

THE WHEATSVILLE BREEZE

A PUBLICATION OF WHEATSVILLE FOOD CO-OP • 3101 GUADALUPE ST • AUSTIN, TEXAS 78705

42: Life, the Universe, Wheatville & You

by Dan Gillotte, Chief Executive Grocer



Celebrate our 42nd birthday Fri, March 16, 12-6pm
BIRTHDAY CAKE at the top of each hour at BOTH STORES until it's gone!



Wheatville's birthday is one of my favorite times of the year. I feel so lucky to have a chance each year to reflect on this special organization that I've been privileged to be a part of for the past 20 years.

Our birthday spurs me to recognize and thank our founders and all the great people who came before us. Those board members, managers, owners, employees and shoppers who have been with us since the beginning - or at least for a couple decades! The vision of a thriving food co-op was on the mind of our forebears in 1976 and every day, we try to live up to being the ethical, positive, community-owned business that they were trying to create together.

These days, it seems more important than ever that co-ops exist to be a counter-balancing

force to all of the selfish, negative, Wall Street driven activity that is so prevalent. Our ethical underpinnings and values allow us to embody our owners' ideals of **kindness, generosity and hospitality, caring for others, social responsibility and concern for community.**

This year your co-op stood up for our common ideals of openness and a welcoming approach to all people. We worked hard to support Council Members Casar, Kitchen and Garza and Mayor Pro Tem Tovo's efforts to require that all employees in the city of Austin had access to **earned sick pay** (as our staff have had for decades). We've also continued our commitment to **pay all staff livable wages and benefits**, with all staff earning \$13.01 or more (after passing the 90 day intro period).

You'll see more in this issue of the Breeze about our commitment to help reverse climate change. As an early signer to the **Climate Collaborative**, we have long been a leader in environmentally-friendly business practices, and this is just another way for us to show our commitment to a positive sustainable future on our planet.

Our leadership on food waste diversion was a big deal this year as many news outlets featured our work on getting food into the mouths of people who need it instead of landfills. We're very proud of these efforts, I hope you are, too.

The future for Wheatville is bright even as the grocery wars heat up with Amazon's acquisition of Whole Foods. **We're STILL LOCAL and always will be!** We look forward to creating more positive impact with your support for the next 42 years and beyond!

OPEN
on
Easter!

Sunday, April 1
7:30 am - 11 pm

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OWNER APPRECIATION DAYS

20% OFF ALL OWNER SHOPS

THURSDAY, APRIL 12TH - SUNDAY, APRIL 15TH



Community ACTION

Each year during our annual election Wheatsville Owners vote for 10 local non-profit organizations to support in the coming year. Wheatsville then adds a \$1,000 donation to the non-profit at the end of each organization's assigned month. In addition, Wheatsville also accepts cash donations at the register throughout the month, so remember to round-up your total at the checkout!

\$155,185

was raised and donated to Austin non-profits and community groups in 2017!

March:

During the month of March we will be supporting owner-elected nonprofit, **People's Community Clinic!** Round up your total transaction at the checkout to support this group! In addition to rounding up, donation bins will be set out at the front of the store for the **Children's Book Drive**. If you have any gently-used English, Spanish, or bilingual children's books that you would like to contribute, bring them in! All donated books will be made available to the young patients in PCC's waiting room.



This is a great opportunity to teach your children the importance of giving to others while organizing your house! Donation boxes are located near our exit doors. Thanks for helping us create a positive, enjoyable environment for the children visiting People's Community Clinic and we look forward to seeing you at the co-op!

www.austinpcc.org



April:



In April, our owner-elected community action group is **Urban Roots!** Urban Roots provides so much to the Austin community each year, we are so happy that our 22,000+ owners have chosen again as one of this year's groups. Urban Roots provides paid internships to Austin youth, where they work on a

3.5 acre sustainable farm in East Austin and gain invaluable leadership skills. Each year, they have a goal of growing 30,000 pounds of produce with the youth interns, volunteers, and their small staff. They donate 40% of their harvest to local soup kitchens and food pantries, then sell the remainder at farmers markets and other opportunities. Wheatsville staff will be out at the farm volunteering in April. You may visit the Urban Roots website to find out more information on how to get involved. <http://urbanrootstx.org/>



The Wheatsville Breeze is a publication of

Wheatsville Food Co-op

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Photos by:

Raquel Dadomo, Aldia Bluewillow, Andy Sams, except where otherwise noted or not known

Wheatsville Board of Directors' meetings are usually held on the third Tuesday of every month. Check wheatsville.coop/membership/board-of-directors for details. Owners are encouraged to attend. Something that you would like discussed? Use the Open Time Form on the Board's webpage.

Wheatsville 2018 Board of Directors

Rose Marie Klee, President

Jason Bourgeois **Doug Addison**

Brandon Hines **Don Jackson**

Brian Mikulencak **Lisa Mitchell**

MeriJayd O'Connor **Lyz Nagan**

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 nondiscriminatory information about food to people in Austin TX.

Total Co-op Owners as of February 16

22,034!

If you have an ownership inquiry or need to update your mailing information, please contact Erica Rose, at membership@wheatsville.coop.





April Owner Drive

by Erica Rose, Ownership & Outreach Coordinator



Ownership sits at the heart of Wheatsville Food Co-op – it's what makes us very different from other businesses and we are over **22,000 owners** strong! We are hosting an Owner Drive in April to spread the love to more Austinites!!! **The Owner Drive starts**

Friday, March 30 and ends Sunday, April 8. Become a fully invested owner of the co-op and receive a super cool "I ♥ my co-op bag" stuffed with goodies from our vendors!



There are lots of economic benefits when you join the co-op. Owners get loads of exclusive offers, along with co-op wide deals for everyone. We also have Owner Appreciation Days, where owners receive 20% off all shopping trips made during these days. New owners will be ready to take advantage of **Owner**

Appreciation Days starting on April 12- April

15. Just that savings alone can pay for the cost of the investment in the co-op. It pays for itself!

No one person owns the co-op, we ALL own the co-op and TOGETHER we make a difference! With our profit we invest in:

- **Livable Wages & Benefits**
- **Green Energy**
- **Local food producers & growers**
- **Austin's independent business community**
- **Local non-profits, community groups, & events**
- **Building & supporting more cooperative businesses**
- **Creating a great grocery store for all shoppers**

Join over 22,000 owners and become a part of a business that operates with co-op values and principles. Together we have an economic impact, the ability to work independently and autonomously towards our **BIG DIRECTION GOALS** of creating:

- 1) more local, organic, sustainable food,**
- 2) more co-op economy and**
- 3) more happy people.**



For your one-time \$55* refundable investment in the co-op you receive lots of benefits!

- **Owners get 20% off all purchases during Owner Appreciation Days coming up April 12-15**
- **Owner Deals prices on some of your favorite items**
- **Vote for our Board of Directors**
- **Vote for our Community Action non-profits**
- **Run for a seat on our Board of Directors**
- **Patronage Rebates in sufficiently profitable years**
- **Membership at University Federal Credit Union**

Want to join? Please visit the Hospitality desk at your closest location to find out more details about how you can benefit from ownership.

Payment plans are available for as little as \$10* per month! It only takes 5 minutes to sign up and invest. Spread the word to your family and friends so they can take advantage of Owner benefits today!

*Plus \$15 non-refundable administrative fee.



Starting March 29th, our deli will be serving up a delicious hot dinner for just \$5 EACH at BOTH STORES from 5 – 8pm.

To get in on this great deal all you have to do is bring your appetite! Our Deli Clerks will serve you up a healthy portion of our scratch-made hot weekly entrée then you can go to town on a rotating selection of fresh, deli-made sides – **ALL FOR JUST ONE FLAT PRICE OF \$5!**

Get a fresh, healthy dinner for yourself for just \$5 or feed a family of 4 for just \$20! Enjoy in-store and patio seating at both stores, or take it to go! **YOUR DINNER, YOUR CHOICE!**

News & Updates

**KEEP UP WITH THE LATEST DEALS & STORE EVENTS
SIGN UP FOR OUR WEEKLY EMAIL AT
WWW.WHEATSVILLE.COOP**

Follow us on





Welcome the 2018 Board of Directors by Rose Marie Klee, Board President

This year, the Wheatsville Board seated our 2018 Directors at the January 16th meeting, and held our annual retreat on the second weekend in February. It was a great opportunity to develop as a team and do some foundational work as we embark on our journey together this year. It is exciting to lead the co-op as we turn 42 (which I am told is the secret of the universe) on March 16th, and as we celebrate the 20th anniversary of Dan Gillotte, our Chief Executive Grocer, who was first hired on February 18, 1998. We are deeply grateful to THAT Board of Directors for a wise decision that has paid dividends to our organization many times over!

We welcome four new directors along with two re-elected incumbents to the 2018 Board.



Jason Bourgeois describes himself as a student services practitioner, a performance conditioning specialist, an uncle, and a learning enthusiast. He loves that co-ops support unity, are inclusive, inspire creativity, and are some of the best hubs for community engagement.

Brandon Hines is a dimensional fund advisors manager specialized in information risk and security. He has been shopping at Wheatsville for 25

years because it is about so much more than getting groceries! Brandon believes that through support of our neighbors, Wheatsville will play a significant role in shaping Austin's growing reputation as a creative center for community, culture, and cuisine.



Don Jackson is a dyed-in-the-wool cooperater who currently serves on the Austin Cooperative Business Association Board, and formerly served on the board of the Black Star Co-op. He is a Project Coordinator at the City of Austin focused on supporting small, local business districts, and he is inspired by Wheatsville's efforts at local sourcing, commitment to affordable groceries and to livable wages.



Brian Mikulencak is an attorney whose law practice is focused on serving organizations that effect positive social change by using alternative business forms. He values the role that Wheatsville has played in the community throughout the course of Austin's growth, and is passionate about supporting the food-choice owner-democracy of our co-op.

Lyz Nagan is the communications director for a Minneapolis-based firm, and she grew up

shopping at local food co-ops. She knows from those experiences that co-ops build community. She believes in the value of small, personal actions, and she strives to be part of building a strong neighborhood by supporting local businesses and workers, and by doing one thing each day to make the city a better place.



MeriJays O'Connor is a craniosacral therapist who sees Wheatsville as a fearless innovator, supporting sustainable food production, reducing waste, and creating strong cooperative alliances with other industries as we grow into the future. She dedicates herself to improving the health and well-being of others and is part of a developing organization that provides therapy to victims of torture and trauma.



At the January board meeting, three new officers were elected for 2018: **Lisa Mitchell is Treasurer, Lyz Nagan is Secretary, and Rose Marie Klee is President.** We are looking forward to supporting the work of this board!

We stand on the legacy of so many great directors and boards who came before us, and so I would like to say a special word of thanks to our outgoing directors: **Julie Le**, who was our star, leading more than her share of committees in her two years on the board; **Andi Shively**, who served as Treasurer and continues to provide leadership as President of the Austin Cooperative Business Association; and **Kiffen Holloway**, who served as Secretary along with so many years of service on the Nominations Committee.

Run For the Board by Lisa Mitchell, Board Member

You shop at Wheatsville. You support Wheatsville's mission to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and non-exploitation. So why not consider a role that allows you to help govern your co-op, too? Are you a co-op member with a computer, a little spare time, and a desire to oversee the business and policy of your co-op? If so, run for a place on the Board of Directors!

In the upcoming months, the Nominations Committee will hold orientation sessions for Co-op members interested in learning more about serving on the Board. These sessions are designed to let you know more about what the Board does, the Policy Governance model it follows, and to determine whether the Board's work is something that you are really interested in doing. The Nominations Committee will publish the orientation dates on the Board of Directors page of our website. In the

meantime, take a look at the website under Membership/ Board of Directors to read the current process for a co-op election and the qualifications you need to be a director (<https://www.wheatsville.coop/membership/board-of-directors>). Please come to a Board meeting or two to watch the current directors in action or join on one of our committees and work directly with the Board on important issues such as financial auditing. Board meeting information is posted on the Board's web page, too, in the Announcements box on the right side of the page. The Board alternates the meeting location between the two store locations each month, so be sure to check which location is hosting the meeting you are interested in attending.

Current Nominations Committee members include Rose Marie Klee, Chair, Lisa Mitchell, and Lyz Nagan. Co-op members with questions about Board elections are welcome to contact us at nominations@wheatsville.coop.



Voted
**'BEST
NEIGHBORHOOD
GROCERY'**

2017 Austin Chronicle
Reader's Poll

Local Vendor Spotlight: Tecolote Farm Interview by Aldia Bluewillow



David Pitre is the jefe around the farm with the superhuman farming gene, while wife and partner-in-production, Katie Kraemer, holds the reins on marketing, sales, harvest counts, partnerships, and the calendar. Katie kindly took some time out of her busy schedule to answer some questions for us.

1. When and why did you start farming at Tecolote Farm?

We bought our property just east of town, off of MLK/ FM 969 in March of 1993, making 2018 our farm's 25th anniversary. It was a dairy farm's pastureland at the time. We had moved to Austin in 1992 in search of the right land, and recognized this one as home right off the bat. The 13 massive live oak trees and the perennial creek flanking some of the richest Blackland Prairie around called us in. Certified organic originally in 1994, our farm has been bringing delicious, fresh vegetables to Austinites for over 25 years, making us one of the area's original organic pioneers.

2. What do you grow at Tecolote Farm?

We have raised our three children on the farm, and kept milk goats during their growing years. Horses, dogs, and cats live here. We keep laying hens and raise pastured pork occasionally for sale to our CSA customers.

We grow over 150 vegetable varieties from all over the world, including heirlooms as well as modern hybrids. We have sold so many different items to Wheatsville over the last two and a half decades, including our salad mixes, Japanese turnips, arugula, heirloom tomatoes, kohlrabi, and so much more.

3. What are some of the challenges of farming in Central Texas and so near the city?

The question is, what ISN'T a challenge! Central Texas has great moisture and heat—which is super for growing food, and super for bugs thriving. For organic farmers, the insect pressure is all too real, so we struggle with that competition. Compared to our early days in the 90s, the City has grown and traffic has become a limiting factor on our profit margin—considering the great amount of direct delivery we do: 300 weekly CSA member deliveries plus another 15-30 restaurant & grocery partners, and a handful of institutional partnerships. It's crazy!

Due to water shortages beginning in 2007, it was necessary for us to expand our cropland to an area with a more abundant groundwater source. We also have a small farm in Bastrop County along the banks of the Colorado River where we now enjoy a sandy loam soil as well. With a variety of soils to choose from, we are able to grow different crops in the ground best suited for taste, texture, sweetness, and growth form.

4. What's is your favorite thing about Wheatsville?

We love the co-op! We became members in 1992, just a few days after moving to Austin. We were staying with friends on 31st St. and looking for: a place to live, a job, a midwife, and a car. Happily, at least we found a co-op easily!!

The first year we did home delivery of our produce, we actually found our first 16 CSA members by placing flyers on the cars parked at Wheatsville one day! A random sampling! One of our first customers from that effort was Allen Cline, acupuncturist and owner of Turtle Dragon Apothecary- and he has been with us straight through every year since! That's the kind of person you meet at WV: dedicated to right living.



photo: Andy Sams



Wheatsville Joins Climate Collaborative to Help Reverse Climate Change

Robynn Shrader, CEO of National Co+op Grocers stated "Through the Climate Collaborative, our industry is once again demonstrating that when we come together on an issue, we work quickly towards success. The fact that 100 companies have already stepped up in just six months shows that our industry not only recognizes the urgency for action, but is also willing to invest the time, energy and money needed to make meaningful progress on the climate challenge, the most consequential issue we've tackled yet."

Wheatsville Food Co-op has been a community leader in environmental stewardship since opening in 1976. As a neighborhood grocery we've worked hard to divert and recapture recyclable resources from the waste stream. **This Earth Day we're proud to announce that we've joined the Climate Collaborative along with co-ops across the country, National Co+op Grocers, and many other natural foods brands.**

The Climate Collaborative is a project of OSC2 and Sustainable Food Trade Association (SFTA) to catalyze bold climate action among natural products companies. The Climate Collaborative brings manufacturers, retailers, brokers, distributors, and suppliers together to build existing climate solutions to scale and to find innovative, new ways to help reverse climate change.

Companies in the industry have made over 400 commitments to climate action to date—to integrate carbon farming into their supply chains, switch to renewable power, reduce the climate impacts of their packaging, remove deforestation from their supply chains, engage on climate policy, and more. These commitments demonstrate that acting on climate is an urgent priority for the natural products industry and highlights the growing trend of corporate leadership on climate change.

Monthly, we recycle 10 tons of cardboard at S. Lamar and 8 tons at Guadalupe. Compostable material recycling = 14 tons / month between both stores and recycling of plastic, glass, and paper = 7 tons per month. In addition, almost 2 tons of fresh edible food is being directed to fresh food banks within our community through Save the Food Coalition. **All total, we are redirecting 80,000 POUNDS of materials out of the waste stream every single month.**

While recycling is a big part of overall sustainability, we are also a Green Energy Partner. **Just this past month, the EPA once again named our co-op among the 2018 Top 30 Retail Partners in its Green Power Partner program** which uses the money we pay for utilities to build wind farms and help Austin reach its goal of goal of 55% renewable energy use by 2025.



"Doing our part to protect the environment has always been a key pillar to Wheatsville's longstanding Cooperative Values & Principles, so joining the Climate Collaborative was a no-brainer for us. As the Climate Collaborative continues to grow, we hope to see even more of our suppliers, vendors and fellow retailers also make the commitment. We know if we can mobilize enough of the natural foods industry to focus on even just one of the Climate Collaborative's nine core initiatives that we can make a difference." – Dan Gillette, Chief Executive Grocer

CUSTOM DELI SANDWICHES

**ORDER ONLINE
PICK UP IN STORE!
NO WAIT! DELI.WHEATSVILLE.COOP**

same day grocery delivery!

shop now

instacart

instacart.com

Earth Day Every Day!

As a community owned co-op, we take our Cooperative Values & Principles very seriously. We fulfill the ideals of **Principle #7, Concern for Community**, in a number of different ways – one of which is being a good environmental steward. Through thoughtful, small daily actions – such as sorting our trash from recycling and compost after we eat – we can make a HUGE impact.

Thank you for doing your part – bringing your containers to refill, remembering your reusable bags, sorting your trash, composting, planting gardens, collecting rainwater, and for supporting your co-op!

Here are some things your co-op does to stay green:

1. We **recycle** metal, cardboard, plastic, paper, glass, food scraps, and cooking oil
2. **Break it Down**, our local recyclers, estimate that we divert **20 tons of cardboard** each month between both stores.—the equivalent of 3 elephants!
3. Break it Down also estimates that we divert **100 tons of recycling** (cardboard, glass, and plastic) each month between both stores. That's the same as 50 full grown cows!
4. Wheatsville is part of **Austin Energy's Green Choice** program which uses the money we pay for utilities to build wind farms and help Austin reach its goal of 55% renewable energy use by 2025!
5. S. Lamar has **57 SolaTubes** which use highly reflective fiber optic tubes to direct sunlight into our store so that we don't have to use as much electricity.
6. Ceiling lights at S. Lamar **adjust intensity** depending on the amount of natural sunlight coming in.
7. We only buy **energy efficient** coolers, refrigeration units, and equipment.
8. We offer **bulk refills** of wellness products like Dr. Bronner's soaps, lotions and laundry detergent!
9. We use **noVOC** or **lowVOC** building materials and paint in order to have an odor-free store.
10. Our waterless urinal at S. Lamar saves 1.5 gallons of water per flush! 12 flushes per day **saves 6,552 gallons of water per year!**
11. Our **rainwater collection tanks** at Guadalupe give us enough water to irrigate all our landscaping!
12. Our paper bags are made with **100% recovered fiber**, minimum of 85% post consumer content, and are printed with water-based inks.
13. Lots of bike parking, showers for staff, a **bike to work benefit for staff** who ride 8+ hours/month.
14. Concrete parking lots, light paint colors, and awnings **help keep us cool** through the hot summers.
15. **Email receipts, double-sided receipts, and no receipts option** significantly cut down the amount of paper register tape (BPA free) we have to buy.

Staff TOP 10 PICKS



PACO MARTIN: PACKAGED LEAD, S. LAMAR



#1 Beyond Meat The Beyond Burger
IT SHOULD BE CALLED THE BETTER THAN BEEF BURGER.



#2 Kala's Kuisine Spinach Pesto
THIS PESTO IS SIMPLY BESTO...

#3 Fantastic Foods Falafel Mix
EASY TO MAKE WITH AN AUTHENTIC TASTE.



#4 Simple Mills Farmhouse Cheddar Crackers
GLUTEN FREE NEVER TASTED THIS GOOD!

#5 Hippeas Sriracha Chickpea Puffs
SWEET TANGY AND UTTERLY DELICIOUS



#6 4th & Heart Chocti Original Recipe
MAKES BUTTER COFFEE OR HOT CHOCOLATE THAT WILL BLOW YOUR MIND.

#7 Beanfields Nacho Bean and Rice Chips
THE VEGAN NACHO TO END ALL VEGAN NACHOS



#8 Old Croc Extra Sharp Cheddar
ANY SHARPER AND WE'D HAVE TO SELL IT IN A SHEATH.

#9 Austin EastCiders Hopped Cider
SWEET WITHOUT BEING TOO SWEET.



#10 Gaia Herbs Holy Basil Leaf
HELPED ME KICK MY ANXIETY TO THE CURB.



Niki & Dana's TOP PICKS for Passover 2018

by Niki Nash, Packaged Manager & Dana Tomlin, Fresh Manager

Niki



Streit's Matzo Ball Mix

Traditional & Gluten Free/Kosher for Passover
Since 1925, Streit's has you covered for quick and tasty matzo balls



Streit's Matzo Ball Soup Mix

Traditional & Gluten Free/Kosher for Passover
Second best only to Mom's



Kedem Organic Concord Grape Juice

Organic & Gluten Free/Kosher for Passover
A tasty traditional grape juice that everyone can enjoy!



Streit's Organic Passover Matzo

Kosher for Passover

Family-owned and operated, Streit's is THE original American matzo factory

Yehuda Gluten-Free Matzo Style Squares

No gluten? No problem!
Yehuda has your Seder covered



DIY Charoset Ingredients

Local Goodflow honey, bulk organic walnuts, organic apples & Fair-Trade wine will impress your Seder guests.



Vital Farms Pastured Eggs

Go pastured-raised for the Seder roasted egg, the yolks are bright and golden!

I O Ranch Lamb Shank

Jeff from I O Lamb delivers his product directly to us from his ranch in Lampasas County which is near Killeen/Temple. His lambs are 100% grass-fed and raised without hormones/antibiotics

Horseradish

Grown in the US. Prepare your own horseradish sauce or grate fresh!

Specialty Hot Bar

Featuring Tomato & Onion Braised Meyer's Natural Angus Brisket! We have a few new dishes we are trying out – Spinach vegetable kugel with a matzo base & vegan sweet potatoes kugel with a matzo meal base!
**NOTE: Our Kitchen has not been certified Kosher.*



Meyer Natural Angus Brisket

USDA choice brisket (lean & fatty). Raised without hormones/antibiotics on a vegetarian diet of grains & grasses.

Maple Mustard Brisket

by Co+op, stronger together

Seasoned with garlic, paprika and mustard, and topped with a maple-mustard sauce, this brisket is brimming with flavor.

Total Time: 6 hours, 30 min; 30 min. active

Servings: 8

Ingredients

- 1 4-pound beef brisket
- 1 tsp garlic powder
- 1 tsp smoked paprika
- 1/2 tsp each of salt and black pepper
- 4 Tbs Dijon or stone ground mustard, divided
- 2 Tbs vegetable oil
- 1 yellow onion, diced
- 1 carrot, sliced
- 1 celery stalk, sliced crosswise
- 3 cloves garlic, peeled and smashed
- 1/2 cup red wine
- 1/2 cup water
- 2 Tbs maple syrup

Preparation

Season the brisket with the garlic powder, paprika, salt, pepper and 2 tablespoons of mustard. Wrap the brisket in plastic wrap and refrigerate for 3 hours (or overnight). Preheat the oven to 300°F. Heat a large oven-proof skillet over medium-high heat. Add the oil and brown the brisket for 5 minutes on each side. Remove the brisket from the pan and set aside. In the same skillet, sauté the onion, carrots, celery and garlic for a few minutes in the brisket juices, then add the red wine and water.

Place the brisket back in the pan on top of the veggies and cover the pan tightly with an oven-proof lid or aluminum foil. Place the pan in the oven and cook the brisket, covered, for 3 hours until very tender. Remove from oven.

To prepare the maple sauce, carefully remove 1 cup of the juices from the brisket pan and put into a small skillet or saucepan. Add the maple syrup and remaining mustard and bring to a simmer for about 5 minutes. Slice the warm brisket across the grain and serve with sauce.

Serving Suggestion

Potatoes, root vegetables, green beans or roasted winter squash (such as Hubbard or kabocha tossed with garlic and parsley) are all delicious accompaniments to this delightful holiday entrée.

<http://strongertogether.coop/recipes/maple-mustard-brisket>





Niki & Dana's TOP PICKS for Easter

by Niki Nash, Packaged Manager & Dana Tomlin, Fresh Manager

Dana

Eco-eggs Natural Egg Coloring Kit

Made with organic plant extracts, includes dirt & seeds to grow your own Easter grass!

Cage-free Bulk Eggs

Buy 2, 20 or 200. Brown eggs dye beautifully. Great for cascarones!



Sjaak's Fair-Trade, Vegan, Organic Chocolates

Handcrafted, decadent and adorable, we LOVE Sjaak's



Sunbeam Hand-crafted Candles

Exquisite egg shaped candles made from 100% pure beeswax using solar power!



Specialty Hot Bar

Featuring an assortment of springtime recipes for brunch or dinner – roasted and steamed veggies, new chicken dish, and white bean cassoulet.

Easter Cupcakes & Donuts

Made fresh daily! Jelly Bean eggs cupcakes and donuts in egg shapes decorated with pastel icing.



Tofurky Ham Roast

Delight your Easter dinner guests with this plant-based Ham Roast, featuring a sweet & tangy beer glaze.



Locally Raised Lamb

Jeff from I O Lamb delivers directly to us from his ranch in Lampasas County which is near Killeen/Temple. His lambs are 100% grassfed and raised without hormones/antibiotics.

Sheppard's Pride Lamb is co-op owned by more than 150 third-, fourth- and fifth-generation ranching families across the United States.

Meyer Natural Angus Brisket

USDA choice brisket (lean & fatty). Raised without hormones/antibiotics on a vegetarian diet of grains & grasses.

Hot Cross Buns

Made fresh in our Bakehouse using a traditional yeast dough rich with butter and eggs, spiced with cinnamon and nutmeg, studded with organic raisins and decorated with white icing crosses.



Easter Lilies

Sourced from a family owned, local greenhouse in Blanco, Texas – these Easter Lilies are stunners!

Natural Egg Dyeing by Co-op, stronger together

Items Needed

White or brown eggs (color results will vary), egg carton, stock pan(s), water, white vinegar, slotted spoon and natural materials for dyeing.

Optional: Tape, string, rubber bands, cheese cloth squares, natural beeswax crayons to create designs on eggs, vegetable oil for an extra sheen.

Directions

Hot Bath Method

1. Place uncooked eggs in a stainless steel stock pan. Add water 2-3 inches above eggs. (When using bottled juice, fill 2-3 inches above eggs. Do not add water.) Add natural dye ingredients and 1-2 tablespoons vinegar per quart of water.
2. Cover and bring to boil, reduce heat and simmer for 15-20 minutes.
3. Carefully remove eggs with a slotted spoon and air dry.

Cold Bath Method

The process for cold dyeing is much the same as the hot method except the eggs and dyes are cooked separately.

1. Simmer the dye ingredients (water, vinegar and dye matter) for 20-30 minutes or longer, until the dye reaches your desired shade.
2. Allow the liquid to cool and submerge hard-boiled eggs in the dye for at least 30 minutes.
3. Carefully remove eggs with a slotted spoon and air dry.

Notes, Tips & Techniques

Color variation: colors may vary depending on steeping time and foods used to dye eggs.

Deeper colors: the longer the eggs stay in the dye, the deeper the color will be; leaving the eggs in the dye for several hours or overnight (in the refrigerator) is recommended for achieving deep colors. Allow the liquid and eggs to cool before refrigerating and ensure that the eggs are completely submerged in the dye. Eggs will be speckled if the dye matter remains in the liquid. For more uniform colors, remove the dye matter from the liquid, by straining the liquid through a coffee filter, before refrigerating.

Egg flavor: if you plan to eat your dyed eggs, a shorter dye bath and fresh ingredients may be preferable.

Drying: Make a drying rack by cutting the bottom off an egg carton and turning it upside down.

Decorating:

- Wrap onion skins around eggs, then wrap the entire egg with a cheese cloth square and secure it with string before placing eggs in the dye.
- Wrap string or rubber bands around eggs before dyeing to create stripes (use rubber bands for cold dyeing only).
- Draw designs on hot, warm or cold hard-boiled eggs with crayons. When using hot or warm eggs, the crayon may melt slightly on contact with the egg (if eggs are hot, hold eggs with a potholder or rag to prevent finger burns).
- Crayon covered eggs should only be dyed in cold dyes as the crayon wax will melt in hot liquids.
- Gently wipe dry dyed eggs with vegetable oil to give eggs added sheen.



Naturally Dyed Eggs

Egg dyeing is a fun way to celebrate this time of year—and it's a tradition that goes way back—as much as 5,000 years when Persians celebrated springtime with eggs colored with plant-based dyes. Plant dyes can be just as useful today and they're plentiful; in fact you very well might have dye-worthy ingredients in your kitchen already.



Here are some great plant-based dyes—fruits, vegetables, spices and flowers

COLOR	MATERIALS	AMOUNTS
pink	beets *	1 bunch, washed and sliced
bright pink	beet juice	bottled juice, enough to cover eggs in pan
lavender	blackberries or cranberries	1 container fresh or frozen berries or bottled juice, enough to cover eggs in pan
deep purple	grape juice	1-2 frozen containers
lavender/rust	yellow apples	4 apples, peels only
rust	onion skins	6 red or yellow onions, skins only
pale green	spinach or carrot tops *	1 fresh bunch, chopped
bright yellow	tumeric	2-3 tablespoons powdered spice
yellow	green tea	strong tea; 2 tea bags per 1 cup of water
olive green	marigolds	petals from 6 gold flowers
blue-gray	blueberries	2 fresh or frozen containers
light blue	petunias *	petals from 6 purple flowers
turquoise	red cabbage *	1 large cabbage, grated and sliced
pale orange	curry powder	2 tablespoons powdered spice
violet	hibiscus tea	strong tea; 2 tea bags per 1 cup of water
brown	coffee	2 cups strong coffee
brown	black tea	strong tea; 2 tea bags per 1 cup of water
red-orange	paprika	2 tablespoons powdered spice

* After dyeing with these materials, refrigerate eggs overnight to deepen color.

www.strongertogether.coop



Women in Leadership at Wheatsville by Raquel Dadomo, Brand Manager



Since 1900, **International Women's Day on March 8th**, has been observed to celebrate the social, economic, cultural, and political achievements of women and serves as a reminder to continue working towards gender equality.

According to recent Harman Group data, while grocery shopping is becoming an increasingly shared task, women are almost 80% more likely to be the main shopper and meal preparer. Retail in general has been dominated by men in leadership and women as shoppers. But as you might suspect, co-ops have long been leaders in closing the gender gap. From Kitchen Supervisors, Bakers and Cooks, women are an important part of our grocery.

The first retail grocery cooperative opened in Rochdale England on December 21, 1844 and sold butter, sugar, flour, oatmeal, and candles as a way to get quality food to working class people. The 28 Pioneers were clear that membership should be open to everyone who could benefit from their services, irrespective of race, creed or political persuasion. They were committed to equal opportunities 150 years before the term became commonplace. Founded on the principle of

'One Member, One Vote', cooperatives welcomed working class people to the decision-making process - including women, long before women would gain the right to vote (1920 in the US, 1928 in the UK).

Today, co-ops, including Wheatsville, continue to lead the way. **Our current Board of Directors is 45% women** (about 20% in traditional business), our **leadership team is 59% female** and **senior leadership is 44% female**. In traditional retail businesses 42% of women hold mid-level manager jobs, 37% hold senior level manager jobs, and just 8% are CEO's, according to Catalyst, *Pyramid: Women in S&P 500 Retail Trade* (August 22, 2017).

While women still have work to do locally, nationally, and globally - it's important to recognize our co-op's commitment to our shared Cooperative Values and Principles. Together we are actively creating the kinds of social change we want to see in the world. By contributing to businesses that support these ideals, we can all help lift each other up.

HONK!TX
A FREE FESTIVAL OF COMMUNITY STREET BANDS
APRIL 6 - 8, 2018
IN AUSTIN, TEXAS



JOIN THE REVELRY

FREE family-friendly music festival. Performances all weekend long by 20+ local, national and worldwide street bands!

April 6: A Night at Mueller Lake Park

April 7: A Day in Adams/Hemphill Park

April 8: Parade/Revue at Pan-Am Park

GET INVOLVED

Parade: We want YOU to march with your group in our Sunday parade.

Other ways: Volunteer, Donate, Sponsor, House a Band, and more! Visit www.honk.tx.org for more info.

WWW.HONKTX.ORG



This project is supported in part by the Cultural Arts Division of the City of Austin Economic Development Department.

HONK!TX

HONK!TX returns to the streets and public spaces in **Austin April 6 - 8** for the eighth annual free festival of community street bands! We'll be presenting wonderful bands from around the country, a new international band, and all your favorite Austin brass bands, performing without amplification for your boogying pleasure. Visit honktx.org for details!

Schedule:

FRIDAY, APRIL 6TH

AFTERNOON: PRE-FESTIVAL COMMUNITY SHOWS

We've partnered with community organizations for performances around town.

EVENING: HONK!TX KICKOFF AND PREVIEW

Bands perform for free in and around beautiful Mueller Lake Park, including an all-bands preview at the amphitheater.

SATURDAY, APRIL 7TH

HONK!TX IN THE PARK NOON - 8 PM

Bands will perform for free all day in performance spaces around Adams-Hemphill Park and at the main stage at the Spider House!

SUNDAY, APRIL 8TH

HONK!TX PARADE DAY AT PAN-AM PARK,

4TH AND CHICON ST., NOON - 1PM

FREE BAND REVUE 1:30 PM - 5:30 PM

Join the bands and the Wheatsville Parade Marchers in a convergence parade from the neighborhoods in East Austin to the stage at Pan-Am Park for an all-bands revue!

HONK!TX wishes to thank **Wheatsville Co-op** and their generous sponsorship of our festival since the very first count off!

Local Vendor Spotlight: Siete Family Foods Interview by Aldia Bluewillow, Art Coordinator



Many Thanks to Siete Family Foods founder, **Veronica Garza** for answering our questions about their local company.

1. Why did you start Siete Family Foods?

Siete was formed when my family and I embarked on a health journey that included exercising together and adopting a low-inflammation, grain free diet, to help alleviate the autoimmune conditions I had been experiencing. As a Mexican-American, I grew up eating tortillas on a daily basis, and I have many wonderful memories of visiting my grandmother, always being welcomed with a batch of homemade flour tortillas. Eating gluten free and grain free meant that all tortillas were literally off the table for my family and me. While this may seem trivial, it wasn't for us. In a way it felt like we were excluded from a part of our culture that we loved, being able to partake in delicious Mexican food. To fill this "tortilla void," I experimented in the kitchen and developed a tortilla that we could eat. Over the next few years I modified the recipe numerous times, producing the first product we put to market, a grain free, gluten free, almond flour tortilla. I made them on weekends for many years, sharing them with my family and friends. In 2014 my family and I decided that we wanted to share our tortillas with more people outside of our circle of family and friends, so we found a buyer (Wheatsville!) for our products and started a business.

2. What makes your chips and tortillas different from others on the market?

We make grain free Mexican-American food, utilizing nutrient dense, real food ingredients as much as possible. Our tortillas are currently made with ingredients such as almonds, coconut flour, cassava, chia seeds, coconut oil, and avocado oil. Our tortilla chips are made with cassava and coconut flour and cooked in avocado oil. All of our products have been created because they filled a void either in our own diets or for our core consumers. We sell products that we love to eat and hope that our customers feel the same way.

3. Are Siete Tortillas and Chips vegan? Non-GMO? paleo-friendly?

At Siete we try to make products that are as inclusive as possible. We've designed our products to allow people with a variety of diets, dietary restrictions, and backgrounds to gather around the table to enjoy Mexican-American foods. Currently, all of our products are gluten free, grain free, vegan-friendly, paleo-friendly and verified by the non-GMO Project.

4. How do you choose your ingredients?

With all of our products, taste and quality are paramount. We care about what we put in our bodies and, because of that, we've gone to great lengths to scrutinize and carefully select every ingredient that goes into our products. I personally oversee all of our product development and spend the majority of my time testing the perfect combination of ingredients and finding the best partners to source ingredients from, all to offer our customers products we can be extremely proud of.

5. Can you tell us the story about Siete getting started with Wheatsville?

After years of making an almond flour tortilla for friends and family out of my kitchen in Laredo, Texas, we decided to turn a recipe into a business. In 2014, I made a batch of tortillas, put them in a ziplock bag, and drive from Laredo to Austin to approach the buyer at Wheatsville Food Co-op. The grocery buyer loved them and asked how soon they could start selling them. We had no business, no brand name, and no idea how to start a food business. My mother, brother (Miguel), and I joined forces and within a couple of months had our first product on the shelves. We started off by renting space at a commercial kitchen in Austin, driving up from Laredo every weekend to make tortillas by hand and then deliver them to Wheatsville. Since then the rest of my family members have come onboard to help move Siete along on its mission to becoming a healthy Mexican American food brand.

6. What's is your favorite thing about Wheatsville?

Before starting Siete Family Foods we had zero experience in the food industry. Wheatsville was instrumental in helping us get our start. Knowing we were just getting started as a business, the buyer provided guidance on many of the steps we had to take to get our products on the shelf. We love the warm, welcoming feel we get when walking into Wheatsville as customers and now as vendors/partners that have the privilege of selling our products to their customers.



Staff TOP 10 PICKS



LINDEN HILL, DELI LEAD, GUADALUPE



#1 Badger Balm for Hardworking Hands

SMELLS GREAT AND HELPS ALL DRY SKIN WOES!

#2 Wheatsville Peeled Garlic

AMAZING TIME SAVER FOR BUSY COOKS

#3 Organic Valley Grassmilk Whole

MY KID CAN'T GET ENOUGH!



#4 Wheatsville Gingerade

THE PERFECT PICK-ME-UP FOR A BLAH MORNING

#5 La Riojana Chardonnay

LIGHT AND SMOOTH, AND CO-OP MADE!



#6 Annie's Shiitake Sesame Dressing

MY GO TO MARINADE



#7 Fresh Strawberries

THE BEST PART OF BREAKFAST

#8 Wheatsville Tempeh Chili

COMFORT FOOD PERFECTION

#9 Big Swig Ruby Red Grapefruit Sparkling Water

SOFT BUBBLES AND FRESH FLAVOR
MAKE THIS EXTRA REFRESHING!



#10 Mom's Best Cereals Toasted Cinnamon Squares

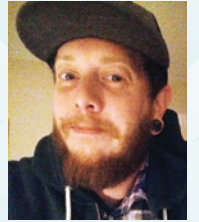
MY FAMILY'S FAVORITE CEREAL!



Staff Spotlight: Bryan Blackwell

Produce Order Clerk

by Heather Fisher – Payroll & Benefits Analyst



HF: What's your Wheatsville history?

BB: I have been here for 2 years. Started a front end clerk, became a hospitality clerk, transferred to be a package clerk, and am now the Produce Order Clerk.

HF: When did you get to Austin?

BB: Originally I am from Houston, moved to Austin about 2 and a half years ago.

HF: What is your favorite product at Wheatsville?

BB: So many delicious products at Wheatsville, but if I would have to choose 1 product it would be the buffalo popcorn tofu.

HF: What is your favorite thing to do in Austin?

BB: I really enjoy just hanging out at home or with friends, out enjoying the different things to do in the city.

HF: Tell me one thing that most Wheatsvillians don't know about you.

BB: I have superpowers. Or that I believe in ghosts.

HF: Fill in the blanks:

BB: I've always wanted to skydive and if I had it my way, coffee would not be expensive.

Workers Assistance Program, Inc.

Creating Better Workplaces, Schools & Communities

When there's a need ... we have a service.



We support Wheatsville Food Co-op!

www.workersassistance.com

512-328-8519

Workers Assistance Program, Inc. is an Austin (c)(3) community-funded nonprofit collaborative fission of charitable and educational services. Since 1977 our mission has been to serve Austin folks of all ages by promoting optimal levels of organizational and individual well-being.

PAL® | Peer Assistance Leadership:

Mentoring students through a program, adopted by the state, as an elective course to fight teen pregnancy, gang participation, and climbing dropout rates.

Alliance Work Partners:

Outfitting the workplace with healthier, more productive employees and lowering healthcare costs by providing world-class employee assistance programs.

Texas HIV Connection:

Focusing at both the state and personal level on decreasing the spread of HIV by increasing education and participation in the act of prevention.

Coordinated Training Services:

Providing training statewide to expand the prevention infrastructure, guided by the latest in technology, research, and quality standard approaches.

Youth Advocacy:

Empowering youth to communicate with respect, lead substance-free lives, and experience greater opportunities by focusing on the client's strengths.

Child Care Food Program:

Offering nutrition training and funding for food supplements to day care providers to assist in compliance with the USDA's Child & Adult Care Food Program.



Co+op Basics SAVES BIG BUCKS!

We've got over 300 items in our Co+op Basics basket including ALL of our delicious Field Day brand items. **Co+op Basics save you BIG BUCKS** on your favorite pantry staples and Field Day offers helps you fill your cabinets with great food that's GMO-free, preservative-free, and doesn't contain artificial colors or flavors. And the best part (besides the low price)? **Most are certified organic!**

Check out all of our new household and pantry staples the next time you shop. From organic cookies, organic salad dressing, organic peanut butter, organic jelly, fair trade organic coffee and many more, we've got the foods you love at **EVEN BETTER prices!**

We know you like shopping at the co-op but we also know you have lots of choices. Co+op Basics offers shoppers and owners the best prices possible so that you have more money to spend on the things that are the most important to you. We appreciate your patronage and thank you for supporting the only retail grocery co-op in TEXAS!

**Co+op Basics offer ALL SHOPPERS the LOWEST PRICES AVAILABLE. No further store discounts can be applied to these items.*

WHEATSVILLE
FOOD  CO-OP

WE'RE HIRING!

\$13.01 PER HOUR

Hourly entry wage upon successful completion of trial period.

We're always looking for **friendly, cooperative, positive, high achievers** to join our team!

We offer competitive **wages & benefits including medical, dental, store discount, 401k, paid vacation, a friendly, open, and welcoming workplace** & much more!

VOTED 'Best Neighborhood Grocery' 2017 Austin Chronicle Reader's Poll



APPLY TODAY!

www.wheatville.coop/co-op/job-opportunities



We Raised Over \$155,000 for Local Non-Profits in 2017 by Erica Rose, Ownership & Outreach



Community ACTION

Together in 2017, through your donations at the registers by rounding up transactions and \$1,000 given each month from Wheatsville, **we raised and donated \$155,185 to Community Action groups!** To celebrate the amazing generosity from our shoppers and the meaningful work these organizations do in Austin, we held a **Giving Ceremony** in January. Almost all of our owner elected community groups showed up for this celebration and shared stories about what the support of the Wheatsville community means to them. Some highlights from the year are summarized below.

Being able to give **checks averaging around \$12,000** to each of these groups was quite an accomplishment, but our relationships are not only built on financial support. **Our staff volunteered** throughout the year by **harvesting vegetables, planting seeds, sorting can goods, donating children's books, and showing support at events.**

Anne Helmick-Lyon of Austin Pets Alive! shared a heartfelt shout out to Wheatsville for dropping off sandwiches during Hurricane Harvey for their volunteers. After Hurricane Harvey hit, APA! was all over the news asking for kennels, pet food, and physical help to secure refugee animals. To loosely quote Ann, "When Wheatsville showed up with sandwiches to feed volunteers we knew that you really "got us". The relief APA! provided during the Hurricane was meaningful to more than just Texas residents and we were so happy to be able to drop off food for volunteers on that first day of chaos.

Another amazing feat in 2017 were the financial donations given to **Central Texas Food Bank and Feeding Texas, again in support of Hurricane Harvey Relief.** Not only did Wheatsville give over \$20,000 during that month, but food co-ops all over the United States joined in to support the efforts!

Some of the co-ops that pledged to offer support were: **Hunger Mountain Co-op** (Montpelier, VT); **Oryana Community Co-op** (Traverse City, MI); **Outpost Natural Foods Co-op** (Milwaukee, WI); and **Wheatfield Cooperative** (Ames, IA). **Outpost Natural Foods Co-op alone donated over \$30,000!**

We celebrate these donations to keep sight of the good we all do together. The work the co-op does every day is powerful and goes far beyond food — strengthening the local community, the cooperative economy and creating more happy people. Thank you for your continued support at the co-op and the Austin community! We are look forward to a fantastic 2018 with you!



We moved to Austin before you.



Neill-Cochran House Museum

The only museum dedicated to Austin history

Exhibits | Free First Sundays | Lectures & Author Signings | Nonprofit & Community Event Space | Hands-on Workshops | Special Events

2310 San Gabriel | nchmuseum.org | 512.478.2335 | info@nchmuseum.org

News & Updates

KEEP UP WITH THE LATEST DEALS & STORE EVENTS
SIGN UP FOR OUR WEEKLY EMAIL AT WWW.WHEATSVILLE.COOP

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I ♥ Wheatsville

Here's some of the love you gave us! Got love?
I ♥ Wheatsville forms available at Hospitality.

"You have the best donuts!!!"

"Amazing chai. Only in India have I tried good chai! But this is amazing! I love it!" Karla I.

"I love your store and the bulk granolas are the BEST IN TOWN!"

"Best cheap meal in town. I'd make rice and beans, but I just can't make it the way you do."

"They are the best place to shop awesome people and they smile and happy" Josh S

"I love shopping here. The staff are friendly and the store has a cozy atmosphere." Leslie P.

"I was so happy to find this store so close to the Airbnb I'm staying in. This store has a great selection of vegan food and fresh deli items. Reasonable prices and super friendly people." Adrienne A.

Husband said "Can't you just buy that online?" Wife replied "Probably, but I would rather shop here."

"My favorite place in the world!"

"Yaaaayy I'm so happy to be here!!!!"

"Coming here gives a meditative feeling, because there are such good vibes. It's because of the people you have working here." Paulette M

"I've been coming here for 30 years. Y'all are the nicest in town!"

"Delicious everything, as always! As Texas ex-pats (texpats?), Wville is always our first stop back in town! Thanks for always exceeding expectations!"

"I love your produce department. They always have awesome fresh items. The Turmeric root is the freshest I've ever seen." Shai-Ann S

"She's the nicest person alive!" Child speaking to parent after placing a deli order with Corey Kay

Child to mom, "Can we move closer to here?"

"I was out of town for 3 weeks and I really missed Wheatsville!" Katie

"This is my first time here. Y'all are so nice here. Great customer service!"

"I haven't been here in a long time. It's good to be back. It's still the greatest grocery store in the world."

**are your kids
coop explorers?**

Kids, ages 12 and under, are invited to join the Co+op Explorers and be eligible to receive one piece of fruit from the Co+op Explorers basket! Kids simply need to sign up with grown-up at the Hospitality Desk. Each child will be issued their very own super official Co+op Explorers card!