



The Most Important Election of 2012

by Kate Vickery, Board of Directors



The national presidential election is in 2012, you say? Yes, of course, that's an important way to exercise your voting rights. But why not warm up your democracy muscles by voting in the Wheatsville election, which begins on **September 1st**.

Casting a vote in the Wheatsville election has an immediate and lasting impact on the future of our cooperative community and the experience that *you* have when interacting with our organization. **As an Owner, you have the privilege and the right to elect the co-op's leadership, one of the most important ways that co-ops differ from traditional businesses.**

Co-ops everywhere are guided by the **Co-op Principles and Values**, which have been carefully crafted by the International Cooperative Alliance. The second of those principles is **Democratic Member Control**. "Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions." At Wheatsville, we do this primarily through the election of a nine-member board of directors. Regardless of how much an Owner shops, or whether an Owner has purchased investment shares, each Owner has *one vote*. This "one member, one vote" principal is another key distinction between cooperatives and traditional corporations.

I am thrilled to introduce you to our four excellent Board candidates (see page 17), each of whom is running for one of three open seats. Each seat carries a three-year term. These candidates have been endorsed by the Board, which means that the candidate:

- Is a fully-invested Owner of Wheatsville Co-op;
- Turned in their application by August 1, 2012;
- Attended a Board orientation session;
- Attended at least one Board meeting; and,
- Pledged to abide by the Board of Directors' Code of Conduct.

The reason for our rather extensive nomination and endorsement process is to ensure that candidates understand the role of the Board of Directors and that they are excited to serve. However, being endorsed is not a requirement to get on the ballot.

Last year, we heard from many Owners that there was simply too much to read about each candidate, making it difficult to choose who to vote for. We heard you, Wheatsville! This year, we have asked our candidates to be much more concise in their written statements. In addition, each candidate will have a video statement that you can watch on the Wheatsville website. You can also meet each candidate at the **Fall Owner Gathering, set for October 20th**. We hope that these changes will increase our democratic participation.

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Annual Fall
Owner Gathering & Celebration
 Saturday, October 20
 7-11 pm
 at Vuka Co-op
 411 West Monroe St. Austin 78704

Celebrate Wheatsville's success!
Celebrate the new South Austin store!
Celebrate the Year of the Co-op!
Celebrate with music, dancing, food and drink!

MEET the candidates for the Board of Directors!
LEARN more about Wheatsville's success over the past year!
LOOK forward to our second location coming to south Austin in 2013!
ENJOY drinks, food, music and dancing!
 RSVP at www.wheatsville.com

Owner Appreciation Days



Owners receive 10% off of any ONE shopping trip

**Saturday, Oct. 6—
 Sunday, Oct. 14!**

Owners wishing to place case pre-orders to be picked up during Owner Appreciation Days, should pre-order by September 21.

See page 4 for SUPER AWESOME ONE DAY DEALS during Owner Appreciation Days!

Community Action Wednesdays



Wheatsville donates 1% of Wednesday's sales to benefit community groups elected by our owners. Customers can also contribute their bag credits or any dollar amount at the cash register any day of the week.

The group selected for September is **Meals on Wheels and More** and the group selected for October is the **Capital Area Food Bank**



Meals on Wheels and More

Volunteers deliver hot, nutritious lunchtime meals to the homes of homebound elderly or disabled people who can no longer prepare balanced meals for themselves. Other services offered include medical transportation, grocery shopping assistance, daily telephone reassurance phone calls, safety-related home improvements, and additional groceries free of charge.

www.mealsonwheelsandmore.org



The mission of the **Capital Area Food Bank** is to nourish hungry people and lead the community in ending hunger. Today more than 23 million pounds of food and grocery products are distributed each year. Food and grocery products distributed by CAFB go to human & social service agencies. These partner agencies provide hot meals served on-site or groceries to families and individuals in need.

www.capitalareafoodbank.org



You Own It!

by Gabriel Gallegos, Ownership Coordinator

As a cooperative, Wheatsville operates by and for the co-op owners, people who have voluntarily joined by paying a \$15 joining fee and

\$55 investment. Purchasing an ownership in the co-op is a great way to invest in your community and help grow the cooperative economy!

Co-op Owners enjoy:

Owner Appreciation Days – 10% off of one shopping trip, four times a year

Owner Deals – sale items just for owners

Patronage Rebates – a share of Wheatsville's profits (during sufficiently profitable years as determined by the Board of Directors)

Democratic Participation – vote in the Wheatsville Election

... plus more!

Stop by the Hospitality Desk when you are ready to join!

Owner Statistics as of August 1, 2012

Total Co-op Owners – **11,928**

99 % of owners are fully-Invested

Since the Grand Re-opening of the renovated store in October 2009, we have seen a net gain of 3,762 fully-Invested Owners! How many more do you think will join at our second location?

If you have an ownership inquiry or need to update your mailing information, please contact Gabriel Gallegos, Ownership Coordinator at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop).

DOGGONE IT! WHERE DID YOU GO?

Owners- if you've moved and you're not getting the Breeze in the mail, please email your new address to Gabriel at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop)



September is
ORGANIC
MONTH



October is
Non-GMO
MONTH



We've Got Mail



August 13, 2012

Wheatsville Food Co-op
3101 Guadalupe
Austin, TX 78705



Dear Wheatsville Food Co-op,

On behalf of Austin Pets Alive!, I would like to thank you for your generous donation of \$3147.44. Your contribution makes it possible for us to eliminate the needless killing of companion animals in Central Texas.

Since June 2008, Austin Pets Alive! has rescued over 11,500 dogs and cats from the brink of euthanasia, provided temporary and emergency foster homes, medical aid, and training assistance for owners who might otherwise have given up their pets. Helping animals like Dodger, a sweet young dog who had a broken and infected tooth that required specialty surgery to repair. He received the surgery he needed and was quickly adopted into a loving home! This is only possible because of thoughtful contributions from people like you.

No goods or services of any value were or will be transferred to you in connection with this donation. Please keep this written acknowledgment of your donation for your tax records.

Once again thank you for your generous donation!

Sincerely,


Jenna Riedi
Development Assistant
512.436.3841
jenna.riedi@austinpetsalive.com



Volunteers from Austin Pets Alive!, Pia, Tina Fey, and Mari, at Wheatsville.



Cashiers Caroline, Reva, Olivia (baker) and Zac wore kitty & puppy ears to support our furry friends!

Thanks to Caroline for making the ears.

The Wheatsville Breeze is a publication of Wheatsville Food Co-op

3101 Guadalupe
Austin, Texas 78705
512-478-2667

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Photos by:

Aldia Bluewillow, Raquel Dado, except where otherwise noted or not known

The Wheatsville Board of Directors meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check <http://wheatsville.coop/BODindex.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\(at\)wheatsville.com](mailto:gm(at)wheatsville.com)

Wheatsville 2012 Board of Directors

Rose Marie Klee, president

Doug Addison	Reyna Bishop
Ellison Carter	Kitten Holloway
Steven Tomlinson	Kate Vickery
John Vinson	Mark Wochner

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.

Election 2012 *continued from front page*

We will be saying farewell to **Ellison Carter** and to **Kitten Holloway**. Both of these wonderful women have made a huge impact on the future of



Ellison Carter

Wheatsville through their strategic and creative visions. They will be missed!

John Vinson will be running as an incumbent along with three other new candidates to fill three seats.

In addition to the Board, the Owners vote for the recipients of Community Action Wednesday donations, one of the ways Wheatsville creates positive



Kitten Holloway

change in our community. **In 2011, by donating 1% of sales each Wednesday of the month, the program generated over \$30,000 in donations to non-profits doing incredible work in Austin.**

Voting is both our right and privilege as Wheatsville Owners, and the Board is proud to work on your behalf towards the transformation of society, while ensuring that the investment we have made in our co-op is responsibly managed and safeguarded.

The election will officially begin on September 1, 2012 and will run through 5:00pm on October 31, 2012. A detailed description of the voting procedure is available on the Wheatsville website (www.wheatsville.coop/BoardPolicy/ProceduresforCoopVote.pdf).

Please see the back page for information from our incomparable vote coordinator, Gabriel Gallegos, about how to cast your ballot.

Learn about the Board Candidates on page 17 and Community Action Wednesday Groups on pages 18-19

Invest in your co-op!

Want a socially responsible investment that contributes to

- a bigger co-op economy
- more local, organic, sustainable food
- AND more happy people?

Wheatsville Investor Shares Coming Soon....

**BIG
Direction
more**

**local/organic/
sustainable food**

**co-op
economy**

**happy
people**

Dividends paid annually.

"Best performing investment I have!"
– Aldia Bluewillow

**Learn more at our Fall Owners Gathering
on Saturday, October 20th.**

See front page for details.

I ♥ Wheatsville!

Each week we capture all the love you give us—in person, on comment cards, emails, Facebook, Yelp, Twitter etc. Here are a few of the comments we've gotten that we thought would be fun to share! Got love? We have I ♥ Wheatsville comment cards at the Hospitality Desk.

"Oh Wheatsville, how I adore you! Your just-right size and convenient location, your friendly, helpful people, your oatmeal cream pies and your chocolate chip cookies and your popcorn tofu! And the often overlooked Southern Fried tofu! When I was looking for an apartment my requirements were: "Must love puppies and be within biking distance to Wheatsville so I can use it as a giant walk-in pantry!" Nichole W. on Yelp

"I would like to move to Austin so I could be a Wheatsville regular." Ron C. on facebook

"The dressing up thing is very cute. This is a place where I would actually like to work"

"We own Wheatsville Co-op, Black Star Brewpub Co-op, and the University Federal Credit Union; further, we subscribe to Johnson's Backyard Garden (CSA) and grow vegetables from their wonderful transplants (best garden ever). My Dad came of age during the Great Depression and taught me the value of Co-ops." Ken L, on facebook,

"I just love Wheatsville. I say it all the time. And we are so excited that you're opening a South Store!" Beth B

"This is the most pleasant shopping experience I've ever had" later on... "I have two little kids with me—and this is a great store to bring them to." Stella

"I love this place, everyone I encounter has a smile on their face, I get treated with such kindness. I don't want to shop anywhere else!" Joel F

"Unlike the big stores, you check the eggs to see if they're broken. I love that." Joan H

"Wow! I love coming here! I get so many hugs." Justin K

"We walked in and everyone was so happy and friendly, and I was thinking it must be because everyone is an owner and happy about it." Harold V.

"Can't wait to be a part of the crew when you move down south! Wishful thinking." Rachael L on facebook

"We've only been living in Austin for a month and a half now but we are Wheatsville junkies. Love it!" on Twitter

"I love shopping at Wheatsville. Thing I love most is the size of Wheatsville." Jennifer T

"I just wanted to let you know I am very excited to have the Co-op moving to our neighborhood... I plan to move all of my shopping to the new store and enjoy every bit of your success." Peter S., Steinhart & Co.

I really enjoy going to Wheatsville and have been an owner since 2007. They have some unique products not available at the other health food chains and everyone is generally very friendly. I like to see the wide variety of local items and small artisan products. The fact that they don't have tabloid magazines at the checkout is so important to me (Thanks for protecting my child's innocence). The popcorn tofu po'boy is awesome. I can't wait for their new location on South Lamar!" Cristina on Google

"It is not convenient for me to come here—I live in Dripping Springs—but I make a point of coming here because of people like YOU."

"Wheatsville is my happy place"

"Love the atmosphere, super friendly and helpful staff. Vegan buffalo tofu po'boy is OUT OF THIS WORLD!!!" Yelp! Review, Carlos G.

"I really like it here. I've been a vegetarian for ten years and it's really easy to shop here."

"I love WV! I can't wait for the south store to open." Cat D.

"I just love it here. I love the smell. It smells like spices and incense and produce. It makes me feel at home! It seems like an awesome place to work. The staff is professional and yet very Austin." Job Applicant

GF Banana Bread: *"It's delicious! Thanks for the gluten free baked goodies!" Sunshine B on facebook*

"NOM NOM! The Veggie sandwich with Cashew Tamari is AMAZING." Karlen K on facebook

Staff Exit Interview: *What have you enjoyed most about working at Wheatsville? "The culture. Which is a combination of the people and the values that Wheatsville brings together. I often say (I really do - ask people) —why try to find new friends outside of Wheatsville? Wheatsville has already interviewed and picked out the best people in Austin - you don't even have to worry about whether they're good people, because the 'ville has done that for you" There are amazing people practicing amazing ways to live (and by amazing ways to live I mean choose your attitude, make their day, be there, and play)." Kelsey P*

When the band No Age tweeted that they were on their way to Austin, Siouxsie wrote, *"Wheatsville is still the spot! Have fun in Austin!"*

Spinach Pineapple Smoothie: *"It's so delicious! Almost don't even know spinach is in it aside from the awesome green color :)" Catherine F on facebook*

Watermelon Agua Fresca: *"I had that when I visited Austin and it's DELIIIISSSSHHHH! I work at the co-op in Corvallis, OR. :)" Lisa L*

Spinach Pineapple Smoothie: *"Go to Wheatsville and get your green on!" Donna SB on facebook*

Spinach Pineapple Smoothie: *"Neon goodness" Gustav Au Chocolat on facebook*

"Wheatsville on foodstamp day. Oh. Yes. Sweet tofuery." Mary on facebook

"You guys just have a natural connection. Wheatsville is awesome. I love Wheatsville"

"I'm from San Antonio and we don't have anything like this! I found everything I wanted here. I'm living in the wrong city!"

"I'm famished and came to the right place! I'm gonna live an extra 10-20 years thanks to this place."

When customer was asked if she needed help finding anything, she said, *"No, I'm just looking. I like getting lost in happiness in this store."*

Owner Appreciation Days — Saturday, Oct. 6 – Sunday, Oct. 14

Owners wishing to place case pre-orders to be picked up during Owner Appreciation Days, should pre-order by September 21.

*super AWESOME ONE DAY DEALS!

DURING OWNER APPRECIATION DAYS

SALE PRICES FOR OWNERS ONLY!

MONDAY OCTOBER 8th
EL MILAGRO TORTILLA CHIPS
EXCLUDES THICK CUT CHIPS
 *\$1 OFF
Reg. \$2.99 **\$1.99**

TUESDAY OCTOBER 9th
in the freezer
ALL AMY'S PIZZAS
Reg. \$6.99-\$8.99
15-14 oz **\$5 each**

WEDNESDAY OCTOBER 10th
POPCORN TOFU PO'BOY
in the self-serve grab 'n' go case ONLY
 *\$2 OFF
Reg. \$5.99 **\$3.99**

THURSDAY OCTOBER 11th
BULK SPROUTED ALMONDS PLU 212
and
CHOCOLATE COVERED SPROUTED ALMONDS PLU 211
Reg. \$9.99-\$14.99/lb
Reg. \$14.99-\$17.99/lb **\$5 OFF/lb**

FRIDAY OCTOBER 12th
GRANDMA'S HUMUS
9oz IN THE DAIRY CASE
 *\$1 OFF
Reg. \$4.99 **\$3.99**

Not an Owner yet?

Find out how YOU can become one at the Hospitality Desk. There are LOTS of benefits to being a co-op Owner!



Our Deli Makes Meals Easy! by Mariah Barrett, Deli Counter Manager

Hey Wheatsvillians, it's **Back To School Time** and here at the Wheatsville Deli we want to make it as easy as possible for you to enter the fall season with lots of easy and delicious school lunch

options to pick from! If you're not sure about something—ask the deli counter for a taste.

We have redone our Food Bar to include a BUNCH more yummy salads. **Cashew Linguine, Potato, Onion and Caper Salad, Couscous with Feta & Fava, Lively Beets & Carrots** and **Rice and Edamame** are all available every day for only \$7.99/lb. The Salad Bar features lots of your favorite fixin's, crisp, cold and ready for lunch! For extra deliciousness, I suggest our **Cashew Tamari Dressing**—you can put it on anything! All of these items are perfect for a quick side dish for any school lunch.

Keep your kitchen cool with our **Dinners For Two**, our large portion meals-to-go! Choose from **Vegan Mac & "Cheese" with Broccoli, Turkey Florentine Meatballs with Spaghetti Sauce, and Braised Greens with White Beans**. These heat'n'eat grab'n'go meals will help you get a solid dinner on the table in a hurry – just boil some pasta to go with your meatballs, grab an extra quart of our favorite **Rosie Jane's Spaghetti Sauce** and stretch that dinner to feed four! Also in self-serve you'll see large portions of **Popcorn Tofu, Buffalo Popcorn Tofu** and **Chipotle Potato Salad**—just mix and match for a number of great, easy, quick dinners!

Take & Bake Pizzas are Now In the Deli's Grab'n'Go Case!

That's right, not only are we now selling **hot slices of fresh-baked pizza** at the Deli Counter, in flavors like **Bacon Jalapeño, Vegan Popcorn, Spicy Buffalo Popcorn Tofu** and plain ol' **Cheese**, but we now have **whole take'n'bake pizzas** ready to go from our Grab'n'Go Case in those same flavors! Our **fresh, homemade dough** is topped with **Organic Muir Glen pizza sauce** and either **Organic Valley** or **Vegan Daiya mozzarella**, topped with yummys, then wrapped up for you to take home and bake in your oven for a **delicious, hot and tasty meal in minutes flat!** Don't wanna turn on the oven? You can even cook it on your hot BBQ grill, just be sure to keep the cover on!



And if you're the do-it-yourself type, our bakers are now making fresh pizza dough for you for to make your own pie! Look for our **pre-made dough in our grab'n'go cooler, just \$2.99 each**. Our vegan dough is made with organic flour and will roll out to a beautiful 10 to 14 inch pie, depending on how thick you like your crust. Just roll or stretch the dough, add sauce, cheese and your favorite toppings, and pop it in a hot oven for an amazing meal in minutes!

Speaking of toppings, an easy solution is to browse our Salad Bar and gather a selections of already-prepped peppers, onions, olives, pepperoncini, mushrooms and more, to allow each of your dinner guests to top their pizza with their favorite items! Along with your dough and veggie toppings, grab a can of **Muir Glen Organic Pizza Sauce** from the grocery aisle (one can has enough sauce for four pizzas!), your favorite **shredded cheeses**, and some **sausage or bacon** from our meat department, and you've got a personalizable pizza party to be reckoned with!



Change of Season

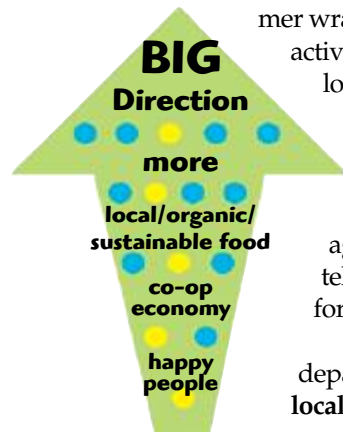
by Adam King, Produce Manager

So long, summer! Summer 2012 sure was easier than 2011, but the drought still continues and we keep a thought for farmers all across the country as they do their best to manage this record dry spell.

As you know by taking a look out at the shriveled brown grass in your front lawn, summer's a tough time for growing things. It just takes too much water to keep that grass green, and your vegetable garden's growth slows down big time. Farmers take a rest too, working on side projects until the heat breaks and we get a few inches of rain. There's not a big surplus of veggies to sell, and what there is usually is sold at retail price in the farmer's markets. With summer wrapping up in September, we can be sure to see some more activity in the local agricultural community which means more local produce on Wheatsville's shelves.

In addition to doing your best to conserve water in your home and business, a way we can support farmers is to purchase local, sustainably grown produce. Wheatsville's got a long standing commitment to supporting locally grown agriculture, paying fair prices for produce and doing our best to tell the story of the amazing men and women who grow food for central Texans to eat.

Fall/winter 2011 was a record year for our produce department, with close to 30% of all our produce purchased from local farmers. We're hoping to do even better this year, putting more money into farmers' pockets and more locally grown veggies on your dinner plates. We've got big plans for the future, with our new location in South Austin opening next year, we need even more farmer partners than ever before. This fall, we're holding another local produce summit with the goal of raising those numbers. One of Wheatsville's goals is the positive transformation of society through the work we do in our community. Supporting the local economy is an excellent way to do it! See you in the store!



Staff Top Ten Picks

by Cece Bean, Front End Clerk

Acure Brightening Facial Scrub
My daily must have.



Weleda Citrus Deodorant
I like to smell like tangerines.



Kosmic Kombucha Salty Dog
My Favorite!



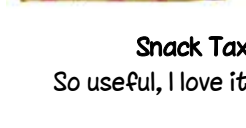
Justin's Dark Chocolate Peanut Butter Cups
My favorite candy at Wheatsville.



Margarita's Raw White Tortillas
I won't go back to regular tortillas.



Snack Taxi
So useful, I love it!



Cuppow Travel Lid
Beats plastic lids, love it!



Have'a Corn Chips
Yummy! Have some!



Zuke's Beef Dog Treats
My dog, Baby Travis, loves these treats. Woo!!



The Hot Dang
Local and tasty all-grain, No-GMO burgers!



New at Wheatsville!

by Nina Norton, Category Management



Cultures for Health

Cultures for Health was born to provide a source where people making a food change in their own lives could find all the products and information they need to be successful. Cultures for Health strives to source and produce products locally when possible while

providing excellent product selection, top-notch articles and how-to videos, and the best customer service. From starter cultures to cheese-making, sprouting, baking, fermentation and culturing supplies, if it's do-it-yourself you're looking for, Cultures for Health has what you need to get started.

Wheatsville now carries the following Cultures for Health products; please let us know what else you would like to see on your co-op's shelves! Send us an email with as much detail as you can at [wishlist\(at\)wheatsville.coop](mailto:wishlist(at)wheatsville.coop).



CULTURES for HEALTH



Kefir Water Grains

Originating in Mexico, water kefir grains (also known as Sugar Kefir Grains) allow for the fermentation of sugar water or juice to create a carbonated lacto-fermented beverage. Incredibly easy to brew, the starter culture can create a new batch of kefir every 24-48 hours. A fantastic non-dairy alternative to milk kefir, Water Kefir can be flavored after brewing to make a variety of delicious sodas

Tempeh Starter

Tempeh is a traditional Indonesian food made by fermenting soybeans with a starter culture. Traditional Tempeh is a soybean cake that has a rich smoky flavor and aroma, and a firm nutty texture. It is a great source of protein and vitamin B-12. This traditional food often replaces meat in dishes and can be sliced, marinated, and seasoned as desired.

Each box contains four individual serving packets; each packet makes one batch of Tempeh using the recipe available at www.culturesforhealth.com.



Organic Vegetable Rennet

This rennet is double strength microbial "vegetable" rennet for cheese making. Gluten free and non-GMO, this rennet is produced without animal byproducts. The enzyme is produced by pure fermentation of Mucor Meihei (a mold) in salt brine, less than 5% propylene glycol, and less than 2% sodium propionate.



Zhi's 5 year anniversary event calendar september 4-9

9/4 Tuesday: Free Shipping! For all online orders, no matter the size. Coupon code ZTS

free shipping tuesday



blending party wednesday



free tea thursday



9/5 Wednesday: Blend your own tea workshop. RSVP requested. 6-8 pm

9/6 Thursday: Free Tea Thursday! Any tea, any size, all day. Also, guided tea tasting at 6:30-8 pm. Seating limited, RSVP required.

9/7 Friday: A rocking tea party! Music, cocktails, mocktails, salads, and sweets. 6-10 pm.

9/8 Saturday: Flower arranging classes with Austin florists, seating limited. RSVP req'd.

9/9 Sunday: Austin Appreciation Plant! 1-3 pm. Bring your best tea-inspired potluck item! Everyone can vote for their favorite. 1st prize winner takes home a \$100 gift certificate! Doors at 1, Food at 1:30. Winner announced at 2:30.

notes & notes tea party friday



flower arranging saturday



afternoon tea sunday



Please RSVP to info@zhitea.com

Zhi Tea Gallery 4607 Bolm Road Austin, Texas
www.zhitea.com (512) 539-0717





The number one way to preserve perishable food in the ancient world was salt. Salt and spices were once the currency of the world. While we have moved on financially, this old marriage has a rich history in all of our food, the world over.

Sausage is one of the most ancient preparations of meat. Most cultures across the globe have some form of sausage rooted in their cuisine. Wheatsville uses sustainable, antibiotic and hormone-free meats that are humanely treated in all of our in-house-made sausage. From the traditional to the flavor-forward, we have many delicious flavors to choose from.

The classic **fennel and garlic flavors of the Italian sausages** are great on their own, but really shine in those rustic meat sauces for pasta or lasagna. **Bratwurst** is a finer ground beef and pork sausage. Poached in beer (I use Pabst, but any lighter flavored beer, like pilsner or lager, would work) and then finished on the grill and served with sauerkraut and hot mustard is the traditional preparation for Bratwurst.

Our **Tipsy Cow Sausage** is a beef sausage with low-heat ancho chilies that are rehydrated in North Coast Brewery's Pranjster Belgian-Style Ale. The beer brings a great flavor as well as being a nice medium that carries the deep smokiness of the anchos.

On the flip side we have the **Spicy Bacon and Cheddar Sausage**, with Cabot Habanero Cheddar, and Niman Ranch Applewood-Smoked Bacon. The soft cheddar melts with the bacon fat to bring a spicy and rich texture to this all-beef sausage. Both of these all-beef sausages make fantastic burgers.

In our **Bloody Mary Chicken Sausage**, sundried tomatoes, olives, bacon and vodka are brought to the party to create the flavor of a Texas Bloody Mary. This is great in soups and pasta dishes as well as on its own.

While not as ancient as sausage, the patty or burger has become one of the staple items of the American palate. From seafood to poultry to vegetables, the burger can be as varied as the imagination. Any of our sausages can easily be put incorporated into a burger.

Our **Turkey Burger** has a wonderful flavor and is a healthy and economic choice for the family. This is the best bargain we have in the meat department.

The **Moroccan Lamb Patty** is a riff on the traditional Merquez Sausage and goes great with salads or couscous. The **Cilantro Lime Chicken Patty** uses the flavors of serrano peppers, lime juice, and cilantro to make a patty that's great with rice or pasta.

Marinated beef like the **Teriyaki Hanger Steak** and **Marinated Fajitas** make for good grilling. The **Cajun Catfish** is mild in heat, but is full of great Cajun flavor and is also splendid for grilling.



All our sausages are made fresh in-house in small batches.

Speaking of grilling, here's my

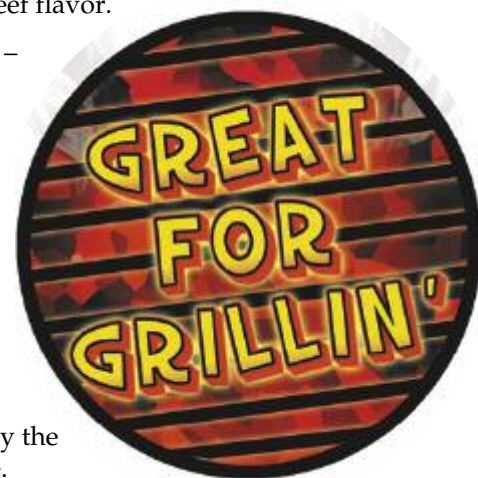
Top Ten To Grill

- Corn on the Cob** – Remove the silk but keep the husk. Soak them in water for about ten minutes. I like to sprinkle some Cajun seasoning on the kernels before I throw them on the grill.
- Small Tomatoes** – You don't want ones so small they can fall through the grate, but grilled tomatoes are a fantastic addition to a salad, or as a salad themselves.
- Steaks** – The grill is the perfect place to cook steaks. A little carbon, a little smoke, or a lot of smoke really brings out the flavor of steaks. Ribeyes are pretty much the king of steaks, but the New York strip is a much leaner steak. Any of our sirloin cuts are also leaner with that great beef flavor.

4. Sausages –

Wheatsville offers a great selection of in-house made traditional and more forward-flavored sausages. We also have some from trusted names like Niman Ranch and Pederson.

- Bacon Wrapped Stuffed Jalapeños** – Thick-cut bacon wrapped around fresh jalapeños stuffed with cream cheese. I recommend using toothpicks to keep the bacon on—it likes to twist itself off the jalapeño, you've got to stop that from happening!
- Salmon** – Want a simple grilled salmon to enjoy the flavor of a great piece of fish? Go with Sockeye. If you want a more robust fish that can take on marinades and glazes, go with Coho. Leaving the skin on makes grilling easier and keeps the structure of the filet or steak when you are plating the fish.
- Shrimp** – The char from the grill is always a welcome addition to any flavors you want to add to shrimp. Boil 'em for 30 seconds before grilling to make shell removal easier.
- Prince Edward Island Mussels** – That's right, grill 'em. Toss them on the grill and wait for them to open
- Premium Burgers** – This is one of the best tasting burgers ever. It's a combination of Ribeye, Striploin, Hanger, Flat Iron, and some Round to bolster the texture of the more tender steaks
- Hanger Steaks** – These guys are amazing on the grill. I used to only cook them with the stove/oven and wine reduced sauce, but now I prefer them grilled—a hint of carbon with the deep and complex flavors of the steak. That slight hint of iron with the steak's fantastic texture is perfect for the grill. My oldest daughter will not touch a ribeye if she knows there is hanger steak to be had!



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Grow Your Own Mushroom & Wheatgrass Kits

by Dheva Liebman, Wellness Clerk

Looking for a great project to do at home with your kids? Search no longer! Here at Wheatsville we are currently carrying **Back To The Roots Mushroom growing kits**. Now I know you may be thinking that usually when

you mention the word mushroom to most kids you hear "Gross!" in response. The cool thing about these do-it-yourself kits is that they aren't solely intended to produce food. They are an easy, fun and affordable (\$19.99) way for your kids to have a hands-on and direct experience taking care of a living thing. And better yet, once your kids watch these live beings grow and thrive based upon the attention and care they get, maybe they will be more inclined to eat them up for dinner!

Back To The Roots is a small company, founded by two college students who had the brilliant idea to turn "waste into wages" by using recycled coffee grounds for growing mushrooms. The company also helps schools with fundraising by offering mushroom kits as an alternative to bake sales. "Our kits get kids super excited about learning about science (life cycles, sustainability, composting), farm-to-table education, and finally eating their hard work after 10 days."

Each kit allows you and your family to grow up to 1.5 lbs of tasty pearl oyster mushrooms per box. There are just 3 easy steps to follow – open, mist and harvest! And, you can grow your first crop in 10 days! These kits also make great birthday presents, and dare I say it, holiday gifts!



Here is a great recipe to try out once you have fully grown mushrooms:

Garlic Sesame Soba Noodles

using Back To The Roots Oyster Mushrooms

- 1 (16 oz) package of soba or rice noodles
- 6 Tbsp olive oil
- 5 oz homegrown oyster mushrooms
- 6 cloves garlic, minced
- 6 Tbsp sugar
- 6 Tbsp rice vinegar
- 6 Tbsp soy sauce (or wheat free tamari)
- 2 Tbsp toasted sesame oil
- 2 tsp chili sauce or 1 teaspoon red chili flakes
- 6 green onions, sliced
- 1 tsp black sesame seeds

Cook soba noodles according to package directions. Drain and rinse with cold water.

Meanwhile, place a saucepan over medium-high heat. Sauté mushrooms with 2 tablespoons of olive oil and season with sea salt.

Once mushrooms are tender and browned, stir in garlic, sugar, remaining oil, vinegar, soy sauce, sesame oil, and chili sauce. Bring to a boil, stirring constantly until mixture is thoroughly combined.

Pour sauce over soba noodles, and toss to coat. Garnish with green onions and sesame seeds. Serve hot or cold the next day for lunch!

Handy Pantry Wheatgrass Growing Kits are also fun projects to do with your kids. Each kit comes with simple easy to follow growing and harvesting instructions, 5 21" x 10" growing trays, 5 bags (5 lbs) of organic Wheatgrass Seed, 2 bags of organic growing mix, a supply of Azomite (a natural mineral additive that insures that your grass contains all of the trace minerals required by the human body for maximum health), as well as *Wheatgrass, Sprouts, Microgreens and the Living Food Diet Book*. These kits will have you producing wheatgrass within 7-10 days.



It's beneficial to get your kids excited about wheatgrass from a young age, as studies are showing it contains a myriad of health benefits. It has been found to lower blood pressure, fight tumors and neutralize toxins, detoxify the liver and lessen the effects of radiation. It is a wonderful source of chlorophyll, Vitamin A, C, calcium, iron, magnesium, and zinc and it also is a complete food, high in protein.

While most people juice wheatgrass, if you don't have a juicer it can also be used as a sleep aide. Merely place a tray of living wheatgrass near the head of your bed. It will enhance the oxygen in the air and generate healthful negative ions to help you sleep more soundly.

Also, not only can you and your family benefit from wheatgrass, but so can your pets! According to certain studies, cats show a natural need to eat grass in order to maintain their health. Wheatgrass has a very high concentration of vitamins, antioxidants and enzymes; meaning it's a great grass to grow for your cat.

Handy Pantry Wheatgrass Growing Kits sell for \$41.99 and will produce up to 90 ounces of wheat grass juice!

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Bulk Department On the Move by Brent Chesnutt, Bulk Buyer



You may have noticed that something is on the horizon seeing that several of the bulk bins are empty with an 'under construction' sign. This is because the whole department will be moving to Aisle 1 across

from Produce. We have been planning this for awhile and put a lot of work into it and are so very excited for this to happen!

While planning an optimized layout for the second location, we thought why not fine tune the arrangement of the Guadalupe store while we're at it? So we started with Bulk and then used the opportunity to integrate the whole Grocery Department. Our goal is to make the arrangement easier for you to shop while also growing popular sections like Raw Foods and Kids' Food.

Check out the map below to see the changes we're making. As always, any staffer will be happy to show you where any item has moved.

When will the move happen?

We're planning on moving Bulk the week of September 17th.

Why move it?

We are proud of our Bulk Department and want to show it off! Wheatsville shopper preferences are leaning towards more whole grains and basic ingredients plus the economic benefits of shopping in bulk. Produce and Bulk foods are a natural fit and we think you're going to enjoy the change.

What's so great about shopping in Bulk?

As many of you already know, you can buy as little or as much as you need in bulk. Your recipe calls for a cup of Organic Whole Wheat Flour? Buy just a cup! Want to save money and store 50 pounds of dried black beans? Go for it! We are careful to only stock foods that are popular with customers to ensure maximum freshness. It's likely that bulk granola you bought this afternoon was stocked just hours (sometimes minutes) earlier. Bulk is economical. Large quantities, minimal packaging & marketing translates to savings for you. Did you know you can buy 5 pounds of organic long grain brown rice and 5 pounds of organic black beans for less than \$20? That's less than \$1 a meal. Additionally, bulk is great because of the minimal packaging involved. Use the bags and containers provided in the department or go one step beyond and bring your own container in to fill.

I'd like to shop in bulk but I don't know how.

See the cartoon on the next page for easy instructions. **YES, you can bring your own containers. Please weigh them before filling them so you aren't charged for the weight of the container. The Hospitality Clerks or any cashier will be glad to weigh your container and write the 'tare weight' on it.** Please ask any Wheatsville staff member for help if you need it, we're happy to assist!



What's going to go in the space where Bulk was after the move? Where are the Grocery items in Aisle 1 going to go?

First off, we're lengthening Aisles 1 & 2 to accommodate the size of the bulk department. We'll be moving the items in Aisle 1 to various spots within the Grocery Department as well as expanding a few areas that are in high demand: Raw Foods, Baby & Kid Foods, and Baking Needs. Non-food items will be located along the back wall where the bulk bins were, including Paper Goods, Pet Care and Cleaning Supplies. We will also be gaining a bit of space to offer your favorite products on sale displays, so stay tuned for that! Store maps will be available at the Hospitality Desk following the move. Please ask any friendly staff member if you need assistance.

I love the change! No wait, I hate the change!

We have a lot of smart people working to ensure a smooth and positive transition during this project. Our hope is that your shopping experience will be even more enjoyable and intuitive. Salsa will be with the chips! Juice will be with water

and soda! Bulk will be streamlined and prominently featured with some new highlights like stainless steel liquid containers and nut grinding machines for roasted peanuts and almonds! We welcome your feedback and suggestions and/or praise! Please fill out a suggestion form at the Hospitality Desk. We take every suggestion into consideration as we constantly evolve to serve the needs of owners and shoppers.

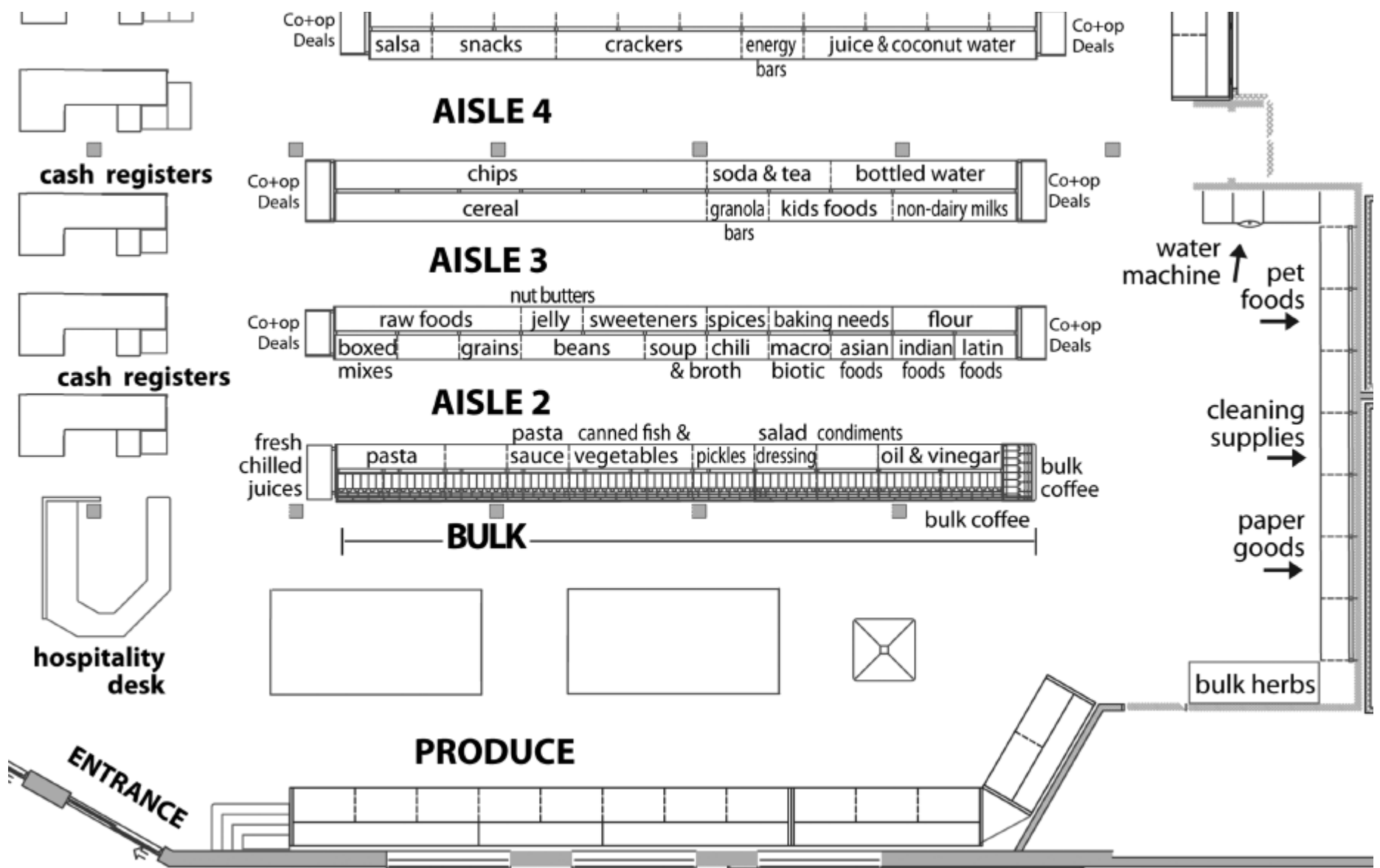
Pachamama Coffee Deal

Great news! The Pachamama Coffee Co-op is offering a really great deal through October. **All varieties will be on sale at \$11.49/lb, reg. \$13.79/lb.** They are also introducing **Organic Co-op Blend Coffee** of which 3% of its proceeds will be donated to cooperative development non-profits.



The Pachamama Coffee Cooperative of Small-Scale Coffee Producers (Pacha) is owned by thousands of family farmers around the world. Pacha markets fresh-roasted organic coffee directly to customers throughout the United States.

They are a wonderful co-op that provides so much to their farmers; now would be the perfect time to give them a try.





Staff Spotlight-Chris Moore

by Annie Downs, Recruiting Coordinator



AD: What is your Wheatsville history?

CM: I started at Wheatsville in January of 2010, just about a month after I arrived here. I was a Grocery Clerk at first, but after six months I received the position of Chill Buyer and have been doing that ever since.

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

CM: I am from Traverse City, MI. I arrived here by train in December of 2009

AD: What is your favorite product at Wheatsville?

CM: Oh, Geeze... I don't just have one, but my top 3 are Kosmic Kombucha's Ginger and Mary Ann, Grandma's Humus, and the 3 year aged Gouda from Holland.

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

CM: Playing pool and darts at the Dry Creek Café.

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

CM: I drink about 6 gallons of milk a week (all by myself).

AD: Fill in the blanks:

CM: I've always wanted to go to the far East and if I had it my way, traveling would not be so expensive.

★ Guess What!! ★ We have staff anniversaries

Aldia Bluewillow 29 years as of 10/30
(art department) ★

★ **Niki Nash 13 years as of 9/13**
(merchandising manager)

Erik Amos 4 years as of 9/18
(POS coordinator)

★ **Greg Flores 4 years as of 9/19**
(cheese clerk)

Bill Sherborne 4 years as of 9/29 ★
(staff accountant)

John Davis 3 years as of 9/3 ★
(kitchen lead)

Matthew Miller 3 years as of 9/3
(deli clerk)

Luke Huston 3 years as of 10/12 (cook)

Monica Ford 2 years as of 9/13
(hospitality clerk)

Nicolette Robertson 2 years as of 9/22
(cook)

★ **Eric Moya 2 years as of 10/29**
(co-op deals assistant)

Carlos Alvarenga 1 year as of 9/1 (cook)

Erica Mendoza 1 year as of 9/15
(hospitality clerk)

★ **Trey Rowell 1 year as of 9/15** ★
(front end clerk)

Olivia Kuchik 1 year as of 9/19 (baker)

Mark McConnell 1 year as of 9/26
(deli clerk)

★ **Chea Fuller 1 year as of 10/6**
(produce clerk)

★ **Matt Otto 1 year as of 10/13** ★
(operations lead)

★ **Kendall Stiles 1 year as of 10/19** ★
(grocery clerk)



Staff Top Ten Picks

by Miranda Robinson, Housewares Lead

#1 Dr. Ohhira's Kampuku Beauty Bar

With natural probiotics and no fragrance or fillers, this long-lasting bar is perfect for face, body, and shaving.



#2 Herbalogic Back In Action

Fast relief for sore muscles, can also be taken before a strenuous workout to prevent aches and pains.

#3 Microbial Earth Bokashi Bin Starter Kit

The microbes in the Bokashi bran break down food scraps quickly and help replenish the nutrient content of your soil. This system is ideal for omnivores who want to put meat & cheese in their compost.

#4 Artisana Cacao Bliss

The perfect way to satisfy my afternoon sweet cravings, delicious straight out of the package or spread on toast.



#5 Udi's Millet Chia Bread

Best when lightly toasted, this gluten-free bread holds up well and makes a fantastic fried egg sandwich.



#6 Tinkyada Brown Rice Spirals

Finally, gluten-free pasta that works for my favorite casseroles! Hint: Avoid over cooking by using the "energy saving" method given on the front of the box.

#7 Pure Luck June's Joy

A long-time staple at my house, this sweet & savory goat cheese will put a smile on your face.



#8 Teas' Tea Green Jasmine Tea

Holy cow, this bottled tea tastes as good as home-brewed!

#9 Bubbie's Kosher Dills

I love all things pickled and these are some of the best kosher dills I've tasted. Hint: The juice makes an easy brine for chicken or pork.



#10 Douglas Green Sauvignon Blanc

Dangerously drinkable, try not to finish the whole bottle in one evening!



Wheatsville Food Co-op at 4001 S. Lamar Looks Great on Paper! *by Dan Gilotte, General Manager*

So far we are drawing up and planning a very bright future for our next step in Wheatsville's BIG Direction. Our planning team consists of talented staff from Wheatsville, our friends at the **National Co-op Grocers Association Development Co-op**, the fine folks at

Antenora Architects (who helped us on our renovation at Guadalupe) and the great guys **Helms Workshop**. As of press time we have the primary working draft of the South Lamar store complete and are now working on refining it, making necessary adjustments and getting it priced out to make it a reality.

Some features of the store design (subject to change, of course!):

- **Large Produce department** with plenty of room for even more local and organic product!
- **Bulk department prominently displayed** right at the front of the store, cementing our commitment to healthy eating, environmental friendliness and value!
- **Large refrigerated grocery.** This is a continually expanding department and features many of our favorite local and organic vendors. We're delighted to provide more space for this department.
- **Larger humanely-raised meat and sustainably-fished seafood section.** This department was a popular addition in our renovation and will be seeing additional space allocated to it at South Lamar. We'll still focus on high standards, but we'll also feature a broader selection, too.
- **Fresh baked in-house artisan bakery.** This is one of the most exciting additions to our offerings and will allow us to craft some of the best bread in town. One cool thing about it is that we'll be supplying Guadalupe with the delicious bread baked here, too!
- **Large prepared foods department with a focus on quick, delicious and convenient.** We're expanding our food bars and offering more quick grab and go items while maintaining our custom sandwich offerings, smoothies and organic fair trade coffee bar.
- **We'll have an expanded indoor eating area** as well as a lovely **outdoor patio!**
- We're currently also planning to have some indoor space devoted to a **classroom.** We hope to offer special cooking and other educational classes in our new space!

We're really excited about the many ways that this store will build on the great stuff we do everyday at Guadalupe and we can't wait to see it completed!

The fall will be spent in planning construction and permitting. Then we'll begin construction in late fall/early winter and continue on through late spring which is when we're currently projecting we'll open!

Wheatsville's BIG Direction is real and opening the second store will see us creating: More local/ organic/ sustainable food, More cooperative economy and more Happy People! I look forward to seeing you there!

Please follow long with our progress via our weekly email and our website! And, we could use your investment. Start thinking about possibly investing in your co-op!



More Than a Grocery Store *by Raquel Dadomo, Brand Manager*

As we look forward to opening more stores, clarifying our unique voice, personality and point of view is an important facet of our continued growth. Austin is home to many grocery stores – some REALLY big grocery stores – and consumers have lots of choices for where they spend their money.

Clearly, we think everyone should do business with co-operatives: we buy more local products, create better jobs and strive every day to make more happy people. We welcome a wide range of shoppers and we want people to have fun! A consistent brand and visual identity will help us tell our story and show people how we're different, especially in new parts of town where people may not be familiar with Wheatsville.

Through staff focus groups, customer surveys and lots of conversations the talented folks at Helms Workshop based in south Austin, have helped us define our unique voice, brand and visual identity. All these months of hard work will be fully realized in the second store, but you'll start seeing changes here at 3101 Guadalupe as early as October.

What will change?

As you can see by the architects rendering, we're excited to announce that we will be phasing in a new logo! The decision to change was difficult but important. We've heard over and over again that we are "more than a grocery store" and that we are the "heart of the community." As a co-op we are a business

About Our Team

Helms Workshop is an award-winning creative firm in south Austin founded by Christian Helms, providing a full range of brand development and design services. They combine smart, strategic thinking with wild-eyed creativity in a highly collaborative environment, producing powerful ideas and unexpected solutions that bring big results to businesses across the country.



Their client list includes Alamo Drafthouse, Frank restaurant and Austin Beerworks. In addition to helping businesses launch, grow and reach new audiences our work has received awards and recognition from a host of esteemed entities including ID, Print, Communication Arts, Graphis, Step, and Metropolis. www.helmsworkshop.com

Antenora Architects is an architecture, planning, interiors and design firm based in Austin, Texas. Principal and Founder Michael Antenora is a longtime Wheatsville member and customer. The firm, currently celebrating their 15th year in business, has been recognized locally and nationally for their successes in design, sustainability, business integrity and community involvement. This includes four Austin Chronicle "Best of Austin" awards.



The core values of their practice are to provide their clients with "more than just great buildings." Thoughtful, innovative and inspired design combined with a knowledgeable and professional staff leads to the highest level of service to their clients and to their community. www.antenoraarchitects.com [info\(at\)antenoraarchitects.com](mailto:info(at)antenoraarchitects.com)

P.J. Hoffman, NCGA Development Co-op

P.J. Hoffman started as a supermarket stocker in 1968 before starting in food co-op management positions in 1978. He was also very involved in alternative economics in Philadelphia, including housing, a printing collective and a land trust. In 1988, he started Blooming Prairie Cooperative Warehouse's Retail Services program and began his career as a store designer, which now includes over 400 design projects.



Now a Business Development Manager with the NCGA Development Co-op, P.J. continues to concentrate on cooperative development projects. "All throughout my career what drives me is the power of locally-owned economic institutions. I believe our economic system is better off with more co-ops in all sectors." [PJ.Hoffman\(at\)ncga.coop](mailto:PJ.Hoffman(at)ncga.coop)

based on values and principles, and we are the ONLY food co-op in Texas. To us, the Wheatsville heart summed it all up perfectly. In the years to come, the heart will become a strong symbol of who we are and how we do business.

You'll also start seeing more information about what we're doing in the community, our donations & events, more information about local vendors and which products are new, seasonal or just plain TASTY!

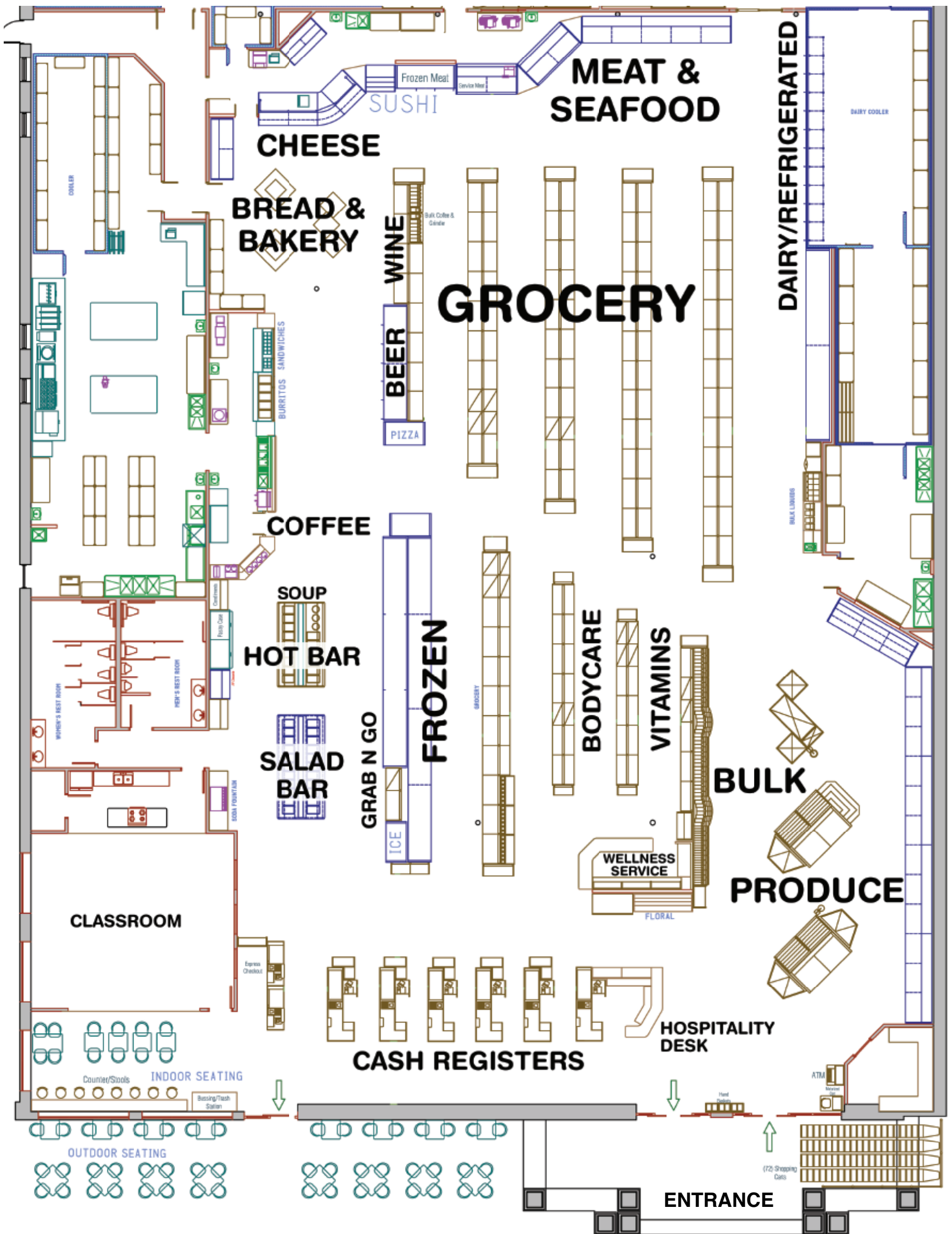
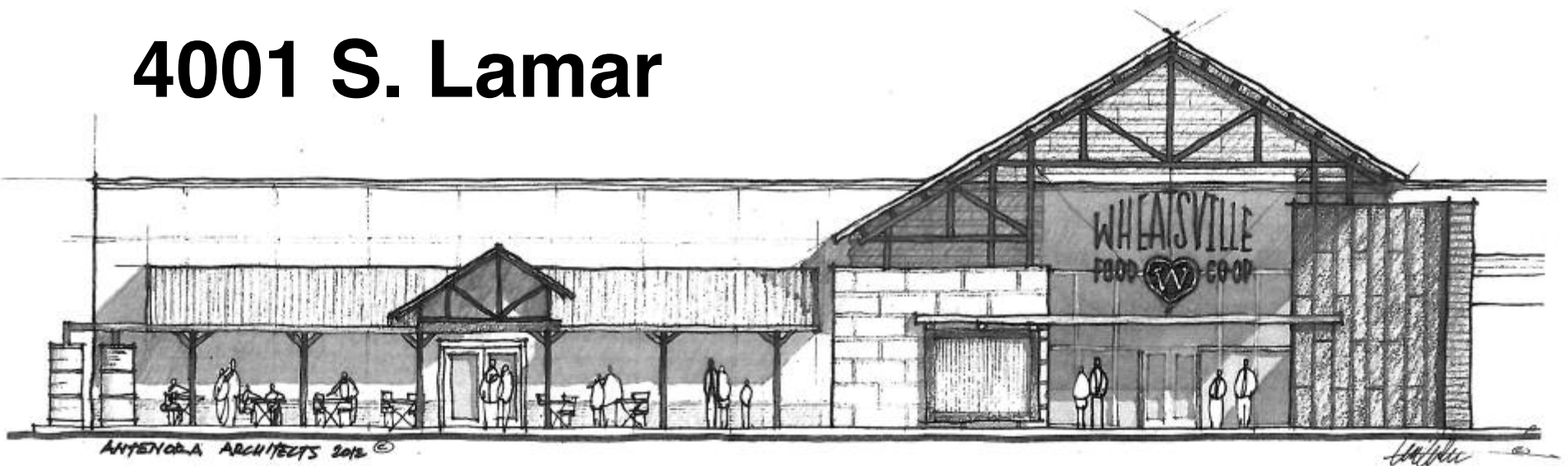
You'll be able to find out more about co-op values and principles and hopefully gain new insight into the impact co-ops have in our community. We'll install new aisle guides, new product signs in every department and create new t-shirts and bumper stickers that will help you show off your co-op pride!

And in addition to all of that we'll be telling our story with signs and images that reflect our important contribution to Austin's independent culture. From ZZ Top to Popcorn Tofu Wheatsville has had a long and colorful history and we want to show it off!

What won't change?

Well, Wheatsville is more than a store with signs. It's familiar faces, happy people, good food and a place for people to come together and create change. It's a place that operates with values and principles and a place that continues to offer people a choice about how business is done. We are still democratically owned and operated and you are still the Owner.

4001 S. Lamar



You have the right to know what's in the food you're eating and feeding your family. Most governments agree; nearly 50 countries around the world, including Japan, Australia, Russia, China and all of the EU member states, have either banned genetically modified organisms (GMOs) completely, or require that food containing them be clearly labeled.

In the U.S., we do not have mandatory GMO labeling, and the Food and Drug Administration (FDA) does not require safety assessments of GMO foods or even review all of the GMO products hitting the market. Meanwhile, close to 75% of our conventional packaged foods now contain GMOs. In response to this dire situation the Non-GMO Project was founded, with a mission of protecting consumer choice and pre-serving and rebuilding our non-GMO food supply. By offering North America's only third party standard and labeling for non-GMO products, the Project helps fill the information gap for the increasing number of Americans who are concerned about the health risks and environmental pollution associated with GMOs. This October is the third annual Non-GMO Month – an event created by the Non-GMO Project to help raise awareness about the GMO issue and celebrate Non-GMO Project Verified choices. As part of our participation in Non-GMO Month, we are sharing this article to help you understand what Non-GMO Project Verification is all about.

Since late 2009, the Project has verified over 5,000 products to its rigorous standards for GMO avoidance, and this number increases daily. Companies enroll in the Non-GMO Project for many reasons. For some, it is part of their company's mission. For other companies, verification is driven by the demands of retailers and consumers. Doug Foreman, the founder and chairman of Beanitos says, "We were totally unaware of what GMOs were until a health food store questioned us on whether we were verified Non-GMO. This was an eye-opening moment for us. We found an abundance of evidence revealing possible problems with genetic modification in our food supply and immediately began the process of verification."

More and more people are looking for the Non-GMO Project Verified label, and asking their favorite brands to participate, but what does that really mean? The butterfly on the "Verified" seal is a real eye-catcher, but many people are still curious about what it takes for a food producer to earn it. When you see the Non-GMO Project Verified seal on a product it indicates that the product is compliant with the Non-GMO Project's Standard, a transparent document requiring producers to meet strict requirements for GMO testing, segregation, and traceability. The butterfly looks cute, but it represents a tremendous level of commitment on the part of the brands that have earned it.

An overview of what it takes to become Non-GMO Project Verified

First, an interested manufacturer, farmer, or restaurateur reaches out. The Project answers basic questions and helps them understand what to expect. The company shares basic information, such as product names, ingredients and number of production facilities. All this info helps the Project's technical advisors to pinpoint high-GMO risk ingredients and facilities, sketch out a rough idea of what any individual verification will entail, and figure out what the verification process will cost.

As a mission-driven Non-Profit organization, the Non-GMO Project works to keep the cost of verification as low as possible – after all, the more Non-GMO options, the merrier! For the many brands that do decide to pursue Verification, contracts are signed ensuring that confidential product information stays confidential, and that products only get to use the Verification Mark once they've completed Verification. It's all legalese to many of us, but it's an important step in making sure that

"We joined our voice with the chorus of quality retailers, brands and consumers who are together telling the agricultural conglomerates that GMO's are not acceptable in our food stream. Together, we are preserving a future for ourselves and our children that can be healthy and bright."
~ Brian Ray, President, Garden of Life

shoppers can trust any product bearing the butterfly seal. Even more important is the Verification process itself. Companies provide hard data about the products they are enrolling: ingredient lists, production facility information, test results from approved laboratories, etc. Once the data upload is complete an evaluator with FoodChain, the Project's technical advisor, begins the review process, and what a process it is!

To quote Brian Ray of Garden of Life, "Our Multi-Vitamins, for example, can contain 50 to 60 different food based ingredients. It's a staggering amount of work to evaluate each product. And the Non-GMO Project auditors are extremely thorough. Even though we collect certifications from every supplier verifying that each ingredient is GMO-free, the auditors work tirelessly UP the food chain, challenging each statement and requiring that suppliers prove through adequate agricultural controls and regular DNA testing protocols that GMOs are not unintentionally introduced."

For companies with low risk ingredients the process can be quite a bit simpler. In describing their verification, Doug Foreman of

Beanitos says, "The process itself took just a few months to complete. The longest part was waiting for our supplier's 3rd party lab tests proving their commitment to sourcing Non-GMO ingredients. One of our seasoning suppliers couldn't guarantee that the milk in our cheddar was sourced from hormone free cows. We subsequently moved to a supplier that is just as dedicated to Non-GMO as we are."

If a product contains only low-risk ingredients, with no GMO varieties on the market,

testing is not required, but FoodChain conducts a thorough review of ingredient specification sheets for an in-depth assurance that there is no risk of GMO presence.

For companies with major high-risk ingredients in their products, the Non-GMO Project standard requires ongoing testing of those risk ingredients. High-risk ingredients are any derived from crops grown commercially in GMO form– from corn and canola to the occasional summer squash. After testing, ingredients must remain segregated from other GMO risk factors, and traceable from that point on. This ensures ingredient integrity through to the finished product. To ensure that everything's being produced properly, manufacturers must pass onsite inspections of any facility that uses high-risk ingredients.

Upon successful completion of the verification process, the manufacturer receives a certificate of compliance, and can start using the Verified seal on their packaging. Even at this point, manufacturers who have committed to Verification aren't off the hook – they must continue testing every single batch of their high-risk ingredients, and complete an annual audit process to remain verified.

As you walk through Wheatsville this October, keep an eye out for the many Verified products we sell. Supporting manufacturers who have committed to Non-GMO Project Verification sends a powerful message about what you want on your family's table, and helps support some of this country's best farmers.

In this day and age, it can take a lot of extra energy to provide reliable Non-GMO products, but as Doug Foreman says, "Being verified by the Non-GMO Project has been a 100% positive for us. Consumers want to eat food that is safe, and being Verified is a big part of making sure that happens."

GMOs —the Basics

What are GMOs?

Genetically modified organisms (GMOs) are plants or animals created through the process of genetic engineering. This experimental technology forces DNA from one species into a different species. The resulting GMOs are unstable combinations of plant, animal, bacterial and viral genes that cannot occur in nature or in traditional breeding.

What should I look out for?

The following carry a high GMO risk:

- **Crops:** alfalfa, canola, corn, cotton, papaya, soy, sugar beets, zucchini and yellow summer squash
- **Ingredients derived from GMO crops:** may include amino acids, aspartame, ascorbic acid, sodium ascorbate, vitamin C, citric acid, sodium citrate, ethanol, flavorings ("natural" and "artificial"), high-fructose corn syrup, hydrolyzed vegetable protein, lactic acid, maltodextrins, molasses, monosodium glutamate, sucrose, textured vegetable protein (TVP), xanthan gum, vitamins, yeast products, and many others

- **Animal products** due to feed contamination: milk, meat, eggs, honey, etc.

How can you avoid GMOs?

With GMOs now present in more than 75% of conventional processed food, choosing Non-GMO Project Verified is the most reliable way for your family to avoid GMOs. Look for the non-GMO verified seal on the package.

Why Choose Non-GMO Project Verified?

Other Countries Do Not Trust GMOs

In nearly 50 countries around the world, including all of the countries in the European Union, there are significant restrictions or outright bans on the production and sale of GMOs. They have not been proven safe.

You Have a Right to Know

We believe you have a right to know what's in your food. The non-profit Non-GMO Project works with committed manufacturers to provide reliable Non-GMO choices.

Reliable Non-GMO Choices

The Non-GMO Project seal appears only on products that have met rigorous standards for GMO avoidance, including ongoing testing of high-GMO-risk ingredients. Look for the seal on our shelves during Non-GMO Month!

For an up-to-date list of Verified products, visit www.nongmoproject.org

Wheatsville Co-op is a Partner Level Supporter of the Non-GMO Project

Non-GMO Project at Wheatsville

Wheatsville offers foods and supplements from the majority of the Project's participating companies. Chances are, at least one of your favorites has already been Non-GMO Project Verified. You should also keep in mind that USDA Organic certification requires that all ingredients, including non-organic, contain no GMOs.

Other informative links:

www.nongmoshoppingguide.com/
www.seedsofdeception.com
truefoodnow.org/
www.thefutureoffood.com/

Increased Buzz around Bee Colony Collapse Disorder

Stonyfield donating \$10,000 to Pesticide Action Network to help stop honey bee declines

One in every three bites of food we eat depends on the pollination work of honey bees, and a third of honey bees are dying each year. This sticky situation is a threat to global biodiversity and agriculture.

In September organic yogurt leader **Stonyfield** is teams up with the **National Cooperative Grocers Association (NCGA)** to raise awareness around drastically declining bee populations due to **Colony Collapse Disorder (CCD)**. In recent years, honey bees have been mysteriously dying off and disappearing at unprecedented rates. Scientists have now traced their declines to key factors including pathogens, habitat loss and hazardous pesticides used in conventional agriculture practices – which means there are ways to prevent the decline of honey bees.

Stonyfield is donating \$10,000 to the **Pesticide Action Network (PAN)** to support efforts to stop the vanishing of the bees. Throughout September, shoppers visiting any of NCGA's 165 cooperatively owned stores can learn about the plight of the bees, and how choosing organic food, like Stonyfield products, helps protect them.

"Honey bees play a crucial role in pollinating the world's food crops, and with their decline being linked to hazardous pesticides it's just one more reason to choose organic," says Gary Hirshberg, Stonyfield Co-Founder and Chairman. "Colony Collapse Disorder is a sign of broader environmental issues and should be a sounding alarm about the effects of widespread use of chemical pesticides."

Honey bees give us a lot more than honey! These busy bees pollinate most fruits, many vegetables, almonds, alfalfa and many other crops that are prominent in our food system. The loss of honey bees is a direct threat to the variety and nutritional value of our food system.

About Stonyfield

Stonyfield, celebrating its 29th year, is the world's leading organic yogurt company. Its certified organic yogurt, smoothies, milk, cultured soy, frozen yogurt and ice cream are distributed nationally. The company advocates that healthy

food can only come from a healthy planet. Its use of organic ingredients helps keep over 200,000 farm acres free of toxic, persistent pesticides and chemical fertilizers known to contaminate soil, drinking water and food. To help reduce climate change, Stonyfield offsets all of the CO₂ emissions generated from its facility energy use. Stonyfield also donates \$2 million of its yearly profits to efforts that help protect and restore the Earth. For more information about

Stonyfield, its products and initiatives, visit www.stonyfield.com or follow Stonyfield on Twitter (@Stonyfield) and on Facebook www.facebook.com/StonyfieldFarm.



About PAN

Pesticide Action Network North America (PAN North America, or PANNA) works to replace the use of hazardous pesticides with ecologically sound and socially just alternatives. As one of five PAN Regional Centers worldwide, we link local and international consumer, labor, health, environment and agriculture groups into an international citizens' action network. This network challenges the global proliferation of pesticides, defends basic rights to health and environmental quality, and works to ensure the transition to a just and viable society. More information can be found at www.panna.org.

Beyond the buzz, what can consumers do?

- Choose food grown without pesticides that harm bees: Organic food is always grown without the use of hazardous pesticides, which is one of the reasons a third of our bees are dying each year.
- Visit PAN's website to learn more about the plight of bees and urge congress to take action.
- Take the pledge to protect honey bees close to home at [Honey Bee Haven.org](http://HoneyBeeHaven.org) and create a pesticide-free bee haven.
- For more information on Colony Collapse Disorder, and Pesticide Action Network's campaign to help the honey bees, visit <http://www.panna.org/>

SAVE THE DATE!
RAINFOREST PARTNERSHIP
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COMMUNITIES IN BLOOM
THURSDAY, OCTOBER 11TH, 2012, 6-9 PM
COMMODORE PERRY ESTATE - AUSTIN, TEXAS

Join us for an evening of drinks, dinner, & a silent auction as we celebrate another year of rainforest conservation and community development. For more information about tickets or sponsorship opportunities, please visit www.RainforestPartnership.org

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832-8544	502-9323	443-2292	707-9069	247-2222

OPEN TIL MIDNIGHT 7 DAYS A WEEK

Shop October 13th and help us raise \$100,000 to fight childhood hunger!



World Food Day: Co-ops Working Together to End Hunger

Every parent knows that a hungry child is a disadvantaged child. He can't grow, develop and learn like other kids. She has trouble focusing and getting along. They complain often of headaches, stomachaches and other ailments. They fall behind in virtually every way.

In the world's wealthiest nation, no child should grow up hungry. Yet over the course of a year, more than 16 million children in America cannot count on having enough nutritious food. That's one in five kids in America today who struggle with hunger.

We can help. **World Food Day is October 16.** In support of this worldwide event designed to increase awareness, understanding and action around hunger issues, **Wheatville is joining other food co-ops across the country to raise \$100,000 for Share our Strength's No Kid Hungry campaign, a national effort to end childhood hunger in America.**

Share Our Strength's No Kid Hungry campaign is ending childhood hunger by connecting kids to the healthy food they need, every

day. No Kid Hungry brings together governors, mayors, businesses, chefs, federal and state agencies, educators and community leaders to connect children at risk of hunger with food and nutrition programs where they live, learn and play. No Kid Hungry also teaches families how to cook healthy, affordable meals through Cooking Matters and invests in community organizations that fight hunger.

How can you help?

Wheatville is donating 1% of all sales from Saturday, October 13 so shop with us on the 13th.

You can also participate by making food donations to the Capital Area Food Bank and take the No Kid Hungry Pledge at NoKidHungry.org.

Help us fight childhood hunger in our communities! It's just one of the ways food co-ops and our shoppers and owners are building a better world. We are Stronger Together!

Association For India's Development (AID) presents

The Mystical Flute of Pandit Hariprasad Chaurasia

VENUE
Westlake Community Performing Arts Center
4100 Westbank Drive, Austin, TX 78746

TICKETS
\$120, \$80, \$50 and \$35
\$20 (students only)
Children under 5 enter free

TIME
Saturday, September 8, 2012
5:00 – 8:00 PM

FOR TICKETS visit <http://austin.aidindia.org/concert>

For student tickets contact Ravi, 973-978-8212
For sponsorship and other inquiries contact Avni, 512-767-9073
Email: hpc_austin@aidindia.org

All proceeds go towards sustainable development projects in India

AID is a 501(c)(3) non-profit organization promoting sustainable, equitable & just development in India

Celebrating:
2012 International Year of Cooperatives

HOW DOES YOUR CO-OP BUILD A BETTER WORLD?

Don't miss your second chance to win big!
It's 2012 International Year of Cooperatives and we're about to open our second My Co-op Rocks contest. Don't miss your second chance to win big by showing us how your co-op builds a better world. **Starting September 1, visit MyCoopRocks.coop** to upload your videos and photos, check out the competition and vote for your favorites. The contest promotes co-ops of all types!

MY CO-OP ROCKS
video + photo contest

www.MyCoopRocks.coop

Co-ops Turn Social, Economic Profits

National Cooperative Grocers Association releases study quantifying the social and economic impacts of food co-ops compared to conventional grocery stores

On August 6, 2012, the National Cooperative Grocers Association (NCGA) released *Healthy Foods Healthy Communities: The Social and Economic Impacts of Food Co-ops*, a quantitative study on food co-ops compared to conventional grocery stores. The study's compelling results demonstrate the many ways that cooperative businesses like Wheatsville do well while doing good.

Unlike their conventional counterparts, co-ops are owned and governed by member-shoppers and rooted in principles like community, voluntary and open membership, economic participation and cooperation. Because of these principles and practices, food co-ops inherently serve and benefit the communities where they are located. For example, the study finds that for every dollar spent at a food co-op, 38¢ is reinvested in the local economy compared to 24¢ at conventional grocers.

"A quantitative assessment like this that shows the impacts of food co-ops has never been done," said Robynn Shrader, chief executive officer for NCGA. "We wanted to put numbers to what we've known for decades," Shrader continued, "that food co-ops generate tangible social and economic benefits for the communities they serve in ways that conventional grocers just can't."

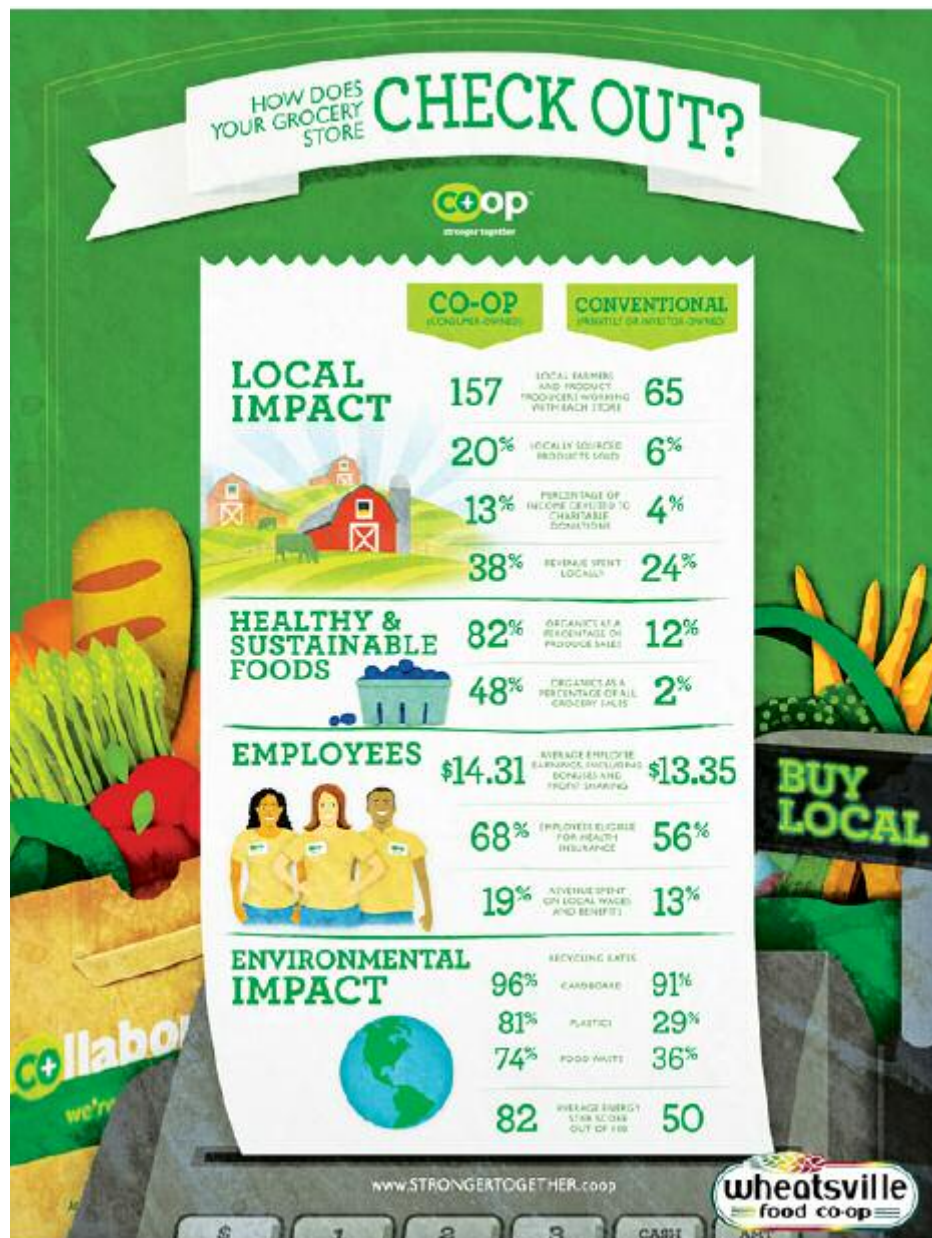
Wheatsville is one of NCGA's 128 member and associate co-ops that in aggregate operate 165 stores, generate more than \$1.4 billion in annual revenue, and are owned by 1.3 million consumers. Individually, co-ops serve the distinct needs of communities like Austin. Together, co-ops have the purchasing power to rival conventional grocery chains, and the good business practices to truly make the world a better place.

"This study confirms that the work we do every day at Wheatsville is part of a much larger movement to feed and support communities across the country," said General Manager, Dan Gillotte. "We're proud to be a business that has proven positive impact in our community."

Supporting Local Food Systems and Sustainable Foods

Though 'local' has popped up in conventional grocery stores in recent years, retail food co-ops are leaps and bounds ahead of the pack. Where conventional grocers work with an average of 65 local farmers and other local producers, food co-ops work with an average of 157. Likewise, locally sourced products make up an average of 20% of co-op sales compared to 6% at conventional stores.

Years after creating the market for organic foods, co-ops are still the place to find them. Of produce sales at food co-ops, 82% are organic, compared to 12% for conventional grocers. Organics make up 48% of grocery sales in food co-ops, compared to just 2% in conventional grocers.



Local Economic Impact

The economic impact that a grocery store has on its local economy is greater than just the sum of its local spending, because a portion of money spent locally recirculates. Food co-ops purchase from local farmers who, in turn, buy supplies from local sources, hire local technicians to repair equipment and purchase goods and services from local retailers. To some extent, conventional grocers do too, but the gap is still significant. For every \$1,000 a shopper spends at their local food co-op, \$1,604 in economic activity is generated in their local economy – \$239 more than if they had spent that same \$1,000 at a conventional grocer.

Employee Benefits

The average co-op earning \$10 million per year in revenue provides jobs for over 90 workers. In total, 68% of those workers are eligible for health insurance, compared to 56% of employees at conventional grocers. Co-op employees also earn an average of nearly \$1.00 more per hour than conventional grocery workers when bonuses and profit sharing are taken into account.

Environmental Stewardship

Grocery stores – co-ops and conventional alike – generate a significant amount of waste. What sets retail food co-ops apart is what they do with that waste. Co-ops recycle 96 percent of cardboard, 74% of food waste and 81% of plastics compared to 91%, 36% and 29%, respectively, recycled by conventional grocers. To view results from the complete report, visit www.strongertogether.coop/food-coops/food-co-op-impact-study.

About the Study

NCGA partnered with the ICA Group, a national not-for-profit research organization, to compile the data used to develop *Healthy Foods Healthy Communities: The Social and Economic Impacts of Food Co-ops*. The ICA Group compiled data from industry and government resources, food cooperative financial data collected by CoopMetrics for NCGA, and previous NCGA surveys. The ICA Group developed two additional surveys, one targeted to retail food co-ops and the other to the conventional grocery industry.

About NCGA

National Cooperative Grocers Association (NCGA), founded in 1999, is a business services cooperative for retail food co-ops located throughout the United States. NCGA helps unify food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op owners and shoppers everywhere. Our 128 member and associate co-ops operate over 160 storefronts in 35 states with combined annual sales over \$1.4 billion. NCGA is a winner of the dotCoop Global Awards for Cooperative Excellence in recognition of the application of cooperative values and principles to drive cooperative and business success. In 2012, cooperatives around the world are celebrating the International Year of Cooperatives. For a map of NCGA member and associate co-ops, visit www.ncga.coop. To learn more about co-ops, visit www.strongertogether.coop or www.go.coop. To learn more about the US observance of the International Year of Cooperatives, visit www.usa2012.coop.





Board Policy Governance *by Rose Marie Klee, Board President*

As fiduciaries of our beloved co-op, the Wheatsville Board of Directors provides governance within two broad realms: organizational accountability and strategic leadership. Organizational accountability includes oversight of financial performance as well as “cooperative performance”— a term which I am here using to describe fulfillment of the essential non-

financial objectives which are an equally important outcome of our work. Our cooperative is a values-based organization, holding dear and cultivating every opportunity for expression of the Cooperative Values and Principles.

We practice Policy Governance as a system for ensuring organizational accountability and outcomes, including the development and maintenance of policies which describe our Ends (A-policy) and the means by which we achieve them (B-policies describe how the Board will do our job; C-policies describe the transfer of responsibility between Board and General Manager; and D-policies specify Executive Limitations which create the bounds of expectations for our GM).

Our Ends policies are a powerful vehicle for expressing the fundamental purpose of our organization. To read more about Policy Governance and to see Wheatsville’s policy register, visit <http://wheatsville.coop/BoardPolicy/bodgovpolindex.html>

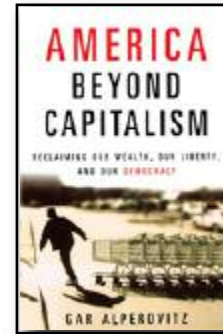
The BIG Direction is Dan Gillotte’s interpretation of our Ends policies, and he and his staff are constantly practicing and tracking their progress to these ends.

The strategic leadership component of our work includes constant learning and discussion, for the purpose of deepening our understanding— as individuals, as a Board, and as an organization— about why our cooperative matters and what difference it could make in the world for us to accomplish our organizational ends.



We hope that you might join our strategic learning conversations, and we are currently organizing the next big opportunity. In order to better understand the potential of cooperative economics, in the context of our current political and economic landscape, we are reading Gar Alperovitz’ book

America Beyond Capitalism. As a cooperative movement at large, Gar’s work has been incredibly important in providing a reasoned conceptual basis for our transformative work, in an exciting, resonant, and readable (!) presentation.



Noam Chomsky describes the book: ‘Concrete and feasible ways to reverse the ominous course of the past several decades and to open the way to a vibrant democracy with a sustainable economy,’ and Jane Mansbridge, of Harvard’s JFK School of Government, notes that the book is ‘Highly readable; excellent for students. A tonic and eye-opener for anyone who wants a politics that works.’

We believe that sharing in conversation is important (not to mention fun!) work, so please join us!

Thursday, September 13 – 7pm, 5604 Manor Road

Come see Gar Alperovitz *IN PERSON* at Cooperation Texas, for a discussion with Gar entitled “Democratizing the Economy” <http://cooperationtexas.coop>

This event will be a great kick-off for our two book discussion sessions at Wheatsville!

Saturday, September 22 – 10am, Wheatsville patio

Discussion focused on Part II of the book: The Democratization of Wealth.

Please join us for coffee and refreshments, and great conversation led by directors Ellison Carter, Kitten Holloway, Steven Tomlinson, Kate Vickery, and John Vinson!

Monday, October 15 – 6pm, Wheatsville meeting room

Discussion focused on Part III of the book: Local Democracy and Regional Decentralization.

Please join us for hors d’oeuvres and more delicious conversation, led by directors Doug Addison, Reyna Bishop, Rose Marie Klee, and Mark Wochner.

Wheatsville Ends (A-policy)

Wheatsville will be at the forefront of a transformed society that has:

- A thriving community centered on hospitality, kindness, and generosity
- A robust cooperative economy

Wheatsville Board Adopts Endorsement Relating to *Citizens United* Supreme Court Case *by John W. Vinson, Board of Directors*

On July 31, the Wheatsville Board of Directors unanimously endorsed a measure regarding the nullification of the now infamous *Citizens United* Supreme Court opinion. With several Wheatsville owners in attendance, the Board discussed the proposed endorsement, which would recommend the adoption of a Resolution by the Austin City Council promoting a constitutional amendment that allows the reasonable regulation of corporate funds used to influence elections. The proposed constitutional amendment would essentially overturn the main holding of the *Citizens United* case that such expenditures of money constitute unregulated, “pure” free speech. If City Council adopts the Resolution, it would be forwarded to the appropriate federal and state officials. The endorsement request was made by Wheatsville owner Dan Eckam, who will sponsor and present the Resolution to City Council.

The discussion by the Board tracked the general idea that the wealthiest members of our society, through corporate funding or otherwise, should not be able to overwhelm our political discourse through massively funded advertising campaigns and thereby largely control all policy discourse. The point was made that the logical extension of the *Citizens United* case, which basically held that money equals speech, would be a total ban on the regulation of money in politics. Such a ruling based on the First Amendment’s free speech provisions would mean that anyone could spend unlimited amounts on any election.

The corruptive influence of special interests – particularly those using corporate assets – will only intensify. Very few legal and political experts believe that this would be a good thing for our society, and many have noted that the *Citizens United* precedent will likely have a devastating effect on the public interest. Most scholars and others who believe that the voices of those who are not fantastically wealthy will be squelched – agree that some regulation of spending on elections and electoral advertising is needed. The upcoming federal election, with the *Citizens United* case in full effect, will probably highlight this need.



International Cooperative Alliance: Principles for Co-ops

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation among Cooperatives
7. Concern for Community

The Board has no illusion that this endorsement of a municipal resolution will fix this problem, but it is a step that may help bring these issues, and the troubling possibilities of allowing *Citizens United* to remain the law of the land, into better focus. As mentioned in the official proposal for the endorsement (which you can see on the Wheatsville website), the core group of wealthy and highly politically active individuals who seem to greatly enjoy their disproportionate, unbalanced control of our politics will surely attempt to thwart any such action – and they can now unlimitedly finance their opposition.

Wheatsville Board Candidate Forum



Marcia Erickson

Owner since March 2008



I moved to Austin as a graduate business student and have enjoyed Wheatsville throughout my years in the Austin area. When I saw the smooth roll out of an outstanding new building and expanded selection and I paid extra attention. In addition to shopping, I read about the mission and values and the big direction and realized what an extraordinary resource Wheatsville is in our community.

I am an experienced business controls manager and financial analyst, preparing budgets and financial plans, and earning certification in management accounting. I also managed a professional staff at IBM. Most recently I was Program Director at Eastside Community Connection, a local social service non profit, and a post surgery volunteer at Dell Children's.

Currently, I am taking my interest in healthy food to the country where I intend to grow olives and begin an olive co-operative, based on the values of the co-op.



Bill O'Rourke

Owner since May 2009



In the 80's, when I was about 12 years old, I would ride my skateboard up the "Drag" to shop at Wheatsville Co-op. The food has always been amazing, fresh, and unique. Wheatsville is a great place to try new foods and to meet a diverse group of wonderful and intelligent individuals.



Christina Fenton

Owner since June 2008



I would like the opportunity to be a board member to help maintain the integrity of Wheatsville throughout its expansion. I choose to spend my money at Wheatsville because a healthy co-op is good for our community. I'm proud to be involved with a values driven organization that is socially responsible and financially viable.

I arrived in ATX six years ago by way of Connecticut, New Orleans and Portland. I live in Windsor Park with my fiancé, dog and backyard chickens. Austin is a great fit for me; its thriving food

scene is a direct result of community interest in food and local businesses. To me, food is a cultural experience, creative outlet, and a community building activity.

I work at UT Austin, coordinating two continuing education programs for older adults. I work with volunteer committees and deal with all the logistics in program coordination as well as long-term planning.



John Vinson

Incumbent
Owner since July 1994



I moved to Austin from Portland, Oregon, after finishing my law degree. I have been an Austin lawyer ever since, providing legal services to our community. In 2010, I opened my own practice providing estate planning and probate services as well consultation to nonprofit, charitable organiza-

tions. I am a cook, gardener and beer maker and I enjoy biking, hiking, birding, swimming and kayaking.

Before my election to the Board last year, I was a dedicated WV shopper and strong supporter of the co-op idea as manifested in WV. After my short time on the Board, I have become an even more dedicated advocate of the co-op model, and I even more appreciate WV's role as a vanguard of the nation-wide, modern co-op movement. One of my personal goals for my Board service is to do whatever I can to help expand the co-op model to other types of businesses while strengthening and promoting WV itself.

	Marcia Erickson	Christina Fenton	Bill O'Rourke	John Vinson
What motivated you to run for the board?	I support the vision of Wheatsville to grow a co-operative economy and community centered on kindness and healthy food and would like to contribute my experience to help achieve that goal.	I believe that all Wheatsville owners share my desire to preserve and expand the local food economy while ensuring the long-term financial success of the co-op. I have the professional skills, the passion, and the time to invest to help the board expand Wheatsville's socially responsible success.	I noticed an announcement in the Breeze and thought this would be an important and worthwhile way to spend my time and talents! I further feel that there are so many benefits to society that begin at Wheatsville Co-op.	I am keenly interested in preserving WV as a source of great groceries, a great place to work and an iconic, progressive Austin establishment. WV is also a catalyst for the local co-op movement— witness the recent creation of Black Star, Red Rabbit, and others. But in short: I love Wheatsville!
What strengths would you bring to the board?	My particular strength is experience in financial and business controls, which should be helpful in performing the fiduciary responsibility of the board. I also bring a keen interest in continuing the positive role Wheatsville plays in the local Austin economy, and the lives of owners, farmers, small business suppliers, and employees.	At UT Austin, I work closely with members of the two educational programs I coordinate. In conjunction with the volunteers, I set long-term goals and then implement the vision. I deal with member recruitment and engagement, volunteer and event coordination, customer service, and technological logistics, while planning for program sustainability.	I believe in thinking about the end results of our actions. Utilizing this deeper thought in light of forecasting for our expansion, would prove to be an important strength. I am also working on a Master's degree in Project Management.	Over the past Board term, I have invested time and energy in learning how WV works and how to continue making WV work best. I am seriously dedicated to the goal of ensuring that WV operates efficiently and fairly in providing great groceries to Austin and that WV provide its services with an eye to the broader public interest.
If you can find healthy, organic food at another grocery store, why choose Wheatsville?	Wheatsville employees are treated respectfully and fairly. The shopping experience is low stress due to their help and the small but well designed space packed with wonderful choices of local food and goods. It is important to me that many items from just a few miles away, and some from other co-operatives.	The co-op business model offers a vibrant and viable alternative to corporations. I prefer to put my food dollars to work strengthening the local economy rather than increasing corporate profits. I choose businesses that support the community, that are good employers and stewards of our resources.	Wheatsville supports the farmers and employees better than many of the chain stores. You are helping your fellow citizens and making the world a better place by shopping here.	I own WV, and with all the other members, I have a much greater say in how this store operates. Not only as to the products and services WV provides, but also how the co-op organization contributes to our community. I also must mention that I love the atmosphere (good vibes) at WV — it is unlike any other store in town.
Which of the ten cooperative values resonate with you the most and why?	Co-operative values of equality, self-help, and democracy resonate for me. Worker co-operatives, for example, offer the individual an opportunity to participate with others toward a common vision, supporting each other and benefiting as an owner of the business. The result is a fulfilled individual and a strong community.	Social responsibility is at the core of Wheatsville's mission. Our co-op proves that a business can be economically viable without sacrificing principles. Wheatsville is a business that values hospitality, generosity and quality, that considers people and the environment when choosing products, and that is intimately tied to the Austin community.	Concern for Community. Years ago, I believed the concept of eating organic was just for self-benefit. I discovered that by buying organic, one keeps pollutants out of rivers and streams. It also helps the farmers to have healthier families. Wheatsville is at the forefront of concern for the community.	Democratic member control, along with the related principle of concern for community. The idea of having a true stake in an important community enterprise (like one providing groceries) in which there is equal opportunity for participation by all could be the transformative idea we need to fix our seriously flawed economy.

Community Action Wednesday Nominees



Austin Pets Alive!

www.austinpetsalive.org

We promote and provide the resources, education and programs needed to eliminate the killing of companion animals. We focus on helping healthy and treatable pets who are at risk of being killed in a shelter, by rescuing the pets who are at the greatest risk and helping owners who are having problems so great that they need to surrender their pets

to a shelter. To not duplicate work of other agencies, we focus solely on the pets who have already been passed over by other groups and the shelters' adoption programs and only take the healthy and treatable pets who are about to be killed and have no other options.



Green Doors

Homes through Community Partnership

www.greendoors.org

Green Doors' mission is to prevent and help end homelessness and poverty, and make sure that all Central Texas families and individuals will have the opportunity to live in affordable, safe, quality housing. Green

Doors' goal is to return residents to self-sufficiency through stable housing, individualized case management and self-sufficiency programs.

Green Doors accomplishes this by: creating affordable, safe, quality housing; providing residents with access to supportive services; and educating about, and advocating for, individuals and families struggling with homelessness and at-risk for homelessness.



Capital Area Food Bank

www.austinfoodbank.org

The Capital Area Food Bank of Texas (CAFB) provides food and grocery products to more than 350 Partner Agencies in 21 Central Texas counties. The CAFB service area covers 19,064 square miles in Central Texas. Nearly 96% of all resources received by CAFB are returned to the community

in programs and services. And with every \$5 donated, CAFB provides \$25 worth of nutritious food.



Caritas of Austin

www.caritasofaustin.org

Caritas offers the homeless, working poor and documented refugees comprehensive services that support their housing stability. We serve hot meals every weekday through our Community

Kitchen and take-home groceries through our Pantry to individuals and families in need. We also equip clients with the knowledge and life skills to manage their finances more effectively through education classes on practical topics. Utilizing our business and community contacts, we assist low income individuals and refugees find stable employment to support their self sufficiency.



Ecology Action

www.ecology-action.org

Our mission is to educate and empower people to create a healthier environment through waste prevention, accessibility to

recycling and cooperation. We operate recycling drop-off centers across Central Texas and maintain a recycling drop-off and processing center in downtown Austin. In 2000 we became a worker-run cooperative operated by a democratic decision making process. We believe that the way we operate our business, where our materials end up, and education are crucial to creating a sustainable and just world for all.



Meals on Wheels and More

Meals on Wheels and More seeks to nourish and enrich the lives of the homebound and other people in need through programs that promote dignity and independent living. Our Meal Delivery Program

is a holistic nutrition program that provides healthy food and case management services to older adults and individuals with disabilities throughout the Greater Austin area. Individuals enrolled in the Meals on Wheels program receive one hot meal per day during the week and may have an option of receiving supplemental frozen meals for the weekend. Many additional programs are also available, including Medi Wheels, Care Calls, Handy Wheels, and Groceries to Go, and more!



EmanciPET Mobile Spay/Neuter Clinic

www.emancipet.org

EmanciPET advocates for and provides free and low-cost spay/neuter services because we believe it is one of the most efficient and effective methods of reducing the homeless pet population. We provide services throughout the Central Texas area via mobile and stationary clinics, and serve 1,200 – 2,000 pets each month. Emancipet also offers low cost, walk-in wellness clinics for dogs or cats who are already spayed or neutered, limited to basic vaccines, flea and heartworm prevention, testing for heartworm and some other common diseases, and de-worming of puppies and kittens with NO exam fee.



Green Corn Project (GCP)

www.greencornproject.org

Green Corn Project's mission is to educate and assist Central Texans in growing organic food gardens. GCP's vision is all about sustainability: helping people feed themselves in ways that conserve natural resources, promote self-reliance, and strengthen communities. GCP installs organic food gardens for elderly, low-income, and disabled community members as well as for elementary schools, community centers, and shelters in underserved areas of Austin. We turn unused land into garden beds

that provide food, education, and a sense of accomplishment and pride for all involved in their creation and maintenance.



Out Youth Austin

<http://outyouth.org>

Out Youth promotes the physical, mental, emotional, spiritual and

social well being of sexual and gender minority youth so that they can openly and safely explore and affirm their identities. Out Youth envisions a world where sexual and gender minority youth receive the support needed to develop positive self-images, empower themselves and become active citizens in their communities. Out Youth provides many programs and services that promote the educational, mental, emotional, physical and social development of LGBTQIA (lesbian/gay/bisexual, transgender, queer/questioning, intersex, and asexual) youth and their allies. The **Drop-In Center** is a safe space where LGBTQIA youth can participate in programs and services, be themselves, make friends, and develop into happy, healthy, and successful young adults.



People Fund

www.peoplefund.org

PeopleFund creates economic opportunity and financial stability for underserved people by providing access to capital, education and resources to build healthy small businesses. PeopleFund believes that healthy small business growth is the key to economic recovery and development and that every person, no matter their background or economic situation, has the ability to become a successful entrepreneur and job creator given access to the appropriate resources. Our goal is to give people the opportunity to turn their talents into a sustainable livelihood and achieve financial stability for themselves and their families.

Community Action Wednesday Nominees



PeopleFund's small business loans help entrepreneurs enhance their businesses and keep local economies growing. With financing available for equipment purchases, permanent working capital term loans, and revolving

lines of credit, we provide access to capital with low down payment or equity contribution, flexible underwriting, no pre-payment penalties, and a lending team dedicated to help you succeed through one-on-one training and business assistance & education.



People's Community Clinic

www.austinpcc.org

PCC's mission is to improve the health of medically underserved and uninsured Central Texans by providing high quality, affordable healthcare. The Clinic has been offering care with respect and dignity since 1970.

People's Community Clinic maintains an on-site pharmacy. Programs include: Laboratory Services, Immunizations, Nutrition Education, Healthy Babies Initiative, The Center for Adolescent Health, Chronic Disease Management, Integrated Behavioral Health, Tandem Teen Prenatal & Parenting, Emilie Becker Cancer Screening Fund, LifeWorks Street Outreach Program, Phoenix House residential drug rehabilitation program, Reach Out and Read Program, and SafeHealth: Health Care Services for SafePlace Clients



SafePlace

www.safeplace.org

SafePlace exists to end sexual and domestic violence through safety, healing, prevention and social change. Vision—A community free of rape, sexual abuse and domestic violence.

SafePlace provides safety for individuals and families affected by sexual and domestic violence, helps victims in their healing so they can move beyond being defined by the crimes committed against them, and become Survivors, promotes safe and healthy relationships for the prevention of sexual and domestic violence, and works to create change in attitudes, behaviors and policies that perpetuate the acceptance of, and impact our understanding and responses to, sexual and domestic violence.



Save Our Springs Alliance

www.sosalliance.org

SOS works to protect the Edwards Aquifer, its springs and contributing streams, and the natural and cultural heritage of the Hill Country region and its watersheds, with special emphasis on Barton Springs.

• Education and Outreach

SOS communicates on where the Edwards Aquifer is located, why it is important and vulnerable, and why development upstream in the Hill Country pollutes Barton Springs.

• Legal Advocacy for Aquifer Protection

SOS Alliance attorneys provide a legal voice for water, wildlife and open spaces. Our major program areas are biodiversity, transportation, and land and water stewardship.



The Sustainable Food Center

www.sustainablefoodcenter.org

From seed to table, the Sustainable Food Center creates opportunities for individuals to make healthy food choices and to participate in a vibrant local food system. Through organic food gardening, relationships with area farmers, interactive cooking classes and nutrition education, children and adults have increased access to locally grown food and are empowered to improve the long-term health of Central Texans and our environment.

- **SFC's Grow Local program** empowers individuals to meet their basic food needs and promotes sustainable gardening practices.
- **The Farm Direct program** organizes the thrice-weekly SFC Farmers' Market.
- **Happy Kitchen/La Cocina Alegre™** cooking and nutrition education program teaches skills and self-sufficiency in preparing healthy, economical meals.
- **Sprouting Healthy Kids**— farm-to-school & food systems education project.



TREEFOLKS

TreeFolks

<http://treefolks.org>

TreeFolks grows the urban forest of Central Texas through tree planting, education and community partnerships. Since 1989, TreeFolks has planted tens of thousands of trees in and around Austin at schools, retirement homes, and housing projects, and in medians, residential right of ways, community gardens, parks, preserves and green belts.



Urban Roots

www.urbanrootsatx.org

Urban Roots is a youth development program that uses sustainable agriculture as a means to transform the lives of young people and increases the access of healthy food in Austin. By growing sustainably farmed vegetables,

young people work together to serve the community, cultivate farming and business skills, learn the value of meaningful work, and discover how to eat and cook in healthy ways.

Urban Roots provides paid internships to Austin youth, age 14-17, to work on our 3.5 acre urban sustainable farm in East Austin. Each year, we have a goal of growing 30,000 pounds of produce with the Urban Roots community of youth, community volunteers, and staff. We donate 40% of our harvest to local soup kitchens and food pantries and sell the other 60% at farmers' markets, through our Community Supported Agriculture Program, and wholesale.



Workers Defense Project

Proyecto Defensa Laboral

Workers Defense Project

www.workersdefense.org

Workers Defense Project (WDP) is a membership-based organization that empowers low-income workers to achieve fair employment through education, direct services, organizing and strategic partnerships. WDP is a worker center and part of a national movement of organizations that seek to provide low-wage workers with the resources they need to improve their working and living conditions. The project provides a source of power and hope for many low-wage workers who have little access to these important resources. WDP is one of the few organizations in Texas working to address workplace abuse faced by low-wage workers. The organization is one of the most established worker centers in the South and a leader in fighting for fair conditions for working people.



The Wright House

www.thewrighthouse.org/

The philosophy of The Wright House Wellness Center is to help people living with or at-risk for chronic illnesses make healthier life-style choices, employ complementary/holistic health therapies to delay illness, and contribute back to the community.

We provide no- to low-cost support, education and resources for persons living with HIV and hepatitis C. Most of the services provided by The Wright House are free to our clients. Other services are offered on a sliding fee scale based on income, or are offered at a reduced flat fee.



Yellow Bike Project

<http://austinyellowbike.org>

The Austin Yellow Bike Project is an all-volunteer initiative to put bicycles on the streets of Austin and Central Texas by operating community bike shops, teaching bike mechanics and maintenance, and acting as a local bike advocacy group.

YBP has an educational facility open to anyone who wants to learn about fixing and riding bikes—we don't fix your bike for you; we show you how to fix it yourself.

YBP accepts donated bikes, parts and cash. Projects are targeted towards children and those without the means of purchasing bikes.

Wheatsville 2013 Election Ballot



Voting begins Sept. 1 and ends 5pm, Oct. 31, 2012

Wheatsville Community Action Advisory Vote

We donate 1% of sales each Wednesday (one organization per month) to benefit community groups involved with causes important to our owners. Owners vote on the recipients each year, expanding democratic involvement and owner participation in our co-op.

Twenty local non-profit organizations are on the ballot. Owners may vote for 10 groups, one vote of which may be a write-in local non-profit group of your choice. *Note: Selection of recipients for Community Action donations is by non-binding vote. These votes provide advisory input from the owners to the Board and management.*

The lead vote-getters will each be assigned a month and may have a table in front of the store on Wednesdays of their month. We encourage them to invite their supporters to shop on those days.

November and December of each year are reserved for the Wheatsville Community Cooperative Fund.

GET TO KNOW THE CANDIDATES!

Read the Candidate Forum
in the Breeze,
at the Hospitality Desk
or online at www.wheatsville.coop

All Wheatsville owners are eligible to vote.
In order for your ballot to count *you must include your name, address, and owner card number.*
All information is confirmed and confidential.

Vote for **THREE** candidates to fill:
3 three-year terms.

*All candidates have been endorsed
by the Board Nomination Committee.*

Marcia Erickson _____

Christina Fenton _____

Bill O' Rourke _____

John Vinson (incumbent) _____

name _____

address _____

city _____ state _____ ZIP _____

owner card # _____

phone _____

email: (optional) _____

Drop in the slot at the Hospitality Desk
or mail to
Wheatsville Food Co-op, Attn: Gabriel
3101 Guadalupe, Austin TX 78705
or vote online at <http://wheatsville.coop>

Vote for **TEN organizations** to be recipients of the monthly Community Action Wednesdays donation program. **You may write in an organization of your choice as your tenth vote.**

- _____ **Austin Pets Alive!**
- _____ **Capital Area Food Bank**
- _____ **Caritas**
- _____ **Ecology Action**
- _____ **EmanciPET Mobile Spay/Neuter Clinic**
- _____ **Green Corn Project**
- _____ **Green Doors**
- _____ **Hospice Austin**
- _____ **Meals on Wheels and More**
- _____ **Out Youth Austin**
- _____ **People Fund**
- _____ **People's Community Clinic**
- _____ **SafePlace**
- _____ **Save Our Springs Alliance**
- _____ **Sustainable Food Center**
- _____ **Tree Folks**
- _____ **Urban Roots**
- _____ **Workers Defense Project**
- _____ **Wright House**
- _____ **Yellow Bike Project**

(optional write-in vote)

Make It Count: Tips & Guidelines for Voting

by Gabriel Gallegos, Ownership Coordinator and 2013 Vote Coordinator



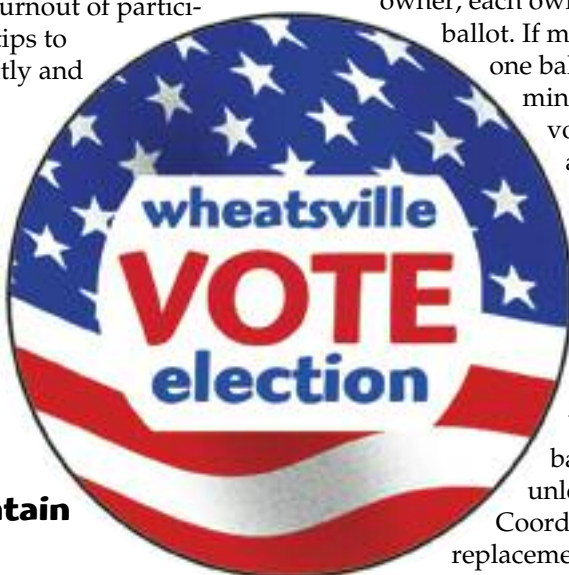
Last fall, owners submitted a record-breaking 720 votes in the Wheatsville Election, an increase of 70% from the previous year! As always, we are ready to challenge that record and are striving for another enthusiastic turnout of participative co-op owners. Here are some tips to ensure that your vote is tallied correctly and we have another successful election!

Tip #1 – Voters Must be Current Co-op Owners

Democratic control of the co-op is a benefit outlined in the Cooperative Principles and is reserved for co-op owners. Encourage your family and friends to join so they can participate in the election, too!

Tip #2 – Ballots Must Contain the Voter's Name

While we maintain the anonymity of the votes, all ballots must have a name listed to verify against our owner database. Voters should use the same name on their ballot that is listed on the ownership account. Using alternate names or nicknames can impede the verification process and may prevent your vote from being tallied. Ballots missing a name or those that are cast by non-owners will be declared invalid.



Tip #3 – One Name per Ballot

If you live in a household with more than one owner, each owner should submit a separate ballot. If more than one name is placed on one ballot, it may be difficult to determine if both owners intended to vote for the same candidates and/or Community Action groups.

Tip #4 – One Vote per Owner

Each owner is entitled to one vote during the Annual Wheatsville Election. Duplicate ballots will be declared invalid unless the owner contacts the Vote Coordinator and requests to cast a replacement ballot.

Tip #5 – Be Thorough

Filling out all the contact information on the ballot may help the Vote Coordinator contact you should there be a problem with your ballot. It is also a convenient way to update the contact information on your ownership account.

*Note:
When
a ballot
contains
errors, the
Vote Coordinator will make
attempts to contact the
voter before officially
declaring it
invalid. We
want to make
sure that every
owner receives
the opportunity
to participate in
the election!*



This year we will be collecting electronic votes at www.wheatsville.coop and at the Hospitality Desk kiosk or you can mail in the ballot included in this issue of the Breeze. If you have any questions about voting, feel free to contact me at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop). I look forward to serving as this year's Vote Coordinator and am excited to see all the votes pile in. Don't forget to remind your friends and family to vote!

The Wheatsville Member Owned Business Directory had grown so large that it took up ever more space in the Breeze even as the type size was shrunk. As part of the streamlining of the Breeze, we no longer will be printing the Directory on paper. However, the online Directory will still be available. If you have a listing, please review the wording at wheatsville.coop/memberbusinessdirectory/mbdir.html to see if it is still accurate. And readers, if you find a listing that is out of date or has a nonworking link, please let me know so it can be fixed.—
[aldia\(at\)wheatsville.coop](mailto:aldia(at)wheatsville.coop)

Sign up for the Wheatsville Email 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.

Go to www.wheatsville.coop to sign up!

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