

Co-op Shopper

Spring 2018

LA CROSSE • ROCHESTER • WWW.PFC.COOP • FRESH PRODUCE • GROCERY • DELI • BISTRO



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returns
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and La Crosse

The *Co-op Shopper* 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 *Co-op Shopper* serves to educate shoppers about food issues, community activities and events, co-ops in general, and membership in the PFC. The views expressed are those of the writers and do not necessarily represent those of the People's Food Co-op or its membership.

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KNOW YOUR BOARD

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Verna Simon **vice president**

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Contact the board at board@pfc.coop

Upcoming board of directors' meetings

February 22, 4:00: Rochester store

March 22, 4:00: La Crosse (Powell Place office)

April 26, 4:00: Rochester store

TAKE OWNERSHIP

Our Mission: To build community, grow a loyal and thriving ownership, and be the best fresh food market in the country.

Become a member/owner of La Crosse and Rochester's only community owned grocery store!

OWNERSHIP BENEFITS

- A 5% discount on 12 shopping trips per year.
- Monthly member/owner only specials. Preorder by the case and take an additional 10% case discount.
- Reduced rates on co-op cooking, gardening, and wellness classes.
- Have a say! Vote on co-op issues and elect or run for the board of directors.
- Share in our profits. Profits from our co-op go back into our business, back to our community, or to owners in proportion to how much they spend (patronage refund)!
- *The Co-op Shopper* mailed to your door. Learn about local farms and food, stay up to date on co-op happenings, community classes, owner specials, and more! *The Co-op Shopper* is published quarterly.
- Two stores, one co-op. Use your ownership benefits at both La Crosse and Rochester locations!
- Ownership is yours! If you decide not to be a member/owner anymore, simply request an equity refund with a simple form.

IT'S EASY TO JOIN

- **Household:** Make a \$100 one-time payment or installment for the primary member, plus \$25 for up to two additional adults living in the same household who wish to utilize ownership benefits. The primary member/owner may make changes to the ownership at any time.
- **Business/Organization:** Business owners that use the co-op for their business purchases may want to choose this option. Make a \$100 one-time payment or installment for the primary member/owner, plus \$25 for each additional adult.
- **Special Circumstance:** PFC is committed to food access for all. Therefore, PFC offers full member/owner benefits for a one-time payment of \$25 to people for whom the \$100 is a barrier. Member/owners are asked to reaffirm their special circumstance status annually.

STUDENT MEMBERSHIP

College students with a valid student ID may sign up for a one-year membership (September–August). Cost is \$10 per year. Students are eligible for all owner benefits except the right to vote or run for the board and patronage refunds.

Join Today! Ask any cashier for a member/owner packet. It's quick and easy to sign up!

Cover photo: Sally Reimer of Renaissance Breads and Pastries at work.

Peace COFFEE

Peace Coffee has been around since 1996. According to Account Manager Kyle Feldman, the company started almost by accident. The Institute for Agriculture & Trade Policy (IATP) in Minneapolis hosted a delegation of Mexican coffee farmers for a conference in Minnesota on fair trade. At the end of the conference, one of the farmers said, “This is all great, but I haven’t sold a single coffee bean here.” The IATP people were encouraging, sure that a buyer would turn up eventually. The following year the principals at IATP got a call from the port authorities in New Jersey: “We got your shipping container of Mexican coffee here. Where do we send it?” IATP took out a mortgage, bought the coffee, and scrambled to get it roasted and delivered to co-ops and small markets. At the end of the day they had a small profit. The next coffee they sold was Guatemalan. Some of the proceeds from that coffee went to support Guatemala’s peace process (they worked with Guatemalan civil rights worker Rigoberta Menchú) and Peace Coffee was born.

PFC has carried Peace Coffee since the 1990s. Rochester store manager Karla Meyer remembers driving up to the Twin Cities to pick up an order. “We’d run out and decided to save on the shipping,” she says.

They were the first 100% organic and fair trade company in the United States. “Twenty years ago,” Kyle notes, “we were the weird hippies. Now you can go into Target and buy our coffee.” Peace Coffee is happy to see the expansion of their coffee into the mainstream marketplace. “Our business is to help small-scale farmers find markets for their coffee.”

The company now has 25 employees working in the warehouse and at least as many in the Peace Coffee retail outlets. They’re still weird hippies though. Half of the coffee deliveries done in the Twin Cities are done by bicycle. Bike delivery rider Jeff stops to chat. He’s biked to La Crosse in the past and would be happy to deliver to PFC.

Peace Coffee’s network of grower cooperatives has grown as well. Besides Mexico and Guatemala, they source coffee from Africa, Peru, Sumatra. They work only with grower cooperatives. The individual farms in these co-ops are tiny; the average farm size is less than 11 acres.

Fruit Acres Correction

In the Winter 2017/18 issue of *The Shopper*, we mistakenly identified the owner of Fruit Acres Orchard as Ralph Yates. Fruit Acres is owned by the Archie Skemp family and the Ralph Yates family. The Yates family has managed the orchard over the years. We regret the error.

Rusty coffee

Recent stories in the media report that coffee rust continues to plague growers in Central America. Coffee grows best at higher elevations with cool temperatures. As the climate warms, there is less arable land suitable for coffee cultivation.

Coffee rust has been spreading in the region as heat-stressed plants are more susceptible to the disease. Peace Coffee originally responded to the crisis with a coffee rust fund, donating 5¢ per pound to co-op farmers affected by the disease. But as Kyle notes, “Rust is only one symptom of the overall problem of climate change.” So Peace Coffee reconfigured its efforts. Their Carbon, Climate, and Coffee Initiative seeks to address climate change issues by encouraging organic practice, healthy soil, and carbon sequestration. From 2014 to 2017 Peace Coffee and its partners raised \$650,000 for projects in Latin America, such as centralized and improved compost production, field renovation, and technical trainings in regenerative, organic practices.

Peace Coffee’s marketing director Mel Meegan says that the spread of coffee rust “has been a wake up call for the coffee industry. There’s more scientific funding for the study of cucumbers, for example, than for the coffee plant.”

Caffeinated infrastructure

Fair trade brings a modicum of profit to small farmers, and the farmer cooperatives plow that profit back into the business. With time, Mel notes, the sorts of projects the co-ops pursue change. When she started with Peace Coffee in the 1990s, the cooperatives worked on bringing electricity and schools to their communities. Now the projects have shifted to better training for the farmers. Coffee has become more of a consumer item in the producing countries and the co-ops are putting in their own roasters and cafes for the expanding local and tourist trade.

Peace Coffee has recently started working with cooperative growers in the Democratic Republic of the Congo. There, in a manner similar to their beginnings with Guatemalan growers, Peace Coffee worked with communities struggling with the aftermath of war. The first profits for the growers went to replace the roofs of houses blown apart by years of war in that country.



Peace Coffee delivery driver Jeff with his ride.

Renaissance

BREADS AND PASTRIES

Early morning in Galesville, Wisconsin. It's already well into the workday for Harmony Bork and Sally Reimer, the two sisters who own Renaissance Breads and Pastries. The windows are still dark, the sun isn't up yet. It's a cold, mid-winter morning, but the bakery is warm with the oven having been on for hours. Sally shapes the dough into loaves, talking as she works. Harmony's shift is already over and she stands back and watches Sally. They finish each other's sentences and talk over each other as I ask them about their work.

They've owned the bakery for 10 years. It's a family affair—their sister Corrie drives delivery. Harmony, the older sister, has the early shift. She comes in every day and makes the dough and does prep work for Sally, who arrives shortly before 5 a.m. Harmony had previously been a line cook at the Trempealeau Hotel, and in spite of the 2 a.m. work shift, she says it beats grill cooking when a tour bus rolls in with 200 people.

"Baking is kind of therapeutic," Harmony says.

They grew up on a farm near Ettrick, Wisconsin. "I was the early chore kid," Harmony says. And she still is.

"We were baking when we were kids," Harmony remembers.

"We made buns, rolls—those rye crackers Mom used to make—" Sally says.

"Oh, those were great," Harmony says. "We made pasta!"

"And quiche!"

They credit their mother, Nan, with teaching them the love of baking and cooking.

Their sourdoughs, rye and whole wheat, are their most popular items. But they sell a lot of seven-grain loaves as well.

"We've got a new one, a cranberry-pecan that's flying off the shelves," Sally says.

"People like that one," Harmony agrees. They do 25 varieties of bread altogether—all of them organic and many of them seasonal breads. Harmony recommends her favorite, the Mexicali sourdough, though it's not available year-round.

They've had success getting their breads into new markets, but when opportunity came to sell to a store in Madison, they turned it down. They don't want to grow too big.

"We don't want to compromise," Harmony says. "If you do too much you have to cut corners."

In addition to People's Food Co-op in Rochester and La Crosse, you'll find them selling at the Saturday farmers' market in Winona, Minnesota. They value the opportunity to meet customers and gather feedback on their breads. Although the bakery is on the square in Galesville, they do not have a storefront. So don't expect to show up and get it hot from the oven.

Renaissance is strictly organic. They're careful about additives, using honey or molasses, but never sugar. Every loaf is hand-shaped.

CARE AND FEEDING OF YOUR LOAF



Sourdough bread dough waiting patiently for baking.



Sally kneads the dough briefly, shaping it into form.



The bread takes a break on its "couch" after kneading.

During the course of our conversation, Sally continually runs to the oven to rearrange loaves. Every 10 minutes or so, she explains, the bread has to be shifted around. It's an old oven and some spots are hotter than others. So, it's not likely that Sally could put the bread in and run off to the grocery for an hour, or lie down for a nap. The oven takes continual attention. The oven's maker is "Blodget," but they don't call it anything other than "the oven." They don't appear to hold any grudge against the machine that holds tyranny over their time, though they like the idea of renaming the oven Blodget.

The sourdough starts to snap and pop, like seeds roasted on a stove skillet.

"That's the sound of 'happy sourdough,'" Sally says, although she insists she doesn't get attached to any one of the loaves.

We break out the butter and knives and cut into a fresh loaf. The sourdough rye has a dark, rich flavor. It reminds me of bread I've had in Germany. "That's our German coming out," Harmony says. "It's really good with a sharp cheddar in a grilled cheese."

"It's a sustaining bread," Sally notes. "This is a staple in most people's lives and it should be healthy and delicious."

They don't want to grow too big. "If you do too much you have to cut corners."

The interview started before sunrise and now it's mid-morning. Sunlight pours in through the east windows on the cold winter's morning. The bakery is toasty warm. Despite Blodget's dubious reputation, it's still a 475° F oven. During summer the heat would be less cozy, but there are worse jobs in the world. The 2 a.m. start time is daunting though.



Renaissance women. Sally Reimer and Harmony Bork.

"It's not so bad," Harmony says. "I have a cup of coffee. I turn on the radio, but not too loud to wake the neighbors. We haven't tried experimenting with music to see if the sourdough would respond. We wouldn't play any angry music. Maybe it would affect the bread."

"We don't listen to the news anymore. We don't want any negativity," Sally says.

"I did hear a year-end news round-up," Harmony says. "Did nothing good happen last year? Our hearts go into this bread. And that's our secret. The secret is the love you put into your food."



Sally scores the top of each loaf with a razor. This will give the finished bread an even-centered split.



The loaves are eased into the hot oven with a baker's peel (handmade by Sally's brother).



Finished sourdough loaves coming out of the oven.



PFC BOARD REPORT



Wale Elegbede,
People's Food Co-op

Happy New Year fellow cooperators! Our La Crosse and Rochester communities are blessed to have people like you as co-op owners and shoppers, and your board thanks you for your continued support and helping our communities grow. As an American of Nigerian descent, I will start with an African proverb that says, "It is easy to break a broomstick, but not a bunch." Does this sound familiar? If not, simply take a look at the grocery bag PFC's dedicated staff recently used to bag your fresh produce, freshly baked treats, bulk, or grocery items. The words "collaboration" and "we're stronger together" stand out, and like the proverb says, together we're stronger as a bunch. Thank you for helping make our La Crosse and Rochester stores a stronger "bunch" within our respective communities.

2017 election results

Democratic member control is our second cooperative principle, and as we roll up our sleeves and forge ahead in 2018, we have

important election news! Last year, PFC fielded strong candidates and our owners participated in voting for the 2018 PFC board of directors from December 1 through December 15, 2017. We are happy to announce the results of the election: Incumbent, Verna Simon has been elected by voters to serve another term, and Laurie Logan and Andrea Niesen are newly elected! Also, both Bylaw changes were passed. Participation was strong, and the addition of our two new board of directors will ensure that we have great board representation for years to come.

Patronage dividend

Once a year, formal accounting determines the co-op's income and expenses, and during profitable years, patronage refunds are issued to PFC owners when approved by the board. Fiscal year 2017 was a tough year, and PFC did not make a profit. As a result the board decided to not issue patronage refunds because it would further increase our loss. All fiduciary responsibility of PFC rests with the board, and we take that responsibility very seriously. We are rolling up our sleeves, and PFC staff, CEO, and the board are working hard to make 2018 a success!

2018

Food co-ops have been at the forefront of movements to advance organic foods, local foods, and fair trade products to mention just a few, but our work is not done, and our vision is not yet realized.

We need your continued support in 2018! The mission statement of People's Food Co-op is an important one, and also big and bold. Our mission is "to build community, grow a loyal and thriving membership, and be the best fresh food market in the country." Our guiding star and vision is that "our community is a vibrant, exemplary model of healthy, sustainable, and cooperative living."

We live in wonderful La Crosse and Rochester communities with a great food cooperative called The People's Food Cooperative. To achieve our mission and realize our vision, we need you to continue to shop at the co-op. Next time you shop, bring a friend along and spread the great things your local co-op is doing. If we all work together as a "bunch," our store and community will be stronger and more prosperous.

With 2017 behind us, here's to 2018!



People's Food Co-op Board 2017. Left to right: Monica Lunde, Heidi Blanke, Wale Elegbede, Lisa Wiste, Verna Simon, Katherine Logan, and Paul Sims. Tessa Leung, board president, not pictured.



GENERAL MANAGER'S REPORT



Lizzy Haywood,
general manager

This time of year can be highly energizing. With the turn of the calendar we tend to spend time in reflection, celebrating friendships and milestones. As I write in January, all around is the buzz of personal resolutions and commitments and a current of urgency to get professional projects off the ground. Despite the frigid weather and short days, we are in motion.

We recognized the close of the People's Food Co-op year at the Annual Membership Meeting on December 9. Co-op owners will receive notice of a full report of the fiscal year (October 2016–September 2017), but we'd like to share some key points here.

PFC's fiscal year was marked by the challenges within a highly competitive grocery business. During this year, PFC experienced a net loss, which is a considerable swing from the healthy positive income of 2016. This means that we will not be issuing a patronage refund for the past year.

Our biggest challenge is the growth of competitive forces in produce and organic foods. Sales growth flattened, compared to years of good growth since our merger. A few key factors affected sales: Fewer people were shopping the stores, we lowered prices—meaning that we might sell the same number of boxes of cereal, but we're selling them for less, and the summer-long closure of Cass Street in La Crosse for street maintenance cut down on traffic.

We continued to pay down our debt at a fast pace, and we increased member equity by \$52,000, representing almost 500 new households in our total of 9,400 owners. Additionally, the preferred shares investments made by owners continue to earn a healthy dividend, and the owners receive dividend payments.

As an owner, *you know* that People's Food Co-op plays an important role in our communities. We offer good jobs, with good health care, in two cities. We foster the development of organic farmland. We support education and empowerment of people throughout the region, on food, wellness, and sustainability.

And as an owner, *you can* increase the health of the co-op. First, by shopping. We have extended the "Double Your Savings"

promotion through September 2018 [see ad page 11], giving you twice as many reasons to shop.

Second, encourage others to become owners. Investing in the ownership of a business is a real and impactful way to exert control in a food system that can be wrestled away by money-hungry corporate interests. A \$100 one-time investment is a straightforward way to say, "local control matters." (To learn about all the ways to become an owner, go to the "Our Co-op" tab at pfc.coop.)

MOSES

At the end of this month we will welcome thousands of people to La Crosse for the 29th Annual MOSES Organic Conference. As an annual sponsor of this event, we have made our commitment to organics known in our region and around the country. As it has been for half a century, the roles and rules of organic production have been changing. There is a constant conversation about organic, marked by issues like animal welfare, foreign production, hydroponics, federal standards, GMOs, and so much more.

Through the years, People's Food Co-op owners and shoppers have relied on the co-op to provide a wide spectrum of products reflecting the community's needs—from local, to certified organic, to gourmet, to convenient, to affordable, to fair trade. In meeting those needs, we are continually aware of the importance of making certified organic foods available every day. We welcome the questions and concerns raised by you, our owners, which guide the organic selections we make for the stores.

People's Food Co-op is committed to continually being an advocate for organic foods and to supporting the expansion of organic production throughout our region.

International Women's Day

It would be appropriate to recognize Lady Eve Balfour in this issue of *The Shopper*. Lady Balfour was one of the first people to examine the differences between organic and chemical-based production, in England in the 1930s. The foundation of the organic food movement arose from her writings. As a woman leading the evolution of agricultural practices in the early 20th century, she must have been exceptionally determined. Approaching International Women's Day on March 8, let's think of the many pioneering female scientists, like Lady Balfour, who have demanded a healthier and more inclusive world.



Eve Balfour.

LA CROSSE

Ed Johnson

In fall 1996, Ed Johnson started work at People's Food Co-op of La Crosse. He'd been a manager at a Wendy's "out by the mall," he reports, and at first he found his reception at PFC a little chilly. "I was coming from the evil corporate world, but I had friends who worked at the co-op who knew me as an alternative musician." So it evened out, and Ed decided to stay.

We meet in Hackberry's above the co-op. Ed's wearing his Wormwood band t-shirt. "I played in this group with Mike Makela. He had my job at the co-op before me. He was a founding player in Bongzilla—a huge sludge-metal band." Mike moved to Madison and Ed took the grocery job and has worked in PFC's grocery since then. He's currently assistant manager.

It's all in the timing

Ed is a drummer and has a long interest in synaesthesia—the way we perceive things and in particular the odd way that different sensory perceptions overlap, so that one "sees" color in music, or "hears" a painting. Ed insists that Pearl Jam is way too brown and prefers the oranges and yellows he hears in Nirvana.

Alternative music has its roots in the early 20th century. The advent of relatively portable recording equipment allowed the definition of music to expand. So people were recording urban soundscapes and other sounds and abstracting the musical sounds readily available in the environment. This openness to new sounds broke down walls between types of music and broadened the definition of what music is. Ed notes that the "composer John Cage made the observation that music isn't a single stream; in fact, there's a vast delta of influences that blur the distinctions of past and present and of genres." In some ways, a democratic, cooperative business model shares that process of reflecting the existing relations in a community rather than imposing a business model on people's



Ed Johnson.

behavior. People's Food Co-op reflects the folks who live in our communities. A co-op is built on the existing relations, and the relations we build, between members and producers. It's a flexible approach to business that a large corporation can't match.

As an example, when Ed talks about "hierarchies of time" as he's managing PFC's grocery aisles, he's thinking about the flow of product out the door of PFC, but also of his relations with local suppliers. "I enjoy working with local vendors," he says, "and when you look at an aisle you have to account for how various locals handle their accounts. The mix of technology is a challenge. When you're dealing with so many local vendors, it's not centralized or organized like it would be at the big commercial retailers. Getting hold of the Amish, for example—I might be scrawling a note on a piece of scratch paper that gets handed to someone, who hands it to someone else. You have to remember you're dealing with Amish egg people, not U.S. Foods." When Ed looks at the flow of products through his grocery aisle, he thinks about how long the different vendors are going to take to supply those items. "Some things you have to order now or you won't see them for weeks."

Local is not a widget

He grew up in Newry, Wisconsin—a small unincorporated town near Cashton. It wasn't much of a move for Ed to come to La Crosse. In his time in this region of the planet he reports the "vagaries of the weather of the last 10 years have brought a great deal more stress" than local farmers used to face. "It wasn't such a big deal when I started. We live in one of the great food hubs of the world. There's a lot more awareness of that, and small, artisanal producers can do well here."

Ed points out that co-ops have certain financial advantages over corporate businesses. "Co-ops are driven by more voices." As an example, he notes that while a lot of people are now talking about "local" and "natural" foods, he doubts that big business puts the same resources into truly connecting the consumer to the product so that the connection is knowledgeable rather than "just a widget. It's not that we're smarter than the big corporate stores," Ed says. "We simply have a culture that lends itself to a more comprehensive learning curve. The development of relationships is a normal part of our business model. We approach challenges with that model: the process of being involved with farmers educates us over time. It's a dynamic process."

Next time you're in the La Crosse store's grocery aisle, listen for the Peace Coffee singing smooth-flavored overtones while the mac 'n' cheese listens with impatient jealousy. "Yeah, that's just the caffeine making you sound so orange."

ROCHESTER

Christina Schotzko

In November 1989, Christina Schotzko paused with her hammer. The Berlin Wall was under her feet. It took only a couple more whacks to get the two pieces she had set as earrings. “I never wear them,” she says. “But maybe I’ll pass them along one day—historical artifacts.”

Her parents are German but met in San Francisco where they’d moved to study. Christina was born and raised in California before she decided to move back to her mother’s home village near Coburg, Germany. There, she worked for porcelain and leather manufacturers, mainly as an administrative assistant and translator.

She moved back to the States in 1994, and Rochester in 1996, working first at the Koehler and then the Rochester Country Club for two years.

In 1997, she wandered into the Good Food Store one day looking for, yes, good food. She liked what she saw and asked the cashier if they needed part-time help. “I wanted to get in on this crowd,” she remembers thinking. She’s had a job at the co-op since then. This year is Christina’s twenty-first anniversary of employment with PFC.

“I remember working Saturdays all by myself. You knew all the customers. My boys would come in and help bag groceries for me.” Christina has three children, all boys: Gavan, Kilian, and McKaid.

“My kids eat quite well. I always try to cook from scratch,” she says. “I binge shop. I’ll do two carts-full of groceries to use my 5% discount. Everybody sees me coming with my big shopping trips. I have one list that I add to throughout the month and I try to take advantage of the member specials. I’ll buy three months’ worth of olive oil, for example, when it’s on sale, and by the time I’ve used that up, it’s on sale again.” Yes, Christina agrees, *das ist echtes Deutsch*.

Versatile and well-traveled

Since starting at the co-op in 1997, she’s worked in most of the store’s departments. “I’ve worked in produce, then grocery, cashiering—I’ve worked in every department except the deli,” she says. “The wellness department is my love. It’s my passion: I like herbs and holistic medicine. Cashiering is my main thing, and I do groceries when they need me. Cashiering is great. I like to be in contact with people, to see people leave happy.”

She’s been a part-time worker for most of her time at PFC, except for a full-time stint following the 2007 recession. She’s back to



Christina Schotzko.

part-time work now, but is glad to add hours when needed. “It’s not like work to me. I know the customers from way back. I’ve seen their kids grow up. It’s just been fun.”

She’s glad to see that the move to the new store in 2013 kept some of that family feeling that she’d known in the old Good Food Store. “People’s Food Co-op has a niche in how approachable and friendly this store is.”

That may be due to Christina’s talent. She’s good at bridging the gulf between people, between staff and customers. PFC is blessed with so many talented staff. We’re lucky to have someone so good with a hammer to take down walls.

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f i



BOARD ELECTION RESULTS



Verna Simon,
board member



Andrea Niesen,
board member



Laurie Logan,
board member

A big thank you to all candidates running in this year's election! We had a strong pool of candidates interested in serving on the board, and each candidate was passionate about the PFC.

Verna Simon was re-elected. Andrea Niesen and Laurie Logan won their first elections to the board. The new board will be seated at the January 25 board meeting.

All bylaws on the ballot were passed. Thanks to everyone who participated in this year's elections!

—2018 *People's Food Co-op Board*



The Expo will feature gardening exhibits, rain barrel painting competition, food, and neighborhood conviviality. More information is available here: washburnneighborhood.wordpress.com

Annual Garden Expo! La Crosse

Saturday, March 3
14th Annual Washburn Garden Expo
at Lincoln Middle School, 510 S. 9th Street in La Crosse

The 14th Annual Washburn Garden Expo and Rain Barrel Contest will be held March 3 from 10:30 a.m. to 2:30 p.m. at Lincoln Middle School in La Crosse.

- 10:30–1:00** Vote for your favorite painted rain barrel, and bid on a barrel if you like!
- 10:30–1:30** Exhibitors and light lunch. Speak with master gardeners and arborists. Discuss tips and tricks for enjoying beautiful trees, gardens, and lawns. Listen for your chance to win a free door prize.
- 1:30–2:30** Karl Green will speak on “Rain Gardens.”

Event is free to the public.

PFC—ROCHESTER'S MARCH FOOD DRIVE

For the fifth consecutive year, People's Food Co-op—Rochester will join our fellow co-ops throughout the state to collect food and raise funds for MN FoodShare's March Campaign. Every year, the March Campaign brings together hundreds of Minnesota organizations, businesses, and places of worship to help keep 300 food shelves statewide stocked throughout the year. The March Campaign is the largest grassroots food and fund drive in the state, having raised \$8.2 million dollars and collected 5.2 million pounds of food in 2016, the most successful campaign in FoodShare's 34-year history.



PFC joins Minnesota FoodShare in envisioning a Minnesota where all residents have access to healthy food and no one suffers from hunger. The March Campaign addresses those issues directly, and we'd love to have you join the fight against hunger. By increasing awareness and advocating for long-term solutions to hunger in our communities, together we can meet the needs of those who need it most.

Our efforts will go to supporting Channel One and Southeast MN food shelves. In addition to beans for bags, we will be

collecting cash and food and selling prebagged groceries for FoodShare. Please help co-ops be the biggest contributor in the state by supporting the drive. Be on the lookout in March for ways to support our community building mission.

For more information, visit Minnesota FoodShare's website at www.mnfoodshare.org/marchcampaign, or contact Brad Smith, PFC member services outreach manager, brad.smith@pfc.coop.

HACKBERRY'S

ABOVE THE CO-OP!

Bistro

*Join us for
Easter Brunch!*

Sunday, April 1, 2018

Welcome to Hackberry's! Let chef Liz Lesser prepare your Easter buffet. Featuring carving station, omelet bar, strawberries and cream french toast, and much more. Vegan and gluten-free options available. Mimosas and Bloody Mary's: \$5.

Cost \$27 per person; 10 and under: \$12; 4 and under: free

Seatings at 8 & 10 a.m., 12:30 & 2:45 p.m.

**Reservations strongly recommended
608-784-5798 ext. 2202**

SPRING MENU COMING MARCH 1



DOUBLE YOUR SAVINGS

Member/owners receive
two 5% discounts monthly
through September 2018.

Shop more, shop often! Receive an
additional 5% discount* to be used on a
second shopping trip each month through
September 2018!

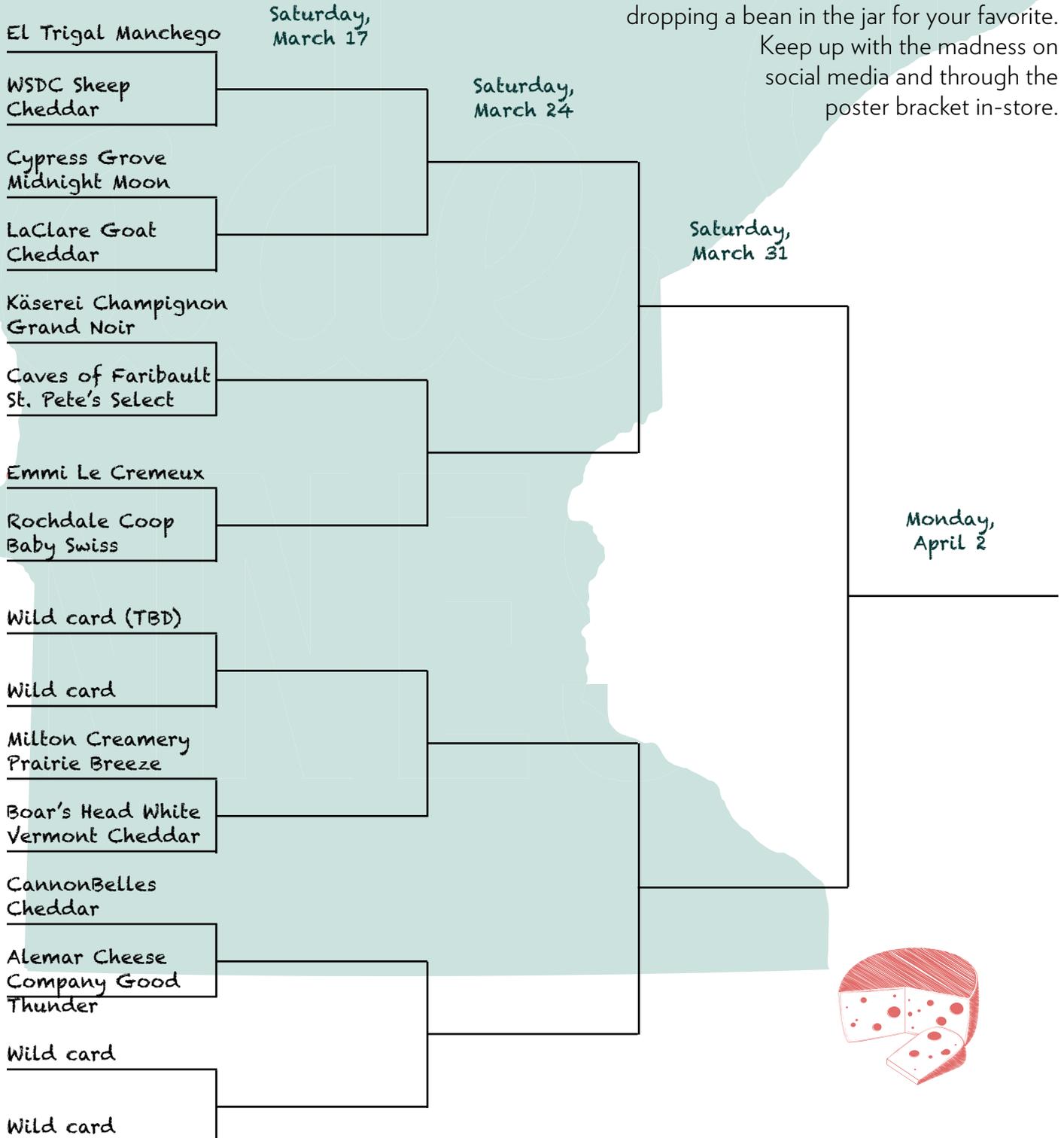
*Equity owners only. One discount per transaction. January 1, 2018—September 30, 2018.

People's FOOD CO-OP

Cheese From MINNESOTA

EST 1858

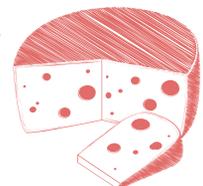
Rochester



March Madness Cheese Challenge!

Get to know the great cheese available at your co-op by participating in the cheese bracket challenge! Follow your store's bracket, taste the cheese pairs in-store, and cast your vote for the winner by dropping a bean in the jar for your favorite.

Keep up with the madness on social media and through the poster bracket in-store.



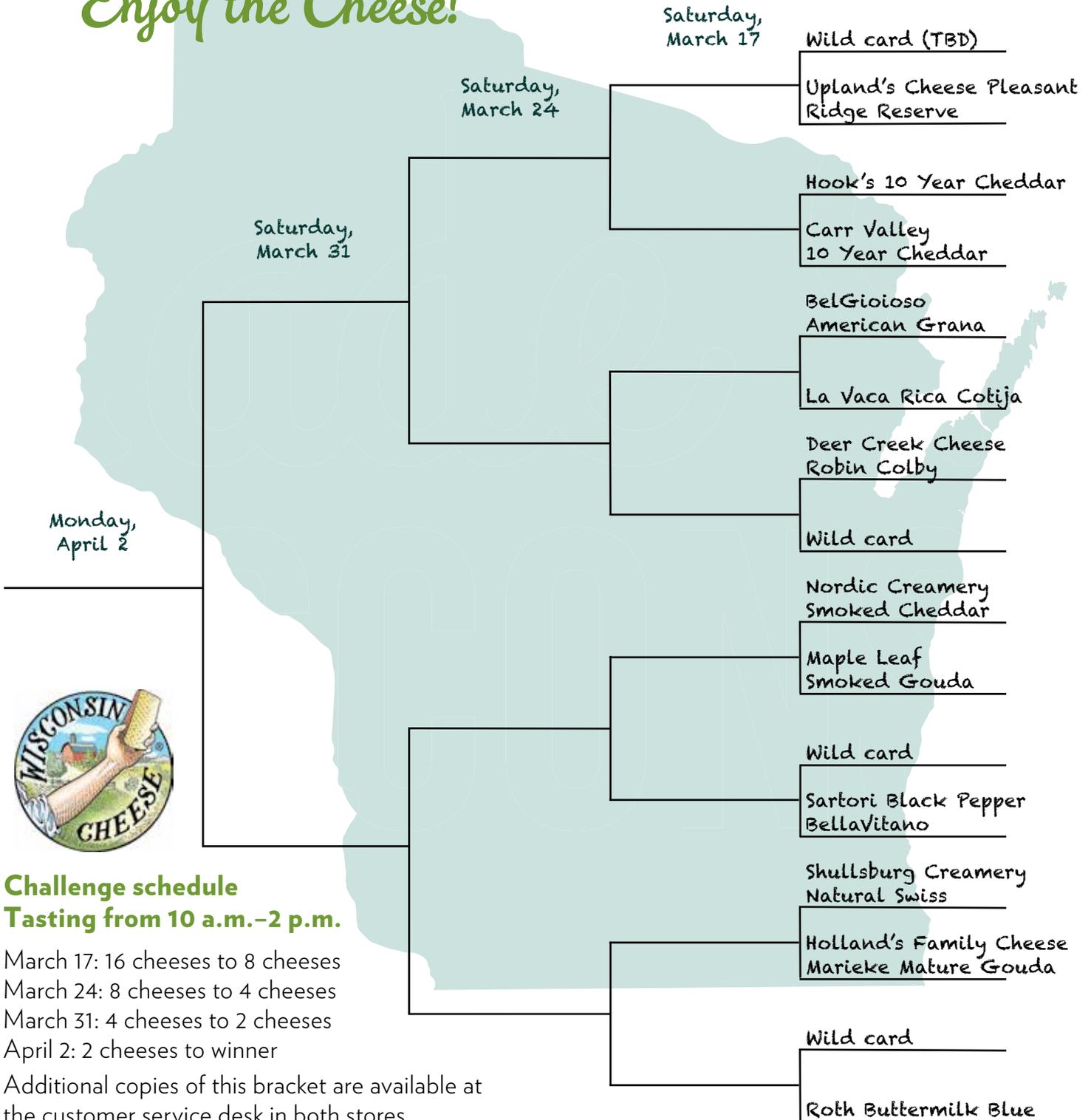
One Bean Per Winner Only!

Final votes between the two semifinalists is right before the big game.

Enjoy the Cheese!

Cheese From
WISCONSIN
EST 1848

La Crosse



Challenge schedule Tasting from 10 a.m.-2 p.m.

March 17: 16 cheeses to 8 cheeses
 March 24: 8 cheeses to 4 cheeses
 March 31: 4 cheeses to 2 cheeses
 April 2: 2 cheeses to winner

Additional copies of this bracket are available at the customer service desk in both stores.



LA CROSSE 25TH ANNIVERSARY POTLUCK CELEBRATION

And lo, it came to pass, that 25 years ago, through the wizardry of cooperation, the People's Food Co-op did grow and prosper, moving from Adams Street to the current downtown location.

In celebration of this event, member/owners of PFC are invited to a potluck at Hackberry's Bistro, so dust off your co-op cookbooks and prepare your casserole dishes. Bring a dish to pass and enjoy an evening of good conversation and connections.



Who: All member/owners

When: March 1,
5:00–6:30 p.m.

Where: Hackberry's Bistro, above
the co-op

PFC will provide table setting,
coffee, and a cash bar. Please visit
www.pfcpotluck25.eventbrite.com
to RSVP.



Board members and staff from mid-1990s. Left to right: Danny Steers, Paul Woods, Kathy Woods, Margaret Trott, Yogesh Grover. Front: Brian Britten.



International Women's Day

People's Food Co-op's Fourth Annual International Women's Day Celebration and Artist's Reception

Celebrate the creativity, determination, and skills of women supporting women! Join women in the community for a very special International Women's Day event in Hackberry's Bistro. Hear about International Fair Trade initiatives led by women and benefiting women. Enjoy a relaxing glass of wine and delicious, specially prepared appetizers with friends while gorgeous women's garments from India are modeled and described.

- "Elegant Nari"—a style show of fair trade garments from India.
- Friday, March 9 in Hackberry's Bistro (second floor of PFC)
- Doors open at 6 p.m., style show runs from 6:30–7:30 p.m.
- Free appetizers, cash bar
- RSVP suggested: call La Crosse customer service
- Garments will be for sale in the store that evening.

Event is free, but donations to Women for Women International will be accepted. The March 9 date was chosen to avoid conflict with other IWD events. If you have a traditional outfit representing your country of origin and you would like to show it off as part of the style show, please contact Linda at 608-784-5798 x 2006. We will include a special style show section honoring international women of our region and their native cultures.



Residents from both Rochester and La Crosse are invited to attend.

The IWD Celebration on March 9 will also feature stained glass art by Carly Petrusky. Carly is from La Crosse and is a long time People's Food Co-op employee. She will speak briefly about her work during the Celebration.

Food art (below) by Hackberry's Chef, Liz Lesser,



BEDDING PLANTS FOR SPRING

People's Food Co-op—La Crosse's local supplier Dave Miles expects he will have organic bedding plants in the store by late April. We spoke in mid-January. "I figure late April, depending on the weather. It's been 23° below this week. We don't know that it'll be like come spring."

Dave's plants will be in the La Crosse store as always, and he plans to supply Rochester as well this year.

Dave's plants have been favorites at PFC for years, and business has been good. "I think more and more people are looking for organic plants. They want to know what they're eating."

Spring

COMMUNITY CLASSES

La Crosse location

February, March, and April Classes at PFC La Crosse

Every time I plan a set of classes here at PFC, I try to “push the envelope” a little further in very positive ways! This time you’ll find (among many fabulous offerings) three classes led by PFC staff members—our in-house experts. You’ll find new and returning instructors, more local restaurant partners and a national champion! We’ve got tastes of other cultures and wines that will make you want to jump on a Mediterranean cruise ship. We are fortunate to have such a wealth of knowledge and talent to share right here. Please join us at PFC classes as we build beloved community in 2018.

Truffles, wine and cheese

Monday, February 12 • 6–8 p.m. • with Linda Riddle

It’s almost a tradition! Join PFC Member Services Manager Linda Riddle and friends in the community room for a delicious evening of making dark chocolate truffles with a variety of fillings and coatings. We will learn about the chocolate industry and how to select high quality, conflict-free ingredients from PFC. We will share our creations within the class as we sample the truffles with a selection of local cheeses and rich, tasty wines. There may even be a few delectable balls of chocolate goodness to take home. Must be 21 to attend this class. \$20 member; \$30 nonmembers.

Black History Month celebration

Tuesday, February 13 • 6–8 p.m. • with Adrian Lipscombe

If you’ve always wanted to learn how to cook authentic soul food, here’s your chance to do it. You will learn about Black History Month and three dishes that are commonly used to celebrate African American history. You will also have a chance to sit down and enjoy what you made with your fellow classmates. Chef Adrian Lipscombe, from Uptowne Cafe, will walk you through step by step preparation instructions and you’ll go home with your recipes that she shares around her own dining table during celebrations. \$20 members; \$30 nonmembers.

Celebrate the Chinese New Year with authentic Chinese cooking

Thursday, February 15 • 6–8 p.m. • with Hongying Xu

Have you wanted to learn Chinese cooking? Here is your chance to learn simple but authentic Chinese dishes from an expert. Hongying

is a native of Hangzhou, Zhejiang Province in China. She teaches Chinese at UW–L and she loves to cook. She will come to PFC on her New Year to lead students in three homestyle dishes. First, she will demonstrate the recipes, then we will sample her dishes, and finally go “hands-on” to learn delicious, genuine recipes that her American friends love. \$20 members; \$30 nonmembers.

Tapping into spring: maple syrup class

Monday, February 19 • 6–7:30 p.m. • with Jarad Barkeim

Nothing signals the coming of spring like the sweet taste of maple sap straight from the tree and the maple aroma of steam billowing off the boil-down of sap into syrup. Jarad Barkeim of Coulee Region Ecoscapes (and some of his good friends) will teach you how to tap your own trees and boil the sap down into your own rich homemade syrup. We will have samples to try and you will go home with a ready-to-go tapping setup to try on your own. \$15 members; \$25 nonmembers.

Learn to grow microgreens with Hillview Urban Agriculture Center

*Tuesday, February 20 • 6–7:30 p.m. • with Andrea Schaefer,
Shawn McManus, and Kirsten Arm*

Learn to grow your own microgreens at home with the growers at Hillview Urban Agriculture Center! Grow your own microgreens kits included with the class fee. Attendees will also observe how to easily prepare homegrown microgreens in tasty recipes from Shawn McManus (Savory Creations) and Hillview Market basket Coordinator Kirsten Arm. Everyone will enjoy samples of recipes including microgreens and produce grown at the Horticulture Education Center, 624 Vine St. \$25 members; \$35 nonmembers.

Cuisine Adventure Tours: Step into the foods, flavors, and customs of Vietnam

Wednesday, February 21 • 6–7:30 p.m. • with Tân Pham

Planning a trip to Vietnam? The tasks could be daunting. What cities do I go to? What sightseeing activities do I choose? And a question that all too often comes last in the planning process, where will I eat? Cuisine Adventure Tours’ Tân Pham, a Vietnam native, has been a Wisconsinite for the last 42 years. Tân and his family have been to Vietnam many times in the past 15 years. He will share with you how to immerse yourself in the Vietnamese culture and will discuss the food experiences from big cities to small villages, from restaurants to ‘backyard, garden-to-table’ meals. Tân will also present his business, “Cuisine Adventure Tours” and share tempting Vietnamese treats with the class. There is no charge to attend this presentation but please register at customer service as with all classes.

Continued on page 18.

Class policies: All classes require preregistration. Classes with fewer than eight registered 24 hours before class time will be canceled or rescheduled. All cancellations made by preregistered participants must be made 48 hours before class time to qualify for a refund. (Dishes may be subject to change at instructor’s discretion.)

- Register in person or by phone.
- Payment is due at the time of registration.
- La Crosse: 608-784-5798, Rochester: 507-289-9061

Check the PFC website for upcoming classes and events! www.pfc.coop

Rochester location

Rosé with your bae

Wednesday, February 7 • 6–8 p.m. • with Breanna Holtan

'Tis the season for Rosé (although according to host Breanna Holtan, it's always Rosé season). Leading up to Valentine's Day, Bre will be featuring a variety of Rosés and explaining why it is her favorite type of wine! Oh, and there may be some chocolate, strawberries, and a combination of both. Stay tuned! Class meets at Bleu Duck Kitchen, 14 4th St. SW, Rochester. Must be 21 to attend this class. \$15 members; \$20 nonmembers.

Dinner with Forager Brewing Company

Wednesday, Feb 14

Forager Brewery will be hosting two seatings for Valentine's Day, and it is a meal not to be missed. This seven course repast will feature People's Food Co-op's "surf and turf"—scallops and beef. The team at Forager will not disappoint, but tickets are limited, so go to their Eventbrite or visit their Facebook page for seating times and to sign up. 1005 6th St. NW, Rochester. Price set by Forager.

Chopped dinner at Four Daughters Winery

Friday, Feb 23 • 7–10 p.m.

Join the co-op and the Four Daughters culinary team as they prepare a gourmet multi-course meal on the fly (without previous knowledge of ingredients!) with ingredients chosen by you! Come in to the co-op and pick your favorite ingredients to challenge the chefs. Wine included with the evening. Must be 21 to attend. Reservations made through Four Daughters, 507-346-7300, Event is held at the winery, 78757 State Hwy 16, Spring Valley, MN.

Essential oils to drive away winter blues & chills

Wednesday, February 28 • 6–7:30 p.m. • with Terra Johnson

Tired of the long winter? Terra, Veriditas Botanicals National Educator, will be highlighting a variety of essential oils that can bring you out of the winter doldrums and freshen your environment. Participants will receive information on the benefits and uses of some great essential oils and a bottle of uplifting or cleaning spray to take home. Class will be held at PFC Rochester. \$15 members; \$20 nonmembers.

Doggery's old fashioned

Monday, March 5 • 6–7:30 p.m.

You asked, and we responded! Based on the consistent interest of the most classic of cocktails, PFC is partnering with Aynsley, owner of the Doggery, to bring you classics and twists on a crowd favorite. Samples and instructions will be provided by Aynsley ... bring your notebook. Spirits featured will be bourbon, gin, rum, and brandy, as well as a wide array of bitters. Class will meet at The Doggery, 18 3rd St SW, Rochester. Must be 21 to attend this class. \$15 members; \$25 nonmembers.

DIY bath bombs and lip scrub

Thursday, March 8 • 6–8 p.m. • with Crystal Merkel

Dry skin doesn't have to be a burden. Let local soap and body care maker Crystal show you how to make moisturizing and relaxing bath bombs and a gentle exfoliating lip scrub using natural ingredients and essential oils. Participants will take home a sampling of each. Bring your friends for a fun night out! Class will be held at PFC Rochester. \$20 members; \$25 nonmembers.

St. Patrick's Day celebration

Thursday, March 15 • 5–7 p.m.

Join us at the co-op for an early St. Patrick's Day celebration. Enjoy Irish music, have a reuben, and sample tasty items around the store, including our very own corned beef. Irish whiskies will be available for sample in the Beer, Wine, and Spirits department as well.

Baking with a Food Network champion

Saturday, April 7 • 1–3 p.m. • with Jen Barney

Join Food Network's Holiday Baking Champion Jen Barney of Meringue Bakery to learn inside tips and tricks for baking cakes that look as exquisite as they taste. This is a hands-on class where you'll learn about blending custom flavors as you create lavender blackberry cupcakes and learn the secret to making Meringue Bakery's signature buttercream. You'll finish off your cupcakes using decorating tips taught by Jen and leave with four of your own delectable works of art to enjoy at home. This is your chance to learn from one of the best pastry chefs in the country, the doyenne of desserts! Don't miss it! Class meets at Bleu Duck Kitchen, 14 4th St. SW, Rochester. \$20 members; \$30 nonmembers.

Gin & tonic

Thursday, April 12 • 6–8 p.m. • Above the co-op in MMP

Spring is (hopefully) upon us and that means gin and tonics! Want to strive for that perfect G&T? Kristoff, manager of our Beer Wine, & Spirits department, will bring several gins, mostly locally made, and sample various tonics. Tonic syrup will be made from scratch, but the ultimate gin and tonic is up to your discretion. Product will be available at the Beer, Wine, & Spirits department. Must be 21 to attend this class. \$10 members; \$15 nonmembers.

Earth-friendly wines for Earth Day

Thursday, April 19 • 6–8 p.m. • above the co-op in MMP

Grape production and wine-making have become increasingly more sustainable over the past few years. As we celebrate Earth Day and Earth Week, Mark Weimer from Wine Merchants will sample and talk fair trade and organically grown wines from various regions. Be proud of the wine you drink this Earth Day! Must be 21 to attend this class. \$15 members; \$25 nonmembers.

Indian bread making class

Wednesday, February 28 • 6–8 p.m. • with Puja Mehta

A super fun Indian bread making class with Puja Mehta of Indian Meal Kit. Indian breads are so diverse—they can be rich and flaky, puffed and steamy, herbed and crisp, or stuffed with delicious curries. We'll make Lachha Paratha and Stuffed Aloo Paratha in this class. Indian mango pickle and yogurt will be served on the side. The class is hands-on, coupled with demonstration-style teaching. Great opportunity for family and friends to get together and cook, or for a date night. Participants can take their creations home or enjoy with us in class. Note: Only six rolling pins will be available in class. If you have a rolling pin, please bring yours. \$20 members; \$30 nonmembers.

Feng shui in your home

Wednesday, March 7 • 6–7:30 p.m. • with Frances Lewis

Join local expert Frances Lewis for a fascinating evening to learn the basics of feng shui and how you can apply feng shui principles to your lifestyle and home. Feng shui is an ancient art developed over 3,000 years ago in China that teaches how to balance the energies in a given space. In this class you will learn the different types of feng shui and how to optimize your senses to create more harmony, clarity, and peace of mind at home, in your garden, or at your office. Fran is a Realtor by profession with 23 years' experience. \$10 members; \$15 nonmembers.

Pi Day: Celebrate Pi Day with pie-making by the pie lady

Wednesday, March 14 • 6–8 p.m. • with Liz Lesser

Liz Lesser, Hackberry's chef/manager and formerly with Kozi Pie Company in La Crescent, will share her secrets for an amazing pie crust. You will learn how to mix, roll, and bake the heart and soul of a pie! We will make two pies: her famous banana cream and a two-crust fresh berry pie. \$15 members; \$25 nonmembers.

Wines of the Mediterranean

Tuesday, March 20 • 6–7:30 p.m. • with Todd Wohler

Our next wine class with Todd of Purple Feet Wines will take us to the warm waters of the Mediterranean, where we will explore sun-kissed islands, mountains, volcanoes, fields, and, of course,

vineyards. Learn about red, white, and dessert wines from Greece, Italy, Spain, Lebanon, France, and Turkey. Must be 21 to attend this class. \$20 members; \$30 nonmembers.

Fresh homemade steaming pretzels

Thursday, April 12 • 5:30–7 p.m. • with Cambria Kolstad-Devaney

Join Cambria, baker for PFC and La Crescent Farmers' Market, to learn how to make the delicious chewy pretzels you have seen at the farmers' market. This is handwork, so we will mix and shape and bake. There will be pretzels to sample, a mustard and cheese sauce for dipping, recipes and fresh dough to take home, so you can continue the deliciousness in your own kitchen. \$20 members; \$30 nonmembers.

Baking with a Food Network champion

Tuesday, April 17 • 6–8 p.m. • with Jen Barney

Join Food Network's Holiday Baking Champion Jen Barney of Meringue Bakery to learn inside tips and tricks for baking cakes that look as exquisite as they taste. This is a hands-on class where you'll learn about blending custom flavors as you create lavender blackberry cupcakes and learn the secret to making Meringue Bakery's signature buttercream. You'll finish off your cupcakes using decorating tips taught by Jen and leave with four of your own delectable works of art to enjoy at home. This is your chance to learn from one of the best pastry chefs in the country, the doyenne of desserts! Don't miss it! \$20 members; \$30 nonmembers.

Lovechild comes to PFC

Wednesday, April 18 • 6–8 p.m. • with Jay Sparks

Lovechild is a new, very comfortable restaurant in downtown La Crosse featuring local ingredients and creative recipes. Join Jay, chef and co-owner, and your friends for a fun, interesting evening in PFC's community room kitchen. We will whip up some fresh homemade pasta and sauce using PFC supplies and Jay's instruction. Sit back and enjoy with a glass of wine per the chef's recommendation. Must be 21 to attend this class. \$20 members; \$30 nonmembers.

Intro to baking with sourdough

Thursday, April 26 • 6–8 p.m. • with Trevor Brown

Discover the thrills and challenges of baking with naturally leavened bread at home. Come prepared to sample a number of sourdough breads, feed your new starter and get your hands dirty mixing a loaf of country-style bread to ferment and bake at home. We will bake a loaf of bread during the class and discuss techniques for getting the most out of your home oven. Take home your very own active sourdough starter, plus care instructions and a couple of classic sourdough bread formulas. Over the past decade Trevor, of Opus Bakehouse, has baked countless successful (and truly disastrous) sourdough creations at home, and hosted a number of sourdough classes at various Slow Food events. \$20 members; \$30 nonmembers.

Healthy Living award goes to PFC's Linda Riddle

Congratulations to Linda Riddle, La Crosse People's Food Co-op's member services manager, for winning the Healthy Living Heroes award from the La Crosse County Healthy Living Collaboration. The La Crosse Tribune reports that "The collaboration began the awards five years ago to "recognize great work," said Paula Silha, education manager at the La Crosse County Health Department who also is co-coordinator of the collaboration."

2018 ROCHESTER EARTHFEST CELEBRATION

Rochester's fourth annual EarthFest Celebration will take place April 16 to 22. This is a seven-day, volunteer-led event, which consists of several Earth Day programs at various locations around the area. The theme for 2018 is the importance of a clean water future. The EarthFest Expo will be held Saturday, April 21 at the RCTC Fieldhouse. For more information, visit: www.earthfestrochester.com.



CHEESE AND WINE TASTING—LA CROSSE

Local dairy farmers representing the Wisconsin Milk Marketing Board will be in the La Crosse store on Saturday, Feb. 10 from 10 a.m. to 2 p.m. They will serve a variety of Wisconsin cheeses for co-op shoppers, paired with samples of local chocolates and wines from Purple Feet Wines.



EVANHEALY SKINCARE TO VISIT LA CROSSE STORE



evanhealy will be in the La Crosse store Saturday, February 17 from 11 a.m. to 5 p.m. Representatives from evanhealy will be helping with skincare questions. Samples will be available.

evanhealy relies on certified organic and wild-crafted plants, mineral-rich clays, and sustainable harvesting practices to create each product. All evanhealy oil serums and hydrosols are certified organic by Oregon Tilth.

Each step of production is done by hand, from the fields and forests where the plants are harvested, to the production facility where materials are hand blended and hand packaged.

30% off all items during the event.

NEWS AND UPCOMING EVENTS

Slow and Mindful Yoga—La Crosse

Yoga with instructor Jacline McKimmy is back! Class meets at PFC every Wednesday at 10:45 a.m. Please contact Jacline at jaclineandtonydance@gmail.com for more information. No registration needed, drop-in class. \$10/week.

Rochester Winterfest, January 18–February 18, 2018

Winterfest brings a wide variety of activities to the Rochester area so all can enjoy the Cabin Fever Days of Winter! There is something for everyone, young or old, indoors or out. Annually, WinterFest brings together more than 6,500 attendees at more than 30 events presented by over 20 local organizations. For event listings: www.rochesterwinterfest.com/

La Crosse YMCA herbal remedies class, February 10

Join instructors Jarad and Ariel Barkeim for a unique opportunity to learn how blending permaculture with naturopathic and herbal medicines can boost overall health. Students will learn how to make a tincture, elderberry syrup, and more. Class meets Saturday, February 10, 10 a.m. to 11:30 a.m. YMCA, 1140 Main St., La Crosse. Call the YMCA, 608-519-5510, for more information.

Viterbo University Community Health Fair 2018—La Crosse

Tuesday, April 10, 2018, from 2 to 6 p.m. Amie L. Mathy Center on the Viterbo Campus. People's Food Co-op is a sponsor of this event and will be present. We join Viterbo University's Health Services Department in inviting the Viterbo and La Crosse community to this annual event.

Additional information may be found at: www.viterbo.edu/health-services/

La Crosse Eat Week, April 20–29

Get a flavor for downtown La Crosse by sampling the city's top cafes, bistros, steakhouses, and ethnic eateries. During Eat Week you'll enjoy three-course meals and experience a culinary tour of LaCrosse!

La Crosse Reads

The La Crosse Public Library, along with UW-L, Gundersen, and others have partnered to bring the novel *Station Eleven* by Emily St. John Mandel to our community to read and discuss. La Crosse Reads will feature guest speakers and programs from April through June 2018 and sponsor small-group discussions of the book, including ones hosted at PFC. Ask PFC—Member Services Manager Linda Riddle or Peter Gorski in produce for more details, or visit www.lacrossereads.com.

OWNER SPECIALS



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Lotus Madagascar Pink Rice

HALF PRICE

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Any Pasta
\$1.00 OFF

9 oz. pkg.

MANDALA TEA

Local

Any Tea
\$2.00 OFF

MARCH



DEER CREEK CHEESE

The Robin Colby
\$2.00 OFF/lb



SNO PAC

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HALF PRICE

10 oz. pkg., reg. price \$2.49

KEMP'S

Orange Juice
\$1.40 Off

64 oz., reg. price \$3.69

MRS. CLARK'S

Local

Mayo
\$1.39 OFF

32 oz., reg. price \$5.39

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BONTERRA

California Wine
\$3.00 OFF

any 750 ml variety



IMPORTED

Parmigiano Reggiano
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SNO PAC

Local

Mixed Vegetables
HALF PRICE

10 oz., reg. price \$2.49

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Naked Sauerkraut
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32 oz., reg. price \$10.99

Take advantage of these sales all month long, or preorder by the case to take an additional 10% off!



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Almond Butter
\$2.00 OFF

reg. price \$9.99/lb

ZUM BAR SOAPS

All scents
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"We were organic before organic was cool." — Pete Gengler, Sno Pac



Tri-Colored Peppers
HALF PRICE

10 oz. bag, reg. price \$2.69

CO-OP'S OWN

Concentrated Omega-3
HALF PRICE

120 softgels, reg. price \$29.99

Remember to use your member discounts (5% off, twelve times a year). You can combine your member discount with these member-only specials for even more discounted savings. Last year, PFC owners saved over \$230,500 using the 5% discount at the register.

BULK

Fantastic Foods Mixes
\$2.00 OFF/lb

reg. price \$5.99/lb

HACKBERRY'S BISTRO

Buttermilk Pancakes



\$2 OFF



BULK

Sliced Almonds
\$2.00 OFF/lb

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CO-OP'S OWN

Basic Multi
HALF PRICE

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Shampoos and Conditioners—all varieties
\$3.00 OFF

reg. price \$8.99

LOTUS RESTAURANT

Eggrolls
\$2.00 OFF

15 oz., reg. price \$7.99



BULK



Jasmine Rice
HALF PRICE

reg. price \$2.59/lb, brown or white

HACKBERRY'S BISTRO

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MY MAGIC MUD

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advertising in the Co-op Shopper,
please contact Kevin Ducey,
marketing,
@ 608.784.5798 x1009
or e-mail Kevin at
kevin.ducey@pfc.coop

Healing from Brazil

Pamela will talk about her trips to Brazil at a free program.

Tuesday, March 20 • 6–7:30 p.m.
La Crosse Public Library
800 Main Street • La Crosse



Pamela Radosen, M.S.

Come learn about:

- The world-renowned healer affectionately known as John of God
- The Casa de Dom Inácio de Loyola, his famous healing center in Brazil
- Pamela's guided trip to Casa: October 28–November 10, 2018

Everyone is welcome!

Pamela Radosen • MS

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The twin pines emblem, a symbol of cooperation, was created in 1922 by Dr. James Peter Warbasse, NCBA's first president.

Dr. Warbasse defined the symbol in this way: The pine tree is the ancient symbol of endurance and fecundity. More than one pine is used to signify cooperation. The trunks of the trees are continued into roots which form the circle, the ancient symbol of eternal life, typifying that which has no end. The circle represents the all-embracing cosmos, which depends upon cooperation for its existence. The two pines and the circle are dark green, the chlorophyll color of man's life principle in nature.

The symbol is still in use today.

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