

THE WHEATSVILLE BREEZE

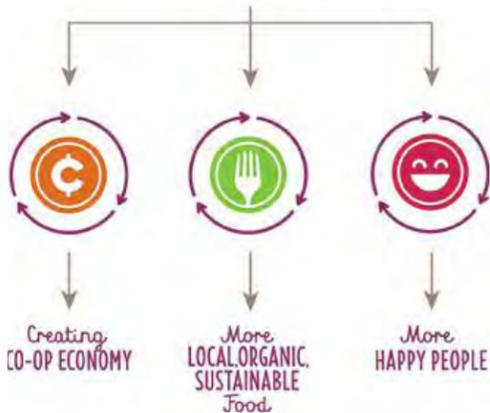
A PUBLICATION OF WHEATSVILLE FOOD CO-OP • 3101 GUADALUPE • AUSTIN, TEXAS 78705



I'm SO EXCITED!!! *by Dan Gillotte, General Manager*

WE'RE (almost) THERE, Hello 78704!

I promise you that NO ONE is more excited that our South Lamar store is (about to) open than ME! I've been planning this thing for years, so I'm delighted to (almost) finally present our 78704 store!



Opening our second store is exciting in lots of ways but for me, the most amazing part of it is making Wheatville's BIG Direction a reality. Upon opening, we immediately create easier access to **More Local/ Organic/ Sustainable food, create More Co-op Economy, and begin to make More Happy People South of the river!**

I've got more to say on page 7!!!



Join us on Saturday, October 19th
at our New Store at 4001 S. Lamar
for our Annual Fall Owner Gathering
and Grand Opening Party!

- Meet Your Board of Directors Candidates
- Live Music
- Yummy Bites & Tastes
- Fun for the Kids
- and so much more....!

Our Annual Fall Owner Gathering will begin at **11am** with festivities to follow! For more details check out our website or sign up for our weekly email. www.wheatville.coop

Shopping Guide
to the new store at
4001 S. Lamar on
pages 8-9

Owner APPRECIATION DAYS!

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, OCTOBER 12TH THRU SUNDAY, OCTOBER 20TH! 

Wheatville Election

Voting starts **Sunday, September 1**, and ends **Sunday, November 3, at 5:30PM.**



To learn more about the candidates, please read the Candidate Forum on pages 14-15 or on wheatville.coop.

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Community Action Wednesday

Community
ACTION
WEDNESDAYS

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

**In June: \$2,437 was donated to Out Youth.
In July: \$2,267 was collected for Hospice Austin
Thank you!**

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



Meals on Wheels and More

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

www.mealsonwheelsandmore.org

The Capital Area Food Bank of Texas is the largest hunger-relief charity in Central Texas providing food and grocery products, nutrition education and social services outreach to 300,000 clients each year through a network of 300 Partner Agencies.



**CAPITAL AREA
FOOD BANK
OF TEXAS**

Community Action Recipients for 2013

January	People's Community Clinic
February	SafePlace
March	Sustainable Food Center
April	Ecology Action
May	Austin Pets Alive!
June	Out Youth
July	Hospice Austin
August	Amala Foundation
September	Meals on Wheels and More
October	Capital Area Food Bank
November & December	Wheatsville Co-op Community Fund



You Own It!

by Gabriel Gallegos, Ownership Coordinator



As a cooperative, Wheatsville operates by and for the co-op owners, people who have voluntarily joined by paying a \$15 joining fee and \$55 investment. Purchasing an ownership in the co-op is a great way to invest in your community and help grow the cooperative economy!

Co-op Owners enjoy:

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

Owner Deals – sale items just for owners

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

Democratic Participation – vote in the Wheatsville Election...*plus more!*
Stop by the Hospitality Desk when you are ready to join!

Total Co-op Owners as of August 11, 2013: 13,081

If you have an ownership inquiry or need to update your mailing information, please contact Gabriel Gallegos, Ownership Coordinator at membership@wheatsville.coop.

DOGGONE IT! WHERE DID YOU GO?

Owners- if you've moved and you're not getting the Breeze in the mail, please email your new address to Gabriel at membership@wheatsville.coop



News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!

Sign up to receive our weekly email on our website
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Hospice Austin
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(512) 342-4700

Toll Free:
(800) 445-3261

Fax:
(512) 795-9053

Main Address
4107 Spicewood Springs Rd.
Suite 100
Austin, TX 78759

Hospice Austin's
Christopher House
2820 E. MLK, Jr. Blvd.
Austin, TX 78702

Williamson County
102 West Morrow St.
Suite 204
Georgetown, TX 78626

HospiceAustin.org

Serving our community for over 30 years.

August 14, 2013

Mr. Dan Gillotte, General Manager
Wheatsville Co-op
3101 Guadalupe St
Austin, TX 78705-2819

Dear Mr. Gillotte,

You affirmed what we know to be true. Your support is evidence of a community's belief that everyone deserves to live their final months, days and hours in comfort and dignity.

On behalf of our patients and families, thank you for your gift of \$2,267.94. Your generosity will help Hospice Austin in our daily work from easing the physical pain of our patients to providing grief support to families.

We would like to send you an emailed report in the coming months on the impact of your gift. If we do not have your email address on file, please send it to development@hospiceaustin.org. In the meantime, I can be reached anytime at (512) 342-4753.

Thank you for your generosity and confidence in our work.

Sincerely,

Grace
Grace Holland Washington
Director of Development

*We are so thrilled
& thankful to be
one of your monthly
benefactors - what
a generous donation!*

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

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Photos by: Aldia Bluewillow, Raquel Dadomo, Robin Roosa, Mark Maddy, Scott David Gordon, and Caroline Robinson except where otherwise noted or not known

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

Wheatsville 2013 Board of Directors

Rose Marie Klee, president
Doug Addison
Marcia Erickson
Steven Tomlinson
John Vinson
Reyna Bishop
Christina Fenton
Kate Vickery
Mark Wochner

The purpose of Wheatsville is to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and nonexploitation.

The mission of Wheatsville is to serve a broad range of people by providing them goods and services, and by using efficient methods which avoid exploitation of the producer and the environment. The focus of this mission is to supply high-quality food and non-doctrinaire information about food to people in Austin TX.

Welcome to the Bakehouse by Robin Roosa, Bakehouse Supervisor

If you haven't heard the exciting news, South Lamar will have its very own Bakehouse on premises where we'll be baking fresh breads from scratch every day for both of our stores. In the true spirit of co-ops, Greg Roach the deli manager at Wild Oats Co-op in Williamstown, MA graciously invited me to spend a few days working with their talented team of bakers to see how they do things.

I arrived at the bakery early on Sunday morning and after we turned on the ovens and proofer, we got right to pulling all of the doughs that had been mixed the day before out of the cooler so we



The inspiration for classic wheat sheaf sourdough rounds.

could begin shaping them. The big tubs of dough were then poured out onto the table and we started cutting the dough into 24 ounce pieces that we then floured and twisted into what they call Pain d'Ancienne. (The twist looked deceptively easy to do but it took me forever to get it down.) After a brief proofing period, we put the loaves directly onto the floor of their ancient deck oven. The oven did not have steam injection so we used a large plant sprayer to spray jets of water right onto the stones of the 500 degree oven in order to create steam. A wooden peel (like a huge oar) was used to pull the golden loaves flecked with flour out of the oven. Wow! A beautiful rustic-looking loaf, and the taste truly measured up to the appearance. I'm happy to say that you will be able to judge for yourself because this bread will be available on a daily basis at both South Lamar and Guadalupe. It is perfect for sandwiches, grilling with some olive oil and garlic, or just slathering with butter and devouring. It is crusty and moist with a soft crumb.

We have also borrowed a successful Wild Oats program that consists of a regularly scheduled menu of rotating feature breads. We will post that schedule for you so that you'll know when to come into to get your favorites flavors. We've got lots of different recipes in development and we'll be testing, tasting and tweaking for a while as we get just the right mix dialed in for our customers.

In August, we got the sourdough starter seeded, growing and fermenting so that we will have a distinctive tasting sourdough bread. Sourdough building is a new experience for me so I will be hovering over it for the next few weeks, feeding and tending it like a newborn. Jordan, the head



bread baker at Wild Oats, unknowingly gave me the final parting gift early on Tuesday morning as we were finishing up the day's bake. The perfectly proofed sourdough was ready to go into the deck oven and he carefully pulled the razor through the dough making a classic wheat sheaf cut onto rounds. What an inspiration, Wheatsville Sourdough! You can see how beautiful it is.

We are all so excited to bring you fresh baked breads from our hearths to your home and look forward to seeing you at South Lamar.



On August 8, 2013, Mayor Lee Leffingwell, on behalf of the Austin Mayor's Committee for People with Disabilities, presented Wheatsville an Austin Access Award for embracing the spirit of the Americans with Disabilities Act (ADA) in welcoming customers to an accessible business.



Austin Mayor's Committee for People with Disabilities
Austin Access Awards
 Presented To:
Wheatsville Food CO-OP
 For embracing the spirit of the American with Disabilities Act (ADA) in welcoming customers to an accessible business.
 August 8, 2013
 Jesus Lardizabal, CHAIR
 Lee Leffingwell, MAYOR

Try this at home!
 When it comes to cooking at home, choosing the right ingredients and understanding basic kitchen skills can make the difference between a good meal and an amazing one. In the Co+op Kitchen video series you'll find handy hints from chefs and food enthusiasts who love sharing their passion for great food, plus easy recipes for delicious homemade meals. See what's cooking in the Co+op Kitchen!
 Visit www.strongertogether.coop/coop-kitchen.
 Be sure to check out the FREE Co+op Kitchen iPad® app in the App Store™.
iPad is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Help Grow New Co-ops
Food Co-op initiative
 From kitchen-table conversation to grand opening, Food Co-op Initiative helps bring new co-ops to life.
 Read Monadnock's story and find out how you can help communities grow new food co-ops.
foodcoopinitiative.coop/monadnock

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DURING Owner APPRECIATION DAYS

Saturday, October 12 (excludes all other Emergen-C items)

EMERGEN-C SUPER ORANGE VITAMIN C 30CT \$4 OFF → \$5.99

Sunday, October 13

COHO SALMON FILLETS \$3 OFF/lb → \$12.99/lb

Monday, October 14 SHADE-GROWN HAND-PICKED

FAIR-TRADE FARA BULK COFFEE \$3 OFF/lb → \$5.99/lb

Tuesday, October 15

SEED SAVERS EXCHANGE HEIRLOOM VEGETABLE & FLOWER SEEDS → 3 for \$4

Wednesday, October 16 3.2oz (excludes all other Chocolove Bars)

CHOCOLOVE ALMONDS & SEA SALT CHOCOLATE BAR → 3 for \$4

Thursday, October 17

NEW YORK SHARP CHEDDAR CHEESE \$3 OFF/lb → \$5.99/lb

Friday, October 18 in the Grab & Go case only

POPCORN TOFU PO'BOY \$2 OFF → \$3.99

Saturday, October 19 in the dairy case

GRANDMA'S HUMUS 9oz \$1 OFF → \$3.99

Sunday, October 20 in the freezer

ALL AMY'S PIZZAS Reg. \$6.99-\$8.99 → \$5 each

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Smart Chicken

by Mark Maddy, Meat & Seafood Coordinator



I recently had the opportunity to visit some of the Tecumseh Farms Smart Chicken facilities. I saw the land and barns where the organic lines of chickens are raised and the two processing facilities in the Omaha, Nebraska area.

The farms raising certified organic Smart Chicken are also third party certified humane. The barns are clean and free of odor; the chickens are happy and laid back. Temperature and moisture are monitored and maintained by computers to ensure a comfortable environment for the chickens. The chickens have free access to the outdoors through open doors spaced every couple of feet all along the side of the 750 ft. long barn. We

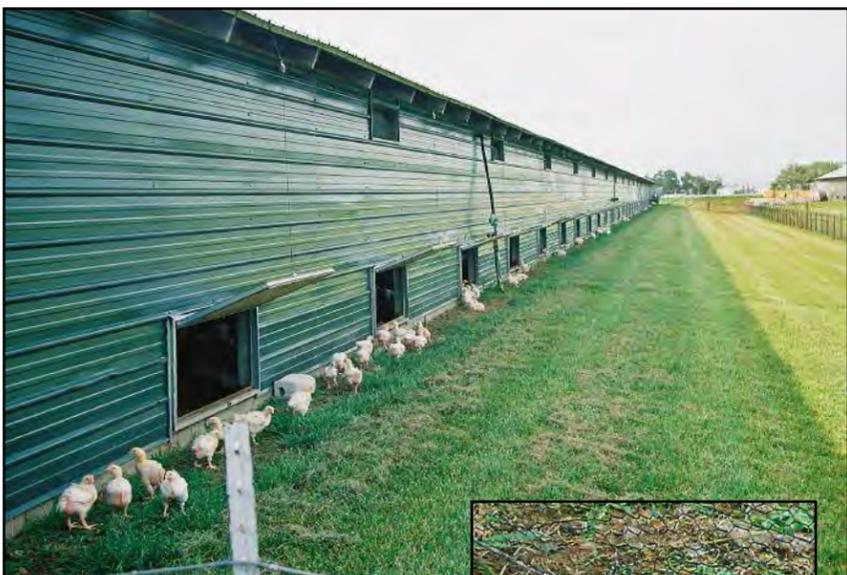


saw some chickens playing outside and some of them had escaped the pen area. It was pretty entertaining.

The non-certified organic line of Smart Chicken is raised on twenty-seven family owned farms. The entire line cannot get third party humane certification since these farms are owned by individual families and have a

variety of barn configurations. Regardless, the ideals and standards are the same for all of the farms.

One thing that differentiates Smart Chicken from other larger chicken growers is the farmers' commitment to proper care and welfare for the animals. Humane treatment not only contributes to a superior product and earns the trust of consumers, but is also just the right thing to do.



The standards that Smart Chicken brings to the table are unsurpassed by other U.S. chicken growers. For example, the CAS system of changing the oxygen and carbon dioxide levels in the atmosphere to stun the chickens before the processing procedure begins is a practice brought in from Europe.

Air chilling is another practice that separates Smart Chicken from other growers. Instead of using a chlorinated communal bath to lower their temperature, they are cooled by using only cold air. This process is cleaner and keeps additional water weight out of the birds. Since this is a fairly new procedure to the U.S., there are not yet standards for process or labeling.



But the real story is of a company that believes in doing the right things for the right reasons. This progressive company is a leader in their:

- use of technology to produce a clean, superior product
- concern for animal welfare
- providing safe and good quality jobs
- keeping high standards despite costs
- managing shipping costs by placing their farms and facilities strategically.

They believe that by treating animals and people properly they can maintain the highest quality of chicken and can cultivate trust in their product and their company.



Staff TOP 10 PICK

MONICA FORD: HOSPITALITY CLERK

#1. Austin Natural Soap

SPOIL YOURSELF IN THE SHOWER!



#2. Mill-King Cheddar Cheese Curds Original

THEY MEASURE UP TO CURDS I'VE HAD IN WISCONSIN!



#3. La Croix Grapefruit

MY FAVORITE CITRUS IN A CAN!

#4. Milk Chocolate Cranberries in bulk

IMPOSSIBLE TO HAVE ANY "LEFTOVER."

#5. Deli BLT Sandwich

ADD VEGAN CHIPOTLE MAYO. BOOM. DELICIOUS!

#6. Brianna's Homestyle Creamy Balsamic Dressing

I ACTUALLY ENJOY SALAD WHEN I USE THIS.



#7. Zilk's Tzatziki

TASTES GREAT AND IT'S LOW IN CALORIES!

#8. Choice Organic Teas Earl Grey

ADD A LITTLE MILK AND HONEY AND PRETEND YOU'RE BRITISH.



#9. Yellowbird Habanero Sauce

A SPICY PARTY IN YOUR MOUTH!

#10. Bearded Brothers Bodacious Blueberry Vanilla

KEEPS ME GOING WHEN I'M OUT THERE EXPLORING THE WORLD.

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Local Farmer Profile: Johnson's Backyard Garden *by Adam King, Produce Manager*



As part of Wheatsville's BIG Direction, we work to grow relationships with local farmers, creating good local jobs and providing more local, sustainably grown food for our members with the end result a happier, healthier Austin. One of our key partners in this endeavor is **Johnson's Backyard Garden**,

Brenton Johnson's 186-acre organic farm in East Austin. Over the past three years, Wheatsville's relationship with Johnson's Backyard Garden (JBG) has broadened and deepened. In 2010, JBG was doing ninety percent of its business selling vegetables directly to consumers through their CSA and farmer's market stand.

Wheatsville's share of the remaining ten percent was small, and a shopper browsing the produce stand might not find a single item from JBG. Fast forward to 2013 and the picture has changed dramatically. During the height of the growing season, literally dozens of vegetables from JBG are available at Wheatsville seven days a week: sumptuous carrots, massive, deep-green heads of broccoli, bundles of greens of all kinds, beautiful, glossy zucchini and mounds of root vegetables are a treat for the eye and the taste buds.

Johnson's Backyard Garden did indeed begin as a backyard garden. Initially a mechanical engineering major, Brenton graduated with a degree in agriculture from Auburn University and relocated to Austin to begin his career as a farmer. With a father who worked for the Farm Service Agency, he had access to good advice on how to finance his operation and how to find high quality, affordable farmland. Starting with their 20 acre home-

stead farm, JBG built a critical support base of CSA members which kept the farm self-sustaining. With the purchase of 96 acres at a second location on River Road and additional land last year, the 186-acre farm is a model for vegetable farming in Central Texas. I sat down and talked with Brenton about JBG's past, present, and future, as well as its relationship with Wheatsville Co-op.



Farm Crew at JBG: Lindsey, Carlos, & John Mark unload another round of transplants for Fall. *photo by Scott David Gordon*

What's Johnson's Backyard Garden working on right now, what's in the future?

"So many things. We're completing a big irrigation project to reduce the risks associated with growing vegetables. A dependable water supply is essential. We've got wells drilled and now we're laying irrigation pipe. We're moving operations from the 20-acre farm on Hergotz Lane to its permanent home, the River Road Farm. There we're having an old fashioned 'barn raising' and really establishing the farm there - it's an incredible, once-in-a-lifetime event. We're moving our greenhouse operations, packing sheds, installing new cooling facilities, and working to improve our post-harvest handling of the vegetables we grow."

Why the transition from the Hergotz place to River Road? Isn't 20 acres enough?

"We needed to have enough land to properly rotate crops and maintain soil fertility. It takes a fair amount of land to do this. We're working to really dial in our production to increase productivity and availability, pushing the envelope of the growing season with the final goal being availability of our vegetables year-round. Using successive plantings, we harvest only the highest quality product from the plant and then move on. This way, we are able to maintain consistent quality. Our successes with kale, broccoli, carrots, and tomatoes are good examples of this."



Leek Field at Johnson's Backyard Garden

photo by Caroline Robinson

In addition to an increase in production of high quality organic produce, the expansion of JBG has yielded a growth in jobs as well. Johnson's Backyard Garden now employs 96 people and in the past year was able to offer health insurance for full-time employees for the first time, with aims for a matching 401(k) program next year. "Our goal is to provide high quality, permanent jobs and to help people who want to choose farming as a career. Of those ninety-six employees, you can count those with previous farm experience on one hand. Through Farm Share Austin, a non-profit organization we established, we are creating a pathway for young people to get into farming. Austin is not food secure and we need a lot more farmers in Central Texas." JBG is a member of the Texas Young Farmer's Coalition, an organization dedicated to building a strong network of farmers in the state, and plans are in effect to create an education center on the old Hergotz Lane farm for training and research.



Brenton Johnson *photo by Scott David Gordon*

When I first met you, most of your business was direct to consumers. What made you decide to branch out further into wholesale?

"I attended your local farmer's summit in 2010 and it seemed we were both at the same point: you were looking for farmers who could provide more locally grown vegetables and we were interested in further growing our business. It was just a natural fit. The support of Wheatsville has been crucial and has allowed us to grow our sales to other businesses as well: we've earned lots of restaurant business over the past year and are able to offer delivery to them five days a week. I like to come by Wheatsville on Wednesdays after the Triangle Farmers Market and talk to the staff about what we're doing together. Wheatsville's produce department does the best job of anyone in town and I'm happy to have you showcase our product."



photo by Caroline Robinson

Read more from the farmer's perspective on JBG's blog, *The Daily Dirt*, at www.jbgorganic.com/blog/



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I'm SO EXCITED! Hello 78704!!! by Dan Gilotte, General Manager



Opening our second store is exciting in lots of ways, but for me the most amazing part of it is making Wheatsville's **BIG Direction** a reality. Upon opening,

we immediately create easier access to **More Local/ Organic/ Sustainable Food**, create **More Co-op Economy** and begin to make **More Happy People** south of the river!

More Local/ Organic/ Sustainable Food

Excuse me if I toot our horn a bit here, but we believe that we do a better job at providing local/ organic and sustainable food than anybody near our South Lamar store. We have WAY more local products than our competitors, tons more organic products, and our sustainability efforts are head and shoulders above the other guys. With our new store on South Lamar, so many more people will be able to have easy access to the sustainable healthy food solutions that we have been offering at Guadalupe for decades, and that's what we want as a co-op!



Look for favorite local vendors like: Kosmic Kombucha, Johnson's Backyard Garden, Mill-King Creamery, Pure Luck Dairy, Bastrop Cattle Co. and so many more!!!

Now that we have two stores, we can buy more from these awesome local vendors and help keep your money local and help their business grow even stronger!

We're also delighted to offer scratch-baked bread from your co-op's own bakehouse for the first time at South Lamar! Don't worry, plans call for shipping the fresh bread to Guadalupe starting in October! In addition to being made in house, we're also planning to make this staff of life with organic ingredients! We'll have everything from crusty baguettes to traditional sandwich loaves. Woo hoo!

Creating a Robust Cooperative Economy!

Thanks to owners like you, who supported us through the last several years at Guadalupe, and owners who have invested in the 2009 renovation project, as well as our newest investors on this project, the vast majority of this project was funded by YOU! Additionally, we got a loan from NCB, the National Cooperative Bank! We thank you for your support and your trust and loyalty! By opening at South Lamar we expect that millions of grocery dollars currently being spent at corporate grocers will now flow through YOUR cooperative! More of this money stays in Austin, too!

We're also proud to be considered an excellent employer and this new store has added 60+ new co-op jobs! These jobs pay well and have excellent benefits. Staff feedback regularly tells us that Wheatsville is a special place to work and we are delighted that we are able to employ so many more people!



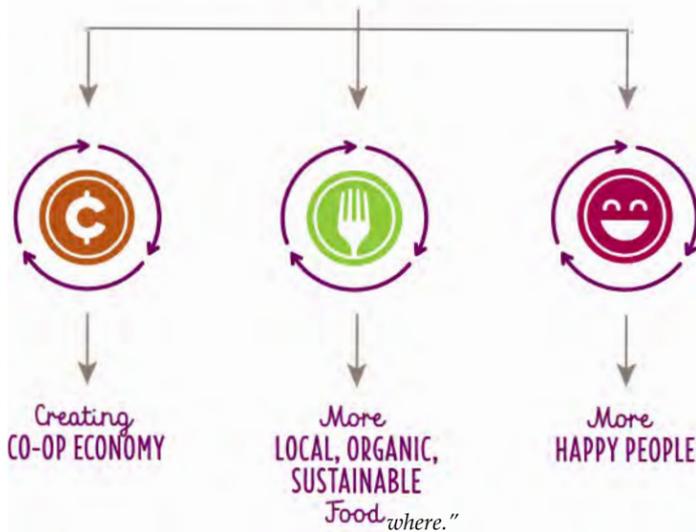
Join us on **Saturday, October 19th**
at our New Store at **4001 S. Lamar**
for our **Annual Fall Owner Gathering**
and **Grand Opening Party!**

- Meet Your Board of Directors Candidates
- Live Music
- Yummy Bites & Tastes
- Fun for the Kids
- and so much more....!

Our Annual Fall Owner Gathering will begin at **11am** with festivities to follow! For more details check out our website or sign up for our weekly email. www.wheatsville.coop



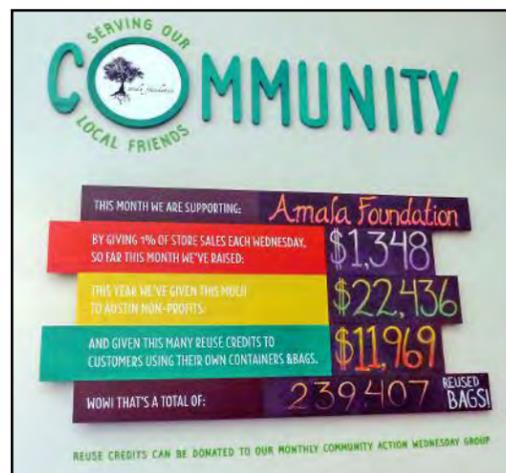
Another way that opening the South Lamar store grows the co-op economy is by increasing our sales of cooperatively made products! Throughout the store you will find many amazing products that are made by cooperatives. The people of South Austin will have even more opportunity to spend their money cooperatively when they buy Red Rabbit Cooperative Bakery donuts, Organic Valley milk and soymilk, cheese, Equal Exchange coffee, Frontier Herbs, and so much more!



More Happy People!

We regularly get tremendous accolades for our amazing friendly service and we are ecstatic to double the opportunities to get the friendliest service from the friendliest stores in town! Here's what people have been saying:

- "Just shopped at Wheatsville for the first time and loved it."
- "The folks that work here are great too. Everyone is friendly, laid-back, and helpful. They seem to enjoy their jobs because I see a lot of the same faces every time I shop."
- "My favorite grocery store is Wheatsville. They have the friendliest, happiest staff I have ever interacted with any-



We also help make More Happy People by sharing our resources in support of our community and neighborhoods. Last year we gave back more than \$50,000 in donations and sponsorships. Now with two stores, we plan to be able to give back even more!

Mark your calendar because I want to see you at our **Grand Opening Celebration on October 19th!** Look for the guy with the bells on and an enormous smile of delight and gratitude!

Store Layout at 4001 S. Lamar

1. Cheese

We offer a wide variety of locally sourced favorites like Pure Luck and Wateroak and an ever-growing selection of alternative cheeses plus lots of lunchbox favorites. Cow, goat, sheep, nut, soy, raw... the list goes on and on.



3. Meat

We make our own sausages, rubs and marinades from scratch every single day. ALL of our meat is humanely and sustainably raised and we only do business with reputable vendors. Consider what you see in the case as a conversation starter with our butchers. They can custom cut anything you need.



4. Seafood

Our sustainable seafood selection follows the Monterey Bay Aquarium's Seafood Watch guidelines for 'Best Choice' or 'Best Alternative'. Our fishmongers know the best way to prepare a particular fish and can order you something we don't have on ice that day.



5. Beer & Wine

If you want a carefully curated selection of Austin's best local craft beers and limited edition brews, come on by. We ALWAYS offer 10% OFF 6 BOTTLES or more of wine and are always happy to help you pick out a beer or vino that will complement your food.

6. Grocery

Our grocery aisles are packed with food you love. We know you love them because you are ones who have helped choose what we offer. Yes, we carry a wide selection of raw, gluten free, vegan and alternative items but we go to great effort to stock traditional favorites and pantry staples. We want Wheatsville to be your one-stop grocery.

Didn't find what you needed? Make a request on our Product Wishlist or ask us to place a special order for you. Your input determines what we buy - so speak up! We love to hear from you.



7. Co-op Deals

We work hard to offer great prices on high-quality products - look for Co-op Deal signs for items on sale and Owner Deal signs for special prices just for Owners.

8. Chill

Got milk? How about local, organic, low temp pasteurized milk from a co-op? Or local eggs, yogurt, and kombucha (we've even got one named after us). If you eat vegan, gluten-free or any alternative diet you will come to think of this department as heaven. Here you'll find local tempeh, tofu, and veggie burgers. There is bulk tofu, alternative meats, gluten-free bread, even ready-to-bake vegan cookie dough!

9. Housewares

We've got everything you need from spatulas and whisks to incense and candles. This is also where you will find the latest Wheatsville Wear: from t-shirts to travel mugs and water bottles. This department not only improves your wardrobe, it turns houses into homes, and refrigerators into magnet holders.

10. Wellness

We offer a wide variety of bodycare, vitamins, supplements, and natural, herbal and holistic remedies: all cruelty-free, all the time, no exceptions. Our knowledgeable team is here to help you find just what you need.



11. Bulk

Shopping in Bulk reduces wasteful packaging and it's economical. You can purchase just what you need so it's always fresh - and for every container you bring in to fill up, we'll give you a nickel back! Next time you are in take a look at the sheer variety of products you can purchase this way. There are herbs, teas and spices plus GoodFlow honey, organic coffee, laundry detergent, soap, even bodycare products!

12. Produce

On any given day we feature about 80% organic products and our selection changes every single day based on seasonal availability. We source as much as we can from local distributors and farmers which means that when you want fresh, local produce, you can either go to the farmer's market or to our produce department. And remember, we carefully prep all of our fruits and veggies so that they look good on the shelf and last longer in your fridge.



13. Hospitality

This is your Wheatsville 411. It's where you sign up to become a new owner, make returns, talk about job opportunities, or find out the wi-fi password.

We always have copies of Co-op and Owner Deals and often have free samples. Hand us your containers and we'll measure your tare weight for your bulk shopping. Buy a gift card. Hit us with your suggestions, add something to the Product Wish List or fill out an I Love Wheatsville form. This is our lost and found.



19. Wheatsville Bakehouse Bread & Bakery Items

Our new 2,500 square foot artisan bakehouse bakes a variety of fresh sandwich loaves and crusty, flavorful specialty bread. Freshly made from scratch in small batches, our bakery also produces some of the yummiest stuff in town, including traditional, vegan and gluten free quick breads, muffins and pastries. All of our cakes are vegan and can be made gluten-free for \$5 more.



18. Deli

Yep, this is where you get our magical Popcorn Tofu by the pound or in a Po-Boy! Our deli is both traditional and uniquely Wheatsville. We will custom make you anything from a super tasty sandwich to an all-fruit smoothie to a burrito! Pick up breakfast tacos, home-made soups, salads or one of our hot entrees. Between the deli and the hot bar you could eat three meals a day here and never dirty a dish at home. And the Deli Grab 'n' Go case is the fastest way to pick up a meal when you're pressed for time.



17. Beverages

We've got Maine Root and Kosmic Kombucha on tap plus 100% Organic Fair Trade coffee by the cup!

And across the aisle, the Grab 'n' Go cold drink cooler is filled with chilled favorites.



16. Frozen

Take your time in our frozen aisle - this is where you'll find some of the best deals. It's a great way to stock your freezer with local, organic, co-op products!



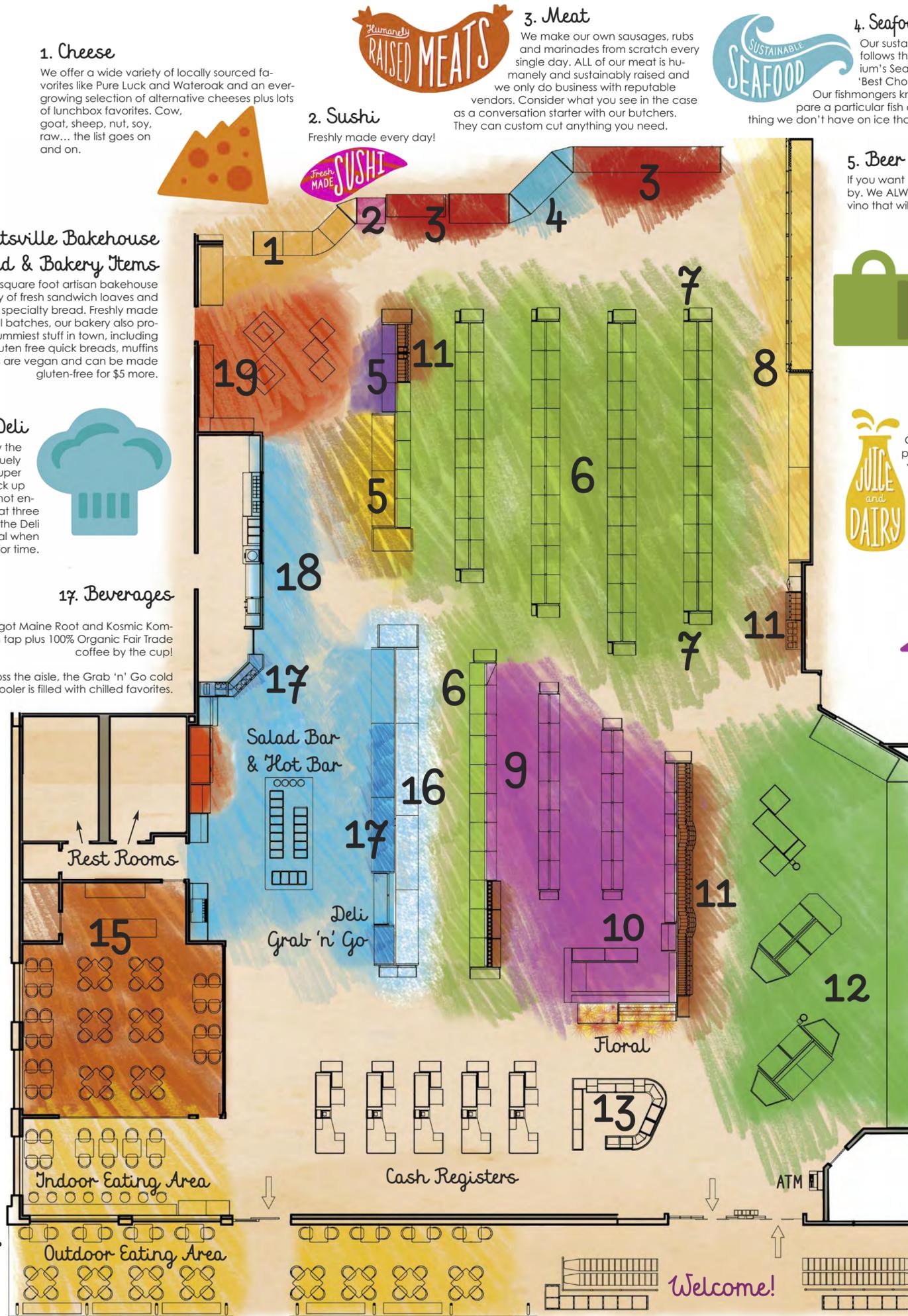
15. Community Room

We created this space so that we can offer classes, demos and opportunities for friends and neighbors to learn together. It has a fully functional teaching kitchen and transforms into another indoor eating space when not in use. Check out our calendar online for all the latest news and listings!

14. Bike Repair Stand

If you rolled here, we applaud you! If you rolled here and got a flat, we can help you! Our new bike repair stand makes it easy for you to do everything from repairing flats to light maintenance. Just check-out the tools from the Hospitality Desk, grab a cool drink, and get wrenching!

14





We're almost there...I promise!

by Bill Bickford, 4001 South Lamar Store Manager



As of press time, we are busily preparing for the opening of our second location at 4001 South Lamar.

We have hired over 60 new staff and are training them at Guadalupe to prepare them to run just as awesome a store down South. On August 20, I had an opportunity to give our new-hire orientation presentation to the biggest group we've ever had by far. Previously, I had never oriented more than three people at a time! It was a blast and a moment in my Wheatville career that I'll always remember. We've brought in a fantastic group of folks that I am confident will serve the South Austin community in the way only the Friendliest Store(s) in Town can. I really can't wait for them to meet you all and form the sorts of bonds we've had with our regular Guadalupe shoppers over the years.

We have also been working on the final details of getting our facility ready for business. Nearly every day, another piece of equipment gets delivered—shopping carts, patio tables, office furniture, dishwasher, ovens, mixers, etc. As the contractors put the finishing touches on our incredible new space, it falls to us to



ANTENORA ARCHITECTS LLP
Architecture • Planning • Interiors • Graphics

assemble the dozens of pallets worth of prep tables, shelving, and check stands. Once they're built, they also need to be stocked. Every detail—down to where to store supplies, where to put recycling bins, and where to stock the mustard—is getting finalized right now. It's a big task, but also an exciting one.

I know the opening delays have been a bit frustrating, but I'd ask for just a little more patience. We are on the verge of an historic event for our co-op, and I very much look forward to bringing More Happy People and More Cooperative Economy to the 78704.

See y'all soon!



Putting it all together for food co-ops

National Cooperative Grocers Association (NCGA) is a business services cooperative for natural food co-ops throughout the United States. NCGA helps unify food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op owners and shoppers everywhere.

Working Together. Building Community.

It's More Than our Business, It's our Mission.

NCB is proud to be a partner in your continued success over the past 22 years.

www.ncb.coop
(800) 955-9622

Banking & Financial Services
Cooperative Expansion
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Contact Us!

Barry Silver
(703) 302-1955
bsilver@ncb.coop

I ♥ Wheatsville!

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

"I lived in Austin for 19 years and whenever I come back my trip is incomplete until I come to Wheatsville."

"Thank you WV for providing me with awesome top quality Mountain Valley Spring Water for all these years." Craig A

"This place has some pretty good stuff!" small child overheard in the bulk dept

"You all have the best produce in town! I can't get stuff like this anywhere else." Gail A.

"Thanks so much, I love you guys. This is my first time here and I'll definitely be back" Juquaya M. after we helped her open her car locked with the keys inside.

"I really gotta say the best prepared eats come from Wheatsville." owner

"Love this store—all the employees are friendly and helpful! Today Jimmy Dawson refunded coupons that I had forgotten about on a previous shopping trip—even tracked me down to give me the gift card. He rocks!" Ana L

"I love how well you guys label everything. It make it really easy to shop Gluten Free." Future Owner

"That's what I love about Wheatsville, your ability to just talk to your customers like they are people." Susan P

"Thank you so much! You guys have the absolute best customer service!!" Medora B after we called to het her know about an item she'd left behind.

"I love this store. It is always quick and easy to shop here." Regan G

"I love this place" shopper said after learning about the local farms database.

"I love Dee's boisterous laugh. No matter what kind of day I'm having it makes me smile."

"Thank you so much for the invite! You made my week!" Job Fair Attendee

"I love it here, I had a great experience, I'll definitely be back." first time shopper

"the best, sweetest people are here." Sandy

I really wish we had something as amazing as this in Philadelphia. We have a small place like this but nothing with really awesome tofu sandwiches. It almost makes us want to move here." the Gress family

"I love Sweetsville!" Quinten R

Staff TOP 10 PICK



MIRANDA ROBINSON: WELLNESS CLERK

The Go Local Edition!



#1. Oriya Super Green Medley

FULL OF ENERGY-BOOSTING VITAMINS AND MINERALS, I LIKE MINE IN COLD WATER WITH A GENEROUS SQUEEZE OF LEMON JUICE. MADE IN KATY TX, 136 MILES

#2. Walden Multi-Whole-Grain Buttermilk Pancake Mix

MAKES SUCH FANTASTIC PANCAKES IT'S HARD TO BELIEVE IT'S GLUTEN-FREE! MADE IN KATY TX, 142 MILES



#3. Austin Slow Burn Green Chile Con Queso

MMMMMM, CHEESY COMFORT FOOD GOODNESS. MADE IN AUSTIN

#4. Adelbert's Brewery Belgian-Style Beers

LOCALLY BREWED TASTY TREATS IN FLAVOR PROFILES TO SUIT EVERY PALATE – THE PHILOSOPHIZER IS MY FAVORITE. MADE IN AUSTIN



#5. Full Quiver Farms Spinach Feta Cheese Spread

GREAT ON VEGGIES, CRACKERS, AND TOAST! MADE IN KEMP TX, 199 MILES

#6. Bearded Brothers Energy Bars

DELICIOUS, FILLING, AND NOT TOO SWEET – I LOVE EVERY FLAVOR THEY MAKE! MADE IN AUSTIN



#7. Silver Botanicals Silver Shield Deodorant

KEEPS THE PITS FREE OF FUNK EVEN DURING THE PEAK OF TEXAS SUMMER. MADE IN AUSTIN

#8. Mom & Pop's Hibiscus Mint Popsicles

SO COOL AND REFRESHING, NOTHING BEATS A POPSICLE BREAK ON HOT DAY! MADE IN AUSTIN

#9. Zhi Tea Austin Breakfast Tea

A WONDERFUL WAY TO START YOUR DAY. MADE IN AUSTIN

#10. Fortuna Monsoon Handmade Leather Accessories

STYLISH WALLETS AND HIP POUCHES MADE WITH LOVE RIGHT HERE IN THE ATX!



SEASONALS

NEMESIS WATERLOO
BELGIAN SUMMER SOUR AMERICAN
ALE BREWED WITH WHEAT ALE
GLUTEN-FREE WITH PEACHES
INGREDIENTS

NARCISSUS AXIOM
EMPIRAL PALE ALE PALE LAGER WITH
(EPA) WITH CAS- HONEY, RYE, AND
CADE, ZYTHOS, NEW ZEALAND
AND CITRA HOPS PACIFICA HOPS

EVENTS

MONDAY TUESDAY
\$12 RATIONAL \$1.50 OFF ALL
PITCHERS HOUSE BEERS FOR
MEMBER-OWNERS

WEDNESDAY
RARE AND SPECIAL CASKS

7020 EASY WIND DRIVE AUSTIN · TX · 512.452.BEER
WWW.BLACKSTAR.COOP

Staff Spotlight- Ryan Vanstone

by Annie Downs, File Clerk & Recruiting Coordinator



AD: What is your Wheatsville history?

RV: I started working at Wheatsville in 2003 as a cashier then worked as an I.T. consultant for the last seven years. I have been back at Wheatsville for almost three months and have been focused on getting everything ready for South Lamar.

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

RV: I was born and raised in Dallas TX. I moved to Austin in 1999.

AD: What is your favorite product at Wheatsville?

RV: Iced Coffee

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

RV: My favorite thing to do in Austin is ride bikes with friends to different swimming holes.

AD: Fill in the blanks:

RV: I've always wanted to bike tour across Europe and if I had it my way, war would not be an option.

Silence To Power: Dance As A Response To Trauma

Photo by Matthew Sachs

October 18th and 19th at

7:00PM

October 20th at 2:00 PM

\$12 General Admission

\$10 Students

At the Boyd Vance Theater at the Carver Museum and Cultural Center

1156 Angelina Street, Austin, Texas 70702

Silence To Power is a Dance collection created by local choreographers as a means of processing trauma and societal pressures.

Through dance and video the artists will explore issues such as:

- Domestic violence
- Bullying
- Negative body image
- Gender identity
- Mental illness
- The ebb and flow of the healing journey

Silence to Power is raw, honest, and captivating. We empower ourselves by sharing our stories, and therefore give you permission to do the same. Healing involves pain, sadness, anger, numbness, mania, apathy, loneliness, love, compassion, and restoration.

This dance concert covers the full spectrum. You are invited to shed tears, laugh, and celebrate your own healing journey with us.

Few mediums portray the depth of experience in the visceral way needed to ignite the kind of exciting healing we all desire. Silence To Power will heal a part of you, and in turn you will heal a part of those you love.

Silence To Power is produced by Wheatsville front-end clerk, Bonnie Cox and features an original music piece composed by Wheatsville operations lead, Jimmy Evans.

Purchase tickets at the door email bonnie@dancetoempower.org for reservations



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

They protect critical habitat for the endangered Golden-cheeked Warbler at their 690 acre Baker Sanctuary. Their ten acre Chaetura Canyon Sanctuary is world renowned for research and conservation of Chimney Swifts. TAS spearheads conservation programs locally and supports them abroad. They lead field trips and bird walks both at local birding hotspots and exotic getaways. They offer an exciting array of monthly speakers, workshops, youth birding camp, the annual Birdathon, and seasonal and monthly bird counts & surveys. TAS offers classes from the basics of birding to advanced classes. Their outreach programs educate the community about the vital connection between conservation and sustainable, healthy human habitats. www.travisaudubon.org/fieldtrips.html

MORE HAPPY PEOPLE! Staff Anniversaries!

Aldia Bluewillow 30 years as of 10/30 (Art Coordinator)

Niki Nash 14 years as of 9/13 (Packaged Manager)

Greg Flores 5 years as of 9/19 (Packaged Stocker)

Bill Sherborne 5 years as of 9/29 (Accountant)

John Davis 4 years as of 9/3 (Kitchen Lead)

Matthew Miller 4 years as of 9/3 (Deli Clerk)

Luke Huston 4 years as of 10/12 (Cook)

Monica Ford 3 years as of 9/13 (Hospitality Clerk)

Chea Fuller 2 years as of 10/6 (Produce Clerk)

Olivia Kuchik 2 years as of 9/19 (Baker)

Mark McConnell 2 years as of 9/26 (Deli Clerk)

Erica Mendoza 2 years as of 9/15 (Hospitality Clerk)

Matt Otto 2 years as of 10/13 (Front End Clerk Supervisor)

Trey Rowell 2 years as of 9/15 (Front End Clerk)

Kelley Spivey 1 year as of 9/24 (Cook)

Sabrina Wagner 1 year as of 10/5 (Wellness Clerk)

Nathan Vyskocil 1 year as of 10/17 (Produce Clerk)

Josh McWhirter 1 year as of 10/24 (Front End Clerk)

Daniel Gustavus 1 year as of 10/26 (Meat Assistant)

Millie Womack 1 year as of 10/30 (Front End Clerk)

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 through providing:

- training in resiliency strategies
- community-based substance abuse prevention and intervention
- after school group mentoring sessions to build relationships between youth and adults
- awareness, education and involvement in the prevention of HIV and related diseases
- statewide training programs for evidence-based prevention and coalitions

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



Workers Assistance Program, Inc.
Creating Better Workplaces, Schools, and Communities



We support Wheatsville Food Co-op!

www.workersassistance.com

512.328.8519



TAKE ACTION: Just Label It and the 4th Annual Non-GMO Month October 2013 by Niki Nash, Packaged Manager

In the past few years, Wheatsville has promoted Non-GMO Month during October to raise awareness of the issues surrounding Genetically Modified Organisms (GMOs) and to promote products that have been certified as Non-GMO. 2013's Non-GMO Month

We consumers have a right to know what's in our food so we can make informed choices about what we buy, eat, and feed our families.

focus is on **Just Label It**.

Just Label It is a non-profit, national coalition of more than 650 organizations dedicated to bringing mandatory labeling of genetically engineered foods. Wheatsville is a member of the National Cooperative Grocers Association (NCGA) and NCGA has been a funding sponsor of Just Label It since the organization's founding in 2011. The Just Label It message is simple: We consumers have a right to know what's in our food so we can make informed choices about what we buy, eat and feed our families. Just label it.



NCGA has arranged a fundraiser with participating vendors with a goal of raising \$75,000 for Just Label It initiatives. Money raised for the Just Label It campaign will: fund research to show that mandatory labeling will not increase food costs, educate lawmakers and the media about the importance of GMO labeling, and encourage more people to sign the Just Label It petition to the FDA.

What can you do? You can help make GMO labeling a reality!

- Visit the Just Label It homepage with details on Federal and State initiatives. justlabelit.org
- Read the simple but important action steps to make GMO labeling happen now. justlabelit.org/take-action/8-things-you-can-do
- Sign the petition to the FDA, contributing to the goal of getting 1.3 million signatures

Want to avoid GMOs? Until mandatory labeling is passed, look for USDA Certified Organic products and/or foods certified by the Non-GMO Project. See nongmoproject.org for a complete list of verified items plus item going through the verification process. Throughout October you can find great deals on Non-GMO Project verified foods and beverages as well as many opportunities to sample them!



Wellness Coordinator Cody Atkins, Former CEO of Stonyfield Farm and current Just Label It mover and shaker Gary Hirshberg and me at the 2013 NCGA Convergence meeting of Co-op Grocery and Wellness staff from across the country.



Organic Valley's Statement on GMOs:

The term "genetically modified organism," or GMO, refers to a living organism whose genes have been altered by inserting genes from an unrelated species. This type of technology is called "transgenic" technology and has been used in over 40 species of plants for food and fibers. In crops, the technology has generally been used to incorporate genes that enhance resistance to insecticides, herbicides or pesticides, enhance drought tolerance, encourage higher yields or promote the ability to plant more in a smaller area.

The most popular herbicide-tolerant GMOs are Monsanto's Roundup Ready® crops, which are engineered to be resistant to the company's own broad-spectrum herbicide Roundup (Glyphosate). This enables growers to use large quantities of Roundup on their fields, and the herbicide will kill everything except the GM crop.

Today, over 80% of US corn, soybean and cotton crops are genetically modified. GM sugar beets were introduced in 2008, and already in the first year, 90% of the sugar beets grown in the U.S. are genetically modified.

We have always been opposed to the use of GMOs

The family farmers of Organic Valley and Organic Prairie have not and will never knowingly or willingly utilize genetically modified organisms (GMOs) in any of our products, processes or feed. We've held this position since our inception in 1988.

We follow the precautionary principle

We believe that questionable farming practices, such as the use of GMOs, should be prohibited until proven beyond any doubt to be safe for animals, the environment and people.

We believe the FDA should consider benefits to consumers first. According to a recent USDA assessment report, the FDA does not have the capacity to ensure the safety of food for the nation. The report states, "FDA's inability to keep up with scientific advances means that American lives are at risk."

Consumer concern over the safety of GMOs and other questionable farming practices such as cloning and the use of rBGH, demonstrates the erosion of their trust in the FDA's ability to effectively protect the food supply. The FDA should consider benefits to consumers first, NOT agri-business.

WANT TO SAVE MONEY & SUPPORT THE INDEPENDENT BUSINESSES YOU LOVE?



Get Your Go Local Card Online & at many Participating Businesses

www.GoLocalAustin.com

use promo code [golocal2013](http://www.GoLocalAustin.com) to buy your card at a special co-op price online

Get Instant Rewards at over 500 places like:





Time to Get Your Vote On *by Reyna Bishop, Board Member*

OK Co-ops! It's that time of the year when you get to exercise your right as Wheatville owners and let your voices be heard. Vote to fill three open seats on the Board of Directors and select ten non-profit recipients for our Community Action Wednesdays. Last year, we had record participation with 1,017 owners voting. We can do even better this year! Voting is easy and actually kinda fun! Here are the details you need to know:

Where do I get a ballot and how do I place my vote?

You will find paper ballots on the back page of this Breeze and at the Hospitality Desk in each of our stores. Paper ballots can be mailed or hand-delivered to the store. Ballots are also available online. Just visit www.wheatville.coop to submit your vote electronically. (You will be asked for your first and last name, owner number, address, phone, and email which may be used to help resolve any issue that might arise with your ballot.)

When does the election start and how long do I have to vote?

Voting starts **Sunday, September 1**, and ends **Sunday, November 3, at 5:30PM**.

I'm not familiar with any of the candidates running for the Board. How do I decide who to vote for?

This is a comment that we hear a lot from owners. We have made it easy for you to get to know your candidates through a variety of media. In this issue of the Breeze, you will find concise, informative statements from each candidate describing themselves, their values, and why they want to serve on the board. Each candidate will also record a video statement which will be available online. Finally, you will be able to meet our candidates in person at the **Fall Owner Gathering on October 19th**.



How do Board Candidates Get on the Ballot?

There are two ways for a person to get on the ballot. The first way is through our Board endorsement process. To receive board endorsement the person must:

- a. be an owner in good standing,
- b. submit a complete application by August 1st,
- c. attend a candidate orientation session,
- d. attend a Board Meeting,
- e. provide two references,
- f. agree to abide by the Board of Directors' Code of Conduct, and
- g.) complete an interview with a subcommittee of our Nominations Committee. In the event that the board receives more than seven applicants (the board will endorse up to two candidates per open slot plus one).

The second way an owner can get on the ballot is to submit a petition signed by 100 or 1% of the owners in good standing (whichever is greater) 14 days prior to the start of the election as described in section 5.2 of the Wheatville Bylaws.

How does the Community Action Wednesday work?

Each year, owners vote for 10 local non-profit organizations to support from January through October. Wheatville then donates 1% of Wednesday sales (for the first four Wednesdays of any given month) to the non-profit organization. Shoppers also have the opportunity to make additional donations to the featured non-profits throughout the year. Last year, Wheatville donated \$31,404 to our Community Action recipients.

For more detailed information about our voting process, you can click on the Procedures for Coop Votes button at wheatville.coop/membership/board-of-directors.

Democratic participation by co-op owners is one of the cooperative principals laid out by the International Cooperative Alliance. The people you elect to the Board help to shape your co-op. These folks develop the policies that govern how the co-op is managed and these, along with your fearless GM, are the visionaries for the future of Wheatville. Voting really does matter and we hope you will take a few minutes out of your busy schedule to submit your vote.

BOARD CANDIDATE FORUM



John Gross



I'm honored by the consideration to represent your voice on the Wheatville board. Since moving to Austin in 2001, I've been impressed by the resources provided to support local food and beer purveyors, and especially by what Wheatville provides to the community. I've worked for the Alamo Draffhouse Cinema for eight years and am currently Director of Brand Promotions where I work to ensure that all Alamos across the country retain the same independent, community-centered spirit, with a

particular focus on forging partnerships with local breweries and film groups. Daily I deal with the importance of balancing company growth with core values, creativity with structure, fun with work – and I will bring this kind of expertise to the board. Additionally, I'm involved in the local Austin music, comedy, film, and beer communities. I really look forward to devoting more of myself to my local food co-op.

1. What motivated you to run for the Board?

By modifying my shopping and exercise habits, I've successfully lost 40 lbs. over the past few months. I credit this largely to the positive, inspirational atmosphere of Wheatville and I want to give back by being a part of an Austin institution for which I have so much respect.

2. What strengths would you bring to the Board?

I have a history of leadership in the community. I've helped steward success in my work in non-profit radio, at the country's best movie theater, and for at-risk East Austin youth. I want to share my creativity, work ethic and organizational skill with Wheatville. Oh, and my Seinfeld trivia knowledge.

3. If you can find healthy, organic food at another grocery store, why choose WV?

I love a good smile. Both the shoppers and effervescent employees seem to always be grinning cheek-to-cheek. That, and the healthy overall environment make shopping a breeze. I champion the co-op movement, and with Wheatville and Black Star I get to participate in exciting alternative economies.

4. Which of the 10 cooperative values resonate with you the most and why?

Openness: It's refreshing to be involved with a store that discloses all information to its owners so earnestly and is so immediately welcoming. The openness Wheatville's demonstrated for 37 years attracts and retains lifelong customers for its economic transparency and its inclusive hospitality. We should all be proud of this.



Michelle Hernandez



I became Wheatville owner when I started working in Central Austin about 5 years ago. I am impressed by WV's implementation of the cooperative model and am interested in serving on the Board to show my support and provide direction for Wheatville's continued growth and success.

I am a person of action and like my endeavors to align to my beliefs. After 12 years working in Information Technology, I started my own IT consulting firm in 2007. My enthusiasm for raising poultry inspired me to found The Funky Chicken Coop Tour® and ultimately found Urban Poultry Association of Texas, Inc., a 501 (c)(3) non-profit to handle the growing needs of urban poultry activities in a professional and accountable fashion. I raise poultry, garden, harvest rainwater, and volunteer in the community. I am a certified Project Management Professional (PMP) always looking to align my passions with my projects.

1. What motivated you to run for the Board?

My interest in showing support for local food production systems and business led me to this decision. I have met amazing people in the food and co-op movement and would like to grow with Wheatville.

2. What strengths would you bring to the Board?

I am dedicated to any projects or causes to which I make a commitment. As a business owner I understand business responsibility. I also have experience on non-profit boards, as both President and Treasurer. Project/event management experience has reinforced the importance of working in teams and to deadlines.

3. If you can find healthy, organic food at another grocery store, why choose WV?

The co-op model brings empowerment to the owners. It feels like a community store where I am actively making a difference by my choices. Further, everyone at WV always is so enthusiastic and happy in his or her work. What's not to love?

4. Which of the 10 cooperative values resonate with you the most and why?

Self-responsibility, openness, and honesty resonate with me. Wheatville's philosophy can empower the people to feel proud of their actions to support WV over other shopping options. Transparency and open dialogue are key to good relations. I am always impressed with Wheatville's involvement in the community and outreach to its members.



Deborah Ingraham



I am a native Illinoisan and licensed attorney who came to Austin by way of Chicago and San Antonio in the 1990s. While in San Antonio, I discovered credit unions, which seemed to me to be a far more pleasant way to interact with a financial institution. My love of consumer-minded membership organizations began then, and continued when I moved to Austin for work in 1998 and discovered cooperatives. I am the

Director of Regulatory and Legal Affairs at Texas Electric Cooperatives, the trade association for electric cooperatives. Through my work with the electric cooperatives, I have concluded that consumer-owned cooperatives are a necessary and vital part of any marketplace. Several years ago I shopped at Wheatsville for organic food on occasion as an annual member. But in 2009, I committed to becoming a vested Wheatsville member-owner both to support this great local cooperative and the business model in general.

1. What motivated you to run for the Board?

In a time when food travels long distances to reach our grocery stores, I have developed a deep appreciation for healthy food grown close to home. I am running for the board to join my deep appreciation for fresh, healthy food with my deep respect for what the consumer co-op business model can do for a community.

2. What strengths would you bring to the Board?

As a cooperative attorney and government relations professional, I have direct experience working with cooperative legal issues, including regulations, board governance, and the application of the seven cooperative principles. I also have experience adjudicating and mediating conflicts.

3. If you can find healthy, organic food at another grocery store, why choose WV?

I choose Wheatsville because as a member I feel a direct connection to the cooperative. I also think Wheatsville does it better than the other stores in town. I trust that Wheatsville is offering items that fit my food goals; I don't have to guess about it.

4. Which of the 10 cooperative values resonate with you the most and why?

The Education, Training, and Information principle because communities, regulators, and elected officials often do not know what a cooperative is. Businesses operating cooperatively provide a choice and an improved quality of life. That word needs to be spread.



Angela Melina Raab



My tiny college had a rudimentary food co-op for students to buy groceries in bulk; I remember one period during my sophomore year having nothing to eat but bran. I learned to budget and shop more carefully. When my husband and I moved to Austin in '86 for grad school, a food co-op just felt like the place we'd want to shop. We became members; Wheatsville became a comfortable nest where we'd run into friends and neighbors. When we moved away after school we decided to leave our

investment in Wheatsville because we loved and believed in this community. This worked out nicely when we came back to cozy Austin after two chilly years in New England. Twenty years on, we're still meeting friends and neighbors here, we've bought and sold Girl Scout cookies out front, and our three children love popcorn tofu with the fervor of native Wheatsville babies.

1. What motivated you to run for the Board?

A friend's husband joined the board; I realized I should also give something back to Wheatsville. Learning about the board's work, I knew I could both be useful and learn a great deal. I want my children to learn we must work to ensure the health of things we love.

2. What strengths would you bring to the Board?

A lot of my law practice has involved trust law and fiduciary issues, which is part of the board's work. I know little about the co-op as a business, but I know what it's like to stretch a middle-class budget to feed my family food I feel good about.

3. If you can find healthy, organic food at another grocery store, why choose WV?

First, Wheatsville is not just about good food; it's about living ethically with workers and farmers, animals and the earth itself. Second, our larger community (Austin) will be stronger if it includes many healthy smaller communities like Wheatsville. Third, I shop here because I feel at home here.

4. Which of the 10 cooperative values resonate with you the most and why?

Caring for others. As a big sister, it was part of growing up; as an adult daughter, it was my responsibility; as a parent, it's just life. We all need help sometimes; it seems fair to help others because sooner or later we're going to ask others for their help.



Nancy Mims



Each time I shop at Wheatsville, I feel lucky. I feel like I'm in on a secret, but one I want to share. When the employees greet me by name, I'm delighted by that connection. When I try new products discovered there, my family is excited by the small adventure in our meals. My love of the store is contagious. My kids (now six and 12) have grown up going there, and I was recently heartened when both said they hope to work at Wheatsville one day because they love the food and community we

find in its walls. Having started a small business making organic cotton textiles, I appreciate the challenges of managing a business that strives to do right by its customers, its community and the environment. Wheatsville nails it on all three, which is why it and want to do my part to help it thrive.

1. What motivated you to run for the Board?

Wheatsville means a lot to me because it is a happy, sweet, wonderful place to shop and because the cooperative business model is one I want to see thrive at the store and beyond.

2. What strengths would you bring to the Board?

Having run a small business and served on other boards, I am organized, creative and innovative. As a parent of two kids and neighbor of the store, I understand the community surrounding Wheatsville and what motivates its shopping and eating habits.

3. If you can find healthy, organic food at another grocery store, why choose WV?

I shop at Wheatsville because it never feels like a chore. I enjoy going almost every day because the staff truly cares about its products and customers. I'm a fan of the slow food movement, and Wheatsville is slow shopping to me – it's something my family and I savor.

4. Which of the 10 cooperative values resonate with you the most and why?

Caring for others. I feel like every selection I make at the grocery store is caring for my family and friends. It's also caring for the community, Austin and the Earth. As a board member, I want to help expand that by bringing more customers and vendors to Wheatsville.



Bradley Romeo



Ever since I first moved to Austin 5 years ago, I've been deeply involved in the cooperative movement. From living at College Houses for the past two years, to serving on the Board of Directors for College Houses for the past year, to shopping at Wheatsville for more than 4 years, and to spending countless nights with friends at Blackstar, I've come to truly treasure our incredible cooperative community. To me, cooperatives and the unique identity of Austin go hand in hand. Cooperatives

have afforded me an incredible opportunity to meet like-minded individuals who appreciate the liberation and revolutionary quality inherent in intentional community.

1. What motivated you to run for the Board?

Wheatsville truly is at the forefront of a transforming, more cooperative society. To have the opportunity to continue the work that others have done to further the mission of Wheatsville and the cooperative community would be an incredible honor.

2. What strengths would you bring to the Board?

My strengths are my passion and energy, my love for the cooperative movement, and my desire to further intentional communities. Having lived at College Houses and served on the Board of Directors, I've learned a great deal about working with others who share my enthusiasm for community and healthy food.

3. If you can find healthy, organic food at another grocery store, why choose WV?

Wheatsville is the only food cooperative in Texas. Other grocery stores might sell healthy foods, but only Wheatsville operates from a position of benefiting our members, our community, our local farmers, and our society, not our bottom line.

4. Which of the 10 cooperative values resonate with you the most and why?

The value of social responsibility resonates most with me. All too often, businesses operate not to further human welfare, but at the expense of it. The opportunity to be an integral part of an organization that does take seriously its responsibility to society is chiefly why I'm drawn to this position.



Steven Tomlinson *(incumbent)*



Austin has been my home and Wheatsville has been my grocery store since 1989. I teach business courses—entrepreneurship, economics and management—and believe that the best businesses create value not just for their owners and customers but also for their communities and the wider world. That's why cooperative economics appeals to me. Just as Austin is a place where people combine disparate passions and gifts to create unique career paths and "weird" businesses, Wheatsville

Co-op is a business that weaves democracy and free enterprise together with community activism and higher purpose to put profits in the service of people. Belonging to the co-op (shopping, serving on the Board, the daily conversation with the staff and fellow owners about our values and future) is for me a creative and spiritual practice. Through Wheatsville, I'm helping build an alternative, more human economy, and inspiring model and a catalyst for change.

1. What motivated you to run for the Board?

I want to contribute business and financial acumen and do whatever else I can to help Wheatsville execute its growth plans successfully and more powerfully harness the energy of its owners to make Austin a more livable city.

2. What strengths would you bring to the Board?

I bring financial analysis and marketing skill and experience helping teams break down and think through complicated business problems and collaborative decision-making.

3. If you can find healthy, organic food at another grocery store, why choose WV?

Wheatsville is a cooperative that uses the power of business to serve ends greater than single-minded profit maximization. It is a local business that keeps its profits in the community. It is a great neighbor that supports local nonprofits and advocates for quality of life in Austin.

4. Which of the 10 cooperative values resonate with you the most and why?

Openness. Just as openness leads to intimacy, depth and growth in relationships; businesses that trust their stakeholders with information empower stakeholders and share with them responsibility for the business's success. Practicing openness creates a solid foundation for business.



Wheatsville 2014 Election Ballot

Voting begins Sept. 1 and ends 5:30 pm, Nov. 3, 2013

All Wheatsville Owners are eligible to vote. You must include your name, address, and owner card number. All information is confirmed and confidential.

One owner per ballot, please.

Name _____

Address _____

City _____ State _____ ZIP _____

Owner card # _____

Phone _____

Email: (optional) _____

Board of Directors

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

All candidates have been endorsed by the Board Nominations Committee. Candidate Forums available at wheatsville.coop, the Hospitality Desk, & in the Breeze.

John Gross _____

Michelle Hernandez _____

Deborah Ingraham _____

Angela Melina Raab _____

Nancy Mims _____

Bradley Romeo _____

Steven Tomlinson (incumbent) _____

Community Action Wednesdays

Vote for TEN local organizations.

Organizations with the most votes will be assigned a month in 2014. November and December of each year are reserved for the Wheatsville Cooperative Community Fund.

Note: Selection of recipients for Community Action donations is by non-binding vote. These votes provide advisory input from the owners to the Board and management.

_____ **Amala Foundation**
Humanitarian services for immigrant & refugee children

_____ **Austin Children's Shelter**
Shelter & transitional living for children, youth & families

_____ **Austin Pets Alive!**
No-kill animal shelter, run almost exclusively by volunteers

_____ **BeHive**
Afterschool & summer program supporting low income children

_____ **Bike Austin**
Bike advocacy group supporting cyclist protection & safety

_____ **Capital Area Food Bank**
Distributes food and groceries throughout Central Texas

_____ **Caritas of Austin**
Serves Austin's homeless, working poor, and refugees

_____ **Cooperation Texas**
Worker cooperative start-up assistance and support

_____ **Down Syndrome Association of Central Texas**
Education, support, & resources to individuals with Down syndrome

_____ **Ecology Action of Texas**
Environmental advocacy group and recycling center

_____ **EmanciPet**
Low-cost spay/neuter services for Central Texas pets

_____ **Food is Free**
Yard gardens built and offered for free from salvaged resources

_____ **Friends of Austin Animal Center**
Assists Austin Animal Center to maintain a no-kill shelter

_____ **Green Corn Project**
Builds organic food gardens at Austin resident homes

_____ **Hospice Austin**
Hospice care & health care for terminally ill persons

_____ **Mariposa Pathway**
Program empowering disadvantaged & at risk young women

_____ **Meals on Wheels and More**
Prepares and delivers healthy meals to homebound persons

_____ **Out Youth**
Programs, services, and a safe space for LGBT youth

_____ **People's Community Clinic**
Non-profit, primary health care facility

_____ **SafePlace**
Safety for those affected by sexual & domestic violence

_____ **Save Our Springs Alliance**
Protects the Edwards Aquifer's springs, streams, & region

_____ **Sustainable Food Center**
Cooking classes, nutrition education & farmers markets

_____ **The Literacy Coalition of Central Texas**
Raises community awareness & involvement in literacy needs

_____ **The Texas Observer**
Specializes in investigative, political & social-justice reporting

_____ **Tree Folks**
Grows urban forests of Central Texas; tree planting

_____ **Urban Roots**
Sustainable agriculture internships for Austin youth

_____ **Workers Defense Project**
Seeks to improve working conditions of low-wage workers

_____ **Yellow Bike Project**
All-volunteer initiative to put bicycles on the streets of Austin

Submit ballot at the Hospitality Desk or mail to:
Wheatsville Food Co-op, Attn: Election
3101 Guadalupe St, Austin TX 78705
or vote online at www.wheatsville.coop

Make It Count: Tips & Guidelines for Voting

by Gabriel Gallegos, Ownership Coordinator and 2014, Vote Coordinator



Last fall, owners submitted a record-breaking 1,017 votes in the Wheatsville Election, an increase of 70% from the previous year! As always, we are ready to challenge that record and are striving for another enthusiastic turnout of participative co-op owners. Here are some tips to ensure that your vote is tallied correctly and we have another successful election!

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

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

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

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



Tip #3 - One Name per Ballot

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

Tip #4 - One Vote per Owner

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

Tip #5 - Be Thorough

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

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

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

Cooperative Values

- Self-help
- Self-responsibility
- Democracy
- Equality
- Equity
- Solidarity
- Honesty
- Openness
- Social Responsibility
- Caring for others

The Wheatsville Member-Owned Business Directory

is online! Do business with your fellow co-ops! See the listings at wheatsville.coop/resources/member-owned-business-directory

Sign up for the Wheatsville Email List!

About once a week, you'll get an e-mail from us informing you of upcoming events, new products, special deals or changes in the store.

Go to www.wheatsville.coop to sign up!

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

Cooperative Principles

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