

the
Volume 1, Issue 7

Garlic Press

July/August 2021

save the date!
**UPCOMING
DEPARTMENT
SALES**
page 3

4 Farm Fresh Tomatoes
10 In Season: Blueberries
14 Back to School Lunches
17 Run for the Board



www.pfc.coop



a note from the CEO

People's Food Co-op uses a powerful and common form of governance called the Carver Policy Governance Model. Its foundation includes the use of Ends Statements, where the Board of Directors identifies the impact we will make in the world. We have three Ends statements which

guide our work; the first is: Educate, expand, empower and engage a community centered on food, health and sustainability.

Given this clear direction, we are thrilled to be preparing to restart in-person classes after more than a year's hiatus. Many of us miss the joys of connection that come with cooking together and learning new life skills with others from our co-op community. To develop these opportunities, we are seeking an outreach coordinator for each store. Our current outreach manager, Jen McCoy, is moving on to work with another co-op. Jen has spent 25 years with People's and we are grateful for her development of awesome cashiers, fun classes and co-op education over the years. If you have interest in working with our amazing team as an outreach coordinator, please see the posting on our website in early July.

People's Food Co-op would not be what it is today without experienced and passionate people on our team. I find it extremely rewarding to see team members grow with the co-op: expanding skills into new areas, taking higher-responsibility roles, contributing on extra projects, and even returning as employees after spending time somewhere else. To all who have made new contributions to achieving our mission, thank you.

Our stores continue to evolve in the post-pandemic era. As of July 5th, the dining rooms and outdoor seating areas of both locations are open to the public. And we are excited to announce the re-opening of the Community Room in La Crosse in October. The Community Room is being relocated to the former Hackberry's restaurant space. It will have all amenities for productive meetings, co-op classes and special catered events. Watch our website for details about renting the space and attending on-site classes.

At People's we are pulling out all the stops to make your shopping experience everything you need it to be. With the addition of our mobile app and 24/7 online shopping access in August, PFC is becoming a stronger partner in empowering your choices around food, health and sustainability. Please stay in touch with me this summer, and thank you for choosing to shop with the co-op!

Lizzy Haywood

follow us!    

COMING SOON!!



**PRODUCE SALE
AUGUST 2021**



**DON'T MISS
THESE SALES &
OTHERS!**

subscribe here!

**BULK SALE
SEPTEMBER 2021**

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.

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KNOW YOUR BOARD

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

Contact the board at board@pfc.coop



Make it Gluten Free
with GF Pie crust
available in the
freezer case.

farm fresh Tomatoes

Here's to local tomatoes, picked fresh from the vine! Juicy, delicious, and rich with fantastic flavor, we love local tomatoes almost as much as we love summer itself! With an abundance of tomatoes, there are so many great ways to indulge. Try these delicious recipes to get you started! Garlicky and crisp bruschetta with loads of tomato topping is great for an appetizer or a light lunch. Or try a refreshing white bean and tomato salad for lunch on the go! For a special evening meal, we have a delicious tomato pie. And pasta night is perfect with a fresh (and easy) scratch pasta sauce. Or try a classic tomato salsa made fresh with local tomatoes and served with chips!

DEEP DISH TOMATO BACON PIE

Coop deals

Ju1 21–Aug 3

Spectrum Naturals
Organic Mayonnaise
16 oz

Ingredients

1 pie crust (use your favorite recipe) • 3 tbsp olive oil, divided • 1 yellow onion, sliced in 1/8" pieces • 2 garlic cloves • 6 cups of heirloom tomatoes, chopped and divided • 1 tsp salt, divided • 1 tsp pepper, divided • 3/4 tsp sugar, divided • 1 1/2 tps basil, chopped, divided • 1 tsp oregano, chopped, divided • 1 tsp thyme, chopped, divided • 1/3 cup of mayo • 2/3 cup Parmesan • 1/4 cup Parmigiano-Reggiano • 4 strips of local bacon, cooked, chopped • 1 tsp parsley, chopped

Directions

Crust

1. Preheat oven to 400 degrees.
2. Prepare your favorite pie crust recipe. You will need a crust that fits a 10" deep dish. Roll out and place in the dish. Trim away any crust that hangs over dish. Place in freezer for 10 minutes.
3. Remove from freezer. Cover crust with parchment paper or tin foil. Pour dried beans over paper to weigh the paper/foil down. Place in oven and blind bake for 30 minutes.

Directions

Filling

1. Preheat oven to 375 degrees.
2. In a medium saucepan, heat 2 tbsp of oil on medium. Add in onions and cook for about 10 minutes - or until onions start to soften and turn a little golden. Stir occasionally to prevent onions from sticking. Add in garlic and 1/4 tsp of salt and cook an additional 2 minutes. Stir. Remove from heat.
3. Chop tomatoes into 1" chunks. Place 4 cups in a large bowl. Add 1/2 tsp salt, 1/2 tsp pepper, 1/2 tsp sugar and 1 tbsp olive oil. Stir to combine. Add herbs - 1 tsp thyme, 1 tsp basil, 1/2 tsp oregano. Place on baking sheet and bake for about 30 minutes - flipping half way through cooking.
4. Place the remaining 2 cups of tomatoes in a strainer. Add in 1/4 tsp salt and 1/4 tsp sugar. Let sit while the other tomatoes bake.
5. In a medium bowl, combine mayo, 1/2 tsp basil, 1/2 tsp oregano, 1/2 tsp pepper, 2/3 cup Parmesan and 1/4 cup Parmigiano-Reggiano. Stir to combine.
6. Pour tomato mixture into crust. Gently spread mayo/cheese mixture over tomatoes.
7. Bake at 375 degrees for 35 minutes.
8. Garnish with bacon and 1 tsp fresh parsley.



 **PRO-TIP**
Toast the baguette
before you top it
to prevent a soggy
bottom.

 **PRO-TIP**
Chiffonade your basil!
Stack the leaves and
roll, then cut into thin
strips.

coop deals

Jun 30–Jul 20

Napa Valley Naturals
Organic Extra Virgin
Olive Oil
25.4 oz

FRESH BRUSCHETTA

Toast Ingredients

1 baguette cut into 1/2" slices • 1/4 cup extra virgin olive oil • 2 cloves garlic, minced • pinch of salt

Topping Ingredients

2 pints cherry tomatoes, diced • 1/2 cup loosely packed fresh basil cut into thin strips • 1 clove garlic, minced
1 tsp extra virgin olive oil • 2 tsps balsamic vinegar
1/4 cup shredded Parmesan cheese • pinch of salt

Directions

For the toast

1. Preheat oven to 350 degrees. Place baguette pieces in a single layer on baking sheets. Mix garlic and oil together in a dish. Let sit for 10 minutes. Brush garlic oil onto the top of each baguette slice. Bake in oven for 15 minutes. Remove from oven and allow to cool.

For the topping

1. Combine tomatoes, garlic, olive oil, balsamic, parmesan and salt. Let sit for 30 minutes to an hour for flavors to meld. Serve with toasted baguette.



TOMATO and WHITE BEAN SALAD with FRESH HERBS

coop deals

Jun 30–Jul 20

California Olive Ranch
Extra Virgin Olive Oil
33.8 oz

Directions

1. In a large bowl, combine the grape tomatoes, red onions, and beans. Stir to combine.
2. In a small bowl, whisk together the olive oil, lemon juice, herbs, salt and pepper. Pour mixture over the beans, tomatoes, and red onions. Stir to combine.
3. Chill for at least an hour. Prior to serving add feta.

Ingredients

1 pint grape tomatoes, halved • 1/4 cup red onions, sliced • 1 can Field Day cannellini beans, 15 oz, drained • 1 tsp fresh basil, chopped • 1 tsp fresh parsley, chopped • 1 tsp fresh oregano, chopped • 1/2 tbsp fresh lemon juice • 1 tbsp extra virgin olive oil • 1/4 cup crumbled feta • salt and pepper to taste



PRO-TIP

Combine fresh tomatoes, and peppers, with cilantro and a squeeze of lime for a quick and tasty salsa.

Local

LOCAL SPOTLIGHT

Deep Rooted
Westby, WI

⋮ Tiffany Cade, owner of Deep Rooted Farm. “It’s
⋮ one thing to grow food, it’s another thing to grow
⋮ high-quality, super-nutritious, beautiful food.”

FRESH and EASY CHOPPED SALSA

Ingredients

1/4 cup white onion, finely minced • 2 cups fresh tomato, diced • 2 cloves garlic, minced • 1 jalapeno, finely diced
1/2 cup fresh cilantro, minced • Juice and zest of one lime • 1/2 tsp sea salt • 1/2 teaspoon cumin • pinch of sugar

Directions

1. Mix all ingredients in a bowl and let sit for one hour. Stir then serve with chips.

Local

LOCAL SPOTLIGHT

Featherstone Farm
Rushford, MN

Featherstone Farm is a 250 acre certified organic farm located in the bluff country in and around Rushford, Minnesota. The farm produces around 70 varieties of fresh market fruits and vegetables.

FRESH TOMATO SAUCE

Ingredients

2 tbsp olive oil • 2 garlic cloves, minced • 1/2 red onion, diced • 4 local slicer tomatoes, diced • 1 pint of local grape tomatoes • 1/4 cup of red wine • 2 tsp of sugar • 2 tsp of salt • 2 tsp of pepper • 1 tsp of red pepper • 1/2 cup of shredded Parmesan cheese, and more for dressing • Fresh parsley and basil for dressing

Directions

1. Dice onions and slicer tomatoes and mince garlic. Heat olive oil in skillet on medium. Add diced slicer tomatoes, onions, garlic, sugar, salt, pepper, red pepper and red wine. Simmer for 15 minutes, stirring occasionally. After 15 minutes, add whole grape tomatoes. Simmer for another 10-15 minutes, stirring occasionally. Remove from heat and stir in 1/2 cup of parmesan cheese. Serve over pasta with additional parmesan, basil and parsley.



PRO-TIP

Use local Sartori Parmesan, Fontina, or Asiago.



**DID YOU
KNOW?**

A single blueberry bush can produce as many as 6,000 blueberries per year

The pigment that gives blueberries their distinctive color—called anthocyanin—is the same compound that provides the blueberry's amazing health benefits.

BLUEBERRY BBQ SAUCE

Ingredients

4 cups blueberries • 1/4 cup brown sugar • 1/4 cup apple cider vinegar • 1/4 cup molasses • 2 tsp paprika • 1 tsp red pepper • salt and pepper to taste

Directions

1. In a medium sauce pan, add the blueberries, brown sugar, and apple cider vinegar. Heat on medium until the blueberries start to soften - stirring every few minutes to prevent sticking.
2. Add in molasses, paprika, red pepper, and salt and pepper. Stir to combine and cook on medium-low for about 25 minutes or until the sauce starts to thicken.
2. Remove from heat and let cool. Store in the refrigerator for up to 30 days.

in season now... *Blueberries*

Blueberry season is here! Nutrient-dense and rich with antioxidants, this extraordinary superfood is well known for its benefit to your health. Plus, we love them for their delicious flavor! Don't forget to stock up with our annual Adkin Blue Ribbon Farms, Premium Michigan Blueberry Sale! Make the most of blueberry season this year with these tasty recipes! Bake a great breakfast with blueberry streusel, or try a simple blueberry compote served over stuffed French toast (also great on ice cream). For a unique take on BBQ, try Blueberry BBQ sauce. Or delight your taste buds with Blueberry and Bleu cheese salad.



BLUEBERRY STREUSEL

Directions

1. Preheat oven to 350 degrees. Grease 8 x 8 pan then line with parchment paper.
2. Place pecans on a baking sheet and toast in the oven 5 to 8 minutes or until fragrant. Sprinkle with salt immediately after removing from oven. Set aside to cool.
3. Combine flour, ground flax, brown sugar, and cooled pecans in a bowl. Cut butter into small chunks and incorporate using your fingers to make a coarse meal approximately the size of peas. Chill in the refrigerator while you make the cake.
4. In small bowl combine flour, baking powder, baking soda, and salt, set aside.
5. Cream butter until fluffy. Add sugar and continue to cream for a few minutes.
6. Add vanilla, then add eggs, mixing after each addition. Add half of the flour mixture. Then add half of the Greek yogurt. Then the rest of the flour. Then the rest of the yogurt. Mix well after each addition scraping the sides of the bowl.
7. Pour half of the cake mixture into the prepared pan and smooth into an even layer. Sprinkle with cinnamon and sugar. Then top with the rest of the cake batter. Gently spread the batter into an even layer. Sprinkle blueberries over the cake, then top with streusel topping.
8. Bake 55 to 60 minutes or until a toothpick comes out clean of cake batter (there may be some blueberry on the toothpick). Allow to cool before serving.


Ingredients

Streusel Topping

1/3 cup pecan pieces • 1/4 tsp salt
1/3 cup flour • 1 tbsp ground flax seeds • 1/3 cup
dark brown sugar • 3 tbsps cold butter

Cake

1 1/2 cups all-purpose flour • 1/2 tsp baking powder • 1/2
tsp baking soda • 1/4 tsp Kosher salt • 6 tbsps butter •
3/4 cup cane sugar • 1/2 tsp vanilla • 2 large eggs •
1 cup plain Greek yogurt • 1 tbsp cinnamon mixed with
2 tbsps sugar • 1-pint fresh blueberries

A top-down view of a white bowl filled with a salad. The salad consists of various green leafy vegetables, including some with purple veins. It is topped with fresh blueberries, crumbled blue cheese, sliced red onions, and pine nuts. The bowl is set on a dark wooden surface.

Not a fan of blue cheese? Swap for feta or a creamy goat cheese!

sale!
**ADKIN FARMS
PREMIUM MI
BLUEBERRIES**

.....
learn more on
pg 18

BLUEBERRY BLUE SALAD with BLUEBERRY BALSAMIC DRESSING

Ingredients

Salad

6 cups of greens • 2 cups blueberries • 1/3 cup of red onions, sliced • 1/3 cup blue cheese • 1/3 cup of cucumbers, sliced • 1/2 cup of farro, cooked

Blueberry Balsamic Dressing

1 1/2 cups blueberries • 1/4 cup balsamic dressing • 2 tbsps maple syrup • 1/3 cup extra virgin olive oil • salt and pepper to taste

Directions

1. In a high-speed blender, combine the blueberries, balsamic dressing, and maple syrup. Blend on medium for 20-30 seconds - or until the blueberries have been pureed. Add in olive oil, salt and pepper. Blend again until dressing is combined.
2. Assemble your salad. Spread the greens on a plate. Top with blueberries, red onion, cucumbers, farro, blue cheese crumbles and balsamic dressing. Garnish with some fresh ground pepper.



Ingredients

Blueberry Compote

1 1/2 cups fresh blueberries • 1/4 cup water • 1/4 cup sugar • 1/4 tsp cinnamon • 1 tsp fresh lemon zest • 2 tbsps fresh squeezed lemon juice

French Toast

3 pieces sourdough bread cut in half • 2 large eggs • 1 tbsp half and half • 1/2 tsp sugar • 1/4 tsp vanilla • 1/4 tsp cinnamon • 1 tbsp butter • 1 oz. Neufchatel • Powdered sugar for dusting (optional)

STUFFED FRENCH TOAST with FRESH BLUEBERRY COMPOTE

Directions

Blueberry Compote

1. Combine one cup blueberries, water, and sugar in a saucepan. Cook over medium high heat until mixture just boils. Stir frequently. Reduce heat to a low simmer. Cook for 10 minutes, stirring frequently. Add in remaining blueberries and cook 8 minutes more. Remove from heat and stir in cinnamon and lemon juice and zest.

French Toast

1. Combine eggs, half and half, sugar, cinnamon, vanilla, and salt in a flat-bottomed dish. Beat with a fork until well mixed.
2. Heat butter in a skillet.
3. Add bread to egg mixture one piece at a time. Letting soak on each side 5 to 30 seconds depending on the density of your bread. (You want the bread to soak up the egg mix without becoming soggy and falling apart). Place bread on skillet and cook approximately 3 minutes or until the bottom turns golden brown. Flip and cook 2 to 3 minutes more.
4. Serve toast in a stack with Neufchatel spread between the layers. Spoon blueberry compote over the top. Dust with powdered sugar if desired.

Back to School LUNCH



A great idea for kids that love to nibble and dip!



Need a sweet treat?
Justin's Peanut
Butter Cups are the
perfect solution!

With many kids learning remotely last year, this years Back-to-School might be more exciting than ever! Start your kid's year out right with great food from the co-op! These simple lunches are easy to pack and fun to snack on! (Great for adults too). Co-op's Own Red Bell Pepper Hummus is a great start to a healthy lunch. Pair it with your favorite veggies, crackers, and a little bit of cheese for a well-rounded meal that is sure to please. Or try cottage cheese all dressed up with sunflower seeds, then paired with apple slices, almond butter, and organic raisins. And if meat is on the menu, roll up your favorite ham slices then add smoked string cheese, a handful of almonds, and a generous portion of grapes and blueberries. Or design your own combo of your kid's favorite healthy foods for a lunch they will crave! Don't forget to pick up one of our many eco-friendly containers that you will love to use again and again!

1

- Beeler's Smoked Ham
- Smoked String Cheese
- Tamari Roasted Almonds
- Organic Blueberries
- Organic Grapes

2

- Deep Rooted Tomatoes
- Mini Cucumbers
- Organic Carrots
- Back to Nature Crispy Wheat Crackers
- Co-op's Own™ Roasted Red Pepper Hummus
- Organic Valley Feta

3

- Back to Nature Crispy Wheat Crackers
- Honeycrisp Apples
- Westby Cottage Cheese
- Sunflower Seeds - Roasted, Salted
- Thompsons Organic Raisins
- Justin's Dark Chocolate Peanut Butter Cups
- Almond Butter

A few more items to pack



**KIND
FRUIT &
NUT BAR**

on sale
Co-op Deals
6/30-7/20



**QUINN
SNACKS
PRETZEL
NUGGETS**

on sale
Co-op Deals
6/30-7/20



**TERRA
SWEETS &
BEETS**

on sale
Co-op Deals
7/21-8/3



a note from the Board

Where did the last six months go? It is hard to believe we are nearing the 4th of July holiday weekend already... before long, we will be planning for back-to-school season!

While these months move fast, the days are longer and every piece of daylight must be appreciated. My family has stayed very busy in these early summer days, but it has all been worth it. We've visited family we haven't seen since 2019, hosted lots of backyard barbecues, taken a few boat rides, and watched my son Landon play baseball through the picturesque Minnesota evenings. With Thursdays Downtown and Down By the Riverside still on the horizon, we know the best days are still yet to come this summer - our first extended taste of normalcy in over a year.

Through it all, we are grateful that the Co-op plays a role in our lives, as a place to restock and reconnect to those around us - because it wasn't always this way.

When my family and I moved into the apartments just above PFC Rochester in 2018, the relationship with the food we ate had some room for improvement. We weren't eating poorly - we stocked up weekly, prioritized healthy foods, and looked for local products whenever we could - but no big-box grocery store measured up to the memories of my childhood, where I was surrounded with fresh, sustainably-grown meat and produce straight from the farmer. Living above the Co-op, then, was a match made in heaven.

I strongly believe that sustainable, local agriculture is a resource that we must support, and PFC made it easier than ever before to do just that. We've since moved out of the apartment, but the strong connection to PFC remains. In fact, my belief in supporting our Co-op and its mission is stronger than ever now - thanks to your support in electing me to the board this January. This position has helped me understand the inner workings of one of my favorite places to support.

In the first six months of serving on the Board, so much has happened. Personally, I've found that serving on this board has created so many new relationships and deepened my commitment to the principles of a co-op. First, I must recognize that our lineup has changed slightly; I want to thank Dianne Thomas for her time on the Board, and also announce that Elizabeth Leighton has accepted the two-year seat term. I am proud to report that the individuals you chose have hit the ground running and bring a level of curiosity, understanding and passion to every single conversation.

As a newbie, I have enjoyed the onboarding process, our 2-day Board retreat, and the variety of educational courses that offer a deeper dive into how Cooperatives work from around the country. In between absorbing all of this information, the Board has been busy evaluating reports, committees and processes to ensure we are positioning strongly in this 'post-pandemic' world to serve you, our members.

As a member of two committees (Nomination, Election, and Orientation (NEO), plus Member Engagement), I'm giving you a sign: if you are passionate about the future of the co-op, consider applying to join me on the People's Food Cooperative Board of Directors! The application opens July 1 and closes August 31.

Make sure to check your email later this month, too - the Member Engagement Committee will be sending out a survey giving everyone an opportunity to share their voice with us. This survey will ask you high-level questions about your personal experiences and shopping habits at PFC, and we ask you to respond thoughtfully and honestly - as it will help us suggest changes that make the Co-op better for everyone. Moving forward, it's our goal to create more opportunities for owners to engage with the Board so we can learn more about each other, while celebrating the bright future of PFC together.

Sarah Miller

Board Director

contact the board at: board@pfc.coop

UPCOMING BOARD MEETINGS

July 22, 4:30 p.m.

August 26, 4:30 p.m.

September 23, 4:30 p.m.

Please email perrin.iacopino@pfc.coop
BY NOON ON THE MEETING DAY;
we will provide a link to the meeting.



RUN FOR THE BOARD

People’s Food Co-op holds a board election each year. Typically, there are three seats open. Each person elected will serve a three-year term (January 2022 through December 2024).

The board guides the co-op by establishing the vision and ensuring the long-term vitality of the co-op. It ensures that the store operates within our value system while empowering staff to manage day-to-day operations of the store. We seek a wide variety of talent in new candidates.

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

CALL FOR APPLICANTS!

Applications must be received by **August 31, 2021** at **5 p.m.**



Candidate applications will be available July 1 online or at the customer service desk. Potential candidates must fill out the three forms enclosed in the packet and return them by August 31.



BLUEBERRY **SALE**

**Premium Michigan Blueberries
from Adkins Blue Ribbon Farm**

Pre-orders taken until July 12

Sign-up forms for blueberries are in produce department
or at customer service—call or stop by to pre-order

- **Estimated delivery July 23-24. You will be contacted the week of pick up date.**
- **Blueberries come in 5 lb and 10 lb boxes**
 - **5 lb boxes are \$25 and 10 lb boxes \$47**
- **Fresh blueberries can be frozen or canned for use year-round!**

Coming soon!



**BE THE FIRST
TO KNOW!**
.....
Subscribe
HERE

launch date in late **Summer 2021**



JULY RECIPIENTS

La Crosse: Hmoob Community and Cultural Agency

Rochester: 125 Live

AUGUST RECIPIENTS

La Crosse: RNeighbors

Rochester: Project Legacy

SEPTEMBER RECIPIENTS

La Crosse: La Crosse Chamber Chorale

Rochester: Revolutionary Earth



SAVE THE DATE!

Saturday, July 10 from 10 am–4 pm

Explore local sustainable and organic farms as they open their doors for a day full of fun, learning, and discovery brought to you by your local food co-ops. This year 20 urban and rural farms are offering exciting activities such as farm goods for sale, farming demonstrations, u-pick berries, and more. It's a free, self-guided event, so no need to sign up!

For more information visit www.coopfarmtour.com or find guidebooks available in our store(s). Please check the farm tour website regularly for updates about this event.

Curbside Pick Up

Our personal shoppers will pick the best for you and deliver right to your trunk!

www.pfccurbsidepickup.com

