

# THE WHEATSVILLE BREEZE

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



"It looks like you have a **Wheatville Owner Perk coupon**. Would you like to apply it to today's transaction?" Many Owners have unexpectedly heard this phrase as they check out over the last few weeks, only to be delighted by having a portion of their total deducted. Were you one of them? If so then you have used a Wheatville Owner Perk!

**So what are Wheatville Owner Perks?** It's our new reward system only for Owners. We appreciate that you have invested in a **local, democratically member owned** grocery store and want to reward you for that. Wheatville Owner Perks are a blend of e-coupons that can be redeemed at the register, deeper discounts on the already popular **Owner Deals** program and loyalty points that can be redeemed on the products that you love the most.

**How do they work?** Really simply, that's how. All Owner Perks are tied to Owner accounts. We send you an email to remind you when a Perk is available. All you have to do is shop and at check out your friendly cashier will ask if you want to apply it. Then watch the savings happen. If you haven't been getting our emails make sure to **update your account** by visiting [www.wheatville.coop/membership/owner-center](http://www.wheatville.coop/membership/owner-center)

**When can I get them?** All year! Co-op Owners don't have to wait for a few days a year to find value in their ownership. These coupons happen throughout the year to offer you great savings. That way if you miss it you won't have to wait months for another chance to save.

We value the Owners that have invested in us and we aim to delight you every time you walk through our doors, no matter what your grocery budget is. From a hello as you walk in, to delicious samples of our signature items, Wheatville Owner Perks are just another reason to shop at the friendliest store in town.



## TASTE OF THANKSGIVING

Saturday, November 23rd 12-2pm both stores

Join us for our traditional Taste of Thanksgiving Sampler —from entrees to traditional pies, try a bite of all your holiday favorites!

## Holiday Sampling November 2nd– 23rd

Every Saturday & Sunday, 12-4pm at BOTH STORES

Drop by any weekend in November from the 2nd-23rd for a taste of some of our most popular holiday favorites!

We're happy to help you figure out the perfect menu for you and your guests.



Niki Nash presents a door prize to a lucky Owner at the Annual Owner Meeting! Story and more pictures on page 8.

## Holiday Hours:

- Wed, Nov. 27 OPEN 7:30am–11pm
- Thurs, Nov. 28 Thanksgiving Day – OPEN 7:30am–1pm
- Fri, Nov. 29 OPEN 10am–8pm
- \*\*\*\*\*
- Tues, Dec. 24 Christmas Eve OPEN 7:30am–7pm
- Wed, Dec. 25 CLOSED for Christmas
- Thurs, Dec. 26 OPEN 10am–8pm
- Tues, Dec. 31 New Year's Eve OPEN 7:30am–8pm
- Wed, Jan. 1 New Year's Day OPEN 10am–9pm

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# Caring for Our Community: Wheatsville Community Action

## Community ACTION



**CENTRAL  
TEXAS  
FOOD  
BANK**

This November we are celebrating the spirit of this season of food and togetherness with our owner elected Community Action nonprofit, the **Central Texas Food Bank!** For nearly 40 years they have made it their mission to nourish hungry

Texans, and to lead our community in ending hunger for good. Every dollar donated to CTFB provides five healthy, nutritious meals, supporting local families in crisis. Working with food donors from across the country, financial support-

ers in our community, and volunteers, the Central Texas Food Bank works tirelessly to fill unmet food and nutritional needs in central Texas, serving more than 200,000 individuals each month! To find out more about their amazing work, please visit their website at [www.centraltexasfoodbank.org](http://www.centraltexasfoodbank.org), and be sure to support them at our registers by rounding up in November!

Each year during our annual owner election, Wheatsville owners vote for 11 local nonprofit organizations to support in the coming year. Throughout a selected nonprofit's assigned month customers can support them at the registers by rounding up their totals, and at the end of the month Wheatsville will donate an additional \$1,000 to the organization.



**Caritas  
of Austin**

Ending Homelessness Together.

In December, we at Wheatsville would like to invite you to join us in supporting **Caritas of Austin**. Caritas' mission is aimed at preventing and ending homelessness throughout Greater Austin. They achieve this by providing a service continuum for those experiencing poverty that begins with a safety net, and then links them to various personalized resources to help them achieve self-sufficiency. Caritas' clients include households of all sizes; many of whom are veterans, refugees, women, and children. Using this compassionate and multi-layered approach, Caritas of Austin is able to end the cycle of poverty for hundreds of people in our community each year. We will be rounding up at our registers for this great cause all December! You can find out more about how Caritas is fighting the cycle of poverty right here in Austin and other ways you can help at their website [www.caritasofaustin.org](http://www.caritasofaustin.org).

Thanks to our shoppers for raising **\$14,487.51** for **MEALS ON WHEELS CENTRAL TEXAS** in August!

**\$12,708.70** was raised for **URBAN ROOTS** in September!

Thank You!



### Co-op Principle Number 7: Concern for the Community

Here at Wheatsville, giving back to our community is truly a part of who we are at our core! We are so proud of our Community Action Program, where our customers round up at the registers in support of an owner elected nonprofit organization each month, but we also pride ourselves on taking our commitment to our community one step further with staff volunteer opportunities at local nonprofits! On October 1st five Wheatsville staff got together to take part in one such volunteer opportunity, joining our September Community Action Partner, Urban Roots at their farm for a little harvesting! We had the opportunity find out more about this amazing organization while tending their fields and taking part in their first harvest of autumn! This was just one of many wonderful volunteer events the Wheatsville staff have taken part in this year, and with more just around the corner, we can't wait to give back more to our community that we are so proud to support. — Karen Kovalovich

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Wheatsville Board of Directors' meetings are usually held on the third Tuesday of every month. Check [wheatsville.coop/membership/board-of-directors](http://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 2019 Board of Directors**  
**Rose Marie Klee, President**  
**Jason Bourgeois**      **Doug Addison**  
**Brandon Hines**        **Megan McDonald**  
**Lisa Mitchell**         **MeriJays O'Connor**  
**Lyz Nagan**              **Melissa Sledge**

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 TX.

# Meet Guadalupe's New Store Manager: Alissa Ziemianski



I've been in love with co-ops since the first time I walked into Cleveland Food Co-op and ate an applesauce based vegan carob cookie when I was 12. Since then, I've been a food co-op member/owner in nearly every city I've called home—Central Co-op in Seattle, Harvest Food Co-op in Boston, Wheatsville, and Chico Food Co-op in Northern California.

My career started working in underserved communities across the country with City Year, a flagship AmeriCorps program. Those eight years at City Year were life changing and provided me with incomparable experience in non-profit administration, building culture, managing for diversity and inclusion, leadership development, and exposure to some of the greatest social change-leaders in the world. I moved to Austin in 2006 to serve as the Director of Education with Greenlights for NonProfit Success (now called Mission Capital).

I also served at OneStar Foundation as a Training Specialist, the Director of Marketing and Youth Programming at Austin Film Festival and the Business Program Manager at AllClear ID. As a volunteer, I served as the Fundraising Board Chair for Austin Voices for Education and Youth and as the President of Austin Coed Soccer Association.

In other words, I did a lot of cool stuff in a lot of neat places with a lot of amazing organizations and people. But couldn't seem to find my way into a co-op career until an opportunity to manage the Front End department at a northern California co-op presented itself.

Just back from Nor-Cal  
My experience is vast  
Wheatsville here I am!

I've spent the last several years at Chico Natural Foods Co-op (CNFC), most recently as the Operations Director (also known as the Store Manager). You may have heard about Chico and the Camp Fires on the news last November. Our community was devastated by the most destructive fires in US history. We lost entire neighboring towns that house many staff, owners and customers.

With the support of my co-op, I was able to leverage social media and our greater cooperative community to mobilize volunteers, and provide thousands of dollars in cash and in-kind donations providing relief and recovery for the fire's survivors. The co-op served as a resource center and a space for survivors to be held in moments of compassion—feel safe, share their stories and receive nourishment. The absolute embodiment of Cooperative Principle 7, Concern for Community. Although the scale and scope of CNFC is smaller than Wheatsville, I can't imagine any other cooperative experience would have me better prepared for the important work we have ahead of us at Wheatsville.

I actually found Wheatsville just a few days after I first moved to Austin in 2006, and I immediately felt at home. Modern Love by David Bowie was playing and a cashier was unreservedly singing along—I knew one day I would be a part of this team. It just took 13 years. Ask me questions, tell me about yourself! I am thrilled to be your new Store Manager!



## & New Brand Manager: Nick Conn

The first time I heard the phrase "The friendliest store in town" was in 2018 far from Austin. I was overlooking the grand Columbia River Gorge in Stevenson, Washington at a conference for grocery co-op marketers. Former Wheatsville Brand Manager Raquel Dadomo was presenting on owner engagement and I immediately felt that messaging resonated with me. I have always been customer service focused and I loved that a store, especially a co-op put it front and center into their brand. Little did I know that in a just over a year later I would be applying to that very store, one that many consider to be one of the most iconic grocery co-ops around.

Though I have a passion for marketing, that is not what brought me to co-ops. I started in natural foods as a meat cutter in a store in Portland Oregon in 1999. Many years (and even more jobs) later I moved to Sacramento California and applied to my first co-op, The Sacramento Natural Foods Co-op. I was hired in the Produce Department and really fell in love with it: the products, the principles and the people. I really felt like I was home. After a few years in Produce, a job opening for an assistant opened in the Marketing Department. I was ready to try and serve my co-op in a new way so I applied and it changed my life completely. From there I moved in to my role as Digital Content Coordinator (think Facebook and videos about food) and eventually to their Brand Manager.

Marketing for co-ops is a unique occupation. In many ways it's the easiest job there is. Yes we face competition from multi location megastores, especially here in Austin, but as my predecessor Raquel said, here at Wheatsville you practically trip over the stories. And I couldn't agree more. That is our competitive advantage! The stories of farmers, owners and our community all under the roof of the friendliest store in town!

What's your story? I'd love to hear it. Contact me at [nick@wheatsville.com](mailto:nick@wheatsville.com)

Total Co-op Owners as of Oct. 19

24,141!

If you have an ownership inquiry or need to update your mailing info, please contact Karen at [membership@wheatsville.coop](mailto:membership@wheatsville.coop)

**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](http://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.



## Turkey & More For Your Festive Holiday Meal by Jaime Martinez, Meat & Seafood Coordinator

Happy Holidays! This is the time of year when we come together with family and friends to enjoy great food, company and share priceless memories. Wheatsville is committed to providing the very best options for you that focus on hu-

manely raised animals and that personal touch that helps take the stress of figuring out your memorable holiday dinner.

Turkey has traditionally been the go to protein for holiday meals. Turkeys are low fat, big enough to feed a crowd of hungry holiday eaters and can be prepared multiple ways including traditional roasting, smoking with your favorite woods, and frying for a juicy non-conventional eating experience.

This year Wheatsville will also have some other options for your special holiday meal. From **Meyer Natural Angus Beef**, who pride themselves on humanely raised beef, we offer their **Rib Roast**. Also, **Local Free Range Bison Tenderloin** from **ROAM Ranch**, These are limited so make sure to place your order soon!

And last, but certainly not least, we will have **Hickory Smoked Sea Salt & Pepper Crusted Bone-In Pork Loins**. These humanely raised bone-in pork loins will be frenched and tied to make your dinner presentation a hit! Choosing any of these options will make your meal uniquely special!



All of our Turkeys are  
**HORMONE FREE, ANTIBIOTIC FREE,  
VEGETARIAN FED, and Non-GMO.**

### Best Value Mary's Turkeys

**Mary's Natural & Organic Turkeys** – Both are fed a Non-GMO vegetarian diet. No pre-order necessary.

**Mary's Heritage Turkeys** – Limited Supply, Pre-order suggested.

A uniquely American turkey, the authentic Heritage Turkey is the turkey that our forefathers knew and cherished. The Narragansett, the oldest United States turkey breed, and the Bourbon Red are the two varieties that are considered Heritage turkeys. These turkeys can fly and still roost in trees. They have naturally darker meat, larger thighs and smaller breasts. This can cause changes to the cooking times so we recommend a thermometer to cook that turkey to perfection.

#### Mary's Organic and Natural Turkey Breasts

These are smaller which make them great for extra guests or instead of a whole bird for a smaller dinner group.

### Ferndale Smoked Turkeys

This family farm from Cannon Falls, Minnesota prides themselves on a three-generation family tradition of providing the very best free-range turkeys. Perfect for a heat and eat dinner!

## Beef, Bison and Akaushi Wagyu!

### Meyer Natural Angus Beef

#### Rib Roast

These roasts are great for a larger dinner party. You buy these by the rib and each rib weighs about 2lbs and feeds 1-2 persons. Our experienced butchers can help you pick the right size! This will also be available for Christmas, please contact S. Lamar meat department for winter holiday orders.

#### Meyer Natural Angus Beef Tenderloin

This elegant cut of beef is also known as Chateaubriand, which is the center cut of the tenderloin. You recommend 8oz per person. A whole tenderloin weighs 3-5lbs. This will also be available for the winter holidays.

### Local ROAM Ranch Bison Tenderloin

Switch up your traditional holiday meal with this delicious cut. Supply will be limited so don't forget to order today!! This will also be available for Christmas, please contact South Lamar Meat department.

### Local Akaushi Wagyu Beef

Kick up your holiday meal with any of these cuts of local Wagyu beef. We will offer boneless ribeye roasts, boneless NY strip roasts, baron of beef and Wagyu tenderloin. These will be cut to order only, so please place an order as soon as possible!

## Locally Raised Turkeys – Limited Supply

### Whitehurst Heritage Farm

#### Brenham TX

Whitehurst Heritage Farms uses rotational grazing and organic practices to raise their turkeys in a way that mimics animals' natural patterns in nature. They believe in complete transparency in their artisan methods and how they care for their animals. Their free range turkeys are raised on pasture and supplemented with locally-grown fresh-milled feed.

Whitehurst Heritage Farms is owned and operated by Michael and Leslie Marchand and their children near Brenham Texas. Together, along with their children, they decided to return to their roots and raise animals and plants the way they learned from their grandparents. We are SUPER lucky to offer these locally raised turkeys this year and supply is LIMITED, so make sure to place your order soon!



# ALL Our Holiday Hams are Hormone & Antibiotic Free and Fed Vegetarian Feed!



## Niman Ranch Natural Hams

Niman Ranch and its network of U.S. family farmers and ranchers raise livestock, humanely and sustainably, to deliver the finest tasting meat in the world. Their network has over 750 family owned farms!

Niman Ranch smoked hams are brined in a salt and maple sugar solution, then slow smoked over applewood. Although these hams are fully cooked, for larger hams we recommend an hour or more in the oven to heat it through. Before reheating is a great time to add a glaze to your ham

### Niman Ranch Spiral Cut Bone-In Half Ham

A traditional holiday ham, it's about 8-10 lbs, and can feed 1-14 people. It comes with a packet of glazing seasoning, but you can use your own or none.

### Niman Ranch Jambon Royal Ham

Prepared in a European style, this 4-5 lb ham is cut in a different shape and packed with smokier and saltier flavor.

## Seasoned In-House Coleman Natural Pork

### Hickory Smoked Salt & Pepper Crusted Bone-In Pork Roast

Spice up your holiday meal with this cut that is seasoned in house and tied by our experienced butchers. This cut is typically 8 ribs and feeds about 8 people. Each rib is basically a bone in pork chop.

## Seasonings

We will have **Bill Baron's Turkey Brine Kits, Holiday Poultry Mix, Hickory Smoked Sea Salt & Pepper Blend and Honey Orange Ham Glaze** to help you season your protein to perfection. All these seasonings are MSG-free, NON-GMO project verified and made in small batches to ensure optimum taste. Ask your Wheatville butcher for more information.



## To Place Your Thanksgiving Order

We start taking orders November 1st on our Thanksgiving **ORDER FORM** on our website at [www.wheatville.coop](http://www.wheatville.coop). No web access? Stop by the Hospitality Desk and we will place the online order. Orders **DO NOT** need to be placed for Mary's Natural and Organic Turkey, we order plenty.

## To Place Your Winter Holidays Orders

Please contact the Guadalupe or S. Lamar meat department.

## Locally Produced Ham

### Pederson's Natural Farms

Pederson's hams are produced in Central Texas and come from sustainable family farms that not only raise their own hogs but ALSO grow their own grain to feed their animals; these hams are great choice for the taste of Texas. Supply is limited, so order early.

#### Local Pederson's Organic Spiral Sliced Bone-In Smoked Hams

Certified organic and perfect for large family gatherings.

#### Local Pederson's No Sugar Spiral Sliced Bone-In Smoked Hams

This paleo-friendly pork is a great choice for that large family meal or if you want plenty of leftovers.

#### Local Pederson's No Sugar Spiral Sliced Boneless Smoked Ham

Paleo-friendly pork. Add your own glaze to enhance the flavor of this fine ham.



## Wheatville OWNER PERKS

## CO-OP OWNERS!

Please update your email information now to receive notifications of expanded Owner Perks!

Contact Karen Kovalovich at [membership@wheatville.coop](mailto:membership@wheatville.coop) or at <https://wheatville.coop/membership/owner-center>

# Veggie Lasagna with Butternut Béchamel

Adapted from thekitchn.com by Lisa Weems

## Ingredients

1 pound lasagna noodles	¼ cup white wine
2 to 2.5 lb butternut squash	(can sub water or stock)
Olive oil	1 cup milk,
Salt and pepper to taste	plus additional as needed
1 large bunch Swiss chard, well washed	1 tsp freshly grated nutmeg
1 pound cremini mushroom, washed and sliced	1 lemon, zested
1 medium onion, diced	1 tsp minced fresh thyme,
4 cloves garlic, minced	plus additional leaves to garnish
	1 cup shredded fresh mozzarella
	½ cup grated Parmesan

Preheat oven to 375°F. Lightly grease a 9x13" baking dish with olive oil.

Bring a large pot of salted water to a boil. Add the lasagna noodles and cook as directed on the package. When noodles are done, drain and lay on kitchen towels to dry.

Meanwhile, peel and seed the squash and cut into 1" cubes. Toss with about a tablespoon of olive oil and several pinches of salt and pepper. Spread on a baking sheet and roast 40 minutes, stirring occasionally, until squash is very tender.

Remove the chard leaves from the center rib and set aside. Chop the ribs into ½ inch pieces. Stack several leaves and roll into a cigar shape, then cut the leaves crosswise into thin strips.

Heat another tablespoon of olive oil in a 10" skillet. Turn heat to medium-high and add mushrooms. Cook without stirring until mushrooms are nicely browned, about 5 to 7 minutes, then flip the mushrooms and cook for an additional 3–5 minutes. Turn heat to medium and add onion to the pan. Cook, stirring frequently, until onion is softened, about 5 minutes. Add garlic and chard stems and cook, stirring frequently, until garlic is fragrant. Add the chard leaves and white wine and cook until the leaves are tender and wilted, about 3–5 minutes. Remove from heat and season with salt and pepper.

Remove squash from oven and cool slightly. Transfer squash to a large bowl and add ½ cup milk, nutmeg, lemon zest and thyme. Use an immersion blender, blender or food processor to puree the mixture, adding the remaining milk as you go. Add extra milk if necessary to make a smooth creamy sauce. Add salt and pepper to taste.

To assemble the lasagna, combine the mozzarella and Parmesan. Spoon about ¼ of the butternut sauce into the bottom of the prepared baking pan and spread to thinly coat the bottom of the dish. Place four noodles on top and spread with 1/3 of the remaining sauce. Top with half of the mushroom and chard mixture and ½ cup of the cheeses. Add another layer of noodles, half of the remaining sauce, the rest of the vegetables and another ½ cup cheese. Place the final layer of noodles over the vegetables and spread the remaining sauce over them. Sprinkle evenly with the last of the cheese and thyme leaves.

Cover the lasagna with foil and bake for 30 minutes. Remove foil and continue to bake 10–5 minutes, until top is browned and cheese is melted. Remove from oven and let stand uncovered for 5–10 minutes to firm up before slicing. Serve.



# Sides Make the Meal

by Lisa Weems, Deli Coordinator

We talk a lot of turkey at this time of year, but the Thanksgiving meal is a whole lot more than just the bird. Count on the Wheatsville Deli to provide you with all of the delicious trimmings you need for the complete Thanksgiving feast.

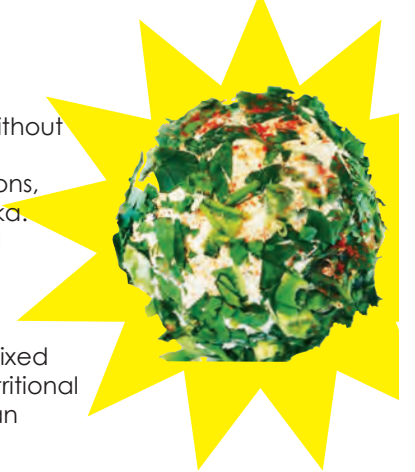
## For Starters

**Garlic Chive Cheddar Cheeseball** (made without gluten ingredients): A Wheatsville classic! A blend of five cheeses, garlic, and green onions, rolled in fresh parsley and dusted with paprika. Great with Bakehouse crostini or thinly sliced baguette.

**Vegan Cheezeball** (made without gluten ingredients): A base of blended cashews, mixed with savory ingredients such as miso and nutritional yeast and lots of fresh herbs. Amazing with an assortment of fresh vegetables!

**Walnut Pecan Pate** (vegan, made without gluten ingredients): This delicious spread of tofu, nuts, and spices is so rich, you won't believe it's vegan!

**Spinach Feta Dip** (made without gluten ingredients): This dip is chock-full of chopped spinach and feta cheese and brightened with a nice hit of lemon zest. A staff favorite!



## Instead of turkey

**Tofurky with Mushroom Gravy** (vegan): We take Turtle Island's famous Tofurky roast and smother it in our amazing vegan mushroom gravy. A great alternative for non-meat eaters.

**Quinoa Cashew Lentil Loaf** (vegan, made without gluten ingredients): This hearty loaf is packed with protein-rich ingredients, veggies, and spices—a terrific and tasty option for those with dietary restrictions.

## On the side

**Green Bean Casserole** (made without gluten ingredients): Our version of the classic—green beans in a rich herbed Parmesan sauce, topped with crunchy slivered almonds. Suitable for low-carb diets!

**Sausage Bread Stuffing:** A traditional recipe made special with our meat department's no-sugar breakfast sausage and our amazing Bakehouse bread!

**Vegan Cornbread Stuffing:** Our own Bakehouse Vegan Cornbread combined with classic aromatics and herbs and moistened with vegan "chicken" broth.

**Vegan Mushroom Gravy:** Our top seller! This thick rich gravy is packed with mushrooms, onions, carrots, and herbs—perfect on turkey, potatoes, stuffing, etcetera.

**Garlic Mashed Potatoes** (vegan, made without gluten ingredients): Super creamy Yukon Gold potatoes smashed with lots of sautéed garlic.

**Coconut Mashed Sweet Potatoes** (vegan, made without gluten ingredients): Sweet potatoes, coconut milk, brown sugar, and a touch of salt.

**Cranberry Orange Relish** (vegan, made without gluten ingredients): This unique chunky sauce is the perfect sweet-tart blend to complement any holiday dish. Also delicious over ripe Brie as an appetizer.

**Roasted Garlic Cauliflower Mash** (vegan, made without gluten ingredients): A delicious low-carb alternative to mashed potatoes for your Thanksgiving table.

## Holiday Partner Spotlight: Willamette Valley Pie Company

Willamette Valley Fruit Company was started in 1999 by the Gerald Roth family, who has been growing berries locally in Salem, Oregon for three generations. What began in 1999 as a small cannery-style operation in a backyard warehouse has quickly turned into WVFC being one of the Northwest's leading processors of high-quality berry products. WVFC is a family-owned business, not a cooperative, but they work closely with an additional 20-30 local growers each year in order to supply all of their various markets.

Each summer they process, on average, 12 million pounds of fruit. They grow strawberries, raspberries, boysenberries, blueberries, a large variety of blackberries, cranberries and the local Oregon favorite, Marionberries.

In 2001, WVFC purchased a pie company from a neighbor just down the road from them. They had been supplying LaSuisse Specialty Foods the fruit for their pies and when LaSuisse decided to sell their business WVFC jumped at the opportunity, not only because it was a natural fit, but because the company had notoriety with the locals for having pies 'as good as grandma's!' WVFC continue to use their original recipes and build the pies from scratch using all-natural ingredients. Since acquiring the business they have added to the product line, supplying grocery stores, farm stands and restaurants in the region PLUS NCG Co-ops!

Co-op shoppers were introduced to Willamette Valley Pie Company pies during our hugely successful 2017 holiday pie program. Now it's a brand shoppers know and trust for great flavor and value. Handmade from scratch with the freshest locally grown whole fruit, these all-natural pies contain no preservatives, starches or additives, and are made with ethically sourced Palm Done Right palm oil. The everyday assortment offers three varieties of eight-inch fully baked fruit pies — marionberry, apple and cherry.

Done right, palm oil can be one of the most sustainable oils in the world, nurturing animals, people, communities and the environment. Not only is Wheatsville supporting this program but all NCG co-ops are. Using Palm Done Right palm oils is improvement that aligns with our shared values and strengthens our commitment to sustainability, environmental stewardship and fair trade practices. [www.palmdoneright.com/en/home/](http://www.palmdoneright.com/en/home/)

We enthusiastically recommend ALL the pies we carry, but the Marionberry has quickly become THE shopper favorite ALONG with the cherry as a close second!



## Great Wines For the Holidays by Shane Shelton, Specialty Coordinator



Like the Republic of California itself, Leese-Fitch was born in the historic town of Sonoma. August Sebastiani, is the president of 3 Badge Beverage Corporation, who make Leese-Fitch wines. Sabastiani is a fourth-generation member of one of California's oldest wine families. The wines they make are highly rated and have won numerous awards, for good reason, they are all fantastic!

We will be featuring a large selection of their wines that are perfect for the holidays, so there is something to please a variety of palates. These wines pair very well with a variety of foods and are perfect for the holiday table. The Pinot Noir and Chardonnay pair particularly well with turkey!

### Leese-Fitch Firehouse Red Blend

Aromatics of blackberry, vanilla, and sage. On the palate blackberry, black cherry, and blueberry. The finish is chocolate, toasted coconut, dried cherry, and a touch of Mexican oregano.

### Leese-Fitch Cabernet Sauvignon

Aromas of raspberry, cherry, cinnamon, vanilla, and subtle notes of oak. The palate showcases plum, pomegranate, blackberry, and rosemary. With dried cranberry, cherry, a hint of cedar on the finish.

### Leese-Fitch Pinot Noir

Aromas of black raspberry and fresh fig. On the palate, flavors of tart cherry, pomegranate, and raspberry. The finish is soft and smooth with dried cranberry and a hint of French oak.

### Leese-Fitch Merlot

Aromas of dark cherry and raspberry with hints of toasted coconut. The palate features dried blueberry, cherry and raspberry preserves. Fig and toasted French oak notes round out the lingering finish.

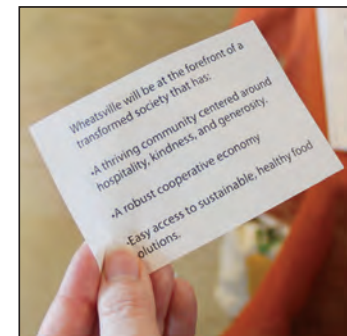
### Leese-Fitch Sauvignon Blanc

Aromatics of bright lemon, and sweet grass. On the palate, Flavors of tangerine, lemongrass, and grapefruit. The finish is crisp with a bright hint of lemon.

### Leese-Fitch Chardonnay

Aromas of fresh red apple, lemon zest, vanilla, and hints of nectarine. The palate showcases lemon, tangerine, and pear. Notes of grapefruit, lime and peach on the finish.

# Great Attendance at The Annual Owner Meeting by MeriJayd O'Connor, Board Member, photos by Nick Conn



Above: the meeting began with the group reading of the Wheatsville Ends Statement

Left: Niki Nash, Interim General Management Team member, reports on the state of the co-op.

More than 175 Wheatsville owners gathered in the South Lamar community room on October 5th to listen and learn about the state of the Co-op. Owners heard members of the Board of Directors and the Interim General Management Team (IGMT) speak about the challenges the Co-op faces in one of the most competitive grocery markets in the country.

The IGMT, made up of Niki Nash, Dana Tomlin and Bill Bickford, informed owners that the main goal of the IGMT is to be able to hand off a healthy and well running Co-op to the next General Manager.

Lisa Mitchell, Board Treasurer, delivered the financial report highlighting the need for increasing sales, "We are focusing on owner retention and re-engagement, and of course attracting new owners. Our sales dipped slightly from 2018 (~\$34.5 M) to 2019 (~\$32.6 M) so we need our 24,000-plus owners now more than ever to shop with us and to spread the word on why they love Wheatsville."



Maish Gupta of Matr Boomie

The love of Wheatsville was definitely felt as Manish Gupta of Matr Boomie expressed gratitude towards Wheatsville. He shared Matr Boomie's story of how, for over a decade, Wheatsville has supported Matr Boomie as a vendor. Matr Boomie jewelry and household decorations are now sold all over the country helping to provide fair wages, healthcare and education to over 1000 artisans in India.

Owners also heard from Regina Rogoff, CEO of People's Community Clinic, one of Wheatsville's Community Action recipients. She reminded owners of how the Wheatsville community lives its values every day at the cash register by rounding up. The community impact is real and very much appreciated.

The annual meeting also gave owners an opportunity to meet the Board Candidates and visit with the Community Action nominees. Candidates and Community Action nominees are on the ballot for the Co-op vote until Friday, November 22. Don't forget to vote!

The Board of Directors would like to show great appreciation and gratitude to all of the owners, staff and guest speakers for making a very successful and enjoyable annual meeting possible.



Board Members (standing): Jason Bourgeois, Brandon Hines, MeriJayd O'Connor, Rose Marie Klee, and Lisa Mitchell.



left-right: Board Candidates Cece Weldon, Brandon Hines, Rachel Fischer



While the grown ups attended the meeting, the kids enjoyed face painting and pumpkin painting!



# THE WHEATSVILLE 2019-2019 FISCAL YEAR ANNUAL REPORT



Niki Nash, Dana Tomlin, Bill Bickford

## INTERIM GENERAL MANAGEMENT TEAM UPDATE

Since taking on the Interim General Manager Team role in August, we have heard many words of support and encouragement from you, our community. Thank you for your emails, chats in the aisles and at events and even a few kind cards in the mail. We

are committed to doing the work to get Wheatsville positioned to thrive into the future and prepared for the next General Manager.

It was wonderful to see so many of you at the Annual Owner Meeting on October 5th. If you weren't able to join us, here's a short overview of Wheatsville's 2020 Business Plan.

## Wheatsville's Current Challenges

### Competition

Grocery competition has been the norm in Austin for decades, but in recent years the level of competition has grown significantly. Since we know that shoppers will only choose 1-3 grocery stores each week for their main shopping, we know that we need to be one of those three choices as much as possible. Delivery services, acquisitions and technology transformation, as well as more food being eaten away from home create additional challenges and opportunities. And while Austin is one of the most competitive grocery environments in the country, this scenario is playing out nationally as long-standing food co-ops struggle to contend with major corporate chains.

### Pressure on Pricing

All grocers are focused more than ever on price, resulting in downward pressure on both sales and margins. The cost of food and goods continues to rise over time so the daily question becomes "Do we raise the price or lower the margin?" We've heard loud and clear through surveys, social media and in-person discussions that price is the top reason shoppers cite for not coming to Wheatsville as frequently.

### Commitment to Livable Wages

In 2015, Wheatsville launched a livable wage and benefits program for all staff. While we are proud to have been among the first businesses in Austin to offer such a program and are committed to making bi-annual market adjustments, the increase in wages does create additional pressure on the bottom line.

### Result

These factors—downward pressure on sales and margins combined with upward pressure on wages—have resulted in multiple years of negative net profit. While one or two years of negative profitability is not necessarily alarming, Wheatsville must change its current financial trajectory if it is to remain sustainable moving forward.

## Action Plan

### Our Interim Role

The factors, outlined above, necessitate that we redouble efforts to improve operations and financial performance while also addressing our organizational structure to operate as efficiently as possible. These efforts are aimed at creating increased cash flow in order to build the reserves necessary to take the next step(s) in Wheatsville's BIG Direction and to deliver the co-op to the next General Manager in better shape than it is today.

### Create Compelling Reasons to Shop

Wheatsville is a community organization, therefore we want to see all the various people from the greater Austin area shopping with us. To encourage frequent, inspiring and satisfying shopping trips, we will be renewing our commitment to being the "Friendliest Store in Town" by focusing on authentic connections with shoppers, delighting them with new products and meal solution possibilities as well as identifying ways to be more inclusive and diverse. We will also be putting even more attention on the quality of fresh foods as well as reducing out-of-stock rates across the stores. You may have recently noticed a survey request at the end of your receipt—please use it! Let us know how we're doing so we can make quick adjustments to the Wheatsville experience.

With the aforementioned pressure on pricing, we will be adding many new items to our successful **Co+op Basics** program—providing high-quality, accessible, organic foods for every type of household. Other programs that promote affordability at the co-op include **Co+op Deals**, **Fresh Deals**, **Super Awesome Weekly Deals**, **Big 3 Day Deals** and our newest and most popular: **\$5 Dinner!** Additionally, look for recurrent **Owner Coupons & Perks** intended to encourage owners to shop more frequently as well as hundreds more Owner Deals in the aisles each month at big discounts for owners only. Come and see us more often, tell us how we're doing, and bring your friends!

### Efficiency of operations

In order to ensure the sustainability of our co-op and put it on sound financial footing, it is important that we operate within our means. Over the coming months, we must take the necessary steps to rightsize our staffing levels to operate more efficiently. This will include assessing all work performed with an eye toward simplifying administrative functions and maximizing shopper value. We will also work to cross-train frontline staff to ensure we are able to address customer needs as efficiently as possible. While this will not be easy work, it is critical that the co-op address staffing efficiency in order to operate sustainably in the current market.

### Strengthen Organizational Culture

Our BIG Direction goal of More Happy People needs to include the co-op's staff just as much as it applies to owners, non-owner shoppers, and other community stakeholders. We have partnered with Austin's SAFE Institute, a tremendous community resource who've worked with our independent business neighbors Alamo Draffhouse and BookPeople. On their recommendation, we'll be holding staff "Listening Sessions" for all Wheatsville staff in order to put together a "scorecard" to list the areas of focus and progress on goals. Diversity, equity, inclusion, communication, engagement, safety, and harassment/abuse are all issues we're expecting to address as well as whatever else emerges from these sessions. A co-operative, friendly, family-feel work environment is at the top of the list for why employees are happy to work at Wheatsville. By meeting these challenges head-on, we hope to further strengthen the culture we've built here at Wheatsville and ensure it passes on to the next generation of Wheatsvillagers!

Thank you for reading this abbreviated version of Wheatsville's 2020 Business Plan. We hope you are feeling engaged in Wheatsville's challenges and the plans for successfully overcoming them. Please feel free to email us your thoughts and feedback or say hi the next time you're in the stores. We're so glad you're here!

Bill Bickford      bbickford@wheatsville.coop  
Niki Nash          niki@wheatsville.coop  
Dana Tomlin       dtomlin@wheatsville.coop



# THE WHEATSVILLE 2018-2019 FISCAL YEAR ANNUAL REPORT

## Wheatville Co-op Income Statement Compared to Business Plan Fiscal Year Ending June 2, 2019

	ACTUALS	PLAN
<b>SALES</b>	<b>\$32,901,247</b>	<b>\$34,516,282</b>
Cost of Goods Sold	\$20,305,538	\$21,403,991
<b>Gross Profit Margin</b>	<b>\$12,595,709</b>	<b>\$13,112,291</b>
Personnel Expense	\$8,307,155	\$8,722,961
Depreciation & Amortization	\$513,484	\$502,239
Other Operating Expenses	\$3,613,327	\$3,539,392
Interest on Bank Loan	\$165,432	\$169,949
Other Non-Operating Expenses less Non-Operating Revenues	\$167,304	\$28,817
<b>Net Income &lt;Loss&gt; before Income Tax</b>	<b>-\$170,993</b>	<b>\$148,933</b>
Provision for Taxes	-\$35,000	\$0
<b>Net Income &lt;Loss&gt;</b>	<b>-\$135,993</b>	<b>\$148,933</b>

## Income Statement

The income statement, sometimes referred to as a P&L or Profit and Loss statement, is a summary of revenues and expenses. It shows the financial results of a company over a period of time. In this case, it shows Wheatville's revenues and expenses for the fiscal year ending June 2, 2019. Wheatville's sales were \$32,901,247, a 5.5 % decrease from FYE18. Guadalupe sales continued to decline year over year, and this year the Lamar store joined in the negative trend.

Cost of Goods Sold (COGS) is the amount of money spent on product in an accounting period. It is the biggest single expense category at the co-op, with approximately 62¢ of each dollar spent by consumers going to procure merchandise from local and national vendors.

The next biggest expense category is personnel. We spent a little over 25¢ of every dollar on personnel expenses including wages, benefits and payroll taxes. This amounted to \$8,307,155. This amount was less than budgeted dollar-wise and lower than FYE18 as we find ways to become ever more efficient in our work, and work to keep labor budgets appropriately tied to sales.

Our Net Income before Taxes was \$-135,993, -0.41% of sales. This negative outcome is particularly disappointing when compared to the positive Net Income in FYE18.

## Balance Sheet

A balance sheet is a snapshot of the financial condition of a business at a specific moment in time, typically the close of an accounting period. The balance sheet is one way to assess the financial strength or health of a business. The total assets of Wheatville Food Co-op as of June 2, 2019 were \$8,879,093. Of that \$2,711,894 is considered "current" meaning it is relatively liquid. This includes cash and cash equivalents, inventory, etc. One measure of a business' financial health is called the "current ratio". This measures the ability of a business to pay off its financial obligations in a timely manner. It compares the current assets of the business to its current liabilities. Our current ratio as of June was 1.27 to 1, a decrease from FYE2018, but still consistent with our positive benchmark.

Our overall member equity, the value of co-op assets collectively owned by the members after subtracting all debts owed by the co-op, is \$3,818,399. This equity includes member capital paid in by our owners \$1,399,360, member investor shares \$1,651,200, and retained patronage \$1,043,125 (the portion of patronage allocations not paid out in rebates since 2005). The rest of our equity consists of our retained earnings balance reflecting the fact that expenses have exceeded revenue over the life-span of the co-op.

The bulk of Wheatville's liabilities stem from a single loan with Capital Impact Partners, representing consolidated debt from the 2009 Guadalupe renovation, the 2013 opening of the South Lamar location and the 2017 Guadalupe refresh.

The income statement and balance sheet presented here summarize Wheatville's financial performance for the year as verified by an external CPA. Please see the Audit and Review Committee Report for more information on the audit process.

## Wheatville Co-op FYE19 - FYE18 Balance Sheet Comparison June 2, 2019 vs June 3, 2018

	06/02/19	06/03/18	Year-to-Year Difference
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash	\$1,236,755	\$1,486,084	(\$249,329)
Accounts Receivable	\$177,912	\$95,657	\$82,255
Inventory	\$1,176,117	\$1,037,310	\$138,807
Prepaid Expenses	\$121,110	\$166,982	(\$45,872)
<b>Total Current Assets</b>	<b>\$2,711,894</b>	<b>\$2,786,033</b>	<b>(\$74,139)</b>
<b>FIXED ASSETS</b>			
Property & Equipment	\$5,492,859	\$5,920,682	(\$427,823)
<b>OTHER ASSETS</b>			
Equity & Deposits in Cooperatives	\$545,340	\$526,032	\$19,308
Deferred Taxes	\$129,000	\$94,000	\$35,000
<b>Total Other Assets</b>	<b>\$674,340</b>	<b>\$620,032</b>	<b>\$54,308</b>
<b>TOTAL ASSETS</b>	<b>\$8,879,093</b>	<b>\$9,326,747</b>	<b>(\$447,654)</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>CURRENT LIABILITIES</b>			
Accounts Payable	\$1,044,890	\$1,037,713	\$7,177
Accrued Expenses	\$686,510	\$660,429	\$26,081
Investor Shares Dividends Payable	\$57,124	\$58,831	(\$1,707)
Current Portion of Long-Term Debt	\$338,924	\$323,613	\$15,311
<b>Total Current Liabilities</b>	<b>\$2,127,448</b>	<b>\$2,080,586</b>	<b>\$46,862</b>
<b>LONG-TERM LIABILITIES</b>			
Long-Term Debt less Current Portion and Unamortized Debt Issuance Costs	\$2,933,246	\$3,267,881	(\$334,635)
<b>TOTAL LIABILITIES</b>	<b>\$5,060,694</b>	<b>\$5,348,467</b>	<b>(\$287,773)</b>
<b>OWNERS' EQUITY</b>			
Investor Shares	\$1,651,200	\$1,692,900	(\$41,700)
Membership Capital	\$1,399,360	\$1,324,425	\$74,935
Retained Patronage	\$1,043,125	\$1,043,125	\$0
Retained Earnings	(\$275,286)	(\$82,170)	(\$193,116)
<b>Total Owners' Equity</b>	<b>\$3,818,399</b>	<b>\$3,978,280</b>	<b>(\$159,881)</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$8,879,093</b>	<b>\$9,326,747</b>	<b>(\$447,654)</b>

## WHEATSVILLE ENDS

In 2012 we launched our strategic plan for the future called Wheatville's BIG Direction. This was our approach to amplifying the impact we were having with our one store on Guadalupe by adding additional stores over time to help us create More Local, Organic, Sustainable food, More Co-op Economy and More Happy People. We had tremendous growth in positive impact with our opening of South Lamar five years ago, but predictably our impact measurements level out with our sales. With a decrease in sales this year, many areas where we've historically measured impact have had corresponding decreases, further illustrating that increasing impact happens with increasing sales. These "in-between" years still demonstrate our impact and this report (based on the Ends report we produce for the board) is intended to show what progress we made this past year toward Wheatville's BIG Direction.

Some numbers of note from our Ends Report:

(continued on next page)

# THE WHEATSVILLE 2019-2019 FISCAL YEAR ANNUAL REPORT

## MORE CO-OP ECONOMY

The most obvious way we can grow the co-op economy is by growing Wheatville. After more than doubling our size when we opened a second store in 2013, growth has come harder since then.



We're delighted to see continuing growth in Ownership (and therefore Owner Equity). Your friends and neighbors continue to want to be part of our cooperative enterprise. We've busted through the 23,000 owner mark and broke through 24,000 owners shortly before press time! We've added over 10,000 new owners since 2013!

Increased Owner Equity			
Date	Paid-in Capital	\$ increase	% increase
6/2/19	\$1,390,514	115,586	9.09%
6/3/18	\$1,274,658	84,240	7.07%
5/28/17	\$1,190,418	42,181	3.67%
5/29/16	\$1,148,237	75,668	7.05%
5/31/15	\$1,072,569	135,844	14.50%
6/1/14	\$936,725	169,755	22.13%

Total Fully Invested and Investing Owners					
Date	6/1/15	5/29/16	5/28/17	5/28/18	6/2/19
# owners *	17,813	19,395	21,691	23,352	24,591
% increase	14.53%	8.88%	11.84%	7.65%	5.31%

\* This number represents the total number of Invested and Investing Owners as of the specific date. More customers joining our co-op means more satisfied shoppers increasing their level of involvement in community.

## WHEATSVILLE ENDS POLICY

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

- a thriving community centered on hospitality, kindness, and generosity
- a robust cooperative economy
- easy access to sustainable, healthy food solutions

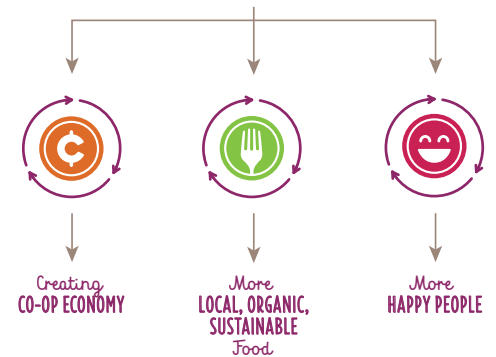
## MORE HAPPY PEOPLE

**Principle 7: Concern for Community and Co-op value of Caring for Others**



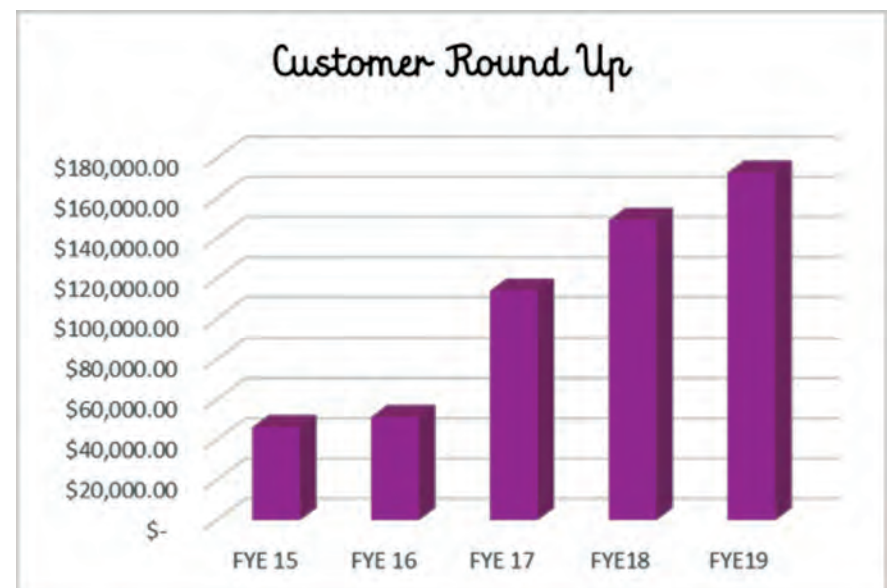
Community Action groups are voted for by the owners to receive a \$1,000 donation from Wheatville plus:

- Round-up donation drive from shoppers
- Volunteer time from Wheatville staff
- Donation of Goods
- Promotions by having their literature at registers
- An invitation to table in front of Wheatville



In FYE 2011, Front End staff created a way for customers to donate to the Community Action groups through Wheatville's registers. Over time we've gotten better and better at raising money, with more and more cashiers asking customers to "round up", and more and more customers participating. Thanks to all our Front End staff who ask to round up and thanks to you for donating and voting for Wheatville's Community Action partners!

Total Donations: Wheatville and Customer				
Year	Wheatville Donations	Customer Round Up	Total	% Increase
FYE19	\$27,912	\$172,599	\$200,511	2.37%
FYE18	\$46,856	\$148,997	\$195,853	17.85%
FYE17	\$54,887	\$113,834	\$168,721	31.86%
FYE16	\$76,714	\$51,239	\$127,953	-13.61%
FYE15	\$102,010	\$46,118	\$148,128	48.47%



continued on Page 12

# THE WHEATSVILLE 2019-2019 FISCAL YEAR ANNUAL REPORT

## ENDS Report *continued from Page 11*

In the last fiscal year, owners and customers donated 15.84% more through the round-up program than they did the year before. Y'all must really love the Community Action Groups you voted for!

### Staff Generosity: Giving Time

While Wheatville has had staff volunteering opportunities for a number of years, we weren't always great at tracking our time. In September 2017, Wheatville began incentivizing staff volunteer participation with a \$30 Wheatville gift card for participation in a volunteer activity. In FYE2018, staff volunteered 121.5 hours, and in spite of a transition in our Ownership and Outreach Coordinator who set up the events, staff logged 90 hours of volunteering during FYE19.

Staff participated in a number of volunteer events:

#### It's My Park Day

Wheatville was the title sponsor of It's My Park day again this year. Eleven Wheatville staff members and family showed up to volunteer at Hemphill Park, directly behind Wheatville on Guadalupe. This is the most popular volunteer event of the year for Wheatville.



#### Meals on Wheels Central Texas

Wheatville did three separate volunteer events at Meals on Wheels in FYE19 helping to sort and pack food for delivery, and deliver it.

#### Principle 6: Cooperation among Co-ops

Our growth over the years as a co-op business and our many excellent programs and achievements has attracted a lot of attention from other food co-ops in the country. We're frequently asked to share our practices and processes with co-ops. There isn't a week that goes by that we don't get one or several emails from food co-op operators and boards asking us how we do something or other the Wheatville Way.

Some of the areas where we are seen as leaders in food co-ops include: our service, being the friendliest store in town, our Open Book Management system, our merchandising excellence, our strategic direction for the future, our board/ GM relationship, our staff culture and commitment to servant leadership. Dozens of food co-ops around the country see us as a role model and would like to emulate the success that we have had. Coordinators have been self-reporting cross-cooperative activity and successfully logged 336+ hours sharing information with other co-ops regarding everything from recipes and communication tools to \$5 Dinner, preparing and presenting at conferences, providing technical support, and serving on other cooperative boards.

Wheatville's BIG Direction is our road map to this world we are trying to create, and our co-op is the economic engine that we need to accomplish great things together. Wheatville remains steadfast in our commitment to our shared values and we plan to find ways to thrive despite the challenges before us. Your participation is essential to Wheatville having a positive impact, and we continue to need you to be ambassadors for Wheatville, and of course, regular shoppers!

Hopefully this report fills you with satisfaction that Wheatville is working hard to grow our positive impact and managing our shared co-op resources in a manner that keeps us sustainable as a business while driving our shared values forward.



#### Sustainable Food Center

Wheatville staff went to SFC's teaching garden and helped do some garden maintenance.



## Board Compensation

by Lyz Nagen, Board Member



Each year, the Board reviews compensation for directors, as outlined in Article 5.11 of our bylaws. We do this annual review to assess whether the existing policy is the policy we want to maintain for the upcoming calendar year. We report our decision to our members in the Annual Report for full disclosure and process transparency.

Giving Directors compensation for their time takes into consideration the many hours directors spend in coop service, including board meetings, committee work, outreach, and other activities. Board members have long received a 10% discount on most purchases at the co-op. In more recent years, the board introduced monthly stipends, currently set at \$300 for the President, \$200 for the Secretary & Treasurer, and \$150 for all other directors. Stipends are not intended as compensation for hours worked, but rather as a way to signal the value of the Board's work to the cooperative and to recognize the effort required to serve effectively.

Compensation to board members via discounts and stipends is quite common among food co-ops. On the whole, our board compensation policy is in the middle of the range. Research about comparably sized food co-ops found that most had monetary compensation varying from \$300 to \$4800 per year for Directors, and discounts varying from 5% to 20%. Increased stipends for Officers are also a common practice.

During our annual review of compensation, the Board discussed the research previously conducted regarding common practices amongst food cooperatives across the nation. In recent years, we have noted the increasing amount of time it takes to serve, as additional trainings, more involved committee work, and increasingly lengthy and detailed monitoring reports have become standard. The coop business is complex, as is the job of the Board.

After considering our current compensation as well as the financial position of the co-op, the Board felt that the current arrangement is both appropriate and sustainable for Board members as well as the cooperative, and voted to make no changes to Board Compensation for the 2020 board. For those interested in sharing their opinions or learning more about Board work, we hold "open time" at the beginning of each regular monthly meeting for whoever may want to come. You can find more information or sign up for open time in the Board section of Wheatsville's website.

## Board Code of Conduct

by Megan McDonald, Board Member



As a first-year Board Director, I learned in the process of running for the board how seriously the Wheatsville Board of Directors takes our ethical responsibilities to our cooperative. Before any candidate is even considered qualified to run for the board, we require that they review, sign, and submit their statement of agreement to policy (B5), "Directors' Code of Conduct."

This policy establishes expectations for behaviors around conflict of interest, confidentiality, and our code of ethics. It dictates that the board must come to meetings prepared to make informed decisions that are in the Co-op's best interests, in good faith, and which supersede any conflicting loyalties. This policy also states that directors should not attempt to exercise individual authority over the organization, but rather that we speak with one voice and support the legitimacy and authority of the board's decisions, irrespective of personal opinion.

To ensure our commitment to our Code of Conduct, the board has established routine practices and methods of monitoring our commitment. At the start of each year, during our board orientation, the board takes time to discuss the Directors' Code of Conduct to ensure that the full board understands our role in managing any real or perceived conflicts of interest. Each director signs a Statement of Agreement (code of conduct/conflict of interest disclosure) twice a year (or more frequently as new conflicts arise that need to be disclosed).

Additionally, each board member annually reviews the policy and rates our performance, and in the May meeting the results are reviewed together to ensure that we are performing well and to share ideas for what we might do to improve. This policy also mandates transparency to owners and includes a provision that we report our "adherence to this policy in each annual report."

This year the overall score for policy B5, "Directors commit to ethical, businesslike and lawful conduct" was 4.9, using a scale from 1 to 5, with 5 being the highest. The majority of sub-policies scored 4.8 or higher, with the average overall score being 4.9. Overall, we believe that the board is adhering well to our Code of Conduct. The entire policy, like all of our policies, can be viewed year round by owners on the Wheatsville Board page: [wheatsville.coop/membership/board-of-directors/board-policy-governance](https://wheatsville.coop/membership/board-of-directors/board-policy-governance).

## Message from the Review Committee

submitted by Lisa Mitchell, Board Treasurer



The Board of Directors appointed board members Lisa Mitchell (Treasurer) and Brandon Hines, along with Wheatsville Owners Jamie Atkinson, Jeff Horvath, and Stephanie Wong to serve as the Audit & Review Committee (ARC) for Wheatsville's 2019 Annual Report to the Owners. In accordance with Wheatsville's by-laws, it is the ARC's responsibility to ensure that the Annual Report is complete, accurate and easy to understand.

To ensure the Annual Report contains all required elements, the ARC reviewed the guidelines for a cooperative's Annual Report to members, which are specified in the Texas Cooperative Association statute and Wheatsville's by-laws. A complete report includes Wheatsville's balance sheet, income statement, total number of shareholders, amount of paid-in capital, and other financial metrics. The ARC can confirm that Wheatsville's Annual Report is in compliance with all legal requirements.

To check accuracy, the Board again hired Wegner LLP, CPAs and Consultants, a professional services firm that specializes in working with cooperative businesses. Wegner's accountants have performed annual audits or reviews of the Co-op's finances for several consecutive years. The firm also prepares the Co-op's annual federal tax return. Wegner reviewed financial statements included in the Annual Report. Consistent with Board policy, Wegner conducted a full audit of Wheatsville in 2019, as it has done the previous five fiscal years. Prior to 2014, Board policy called for a less extensive review in alternating years, the last of which was completed in 2013.

The auditors worked to obtain reasonable assurance that the issued financial statements fairly reflect the cooperative's financial position. Their efforts resulted in a clear, unequivocal opinion confirming the accuracy of the financial statements. In reaching that opinion, Wegner sampled and tested bank reconciliations, accounts receivable, payable accounts, bank statements for notes payable, fixed assets, and depreciation expense as needed to support their opinion. The accountants also reviewed recent tax payments to confirm they were paid completely and on time. As a result of our conversations with Bruce Mayer, a partner at Wegner, and Joe O'Connor, the CPA who led the audit, about their processes, the ARC can report that the audit was conducted in a manner consistent with professional accounting standards. In addition, the accountants said they encountered no issues or problems in the course of the review.

The audit results showed that over the last year, the Co-op's financial condition declined slightly. This is due, in part, to a decrease in sales attributable to a variety of factors, several of which are being felt industry-wide. For example, receiving stock from suppliers has proved challenging across the industry this year, which has led to greater out-of-stock items more frequently than is acceptable. Increasing competition from non-traditional competitors such as big-box stores that are now carrying some natural and organic items is also a factor. Nonetheless, all debt covenants remain resolved with no items open, and liquidity is reduced but still good. Wheatsville continues to focus on sales growth, owner retention and re-engagement, and adding new owners. This coming year we will be putting new energy into enhancing the customer experience to achieve the end of more happy people.

The Board will continue to arrange for independent auditors like Wegner to conduct full annual audits of Wheatsville's financial statements. Audits will include assessment of accounting policies and internal controls relevant to the preparation of the financial statements. The Board continues to monitor Wheatsville's financial results routinely as part of policy governance, as well as creating the Annual Report to Owners.

We hope you find this year's Annual Report easy to understand. Wheatsville is in stable fiscal health and continues to be positioned to anchor Austin's cooperative economy, with the strong engagement of our members. The ARC commends the 2019 Annual Report to Wheatsville Owners for review.

Here are some web links that may be of use as you review the Annual Report: <https://wheatsville.coop/membership/board-of-directors/bylaws>  
<https://wheatsville.coop/membership/board-of-directors/board-policy-governance>

I certify that I am not a principal bookkeeper, accountant or employee of Wheatsville Co-op, Lisa Mitchell, Treasurer, Wheatsville Board of Directors

# Fair Trade – Gifts that are Twice As Nice!

by Cody Atkins, Wellness Coordinator and Adrienne S, Grocery Coordinator



When you are checking off your list of who's been naughty who's been nice this year we hope you consider companies that are certified Fair Trade for your gift giving needs. When you choose Fair Trade, your dollar goes further to improve the lives of people and communities that may have otherwise been exploited. Fair Trade offers these communities a chance to improve their own conditions by providing a fair price for their art forms and provides safer working conditions. At Wheatville, we strive to offer a robust selection of Fair Trade goods year-round but here are a few brands that we like to highlight during the holiday season:



## Andes Gifts

Our favorite knitted goods are back this year and in addition to the very popular Animal Hats for kids and adults, we have a ton of new items! It will make your heart feel warm and fuzzy knowing that they are produced by artisan cooperatives in Peru and Bolivia and brought to you via certified Fair Trade practices. Most are made with either 100% or a blend of alpaca yarn which is compared to cashmere in terms of weight, warmth, and softness.



## Matr Boomie

Matr Boomie are our LOCAL fair trade importers that provide a whole array of goods from stylish jewelry, to eco-friendly gift wrap and bags, to hand-hammered chimes and bells, to ornaments made from sustainably sourced materials. Matr Boomie does a fantastic job of combining quality, style, and affordability with a Fair Trade mission that makes them a staff favorite.



## Lucuma

The artists of Lucuma have been crafting gourd art for hundreds of years. Based in the same Andean region that Andes Gifts come from, Lucuma's illustrative gourds take the form of boxes, figurines, ornaments, and bird houses. In addition to gourd art, we now feature their colorful ceramic art as well!

## Silk Road Bazaar

Silk Road Bazaar is a member of the Fair Trade Federation and produces goods by marginalized artist groups located in the Central Asian country of Kyrgyzstan (bordered by Kazakhstan to the north, Uzbekistan to the west and southwest). They empower women in this area through the creation and distribution of beautiful felted products like the Zooties shoes for babies and toddlers as well as their ornaments, featuring insects and animals.



## And Yummy Fair-Trade Gifts



### Divine Chocolate

Divine Chocolate is co-owned by the 85,000 farmer members of Kuapa Kokoo, the cacao co-operative that supplies the cocoa for Divine products. The cacao produced by this co-operative goes into the Divine Advent calendars, seasonal chocolate bars and chocolate gelt coins that we look forward to every year. 5% of sales from the Milk Chocolate Advent Calendar will go towards empowerment initiatives for the women cocoa farmers of Kuapa Kokoo.



### Equal Exchange Coffee, Chocolate & Tea

Founded in 1986, Equal Exchange is a worker-owned cooperative that is dedicated to democratically organized small farmers and producers. Since their inception, Equal Exchange has been at the forefront of social change AND top-quality coffee, chocolate, and tea all at a great price! They even have a "just add water" (though dairy or plant-based milk work great too) Organic Hot Cocoa Mix that is sure to be a crowd-pleaser at holiday parties. Be sure to get one for yourself too!

### Riojana Fair Trade Wine & Olive Oil

'Tis the season for wining and dining so be sure to pick up a bottle (or six!) of Riojana Fair Trade Wines. Crafted in the lush Famatina Valley in the La Rioja province of Argentina, these high-quality wines are being featured throughout food co-ops like Wheatville across the country. La Riojana is a co-op too and they're committed to sustainable farming practices and developing the families and communities of the producers. Pair their amazing Bonarda-Malbec with a bottle of Organic, Fair-Trade Extra Virgin Olive Oil and you have the perfect gift that comes with an authentic co-op to co-op connection as a bonus.



## Local CONNECTION! for Gifts!

One of the best things about choosing to shop at the co-op is knowing that you're supporting your local community. We already know that co-ops keep a much higher percentage of their earnings local and those dollars will get spent locally again, something economists refer to as the Local Multiplier Effect. So imagine how much more that effect is amplified when you choose your holiday gifts produced by locally owned brands at your local co-op!

### Matr Boomie Fair Trade Jewelry, Gift Wrap, Home Accessories

You're not having déjà vu, Matr Boomie is mentioned in the Fair Trade gift article as well but it is worth re-iterating that they are not only certified Fair Trade but they are local as well! The quality of Matr Boomie's products is paired with a price that will truly impress. Who said you can't have value *and* values?

### Evolution Salt Lamps

These perennial favorites are made from beautiful pink, white, and grey Himalayan salt that is mined in the foothills of the Himalayan Mountains in Pakistan. The natural color of a salt lamp creates a glow that can add beauty to any décor while the bulb gently heats the salt to activate its therapeutic affects

Evolution Salt Co. is the go-to company for Himalayan crystal salt. They are a family owned company that takes great pride in providing the highest quality Himalayan salt products.



### Project Genius Puzzles and Games

Project Genius is focused on curation of quality puzzles, timeless design, modern sophistication and most importantly on the opportunity for each of us to discover our capabilities for ourselves. By designing puzzles with the utmost attention to every detail in mind, Project Genius has curated a line of timeless brainteasers that you'd be just as happy to display as you would be to play.



### A Wild Soap Bar Handmade Soaps

A Wild Soap Bar produces hand-crafted all natural, scratch made soap featuring responsibly local wild-crafted and organically grown botanicals. They donate 1% of gross sales each year to environmental non-profits such as Lady Bird Johnson Wildflower Center and Western National Parks Association through their partnership with 1% for the planet.

### Austin Natural Soap

Austin Natural Soap creates locally inspired soaps that use only the finest natural ingredients. All soap is handcrafted in small batches using plant-based oils. Your skin will feel clean, smooth, and soft. No animal products are used in the creation of their soaps!

Can't decide which local soap to choose? Each one of these brands also offer sampler packs that feature their best sellers!



### Luna Tigre Soy Candles

Luna Tigre is built upon the foundational understanding that the artifacts we choose to keep around us matter; they become a part of us. From how their candles fill your rooms with luscious fragrance to how they look amongst your belongings, they strive to craft products that are deliberate and meaningful.

Luna Tigre candles are hand-poured from 100% soy wax, high quality fragrance oils and cotton papercore wicks. And, after your candle has been used, the glass container can be repurposed into a drinking glass, a coin collection, or, you know, whatever life calls for.

# Staff TOP 10 PICKS



LISA WEEMS, DELI COORDINATOR, GUADALUPE & S. LAMAR



## Decomposition Notebooks

DURABLE AND ENVIRONMENTALLY FRIENDLY NOTEBOOKS FOR ANALOG SCRIBBLERS.

## Wheatsville Housemade Sausage

MY WEEKNIGHT DINNER GO-TO, FOR SOUPS, PASTAS, CASSEROLES, ETC. ETC.

## Yellowbird Serrano Hot Sauce

BEST PIZZA CONDIMENT EVER.



## Texas Keeper Ciders

FOOD-FRIENDLY LOCAL SMALL BATCH CIDERS IN BEAUTIFUL REUSABLE BOTTLES—WIN WIN!



## Wheatsville Bakehouse Rosemary Sourdough Bread

SLICE, SLATHER WITH KERRYGOLD BUTTER, EAT, REPEAT.

## Sea Mobility Joint Rescue Dog Treats

KEEPING MY OLD POOCH SPRY IN HIS GOLDEN YEARS.

## Grillo's Pickles

JUST LIKE THE ITALIAN DELI PICKLES OF MY MID-ATLANTIC YOUTH!



## La Riojana Olive Oil

FAIR-TRADE CO-OP MADE OLIVE OIL AT AN AMAZING PRICE!



## Waterloo Sparkling Water

PERFECT BUBBLES AND CLEAN FRUIT-FORWARD FLAVOR—THE BEST OF THE BUNCH.

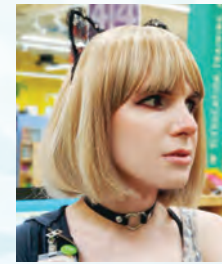


## Matr Boomie Fair-Trade Gifts

GIVE A GREAT GIFT, SUPPORT AN AMAZING CAUSE.

## Staff Spotlight: Chloe Brailsford

Front End Clerk, Guad, Interview by Beth Beutel, HR Generalist



### 1) What is your history with Wheatsville?

I started working as a cashier at the South Lamar location in March of 2016, just living it up and being really cool in South Austin, until I had to move up north and be really cool there, instead! Such is life! Worked at Guad for almost two years now, which is, like, v cool.

### 2) Where are you from and when did you get to Austin?

I am kinda from all over! Born in Arizona, lived in North Carolina for 7 years, Indiana for 8 years, and then I moved with my mum and sis to Arlington in 2007. Moved down to Austin in August of 2009 to pursue film school!

### 3) What is your favorite product at Wheatsville?

My favorite product is...oof, there are several that I buy on the regs (Smitten apples like OMG). I'll say it's really between either those Bakehouse chocolate chip cookies (so amaze and mind-blowing), or the Alter Eco Salted Caramel truffle.

### 4) What is your favorite place to go in Austin?

My favorite place to go in Austin is EASILY the Austin Central Library - six stories with a rooftop garden, a restaurant, an art gallery, an interior that looks like modern Hogwarts, constantly new materials being brought in... It's like if I went to bed and thought, "Dang, I hope for a good dream tonight," the dream would be that library.

### 5) What is something most people don't know about you?

After graduating film school with high honors, I totally ditched out on movies and went back to drawing comics. As of this writing, I am currently tabling at my first comic convention, with my first-ever printed comic book, about which I am SO STOKED.





## Local Vendor Spotlight: Siete Family Foods

Many thanks to Siete Family Foods founder, Veronica Garza for answering our questions about their business.

### Who, when and 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.

### 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.

### 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.

### How did 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.

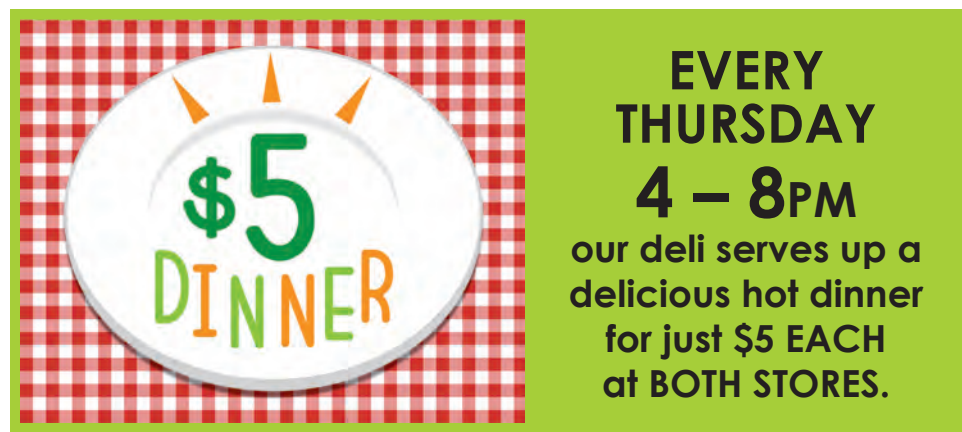


### We know that there is a story about Siete getting started with Wheatsville. Can you tell us about that?

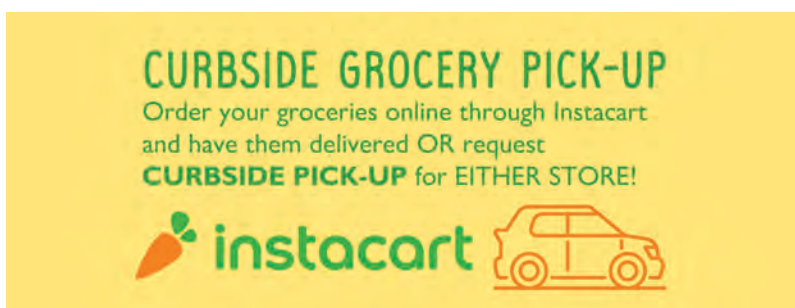
After years of making an almond flour tortilla for friends and family out of my kitchen in Laredo, Texas, we decided to turn a recipe into a business. In 2014, I made a batch of tortillas, put them in a ziplock bag, and drive from Laredo to Austin to approach the buyer at Wheatsville. He loved them and 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 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 become a healthy Mexican American food brand.

### What's 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.



**EVERY THURSDAY  
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our deli serves up a  
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Order your groceries online through Instacart  
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**CURBSIDE PICK-UP** for EITHER STORE!

# Bakehouse Top 5 Holiday Picks

by Robin Roosa, Bakehouse Supervisor



1



## Pumpkin Pie

Hands-down our most popular pie for Thanksgiving! Our handmade crust is made with 100% ORGANIC FLOUR and baked fresh in our Bakehouse. Gently spiced with cinnamon and nutmeg, the only thing that could make this pie any better is a dollop of softly whipped cream. TRADITIONAL or VEGAN

## Bûche de Noël

This rich and decadent dessert features a wheat-free chocolate cake rolled and decorated with smooth and creamy espresso and chocolate buttercreams. This beautifully decorated traditional French holiday treat is a distinctive and delicious finale to any holiday celebration.

2



3



## Cookie Gift Box

You can never have too many cookies at Christmas. This pretty assortment of our buttery almond spritz cookies and spicy gingerbread men makes entertaining and gift-giving a breeze.

4

## Chocolate Cherry Bread

December's Feature Bread is a stunning loaf of our signature sourdough studded with chunks of creamy dark chocolate and cherries. Perfect for a decadent holiday breakfast either toasted or made into French toast. Don't miss this!

## Mini Sweet Breads

These sweet treats are perfect for gift-giving, entertaining or just enjoying with a cup of tea. Our mini sweet breads come in 2 of our favorite holiday flavors—Chai Gingerbread and Cranberry Orange. A sweet and thoughtful solution for gift giving not only to family and friends but for all those hard-to-shop-for folks on your list—teachers, co-workers, hairdressers, etc. Simply tie on a pretty ribbon and you're done!

5



## Latkes for Hanukkah

by Lisa Weems, Deli Coordinator

Hanukkah is a commemoration of the revolt of the Maccabees, during which the oil that the soldiers used to light their reclaimed temple lasted for eight days, though it should only have burned for one. Thus, it is traditional to eat oil-fried foods during the Hanukkah season. One of the most beloved are potato latkes. These savory pancakes were originally made with ricotta cheese—it wasn't until potatoes were widely planted in Eastern and Central Europe during the 1500s that latkes evolved to the crispy potato cakes that are now so beloved!

Latkes taste their very best when made fresh and eaten immediately, but you can make them ahead and freeze them for up to two weeks. Slightly underfry the latkes, then cool and freeze in a single layer (once frozen, they can be put into freezer bags or wrapped in foil). Reheat them in a 375°F oven for about 15 to 20 minutes, flipping once. Sour cream and applesauce are traditional accompaniments. This recipe is easily double or even quadrupled if you are cooking for a crowd.

## Classic Potato Latkes

Makes about 3 dozen  
Adapted from *the New York Times*

### Ingredients:

1 pound russet potatoes, scrubbed  
1 large onion  
2 large eggs  
½ cup matzo meal or flour  
2 tsp. coarse kosher salt,  
plus additional fine salt for sprinkling  
Freshly ground black pepper to taste  
Neutral oil such as canola or safflower for frying



### Method:

Using a coarse shredding disk on a food processor or the largest holes on a box grater, grate potatoes and onions. Transfer mixture to a clean kitchen towel and squeeze and wring out as much moisture as possible, or you can use a salad spinner. Quickly transfer potato onion mixture to a large bowl and mix in eggs, matzo meal, and salt and pepper.

Heat a large heavy skillet over medium-high heat and add about ¼ inch of oil. The oil is hot enough when a drop of batter sizzles immediately when dropped into the pan. Working in batches, drop batter by heaping tablespoons into the oil, then use a spatula to flatten and shape the batter into discs. Don't crowd the latkes too much or the oil temperature will drop, making them greasy. When the edges of the latkes look brown and crispy (about 5 minutes), flip them and cook for another 5 minutes. Transfer the latkes to a tray covered with paper towels or brown paper bags to drain; sprinkle lightly with salt. Repeat with remaining batter.

# Staff TOP 10 PICKS



JESSE GARCIA, WELLNESS CLERK, SOUTH LAMAR



## Andes Gifts Knits

WARM FUZZIES ALL AROUND WHILE SUPPORTING FAIR TRADE WOMEN'S COOPERATIVE!

## Matr Boomie Bells

KEEPS YOUR GARDEN ZEN & PEACEFUL!  
BEAUTIFUL FOR MORNING MEDITATIONS!



## HerbPharm Echinacea Tincture

PROTECT YOUR IMMUNE SYSTEM FROM SEASONAL SICKNESS!

## fitpp! Greens & Reds Superfood

THIS LOCAL AUSTIN BLEND KEEPS YOU FEELING AWESOME & HEALTHY EVERYDAY!



## Booda Butter

PROTECT YOUR SKIN WITH THIS LOCAL AUSTIN VEGAN BODY MOISTURIZER!

## Inesscents CBD Elixir Roll-On

BOTANICAL INFUSED CBD WITH REAL HERBAL POWER FROM OREGON HERBALISTS!



## Texas Keeper Small Batch Ciders

BEST SEASONAL SMALL BATCH SELECTION,  
BEST TO TRY ALL OF THEM!

## SRSLY Chocolate Bars

LOCAL AUSTIN CLEAN INGREDIENT CHOCOLATE!  
TRY THE OAXACAN ESPRESSO!



## Texas Medicinals

### Sacred Heart Organic Herbal Tea

KEEP YOUR HEART WARM WITH THIS LOCAL AUSTIN HERBALIST TEA BLEND!

## Deli Made Golden Milk Latte

GREAT MORNING BOOST WITH A GOLDEN PEP TO YOUR STEP.

## New Year's Tradition: Black-Eyed Peas & Greens

by Lisa Weems,  
Deli Coordinator

It is a long-standing Southern custom to eat black-eyed peas and greens on New Year's Day to bring fortune in the coming year. Black-eyed peas originated in West Africa. The humble black-eyed pea was a staple that



dried well and was available to be eaten in mid-winter. Collards grow well in the South during winter and were plentiful and easy to grow. Eaten along with cornbread, many folks survived during lean years of by eating these nutrient-dense foods. The saying arose, "Peas for pennies, greens for

dollars, and cornbread for gold," so eating these foods on the first day of the year symbolizes financial success in the coming year.

We'll have an array of dishes featuring these traditional ingredients to help you get your good luck on for 2020!

**Lucky Black-Eyed Pea Soup**—tender peas and a whole array of fresh vegetables and herbs simmered in a tasty tomato-based broth. This soup goes wonderfully with our own Bakehouse-made **cornbread** (in spicy Southwestern or vegan varieties), completing the traditional New Year's triad of lucky New Year's Day foods.

**Braised Greens and Black-Eyed Peas**—organic lacinato kale combined with garlic-infused black-eyed peas, caramelized onions, and vegan Bac'un Bits to add that classic smoky flavor.

**Texas Caviar**—a black-eyed pea salad with crisp colorful peppers and a tangy vinaigrette dressing.

**Plain Jane Black-Eyed Peas**—simply cooked and recipe-ready! Try them in this super-easy and tasty hash for the first breakfast of the year: [www.veganricha.com/2016/12/black-eyed-pea-sweet-potato-hash.html](http://www.veganricha.com/2016/12/black-eyed-pea-sweet-potato-hash.html)



## News & Updates

KEEP UP WITH THE LATEST DEALS & STORE EVENTS

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## Together for Kwanzaa December 26 – January 1

The holiday season keeps our calendar full of activity. Some holidays come with a lifetime of tradition, others are taught and learned. Some come with friends and family, others help us take a moment to ourselves to reflect on some aspect of ourselves or lives we want to grow.

Kwanzaa is a cultural African American and Pan-African celebration of family, community and culture with Nguzo Saba (Seven Principles) at its core:

- 1) UMOJA - Unity
- 2) KUJICHAGULIA - Self-determination
- 3) UJIMA Collective Work and Responsibility
- 4) UJAMAA - Cooperative Economics
- 5) NIA - Purpose
- 6) KUUMBA - Creativity
- 7) IMANI – Faith

Created in 1966 by Dr. Maulana Karenga, professor of African Studies at California State University, Long Beach, the Seven Principles (noted in Swahili) act as guideposts much like our cooperative principles. Kwanzaa is a recommitment to these grounding ideas and principles and reaffirmation of a shared identity.

As a co-op, we believe there is community in a shared belief and power in trying to achieve it together. Co-ops are built on the idea of inclusivity and empowerment. Together, we wish you a happy Kwanzaa season.

## Celebrate! the Night the Lights were Lit

Saturday, December 21st

On December 21, 1844 the lights were lit at 31 Toad Lane in Rochdale, England, the first modern cooperative. With just 28 members and open only 2 nights per week, the Rochdale Pioneers sold four key items; butter, sugar, flour and oatmeal. Driven by idealism and a vision of a better social order, the Pioneers became champions of pure food, honest weight, fair dealings, education, community and cooperation. Their founding principles became the framework for co-ops today.

We invite you to celebrate this special night with us! Stop by either store on Saturday, December 21st from 5pm – 8pm for an Pioneer Oatmeal Cookies and music. We look forward to seeing you at the co-op!

