20; nonowners \$25 (no exempt sales). Tickets at [eventbrite.com](https://www.eventbrite.com).

Cookie decorating class

Saturday, March 21 • 11 a.m.–1 p.m. • Debbie from Cuckoo for Cookies

Class is held in the Metropolitan Marketplace Commons. Meet at PFC customer service at 10:45 a.m. Special Guest Debbie from Cuckoo for Cookies will host a beginner sugar cookie decorating class. You will get tips for rolling, baking, and decorating with royal icing as well as learn about basic tools to get you started. You will receive step-by-step instructions as you decorate six cookies to take home, as well as the recipes. Owners \$40; nonowners \$45. Tickets (no exempt sales) at [eventbrite.com](https://www.eventbrite.com).

InstaPot II: Cooking with meats

Saturday, March 28 • 10:30 a.m.–noon • with Eleanore Sutherland

In the Metropolitan Marketplace Commons. Meet at People’s Food Co-op’s customer service at 10:15 a.m. Delicious and quick options! PFC owners \$20; nonowners \$25. Tickets at [eventbrite.com](https://www.eventbrite.com).

Minnesota spring foraging

Saturday, April 4 • 10:30 a.m.–noon • with Lauren Hughes

Meet at customer service in Rochester 10:15 a.m. Event will take place in the Metropolitan Marketplace Commons. Become the ultimate locavore by learning about the nutritious and delicious edible wild foods that grow right outside your door. We will discuss some choice Minnesotan spring edibles, including ramps, fiddleheads, wild mustards, and nettles. Lauren Hughes is a local forager and naturalist. She enjoys learning about the historical uses of natural materials and foods found locally. PFC owners \$10; nonowners \$15. Tickets at [eventbrite.com](https://www.eventbrite.com).

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

Continued on next page.



La Crosse location (all classes in the store community room unless otherwise noted)

Truffles and treats—candy workshop

Wednesday, February 12 • 11 a.m.–1 p.m.

Join us in making delicious treats for your sweet (or yourself). We will make truffles, chocolate dipped candied ginger, and pistachio bark. Participants will take home a gift-worthy box of delicious treats just in time for Valentine's Day! PFC owners \$20; nonowners \$30.

St. Patty's Day celebration

Wednesday, March 11 • 5:30–7:30 p.m.

Make InstaPot Guinness Irish stew and Irish soda bread biscuits to enjoy! PFC owners \$20; nonowners \$30.

Mediterranean Wines

Tuesday, March 24 • 6–7:30 pm • with Todd Wohler

Our next class will take you out of the cold and into someplace warm. Explore some of the jewels of the Mediterranean with wines that have been enjoyed for centuries. As with every wine, delicious and complimentary appetizers will be served. Must be 21 to register. PFC owners \$20; nonowners \$30.

Spring brunch

Wednesday, April 8 • 11 a.m.–1 p.m.

This class will give you great ideas for your own spring or Easter brunch. Participants will learn to make a spring quiche, baked grapefruit, and delicious scones. PFC owners \$20; nonowners \$30.

Series: Eat more veggies!

This series of classes will focus on easy and delicious ways to add more vegetables to your diet. Classes will include hands-on instruction, tips for making great vegetable dishes at home, and recipes. Come ready to cook and enjoy our creations at the end of class.

Heart-healthy veggies

Tuesday, February 18 • 5:30–7:30 p.m.

It is often said that food is the best medicine. As February is Heart Health Month we will highlight heart healthy vegetables in this fresh and fun class. Come ready to chop, dice, and slice your way to healthier eating! PFC owners \$20; nonowners \$30.

Kombucha

Monday, March 16 • 6–7:30 p.m.

Kombucha is a fermented drink that has grown in popularity due to its bountiful healthful properties and its increasing presence on store shelves. Tom and Elizabeth enjoy growing SCOBY bacteria and developing personalized flavor profiles to create unique kombuchas for family and friends. The class will show students the process of crafting kombucha from bacteria to a finished product. This will be an interactive class with a variety of tasty samples. PFC owners \$20; nonowners \$30.

Spring veggies

Tuesday, April 14 • 5:30–7:30 p.m.

We will celebrate the stars of spring cuisine packed with both nutrients and great flavor. In this class we will learn about the health benefits of asparagus and spinach and then learn to wilt, cream, roast, and wrap these versatile vegetables to enjoy! PFC owners \$20; nonowners \$30.

Rochester classes (continued from page 12)

Fresh pasta, wine, and giveaways—Oh my!

Thursday, April 16 • 6–7:30 p.m. • with Eleanore Sutherland

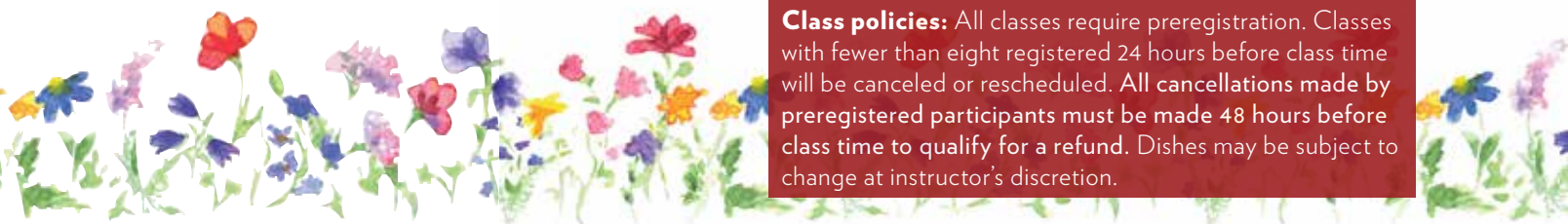
Meet at PFC customer service at 5:45 p.m. Event will take place in the Metropolitan Marketplace Commons. Homemade pasta making and wine tasting. Must be 21. PFC owners \$20; nonowners \$30. Tickets at eventbrite.com.

Famiglia Meschini wine tasting

Thursday, April 30 • 6–7:30 p.m. • with Teresa Meschini

Meet at PFC customer service at 5:45 p.m. Event will take place in the Metropolitan Marketplace Commons. Taste Argentine wines and enjoy the co-op's specialty meats and cheeses, mushroom paté, and more. Enter to win a wine gift basket! Must be 21. PFC owners \$20; nonowners \$30. Tickets at eventbrite.com.

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





International Women's Day!
**CELEBRATING
 WOMEN
 IN FOOD**

Friday, March 6 • 5–7 p.m.
 La Crosse store
 public is welcome

follow us on facebook for more details!

HOME GARDENING



BEDDING PLANTS FOR SPRING

People's Food Co-op—La Crosse's local supplier Dave Miles expects he will have organic bedding plants in the La Crosse store by late April.

Dave's plants have been favorites at PFC for years. The bedding plants sold well last year, Dave reports. It helped to offset a difficult growing season. "Last year, stuff was hard to get in the ground and hard to get out. This year, you hope it will be better."

This year, PFC—Rochester will be selling starter plants from a Rochester supplier, Pearson Organics.



GARDENS

Now accepting preorders on select lawn and garden supplies through March 25. PFC—La Crosse only. Catalog and order forms available at the customer service desk.



CEO'S REPORT



Lizzy Haywood,
CEO

How do you make a difference in the world while meeting the demands of your and your family's health? By choosing to shop the co-op first, and buying 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 unique needs of Rochester and La Crosse. The past year has brought changes for our communities and challenges for our co-op. I want your help in strengthening our co-op and staying focused on what makes us a vital alternative to business-as-usual chains.

Owners shop about 7,500 times per week. If each transaction included just one more item, we would exceed our sales goals and deepen the ways in which we deliver on our mission—to build a sustainable community while treating all people with kindness and fairness. Within that mission, we grow our local economy, we are a better workplace, and we provide value to our 10,600 owners. Typical households spread their grocery dollar among several retailers that 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 owners?

WE DELIVER VALUE. In addition to your twelve yearly 5% discounts, we've been creating more ways to give great value. In December we offered an extra 5% discount during the holidays. Last month we began sending anniversary cards to owners (look forward to getting your anniversary gift in the mail this year!). In February we are tripling the deals offered each week—look in the local newspapers for our expanded flyer. Each month the Owner-Only discounts make some 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 for the purple tags.

YOU HELP LOCAL PRODUCERS. PFC 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, housewares, and wellness items—we're keeping millions of dollars in our economy and providing the value of local to your home. You are getting fantastic deals on food made here and sourced sustainability.

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.

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

We grow our local economy, we are a better workplace, and we provide value to our 10,600 owners.

is a great benefit to our owners. Co-op's Own™ food is unlike anything you'll get at another grocery store—organic vegetables and beans, meats without hormones and antibiotics, and organic flour, sugar, and eggs. That is the Co-op's Own™ promise—our food is part of a more sustainable world!

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 of more than 10,600 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 shopping is supporting. See you in the stores!



OWNER SPECIALS

FEBRUARY



SNO PAC

Local



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

Broccoli Cuts
50¢ OFF

10 oz., reg. price \$2.49

ITALIAN CHEESE

Parmigiano Reggiano
\$2 OFF/lb

Remember to use your member discounts (5% off, 12 times a year). You can combine your member discount with these owner-only specials for even more discounted savings. PFC owners saved over \$227,889 using the 5% discount at the register.



SALAD GIRL

Local

Salad Dressing
\$1.00 OFF

8 oz., reg. price \$6.99



BULK

Rolled Oats
40¢ OFF/lb

reg. price \$1.39

MARCH



BULK

Local



Kickapoo Gold Maple Syrup
\$1.00 OFF/lb

reg. price \$7.99

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, etc., please notify the co-op. 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.

PINE RIVER

Cheese Spreads
\$1.00 OFF

7 or 8 oz. all flavors

FLORIDA'S NATURAL

Orange Juice
\$1.30 OFF

52 oz., reg. price \$2.69

APRIL

CARR VALLEY

Local

Aged Swiss
\$1.00 OFF/ea

5 oz.



SILK

Soy Milk
40¢ OFF

32 oz., reg. price \$3.39 (shelf stable/aseptic)

BULK

Coconut Rolled Dates
50¢ OFF/lb

reg. price \$7.19



RAO

Pasta Sauce
\$2.00 OFF

24 oz., reg. price \$8.99

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!

Local

WESTBY



Sour Cream
\$1.00 OFF

12 oz., reg. price \$3.99

FIELD DAY



Cereal
40¢ OFF

12 oz., reg. price \$3.39

SUKIN

Facial Care
30% OFF

PFC BRAND

Concentrated Omega-3
\$6.00 OFF

1,200 mg. fish oil with natural orange flavor, 120 softgels



SNO PAC

Local

Peas
50¢ OFF

10 oz., reg. price \$2.49

BULK LOTUS FOOD



White Jasmine Rice
60¢ OFF/lb

reg. price \$2.99

GOOD LIFE

Local

Peanut Butters
\$2.30 OFF

14 oz., reg. price \$5.99

PFC BRAND



Spirulina
\$5.00 OFF

500 mg., 250 tablets

CRYSTAL

Deodorant Stick
\$2.70 OFF

4.25 oz., twist-up, unscented

WINE SPECIALS

20% OFF
Wine of the Month

look for the red tags in the wine department!



SNO PAC

Local

Peppers
70¢ OFF

10 oz., reg. price \$2.69



WISCO POP

Local

Sparkle
70¢ OFF

4/12 oz., reg. price \$5.69

CRESS SPRING

Local

Facial Care
20% OFF

PFC BRAND

Boswellia
\$4.00 OFF

450 mg., 60 capsules



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(Clockwise from left): Sue Bryner, CRPC, VPI Health Management; Megan Poirer, Program Coordinator; Sheila Peterson, Sr. Program Coordinator; Brent Walker, Financial Advisor.

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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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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

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.

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

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