

the

Garlic Press

Volume 1, Issue 4

January/February 2021

SPECIAL VALENTINE'S DAY DINNER PACKAGE

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www.pfc.coop

a note from the CEO

Cheers, Co-op friends!

Our rituals of ringing in the new year – brand new planners, special meals, and exchanging good wishes – were modified by the demands of the pandemic, but there are still many ways we see the light shining on the season ahead. In this issue of The Garlic Press we highlight many festive occasions and offer guides to choosing local and artisan foods for celebratory meals. Healthy seasonal salads, homemade pizza night and a few Valentine's dinner ideas – see the pages ahead.

We want to share a hearty Thank You to the People's Food Co-op staff who have been dedicated to bringing great food to the community this year. Through our website and through the Customer Experience Surveys (issued randomly when you check out), we have received many notes of thanks to staff, and to the co-op. Some of these are featured on the next page. I am extremely proud of our team. Together we nourish, uplift and strengthen our community.

In 2020 we welcomed over 446 new owner households. Some are new to the area, but more are people who have found renewed value in People's Food Co-op. Owners are choosing to make an investment in their own well-being, as well as in that of a larger group!

Each of these people now owns part of our business. The beauty of a cooperative business structure is that each owns an equal share, and we can grow the number of shares over time. This builds a consistent, strong foundation for our business and we evolve the business to meet the needs of our ever-changing ownership group.

If you aren't already an owner, we welcome you to invest. And we've made it easier than ever, just go to www.pfc.coop and click on the ownership tab to purchase your ownership. You will be sent a welcome email with your owner number and in just a few days will be able to enjoy the benefits. Did you know that we have several options to pay? You can pay in full at the time of purchase or enroll in our payment plan and make \$25 payments quarterly until your ownership is paid in full. And if the \$100 investment is a challenge right now, fill out a special circumstances application available on our website, and once approved, pay only \$25 for full owner benefits.

About 55% of our revenues come from purchases by PFC owners. This is strong, but we can grow this in 2021! Owners routinely do more of their shopping at the co-op than non-owners. By expanding our ownership, we make more of a difference in:

- Educating and empowering our community around food, health and sustainability
- Providing high-quality foods at fair prices with a focus on local and organic
- Giving back to the community so we live by our co-op principles

We've got lots of new additions at the stores and I want to share a few with you:

- Doughnuts from Sweethouse Bakery in Rochester
- Handmade gifts and masks from Driftless Stitch in La Crosse
- Eat Street available for deli delivery 7 days a week in La Crosse
- Locally-grown mushrooms like shiitake, oyster and nameko in Rochester, from Rob and Rachel at Strictly Mushrooms.

If you want to talk about what could make the co-op better for you, please contact me at liz.haywood@pfc.coop or dial extension 1000 when you call the store. I look forward to hearing from you.

Lizzy Haywood

follow us!    

**SAVE THE
DATE**

.....
Seafood Sale
February 10-February 23

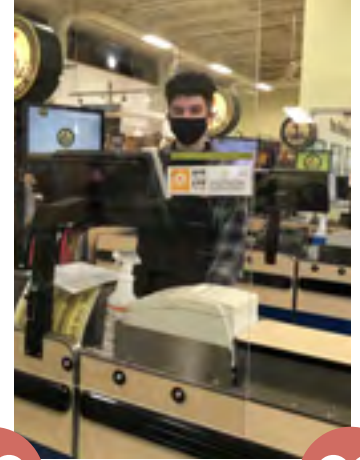
Thank you



The co-op is one of my favorite places. I love the local and small business products. I shop there often enough to recognize some of the staff and fellow customers. Going to the co-op is far more satisfying to me than most big-time chain stores. It feels less like being a consumer and more like being part of a community.



I love that the store is small without being crowded. I love the variety of local and organic foods. The cashiers are always friendly.



Number of fruits and vegetables that are actually local, organic, and non-gmo! I don't shop at any other store based on this fact alone. Keep up the great product variety.



The Food Co-op is a nice place to be able to visit during Covid especially. Everyone wears a mask and most people are conscientious of social distancing. I always enjoy both locations.



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.

All articles and pictures submitted for publication become property of People's Food Co-op. PFC reserves the right to refuse publication of any article for any reason.

contributors Lizzy Haywood, Andrea Niesen, Ann Mull, Jen McCoy, Kevin Ducey, Karina Balonas

editor Ann Mull

design Ann Mull

photography Ann Mull, Kevin Ducey, Jen McCoy

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KNOW YOUR BOARD

Meredith Davis
Hunter Downs
Johanna Ficatier
Peter Gorski
Sarah Miller
Andrea Niesen *secretary*
Verna Simon *president*

Contact the board at board@pfc.coop

Superior Fresh

produce & more!

Supplier to PFC since 2019
Location: Hixton, Wisconsin
60 miles from PFC—La Crosse
100 miles from PFC—Rochester



Superior Fresh has been in operation since 2017. Farmers Todd and Karen Wanek partnered with hydroponics expert Brandon Gottsacker to pursue a sustainable, organic produce greenhouse in tandem with an organic aquaculture salmon farm.

Superior Fresh is a hydroponic farm with a salmon farm right next to the greenhouse. Using a closed loop filtration system, the wastewater from the salmon operation is cleaned of impurities and repurposed as nutrient-rich water for the produce

greenhouse. As farm president, Brandon, notes: “We focused on creating value from what otherwise is considered a waste stream in the world of aquaculture. Utilizing the water from the fish gives us the ability to grow high-quality, certified organic vegetables. We’re using 1/30 the amount of water in comparison to soil farming, and growing the healthiest, best tasting products.”

The farm has six acres of produce in their two greenhouses and intend to add another seven acres in the near future. They are the largest organic




**Largest
Aquaponics Farm
in the world, and
the only one using
Atlantic Salmon,**

greenhouse in the country. Superior Fresh is a four season farm—not an easy feat in Wisconsin. Brandon is proud of the farm’s consistency: “We’re harvesting organic product from our greenhouses daily, and we do that year-round. If we’re harvesting out of our facility every day, it should be getting to the consumer every day. We want to make sure that the consumer gets the best quality product possible and gets the benefit from a maximum shelf life. That’s a huge bonus to being local.”

Besides being certified organic, the operation uses no GMOs and they are Safe Quality Food (SQF) certified.

Both People’s Food Co-op stores carry Superior Fresh produce. The farm uses recycled water bottles to make the clamshell packaging for the salad mixes that we carry at PFC. The farm supplies us with a number of different salads for you to try, including “Citrus Splash,” “Midwest Medley,” “Spring Mix,” and many others.





**ADD SOME
PROTEIN**
Add a piece of
Co-op's Own™ Salmon
or Tofu from the
deli!

Winter Salads

Salads aren't just for Summer! In fact, eating salads throughout the year is one of the best ways to continue to enjoy all the different flavors that each season has to offer.

Salad greens aren't just a blank canvas. Some of the winter greens have unique flavors - from earthy to peppery to slightly bitter. And all are excellent source of vitamins and fuel for your body - especially during cold and flu season. Try one (or more!) of these vibrant salads today!



CANDIED KUMQUAT SALAD with TURMERIC CITRUS DRESSING makes 2 servings

Salad Ingredients

Candied Kumquats (recipe below) • Turmeric Citrus Dressing (recipe below) • 3 cups of Superior Fresh Superior Crunch • 1 cup of Superior Fresh Arugula • 1 cup of radicchio, chopped • 1/2 cup pistachios, roughly chopped • 1/4 cup of Parmesan shavings

Directions

1. In a medium bowl, combine the greens and radicchio.
2. Divide greens between two plates. Add chopped pistachios, candied kumquats, and shaved Parmesan.
3. Pour dressing over salad.

CANDIED GINGERED KUMQUATS

Ingredients

1 1/2 cups of kumquats • 3/4 cup of water • 1 1/2 cups of sugar • 1/2 inch piece of ginger

Directions

1. Preheat oven to 175 degrees.
2. Slice kumquats about 1/16" thick, removing seeds. Place in a small bowl.
3. In small saucepan, bring water to a boil. Add in sugar and ginger and turn to medium, stirring until sugar is dissolved. Simmer an additional 10 minutes. Remove syrup from heat and cool 5 minutes
4. Pour syrup over kumquats and let sit for 2-3 hours.
5. Using a fine mesh strainer, pour the syruped kumquats through strainer. Reserve the simple syrup.
6. Place kumquats on a baking sheet lined with parchment paper and bake an hour.
7. After an hour, flip kumquats and bake another 20 minutes.

TURMERIC CITRUS DRESSING

Ingredients

1 tsp red onion, finely grated • 2 tbsp orange juice • 2 tbsp champagne vinaigrette • 2 tsp honey • 1/4 tsp turmeric • 1/3 cup of olive oil • salt and pepper to taste

Directions

Prepare the dressing: In a small bowl, combine onion, orange juice, champagne vinaigrette, honey, turmeric, salt and pepper. Whisk until combined. Add in oil and whisk until combined.

Save the syrup!
Use it in place of
sugar in an old
fashioned or add it
to some sparkling
water.



Hachiya and Fuyu Persimmons are the most common varieties.

coop deals
Jan 20–Feb 2
Napa Valley Organic
Extra Virgin
Olive Oil

**PERSIMMON & BEET SALAD
with MAPLE DIJON DRESSING**
makes 2 servings

Ingredients

Maple Dijon dressing (recipe to the right) • 1 bunch of lacinato kale • 1/4 cup of red onion, thinly sliced • 1 persimmon, cut into 1/2 inch pieces • 1/2 large or one whole small red beet, cut into 1/2 inch pieces • 1/4 cup of feta, crumbled • 1/4 cup of walnuts, chopped

Directions

1. In a medium bowl, combine the kale and onions.
2. Divide kale and onion mixture between two plates. Add chopped persimmon, beet, feta and walnuts.
3. Pour dressing over salad.

coop deals
Jan 20–Feb 2
Bragg Organic Apple
Cider Vinegar

**MAPLE DIJON
DRESSING**

Ingredients

2 tbsp Dijon mustard • 1 tsp apple cider vinegar • 1 tsp maple syrup • 1/3 cup of olive oil • salt and pepper to taste

Directions

1. In a small bowl, combine Dijon mustard, apple cider vinegar, and maple syrup. Whisk until combined. Add in oil and whisk until combined.

some of our favorite *Salad Dressings*



Annie's Organic Dressing



Salad Girl Organic Dressing



Sir Kensington's Dressings

HOLIDAY CHEER SALAD with RASPBERRY VINAIGRETTE

makes 2 servings

Ingredients

1 recipe raspberry vinaigrette dressing (recipe below) • 5 oz. River Root Farm Spinach, stems removed and torn • 5 satsuma mandarin oranges, skins and seeds removed and wedges separated • 1 cup dried cranberries • 1 small red onion, thinly sliced • 4 oz. blue cheese, crumbled • 1 cup candied pecans (recipe below)

Directions

1. Toss spinach and a 1/4 cup dressing. Then add satsumas, dried cranberries, onion, nuts, and blue cheese.
2. Drizzle with remaining dressing to taste.

coop
deals

Dec 30–Jan 19

Cascadian Farms
Frozen Fruit

RASPBERRY VINAIGRETTE DRESSING

Ingredients

1 small shallot, minced • 1/2 cup frozen raspberries, thawed • 1 tbsp maple syrup • 1 tbsp red wine vinegar • 1/4 cup neutral

tasting oil (we use grapeseed) • salt and pepper to taste

Directions

1. Combine ingredients and blend with an immersion blender until smooth. Add a bit of water if too thick.

CANDIED PECANS

Ingredients

1 cup chopped pecans • 1 tbsp maple syrup • pinch of salt

Directions

1. Preheat oven to 350 degrees.
2. Mix ingredients in a bowl and then spread in a single layer on a parchment lined baking sheet.
3. Bake for 5 to 8 minutes stirring once in the middle. Take care not to burn.
4. Remove from oven and cool before use.





Cooking School

saucés & crusts



PRO-TIP

Add yeast to warm water to activate (105 degrees to 115 degrees F) you can tell it is working if you see little bubbles form and the yeast becomes foamy.



BASIC PIZZA CRUST

adapted from, *“The Joy of Cooking”*

Ingredients

1 1/3 cups warm water • 2 1/2 tsp active dry yeast • 1 tbsp sugar • 1 tbsp Kosher salt • 2 tbsp extra virgin olive oil • 3 1/2 cups flour

Directions

1. In the bowl of a stand mixer combine yeast and water and let stand for 5 minutes.
2. Stir in sugar, salt, and olive oil.
3. Add in flour and knead with a dough hook on medium speed for 10 minutes.
4. Turn out of bowl and shape into a ball.
5. Divide the ball in two even pieces.
6. Prepare two bowls with olive oil.
7. Place dough in the bowl and turn once to coat the entire surface with olive oil.
8. Cover with plastic wrap and allow to rise in a warm spot for 1 1/2 to 2 hours until dough doubles in size.

Take pizza night to the next level by trying your hand at making your own. If you haven't worked with yeast dough before, it can be a little tricky, but once you get the hang of it, it is a skill you will use again and again. Pizza from scratch is easy to customize to your preference, a perfect canvas for creative cooking, and well, just plain good. For starters, we've compiled for you our most reliable dough recipe and our favorite from scratch sauces plus, a few tips and tricks to get you started. Then, in the next few pages, we put it all together to make three unique pizzas for you to try. And, if from scratch isn't your thing, we have many options to help you create a DIY pizza night without the added fuss. From Co-op's Own™ pizza crust to Muir Glen pizza sauce, and toppings galore, we've got you covered.

GARLIC OLIVE OIL SAUCE

Ingredients

1/3 cup of extra virgin olive oil • 1 1/2 tsp garlic, minced • 1/8 tsp red pepper • 1/4 tsp Italian seasoning

Directions

1. In a small bowl, whisk ingredients until combined.

Makes enough sauce for two pizzas. Can be refrigerated for up to a week.



PRO-TIP

While a pizza baking stone, and a pizza peel are ideal tools to have if you make pizza often. You can achieve great results by baking your pizza on a greased cookie sheet as well.

coop deals

Dec 30–Jan 19
Organic Valley Half and Half

CREAMY WHITE ALFREDO PIZZA SAUCE

Ingredients

2 tbsp olive oil • 3 cloves garlic, minced • 1 tbsp AP flour • 1/4 cup dry white wine • 1 cup half and half or milk (not skim) • 1/2 cup grated Parmesan cheese • salt and pepper to taste

Directions

1. In a saucepan heat olive oil and garlic over low heat continue cooking 2 to 3 minutes until garlic softens. Stir frequently and adjust heat to prevent garlic from burning. Add flour and stir continuously for 1 minute. Then stir in wine and cook for another minute. Add milk and simmer, stirring frequently. When milk just begins to bubble, remove from heat, and stir in Parmesan cheese until melted. Season with salt and pepper to taste.



PRO-TIP

Prevent holes in your dough. Do not force your risen dough to make your crust. Instead, shape it in small bits, letting it rest in between.

coop deals

Feb 3–Feb 16
Muir Glen Organic Tomatoes

HOMEMADE FIRE ROASTED PIZZA SAUCE

Ingredients

2 tbsp olive oil • 3 cloves garlic, minced • 1 tsp dried basil • 1 1/2 tsp dried oregano • 1/2 tsp red chili flakes • 3 tbsp tomato paste • 1 can (15 oz.) Muir Glen Fire Roasted Diced Petite Tomatoes • 1 tsp honey • Salt to taste

Directions

1. Simmer olive oil and garlic in a saucepan over low heat for 2 to 3 minutes or until garlic becomes soft and fragrant. Keep the heat low and stir frequently to prevent the garlic from burning.

2. Add in dried spices, cook, stirring for one minute. Then add tomato paste and cook for one minute more.
3. Add tomatoes. Turn the heat to medium and cook for 3 to 5 minutes stirring and smashing tomatoes against the side of the pan with a wooden spoon to break them down a bit. Cook until mixture warms through and liquid is reduced. Then stir in honey and salt to taste.



For a vegetarian version, swap Beyond Sausage (on sale Co-op Deals 2/3-2/16) for the Prosciutto.

Co-op's Own™
Cauliflower
Crust available in
the frozen
department.

build your own PIZZA NIGHT

Try our 4 P's pizza with Parmesan, Provolone, pepperoncini peppers, and prosciutto layered over a simple garlic and oil sauce. This is the perfect combination of flavors and textures, with crisp and tangy peppers, salty prosciutto, and loads of garlic cooked low and slow until sweet.

FOUR P'S PIZZA makes 4 servings

Ingredients

1 *Co-op's Own*™ pizza crust • 1 recipe garlic sauce (see pg. 10) • 1/2 red onion, thinly sliced • 2 cups smoked provolone, shredded • 1 1/2 cups Parmesan, shredded • prosciutto 6 strips, torn into pieces • 1 cup pepperoncinis, thinly sliced

Directions

1. Preheat oven to 450 degrees. If you have a pizza stone, place stone in oven to preheat.
2. Bring crust to room temperature and roll out to about 1/4 inch thick.
3. Once oven is preheated, place crust on stone (or on a greased baking sheet). Using a fork, pierce the crust all over. Bake for 2 minutes.
4. Pull out pizza crust. Brush about half of olive oil sauce over crust. Add 2 cups of provolone and 1 cup of Parmesan followed by onions, prosciutto, and pepperoncinis.
5. Sprinkle remaining Parmesan on top.
6. Bake for about 14 minutes - or until crust is golden brown.

Ingredients for everyone!



Udi's Gluten Free Pizza Crusts

on sale Co-op
Deals 1/20-2/2



Miyoko's Organic Vegan Mozzarella

on sale Co-op
Deals 12/30-1/19



Daiya Dairy-free Shreds

on sale Co-op
Deals 2/3-2/16

If you find yourself often ordering the pizza with white sauce, this one's for you! A creamy Alfredo base, layered with broccoli, bacon, and a sprinkling of toasted nuts makes this savory creation hard to resist.

coop
deals

Feb 3–Feb 16
Applegate Bacon

coop
deals

Feb 3–Feb 16
Organic Valley
Shredded
Cheese

WHITE PIZZA with BACON, BROCCOLI, and TOASTED WALNUTS makes 4 servings

Ingredients

One half recipe Basic Pizza Dough, risen • 1 recipe Alfredo Pizza Sauce (see pg. 10-11) • 1 1/2 cups whole milk mozzarella, shredded • 1/2 cup Parmesan, grated • 1/4 cup walnut pieces, toasted • 4 slices, smoked thick cut bacon, cut into half inch pieces, and cooked • 1 cup broccoli florets

Directions

1. Preheat a pizza stone in the oven to 475 degrees.
2. Turn dough out onto a floured surface and knead a few times. Then shape dough into a ball and flatten into a circle. Let rest 5 to 10 minutes, then using the heel of your hand gently expand the circle. Let rest and repeat until your dough is the desired size.
3. Place cornmeal on a pizza peel and transfer the dough to the peel. Carefully slide onto the heated pizza stone and bake for 5 minutes. Using the pizza peel, remove the crust from the oven. Pop any bubbles.
4. Spread an even layer of sauce on the crust. Sprinkle with 1/2 cup mozzarella cheese.
5. Add broccoli, walnuts, and cooked bacon.
6. Top with remaining cheese and bake 10 to 15 minutes or until cheese is melted and bubbly and the crust is crisp.
7. Remove from the oven and let rest 5 to 10 minutes.
8. Cut and serve.





Deep dish is delish and a whole new way to enjoy pizza night. The crust is first risen in a bowl and again in the baking pan coated with olive oil to give it the perfect combination of crispy with a delicate and airy texture. Cheese is generously layered right on to the crust to prevent the sauce from making your dough sippy and to create the caramelized goodness that make the edges a real treat. Our Fire Roasted red sauce comes together quickly and gives this pizza the perfect hearty texture. Add your favorite veggies and a little more cheese to customize to your liking.



DEEP DISH VEGGIE PIZZA

makes 4 servings

Ingredients

One half recipe Basic Pizza Dough, risen (see pg. 10) • 2 tbsp olive oil • 3 cups whole milk mozzarella cheese • 1 cup grated Parmesan Cheese • 1 batch homemade Fire Roasted Red Sauce (see pg. 11) • 1 cup broccoli florets • 1 cup yellow onion, thinly sliced • 6 each green and kalamata olives, sliced

Directions

1. Place lowest oven rack near the bottom and preheat the oven to 450 degrees.
2. Spread olive oil in a 9 X 13 pan. Be sure to coat the sides of the pan as well as the bottom.
3. Turn out pizza dough into a pan and knock it down with your fist. Then using your fingertips, gently press the dough and shape it into a rectangle by starting in the center and working out to the edges. Do not aggressively stretch the dough or you will end up with holes. It is more a process of lightly stretching, then letting the dough rest.
4. Let rest 5 to 10 minutes and gently expand the rectangle until your dough covers the pan. (You may have to repeat this process one more time).
5. Cover the pan with plastic wrap and let sit in a warm place to rise at least one hour.
6. Once risen, completely cover the dough with 2 cups mozzarella and 1/2 cup grated Parmesan cheese. Sprinkle cheese all the way to the edges.
7. Next, spoon sauce on to the crust in polka dots. Then gently spread the dots to completely cover without disturbing the cheese layer.
8. Top with broccoli, onion, and olives. Then sprinkle with remaining cheeses.
9. Bake on the bottom rack of the oven at 450 degrees for 20 to 25 minutes or until the bottom of the crust is golden brown and the cheese is melted and bubbly.
10. Remove from the oven and immediately run a table knife between the crust and the pan to prevent the baked cheese from sticking to the side as it cools.
11. Let cool 10 minutes before serving.



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DIY Boards

Make an ordinary event extraordinary with DIY Build-a-Boards. Build-a-Boards are a great way to get the feel of a big brunch, or an array of appetizers without making a huge spread! And you can customize your board, so it is the right size for your family or small gathering. PFC's bulk department is a great place to start where you can buy just a handful of a variety of snacks to give your boards the diversity you crave without the expense of whole packages. And for the center of your board, check out our always available **Co-op's Own™** Dips and Spreads in the Grab and Go deli case.

Snow Day Board

We love this Snow Day Board for an extra special treat after an afternoon of sledding, building a snowperson, or hiking in the snowy woods. It features Equal Exchange Hot Chocolate with real whipped cream and a variety of sweet and salty snacks! For the showstopper in the middle try making your own Marshmallow Pops!

- 1** **Co-op's Own™** M&M Cookies 
- 2** **Co-op's Own™** Yum Yum Bar Bites 
- 3** Coconut Date Rolls
from the Bulk department
- 4** Hokey Pokey
- 5** Organic Valley Whipping Cream 
- 6** **Co-op's Own™** Mexican Wedding Cakes 
- 7** Yogurt Pretzels
from the Bulk department
- 8** Tierra Farms Cocoa Dusted Almonds
- 9** Marshmallow Pops
recipe at www.pfc.coop/recipeblog
- 10** Equal Exchange Hot Chocolate
- 11** **Co-op's Own™** Bumble Bar Bites 
- 12** Raspberry Yogurt Pretzels
from the Bulk department
- 13** Boom Chicka Pop Kettle Corn Sweet & Salty 
on sale Co-op Deals 12/30-1/19
- 14** Tropical Trail Mix
from the Bulk department



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Make your own pancakes or waffles with Birch Benders Waffle and Pancake Mix - on sale Co-op Deals 12/30-1/19.

11

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Co-op's Own™ breakfast sausages are made in-house with local pork and the best ingredients.

12

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18

Breakfast Board

Rise and Shine! This breakfast board is going to make your morning a delight. Loaded with fresh fruit, sweet treats, and Co-op's Own™ Breakfast Sausages there is a little of something for everyone. Great for a lazy weekend morning. Or try building one for an at home school and work day and let your family grab a bit at a time as they are ready.

- 1 Cara Cara Oranges
- 2 Co-op's Own™ Orange Almond Poppysseed Bread 
- 3 Co-op's Own™ Fruit Dip 
- 4 Strawberries
- 5 Pineapple
- 6 Blueberries
- 7 Purely Elizabeth Ancient Grain Granola - Cranberry Pecan
on sale Co-op Deals 12/30-1/19
- 8 Bananas
- 9 Bagels Forever Cinnamon Raisin Bagels 
Weekly Owner Special - 1/25 -1/31
- 10 Co-op's Own™ Maple Syrup Sausage 
- 11 Maple Syrup 
- 12 Field Day Multigrain Waffles 
Co-op Basics - shop the purple signs!
- 13 Organic Valley Whipping Cream 

Weekly Owner SPECIAL
1/25 - 1/31
Bagels Forever Bagels, 4 pk
1.25/ea

Morning musts!



Miyoko's Organic Cultured Vegan Butter
on sale Co-op Deals 2/17-3/2



Organic Valley Egg Bites
on sale Co-op Deals 2/17-3/2



Four Sigmatic Organic Mushroom Coffee
on sale Co-op Deals 1/20-2/2



Date Night

Food has the power to take you places and helps to break the monotony of routine. Our date night board is an exploration of food, textures, and cultures that will give you pause from daily life and inspire memories of a trip you took together or perhaps, to dream together of future destinations. From sweet and crispy Baklava to savory and flaky salmon cakes, we have so many options for you to customize and craft the perfect night.

- 1 Co-op's Own™ Salmon Cakes 
- 2 Co-op's Own™ Dill Dip 
- 3 Cucumbers
- 4 Co-op's Own™ Hummus 
- 5 Red & Yellow Bell Peppers
- 6 Water Street Deli Pita Chips 
- 7 Greek Olive Mix
available in the Deli Grab & Go
- 8 Co-op's Own™ Orzo Pasta 
- 9 Tierra Farms Cocoa Dusted Almonds
- 10 Marinated Artichokes with Herbs
available in the Deli Grab & Go
- 11 Stuffed Grape Leaves
available in the Deli Grab & Go
- 12 Co-op's Own™ Spinach Feta Pie Squares 
available in the Deli
- 13 Co-op's Own™ Chocolate Covered Strawberries 
- 14 Co-op's Own™ Baklava 

Weekly Owner SPECIAL

2/10 - 2/16

Co-op's Own™
Chocolate Stout
Bundt Cake
2.49/ea

Don't forget the wine!

Stop by our wine department for a selection of unique wines - to fit any budget and palette!



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Game Day Board

Get ready for the big game with this easy to assemble Game Day Board, and make it an event your whole household can rally behind. This board features *Co-op's Own*[™] (legendary) White Chicken Chili, plus a great variety of chips, dips, and veggies to nosh on throughout the game. No matter what's happening during the game, this board is sure to be a winner!

- 1
Co-op's Own[™]
White Chicken Chili

- 2
Whole Grain Milling
Corn Chips

- 3
Co-op's Own[™]
Fresh Avocado Salsa

- 4
Co-op's Own[™]
Green Chili Cheese Dip

- 5
Co-op's Own[™]
Black Bean & Corn Salsa

- 6
Cucumbers
- 7
Red & Yellow
Bell Peppers
- 8
Co-op's Own[™]
Roasted Red Pepper Hummus

- 9
Baby Carrots
- 10
Water Street Deli
Pita Chips


**Weekly Owner
SPECIAL**
2/1 - 2/7

Co-op's Own[™]
Dip Tray
8.99/lb

More Game Day Favorites!



Green Mountain Gringo Salsa
on sale Co-op Deals 1/20-2/2



Boulder Canyon Potato Chips
on sale Co-op Deals 1/20-2/2

Lobster & Wine

You don't have to go out to make Valentine's Day feel special. We've got a deal (and recipe!) to help you celebrate at home this year! Two 4-5 oz, lobster tails, and a bottle of wine—for just \$30. Available in the meat department February 10–February 14.

JUST
\$30

available 2/10-2/14

BAKED LOBSTER TAILS WITH GARLIC SAUCE

Ingredients

Two 4-5 oz lobster tails • 3 tbsp butter • 1 garlic clove, minced • 1/2 tsp parsley • 1/2 tsp paprika • 1/2 tsp Italian seasoning • 1 tbsp lemon juice • pinch of cayenne

Directions

1. Preheat oven to 350 degrees.
2. Using a kitchen shears, cut down center of shell to the beginning of the tail.
3. Using your hands, split the shell open and push the lobster meat up from the bottom of the shell. Let meat rest on top of shell.
4. Melt butter and add in garlic, parsley, Italian seasoning, lemon juice, paprika and cayenne. Stir to combine.
5. Reserve half of butter mixture. Brush half of butter over lobster.
6. Place lobster tails on baking sheet. Bake for 10-12 minutes, or until meat reaches internal temperature of 145 degrees. Brush remaining butter over tails before serving.



Valentine's Dinner FOR TWO

MENU

Co-op's Own™
Spinach Artichoke
Lasagna

•

Co-op's Own™
Mixed Green Salad

•

Co-op's Own™
Mini Red Velvet
Bundt Cake

17.99

TO ORDER

La Crosse: 608-784-5798 x2047

Rochester: 507-289-9061 x3041

Dinners to be picked up
2/13 and 2/14.

Healthy You Year!

1 Take your VITAMINS!

Garden of Life Apple Cider Vinegar Gummies

Benefits: digestive aid, lower blood sugar, boost immune system, cardiovascular health, and more!



2 Shop LOCAL!

Always an amazing variety of LOCAL body care and herbal supplements. Good for you...AND the community!



3 Go plastic FREE!

- HIBAR shampoo and conditioner bars
- Booda Butter
- Kleen Kanteen - on sale in February!



4 FUEL the new You!

Sprout Living Proteins and Collagen

Benefits: plant-based, superfood with minimal ingredients.

On sale all of January!



5 Better BRAIN, better LIFE!

Natural Stacks Brain Health Line

Benefits: nutrients for higher level of mental performance, ingredient traceability, third party tested, full label disclosure.



6 FEED your SKIN!

Evan Healy Cosmetic Line

Benefits: nourishing the skin as you even skin tone and imperfection. Give your skin a healthy glow!



7 GET out THERE!

• *Alpaca Winter gear*

Hats, mittens, and scarves to keep you warm on all your outdoor adventures.

• *CBD and Tiger Balm*

For all those aches and pains post adventure.





a note from the Board

“Cooperative societies are democratic organizations. Their affairs should be administered by persons elected or appointed in a manner agreed to by the members and accountable to them. Members of primary societies should enjoy equal rights of voting (one member, one vote) and participation in decisions affecting their societies...”

This definition of democratic member control is one of the seven essential principles of co-operative organizations endorsed by the International Cooperative Alliance in 1966. The principal of democratic member control distinguishes a co-op from other for-profit organizations. Co-ops emphasize the importance, and equality, of their owners (members), as each owner receives one vote. The democracy in co-ops ensures that the organization is run by the owners and for the benefit of all who use its services.

We saw the principle of democratic member control at work in the recent PFC board member election. In 2020, we had eight candidates vying for three vacant seats on the PFC Board. Each candidate had unique views regarding future opportunities for PFC, but all collectively voiced their belief in our PFC ends statement:

People’s Food Co-op is people working together to:

1. Educate, expand, empower and engage a community centered on food, health and sustainability;
2. Provide high-quality, safe food, at fair prices, with an emphasis on local, organic, fairly-traded and natural goods; and
3. Achieve and maintain profitability while operating in accordance with the seven cooperative principles.

There were suggestions of broadening community outreach, through partnerships with other organizations and groups, as well as working internally on owner engagement, all in an effort to improve our co-op and benefit the communities around us. Your Board took note. We are eager to explore those ideas once the new board members are seated in January 2021. Fundamental to a healthy democracy is hearing, and debating, new ideas. We welcome the fresh perspectives that Johanna Ficatier, Peter Gorski and Sarah Becky Miller will bring to the Board, and look forward to engaging discussions on how the PFC Board can, collectively, serve the owners, and those who use its stores, the best.

Andrea Niesen

Board Director

contact the board at: board@pfc.coop

UPCOMING BOARD MEETINGS

January 28, 4:30 p.m

February 25, 4:30 p.m

Please email perrin.iacopino@pfc.coop

BY NOON ON THE MEETING DAY;

we will provide a link to the meeting.

GIVE
where you
LIVE



2021 RECIPIENTS

Thank you to all who nominated and voted for our 2021 Give Where You Live Recipients! We have so many amazing non-profits in our communities doing important work to make our communities stronger. By rounding up to the nearest dollar at the register, you can contribute to the success of these organizations through monetary support. When it is all added up, a little bit from many makes a significant impact. Thank you for being a vibrant community that cares for others. Below are the recipients chosen by our ownership.

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LA CROSSE

January: The Parenting Place
February: St. Clare's Health Mission
March: Hunger Task Force
April: Mississippi Valley Conservancy
May: GROW
June: YWCA
July: HMOOB Culture and Community Center
August: Heart 2 Heart Pet Lifeline
September: La Crosse Chamber Chorale
October: People's Food Co-op Community Fund
November: CASA for Kid's Sake
December: La Crosse Area DARE

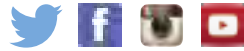
ROCHESTER

January: Family Service Rochester
February: Children's Museum of Rochester
March: Channel One
April: Quarry Hill Nature Center
May: Rochester Family YMCA
June: Project Legacy
July: 125 LIVE
August: RNeighbors
September: Revolutionary Earth
October: People's Food Co-op Community Fund
November: Rochester Public Library Foundation
December: Civic League Day Nursery

People's Food Co-op

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

Follow us on Twitter, Facebook, Instagram, and YouTube



www.pfc.coop

La Crosse and
Rochester Hours:
8 a.m. to 9 p.m. Daily
608.784.5798 (La Crosse)
507.289.9061 (Rochester)

change service
requested

Curbside Pick Up

www.pfccurbsidepickup.com

