

Volume 1, Issue 6

the Garlic Press

May/June 2021

**NEW
OWNER
SPECIALS**
coming in June

- 4 Local Mushrooms
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- 25 PFC Community Fund:
Call for applications!



www.pfc.coop



a note from the CEO

During the orientation process for newly-hired employees, we discuss the cooperative principles and how they play out in the “real world”. A primary example we make of Principle Six: Concern for Community, is the investments in other organizations through the People’s Food Co-op Community Fund. See page 25 to read about the opportunities with the PFCCF.

One very special part of this discussion is revealing the 8th principle: Respect for Diversity. It may not strike one as important that the 8th principle doesn’t live with co-ops universally (there are seven International Cooperative Principles) – it was created by a PFC board in the early part of the century and has been one of ours since then. However, defining the standard is important. If we don’t have principles to stand by, what will we stand for?

Living our “Respect for Diversity” actually goes far deeper than respect. We have the opportunity to grow our economy in an inclusive way, and diversity is key. For that purpose, we have established a workgroup which defines a vision for diversity among PFC’s suppliers – putting a focus on ownership by traditionally-marginalized groups. This work group is also defining the benchmarks we’ll use to measure improvement. We are not alone in this work: growing diversity across the supply chain is a current initiative for our primary suppliers, for co-ops across the country. Importantly, the Land Stewardship Project is doing work to bring more BIPOC farmers to the land (check out landstewardshipproject.org for more information on how you can help this effort). At PFC, we will envision and then grow the group of suppliers which moves us closer to our mission: to work together to build a more sustainable community.

Looking ahead - we have an update to our owner benefits package! Due to the popularity of department sales from the weekly owner specials program (i.e. % off bulk department), we are adding regular stock up sales to add value to your People’s Food Co-op ownership. These 3-day sales events in rotating departments will have deep discounts for owners (up to 20% off). The first event will start in June – more details coming soon!

As we head into Summer, I am thrilled that I and most of my coworkers have been vaccinated and we’re able to resume social activities with some gusto! We want to thank you, each People’s Food Co-op friend and fan, for your help in protecting the health of staff and customers during the past year. I also extend my deepest gratitude to this co-op team who have given caring service throughout the crisis. While we have many miles to go in the pandemic marathon, we have certainly traversed the roughest terrain and emerged with each other – Stronger Together.

Lizzy Haywood

follow us!    

Virtual classroom

Mindfulness for Stress Reduction

Tuesday, May 18

6:00-7:30 PM

via ZOOM

Mindfulness meditation is an ancient practice providing a host of mental, emotional, and physical benefits. In this class, participants will explore what stress is and how mindfulness and related practices can help. Participants will also learn several exercises and experience guided meditations designed to ease stressful feelings. Please wear comfortable clothing and have a device or pen and paper to write on. Participants are encouraged to have a mat and/or pillow handy as well, though this is optional.

\$10 PFC OWNERS
\$15 NON-OWNERS

ABOUT Greg Lovell

Greg currently serves as the behavioral interventionist at Holmen Middle School and has worked in education for over 14 years. He has taught mindfulness in a variety of settings, including schools, colleges, agencies, clinics, and other organizations. Greg has lived in the Coulee Region his whole life and currently resides in La Crosse with his wife and son.

**FOR MORE
INFORMATION
VISIT**
[www.pfc.coop/
classes-events](http://www.pfc.coop/classes-events)

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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

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Verna Simon *president*

Contact the board at board@pfc.coop

Reconnected Farm

Supplier to PFC since 2020

Location: Dorchester, Iowa

Local

Reconnected Farms of Dorchester, Iowa has been supplying fresh mushrooms to PFC—Rochester

since 2020. Farmer Tanner Sanness specializes in oyster mushrooms and lions mane mushrooms. Oyster mushrooms are common in Asian cuisines, while Lion's Mane mushrooms are less well known.

Tanner finds that both varieties are delicious and have excellent health benefits. They're also easy to grow. Following some market research, he found that the mushrooms aren't easy to find in area stores and that they would be a good niche market for his business.

The health benefits were a big factor in Tanner's decision to diversify into mushroom farming, "I am a self proclaimed health nut," he says, "and was really interested in lion's mane mushrooms due to their health benefits but couldn't find them in local groceries and decided to grow them for myself which led me to growing them commercially."

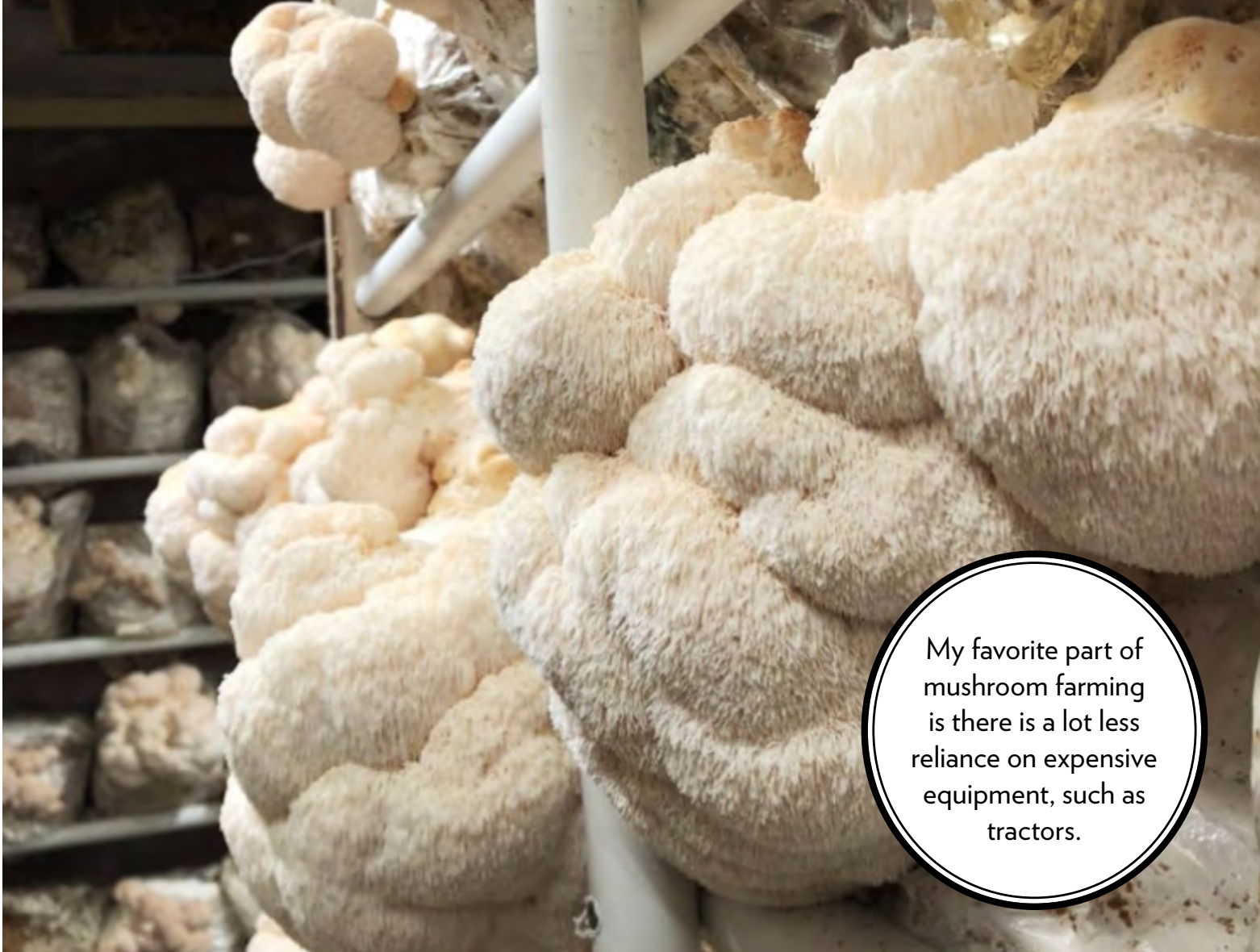
Reconnected Farm has about 400 to 500 acres of other crops, such as oats, corn, soybeans. His father manages the plant world and Tanner looks after the fungi. They



are an organic farm, although Tanner notes that his mushrooms have not gone through the certification process yet. He uses all organic substrates and certified organic mushroom spawn and they add no chemicals in the process. They plan on getting certified in the future.

The mushrooms are a recent addition to this diversified farm. The farm is a small family operation, with only with father and sister working with him on the farm. They've been farming in the Dorchester area since the 1850s.

Mushroom farming is completely unlike any other type of farming, Tanner reports. "Mushrooms are a completely different kingdom [of organism] than animals



My favorite part of mushroom farming is there is a lot less reliance on expensive equipment, such as tractors.

or plants.” They grow mushrooms year round in a climate controlled room. As Tanner describes it, they add mycelium, the living organism of the mushroom, into a bag of sterilized growing media. They then seal the bag and let the mycelium completely colonize the bag for a month before opening the bag up and putting it into the climate controlled room. The room has a very high humidity that mushrooms respond well to.

Considering how fungi farming compares to crop farming, Tanner says, “There are more differences than similarities. Mushrooms have completely different needs than plants and animals. My favorite part of mushroom farming is there is a lot less reliance on expensive equipment, such as tractors.”

In order to get up to speed on mushroom cultivation, Tanner took a course on mushroom growing from Cornell University, and did his own book research and visits with other farms growing fungi.

If you’re unfamiliar with cooking with oyster or lion’s mane mushrooms, Tanner suggests that you check out their website at reconnectedfarms.com for recipes.



Woolley Farm Mushrooms

Supplier to PFC since 2000

Location: La Crosse, Wisconsin

16 miles from PFC La Crosse



Local

Adam Woolley decided at 15 or 16 years of age that he would be a mushroom grower. He says he was “born a farmer without a farm. I loved to grow things but realized that 500 acres and all the equipment to work it wasn’t feasible. So I focused my attention on indoor, climate-controlled farming: mushrooms.”

Adam bought his small farm and started setting up his mushroom operation in 1999. Woolley Farm has supplied People’s Food Co-op—La Crosse with mushrooms off and on since 2000. The farm specializes in oyster mushrooms. Although Adam follows organic principles in production, the farm is not certified organic.

One big difference in mushroom farming versus other types of farming is that it takes place in a controlled climate environment, hence year-round cultivation is possible. Heat, cooling, humidity, and oxygen levels are all regulated.

While you don’t have to worry about Mother Nature sending a drought when you need rain, Adam notes that equipment breakdowns and power failures are a challenge to the indoor grower, just as they are to an “outdoor” farm. “Farming is a challenge either way,” he says.



“Mushrooms are
the ultimate
recycler of the
planet.”

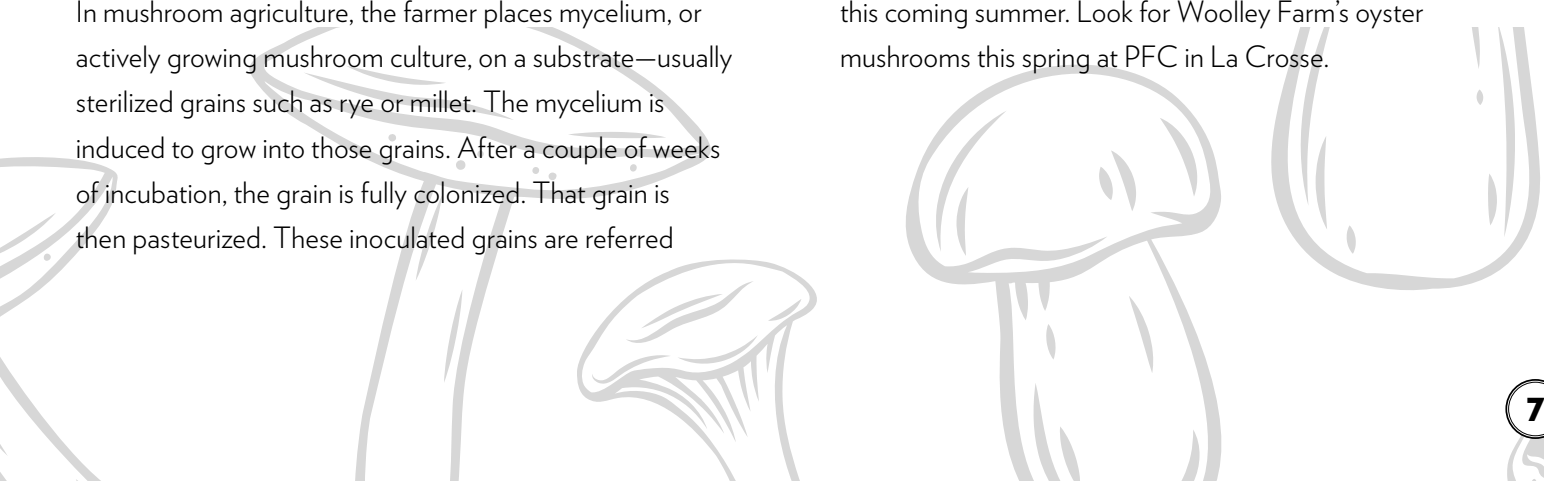
-Adam Woolley

In 2018, Adam took on a partner, Scott Reosler. They converted Reosler’s organic laying hen operation into Woolley Farm’s current mushroom production facility. Adam also has a spawn production laboratory at his property. “The lab is what makes us unique,” he says. “Most growers buy their spawn. I make ours, giving us control over the entire growing process.”

In mushroom agriculture, the farmer places mycelium, or actively growing mushroom culture, on a substrate—usually sterilized grains such as rye or millet. The mycelium is induced to grow into those grains. After a couple of weeks of incubation, the grain is fully colonized. That grain is then pasteurized. These inoculated grains are referred

to as spawn and placed in a growing medium to produce mushrooms. Woolley Farm uses straw as the growing medium for their mushrooms.

Woolley Farms employs six part-timers in addition to Adam. They grow things other than fungi, but Adam has only been a commercial mushroom farmer thus far, although he expects to start supplying the co-op with hot peppers this coming summer. Look for Woolley Farm’s oyster mushrooms this spring at PFC in La Crosse.



Cut veggies
into similar sizes
to ensure
even cooking!

SPICY SOY
MARINADE

HORSERADISH
MARINADE

CLASSIC
MARINADE

FIRE UP THE GRILL

Grill season is here and we have some great ideas for you to take your grilling game to a new level! Get your veggies on the grill with some pro tips and marinades to help them turn out just right! Paired with your favorite fish, meat, or plant based protein- grilled veggies will add extra flavor, nutrition, and the WOW factor to your next cook out! Plus, try a grilled pizza topped with shrimp for an extra special treat!



MEAT & VEGETABLE KABOBS

Ingredients

1 1/2 lbs sirloin tip steak, cut into 1" pieces • choice of veggies: red onions, red pepper, yellow pepper, orange pepper, green pepper, mushrooms, pineapple • one marinade recipe below • 1 - 2 tbsp of olive oil for veggies • salt and pepper to taste

Directions

1. Cut steak into 1" pieces and marinate for at least 4 hours.
2. In a large mixing bowl, add vegetables, olive oil, salt and pepper and stir to combine.

CLASSIC MARINADE

Ingredients

2 garlic cloves, minced • 3 tbsp Worcestershire sauce • 3 tsp Tamari • 3 tbsp brown sugar • 1 tsp Sriracha • 1 tbsp red wine vinegar • 2 tbsp lemon juice • 1/4 cup olive oil • 1/4 tsp salt • 1/4 tsp pepper

Directions

Combine ingredients into a medium mixing bowl and whisk until combined.

SPICY SOY MARINADE

Ingredients

1/4 cup Tamari • 1 tbsp rice vinegar • 1/2 tsp toasted sesame oil • 2 garlic cloves, minced • 2 inches of ginger, grated • 1/2 tbsp chili sauce • 1 1/2 tsp lime juice • 1/4 cup avocado oil • 1/4 tsp salt • 1/4 tsp pepper

Directions

Combine ingredients into a medium mixing bowl and whisk until combined.

HORSERADISH MARINADE

Ingredients

2 tbsp horseradish • 2 tsp ground mustard • 1 1/2 tsp rosemary • 1 tsp thyme • 1 tbsp lemon juice • 1/4 cup olive oil • 1/4 tsp salt • 1/4 tsp pepper

Directions

Combine ingredients into a medium mixing bowl and whisk until combined.



PRO-TIP

**For juicy and tender
chicken – cook
chicken thighs
skin-on.**



PRO-TIP

Move hot coals to one side of the grill to create different grill zones and ensure even cooking of meats and veggies.



May 5–May 18

San-J
Organic Tamari

GRILLED CHICKEN TERIYAKI BOWL



Jun 16–Jun 29

Lundberg Organic
Rice

Chicken Ingredients

1 package bone-in, skin on chicken thighs • 1/2 cup low sodium Tamari • Juice from one lime • 2 tbsps toasted sesame oil • 1 clove garlic, grated • 1 tsp fresh ginger root, grated

Fruit & Vegetable Ingredients

2 portabella mushroom caps, cleaned and sliced into 2" strips • 1 green pepper, cut into quarters lengthwise • 2 -2" slices of fresh pineapple, cored • 1/2 cup low sodium Tamari • 2 tbsp toasted sesame oil • 1 tsp ginger • 1 clove garlic • 1/2 teaspoon red chili flakes • 3 green onions • 2 cups rice, cooked

Chicken Directions

Combine Tamari, lime juice, sesame oil, garlic, and ginger in a mixing bowl. Add chicken thighs and marinate at room temperature for 20 minutes. Discard excess liquid, then place chicken thighs on an oiled grill over high heat until cooked through and internal temperature reaches 165 degrees. Flip and brush occasionally with excess fruit and vegetable marinade with a brush reserved for meat application.

Grilled Fruit and Vegetable Directions

Prepare marinade by combining Tamari, sesame oil, ginger, garlic, and red chili flakes in a bowl. Add mushroom pieces and let sit 10 to 15 minutes. Remove mushrooms from marinade and put on a plate with other vegetables. Save marinade. Brush all vegetables with oil and then put on an oiled grill. Grill for 4 to 5 minutes, then flip. Brush vegetables with marinade. Grill for 4 to 5 minutes more or until vegetables reach the desired consistency. Pineapples should have visible grill marks and be tender, green peppers will be crisp tender, and the mushrooms will begin to caramelize and turn golden brown.

Remove everything from the grill and allow to cool slightly. Put cooked rice in the bottom of each bowl. Remove chicken skin and shred thighs. Cut fruit and veggies into bite sized chunks and add to the bowls. Add green onions. Garnish with sesame seeds if desired.



Oyster mushrooms are from local Woolley Farms.

 **PRO-TIP**
Tie stuffed trout with butchers' twine to keep all the flavorful goodies inside!



PRO-TIP

Fish is done when the flesh is nearly opaque, and flakes easily with a fork.

FRESH GRILLED TROUT AND BAGUETTE

Ingredients

2 filleted whole trout with skin intact • 1/2 cup olive oil, divided • 1/2 lemon, thinly sliced • 1 shallot, minced • 2 sprigs fresh rosemary • 1 baguette cut into 1" slices • 2 cloves garlic • 1 tsp dried basil • 8 to 10 fresh ramps, cleaned and trimmed • 4 oz. oyster mushrooms • 1/2 cup kalamata olives, pitted • Salt and pepper

Directions

For the trout

Rinse trout and pat dry. Fill cavity with lemon slices, shallots, drizzle with olive oil, then season with salt and pepper. Fold in half and tie with butcher's twine. Brush outside with olive oil.

For the Baguette

In a small dish combine olive oil, garlic, dried basil, and a little bit of salt. Let sit for 10-15 minutes, then brush oil on all sides of baguette slices.

For the ramps and mushrooms

Drizzle with olive oil season with salt and pepper and toss to evenly coat.

On the grill


1. Move hot coals to one side of the grill. Place fish on the opposite side and cook for 6 to 7 minutes, or until the skin starts crisp.
2. Flip the fish over.
3. Add baguette slices toward the center of the grill. Cook until the edges begin to turn golden, then flip.
4. Add mushrooms and cook until golden.
5. Add ramps and cook until just wilted.
6. Remove from fish from grill, open it up, discard lemons and shallots and flake fish with a fork. Layer fish on the grilled baguette with mushrooms, ramps, and olives.

coop
deals

Jun 2–Jun 15

California Olive Ranch
Extra Virgin Olive Oil

25.4 oz



Make a double batch of this sauce and freeze it for your next pizza night!



PRO-TIP

Cook the shrimp in wine and garlic first for the best flavor!



PRO-TIP

Rotate the grill rack every few minutes when cooking a pizza to for a more evenly browned crust.

Co-op deals

May 5–May 18
Muir Glen
Organic Tomatoes

SHRIMP DIAVOLO PIZZA

Ingredients

2 Co-op's Own™ crusts OR your favorite crust recipe • 1 1/2 tbsp olive oil • 1 medium shallot, minced • 3 cloves of garlic, minced • 1/4 cup white wine • 1 can crushed tomatoes, 14.5 oz • 1 can tomato sauce, 8 oz • 1 tbsp tomato paste • 1 tsp sugar • 1 tsp red pepper • 1 tsp Italian seasoning • 1 1/2 tsp Sriracha • 14 shrimp, cut into thirds • 1 cup mozzarella sauce • 1/2 cup Parmesan • basil and parsley for garnish

Directions

1. Start charcoal grill. Aim to heat to about 400 degrees.
2. In a medium size skillet, heat olive oil on medium. Add in shallot and cook for about 2 minutes. Add in garlic and cook an additional minute.
3. Add in wine and cook 2-3 minutes or until wine has cooked off.
4. Add crushed tomatoes tomato sauce, tomato paste, sugar, red pepper, Italian seasoning, and Sriracha. Stir to combine Cook an additional 4 minutes stirring occasionally. Remove from heat.
5. Roll out pizza dough to about 1/2 inch thick.
6. When the grill is at or near 400 degrees - spread the coals out evenly. If one side of grill seems warmer than the other, be sure to rotate the pizza 180 at regular intervals.
7. Place crust on center of the grill and bake until lightly crispy on the bottom. Remove from grill and place on a baking sheet grilled side up.
8. Add sauce and cheese. Return to grill and add pieces of shrimp.
9. Bake until crispy on the bottom.

Co-op deals

Jun 16–Jun 29
Organic Valley
Mozzarella Cheese

Great on the grill!



HILARY'S EAT WELL ORGANIC VEGGIE BURGERS

on sale
Co-op Deals
6/16–6/29



BEYOND MEAT BEYOND SAUSAGE BRATS

on sale
Co-op Deals
5/19–6/1



DR. PRAEGER'S VEGGIE BURGERS

on sale
Co-op Deals
5/19–6/1



LIGHTLIFE SMART DOGS

on sale
Co-op Deals
5/19–6/1



PRO-TIP

Don't rinse your strawberries under water until you are ready to eat them!



DID YOU KNOW?

The average strawberry has 200 seeds.



Local

LOCAL STRAWBERRIES *from*

Featherstone Farm
Rushford, MN



The Berry Patch
Trempealeau, WI



Stateline/Garden Harvest
Amish grown in MN/IA

Strawberries

Nothing says early Summer like the first juicy bites of local strawberries straight from the field! And while we enjoy strawberries just as they are- when we have them in abundance, we love them dressed up in salads, baked in desserts, and paired with rhubarb for the ultimate early Summer dessert! Don't forget the Organic Valley Whipping Cream!



STRAWBERRY UPSIDE-DOWN COFFEE CAKE

Directions

1. Preheat oven to 350 degrees.
2. Grease an 8 x 8 pan.
3. Line the bottom and 2 sides with greased parchment paper.

Strawberry layer directions

Mix sugar and lemon zest together. Stir in cornstarch. Pour over strawberries and stir until evenly distributed. Add melted butter, mix well then spread on the bottom of the pan.

Cake Layer Directions

1. In a medium bowl whisk together flour, baking soda, baking powder, salt, and cardamom. Set aside.
2. In the bowl of a stand mixer cream butter and sugars until light and fluffy. Add egg and beat, then add vanilla and Greek yogurt.
3. Add flour mix in two parts stirring with a wooden spoon after each addition until just combined- do not over mix.
4. Drop batter on top of strawberries. Gently spread to even batter out.
5. Bake 40 to 45 minutes or until a toothpick inserted into the cake comes out clean.
6. Let cool for 20 minutes.
7. Gently turn over onto a flat surface. Cut into 9 pieces.
8. Serve as is or with whipping cream.

Strawberry Layer Ingredients

3 cups strawberries, sliced • 1/3 cup sugar • 1 tsp cornstarch • 1 tsp lemon zest • 2 tbsps butter, melted and cooled slightly

Cake Layer Ingredients

2 cups flour • 1 tsp baking soda • 1 tsp baking powder • 1/4 teaspoon salt • 1 tsp cardamom • 1/2 cup butter, softened • 1/3 cup cane sugar • 1/3 cup brown sugar • 1 egg • 1 tsp vanilla • 1 cup plain Greek Yogurt



PRO-TIP

Tossing cut strawberries with just a touch of honey or sugar brings out their natural sweetness.



SUMMER STRAWBERRY SALAD with BALSAMIC DRESSING

makes 1 serving

Ingredients

Handful of your favorite local greens • 6 strawberries, sliced • a few sliced red onions • handful of chopped pecans or almonds • 2 tbsp of blue cheese or feta cheese • fresh ground pepper

Balsamic Vinaigrette

1 tbsp balsamic vinegar • 1 tbsp Dijon mustard • 1 tsp of maple syrup or honey • 3 tbsp of olive oil • Pinch of salt

Directions

1. Wash your greens and thinly slice your red onions and strawberries. Optional: toast the almonds and pecans for a few minutes until they are golden brown.
2. Make the balsamic vinaigrette. Whisk together the balsamic vinegar, Dijon mustard, maple syrup, and kosher salt. Gradually whisk in the olive oil.
3. Assemble your salad. Spread the greens on a plate. Top with strawberries, red onion, almonds/pecans, feta/blue cheese crumbles and vinaigrette. Garnish with some fresh ground pepper.



STRAWBERRY BRUSCHETTA

Ingredients

1 baguette, sliced into 1/2" slices • Olive oil for brushing • 4 oz. log LeClare Family Creamery Original Goat Cheese • 1 lb. fresh straw berries, destemmed and sliced • 1 tbsp honey • A handful of fresh basil, chopped • Cucina Viva Balsamic Glaze for drizzling

Directions

1. In a bowl toss strawberries and basil in honey. Set aside.
2. Brush both sides of baguette slices with oil. Heat a pan over high heat. Toast bread until it is golden around the edges, flip and toast the other side.
3. Remove baguette from the pan and spread with goat cheese.
4. Top with strawberries.
5. Drizzle with balsamic glaze.



**coop
deals**

Jun 16–Jun 29

Endangered Species
Chocolate Bars

3 oz

**coop
deals**

May 19–Jun 1

Theo Organic
Chocolate Bars

3 oz

**coop
deals**

May 5–May 18

Equal Exchange Organic
Chocolate Bars

2.8 oz

**coop
deals**

May 5–May 18

Tony's Chocolonely
Chocolate Bars

6.35 oz

A Kinder Way to Indulge!

Chocolate and Fair Trade

The chocolate industry is booming, and as consumers in affluent countries crave more, the farmers who produce cocoa often struggle to make a living. Like coffee, cocoa is labor-intensive and primarily produced in remote areas by small rural farmers who see minimal profits. As a result, the people of cocoa-growing regions often struggle with widespread poverty, gender inequality, and child and forced labor. In terms of the environment, the increasing demand for cocoa farming has led to the deforestation of rainforests and old-growth forests, negatively impacting wildlife and biodiversity. While leaders in the industry have promised to work on these problems, progress is slow.

The good news is that there are folks working together to put social change and the environment at the forefront of their operations and positively impact the industry in a sustainable way. When we look for ethically and sustainably raised cocoa and chocolate, we look to Fair Trade.

Fair trade works by:

- 1** Guaranteeing farmers a minimum fair price and a market for their product.
- 2** Including a Fair Trade premium above the minimum fair price that farmers invest in projects to improve their operations, infrastructure, and communities.
- 3** Encouraging the formation of associations or cooperatives of cocoa farmers that work together to share knowledge and best practices, negotiate better terms, and reach broader markets leading to stability for farmers, their families, and their communities.

Farmers working under Fair Trade must adhere to standards that include environmental protection and safe working conditions, and they are held accountable through third-party certification.

Small actions can make a big difference and buying certified Fair Trade cocoa and chocolate products is one thing we can all do to encourage positive lasting change.

- 1** Safe working conditions
- 2** Environmental protection
- 3** Community development
- 4** Sustainable livelihoods

The next time you are looking for a treat – we invite you to try one of the many brands of Fair Trade chocolate available in our stores.



S'more **SMORES** *please!*

ANNIE'S
ORGANIC
CINNAMON
GRAHAM
CRACKERS

+

ROASTED
TAHINI

+

DANDY'S
VEGAN
MARSH-
MALLOWS

+

EQUAL
EXCHANGE
DARK
CHOCOLATE
LEMON GINGER

ANNIE'S
ORGANIC
CINNAMON
GRAHAM
CRACKERS

+

DANDY'S
VEGAN
MARSH-
MALLOWS

+

EQUAL
EXCHANGE
DARK
CHOCOLATE
ORANGE

ANNIE'S
ORGANIC
GRAHAM
CRACKERS

+

FRESHLY
GROUND
PEANUT
BUTTER

+

DANDY'S
VEGAN
MARSH-
MALLOWS

+

EQUAL
EXCHANGE
CARAMEL
CRUNCH

ANNIE'S
ORGANIC
GRAHAM
CRACKERS

+

DIVINA
FIG
SPREAD

+

DANDY'S
VEGAN
MARSH-
MALLOWS

+

EQUAL
EXCHANGE
DARK
CHOCOLATE

ALL GOOD
Kids
Sunscreen
Spray

BADGER
Clear Zinc
Sunscreen
Cream

GOODLIGHT
Citronella
Tea Lights



BADGER
Anti-Bug
Shake & Spray



BADGER
Broad Spectrum
All Season
Face Stick



SIMPLY
NATURAL
"Bugg Off"
Juice



BOERICKE &
TAFTE
SssstingStop
Topical Gel



OWNER
MONTHLY
WELLNESS
DISCOUNT

20% OFF
one item of your
choice each
month

Whether you are hiking, biking, or packing a picnic do not forget the bug spray and sunblock when venturing out. Here are some of our favorite outdoor products to try!

Outdoor

ADVENTURE.



a note from the Board

Every year I feel a little Spring boost as the days get longer and rogue crocuses appear in my yard. I naturally round up a few boxes of things to donate, as though I am clearing space to let the light in. But this Spring, this year?! It’s the embodiment of all the hope left in me—and many of us—after a long, heavy winter. Outdoor activities, our sanctuary through most of 2020, are back! Vaccines have arrived in our communities! We have a plan, and we are making plans!!

And your PFC Board is too! When I joined the Board at the beginning of 2020 we added three Directors for a total of eight. One seat remained open due to a resignation. But this past year we had even more involvement and advocacy in our election, plus a much appreciated level of owner input as we sought a financial expert. I’d like to thank everyone who sent an “if I can be of any help” or “for what it’s worth” email. I myself am a transplant to the Driftless area, coming here for a job and planting roots for all of the rest it has to offer. That includes the incredible trails and views, the creative spirit, the urge to capitalize on our fleeting summer, and the people driving all of this. My mother just visited me from rural Missouri (Happy Mother’s Day!) and reminded me how special our balance of deep-rooted local connections and city-scale projects can be. So many of us consider La Crosse and Rochester especially “ours” that it gives us a collective power to share knowledge, to build, and to change. The engagement with our membership gives me a broader understanding of the ethos we serve than I would have from my ten years experiencing La Crosse personally. From drawing on all of your comments we ultimately filled all nine Board seats with people sharing a passion for the Co-op yet bringing many different areas of expertise.

We’re using this infusion to reexamine how we work. I hope our process changes help all of our Directors maintain the same level of enthusiasm and create lasting positive change. At last month’s Board meeting we created a Finance Committee that can dive more deeply into the numbers to increase the Co-op’s financial profitability. We also merged two committees—Owner Engagement and the Annual Meeting— so that more of us are in the loop regarding every event planned for our owners and we can share information more consistently. I’m leading the latter committee this year; you’re welcome to email me at meredith.davis@pfc.coop. (Yes, you!) We are, after all, doing this to sustain our beloved PFC and to serve you.

Meredith Davis

Board Director

contact the board at: board@pfc.coop

UPCOMING BOARD MEETINGS
May 27, 4:30 p.m.
June 24, 4:30 p.m.
July 22, 4:30 p.m.
Please email perrin.iacopino@pfc.coop
BY NOON ON THE MEETING DAY;
we will provide a link to the meeting.



People's Food Co-op Community Fund GRANT APPLICATION GUIDELINES



The People's Food Co-op Community Fund (PFCCF) was established by the People's Food Cooperative in 2003 with the specific purpose of providing supplemental or project-specific funding to local, non-profit organizations having missions that are consistent with the mission of the People's Food Cooperative.

Priority consideration will be given to grant requests for educational projects, developmental projects, and events that have a focus on, but are not necessarily limited to:

- Food and Food Systems
- Health and Well Being
- Cooperative Education
- Nutrition
- Sustainable Agriculture
- Social Change & Inclusion

Black, LatinX, Asian, Indigenous, LGBTQ, and women-run organizations are strongly encouraged to apply.

For 2021, the PFCCF is proud to announce that it will award two or more grants for a combined total of \$8,000, allowing applicants the opportunity to receive up to \$4,000. Applications must be received by June 30th, 2021, at 5 p.m.

ONLINE SUBMISSION OF THE APPLICATION IS PREFERRED:

Find the application at: <http://www.pfc.coop/peoples-food-coop-community-fund>

Submit online or via email at pfcfc@pfc.coop

YOU MAY ALSO DOWNLOAD THE APPLICATION AND MAIL TO:

PFCCF Grant Committee
c/o People's Food Co-op
315 5th Avenue South
La Crosse, WI 54601

Grants will be announced on August 30th, 2021. All applicants will receive notification of the decision at that time. If you have questions about the grant process, please email pfcfc@pfc.coop or give us a call at 608-784-5798 x2006.



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.

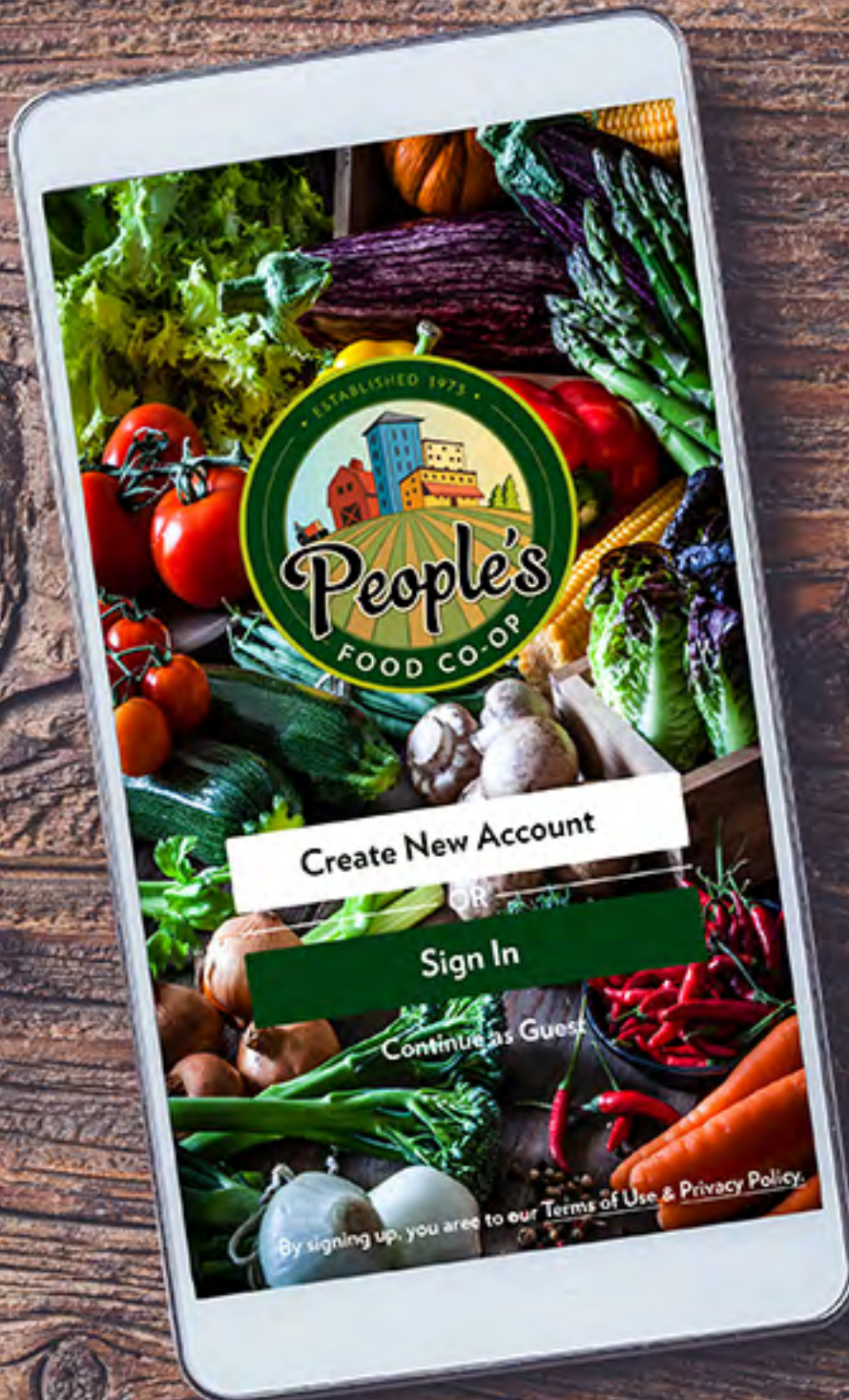
CALL FOR APPLICANTS!

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



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

Coming soon!



launch date in late **Summer 2021**



MAY RECIPIENTS

La Crosse: Grow La Crosse
Rochester: Rochester Family YMCA

JUNE RECIPIENTS

La Crosse: YWCA
Rochester: Project Legacy

JULY RECIPIENTS

La Crosse: Hmoob Community and
Cultural Agency
Rochester: 125 Live



EAT LOCAL
**CO-OP
FARM
TOUR**

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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



**FREE
FOR
OWNERS!**