

Volume 3, Issue 4

# the Garlic Press

March/April 2023

## JOIN THE CO-OP

OWNER DRIVE  
APRIL 16-30

see pg 14 for details

- 4 Local Co-op Partners  
Warehouse: The power  
of cooperation
- 8 Hit the Trails
- 10 Lighten up with Legumes
- 12 Classes and Events
- 13 BOGOS are back!



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

## *a note from the CEO*

I'm honored to introduce a commemoration of the 50th anniversary of PFC. With vibrant colors and a nod to our collective history, this label points toward a bright future.

Input from staff and owners guided design. Through the process we learned that our traditional farm/city logo is one people love, and love to share. It represents the heart of who we are and what we do. Happily, the "50th" is easily woven into that design.

My deep thanks to the Kindship Group, to our owner focus group, and to Ann Mull, Kevin Ducey and Quin Graves for bringing this logo to life.

I am so proud to be part of People's Food Co-op. Thousands of people have strengthened our community through the grocery stores, putting humanity into the work, finding alternatives to agriculture consolidation, and creating places of health and well-being.

We have more than 9,500 active owners. We employ an average of 160 people. We contribute every day to our local economy. Huzzah to a well-deserved 50th birthday, People's Food Co-op!

Other good news: Welcome new management to our Rochester deli! My Sandwiches took over our salad bar, sandwiches and made-to-order on March 2. We're now offering new sandwich flavors, a ramen bar and Bahn mi sandwiches, with more delicious offerings in the works. Meet the My Sandwiches crew of Neng, Seng, Catarina, and Anjelica at our Spring Open House on April 4, 3:30-5:30, in Rochester.

At our upcoming New Owner Drive in April, it is a great chance to turn one of your friends into a PFC owner! Ownership means representation, and one aspect of representation is voting. Each owner (AKA one co-op membership) has one share of voting stock, worth \$25, plus three shares of non-voting stock, worth \$75. The investment of \$100 is the owner's personal equity in this community-owned business.

The equity investment distinguishes cooperative membership from membership at a "club store". If one no longer wants to be an owner for any reason, the investment is returned to them. This is not a fee: it is business ownership, built through shared community capital.

Food co-ops are owned by folks in their community who value healthy, delicious food that's good for everyone. Ownership puts you in great company: over 1.5 million people are owners of food co-ops in the U.S. Each co-op is deeply rooted in its community.

Thank you for your support of People's Food Co-op!

*Lizzy Haywood*

PS - We'll be celebrating Earth Day at events in April. Mark your calendars for April 22 in Rochester at Northop Park, and April 30 in La Crosse at Myrick Park. Please join us.

follow us!   



# Happy $\pi$ Pi Day

Valid March 14, while supplies last.



Mini Pies  
**\$3.14**

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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# Co-op Partners Warehouse

Location: St. Paul, MN  
155 miles from PFC-La Crosse  
91 miles from PFC-Rochester

LOCAL

People's Food Co-op has a friend in Minneapolis. The Co-op Partners Warehouse, or CPW,

has worked with PFC for many years to bring fresh produce and other products to our shoppers in La Crosse and Rochester. We visited recently with CPW's Lori Zuidema, Senior Manager of Strategic Initiatives, to learn more about the story behind CPW.

Co-op Partners Warehouse operates out of a small warehouse just north of University Avenue in the industrial zone between the Twin Cities. The building is nondescript, a single-story warehouse in a row of warehouses in a neighborhood of warehouses. Except for the twin pines co-op symbol posted on the wall beside the door, you wouldn't know that you'd found the central warehouse for many of the best groceries in America.

The warehouse is actually a series of connected warehouses. Because they handle so many different kinds of products that require different temperatures and humidities to keep the berries and melons dry and the cheese and dairy cold,



pictured: CPW Exterior

CPW occupies a series of discrete warehouse spaces with interconnecting, air-lock doors.

CPW works with local farmers—vegetable growers and dairies—but they also work with local artisans, chip makers, kombucha brewers, syrup, and bagel makers, all folks who want to get their products to market. They also act as a distribution hub for organic farmers from the West Coast and other parts of the United States. CPW supplies groceries, restaurants, and schools throughout the region from the Dakotas to Michigan's Upper Peninsula and south to Illinois and Iowa.

CPW's service is a great deal for PFC's local farmers. Featherstone Farm, out of Rushford, Minnesota, for instance, can bring one delivery of butternut squash to CPW and the warehouse then takes care of distributing the squash to dozens of Featherstone customers in the region. The



pictured: CPW employee Alijah

truck going out from the warehouse to La Crosse will have Featherstone produce, but also might have anything from dairy from Kalona to lettuces from California and Equal Exchange bananas from Peru. It saves on mileage for the growers, and your local farmer doesn't need to maintain a delivery fleet.

The Warehouse works with about 40 local farms, a half-dozen dairies, and around 100 grocery suppliers. CPW trucks visit People's Rochester store three times a week, delivering local produce. Kathy Smith, produce manager in Rochester, reckons that local produce from CPW constitutes "up to 40% of local produce in the peak season." In La Crosse, CPW makes four deliveries a week, and Hans Johansen, produce manager, believes that up to half of our local produce is supplied by the Warehouse. Hans notes that the store's grocery and deli departments also source local ingredients through CPW.

### Bringing the farm to market

The folks at CPW are proud of the work they do with farmers and grocery producers, helping them to find suitable shipping and packaging to meet market requirements. "People sometimes bring in stuff packaged randomly," Lori says. CPW helps small producers prepare their products for the requirements of the market.

For example, last summer People's Food Co-op was lucky to have delicious watermelons at the height of the season. That was a project of CPW. They worked with a coalition of Black farmers in southern States to supply 46 bins of watermelon to the upper Midwest. CPW worked with the southern farmers to bring the watermelons north, supplying the infrastructure that made the deliveries happen.

The American food system channels food sourcing in ways that may not make sense in a country undergoing climate



pictured: CPW employee Nels on forklift



pictured: CPW employee Rick

change. For example, California's Imperial Valley has been an agricultural powerhouse for decades, yet the valley is a desert and is facing catastrophe now that the Colorado River is drying up and the mega-drought in the West continues year after year. In many ways climate change represents opportunity for growers in other parts of the country. "California has the infrastructure all set up; all the post-harvest handling is there. Georgia doesn't have that," Lori says.

### CPW beginnings

Co-op Partners Warehouse started over two decades ago as an off shoot of the Wedge Co-op in Minneapolis. Edward Brown, the then-produce manager at the Wedge, wanted to buy more produce directly from his growers. He also hoped to grow markets for local farmers. "[CPW has] gone from a subsistence level business with four customers to over 400 now," Lori says. They started with just a couple of employees and now have over 60 on staff. It took a co-op to recognize a business opportunity helping other businesses come to market.

Small farmers are often looking for ways to reach bigger markets but are often too overloaded with the business of

farming to take on the organizational tasks of developing business contacts at food co-ops and restaurants and the headaches of maintaining a trucking business. As their name implies, the folks at Co-op Partners Warehouse work to form cooperative partnerships with our local suppliers to help them succeed.

Co-op Partners Warehouse distributes both big California growers and local farmers. The Warehouse makes it work by taking advantage of the large producers' built-in profit. "We max out our margins on the local stuff," Lori explains, so that small, local farms can afford the service and make some money in return.

The co-op aspect of CPW helps counterbalance corporate farms and producers, who have advantages when it comes to marketing and getting their products into consumers' kitchens. CPW's mission is to partner with small farmers and family farms who practice sustainable, organic agriculture, helping them to succeed by increasing their access to consumers. As Lori notes, that's often a matter of getting



pictured: CPW warehouse

the word out about the benefits of buying local and organic. “There’s a cost associated with letting your chickens run around and have sunlight. A lot of big companies are doing the “down-home” thing, that they’re a small mom-and-pop business, but it’s not true.”

### Changing climate

Since a big part of the Warehouse’s business is trucking, their costs have increased dramatically as the price of gas went up. “Shipping costs on a pallet of broccoli from California used to be \$250, now it’s \$400 to \$470,” Lori says.

The ongoing drought in California will also continue to affect produce pricing adversely. “Climate change is here and it’s going to affect our food supply in a big way,” Lori notes. “Local food is going to be more important as the drought continues in California.”

As the local food system continues to grow, CPW will be well placed to help facilitate that growth. “We’re still struggling,

but we’ve grown in terms of our purchasing power. We have the reach and volume to strengthen the local food system. We want to be a year-round supplier,” Lori says.

Co-op Partners Warehouse is PFC’s partner in the business of growing our local food system.

CPW’s mission is to partner with small farmers and family farms who practice sustainable, organic agriculture, helping them to succeed by increasing their access to consumers.

# Hit the Trails

These portable, protein-packed snacks will give you the energy you need for your outdoor adventures.



## Nut Butter and Flax Powerballs

Servings: 15. Prep time: 20 minutes.

- 1 1/2 cups almond butter
- 1 banana, peeled and mashed
- 2 tbsps ground flaxseed
- 2 tbsps whey protein powder
- 2 tbsps cocoa powder
- 1 tbsp honey
- 1/3 cup almonds, finely chopped

1. In a mixing bowl, stir together the almond butter, banana, flax, protein powder, cocoa powder and honey. Blend until smooth.
2. Line a plate or pan with parchment paper. Roll the mixture into 1- to 2-inch balls and place on parchment paper. Next, roll each ball in the chopped almonds and return to parchment paper. Place in the refrigerator or freezer until firm.



## No-Bake Apricot Cashew Energy Bars

Servings: Makes 14 bars.

Prep time: 1 hour, 15 minutes; 15 minutes active.

- 1 1/2 cups chopped dried apricots
- 1/2 cup cashews
- 1/2 cup almonds
- 1/2 cup cashew butter
- 1/2 cup peanut butter
- 1 cup flaked coconut
- 1/3 cup shelled hemp seeds
- 1/3 cup chia seeds
- 3 tbsps cacao powder
- 1 tbsp maca powder

1. Place the apricots, cashews, almonds and cashew butter in a food processor and mix until the apricots are finely chopped and the ingredients have come together. The mixture will still be coarse.
2. Transfer to a mixing bowl and add the remaining ingredients. Stir until the mixture takes on the consistency of a very thick dough. Line a loaf pan with parchment paper and press mixture firmly into the bottom of the pan. Chill in the refrigerator for at least one hour, then check to make sure it has set. When set, turn the mixture out onto a cutting board and slice into 14 pieces. Keeps refrigerated up to 5 days.



Reprinted by permission from [grocery.coop](http://grocery.coop). Find these and other recipes, plus information about your food and where it comes from at [grocery.coop](http://grocery.coop).





### Chocolate Matcha Energy Balls

Servings: Makes 16. Prep time: 15 minutes.

- 1/2 cup raw cashews
- 1/4 cup raw walnuts
- 1 cup pitted dates
- 1 tbsp maple syrup or honey
- 2 tbsps unsweetened cocoa
- 1 tbsp plus 1 teaspoon matcha, divided
- Pinch of salt

1. Place cashews and walnuts in the food processor and grind the nuts to a fine mince, then scrape them to the center of the container. Add the dates, maple syrup or honey, cocoa, 1 tablespoon matcha and salt. Process until the dates form a thick paste and the mixture holds together if you squeeze a bit of it.
2. Scoop out a tablespoon of the mixture, form into a ball and place into a medium bowl; repeat until all of the mixture has been used. Use a wire mesh strainer to sift the remaining matcha over the balls. Roll the balls around to coat. Store, tightly wrapped, in the refrigerator for up to a month.

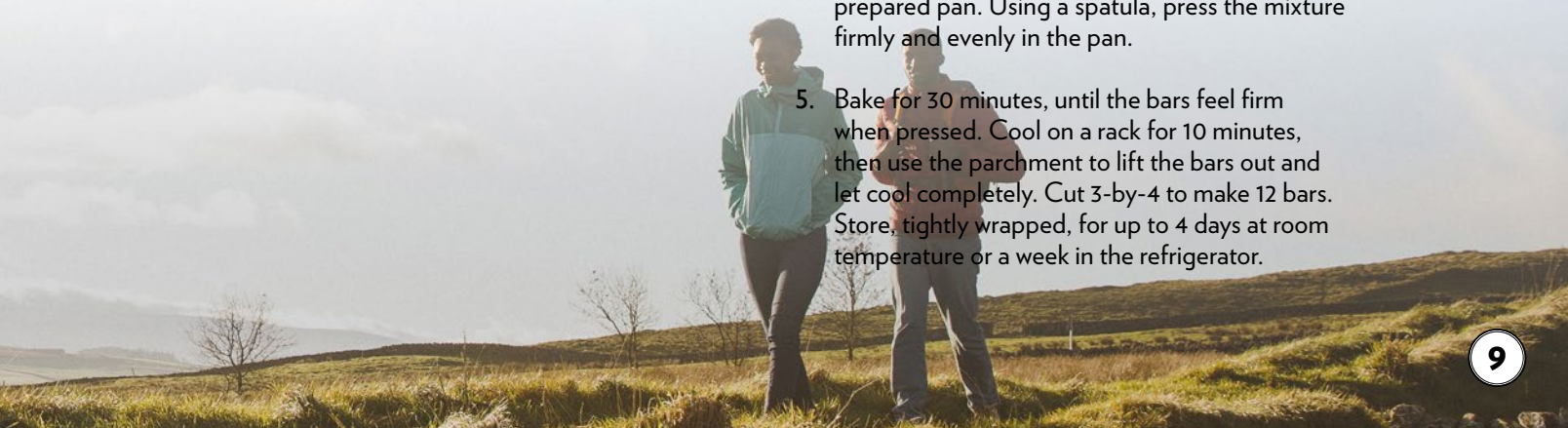


### Chewy Cocoa Granola Bars

Servings: Makes 12. Prep time: 20 minutes active; 50 minutes total.

- 2 cups rolled oats, thick
- 1/2 cup raisins, dried cherries or other dried fruit
- 1/2 cup coarsely chopped almonds, walnuts or peanuts
- 1/4 cup cocoa
- 1/4 tsp salt
- 3/4 cup applesauce
- 1/2 cup honey or agave syrup
- 1 tsp vanilla

1. Preheat the oven to 350°F. Cut a piece of parchment paper 8 inches wide, and place it in an 8" x 8" baking pan, with the edges hanging over to make handles for easy removal of the finished bars.
2. On a sheet pan, spread the oats and toast them in the oven for about 10 minutes, until fragrant and lightly golden in spots. Let cool on a rack.
3. Place the cooled oats in a large bowl and add the dried fruit, nuts, cocoa and salt and stir to mix well.
4. In a medium bowl, combine the applesauce, honey and vanilla. Stir until smooth, then pour over the oat mixture. Stir until well mixed, then spread in the prepared pan. Using a spatula, press the mixture firmly and evenly in the pan.
5. Bake for 30 minutes, until the bars feel firm when pressed. Cool on a rack for 10 minutes, then use the parchment to lift the bars out and let cool completely. Cut 3-by-4 to make 12 bars. Store, tightly wrapped, for up to 4 days at room temperature or a week in the refrigerator.





# Lighten Up with Legumes

Legumes lend protein  
to these satisfying,  
low-fat main dish recipes.

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## Lemony Lentil Spinach Soup

Serves: 4. Prep time: 50 minutes;  
15 minutes active.

1 tbsp extra virgin olive oil  
2 large carrots, chopped  
1 cup lentils  
4 cups water  
1/2 large lemon, seeds removed  
1 tsp oregano  
3/4 tsp salt  
1/2 tsp freshly ground black pepper  
4 cups fresh spinach, chopped  
1/2 cup fresh parsley, chopped

1. In a large pot, warm the olive oil over medium-high heat for a few seconds, then add the carrots. When they start to sizzle, lower the heat to medium-low. Stir often for about 5 minutes.
2. Add the lentils, water, lemon half and oregano. Increase the heat to high and bring to a boil, then reduce to medium-low and place the lid on the pot, slightly ajar.
3. Cook until the lentils are tender and starting to fall apart, about 40 minutes. Use a slotted spoon to remove the lemon, and let cool, then squeeze the soft flesh into the stew.
4. Stir in the salt, pepper, spinach and parsley, and simmer until the spinach wilts, about 2 minutes. Remove from heat and serve hot.





### Red Beans and Rice

Serves: 4 – 6. Prep time: 50 minutes;  
15 minutes active.



- 1 cup water
- 1/2 cup long grain brown rice
- 1 large red bell pepper, chopped
- 1 large carrot, chopped
- 2 tbsps Cajun seasoning
- 1 tsp salt
- 1 bunch collard greens, chopped
- 1 15-ounce can kidney beans, including the liquid

1. In a 2-quart pot, bring 1 cup of water to a boil, and add the brown rice, red bell pepper, carrot, Cajun seasoning and salt. Return to boil and cover tightly, reduce to low, and cook for 40 minutes.
2. When all the water is absorbed and the rice is tender, stir in the collard greens and kidney beans with liquid. Re-cover the pan and leave over low heat for 5 to 10 minutes to cook the greens and heat the beans. (Times vary depending on how you like your greens.) Serve hot.

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This New Orleans classic is incredibly satisfying. Try it as a side dish to roasted chicken, or as an entrée with a slice of cornbread.



### Split Pea Soup with Spinach

By: Robin Asbell  
Serves: 4 – 6. Prep time: 2 hours; 30 minutes active.

- 1 1/2 cups split peas
- 7 cups water
- 1 medium potato, cubed
- 3 ribs celery, chopped
- 1 medium onion, chopped
- 1 medium carrot, chopped
- 1 bay leaf
- 1 tsp thyme
- 1 tsp salt
- 4 ounces baby spinach, chopped
- 1/2 tsp black pepper

1. Pick over the peas for any stones or twigs, if necessary, then put in a large pot with the water and bring to a boil. Reduce to a simmer, and add the potato, celery, onion, carrot, bay leaf, thyme and salt. Simmer for an hour and a half, checking occasionally to stir and add water if needed.
2. When the split peas are falling apart, stir in the spinach and simmer just until the spinach is wilted. Add black pepper. Serve hot.

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Paired with a hunk of crusty bread, creamy split pea soup is comfort food that will warm you from the inside out.

# CLASSES, EVENTS & SPONSORSHIPS

## **PFC sponsored class**

### **Mindfulness Series - The Heart of Self-Care - 2 part series**

Tuesday, March 21, 6-7 p.m.,  
Tuesday, March 28, 6-7 p.m.,  
La Crosse Community Room  
with Greg Lovell

This class will provide a relaxing atmosphere for participants to learn about the concepts of self-care and mindfulness, experience guided practices, and gain tools for personal use. There will be time for discussion, reflection, and small group conversation. Additionally, please bring a device or pen and paper to write on. All proceeds from this event will go to La Crosse WAFER.

Class Fees:

Owner \$10; Non-owner \$15

**REGISTER HERE**

## **PFC is a proud sponsor of**

### **Rochester Thaw Festival**

Saturday, March 25, 3-11 p.m.,  
Downtown Rochester

30 performances across 6 different stages in Downtown Rochester.

## **PFC in-store event**

### **Spring Open House**

Tuesday, April 4, 3:30-5:30 p.m.,  
PFC Rochester

- Samples from our local farmers
- Wine and beer sampling
- Live music
- and more!

## **PFC is a proud sponsor of**

### **Green Goose Chase**

Friday, April 21-30.  
Virtual Scavenger Hunt

The Green Goose Chase is a virtual team mission-based scavenger hunt. Start by downloading the app then creating or joining a team to play the Green Goose Chase for FREE. You will have missions for your team to complete. Missions have a name, description, point value and are completed through snapping photos, texting in answers, or GPS location tags. As you complete missions, your team will accrue points at a chance to win great prizes!

## **PFC is a proud sponsor of**

### **EarthFest**

Saturday, April 22, 9 a.m.-2 p.m.  
Northrop Park, Rochester

Join us at the 9th Annual EarthFest Expo, hosted by KTTC's Darian Leddy. This year's highlights include 40 sustainability exhibitors, electric vehicle show, food trucks, music, games, children's activities, Goose Egg Park activities, and secure bike corral. Educational classes include solar electricity, heat pump technology, urban homesteading, sustainable living, permaculture, energy appreciation, and energy bills 101.

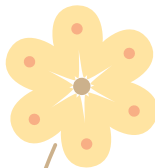
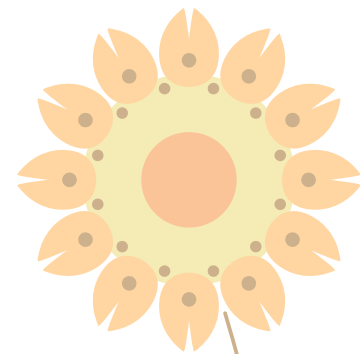
Joel Magnuson, PhD, an economist, speaker, and affiliated professor of economics at Portland State University is the keynote speaker. His talk is titled, "Toward a Livable Post Carbon Economy"

## **PFC is a proud sponsor of**

### **Earth Fair**

Sunday, April 30, 11 a.m.-5 p.m.,  
Myrick Park, La Crosse

Join us at the Earth Fair - a popular free family friendly "green" event that offers sustainability and nature education & exploration.



# coop deals

APRIL 19 – MAY 2, 2023\*



BO GO



Buy One, Get One  
**FREE**  
Om  
Organic Mushroom  
Powder  
3.17-3.5 oz., selected varieties

BO GO



Buy One, Get One  
**FREE**  
Vive Organic  
Wellness Shots  
2 fl. oz., selected varieties

BO GO



Buy One, Get One  
**FREE**  
Giovanni  
2Chic Shampoo  
or Conditioner  
8.5 fl. oz., selected varieties

BO GO



Buy One, Get One  
**FREE**  
Bach  
Rescue Remedy  
Pastilles  
35 ct., selected varieties

BO GO



Buy One, Get One  
**FREE**  
The Humble Co.  
Floss Picks  
50 ct.

BO GO



Buy One, Get One  
**FREE**  
Ancient Nutrition  
Collagen Protein  
Powder  
16 oz.

BO GO

# OWNER DRIVE

April 16-30

## OWNER PERKS

- Earn back your investment in one year through frequent shopping
- No annual fee
- Save 5% on a monthly shopping trip of your choice
- Save 20% on a monthly wellness item of your choice
- AND MORE! View the full benefits package at [www.pfc.coop/owner-benefits](http://www.pfc.coop/owner-benefits)

JOIN IN-STORE or ONLINE



### BONUS GIFT!

New owners who join during the drive will also receive a PFC branded Klean Kanteen camp mug.

# 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  
Google play



Download on the  
App Store