

the
Volume 3, Issue 1

Garlic Press

November 2022

2022
Board of Directors
Election
candidate
statements, dates,
and more!

- 5 Local: Ferndale Market
- 6 Thanksgiving Recipes
- 14 Rooted in Tradition:
Sweet Potatoes
- 18 Co-op's Own™ Thanksgiving
- 21 2022 PFC Board Election



www.pfc.coop

a note from the CEO

Heading into November we have lots of great things cooking at the co-op – quite literally! Did you know that our holiday dinners are made with recipes created and passed down by PFC staff? And did you know the beautiful foods and recipes inside are tried and tested by our very own Garlic Press team? Our goal is to ensure that you have a delicious experience – whether you’ve recreated these recipes at home or are serving a dish we’ve made from scratch for you. We are proud of PFC food. Know that you can be proud to serve it.



Long-time co-op owners are familiar with the rhythm of the holiday season: First it’s Thanksgiving, then the Annual Owner Meeting and elections for new Board directors, then the multitude of holidays and gatherings that take us to New Year’s. We’re going to do something a little different this time. The Annual Owner Meeting is going to be in January (26th) instead of December. That way we can begin 2023 with a gathering to celebrate our 50th anniversary. This will be the first of many gatherings and events to recognize this special benchmark. The election for directors will begin in November as usual; see page 21 for details.

I am looking forward to learning more about the people who’ve brought our co-op together; those who shared their time and money to bring a vision of Cooperative Greatness into being. Fifty years ago people knew that there was a better way to get food into their homes: a way which provided choices for healthy and unprocessed ingredients. A way that didn’t exploit people and animals. This is how People’s Food Co-op came to be; it is the greatness that will keep carrying us on. We will keep working cooperatively to create a more sustainable world.

Co-op grocery stores are a special and important part of any community. This business is benefitting our region through a strengthened local farm economy and through support of sustainable agriculture practices. Thank you for making People’s Food Co-op part of your life – it makes our community a great place!

In cooperation

Lizzy Haywood

follow us!  

Thanksgiving HOURS

Wed. 11/23: 8 a.m.–9 p.m.

Thu. 11/24: CLOSED

Fri. 11/25: 8 a.m.–9 p.m.

Upcoming Promotions

SAVE
THE
DATE!

NOVEMBER 11-12

ALL
WINE

20% OFF

Sale good while supplies last. Subject to availability and quantity limits.
No volume discounts. No pre-orders.

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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contributors Lizzy Haywood, Ann Mull, Kevin Ducey, Meghann Southwick, National Co-op Grocers, Perrin Iacopino
editor Ann Mull
design Ann Mull
photography Ann Mull

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KNOW YOUR BOARD

Lana Christian
Hunter Downs
Elizabeth Leighton *treasurer*
Sarah Miller *vice president*
Andrea Niesen *secretary*
Verna Simon *president*
Meghann Southwick

Contact the board at board@pfc.coop

SEASONAL *Favorites*

These are some favorites from PFC staffers and their families.



**Field Roast
Plant Based
Meat**
16 oz



**Tofurky
Plant-based
Roast**
26 oz



**Miyoko's
Organic Cultured
Vegan Butter**
8 oz



**Earth Balance
Buttery Sticks**
16 oz



**Dandies
Vegan Pumpkin
Marshmallows**
10 oz



**Dandies
Vegan Vanilla
Marshmallows**
10 oz



**Kalona
Egg Nog**
32 oz



**Lars
Crispy Onions**
4 oz



**Field Day
Organic Savory
Stuffing**
10 oz

Ferndale Market

Supplier to PFC-La Crosse since 2010

Location: Cannon Falls, MN

114 miles from PFC-La Crosse

43 miles from PFC-Rochester

Local

John Peterson (pictured with friend) is the third generation of Petersons raising turkeys at Ferndale Market. His grandparents,

Fern and Dale Peterson, started the farm in the Cannon Falls area in the 1930s. They are not certified organic, but the birds aren't treated with antibiotics or growth hormones; they have access to the outdoors. "We exceed what an organic farm is required to do," John says. "This is how turkeys used to be grown. We haven't changed. The world of poultry production changed around us."

The farm has about 140 acres, though not all of that is in production. Ferndale produces about 40,000 birds a year. John is quick to add that number is a small fraction of the 45 million birds that Minnesota alone produces in a year. There are very few producers in the country that are free range.

The birds are raised on a diet of corn and soybean feed that Ferndale orders from a local mill. The grain includes some probiotics, but no growth promoters or anti-biotics. The birds also forage the open acreage around their barns. Ferndale's biggest challenge with climate change has been the heat. Turkeys don't like the high heat and humidity that is now more common in Minnesota's summers. Ferndale waters the birds and the open fields are studded with shade oaks and small huts for the birds to find shelter from the sun.




pictured: John Peterson

"We exceed what an organic farm is required to do."

Like many businesses since the beginning of the pandemic, Ferndale has seen a roller coaster of sales. This has also been a difficult year for commodity poultry farms with the return of avian flu in 2022.

John expects that sizing demand will return to a more normal pattern in the 2022 holiday season, as folks gather with families again. "The only potential variable I see for this year," John says, "is that I'd expect some grocery chains may run short on turkeys, since so many turkeys nationally have been lost due to avian influenza. We haven't been impacted here, but it has been an incredibly worrisome time to have poultry, and I'd expect that will cause some disruption at some traditional turkey retailers. You can rest assured that you'll be just fine at PFC!"

-Kevin Ducey



**This dressing
combines the best of
both worlds - wild rice
and sourdough
bread.**

**Swap your
favorite squash
for the butternut
squash in this
recipe.**

**All fresh turkey
preorders
will include a packet
of Co-op's Own™
brine.**

Thanksgiving

Thanksgiving is a time to celebrate the vibrant food culture in our region and the abundance of the local harvest. We extend our gratitude to the local folks that care for our environment and work hard to bring us fresh, delicious, and nourishing food! We hope these recipes inspire your menus.



THE MENU

Perfect Brined Turkey with
Co-op's Own™ Brine



Wild Rice and Sourdough Dressing



Harvest Casserole



Candied Ginger Cranberries



PERFECT BRINED TURKEY with Co-op's Own™ Brine

recipe is for a 14 lb bird

Ingredients

1 Ferndale Market Turkey (recipe uses 14 lb turkey) •
1 packet of Co-op's Own™ brine • 1 gallon of water • 1
lemon, quartered • 1 1/2 large onions, quartered, divided •
4 garlic cloves • 4 sprigs fresh thyme • 4 sprigs fresh
rosemary • handful of fresh parsley • 4 tbsp unsalted butter,
melted • 1 cup chicken broth (can sub vegetable/turkey) •
1 cup white wine

Directions

1. In a large pot, bring 1 gallon of water to boil. Add in packet of brine. Reduce heat to medium and stir. Simmer until brine has completely dissolved. Set aside to cool.
2. Place turkey breast side down in a food-grade brining bag. Add in cooled brine. Add enough water to cover the bird. Place in refrigerator for 24-48 hours. The larger the turkey the longer it needs to brine. This recipe calls for brining the 14 lb turkey for 24 hours.
3. Remove turkey from brining bag. Rinse the cavity and skin thoroughly and dry with paper towel. Place in roasting pan, breast side up.

4. Stuff the cavity with lemon, 1 onion, 4 garlic cloves, thyme, rosemary, and parsley.
5. Add the butter, broth, white wine and onion to the bottom of the roasting pan.
6. Cook for 20 minutes at 450 degrees. Then reduce to 350 degrees for the remainder of the time. Check and baste the turkey every 30 minutes. Plan on 13 minutes per lb of turkey. Turkey is done when a thermometer inserted into the thickest part of the thigh reads 165 degrees.
7. Transfer turkey to a cutting board and let rest for at least 30 minutes.

Please note: Every oven is different. Make sure to check your manual for guidelines for cooking a turkey.

If your turkey is looking extra golden but still needs time to cook, cover loosely with tin foil and continue cooking.



WILD RICE and SOURDOUGH DRESSING

makes 6-8 servings

Directions

1. Preheat the oven to 350 degrees. Grease a 9x13 casserole dish.
2. Bring 2 cups of vegetable broth to a boil. Add 1/3 cup of wild rice. Bring to a simmer. Cook 45-50 minutes or until al dente.
3. Optional - In a medium skillet, cook 1/2 lb of Co-op's Own™ sweet Italian sausage.
4. In a large skillet over medium heat, add olive oil. Add in onions, celery, and shiitake mushrooms. Cook until softened. Add in garlic and cook an additional minute. Add salt and pepper to taste. Remove from heat and set aside.
5. In a large bowl, combine the bread, wild rice, onion/celery mixture, sweet Italian sausage, thyme, parsley, melted butter, and 2 cups of vegetable broth. Gently stir to combine.
6. Pour dressing into casserole dish and cover with tin foil. Bake for 40 minutes covered. Remove tin foil and cook another 20 minutes - or until bread is golden.

Ingredients

4 cups vegetable broth, divided • 1/3 cup wild rice • 1/2 lb sweet Italian sausage (optional) • 2 tbsps olive oil • 1 large onion, diced • 2 cups celery, diced • 12 shiitake mushrooms, 1/4" slices • 2 cloves garlic, minced • 6 cups sourdough bread, cut into 1/2" cubes • 3 tsp fresh thyme • 2 tbsp parsley • 4 tbsp unsalted butter, melted • salt and pepper to taste



CANDIED GINGER CRANBERRIES

makes 4-6 servings

Ingredients

1/2 cup water • 1/2 cup of orange juice • 2/3 cup sugar, or more to taste • 12 oz organic Sundance Cranberries • 1/4 cup candied ginger • 1 cinnamon stick • 1 star anise • 1/2 tsp salt

Directions

1. In a small saucepan combine the water, orange juice, and sugar. Cook over medium high heat, stirring until sugar is dissolved and the mixture just begins to boil.
2. Add cranberries, candied ginger, cinnamon stick, star anise, and salt. Bring to a boil, then reduce heat and simmer, stirring occasionally, until cranberries burst, and sauce thickens.
3. Allow to cool and then refrigerate before serving.
4. Garnish with orange zest if desired.



HARVEST CASSEROLE

makes 6-8 servings

- In a medium bowl, mix the butternut squash, 1 tbsp olive oil, 1/4 tsp cinnamon, 1/4 tsp salt, and 1/4 tsp pepper. Place on a baking sheet. Bake for 25 minutes, turning at 15 minutes.
- In a medium bowl, mix the sweet potatoes, 1 tbsp olive oil, 1/4 tsp ginger, 1/4 tsp nutmeg, 1/4 tsp salt, and 1/4 tsp pepper. Place on a baking sheet. Bake for 15 minutes, turning at 10 minutes.
- If serving immediately, combine the sprouts, squash, sweet potatoes, dried cranberries, maple syrup, and candied pecans.
- Dish can be made same day, refrigerated and reheated. Add in the maple syrup, cranberries, maple syrup, and candied pecans right before serving.

Ingredients

2 cups Brussels sprouts, trimmed, halved • 2 cups butternut squash, peeled, seeded, cut into 1/2" cubes • 2 cups sweet potatoes, peeled, cut into 1/2" cubes • 3 tbsps olive oil, divided • 3/4 tsp salt, divided • 3/4 tsp black pepper, divided • 1/4 tsp cinnamon • 1/4 tsp ground ginger • 1/4 tsp nutmeg • 1/3 cup dried cranberries • 1-2 tbsp maple syrup • candied pecans (recipe below)

Directions

- Preheat oven to 400 degrees. Line three baking sheets with tin foil. Lightly grease.
- In a medium bowl, mix the sprouts, 1 tbsp olive oil, 1/4 tsp salt, and 1/4 tsp pepper. Place on a baking sheet. Bake for 25 minutes, turning at 15 minutes.

Candied Pecans

3 tbsp brown sugar • 1 tbsp maple syrup • 1 tbsp unsalted butter • 1/2 tsp cinnamon • 1/2 tsp nutmeg • 1/4 tsp salt • 1/4 tsp vanilla • 1/2 tbsp water • 1 1/2 cups pecans

- In a small sauce pan, over medium heat, combine the sugar, maple syrup, butter, cinnamon, nutmeg, salt, vanilla, and water. Bring to a slight boil.
- Add pecans and stir constantly for about 2 minutes. The pecans are done when they look glossy.
- Place pecans on a baking sheet lined with parchment paper.
- Let cool and then break apart.

Make it with the help of our local farmers and producers!

Turkey from Ferndale Market, Cannon Falls, MN

Butternut Squash from Featherstone Farm


Rushford, MN

Whole Milk from Kemps, St. Paul, MN

Butter from Westby Cooperative Creamery,

Westby, WI

Maple Syrup from B&E's Trees, Viroqua, WI



**Need a few more
sides? Visit
pfc.coop/recipeblog
for more recipes.**

**Not sure how
much food you'll
need? Check out
the planning tips
from grocery.coop!**



THE MENU

Squash, Sweet Potato, and Ricotta Pie



Pumpkin Thyme Soup



Cranberry with Orange and Cloves



Kale and Apple Salad with
Cider Mustard Vinaigrette



SQUASH, SWEET POTATO and RICOTTA PIE

makes 8 servings

Ingredients

1 small butternut squash (about 4 cups), peeled, deseeded, and cut into 1/2" pieces • 6 tbsp olive oil, divided • 2 sweet potatoes (about 3 cups), peeled and cut into 1/2" pieces • 1 1/2 tsps berbere seasoning • 3/4 tsp salt, divided • 1 tsp curry powder • 1 leek, rinsed, chopped into 1/4" slices • 4 cups lacinato kale, roughly chopped • 2 garlic cloves, minced • 1 cup ricotta cheese • 1/2 cup pine nuts • 1 1/2 cups Parmesan cheese, finely shredded • 1 egg

Crust Ingredients

3 cups flour • 1/2 cup coarse polenta • 1 tsp salt • 1 cup butter, cold • 10 tbsps water

Directions

1. Preheat oven to 400 degrees. Line two baking sheets with tin foil. Lightly grease.
3. In a medium bowl, mix the butternut squash, 2 tbsps olive oil, 1 1/2 tsp berbere, 1/4 tsp salt, and 1/4 tsp pepper. Place on a baking sheet. Bake for 25 minutes, turning at 15 minutes.
3. In a medium bowl, mix the sweet potatoes, 2 tbsps olive oil, 1 tsp curry powder, 1/4 tsp salt, and 1/4 tsp pepper. Place on a baking sheet. Bake for 15 minutes, turning at 10 minutes.
4. To make the crust: In a food processor, pulse the flour, polenta, and salt until combined. Add the cold butter and pulse until the mixture comes together - should resemble breadcrumbs. Add the cold water 1 tbsp at a time. Pulse after each addition. Repeat until crust starts to stick together. You may need more or less water. Keep an eye on the consistency of the crust.
5. On a lightly floured surface, knead the dough until it comes together. Wrap and place in the refrigerator for at least 20 minutes.
6. In a large skillet over medium heat, add 2 tbsps of olive oil. Add in leeks and cook 2-3 minutes or until they start to soften. Add in kale, garlic, 1/4 tsp salt, and 1/4 tsp pepper. Stir gently until the kale just starts to wilt. Remove from heat and cool.
7. In a medium bowl, mix the ricotta and kale mixture. Set aside.
8. In another medium bowl, combine the squash and sweet potatoes. Set aside.
9. Grease a 10" springform pan. On a lightly floured surface, roll out 2/3 of dough large enough to line the base and sides of the springform pan. Start adding the filling in layers. Add the squash/sweet potato mixture. Gently spread the ricotta mixture over the squash/sweet potato mixture. Add the layer of pine nuts and sprinkle with the Parmesan cheese.
10. Roll out the remaining dough large enough to cover the top of the pie. Push the edges together to seal. Score the middle of the pie, and brush the top of the pie with the beaten egg.
11. Bake for 45 minutes at 400 degrees, or until crust is golden.



PUMPKIN THYME SOUP

makes 4-6 servings

Directions

1. In a Dutch oven, heat olive oil over medium heat. Add onions and cook 2-3 minutes. Add garlic and cook an additional minute. Add pumpkin, thyme, rosemary, ginger, salt, pepper, and cayenne. Stir to combine.
2. Add 2 cups of vegetable broth. Gently stir to combine. Cook for an additional 5 minutes or until the soup comes together.
3. Add maple syrup and heavy whipping cream. Bring to a simmer over medium heat and cook for 10 minutes. Remove from heat.
4. For a silkier soup, use an immersion blender to gently puree the soup.

Ingredients

2 tbsps olive oil • 1 yellow onion, finely diced • 2 garlic cloves, minced • 1 - 15 oz. can of pumpkin puree • 2 tsp fresh thyme • 1 tsp fresh rosemary • 1/2 tsp ground ginger • 1 tsp salt • 1/2 tsp black pepper • pinch of cayenne • 2 cups vegetable broth • 1-2 tbsp maple syrup, to taste • 1/4 cup heavy whipping cream



CRANBERRY with ORANGE and CLOVES

makes 4-6 servings

Ingredients

1/2 cup orange juice • 3/4 cup sugar • 4 cloves • 1 cinnamon stick • 12 oz fresh cranberries • orange zest for garnish

Directions

1. In a small saucepan combine orange juice, sugar, cloves and cinnamon stick. Cook over medium high heat, stirring until sugar is dissolved and the mixture just begins to boil.
2. Add cranberries and bring to a boil, then reduce heat and simmer, stirring occasionally, until cranberries burst, and sauce thickens.
3. Allow to cool and then refrigerate before serving.
4. Garnish with orange zest if desired.





KALE and APPLE SALAD with CIDER MUSTARD VINAIGRETTE

makes 4-6 servings

Ingredients

1/3 cup of olive oil • 1 1/2 tbsps Dijon mustard • 1 1/2 tbsps apple cider • 1 tbsp apple cider vinegar • 1 tbsp fig preserves • pinch of salt and pepper • 2 bunches of lacinato kale • 1 Honeycrisp apple, sliced • 3/4 cup candied walnuts • Hidden Springs Driftless cheese (can sub feta)

Directions

1. For the dressing: In a small bowl, whisk together the olive oil, mustard, apple cider, apple cider vinegar, fig preserves, salt and pepper. Set aside.
2. Assemble the salad in a large bowl. Add dressing right before serving.

Candied Walnuts

3 tbsps brown sugar • 1 tbsp maple syrup • 1 tbsp unsalted butter • 1/2 tsp cinnamon • 1/2 tsp nutmeg • 1/4 tsp salt • 1/4 tsp vanilla • 1/2 tsp water • 1 1/2 cups walnuts

1. In a small sauce pan, over medium heat, combine the sugar, maple syrup, butter, cinnamon, nutmeg, salt, vanilla, and water. Bring to a slight boil.
2. Add walnuts and stir constantly for about 2 minutes. The walnuts are done when they look glossy.
3. Place walnuts on a baking sheet lined with parchment paper.
4. Let cool and then break apart.

Make it with the help of our local farmers and producers!

Butternut Squash from Featherstone Farm
Rushford, MN

Heavy Whipping Cream from Organic Valley,
Cashton, WI

Butter from Kalona Supernatural, *Kalona, IA*

Ricotta Cheese from Organic Valley, *Cashton, WI*

Eggs from Green Pastures, *Cashton, WI*

Parmesan Cheese from Sartori, *Linden, WI*

Honeycrisp Apples from Ecker's Apple Farm,
Trempealeau, WI

Honeycrisp Apples from Fruit Acres, *La Crescent, MN*

Maple Syrup from B&E's Trees, *Viroqua, WI*

Lacinato Kale from Featherstone Farm
Rushford, MN

Driftless Cheese from Hidden Springs Creamery,
Westby, WI



Rooted in Tradition

Hearty, comforting sweet potatoes are a natural for winter meals and festive gatherings with loved ones.

Why are sweet potatoes at the heart of so many beloved family recipes? Is it the warm color palette? The subtle, sweet flavors? Or a versatility that lends well to being roasted, mashed or candied in dishes that are perennial favorites of the holiday season? Well, yes! Besides being delicious, sweet potatoes are practical: They're affordable, they store well after harvest and they're quite nutritious, offering a good source of vitamins A and C, potassium and fiber.

Sweet potato or yam — which is it?

Though the terms “sweet potato” and “yam” are often used interchangeably, they are actually two different vegetables. Related to the morning glory, sweet potatoes have thin, smooth skin and moist flesh. Yams, with their drier, starchy flesh and rougher skin, are tubers related to the lily that grow in tropical regions, primarily West Africa, the Caribbean and Asia. You're less likely to see true yams in U.S. grocery stores — in fact, the “yams” you find in the produce aisle may be sweet potatoes, such as the Garnet yam.

To complicate matters, there are white-fleshed or firm sweet potatoes that are nuttier and less sugary. But the more common varieties — including Garnet, Jewel and Beauregard — are soft and intensely sweet, with vibrant orange flesh.



Folks have been turning humble sweet potatoes into a caramelly celebration for much longer than we have been making chips out of them. These butter-soft, sweet treats will melt in your mouth.

Candied Sweet Potatoes

Serves 6. Prep time: 1 hour, 20 minutes; 20 minutes active.

- 3 pounds sweet potatoes, peeled
- 4 tbsps unsalted butter
- 1/2 cup light brown sugar
- 1 tsp vanilla
- 1 tsp cinnamon
- 1/2 tsp ground ginger
- 1/2 tsp salt

1. Preheat the oven to 375°F. Cut the sweet potatoes into 1 1/2-inch chunks, placing in a 2-quart baking dish as you cut.
2. In a small pan, melt the butter over low heat, then stir in the brown sugar, vanilla, cinnamon, ginger and salt.
3. Pour the butter mixture over the sweet potatoes in the baking dish, and stir and turn the pieces to coat.
4. Cover the pan with foil and bake for 1 hour, or until the potatoes are very tender when pierced with a knife. Let cool slightly before serving warm.



Sweet Potato and Parsnip Latkes

Serves 12 (12 latkes). Total time: 30 to 40 minutes.

- 2 cups shredded sweet potatoes
- 1 cup shredded parsnips
- 3 scallions, sliced
- 2 eggs, beaten
- $\frac{1}{3}$ cup flour
- $\frac{1}{2}$ tsp salt
- $\frac{1}{4}$ tsp black pepper
- Vegetable oil for frying

Topping

- $\frac{1}{2}$ cup light sour cream
- 1 cup apple, peeled and minced

1. Peel the sweet potato and parsnip and shred using a grater or food processor. Wrap the shredded sweet potato and parsnip in a few paper towels and squeeze to remove excess liquid.
2. In a large bowl, mix the sweet potato and parsnip with the scallions, eggs, flour, salt and pepper.
3. Heat a large iron skillet over medium-high heat. Add enough vegetable oil to cover the bottom and come up the sides at least a quarter of an inch. When the oil is hot, scoop about $\frac{1}{4}$ cup of latke mixture into the pan and slightly flatten. Repeat until the pan is full but not crowded. Brown the latkes on each side 3 to 4 minutes. Set aside on a plate lined with paper towels when done. While the latkes are cooking, stir together the sour cream and minced apple. Serve the apple sour cream on top of the warm latkes.

Latkes are crispy, fried potato pancakes often prepared as part of the Jewish holiday Hanukkah. This tasty variation calls for a duo of sweet root vegetables.



Spiced Sweet Potato Pie

Serves 8. Total time: 1 hour, 50 minutes.

- $1\frac{1}{2}$ lbs sweet potatoes
- $\frac{3}{4}$ cup half and half
- 2 eggs
- $\frac{1}{2}$ cup maple syrup
- $\frac{1}{2}$ cup light brown sugar
- 1 teaspoon cinnamon
- $\frac{1}{2}$ tsp allspice
- $\frac{1}{2}$ tsp ginger
- $\frac{1}{4}$ tsp nutmeg
- $\frac{1}{4}$ tsp salt
- 1 pie shell, unbaked
- Roasted pecans halves for garnish (optional)

1. Preheat oven to 425°F. Bake the sweet potatoes, skin on, for 30 minutes. Remove the skin and purée. Measure 2 cups to use in the pie, reserving any leftover for another use.
2. Return the purée to the food processor and add the half and half, eggs, maple syrup, brown sugar, cinnamon, allspice, ginger, nutmeg and salt, and process until smooth.
3. Pour the sweet potato mixture into the pie shell and bake for 15 minutes, then reduce the heat to 350°F and bake for about 45 minutes longer. When the center of the pie is puffed and a paring knife inserted in the center of the pie comes out with no wet batter, remove it from the oven.
4. Cool the pie on a rack for at least 30 minutes before slicing.

The perfect finale to a holiday feast! Fans of pumpkin pie will love this Southern favorite made with sweet potatoes and garnished with pecans.



Sweet Potato Maafe

Serves 6. Total time: 30 minutes.

1 tbsp vegetable oil
1 large yellow onion, diced
3 cloves garlic, minced
1 to 2 tsp fresh ginger, minced (optional)
1/4 cup tomato paste
1 lb sweet potato, peeled and cubed
2 carrots, peeled and chopped
2 turnips (or other root vegetable),
peeled and chopped
1/4 to 1/2 tsp red pepper flakes
2 cups vegetable stock or chicken stock
1/3 cup smooth, natural peanut butter
2 cups green cabbage, chopped
Salt and pepper to taste

1. Heat the oil in a large pot over medium-high heat. Add the onion and sauté until it begins to soften, about 5 minutes. Stir in the minced garlic and ginger, if using, and sauté for 1 to 2 minutes more. Stir in the tomato paste and cook for 1 to 2 minutes. Add sweet potato, carrot, turnip, stock and red pepper flakes and bring to a boil. Lower heat and simmer until the sweet potato, carrots and turnip begin to soften, about 10 minutes.
2. In a small bowl, whisk together the peanut butter with a little hot broth from the pot. Add the peanut butter mixture to the pot along with cabbage and stir to combine. Simmer for 5 minutes more or just until the cabbage has wilted and the other vegetables are cooked through. Add salt and pepper to taste, if needed, and serve hot.

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A popular West African dish, maafe is a rich, hearty stew that you might serve during the celebration of Kwanzaa. This vegetarian version features the satisfying flavors of sweet potato in a spicy peanut and tomato sauce.

Co-op's Own™ Thanksgiving

FROM OUR FARMS
TO YOUR TABLE

Ferndale Turkey



Fresh, never frozen,
and ready for roasting.

- NO additives
- Free-range
- Healthy diet
- Locally-grown
- NO antibiotics
- Family farm

JUST
\$2.49/LB

Choose a bird
from 10- to 24
pounds

*"We treat our turkeys like
they're part of the family.
Because since 1939, they have been."*

ORDER ONLINE

Visit www.pfc.coop

or

La Crosse: 608-784-5798 x2047

Rochester: 507-289-9061 x3041

Orders must be placed by

Friday, November 18 at 6 p.m. and picked up by

Wednesday, November 23, at 6 p.m.

Co-op's Own™ Pies

Our made-from-scratch pies will
be available in-store starting the
weekend before Thanksgiving.

No need to pre-order - we'll
have plenty of your favorite
options.

Co-op's Own™ Holiday Kitchen

Let us do the hard work!
Full dinner or fill-in sides,
made-from-scratch
in our kitchen.

TRADITIONAL DINNER

(TURKEY & PIE NOT INCLUDED)

- Baked Squash with Wild Rice Stuffing
- Cranberry Relish
- Creamy Mashed Potatoes
- Dinner Rolls
- Gravy (Turkey or Mushroom)
- Green Beans with Mushrooms and Toasted Walnuts
- Zen Stuffing

\$129.99
SERVES
4 TO 6

DON'T NEED THE WHOLE DINNER?

Individual sides are available in 16 oz. and 32 oz. containers. Just reheat!

HERB-ROASTED TURKEY

Ferndale Market boneless turkey breasts prepared and cooked to perfection by our deli kitchen with our special herb seasoning! We recommend planning for 1/2 lb to 3/4 lb per person. Just reheat!

Roasted
turkey breasts
\$13.99/LB

ORDER ONLINE

Visit www.pfc.coop

or

La Crosse: 608-784-5798 x2047

Rochester: 507-289-9061 x3041

Orders must be placed by Friday, November 18 at 6 p.m.

*Orders will be available for pick up between
10 a.m. - 6 p.m. on Wednesday, November 23.*



a note from the Board

It is a busy time of year at PFC! As we near Thanksgiving, we want to send a warm, sincere thank you to all owners and loyal shoppers in our communities – Rochester and La Crosse. You make a difference and your support helps to further the mission and values of our Co-op.

Plan your Thanksgiving at PFC

Speaking of Thanksgiving, have you ordered your Ferndale Market fresh turkey or Co-op’s Own™ dinners, sides, and pies? Visit your local store, shop online, or download the new PFC app to plan ahead this season.

In a pinch? Don’t forget there are many savory and sweet grab-and-go sides items available near the Deli to make cooking during the holidays a little bit easier.

Make your voice heard. Vote!

Cooperatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. People serving as elected representatives are accountable to the membership. This year, the Board of Directors election starts November 21 at 9 a.m. CST, and your voice is extremely important.

We encourage you, as owners, to review the nominees and submit your vote in this year’s election to help shape the future of the co-op.

Share a PFC story, recipe, or memory to celebrate 50 years

One of my favorite things about PFC is spending time in each aisle finding a new sauce or bulk item I haven’t tried before. I’ve made the greatest memories strolling through the store with my family.

Next year is the co-op’s 50th anniversary, and we’d love to celebrate by sharing your PFC stories! So, tell us:

- What do you like most about PFC?
- What’s your favorite PFC memory?
- Is there a PFC recipe—or one you created with PFC ingredients—that’s a big hit with friends or family?
- Do you have any photos, flyers, or other PFC memorabilia?

Please email your stories and scans (photos, flyers, documents as .jpg files) to pfc50@pfc.coop by Friday, December 2.

Thank you for being a part of this community. Stay warm and healthy this season, as always.

Meghann Southwick

Board Director

contact the board at: board@pfc.coop

UPCOMING BOARD MEETINGS

November 17, 5:00 p.m.

December 15, 5:00 p.m.

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

Vote

PFC Board of Directors is made of nine representatives elected by owners. All positions are “at large” and do not have a specific store affiliation. For the year starting January 2023 there are three open seats and five candidates.

Vote online!

- Voting starts 9 a.m. Monday, November 21 and ends 10 p.m. Friday, December 9.
- Owners receive a mailing in November with voting instructions
- If you have not registered your email address with PFC, or if it has changed in the past year, register it NOW by emailing ann.mull@pfc.coop
- Deadline for registering email addresses, to receive a link to the electronic ballot, is Friday, December 2, at noon.
- Internet-accessible computers are available at each store for owners needing access during the election time.
- Request a paper ballot by Thursday, December 1, by calling 866-984-3125.
- Paper ballots must be postmarked Monday, December 9.

Hey Owners!

Your voice counts!

Election begins **9 a.m. Monday, November 21**. Watch for a mailing and/or email with directions to cast your vote!

**SAVE THE
DATE**

*Annual
Meeting*

**Thursday, January 26, 2023
at 5:00 p.m.**

This year's meeting will be held in person in the La Crosse community space, with a livestream so viewers can join from home.

Candidate Statements

Elizabeth Gamble

1. Reasons for running

I am motivated to engage with the community: I recently moved back to Rochester after living in NYC and Zurich, Switzerland for several years. I'm very excited to be back in my hometown and contribute to the community that has meant so much to me. The city has changed immensely since I left and I can see how the offerings and location of PFC have contributed to making Rochester better.

I am excited about food and good ingredients: In 2020, I left corporate marketing and completed my culinary arts training in Switzerland. This experience has made me appreciate quality ingredients and the farmers and producers who help bring those to our table.

I love the shopping experience at PFC: Since moving to Rochester, I have truly enjoyed shopping at PFC! My husband and I live within a 12 minute walk to PFC, so I visit the shop at least once per week. I like the store layout, the product selection, and have been so impressed with the staff! If I were to join the board, I would love to help make the shopping experience better for everyone.

2. Skills

Inclusive Team Player: I enjoy being part of a team and working with others towards a common goal. I am a good listener and always strive to include everyone in the conversation to be sure that all voices are heard.

Business Background: I have an MBA with a specialization in Marketing Strategy and International Business. I feel comfortable reading and interpreting financial statements and am also in tune with modern digital marketing strategies.

Culinary Skills & Interest: I attended culinary school in Switzerland in 2020 and have a deep appreciation for local foods and fresh ingredients.

Creative & Positive: I am enthusiastic by nature and like to express my creativity in many ways – mostly through my writing. I see myself as a good communicator, and can use a variety of platforms and programs to create campaigns, blogs, or other messages. If selected to join the PFC Board, I would love to share these skills to reach the owner audience and beyond.

Local with a Global View: I have local roots but have lived in several places throughout the world. I am originally from Rochester, but I have lived in Shanghai, New York, and Zurich. Living as an expat – as well as in large cities – has given me a different perspective and has certainly changed the way I view grocery shopping!

3. Relevant experience

From 2011-2017, I served as a member and Co-Chair of the St. Olaf Alumni Board, NYC Chapter. We were a very active group, organizing several local events each year and including hundreds of Ole alums from the tri-state area.

Prior to moving to Rochester this fall, I worked in New York City for 11 years as a marketing executive, primarily in the Fintech and financial services industries. I managed teams and projects spread across the US, and created several multi-channel marketing campaigns for a variety of products. During that time, I also earned my MBA from NYU Stern School of Business.



4. Challenges for PFC

I believe that PFC could face (and successfully mitigate!) the following challenges over the coming years:

Nationwide economic downturn: Competition from larger grocery groups could pose a significant challenge to PFC. With the economy slowing down, shoppers will undoubtedly seek ways to save and optimize their grocery shopping – perhaps by purchasing more cost-effective individual items or by shopping at large warehouse/bulk stores.

Supply chain issues: Many businesses are impacted by the recent supply chain issues, and the grocery industry is not immune. Changes in supply of products and other operational materials could lead to cost and price increases across the board, impacting the bottom line of the business.

Engaging with customers in a digital capacity: Even when patrons are not physically in the store, it is still important to interact and engage with them. I believe having a consistent and pervasive online presence is critical to attracting a larger customer base – and is especially important to younger audiences. To me, this entails creating a tailored digital marketing strategy, including social media, ads, as well as the PFC website, blog and newsletter.

5. Potential opportunities for PFC

Capitalizing on location: I think that PFC could continue working closely with other downtown organizations, and making use of the excellent location. Downtown Rochester is continuing to revitalize itself and PFC could capitalize on that by being a destination for the lunch crowd, as a stop-off on the way home after work, and as a leader in growing food space here.

Dedicating resources to grow digital presence: As I mentioned above, I'm a proponent of having a strong digital marketing and online presence; so streamlining the website could be a great way to start.

Developing a robust events calendar: Offering consistent classes, in-house “demo days” and “meet the growers” events could be a great way to engage customers in another way.

Working with local hospitality figures: Lastly, I think the Co-op has done a tremendous job of highlighting and partnering with local, diverse suppliers. To continue to develop these types of relationships, PFC could consider teaming up with a nearby restaurant, hospitality group, or an up-and-coming chef for a pop-up charity event.



Thomas Halada

1. Reasons for running

- My spouse's diagnosis of celiac disease >10 years ago has given me an appreciation for the support and products offered by the co-op community.
- I have enjoyed being a member of the People's Food Co-op for more than 7 years.
- I am committed to inspiring others to embrace environmental sustainability.
- I have a passion for driving positive change from a servant leadership perspective.



2. Skills

- I will provide a voice for healthcare to board level decisions at PFC.
- I have a knowledge and appreciation of dietary needs and restrictions.
- I am proud of my ability to engage colleagues and the community.
- I am innovative, results driven and passionate about my community.

3. Relevant experience

- I hold an advanced degree in Nursing Leadership and Management.
- I currently serve in a nursing leadership position for a local health system with ties to La Crosse and Rochester. My current and previous roles have allowed me the opportunity to lead teams and projects, initiate and drive positive changes, chair committees, and collaborate with multi-disciplinary groups at local and state levels.
- I am a nursing representative for my organization's Green Committee as well as a green advocate. I have recently been invited to represent nursing regarding the food we provide to our patients with a goal of bringing health through the healing power of food.
- I recognize the link between environmental health and public health. As a registered nurse it is my professional responsibility to promote and role model a healthy lifestyle as well as help others understand the importance of healthy living.

4. Challenges for PFC

- Competing with larger and newer grocers entering the community for variety and competitive pricing.
- Providing a level of service that will distinguish PFC from competitors.
- Flexibility and adaptation to future public health concerns.
- Continuing availability of classes at the co-op.
- Continuing to attract, develop, and retain talent.

5. Potential opportunities for PFC

- Increasing community awareness of the benefits of membership with extra attention to diversity.
- Increasing visibility of locations.
- PFC Member engagement
- Leveling board membership between La Crosse and Rochester locations.

Robert Roberts

1. Reasons for running

- It's important for me to give back to my community. I recently moved back to La Crosse, renovating the home I grew up in. La Crosse was a great place to grow up and I'm excited to be back, hoping that I can help build an even stronger community.
- I love healthy food! My first experience in a coop was in 1975, on the West Bank of Minneapolis. I transferred to the U of M as a junior accounting major and chose to not eat in the dorm on weekends. I found the Seward Coop a few blocks away; that was an amazing experience. Moving to downtown Saint Paul in 1982, I was a founding member of the coop on the first floor of our condo building. Over 20 years ago, I joined Lakewinds Coop in the western suburbs of the Twin Cities. I rely on my coops to "take the bad stuff" out of our food - I don't have a science background, so I rely on the experts.
- I will always prefer small, locally-owned businesses. They are the lifeblood of any community.



2. Skills

- **Strategic Planning** - I've worked in several roles participating in or directing the strategic planning elements of banks and non-profit organizations.
- **Financial Management** - I have an accounting degree from the University of Minnesota and have had many roles and responsibilities managing and directing the finances of banks and non-profit organizations.
- **Sales and Marketing** - My first job at 16 was as a door-to-door salesman for Fuller Brush Company - which was eye-opening to the real world. I handed out roses to potential clients on Nicollet Mall in the 1980s as we opened the first new bank in MN in 50 years. I've led sales forces, developed several marketing campaigns, developed new products, opened new branches, led social media activities, and led sales & marketing organizations.
- **Customer Service** - I understand that without customers, you don't have a business. Meeting and exceeding customer expectations is essential to continue successful growth.
- **Active Listener** - it's imperative to be a great listener teaching English; it's been documented in past performance reviews (banking) that I'm an active listener. What others think and say is important to me to digest and consider prior to acting.

3. Relevant experience

- I was the co-founder, Chairman, President, and CEO of Bayside Bank in the 1990s, in the Twin Cities. Plus, I manually changed the message board on Highway 7 where 50,000+ cars would go by daily! No matter your title, it's important to understand all aspects of your organization. I recruited the Board, raised the money to start the bank, wrote policies, and managed the senior leadership team of the bank.
- I was an active member and then Chairman of the Board of Sales & Marketing Executives International, the only non-profit organization in the world that certifies individuals in both sales and marketing. I was Chair for 5 years and I continue on the Board today.
- I was on our church council in Minneapolis for 4 years, culminating as President of the Council. The church has 800 families as members.

I vote

Candidate Statements

- I was on the board of directors of the Hennepin Unit of the American Cancer Society. I served as the Special Events Chair for 3 years where we raised more than \$3 million/year, Fundraising Chair for 3 years where we raised \$7 million/year, and finally, as Treasurer where we managed the \$10 million annual budget. I also started the first Relay for Life event in Hennepin County, recruiting and building the team and organizing the event.
- I have extensive customer service and customer experience background. From designing/building customer service questionnaires to driving for Uber in Minneapolis for nearly 5 years part-time where I had a 4.99 rating out of a possible 5.0 with thousands of rides.

4. Challenges for PFC

After attending and listening to your most recent Board meeting, reviewing last year's annual meeting, talking with several employees in the La Crosse store, visiting the Rochester store, and meeting with the general manager of Lakewinds Coop, I believe these are some significant challenges:

- People - recruiting and retaining the right talent,
- Wage Pressure - part of retaining the right people, but a necessity to keep your best people,
- Margin Compression - a regular part of any business, doing the best you can with what you have, continually striving for improvement, and
- Meeting/Exceeding the Competition - there will always be new competitors, so it's essential to maintain strong values that differentiate you from the competition.

5. Potential opportunities for PFC

Without reviewing the financial information and being more involved, from 30,000 feet here is what I see as opportunities:

- create or strengthen existing alliances with like-minded organizations, i.e. nutritionists, clinics, hospitals, colleges, and other healthcare-related professionals/organizations,
- catering - offering good, healthy options to community businesses and organizations,
- bring back food samples - a cashier in La Crosse said that was very popular prior to Covid, and
- test pop-up stores - why not offer food (produce/deli) on Fridays at various college campuses; choose other high-traffic locations to "pop-up". Retail locations are expensive and challenging to manage. Use pop-up stores as a branding extension providing greater access to good, healthy food.

Michael Sersch

1. Reasons for running

- I believe that healthy food is a part of a healthy life
- The democratic model of ownership of Co-ops continues to be inspiring
- I think the Co-op can become a touchpoint for inspiring change in our community

2. Skills

- Board experience
- Employee experience
- Union shop steward experience
- Connection of mental health and healthy food
- Collaboration and consensus models of communication

3. Relevant experience

- Independent Living Resources: Board of Directors/President
- La Crosse County Criminal Justice Management Council
- La Crosse School Board SRO Advisory Committee
- Board of Regents: St John's University in MN

4. Challenges for PFC

- Competition
- Rising salary among other employers
- Maintaining local producer relations
- Employer-employee relations can always improve; what are ways we listen to staff and have employee-ownership?

5. Potential opportunities for PFC

- I first got to know co-ops when running a food salvage program as a part of a homeless shelter and food pantry. I would love to see PFC innovate ways to give food that is still good but not easy to sell (such as short-dated milk) to folks in the community.
- We can move towards a more collaborative relationship from management and employees, such as Union reports as a standard part of the Board meeting
- Wise stewardship, including environmental footprint and neighborhood impacts.



VOTE

Don Vaughan

1. Reasons for running

- For decades, I have been a huge supporter of local - not only in my own neighborhood, but while traveling, as well. If I see a co-op, rarely do I not stop to visit and see what they have to offer.
- The opportunity to support and assist in an area I am passionate about. I feel that the least I can do is to try to help make a difference with something that means a lot to me, as well as my local community.
- A chance to use my skills and experience to assist people in a different way than I have before, while also having the opportunity to learn more about something I am passionate about.

2. Skills

- Ability to work with the public and in the private sector in a variety of customer service roles, including interacting with the community as a daily newspaper photojournalist, as a therapy dog volunteer, and as a therapy dog tester/observer.
- Served in a variety of leadership roles, including as a daily newspaper photo editor and lead photographer, the manager of an on-site event photography company, safety chairman for a daily newspaper, a community volunteer for a county health and wellness group, and as a director, treasurer and vice president of a national not-for-profit organization.
- Working with people of all walks of life, from the incarcerated and homeless to some of the highest leaders of the United States. Demonstrated ability in diversity, equity in and inclusion.
- Wide volunteer experience, including 20 years as a therapy dog handler (hospitals, nursing homes, hospice, schools, churches, juvenile detention, adult detention, federal prison, community education events), more than a decade as a therapy dog tester/observer, and several years with a public health community group.
- Educating others in photography and therapy dog work, including offering one-on-one mentoring and informational sessions in group settings. Have lectured in educational settings from elementary schools to a Division I university.



3. Relevant experience

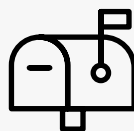
- As a photojournalist and photo editor by trade, I have spent a good portion of my life working with and learning from people of all walks of life. I have a huge respect for diversity and appreciate hearing about and learning from others' perspectives.
- For the past six years, I have served on the board of directors for Alliance of Therapy Dogs, the largest therapy dog organization in the U.S. For the past four years, I have been one of its elected officers. I served as treasurer for three years. Last year, I was elected vice president and was just reelected to serve another year in that role.
- As the photo manager of OC ImageWorks, an on-site equestrian event photography company, I oversaw and managed all aspects of the day-to-day operations.

4. Challenges for PFC

- Rising costs of goods and services.
- Competition from other grocers.
- Adjusting to new trends and conflicts (i.e., online sales, COVID-19).
- Keeping current and prospective members engaged.

5. Potential opportunities for PFC

- Growth, not only in the immediate communities of Rochester and La Crosse, but also in the communities that surround both cities.
- Continued support of locally made and produced goods and services.
- Outreach and education of what PFC has to offer.
- Continued improvement of engaging and how to help everyone feel welcome at PFC.



Watch your *mailbox*
and *email inbox* for your ballot!

Everyone has a PFC story. Tell us yours to help us celebrate PFC's 50th anniversary!

Next year is PFC's 50th anniversary, and we'll be holding special events and giveaways all year long as part of the celebration.

So tell us ...

What do you like most about PFC?

What's your favorite PFC memory?

Is a PFC recipe—or one you created with PFC ingredients—a big hit with friends or family?

Got any photos, flyers, or other PFC memorabilia?

50th

We want to see them!

Please email your stories and scans (photos, flyers, documents as .jpg files) to pfc50@pfc.coop by Friday, Dec. 2nd and let us know if you would like your memory featured in the Garlic Press newsletter, our anniversary display, or one of our many other avenues of celebration!

Watch your email inbox and PFC's website for details of upcoming events! And remember to send your PFC stories to pfc50@pfc.coop!

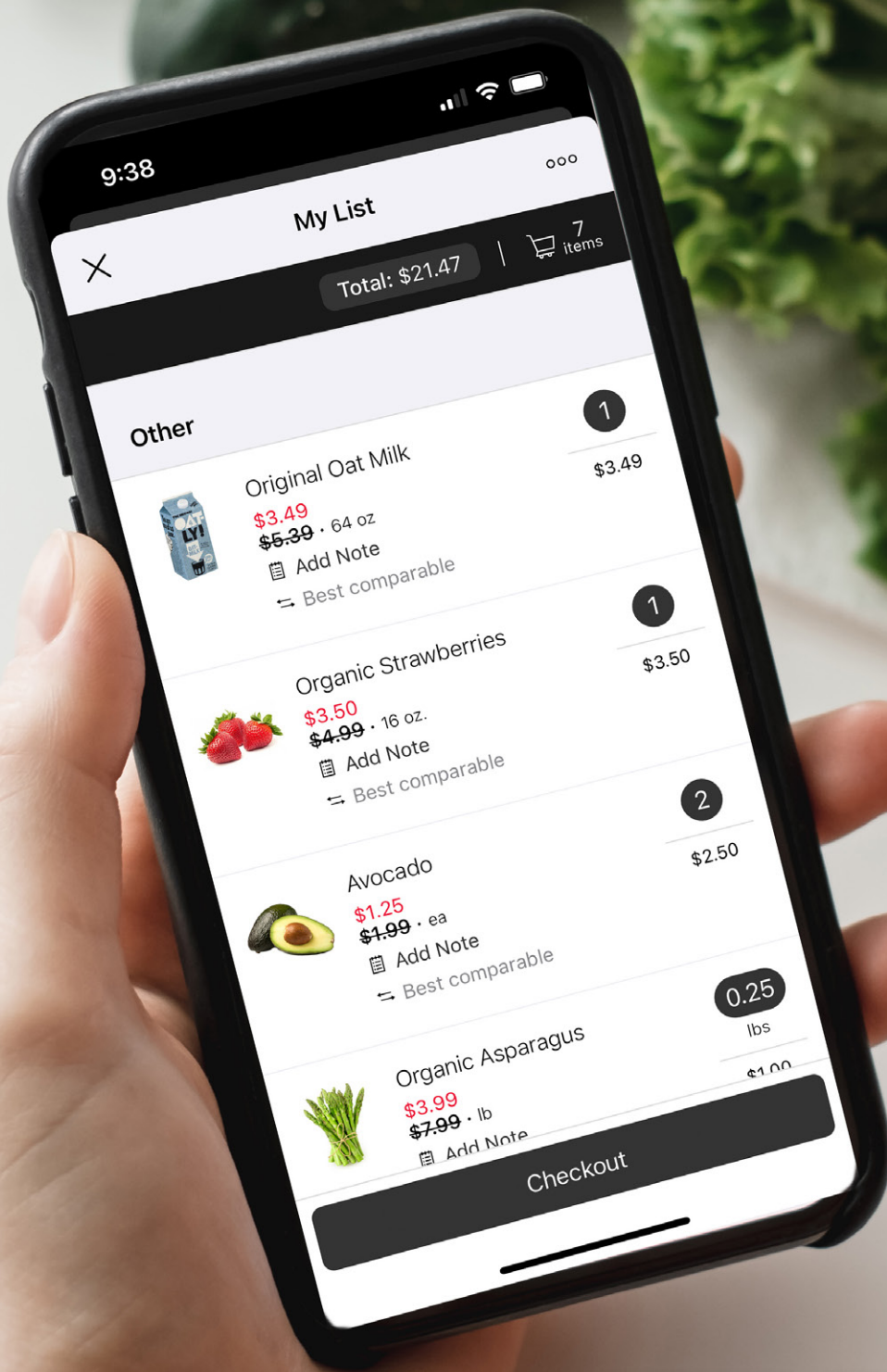
GIVE where you LIVE

*Nominate and cast your vote for
next year's recipients in November*

Part of our mission is to support our community through charitable giving and this year we are asking our owners to take part in the decision making. We recognize that there are many organizations in need of assistance. With the support of our owners and shoppers we have given thousands of dollars to area non-profits. In November, we will ask our owners (watch for an e-mail next week!) to nominate their favorite non-profits and then cast their votes for their top three favorites. The 11 non-profits with the most votes in each location will be recipients for next years Give Where You Live Program. We appreciate your participation and support of the great organizations doing amazing work to make our community stronger.



PFC at your FINGERTIPS



- Shop from anywhere
- Create shopping lists
- Scan pantry items direct to list
- View weekly specials
- Plan meals with recipe inspiration and add ingredients to your shopping list
- and more!

3 WAYS TO SHOP



shop.pfc.coop



GET IT ON
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 Download on the
App Store