

the  
Volume 1, Issue 1

# Garlic Press

October 2020



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10 NEW! Ownership Benefits



[www.pfc.coop](http://www.pfc.coop)

## a note from the CEO

Our teams have been creating lots of good food for you! Have you tried a delicious, nutritious burrito or burrito bowl yet? How about an easy \$5 meal of chicken and rice, or pasta primavera? These are available every day—made fresh, never frozen or poured from a bucket. As always, the Co-op's Own™ promise means you can count on organic pasta, beans and vegetables, and antibiotic-free meats without any fillers.

Sustainably-raised, locally produced foods mean diversified farmlands and less petroleum inputs which can reduce carbon emissions. It means deep-rooted care for land, animals and people—so let's celebrate our local producers! Our annual I Love Local event has even more to offer this year—whether you're in the stores, shopping by Curbside Pick-up, or cheering on the Co-op from a distance. We will share local profiles each day as well as local product giveaways on Facebook - so make sure to follow us!

On October 8, get face time with the board as they introduce some of our favorite beer and cheese producers (see website for link and details about this free virtual happy hour). I hope you'll discover a few new local gems! Just one or two local items in your cart each week make a difference to the people and to the land we call home.

Concerning COVID-19 safety in our stores, we continue to take a conservative approach to requirements for testing and self-isolation. As the local infection rates climb and decline, we may need to adjust some hours of service in different departments (watch website and Facebook for details). Thank you, shoppers, for supporting the health and safety of our team members. Your cooperation on face coverings and distancing are making a difference.

I want to welcome over 200 new owners who've joined People's Food Co-op since June! (Have you been thinking about becoming a PFC owner? This is a great time!) Lots of new owner-only benefits are available. Dozens of people have joined online this year, and lots of owners have been using the new Owner Prepay option at the register. It's an easy, contact-free payment method designed to make your co-op shopping trip even better.

As you look ahead to celebratory moments in the rest of 2020, count on PFC to be a great partner. We are moving all turkey and prepared meal pre-orders online—no need to call or come in to place your orders. We are committed to making your holidays delicious, safe and convenient.

Keep sending us your feedback and questions – it is always helpful to get your product requests and your questions about shopping. In this new distanced world, connecting with you by phone and email really makes a difference! I look forward to hearing from you.

*Lizzy Haywood*

follow us!    

## Co-op's Own™ BUILD YOUR OWN BURRITO &



now available in the deli in both locations!



## Co-op's Own™ SMOOTHIES

The *Garlic Press* 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 *Garlic Press* serves to educate shoppers about food issues, community activities and events, co-ops in general, and ownership in PFC.

The *Garlic Press* 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

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Andrea Niesen **secretary**  
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Kayla Wilson **vice president**

Contact the board at [board@pfc.coop](mailto:board@pfc.coop)

Butternut Squash  
Featherstone Farm  
Rushford, MN



Visit our website for a full profile of our friends at Featherstone Farm.

# Soups & Stews

Soups and stews are the ultimate comfort food. Warming, delicious, and nutritious, they are the perfect complement to a blustery Fall day. Here are a few of our staff's favorite home recipes to get you started, delicious as is, they are also easy to customize with your favorite proteins, vegetables, herbs, and grains. For more tasty recipes, visit the recipe blog on our website at [www.pfc.coop](http://www.pfc.coop) and sign up for our, In the Kitchen, weekly e-mail loaded with recipes and in-store specials. From our kitchens to yours- be well and eat good food.

## APPLE & BUTTERNUT SQUASH SOUP

makes 6-8 servings

### Ingredients

2 tbsp of local maple syrup • 2 large local butternut squash • 4 local Honeycrisp apples, medium size, peeled & diced • 1 medium onion, diced • 1/4 teaspoon nutmeg • 1 cup vegetable or chicken broth • 1 1/2 tsp of curry • 1 (13.5 oz) can of coconut milk • 1 1/2 teaspoons of salt • 2 teaspoons black pepper • pinch of cayenne pepper • Greek yogurt and a bit of Sriracha for serving!

### Directions

1. Preheat oven to 400 degrees.
2. Slice the squash in half the long way. Scoop out the seeds with a spoon. Drizzle a tbsp of maple syrup on each half and sprinkle with salt and pepper.
3. Cover a sheet pan with tin foil. Place the squash halves on the pan and cover tightly with another sheet of tin foil.

Bake for 45 minutes.

4. Add the squash, apples, onion, nutmeg, and curry to a Dutch Oven. Cook on medium heat until the apples and onions soften. Stir occasionally.
5. Add broth. Cook on medium heat for another 15 minutes until all the ingredients are soft.
6. Add the soup to a blender and puree until smooth. Alternately, if you have an immersion blender, blend directly in the Dutch Oven until smooth.
7. Add the soup back into the Dutch Oven and turn the heat to medium. Pour in can of coconut milk and gently stir to combine.
8. Serve with Greek yogurt and a drizzle of Sriracha.



## AUTUMN BEEF STEW

makes 6-8 servings

### Ingredients

2 tbsp olive oil • 2 strips thick cut bacon, cut into 1/4" strips • 1.5 lbs. beef stew meat, or beef chuck roast cut into 1" squares • 1 large onion, diced • 2 teaspoons apple cider vinegar • 1 cup apple cider • 2 cups low sodium beef or chicken broth • 2 cups russet potatoes, peeled and diced into cubes • 2 cups butternut squash, peeled and diced into cubes • 2 carrots, peeled and diced • 2 stalks celery, diced • 1 bay leaf • 1 teaspoon fresh thyme • 1 tablespoon fresh rosemary, minced • Salt • Fresh ground pepper

### Directions

1. Preheat oven to 375 degrees.
2. In a Dutch Oven, cook bacon over medium high heat until cooked through and starting to crisp. Remove bacon from the pan and drain on a paper towel. Drain bacon fat leaving 2 tablespoons in the pan.

2. Turn heat up to high, and heat bacon fat until it just begins to smoke. Add beef cubes in a single layer and sear on one side 5 to 6 minutes or until meat begins to brown. Salt and pepper the top while cooking. Then, turn beef over and sear and brown on the other side.
4. When beef is browned on both sides, add onions and vinegar, cook until onions soften scraping bits off the bottom of the pan. Next, add potatoes, squash, carrots, celery, and fresh herbs and stir until combined.
5. Add apple juice and broth until ingredients are just covered in liquid. Add more broth or water if needed.
6. Cover and place in hot oven.
7. Cook for 2 hours checking periodically to stir and make sure there is enough liquid in the pan to prevent burning.

SAVE THE DATE  
Beef Sale  
Oct. 21-25

Honeycrisp Apples  
Ecker's Apple Farm  
Trempealeau, WI



The best ingredients are local ingredients!

Organic Valley heavy whipping cream makes this soup extra creamy and special!



Buy a little or a lot!  
Wild Rice is available in  
our bulk department.

# Soups & Stews

continued



## AUTUMN WILD RICE AND VEGGIE SOUP

makes 6-8 servings

### Ingredients

2 tbsp olive oil • 1 medium onion, diced • 6 carrots, cut into 1/4" pieces • 4 celery stalks, cut into 1/4" pieces • 3 cloves of garlic • 6 cups of vegetable or chicken stock • 1 large sweet potato, cut into 1/4" pieces • 1 1/2 cups of wild rice • 1 bay leaf • 6 sprigs of fresh thyme, or 1 1/2 tsp of dried thyme • 2 tbsp of fresh parsley or 2 tsp of dried parsley • 4 tbsp of butter • 2 tbsp of cornstarch • 1 cup of heavy whipping cream (sub can of coconut milk for vegetarian option) • Salt • Fresh ground pepper

### Directions

1. Heat oil in a Dutch Oven over medium heat. Add in onions, carrots, and celery. Cook 5 minutes. Then add in garlic and cook for another minute. Remove from pan.

2. Add stock, wild rice, bay leaf, fresh thyme and parsley to Dutch Oven. Cook for 20 minutes.
3. Add the cooked onions, celery, and garlic back to the pot. Add the sweet potato and cook an additional 40 minutes or until the rice is completely cooked.
4. Add butter to a small sauce pan. Once melted, add cornstarch and stir until it becomes a paste. Add in 1 cup of heavy whipping cream. Stir until it thickens and is smooth.

## VEGETABLE COCONUT STEW

makes 2-5 servings

### Ingredients

2 tbsp avocado oil • 1 small onion, diced • 2 cloves garlic, minced • 1 one inch piece of ginger, peeled and minced • 2 tsp turmeric • 5 leaves fresh basil • Zest of one lime (approx. 1 tbsp) • 1 tsp sugar • 1 tsp red pepper flakes • Salt and pepper • 1 (15 oz) can garbanzo beans, drained and rinsed • 4 cups low sodium vegetable broth • 1 (13.5 oz) can coconut milk (not low fat) • 1 large russet potato, peeled and diced • 1 large carrot, peeled and diced • 1/2 bunch fresh kale, ripped into bit sized pieces

### Directions

1. Heat oil in a Dutch oven over medium high heat. Add onion, ginger, and garlic. Cook 3 to minutes, or until onions become translucent, stirring occasionally.

2. Add turmeric, basil, lime, red pepper flakes, sugar, salt, and pepper. Stir.
3. Add garbanzo beans and cook, stirring frequently, 4 to 5 minutes.
4. Next, add vegetable broth, scraping the pan to release any bits. Then, add coconut milk, potatoes, and carrots.
5. Bring to a gentle boil, then reduce heat and simmer 35 to 40 minutes, or until the potatoes are fork tender.
6. Remove 1 cup stew and process with an immersion blender until smooth. Return puree to the stew.
7. Stir in kale and cook 5 to 7 minutes until wilted and soft. Add salt and pepper to taste.
8. Serve a dab of plain yogurt and pita bread or naan.



Like what you see? More recipes available at [www.pfc.coop](http://www.pfc.coop).



## a note from the Board President

This is supposed to be a letter about Co-op month, and ultimately, it is. The month of October is Co-op month—a time when we focus on why cooperatives are important and how we can support them. A month devoted to celebrating Co-ops for what they do. But it is difficult to put together something fun and celebratory at such a tumultuous time. I cannot sugar coat this—I am not in a celebratory mood. We are coping with a pandemic that changes our reality every day. We are reckoning with social unrest and anger over deep-seated injustices and years of inaction or indifference. And within our own store and community, we are asking important questions about transparency and function as we try to understand how our business continues to evolve. The year 2020 has been mentally exhausting and it cannot end soon enough.

Through all of this, the People's Food Co-op is attempting to do what Cooperatives do best—serve the community and offer a safe place to learn, to eat, to support each other, to challenge each other, and to just be ourselves. PFC is continuously working to educate and empower our community by offering a safe environment and a welcoming space to all, with NO exceptions.

Being a Co-op is not easy. It is challenging but important work. PFC and other cooperative grocers want to continue to provide high quality and safe food, as well as eco-friendly household products. We will always support our local producers, and at this critical time, it is extremely important to support our regional small farmers. Buying products from them helps circulate money within our communities AND it helps keep our food supply safe and dependable.

But all of this has a cost, and the PFC is a business. We cannot support our community if we cannot pay our bills. The Co-op needs to be profitable and financially strong to continue its mission. We will do our best to keep this promise to our owners and to ourselves: We can do business in a better way. We can offer services to our community when it is most in need. We can be creative in how we tackle problems. We can make the difficult but necessary business decisions. And we can sincerely be welcoming to everyone.

I want to take this opportunity to thank all the front-line employees of the People's Food Co-op for their hard work and dedication to our communities. And I am thankful for the communications with the owners. There have been many emails: kind, caring, concerned, questioning, challenging, and even unhappy. But the correspondence has been thoughtful and civil and has always put the collective interests of the People's Food Co-op first. I appreciate the willingness to engage and I thank you all for your concern.

This is your store. You are our community. We are in this together. Happy Co-op Month.

With Gratitude,

*Vema Simon*

Board President

contact the board at: [board@pfc.coop](mailto:board@pfc.coop)

### UPCOMING BOARD MEETINGS

October 22, 4:30 p.m. - 6:30 p.m.

November 19, 4:30 p.m. - 6:30 p.m.

December 17, 4:30 p.m. - 6:30 p.m.

Please email [perrin.iacopino@pfc.coop](mailto:perrin.iacopino@pfc.coop) BY NOON ON THE MEETING DAY; we will provide a link to the meeting.



## THE POWER OF Cooperation

Every October, we celebrate the power of cooperation! With roots dating back to the Industrial Revolution, the cooperative as a form of business structure has grown to encompass 3 million cooperative businesses worldwide representing over 1 billion people. In the United States alone, 1 in 3 people belong to at least one cooperative! Now, that is a lot of cooperation!

Cooperatives come in all shapes and sizes from consumer owned co-ops (like PFC), to farmer co-ops (like Organic Valley), electric co-ops, and even your local credit union! What all cooperatively run businesses share is their adherence to the 7 Cooperative Principles, the values of self-help and self-reliance, and a commitment to shared resources and cooperation.

Now more than ever, the cooperative business model is a powerhouse of economic utility and community resilience. By making purchases at YOUR co-op you support small local farmers and producers, other cooperative businesses, environmental sustainability, and your community. Not to mention good food!

October is a big month at PFC while we celebrate cooperation, fair trade, and the local harvest. This month—and every month—we thank YOU—our owners and shoppers, for your support and for making your community a vibrant place to live, learn, and shop! We are truly stronger together.

Happy Co-op Month to the 10,700 owners of People's Food Co-op!

### People's Food Co-op stats

<b>500</b>	local farmers, producers and artisans
<b>22%</b>	of sales come from organic products
<b>23%</b>	of sales come from local products
<b>27k</b>	donated to community organizations
<b>3</b>	classes and community events per week on average

### National co-op stats\*\*

<b>178</b>	local farmers, producers and artisans on average
<b>39%</b>	of sales come from organic products
<b>23%</b>	of sales come from local products
<b>8mil</b>	donated to community organizations
<b>2</b>	classes and community events per week on average

\*Data taken from the 2019 People's Food Co-op Annual Report.

\*\*Data taken from the National Cooperative Grocers 2019 Impact Report. All averages.



# the benefits of *Ownership*

In the past year, we have paused to evaluate all sorts of things at PFC to ensure that the work that we are doing is inclusive and brings value to all our owners. To that end, we have made some exciting changes to our owner benefits that reflect the times we are living in (owner pre-pay account, FREE curbside pick-up), give our owners more choice (20% off one wellness item per month), and champion our cooperative values (weekly owner special). We have more changes to come. For more information about ownership and to purchase your ownership online, please visit the co-op tab on our website at [www.pfc.coop](http://www.pfc.coop).

- 1 Monthly Discount:** A 5% discount on 12 shopping trips per year. You choose when to get the extra savings.
- 2 Monthly Wellness Discount:** 20% off one item of your choice each month from our vitamins and personal care selections.
- 3 Owner Specials:** A weekly deal (an extra awesome deal!!!) arriving in your inbox. Don't miss out - sign up by on our website!
- 4 Discounted Rates:** On cooking, wellness & gardening classes and classes for kids.
- 5 Owner Pre Pay Account:** Deposit funds into your owner account for contactless check-out in-store or with curbside pickup.
- 6 Free Curbside Pick Up:** No curbside order fees. Send us your shopping list, we'll shop and deliver your groceries to your car!
- 7 Two Stores, One Co-op:** Use your ownership benefits at both La Crosse and Rochester locations!
- 8 Voting Privileges:** As an owner, you are part of democracy in action! You can vote for board directors to act on behalf of the whole ownership. You can also run for the board and attend board meetings to stay up to date on the inner workings of your co-op.
- 9 Patronage Dividends:** As determined by the Board of Directors, co-op owners receive a portion of profits through annual patronage dividends. Your portion is determined by the amount you spent in that year.



# I LOCAL

## *virtual* annual fall party

**SAVE THE DATE** October 5-11  **Daily local farmer profiles & product giveaways on social!**  **Beer with the Board** October 8, 4:45-5:30 p.m. *with special guests (local cheese and beer producers!)*



Give Where You Live is a community giving program powered by you, our owners. By giving a little each time you shop, we can make a big difference for local non-profits. When you purchase your groceries at People's Food Co-op, our staff will ask if you would like to round up to the nearest dollar. That money goes directly to the monthly non-profit for projects that benefit our whole community. And THAT is the power of cooperation in action!

To launch the Give Where You Live program, we picked the first recipients. But next year, it is up to our Owners! During Co-op Month (October), we will be asking PFC Owners to nominate their favorite local non-profits to be recipients of the Give Where You Live program in 2021. The nomination form will be available at [www.pfc.coop](http://www.pfc.coop).

In November we will ask owners to vote via email from a list of eligible nominees. We will announce the recipients for the coming year at our annual Owner meeting in December.

- ELIGIBLE NOMINEES WILL BE**
- Classified as a 501c(3) non-profit
  - Aligned in mission with the co-op's values including cooperatives, food access, sustainable food systems, environmental sustainability, health & well-being, social change, education, and the arts.
  - Non-discriminatory and not political or religious in nature



One weekly item at a hot price—exclusively for PFC owners. Weekly owner specials run Monday through Sunday. Find the weekly owner special in our newspaper ad, in-store, on social media. OR have it delivered directly to your inbox Monday morning.

**DIRECTION FOR OPTING IN!**  
Send your email address to:  
[ann.mull@pfc.coop](mailto:ann.mull@pfc.coop)

# People's Food Co-op

postal return address:  
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