



Resolve in 2010 by *Niki Nash, Merchandising Manager*



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Special Pet Issue!!!
Look for Staff Pet Photos throughout this Breeze!

Is anyone else surprised to see that not only has another year gone by, but another decade has passed?! There's something about the start of a new decade that makes me want to make and commit to my New Year's Resolutions with a renewed intensity. This got me thinking

about the ways that Wheatsville can help support the resolutions made by shoppers and owners this year. Here are a few of the areas that Wheatsville has got you covered in 2010.

Buy Local

Perhaps you would like to resolve to buy more locally produced items. This change, however large or small, can help to keep your money in your community. You may also find the delightful benefit that locally produced products often taste fresher or are of a higher quality than mass-produced items because of the attention and care that goes into making them. At Wheatsville, we make it easy to identify Texas products by labeling them with bright green tags on the shelf that include the number of miles traveled. At last count we purchase from over 130 vendors of locally made products including: olive oil, goat milk, eggs, chips, salsa, baked goods, meat, beer, wine, cheese, honey, kombucha, soap, supplements, tea and tisanes, rice, flour, ice cream and gelato, locally roasted coffee, and the fresh produce of the seasons. See the whole list on our webpage <http://wheatsville.coop/local.html> and follow the links to the business' websites to learn more about the unique, hardworking individuals that make it possible for us to buy local!



Go Organic

In the past decade, organic foods have become more widely available and affordable. A great resolution for 2010 is to buy more organic foods. I carefully said more instead of all or only because any people don't want to make a complete conversion overnight. Produce is a great place to start switching to organics as well as dairy products, meats and food for the kids. Look for items in the store marked with USDA Certified Organic labels and see for yourself how delicious organic can be!

Dietary Changes

While for many people dietary restrictions are a serious fact of life, others are finding improved general well being from eliminating or sometimes just minimizing certain foods such as wheat, dairy, soy, corn, sugar and others. If your resolution is to cut back on one or more of these, Wheatsville can help! We offer hundreds of products that serve as alternatives to these foods as well as label the shelves for the gluten-free items. Wheat-free Wednesdays happen once a week when the bakery produces delicious goods without any wheat products. We have recently assembled a brochure of gluten-free products available at Wheatsville that is available to you at the Hospitality Desk and our knowledgeable staff members are happy to help you get oriented and on your way towards experiencing new and tasty foods!

Health & Wellness

Maybe your resolution for the year is to take better care of yourself. If so, be sure to stop by our bodycare and supplement section to help you on your way. We carry many affordable multi-vitamins (I recommend the easy to remember One-A-Day types), the hugely popular Emergen-C and supplements for stress and fatigue. Don't forget to pamper yourself sometimes with a hot bubble bath and some luxurious skin cream. Our high quality incenses and candles enhance the effect. For an internal cleanse, we have many easy to use kits and programs as well as products to help you gently quit smoking. Be well!

If you were wondering, my personal New Year's resolution is to do more of all of these than I have in previous years; to look for ways that I can buy more locally, choose organic when possible, cut back on wheat and sugar and to take care of myself! (Last year's was to eat a salad every day). My professional resolution is to continue to help provide these kinds of options for you and to seek out new vendors and products for you to enjoy.

I would love to hear your resolutions for the year, so if you want to share them (and those of your kids), email me [niki\(at\)wheatsville.com](mailto:niki(at)wheatsville.com) and I will post a small column in the next issue of the Breeze. Happy New Year!

See Niki's pet on page 4.

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Wheatsville Owner Appreciation Coupon

Owners receive 10% off of any ONE shopping trip!

COUPON GOOD **Jan 16th through 24th, 2010**

Owner # _____ ONE COUPON PER OWNER ONLY.



Dear Wheatsville,

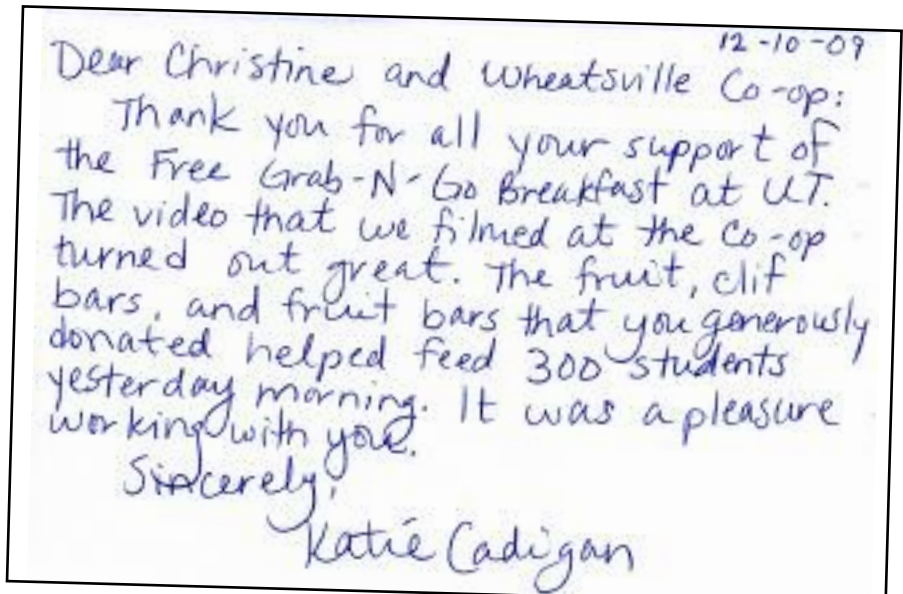
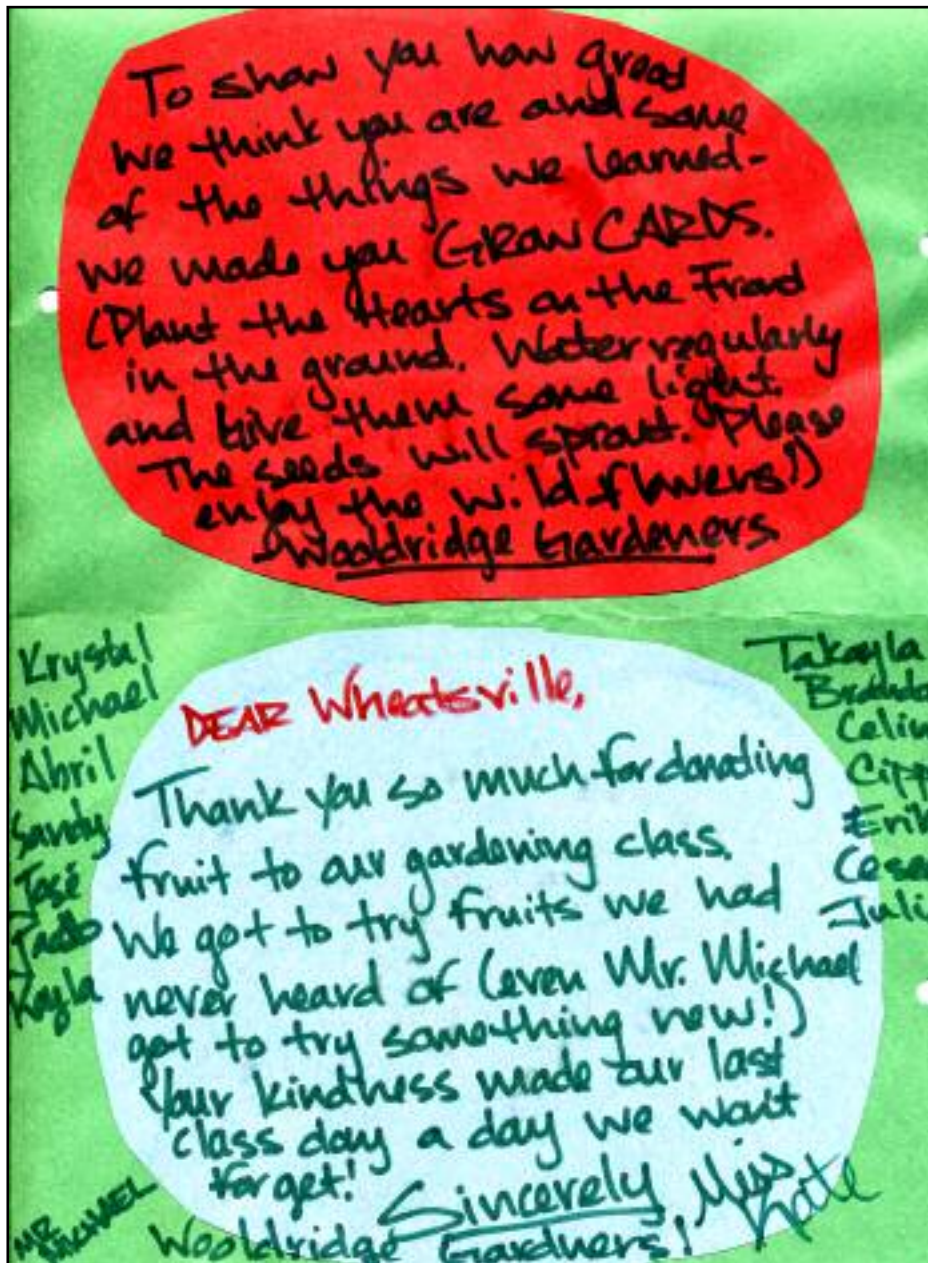
On behalf of the clients and staff at Meals on Wheels and More, please accept our deepest gratitude for your donation of \$1,257.56. Your generous investment in our community will help provide close to 1 million meals and a range of holistic services to our homebound elderly and disabled neighbors this year.

As you may know, the demand for our services is growing rapidly; the number of elderly Austin residents is projected to increase 135 percent by the year 2020. Contributions such as yours provide our clients with a hot, nutritious meal, safety-related home repairs, rides to and from medical appointments, and other necessary services that promote dignity and independent living. Meals on Wheels and More also provides more than 1,000 nutritious meals each week to at-risk children in after-school programs during the school year.

Your donation is critical to our neighbors in need and, ultimately, benefits the entire community. You see, your donation helps people remain in their own homes, delaying the need for assisted living or nursing home facilities - services we all pay for when those affected cannot.

We are sincerely grateful for your generosity. On behalf of those we help today and those we will help in the future.

Dan Pruett, President and CEO of Meal on Wheels and More



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 3101 Guadalupe
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 512-478-2667

email aldia@wheatsville.coop
 website <http://wheatsville.coop>

Editor & Production- Aldia Bluewillow
 Contributors -
 Amy Babich, Mariah Barrett, Adrienne Beall,
 Nancy Bender, Bryan Butler, Beth Caudill,
 Mindy Dolnick, Gabriel Gallegos, Amy Juried,
 Rose Marie Klee, Merilee Kuchon, Johnny
 Livesay, NCGA, Niki Nash, Jade Olsen, Allen
 Schroeder, Shane Shelton, Christine Stout,
 Dana Tomlin, Ruby Truesdell, Ray Wilder,
 Anne Zabolio

Photos: by Aldia Bluewillow, Ray Wilder,
 except where otherwise noted or not known
 Pet photos by their human companions

The Wheatsville Board of Directors usually meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check http://wheatsville.coop/pop_bodagenda.html for details. Members are encouraged to attend. Something that you would like discussed at the meeting? Contact General Manager Dan Gillotte at 478-2667 or gm@wheatsville.com

Wheatsville 2010 Board of Directors
 Rose Marie Klee, president
 Doug Addison Theron Beaudreau
 Lee Blaney Ingrid Devilliers
 Kitten Holloway Aditya Rustgi
 Steven Tomlinson Kate Vickery

The purpose of Wheatsville is to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and nonexploitation.
The mission of Wheatsville is to serve a broad range of people by providing them goods and services, and by using efficient methods which avoid exploitation of the producer and the environment. The focus of this mission is to supply high-quality food and non-doctrinaire information about food to people in Austin, Texas.

- Guess What!!**
We have staff anniversaries to celebrate!
- ★ **Tammy Brookshire 21 years as of 2/6**
(Accounts Payable Clerk)
 - ★ **Kim Tehan-Barrow 20 years as of 1/14**
(Bodycare Buyer)
 - ★ **Dan Gillotte 12 years as of 2/18**
(General Manager)
 - ★ **Ruby Truesdell 5 years as of 1/18**
(Health Team Clerk)
 - ★ **Bryan Butler 5 years as of 2/11**
(Meat & Seafood Buyer)
 - ★ **Mindy Dolnick 3 years as of 1/5** (Baker)
 - ★ **Allen Schroeder 3 years as of 1/30**
(Bulk Buyer)
 - ★ **James Martin 2 years as of 2/14**
(Cashier)
 - ★ **Susan Amicarella 1 year as of 2/9**
(Grocery Clerk)

Board Report & Election Wrap Up

by Rose Marie Klee, President of the Board



HAPPY NEW YEAR!!! I hope that you had opportunity to relax, reflect, and enjoy a connection with loved ones as the calendar has swung 'round to a new year.

The Board Reflects – Self-Evaluation

Toward the end of last year the Board spent some time reflecting on our performance, using a self-evaluation survey that asks each director to evaluate how we have performed in key areas. I wanted to share a summary of the results with you, which are averages of all responses on a scale of 1 (lowest) to 5 (highest).

Ownership

Organizational Accountability and Linkage 4.5

Management

Board-Management Relations 4.7

Internal Board Operations

Individual Directors 4.6

Board Leadership (as a whole) 4.7

Board Organization and Meetings 4.2

Board Performance

(fulfillment of expectations stated in Board Policies) ... 4.4

Business Overview

Financial (budgets, audits/monitoring,

overall understanding of finances)..... 4.3

Planning (in context of Wheatsville mission,

vision, market forces, co-op movement)..... 3.9

The scores presented are average responses for each sub-area, which is composed of 4 - 8 questions designed to stimulate thought on the full breadth of Board responsibility. The primary areas in which the Board would like to improve over the coming year include efficacy of meetings; knowledge of financials; and knowledge of the cooperative business structure and cooperative movement. Newer Directors (appointed in September) also noted that their responses were based in part on their own learning curve. For example, appointed Directors were not engaged in discussion of the business plan which occurred in May and June; and meetings can tend to run long when we spend time discussing a lot of background and context to satisfy our curiosity rather than staying strictly on-topic in order to act on a specific item. One thing that I value tremendously about our Board is that we function so well as a unit and are so wholly dedicated to serving our organization. I believe that this has helped us (throughout the years) to conduct self-evaluation and use the results creatively and with collective accountability to improve. We have explicitly tried to find the balance during our meetings between general learning and topical focus for agenda items, since the Board as a whole has a relatively short tenure and it is helpful to take advantage of ongoing discussion opportunities to increase knowledge. At the November meeting, we also began (successfully!) sharing time-keeping duties to help manage meeting duration as a group. Also, during the course of 2009 the Board has recognized an interest in deepening our knowledge of co-ops, asking fundamental questions about the uniqueness and value of the cooperative business model. This learning is ongoing, and we hope that you will join us in exploring these ideas! Coffee with the Board is one excellent avenue for engaging in this discussion with us. Look for announcements of this monthly event in Dan's weekly email.

Owners Elect a New Board and Community Action Recipients

On December 9, 2009, we concluded our fall election, using our new 'Procedures for a Co-op Vote' developed on the tails of our Bylaws Revision Project. The Board would like to especially thank Gabriel Gallegos, 2009 Vote Coordinator, for his tremendous efforts!

Board Election Results

Theron Beaudreau (3 year term)	300
Kitten Holloway (3 year term)	250
Lee Blaney (3 year term)	249
Kate Vickery (2 year term)	244
Doug Addison (2 year term)	171
Alex Jurek	169
Johan van Zanten	168
Merry Bateman	112



Theron Beaudreau



Lee Blaney



Doug Addison



Kitten Holloway



Kate Vickery

I am pleased to present our 2010 Directors, and am very much looking forward to our collaboration in the coming year.

Please do communicate your appreciation to these new Directors and to all of our candidates when you see them in the store—they are a very valuable group of Owners who undertake this voluntary trusteeship on behalf of all Owners of our Co-op.

Congratulations also to all of our Owner-elected Community Action Wednesday recipients! We create a special bond within our community by democratically selecting local non-profit organizations who receive support from Wheatsville and our Owners. We hope that you will learn more about these organizations and the valuable role that they serve within our community—there is a new organization to get to know each month!

2010 Community Action Schedule

January	People's Community Clinic
February	SafePlace
March	Sustainable Food Center
April	Ecology Action
May	Yellow Bike Project
June	Texans for Midwifery
July	EmanciPet
August	Hospice Austin
September	Meals on Wheels and More
October	Capital Area Food Bank
November and December of each year are reserved for the Wheatsville Community Cooperative Fund.	



Community Action Wednesdays

The group selected for January is the **People's Community Clinic** and the group for February is **SafePlace**



People's Community Clinic is Austin's largest comprehensive primary health care center serving the uninsured working poor. All services are offered on a sliding scale basis. A dedicated, professional staff of doctors, nurses, and other health care workers provide a full range of primary care treatment and prevention services. By forming partnerships and strategic alliances within the community, health care is dignified, affordable, and accessible.

SafePlace works to end domestic and sexual violence through crisis intervention, prevention, education, long-term support and advocacy. The Center for Battered Women and the Austin Rape Crisis Center merged in 1998 to create a unified source of assistance and hope for survivors of sexual and domestic violence.



FREE MAMMOGRAMS for Low-Income Women

The Community Women's Wellness Center offers free breast exams and mammograms to low-income women 50 and older, residents of Travis County, with limited or no health insurance. Women receive comprehensive breast examinations, learn how to do breast self-exam, and get blood pressure & weight checks. Call 232-4707 for eligibility and appointments.

Project of the University of Texas School of Nursing.

ARE YOU OUR ONLINE FRIEND?

MySpace — <http://myspace.com/wheatsville.coop>

Twitter — <http://twitter.com/wheatsville>

Facebook—

www.facebook.com/home.php?ref=home#/profile.php?sid=47835b242b93d424a193ef28b23765f5&id=655349275&hiq=wheatsville&ref=search

Facebook— The Produce Dept—

www.facebook.com/home.php?ref=home#/pages/Austin-TX/Wheatsville-Food-Co-op-Produce-Department/171671855654?sid=47835b242b93d424a193ef28b23765f5&ref=search

Popcorn Tofu Fan Page — www.facebook.com/home.php?ref=home#/pages/Wheatsville-Popcorn-Tofu/93189827362?sid=47835b242b93d424a193ef28b23765f5&ref=search



Staff Pets!



Niki Nash's kitty, Pixel, resolves to enjoy more Kookamunga Krunchie Kravings Catnip treats. She also enjoys spending quality time in Wheatsville shopping bags.



Beth Caudill and Jack. His favorite food is Taste of the Wild – High Prairie Canine Formula with Roasted Bison & Roasted Venison – gluten free, of course. (He eats way better than I do! says Beth.)

Welcome to the New Year!

by Dana Tomlin, Deli Manager



WOW!!!! I have to say that I am so amazingly proud of the entire Deli Team. Everyone has been doing

their best to meet the ever growing needs of our customers by providing excellent food and service. I have seen a lot of awesome and awe inspiring teamwork and compassion for each other in the past few months. It takes a ton of work to make the magic happen and every single one of the Deli Team people have contributed. Some worked double shifts or worked on their days off, and everyone kept a great attitude every day. I want to say a huge "thank you" to my staff. You are all very appreciated for your hard work and overall greatness.

In fact the entire store staff really pulled together this year to bring a great holiday shopping experience to you, our owners. And, thank you, for allowing us to make this happen for you.

Along with a new year comes a new perspective and a commitment to a lifestyle change – yep, I am talking about New Year's Resolutions. This year I've started working out regularly which has been really good for me. It allows me to have some "Me" time and work off some stress. I really hope to continue my workouts through the year.

For some people, food is another focus of New Year's resolutions. If you decide to eat more vegetables, cut back on sweets, support local products, or eat humanely raised beef we

can definitely be a support team for you. Indulge your new veggie determination deliciously with a salad (just the way you like it) from our new **Salad Bar**. Or just come in and talk to our knowledgeable staff—they can guide you to local products and other good-for-you goodies.

Valentine's Day is right around the corner. It's also another great food holiday and we get a chance to create **fun and romantic treats** for you. The bakery



will be doing some sweet specialties—heart shapes and all! The meat case will be loaded with premium cuts for your extra-special dinner. Our experienced meat guys will be pleased to help you make a selection that will impress your sweetie. Or swing by the cheese case and create your own cheese sampler. You can go the sweet route, and pair a **triple crème brie** (like the staff favorite St. André's triple) and combine it with **raspberry jam**. Or try one of my favorites on the savory side of things—**Smoked Applewood Cheddar, smoked oysters**, and a strong Dijon mustard, mmmm. Ask any of our enthusiastic cheese folks to share their knowledge and love of cheese with you.

Why stop at Valentine's Day? Many more party opportunities are coming up—Super Bowl, Groundhog Day, birthdays and Mardi Gras—our staff is full of ideas and suggestions to provide just the right party food. We offer **meat & cheese trays** and **crudité trays with cashew tamari garlic dip**, or **Mediterranean trays** with vegetarian dolmas, hummus, and tabouli served with pita. We also have **fruit & cheese trays**, either **domestic cheeses** or **fancier gourmet cheese tray**. And our **Popcorn Tofu** is always a hit. Whenever you're ready to celebrate, we're ready to help you do it in style!

Bacon is Awesome! + Dog Treat Recipe by Merilee Kuchon, Kitchen Manager

Christmas 2008 was when I first met Bacon. My boyfriend and I had recently moved into a house with a yard – a nice improvement over my tiny 5th floor walkup apartment back in the city – and it seemed like the perfect opportunity to add a dog to our little family. Craigslist was the first place I looked, and it was packed with posts of breeders selling puppies and owners ditching "problem" dogs that had become too much trouble or work or expense. After a couple months of reading every single dog ad on Craigslist, I saw Bacon, temporarily named Scooby by the people at the animal shelter where he was next in line for euthanasia. His photo stood out, all big ears and beautiful black and merle markings. He



had been abandoned, left alone inside a house for weeks when his owners moved out and was found starving and skittish. When we first met him, Bacon was just about one year old, bony and nervous, but it didn't take long for him to become the healthy, playful young fellow he is today.

We're still not sure what kind of dog he is, other than awesome. Catahoula? Blue Heeler? Shepherd? Kelpie? He has been called all of these and more by vets, trainers and other dog lovers.

Last summer we moved from our little house in central Austin to a sweet double-wide in Buda with a huge backyard and a pool! In no time, the new digs have become Bacon's pleasure palace. At first he was hesitant to get in the pool, but with a little training and encouragement, it's now hard to get him out! He runs and swims all day long, never straying far from his new favorite toy, a floating rubbery green bone.

Another dog-friendly plus to the new space is our neighbor's little Chihuahua mix that always manages to escape his leash – he frequently visits with Bacon, since he is small enough to crawl under our fence, often dragging a chewed off rope attached to his collar.

They romp and play and roll around for hours. I always worry that

Bacon, being about six times larger than the little pup, will inadvertently hurt him, but he never does. He is quite the gentleman, which makes him very deserving of these tasty and easy homemade dog treats. Use a heart shaped cookie cutter and give a few to all of your dog-loving friends for Valentine's Day!

Happy Crunchy Dog Treats

- 1 1/4 cups whole-wheat flour
- 1 1/2 cups steel cut or rolled oats
- 2 tsp baking powder
- 2 Tbl unsalted butter, melted and cooled
- 2 Tbl honey
- 2 eggs
- 1/2 cup milk
- Flour for dusting

Preheat oven to 400F. Line a baking sheet with parchment paper.

In a large bowl, stir together flour, oats and baking powder. Stir in melted butter, honey, eggs and milk until combined and transfer to floured surface. Knead well.

Roll out dough 1/2 inch thick. Using a cookie cutter or the rim of a glass dipped in flour, cut out treats. Reroll leftover scraps and cut remaining dough.

Place cut dough treats on prepared baking sheet and bake 15-20 minutes. Turn off heat but leave treats in oven another 2 hours to dry and harden. Remove from oven and cool on rack. Treats may be stored about one month in a zip-lock bag at room temperature.





Staff Top Ten Picks

by Ruby Truesdell, Health Team Clerk

#1. Organic India Tulsi Tea

Known also as Holy Basil, it is stress relieving and mood elevating.



#7. Concorde Pears

This Juicy, dense, and floral variety is outstanding raw, baked, poached or preserved. Best when firm.



#2. Pre de Provence soaps

Almost everlasting triple milled French soaps made from pure vegetable oils.



#8. Chocolove Chocolates

Organic 73% Dark, and Chilies & Cherries in 55% Dark Chocolate.

#3. Lucky Layla's Drinkable Yogurt

Texas raised Guernsey and Jersey cows provide the rich milk used to make this lightly sweetened yogurt.

#9. Richardson Farms Pork Products

Pastured local pork. The bone-in chops make a truly special dinner.



#4. Local Cheese!

A most excellent collection. Pure Luck chevre has my heart.

#5. Texas Olive Ranch Olive Oils

The perfect vinaigrette needs only quality vinegar, good French Dijon mustard, salt & pepper, and this oil.

#6. Himalayan Crystal Salt

Salt from a 250 million year old sea containing 84 trace minerals and elements in colloidal form.



#10. Eco Towel

A durable alternative to paper towels that with occasional machine washing can last for months.



Staff Spotlight—Ray Wilder

by Beth Caudill, HR Generalist



BC: What is your Wheatsville history? (When did you start? What positions have you worked? Etc.)

RW: I started in the dish pit in July 2007 (oh, how the dish pit has improved!!) and shortly became a deli server (oh, how the deli has improved!). The flexible schedule worked well while I attended Lauterstein-Conway Massage School and there were always shiny new faces to keep work exciting! In April of 2009 I became a member of the Health Team and love the alignment with my other profession as a massage therapist!

BC: Where are you from and when did you get to Austin?

RW: I grew up in Minnesota (where there are 33 co-ops!!) and did a bunch of travelling, mostly staying in Oregon and California. After returning to MN for the winter of 2006, I loaded up my Jalopy and headed for the sun!! Now I LOVE winter and have a sweet place in the trees just south of the river.

BC: What is your favorite product at Wheatsville?

RW: One product? In this moment, I'd say the Ezekial Sprouted Corn Tortillas...they stay together wonderfully (a challenge with the corn ones!). That's one of the best things I've learned in Texas...EVERYTHING makes a great taco!! HINT: look for them in the freezer!

BC: What is your favorite thing to do/place to go in Austin?

RW: One place? Right now, the greenbelt. I'm loving being out in the crisp weather. I also frequent Bouldin Creek Coffee House...yummm!!

BC: Tell me one thing that most Wheatsvillians don't know about you (that you're willing to share!).

RW: Once I lived in a blue room on the ocean in Northern California. My commute was a bike ride right along the water and through coastal farmland...so beautiful!

BC: Fill in the blanks:

RW: I've always wanted to be fluent in Spanish and if I had my way, Spanish would be taught in the big meeting room at Wheatsville!! (Or Obama would create an 8th day of the week where no one was allowed to work!!)

BC: If you were to use this venue to shamelessly promote yourself, how would people look into your massage practice?

RW: They would go to my website at www.awakenednature.com. Wheatsville Owners receive a 10% discount!

Get Your Romance On!

by Mariah Barrett, Deli Counter Manager

Here's a sweet recipe for Valentines Day!

Crème Caramel

- 2/3 cup sugar
- 1/3 cup water
- 1 cup milk
- 1 cup heavy cream
- 4 egg yolks
- 1/2 cup sugar
- 1 1/2 teaspoons vanilla extract
- 6 small ramekins



Preheat the oven to 325° F.

Sugar mixture: place the sugar and water in a heavy-bottomed saucepot over low heat. Let the sugar dissolve. DO NOT STIR. Increase the heat to medium-high and boil until the syrup turns golden brown. Immediately turn off heat and add the milk mixture. See below.

Milk Mixture: In a medium saucepan, bring the milk, cream, and vanilla to just below a boil over medium-high heat. Quickly whisk the hot milk into the golden brown sugar mixture. It will be VERY hot and boil up, so add the milk very slowly (about 1/3 cup at a time) and whisk quickly so the sugar doesn't harden at the bottom of the sauce pot.

Egg Mixture: Mix together the egg yolks, sugar, and vanilla in a large mixing bowl, place the mixing bowl on top of a towel to keep it from wobbling while whisking in the hot liquid. Add 2 tablespoons of the hot milk mixture into the egg mixture to temper it. Slowly whisk in the remaining hot milk mixture 1/3 cup at a time.

Place 6 ramekins evenly spaced in a paper towel-lined baking dish to prevent the ramekins from sliding. Pour 6 ounces of the caramel mixture into the ramekins. Place on the extended middle rack of the oven. Carefully pour boiling water into the baking dish until 2/3 of the way up the sides of the ramekins. (Be careful not to get any water on the custard mixture.) Cover the baking dish with aluminum foil and very gently slide it towards the center of the rack. Bake for about 35 minutes, or until the custards are almost fully set. To test it, gently jiggle the ramekin, it should not move much in the middle. Remove from the oven. Use tongs to remove the ramekins from the hot water bath. Let stand at room temperature for 5 minutes, then refrigerate until well chilled.

I like to dust the top lightly with cocoa powder, but a small dollop of fresh whipped cream is good as well. Enjoy!

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Here's To Your Health!

by Nancy Bender, Health Team Coordinator

The major holidays are over and we've moved on to 2010. November and December can be stressful months full of overindulgence.

The Health Team has a few things to help you move forward into the New Year. I know I will be using a few of these products to get back in balance.

Let's talk about recovering from overindulgence. We have a new cleanse from Garden of Life called **Perfect Cleanse**. It's a 10 day cleanse with three easy steps—purify, capture and remove. It's vegetarian, dairy-free, gluten-free, and low allergy potential, with a free CD included.



We have two local herbal tinctures. **Less Stress**, from Texas Medicinals, is a mixture of herbs, roots and mushrooms. From a group of local Acupuncturists, we offer **Herbalogic Decompress Stress & Tension Relief**, a



Chinese herbal combination. Last, but not least, we have **Bach Flower Remedies Rescue Remedy**. It's available for adults, kids, pets, sleep, and fatigue.



We also have a variety of other cleanses to fit your needs. Our local supplier, Texas Medicinals, has an herbal tincture called **Overindulged** for support after a big meal or drinking session. Source Naturals also has a **Hangover Formula Multi Nutrient Complex**.

In our bulk herbs and teas section we offer a **Detox Tea** from Star West. Yogi Tea also has a packaged **Detox Tea**.

Our Mood Support section offers supplements for all the stress that's built up over the last couple of months. **Rhodiola Force**

100 from New Chapter is a tested adaptogen for stress. We offer **5-HTP**, a precursor to serotonin, from Nature's Way, Solaray and our own Wheatville brand. Organic India has **Tulsi-Holy Basil**, **Ayurvedic Queen of Herbs**. It's stress relieving actions provide calm and clarity.



Editor's note: I'm saddened to say that this will be Nancy's last column. She and her husband Mike and doggies Harry and Pearl are returning to the co-op homeland in Minneapolis. Everyone at Wheatville LOVES Nancy and we're gonna miss her and her lovely socks.

—Aldia



Nancy's bobbies Pearl & Harry's favorite foods are **Natural Life Adult Complete Kibble**, **Niman Ranch Beef**, and **Homemade Organic Brown Rice with Veggies and Garlic**



New Year New Body New ME



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www.superiorhealingusa.com Cedar Park, TX

Sunshine Community Gardens Annual Spring Plant Sale



March 6, 2010 9 am - 2 pm
4814 Sunshine Drive Admission: Free!

A committee of three gardeners, chaired by Randy Thompson, has chosen a group of desirable **Heirloom tomatoes**, along with **favorite garden varieties** and **selected hybrids**. Also offered will be several kinds of **eggplants** and choice selections of **peppers**, both **hot and sweet**. **Culinary and ornamental herbs** will also be available, in addition to other ornamentals, including **Texas natives**, many grown by Sunshine Gardeners. All vegetables and most herbs will be grown by **Gabriel Valley Farms**, an organic grower located in Georgetown.

Music by long time plant sale favorites, **the Polkadillos** and **Laura Freeman** and **the Hey Hollies**, will entertain visitors and tasty food and drinks will be for sale.

For more information visit the sunshine website, www.sunshinecommunitygardens.org.



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Parting is such sweet sorrow...



As this decade comes to a close, I am sad to say I am writing my last article for the *Breeze*, at least for a while. As you read this, my family is settling into our new home in Maine. I miss Wheatsville already.

My love for Co-ops began here at Wheatsville back in 2000 when I was hired as a cashier. I quickly moved up to be the Front End Manager, and thus my cooperative spirit blossomed. I moved to Burlington, Vermont and worked at City Market Onion River Co-op a few years later, and then moved to Eugene, Oregon and worked at Sundance Natural Foods, but Wheatsville always held a special place in my heart.

In the winter of 2006 Wheatsville drew me home, and I took the new job of Marketing Assistant. The whirlwind of the Great Wheatsville Expansion Project soon started, and I found myself working as a Floor Manager as well. With the completion of this huge project, I have thoroughly enjoyed expanding our Community Outreach programs. Teaching classes to the Girl Scouts, giving store tours, attending Wheatsville sponsored events, and planning fun events here at our beautiful new Co-op.

I am so grateful to have had the opportunity to spread the word among Austinites about the importance of our local cooperative in our community and how lucky we are to have Wheatsville thriving here in Austin, as the only cooperatively owned grocery store in Texas. The new store has so much potential and as we grow into it, we will be creating the Wheatsville Co-op of the future, with so many possibilities, I cannot wait to see how it progresses!

Here in Maine, I hope to continue working in cooperatives. There are four or five here in the state, one not too far away. I will miss all of my friends and family at Wheatsville dearly and I look forward to receiving my

Breeze in the mail to remind me of home.

Keep up the amazing work you are doing Wheatsville, you will always be the nicest, funkiest, and down to earth co-op I have ever worked at or visited.

Cooperatively Yours,
Christine Stout
Marketing/Community Outreach
Coordinator/Floor Manager

Aldia's note: I literally cried when Christine told me she was leaving. She has been sooooo wonderful to work with. Not only is she sunny and sweet-natured, but also she is smart and organized and ready to take on just about any task. She's one of those people who looks around to see what needs doing and just does it. I don't know how many times I went to ask her to do something and she already had it done. But even more than a valued coworker, I will miss her as a friend. Now who will giggle with me as we sing silly songs while we work? Those co-ops in Maine are lucky to get her!



Staff Kid's Top Ten Picks by Jade Olsen



Christine's daughter Jade has been shopping at Wheatsville since before she was born. She also enjoys helping her mom in the office. She's taught us about some of the undocumented features of the mouse and keyboard!

*1. Organic Bananas
No need for an explanation, possibly the most perfect snack!



*2. Veggie Booty

I know exactly where this is here at Wheatsville, I don't need any help from mom to make sure it gets into the cart.



*3. Organic Apple Juice
Nothing better!

*4. Kamut Puffs
Delicious healthy snack



*5. Sweet Potatoes
YUM!



*6. Cascadian Farms Frozen Edamame
Perfect in my mac & cheese

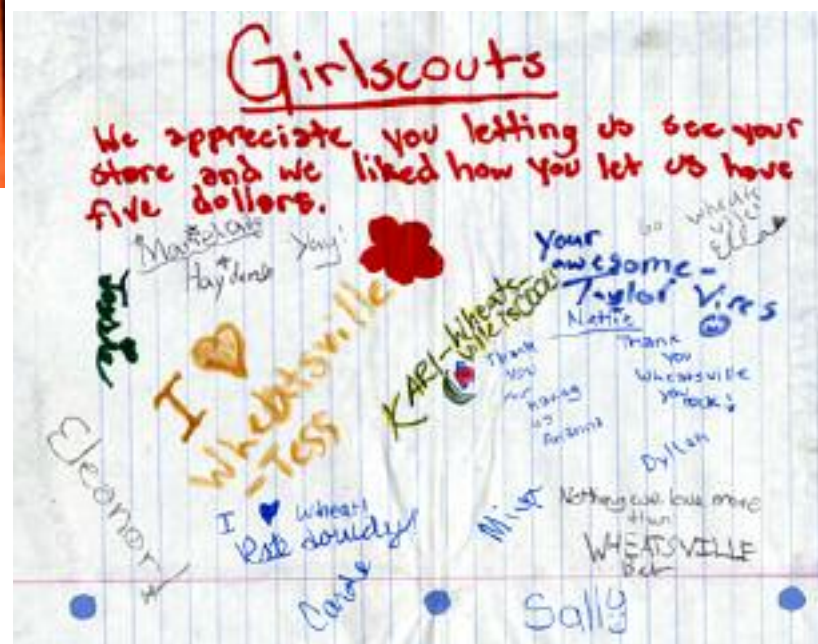


*7. Quinoa
Super yummy with everything - veggies, nuts, & parmesan cheese is my favorite

*8. Cabot Cheddar Cheese
Lots of flavor, great with apples & mom says it's a co-op too!

*9. Natural Babycare Diapers
If the cloth diapers are in the wash, this is the next best thing for my bottom. So soft, and bio-degradable!

*10. Burt's Bee's Tear Free Baby Shampoo
Makes my hair super soft, and it smells so o o GOOD!



HAVE FUN WORKING IN THE SUN!



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People who want to learn about organic vegetable farming in central Texas by doing it,

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- Great learning opportunity, paid internship style, with long-standing local grower (Tecolote Farm is Austin's oldest CSA, growing organically here since 1993)
- Competitive pay, based on experience, plus loads of free veggies! Starts at \$8/hr. This job will not make you rich, but you will learn a lot about real-world vegetable farming.
- Near Webberville (off FM 969/MLK), 15 miles east of downtown. Transportation required. No bicyclists to date have wanted to make the trip on bike more than once. There is not an adequate shoulder, and lots of 18 wheelers, making it a pretty dangerous route.

CALL 276-7008,

AND PLEASE E-MAIL YOUR RESUME OR STORY (INTEREST IN AGRICULTURE, REFERENCES, WORK HISTORY) TO:

TECOLOTEFARM@JUNO.COM



Focus on New Local Products by Adrienne Beall, Chill Buyer

GoodPop Popsicles!

Every week, we're bringing in cool new products. We're proud to announce a new addition to our freezers—

Good Pop Popsicles (formerly PopSoCools)!

These locally made, all-natural popsicles have been a hit at the Sunset Valley Farmers Market, and now we've got them too! **Daniel Goetz**, co-founder of GoodPop recently answered some questions for us about the company:



How did you get started making GoodPops?

Manuel and Laura Flores started making all natural popsicles for their children because everything they found in grocery stores had artificial ingredients. Growing up near the Mexico-US border, Manuel and Laura had always enjoyed the fresh fruit paletas and wanted their children to enjoy the same great flavors.



Where are they made?

Manuel makes GoodPops at the GoodPop Shop at 11800 N. Lamar, just north of Braker Lane.

How many people work for the company?

Three.

What is your most popular flavor?

Our best seller is the Strawberry, however the Hibiscus Mint, Mango Chile, and Coffee have quite the following!

What is the least popular flavor?

Manuel has been known to make some pretty out there flavors, yet people seem to love them all!

What should Wheatsville owners know about GoodPops?

We're a wholesome, family-owned business and we feel we make a truly healthy, delicious and exciting product. We'll even cater local parties.

We're now offering their five top selling flavors for the awesome price of \$1.89 each! Come on in and try one today! We've got: **Strawberry, Hibiscus Mint, Pineapple Basil, Mango Chile** and **Coffee** (this one is my all-time favorite frozen treat!) Yum! Find out more at GoodPop.com!

Straight From the Vine Sauerkraut



*Straight From the Vine
Owner Stacey Thompson*

I am excited to tell you about our new line of locally made Straight From the Vine sauerkrauts. Organic, raw and cultured, these 'krauts are quickly becoming one of the most in demand items in the dairy cooler. SFTV Owner Stacey Thompson answered some questions about why her sauerkraut is so good and why she got started.

Why did you start making/selling your products?

My husband and I moved out to San Francisco in 2005 so I could attend a holistic nutrition school called Bauman College. While there, I learned about the health benefits of traditionally-made sauerkraut and decided to give it a try for my own digestion issues. I was amazed at the results, not only in my digestion but also in my overall well-being.

My husband and I have some historical health issues, and sauerkraut really highlighted the healing power of food for us both. We were fortunate to get back to Austin in 2008, right in the middle of the economic crisis. Despite the down economy, I realized there was no better time for us to focus on what's important, particularly our health. And what better way to improve the health of my community than to get them reaping the benefits of raw cultured sauerkraut!

What is unique about your sauerkraut?

Unless the container explicitly says raw, sauerkraut that is sold in stores has been cooked or heated and then vinegar is added to give the "sour" taste. Unfortunately, this process ruins the freshness of the vegetables while eliminating all the health benefits!

My sauerkraut is made the old-fashioned way – it is never cooked and each batch ferments for at least three weeks. It is truly a "raw" food and the sour taste is a result of the lacto-fermentation process. Without getting too much into the science of it, fermenting vegetables allows for the good bacteria that are naturally present on the vegetables to proliferate. Similar to what you often hear about yogurt, my sauerkraut is full of probiotics, which aid in digestion and keep your immune system strong.

The organic cabbage and organic vegetables used in my sauerkraut are remarkably healthy to begin with, and the fermenting process only enhances their vitamin and enzyme content. That's why my company is called Straight From The Vine – keep it as natural and unrefined as possible.

Where are they made?

I'm working out of a commercial kitchen in Cedar Park. If sales continue to grow, I hope to one day build my own kitchen that's customized for sauerkraut manufacturing! But, baby steps...

What is your favorite flavor?

Depends on the day! Right now my favorite flavors are Lemon Garlic Dill and Traditional with Caraway.

Best selling?

As of right now, the best seller is the Kimchi. Lemon Garlic Dill is not far behind, and our latest flavor, Texas Hot, is making a strong push for the lead. People around here just like things spicy...



Do you have any serving suggestions?

We've tried several different food combinations with the sauerkraut, and my customers tell us all the different ways they enjoy the sauerkraut. Of course, it's great just by itself. Some favorite combinations are: Kimchi and lamb burgers; Texas Hot and fish tacos; Traditional with Caraway and steamed greens/ fried or poached egg; Lemon Garlic Dill and a fresh garden salad; Basic and sweet potato.

As far as serving sizes, it is recommended to eat a little with each meal. Most cultures in this world consume a fermented food or beverage with each meal, AND most cultures are a lot healthier than the American population. I tend to think they have a little insight on maintaining health.

Favorite part about my job?

Honestly, I love interacting with customers. I get to hear stories about people's grandparents fermenting sauerkraut in their basement, and the customer was the little kid given the grueling job of shredding pounds and pounds of cabbage. People share with me ways that their family has used cultured veggies to heal ailments. Oh and the creative things people do with sauerkraut – I love it! Find out more at www.StraightFromtheVine.net!

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Tasting in the Hoppy New Year! by Shane Shelton, Beer & Wine Buyer



Wheatsville Food Co-op hosted our first ever beer tasting on Saturday December 19th. Tom Allen, the owner of North Coast Brewery sampled three amazing beers, Pranzster Belgian Style Golden Ale, Le Merle Belgian Style Farmhouse Ale, and Brother Thelonious Belgian Style Abbey Ale.

A pioneer in the craft beer movement, North Coast Brewery opened in 1988 as a local brewpub in the historic town of Fort Bragg, located on California's Mendocino Coast. Under the leadership of brew master Mark Ruedrich, the brewery has developed a strong reputation for quality having won more than 70 awards in national and international competitions.



Tom Allen sampled the following beers.

- **Pranzster Belgian Style Golden Ale** features a mixed culture of antique yeast strains that produce a floral nose, a full fruity flavor and a clean finish. Using two different strains of yeast results in a beer that is really quite complex.
- **Le Merle Belgian Style Farmhouse** is a rustic ale, pale in color, inspired by the rich brewing traditions of the Flanders region. Abundant hops and a Belgian yeast strain contribute exotic aromas of tropical fruit.
- **Brother Thelonious Belgian Style Abbey Ale** is like a Belgian dark strong ale, the beer is rich and robust with an ABV of 9.3%. The package is a 750 ml bottle with a traditional cork and wire finish or 12oz 4 packs and features a label picturing the jazz master himself.

We hope you made it to our first historic beer tasting, but if not, we are sure to do more in the future. Hope to see you there!

New in the Beer Aisle

We now carry some of Lagunitas fantastic 6 packs in addition to their wonderful seasonal singles.



The **Lagunitas Brewing Company** was founded by Tony Magee in 1993 in Lagunitas, California, and moved to nearby Petaluma when they quickly outgrew their original location.

Lagunitas Brewing's flagship **India Pale Ale** is consistently the best-selling IPA in the state of California. This beer pours a bright, golden-amber color with a big, frothy head that has a nice orange hue and leaves some trails of lacing. The flavor is clean and well balanced, with a nice malt backdrop that frames the huge grapefruit/citrus hop profile.

Lagunitas Dogtown Pale Ale pours a golden honey color with an off-white head with good lacing. Citrus hops, light sweet fruity character, sweet caramel malt and hint of pine make this beer a pleasure to drink.



Lagunitas Censored was actually called, *The Kronic* until the Feds stepped in and forced a name change, hence the new name, *Censored*. This is a rich copper ale that pours a beautiful amber color with a thin white head with just a little lacing. Flavor is sweet caramel malt, honey and cream with bready notes and a pleasant bitterness.

All of these beers are hoppy and delicious so why not give a 6 pack from Lagunitas brewery a try?



Sign up for the Wheatsville E-mail List!

A few times a month, you'll get an e-mail from us informing you of upcoming events, new products or changes in the store. So far most folks on the list have been happy with its frequency and informative nature. We will also begin offering e-mail only deals and other special opportunities. Go to <http://wheatsville.coop/list> to sign up!

We will not sell, lease, lend or otherwise disclose your email address to any other entity.



Raw as an Alternative Pet Food by Bryan Butler, Meat Buyer

I'm a country boy and have grown up around all kinds of animals. More so than anything, I'm a dog kind of guy—they are such loyal companions.

I have a 10 year old Doberman mix, Sonny, that I rescued from a farm in Hubbard, Texas. He was healthy

but also the runt of the litter.

Sonny's been with me though it all. He's older and slower now so I try to make him comfortable.

Years ago something caught my attention. I noticed an interest among Wheatsville shoppers in raw meats intended for their pets. I became aware of a great group in Austin—ARF (Austin Raw Feeders) www.arfcoop.org. They were buying 40lb boxes of chicken as the staple ingredient in their pets' diet. I looked into it for my Sonny after he developed a fatty-lymphoma the size of my hand. I found the recipes to be from easy to intermediate in difficulty to prepare.

You will need a grinder at home for most of the preparation. The cuts we sell labeled as "chicken parts for stock" work really well in these recipes, so do lots of the cheaper cuts we sell. Don't get me wrong, I would just as soon start a pot of home-made gumbo with one of those bags of "parts for stock." Buying and preparing great dog food for my dog is more work. But it's more rewarding than buying something processed, it's also cheaper. More importantly this meat is humanely raised, chemically clean, locally produced, fresh, and from something I can identify when I look at it. I'm sure most dog food and treats are made from far inferior components. I think my dog deserves to eat what nature intended and I want it to be fit for my palate as well.



Raw feeding does have its critics, so it's up to you to decide. Look up the facts for yourself and ask your vet. In the Meat Freezer at Wheatsville, you can find 2-5 lb packs of natural chicken neck bones for \$1.49 lb. Chicken livers—\$1.99 lb. Beef livers sliced thin—\$4.99 lb. Ground Beef heart—\$4.49 lb. Organic turkey parts for stock—\$2.99 lb. Grass-fed beef bones—\$2.99lb, and lamb bones—\$4.99lb. This is fresh product. Fit for human consumption.

Here's a recipe from a favorite customer, Thanks Marty!

- 1 lb chicken livers
- 1 lb veggies (carrots, zucchini, squash)
- Combined & split
- 4 lbs ground chicken necks
- 8 oz. ground chicken thighs
- 8 oz water
- 2000 mg Vitamin C powder
- 1 tsp kelp powder
- 1 tsp alfalfa powder
- 1 tsp rosemary
- 2 tsp aloe vera juice
- 2 tsp crushed garlic.
- 8 oz liver and veggie mixture
- Mix and serve



As for the rest of us humans, be on the lookout for some great new products in the meat department. All you localvores will love having a grass-feed beef (traditional) bone-in chuck roast Bastrop Cattle Company \$12.99 lb, or beef stew meat for \$9.99 lb. Maybe you still got the guts to venture into the cold and fire up the grill for Richardson's Farms pasture-raised Pork Hot Links. Can't find real pork belly for that special recipe you found? We've got it! We can't keep it on the shelf, \$10.99 lb sliced.

How about you folks watching the Superbowl game? Grab some terrific snacks like Niman Salami—herbed for \$7.49 and dry Italian for \$6.99. Or for a quick meal try the Niman Smoked Pulled Pork, sauced and ready to heat and eat—\$8.49 for 1 full pound.

The Delicious Colors of Bulk by Allen Schroeder, Bulk Buyer



Allen's pretty dog Daisy is a cheese hound—as soon as the fridge opens and the cheese wrapper crinkles, she's there! The Cat is Casanova. Not shown: Tessie the cat wouldn't hold still for the photo and Allen has the scar to prove it.

Have you decided to eat healthier this year? Are you sticking with it? If so, great.

If not, let me help with a word of advice. **When you have the opportunity to spend your hard earned money on healthy, colorful food, do it.** Like when you're in Wheatsville. If you blow your food budget on the good stuff first than you'll have less to spend on junk. Knowing that you've spent good money on bulk peanut butter, maple syrup and olive oil makes it more likely you'll spend less on other foods.

And when you bring those foods home, don't put them so far away that you don't see them. Consider putting your food in glass containers at the front of your pantry or on your counter where you're more likely to consider them for your meals. Always seeing a selection of nuts, grains, beans, and a bowl of fruit out and at the ready, makes one more likely to eat them.

The way I see it, the staple foods that are in my bulk jars on my counter, and the daily purchases I make to complement them are my primary foods. Anything else that I eat as I move around this food filled city is peripheral and likely to be not as healthy. Stopping for a quick burger and fries is

not as attractive if I keep in mind the quart bucket of bulk organic peanut butter that's at home waiting for me. Mmmm, and it would go great with the raspberry jam that is in the fridge. I might as well sprinkle some dark chocolate chips on that while I'm at it. Oh... so much better than a burger.

So, as you finish moving through the produce department and into the Bulk Department, rather than only filling the specific needs of a recipe or giving in to the more impulse buys, think more about what you'd like to be eating the next month or two and purchase those items first, in quantities that commit you to using them. Most will last longer than a few months so don't be afraid to buy deep.

Some colorful foods I like to see on my counter are: red lentils, pinto beans, kidney beans, rolled oats, granola, almonds, walnuts and peanuts, veggie spiral pasta, spaghetti, sunflower seeds, pumpkin seeds, cranberries and dark chocolate chips, a bowl of fruit and another bowl with onions, tomatoes and garlic.

Good luck choosing healthier food this year. If you need any help with your choices, just ask us. We can give you the enthusiastic moral support you need to eat better.



Aldia's loverboy kittes are Jasper Twinkletoes (chubby gray longhair with white feet) and Caius Merlin Britannicus (extra-long tiger tabby.)

They are snuggle buddies except when they're galloping full tilt through the whole house or wrasslin' or performing acrobatics or scratching on their giant cat tower.

Strictly indoor cats, they enjoy watching birds, bugs, and other cats out of the window in their spare time.



Owners!

Help us promote Wheatsville to you friends and co-workers. Celebrate the end of the surcharge, new earlier hours and the renovation by sharing your Co-op Advantage Flyer with friends and co-workers. Let them see the great prices and products that we have and get them excited in your co-op! Your word of mouth is worth a million dollars worth of advertising!



They LOUDLY demand Pet Promise adult dry cat food WITH nutritional yeast sprinkled on top. I bought them several months worth of Pet Promise before it was discontinued. I don't know how I'll break it to them that the cold harsh realities of the marketplace have deprived them of their favorite food.



We Wanna Adopt Your Mac

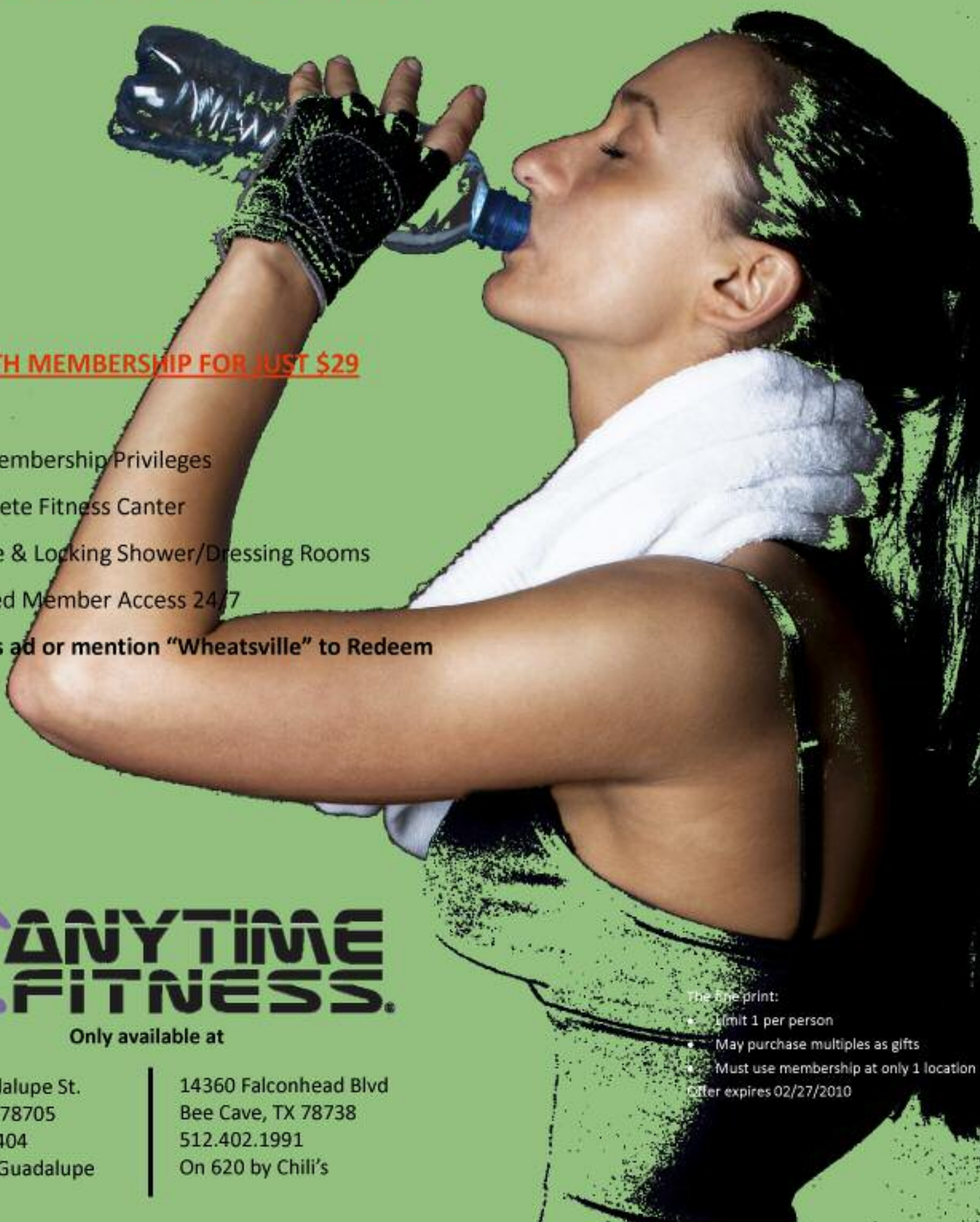
Got a G4, G5, iMac or laptop sitting around since you got your Intel Mac? We would appreciate the donation of iMacs, G5s, G4s, or peripherals like DVD Burners, LCD monitors, laser printers, USB printers, or external firewire hard drives, etc. We can't offer you a tax-deduction but you will definitely amass some good karma. Call Aldia at 478-2667 or email her at [aldia\(at\)wheatsville.coop](mailto:aldia(at)wheatsville.coop) to place your Mac in a loving home.

We Wanna Adopt Your PCs, too! Our PC guy says we could use a speedy PC laptop. Email him at [it\(at\)wheatsville.coop](mailto:it(at)wheatsville.coop).



Caius flatly refuses to start eating until the yeast is on top. If I'm slow applying the yeast he will turn towards me, stare the message into my brain, and complain, vigorously. They do love their dry kibble. They even prefer it to stinky canned food.

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Happy New Year from your new and improved produce department; we hope you are finding things that you need and enjoy. It has been very interesting and inspiring to have expanded during this economic climate. The fact that a community owned grocery cooperative can pull off a massive renovation in this town is something that we should all feel proud of. Thank you once again.

Although we haven't expanded our selection too much, we have tried to be attentive to what our owners and other customers have asked for. We are still testing the waters around what is moving and what isn't and adding and dropping products accordingly. This balancing act has its ups and downs; someone is staying satisfied and others are losing a favorite product. However, for our department, we have to eliminate items that don't sell quickly to mitigate the amount of potential loss of product that we sustain.

Two of my favorite new items were cut in this process: **Bella Verdi microgreens** and the **Kitchen Pride oyster mushrooms**. Both were really slow to catch on, and we found that we were losing a lot of each, by either degradation or going out of date. It can be sad to see a product fail and go away, yet it is usually for the greater good.



Johnny's cat, Cow, eats a non-grain diet, and is a huge beast. He perches on his house and eats catnip like it is going out of style. His favorite treats are the Kookamunga Krunchie Kravings cat treats (both flavors, although he may prefer the salmon) we have here at the store. He will come running from blocks away at a shake of the treat can. Don't try and scratch his stomach!

We have received several requests for "more tropical fruit", yet finding a distributor with reasonable prices has been challenging. For example, we have found a distributor for dragonfruit, which has been one of the more highly sought after items, yet it is very expensive—like over ten dollars a fruit expensive, cost! I have to weigh something like that through my value filter and try and see if it is worth bringing them in at that price: on one hand, if I make a customer's day by having the product that they want, we win, and on the other hand, if only one person buys that item because it is so expensive and we have to toss the rest of the case it doesn't see worth it to have brought it in. We are still looking for an affordable

tropical fruit purveyor, so all hope is not lost in case you were wondering about this.

This citrus season has been really great so far, and I hope that you are, and have been, enjoying the delicious **oranges, lemons, grapefruit and tangerines** this season. Texas citrus really is some of the finest out there, and we have been fortunate to have so much of it in stock. The **Marrs oranges**, which are very similar to the Valencia variety, are great for juicing and eating out of hand. For snacking, I prefer tangerines. Unlike many people I know, I don't mind seeds, so the tangerine world is my oyster. I love them.

With the spring season on its way, I'm looking forward to local growers shining once again. Hopefully things will stay moist around here and our farmers will be able to grow and harvest in abundance once again. 2009 was a really tough year for our local farmers, so here's to a healthy and prosperous 2010! Stay tuned.



NCGA Receives a Global Award

Wheatsville is pleased to announce that National Cooperative Grocers Association (NCGA) – of which our co-op is a member – was awarded a Global Award for Cooperative Excellence this week. The global awards were sponsored by dotCoop to recognize the application of cooperative values and principles to drive cooperative and business success. NCGA was one of three organizations – winning in the medium sized business category – to earn this recognition among a field that included entrants from every continent.

Through NCGA, Wheatsville works with other co-ops across the country to our common benefit. Whether it is aggregating our purchases to save money, sharing best practices to improve how our store operates or working to address important issues of concern to us all, our membership in NCGA is vital to raising the visibility of food co-ops and consumer access to healthy foods.

Among the activities NCGA conducted over the past year that factored into their recognition:

- Supporting the development and implementation of the www.go.coop website to promote co-ops to consumers and to demonstrate the important role that co-ops in all sectors play in everyday lives.
- Sponsoring an online video contest, My Co-op Rocks, intended to help people share their co-op stories. Co-op staff, members and shoppers ages 18+ were invited to create and enter a 2 minute video that reflected the reasons they love their co-op at www.mycooprocks.coop.
- Hosting a 2009 "Co-ops Rock!" benefit concert to raise funds for the Cooperative Disaster Relief Fund, which provides financial relief for farmers impacted by weather events and natural disasters.
- Serving as founding member and major financial sponsor for The Alliance for Employee Benefit Cooperatives, a broad-based coalition of cooperative organizations committed to advancing health care and benefits coverage for American workers and families.
- Establishing a Developmental Cooperative, a subsidiary co-op aimed at assisting member co-ops like us obtain capital and strategic support for expansion and/or new store projects.

"NCGA's mission is to provide the vision, leadership and systems to catapult a virtual chain of food co-ops to a position of prominence in the natural foods industry," said Robynn Shrader, chief executive officer for NCGA. "To make this work, cooperative values and principles are essential and demonstrated in every aspect of our organization. We're delighted to receive this recognition, and we're so appreciative of our members and staff who share in this award."

"The level of excellence showcased among all the cooperative businesses that competed for the awards was truly amazing," said Carolyn T. Hoover, chief executive officer for dotCoop. "NCGA consistently demonstrated its willingness and ability to reach beyond their core focus of natural and organic food and products to enrich the overall cooperative business model and society as a whole."

About NCGA

National Cooperative Grocers Association (NCGA), founded in 1999, is a business services cooperative for consumer-owned food co-ops located throughout the United States. NCGA is owned by 112 food co-ops operating more than 140 stores in 32 states with combined annual sales of over \$1 billion. NCGA helps unify natural food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op shoppers everywhere.

To learn more about co-ops visit www.go.coop.

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★ WE CARRY ORGANIC FEED! ★

A VERY Happy New Year in the New Store

by Gabriel Gallegos Membership Coordinator

Without question, 2009 was definitely a very special year for Wheatsville—a year that will go down in our records as being a huge turning point for ownership. During the fall, we had a huge increase of new owners due to several factors. Years of planning led to three changes that have allowed Wheatsville to develop into a much more effective center for owner education. I am very proud to have been a part of the process.

The First Two Factors— Less Stick, More Carrot

After extensive research and consultation with other co-ops, our Board of Directors concluded that it was in the best interest of our shoppers to discontinue the non-owner surcharge. There was concern that without non-owners' desire to avoid the surcharge, that fewer would elect to join. Many shoppers were motivated to join rather than pay the surcharge. A considerable number of other shoppers were so turned off by the surcharge that they never came into our store again. The surcharge gave some non-owners a sense of being unwelcome intruders into a private club. Because we want everyone, whether an owner or not, to feel welcome and comfortable shopping here, the decision to eliminate the surcharge was made early in 2009 and became effective May 25, 2009 when our new point of sale system was installed on the Front End.

Almost simultaneously, we created the Hospitality Clerk position, opened our Hospitality Desk and began processing all new ownerships on the spot. This gave potential owners with co-op related questions, a handy location to have their questions answered. Our Hospitality Clerks are trained to handle all sorts of ownership questions (as well as offer a sample of vegan marshmallows or cheese & crackers while you chat with them).

Prior to the creation of the Hospitality Desk, cashiers were assigned the task of signing up new owners at the register. This included explaining all the levels of ownership and payment options, filling out a paper application while other shoppers waited (sometimes impatiently when lines were long). Because of the stress of holding up the line, the process was rushed, often leaving the new owner unclear on many of the details. They then had to wait 1-2 weeks for their owner packet and card to arrive by mail.

Hospitality Clerks on the other hand, have the opportunity to spend several minutes with each new owner explaining their rights and responsibilities, while walking them through the Owner Agreement and handing them their new card right then and there.

The Third Factor— Being a part of the co-op community is fulfilling

Finally, in the summer of 2009, we partied together at the End of Construction party and, in the Fall, at the Grand Re-Opening Celebration. These open and welcoming community events brought in many new faces (and some old ones that we had not seen in many years.) When these new visitors walked into "that little store with the dinosaur on the roof," they found a friendly



staff and a clean, spacious, luminous, naturally lit, new store. Without a surcharge, they did not feel punished for not belonging or feel pressured into joining. Anyone who was curious about what co-op means was able to ask the Hospitality Clerk and get as much information as they wanted. Many people became co-op owners simply because they liked us and thought we would be a good fit for them.

What I am getting at is... to all the new owners out there, for whatever reason you joined this past year, we are forever thankful for your support. Our new owners, along with our long-term owners and shoppers, helped our co-op to achieve record-breaking sales despite being in a town with fierce grocery competition. As always, Wheatsville would not be what it is without you, our owners. We thank you very much for your enthusiastic support and I hope you have a great New Year!



Above: Pepita elegantly lounges on her divan.



Right: Annie shows her lovely, soft, tempting tum.

Gabriel and J's girls loves them some Pet Promise. They too will have to face the terrible truth that Pet Promise has gone out of business.

Congratulations to Our Newest Invested Owners 11/13/09-12/14/09 (126!)

Thank you all so much for investing in your co-op!

Jen Reel	Chris Kanipe	Toni Rockwell	Robert Little	Anthony Passeur	Mary Ann Osborne	Elizabeth Carwile	Maria Rosa Delgado
Rob Dole	David Rogers	Emil Atanasov	Chioke Harris	Barbara Nehman	Michael Knoepfle	Bowman McMahon	Wilfred E Cather III
Dana Wys	Ellie Julier	Marlene Costa	Susan Sargent	Monica D Dziuk	Raina Michalovic	Michele Schweitzer	Catherine Avril Morris
John Rose	Emily Sayers	Zaine Kenealy	Tammy Richner	Weltha Collins	Enrique Rodriguez	Paula Ann Effenger	
Niki Land	Emily Weerts	Kerry Ugarte	John Nordstrom	Wendy Carnegie			
Linda Fay	Felipe Ulloa	Alicia Enciso	Coleen Vicenti	De Andrea Jones			
Dacia Clay	Gianna Viola	Andrew Larson	Laura Castillo	William Mckenna			
Chris Ring	James Wooley	Kevin Roberts	Connie Geehart	William Roland			
Tanya Tarr	Jules Elkins	Larry Fischer	Sarah Carswell	Andrea Williams			
Jenn Myles	Becky Ballou	Lauren Martin	Sarah Simmonds	Betty Rodriguez			
Ann Kraatz	Aimee Wessel	Leslie Ashton	Sarah Wickline	Katrina G Tollin			
Jenna Carey	Michael Long	Li Ming Lewis	Marisa Perales	Jennifer Caldwell			
Kelly Hines	Mike Goldman	Lisa Windham	Joshua Merritt	Jennifer Richter			
Kay Bryant	Mike Watson	Luba Sinclair	Christine Legare	Dana Falconberry			
Nathan Bell	Pamela Sears	Hector Garcia	Charles Cheung	Anmol P Paralkar			
Anne Piercy	Paul Nielsen	Jeffrey Stump	Carolyn Bottler	Elizabeth Croman			
Bill Hashke	Tony Emerson	Jacq Siracusa	Andrew Liguori	Mollie Marchione			
John Wright	Ryan Johnson	Lynn Bradshaw	Jonathan Mahone	Stephanie Leach			
Janet Thorp	Karen Street	Marc Le Febre	Gloria Vega Lee	Oscar Rodriguez			
Kevin Doyle	Kelsey Snapp	Marie K Allen	Hannah Lindsley	Kay Lynn Watson			
Eva Reavley	Alicia Allen	Rachel Berman	Keturah Edmunds	Sarah Backhouse			
Philip Durst	Hannah Oley	Rebecca Corby	Kristin Fischer	Nicole Housmans			
Philip Leigh	Teddy Malone	Rebecca Moore	Rebecca Millner	Rene Van Zanten			

DOGGONE IT! WHERE DID YOU GO?
Members- if you've moved and you're not getting the Breeze in the mail, please take a minute to update your address.

YES! UPDATE ME!

Member Number _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Mail to Wheatsville Address Update, Attn. Gabriel, 3101 Guadalupe, Austin TX 78705 or drop in the box at the Member Center or email changes to membership(at)wheatsville.coop

Mindy and Martha—My Baking Challenge by Mindy Dolnick, Wheatsville Baker



This January marks my third anniversary as a baker here at Wheatsville. It has been both an honor and a pleasure to prepare delicious baked goods for you, especially now, working in our brand new kitchen with four ovens! I love coming to work every day knowing

that I make cookies, cakes, and other goods that will bring a smile to someone's face and quite possibly make their day.

If you haven't guessed yet, I'm kind of "into" what I do. I'm a food nerd, and proud of it. I study cookbooks like textbooks, read several baking blogs for inspiration, and I regularly dream about cake. So when I read *Julie and Julia* last summer, in which blogger Julie Powell cooks every recipe in Julia Childs' *Mastering the Art of French Cooking* within a year, it's no surprise that I was inspired to take on a challenge of my own.

I have a bookshelf full of cookbooks and magazines with dog-eared pages and bookmarks for recipes I want to eventually make, someday, when I have the time, or when the perfect occasion presents itself. In other words, tons of options that

weren't calling out to me, begging to be tested. For a project like Julie's, I'd need to find something that would be both inspiring and challenging, but at a level that wasn't too intimidating. For these reasons, I turned to Martha Stewart and her *Baking Handbook*. Martha is famous for making her recipes accessible to bakers and cooks of all skill levels. She offers very basic rules of baking, close-up technique-illustrating photographs, and photos and descriptions of equipment and



essential tools. Chapters are broken down into Simple Baked Goods, Cookies, Cakes, Pies/Tarts/Cobblers and Crisps, Yeasted Baked Goods, and Pastries.

I knew that I wanted to bake every recipe in the book, but I decided right away that I would not be going in order and I would not be under a time limit. Julie Powell made herself and everyone around her crazy trying to do 526 recipes in 365 days. If you're going to take on this kind of challenge, go at your own pace so you can truly enjoy it and learn from it. Since the middle of August, I've made 65 recipes (hopefully even more by the time this goes to print!). I'm not blogging, but I'm taking pictures of everything I bake. All of the recipes have been successful, but some crowd favorites thus far are Apple-Spice Layer Cake with Goat Cheese Icing, Torta Sbrisolona, Old-Fashioned Berry Layer Cake, and Cinnamon-Raisin Bread. My boyfriend and my co-workers are the most well-fed guinea pigs, but I'm not having trouble finding more volunteers. I'm suddenly being invited to more potlucks.

Friends are making sure I know of their upcoming birthdays well in advance. And I am standing in the kitchen, covered in flour, with a huge smile on my face.

The challenge continues. There are about 170 recipes in total, and I have no idea how long it'll take to finish the book in its entirety. My Mindy/Martha project has already led to improvements in the co-op bakery case, as I've been able to refine my techniques and recipes according to Martha's advice. I even have my next Martha book picked out (her newest release, *Dinner at Home*), but I've got a few things to do before I'm ready for that. Whether you decide to attempt one new recipe this year or a whole book of them, I hope you pick out your own challenge and follow through with it. I'll be here at the co-op to answer any questions and cheer you on.



Use a Wheatsville Credit Card!

Many of you already use credit cards at Wheatsville. Now, there's a really cool card, just for Wheatsville owners which will benefit Wheatsville, in turn benefiting you.



Every time you use your UFCU Wheatsville VISA® card, whether it's at Wheatsville or any other store, a portion of the fees normally charged to the retailer will go back to your friendly neighborhood grocery co-op. In other words, the more often you

use your VISA® card, the more often you will be contributing back to the growth of Wheatsville.

It's also pretty cool that this VISA® card is brought to you as a joint effort of two local cooperatives, Wheatsville and University Federal Credit Union.

Please check the Wheatsville website (www.wheatsville.coop) for a link to the application or visit UFCU's website (ufcu.org) for more info.



Thundering Paws Animal Sanctuary

Offering a safe haven for animals who are homeless, neglected, injured or abused. Our goal is to respect animals as individual beings with spirits who deserve the right to live a happy and healthy life, regardless of their attitude towards humans and human contact. For information about adoption visit our website www.thunderingpaws.org

Dripping Springs, Texas

I want to tell you about Harold. Adopted to a family, he lived with them for 10 months and then they asked us to take him back. This is exactly what we want people to do with animals adopted from us who can no longer be in their adoptive homes, and we gladly brought him back into Thundering Paws. There is nothing wrong with Harold: he and his adoptive family simply were not a good fit. He is large, calm, well-mannered (unless you have canned food that you aren't giving him), friendly, and one of the most gorgeous cats we have ever seen. There is a kittenish quality about Harold that draws people to him. We know he will find a forever home soon. Please read our latest newsletter, which can be viewed on the website at <http://www.thunderingpaws.org/aboutus/NewsletterV6I2.pdf>



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Recently I've been walking around Austin with my blind friend, Melissa. She's an intern at the Texas School for the Blind. We began walking together when we went to the annual Sunrise Memorial Service held by House the Homeless on November 22, to commemorate the people who had died on the streets of Austin during the past year. This year there were 158 people who died. Our origami club had folded swans for the event, one swan to represent each dead person. Melissa wanted to go to the ceremony, so I told her that I would meet her there. I rode my bicycle, and met Melissa's bus at Barton Springs Road and South First Street. Then we walked to Auditorium Shores, with each of us holding one side of my bicycle.

After the ceremony, we explored some of the park, still walking the bicycle. The bicycle was very handy, because the cargo boxes carried all our belongings. Melissa had never been to Zilker Park before. She had a great time running around and petting dogs. The life of an intern can be confining, especially when she is blind and a visitor from another country.

Since then, we have walked around together a few times, to help Melissa memorize the streets in her neighborhood. It's fun for both of us, and I learn at least as much as Melissa does. Blind people notice a lot of things that escape the attention of sighted people.

Melissa noticed that the traffic light at Riverside and South First Street doesn't "talk". It doesn't make a noise so that blind people will know when the pedestrian signal comes on. We found several traffic lights on Congress Avenue that don't talk. Now I want to walk all over town, checking traffic lights.

Melissa hears many more things than I do. When we walk together, I am using my eyes for both of us. Receiving information through sight interferes with the ability to hear. Melissa hears the faraway sounds that I usually don't notice.

I am much more observant of sidewalk conditions when I am walking with my friend. I am getting to know which streets have continuous sidewalks and which do not. I always notice this in a sketchy way, but now I notice more precisely. My friend, who has been blind for twenty years, is highly skilled at walking with her white cane, but she needs clues, such as sidewalks, to help her navigate the city.

We have also ridden a tandem bicycle together. Melissa loves to ride bicycles. She rode a bicycle when she was a young child, but, since she could not see, she could only ride on the grass of a lawn. When we were first walking with my bicycle in Zilker Park, Melissa asked me to let her ride it on the grass. Melissa is much smaller than I am, so the bike would have required more adjustment than I was prepared to do just then. But I admire Melissa's spirit. When she can be in an open field and get the all-clear signal from a sighted friend, she likes to run for fifty or a hundred yards. "It's so much fun!" she says. My friend seems so deprived in some ways. But in other ways she seems lucky. Life is such an adventure for her, and she enjoys small things so much. It's fun to be with her. She makes me enjoy life more. Soon we'll bicycle to the river, and paddle a kayak or canoe together.

Our civilization is mad about speed. Even most bicyclists seem to think that faster is better. We are always encouraging ourselves to be impatient and in a hurry. Yet few experiences are less enjoyable than frustrated impatience. I'm glad I don't drive a car, because I would hate to sit in traffic jams. Once in a while I decide to sit one out on my bicycle, but I invariably regret doing this. I'd rather move to the sidewalk, if there is one, and walk the bike if there's not enough room to ride it without crowding pedestrians.

Melissa and I are both lucky that no one with a car offered her a ride to the Sunrise Memorial Service. We got to know each other better by walking around slowly for hours. First we walked around the park, and then we tried to catch Melissa's bus. It wasn't where reason told us it would be. Austin's bus system is not easy to use for people (like Melissa and myself) who don't know it inside out. I was sorry to have so little knowledge of the bus system, but very glad to get to know my friend better and learn that she likes to walk around. Not all my friends like to walk. There are many lucky sighted people who can easily walk around and look at the beautiful world—but who don't do it, and perhaps think there's nothing to see that you can't see from inside a car.

If you're one of these jaded people, try walking with a blind person, or anyone else who doesn't get out enough. There's a lot to see in the world. It's a big world, when you walk instead of driving or flying. Even if you have no one to walk with, you can walk around town and check the traffic lights to see whether they talk. (If they don't, please call 311 and report the problem.) Who knows what you might notice on the way?



Travis Audubon Society promotes the enjoyment, understanding, and conservation of native birds and their habitats.

conservation of Chimney Swifts. TAS continues to spearhead conservation programs locally and support them abroad.

They lead field trips and bird walks both at local birding hotspots and exotic getaways. They offer an exciting array of monthly speakers, workshops, youth birding camp, the annual Birdathon, and seasonal and monthly bird counts & surveys.

TAS offers classes from the basics of birding to advanced classes for the identification of sparrows, raptors, gulls, butterflies and dragonflies, and even grasses. Their outreach programs strive to educate the community about the vital connection between conservation and sustainable, healthy human habitats. Visit www.travisaudubon.org/fieldtrips.html for more details.

JANUARY FIELD TRIPS

Tuesday, Jan. 5, 8-10 am **Two Hour Tuesday!** at Southeast Metropolitan Park

Saturday, Jan. 9, 7 or 8 am to 10am **Waste Management Landfill Wildlife Habitat Park**
Contact Shelia, shargis@travisaudubon.org, or 294-0272

Saturday, Jan. 9, 7am and 4 pm **Monthly Bird Count at Hornsby Bend**
Contact Eric Carpenter at ecarpe@travisaudubon.org or <http://www.hornsbybend.org/>

Sunday, Jan. 10, 7am to 1pm **Balcones Canyonlands National Wildlife Refuge**, limited to 15 participants, contact Laurie, lauriefoss@travisaudubon.org or 751-3677

Mon Jan. 11 and Tues Jan. 12, **Outer Limits Bird Survey and Field Trip Gillespie County, Texas.** Contact Stan VanSandt at empidider@travisaudubon.org to register. Details are still being worked out -- please be patient and flexible!

Saturday, Jan. 16, 7:30 am to noon **Monthly Bird Walk at Hornsby Bend**
Info at www.hornsbybend.org no registration required.

Tuesday, Jan. 19, 8-10 am **Two Hour Tuesday at Laguna Gloria/Mayfield Park**
Park in lot on left, behind fence, at Mayfield Park. No registration required.

Saturday, Jan. 23 and Sunday, Jan. 24 **Outer Limits Bird Survey and Field Trip Fayette County, Texas** Registration for the field trip only will be limited to 12.

Tuesday, Jan. 26, 8-10am **Two Hour Tuesday at Walnut Creek Park**

Saturday, Jan. 30, 3:30-5:45 pm **Winter Bird Walk at Meadow Lake (Round Rock)**
contact Kathy McCormack (VEFL21@travisaudubon.org), 512-698-9880

CLASSES

Saturdays, Jan. 30 and Feb. 6, from 8am to 10 am **Waterfowl Identification Class**
To register, e-mail waterfowlclass@travisaudubon.org or call Jean Martin at 343-7053.

General Membership Meeting Jan. 21 LCRA Red Bud Building – downstairs Social hour at 6:30, Program at 7—**What bird is it? With UT Professor, Robin Doughty**

They protect critical habitat for the endangered Golden-cheeked Warbler at their 690 acre Baker Sanctuary. Their ten acre Chaetura Canyon Sanctuary is home to more than 30 nesting avian species and is world renowned for research and

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