

THE WHEATSVILLE BREEZE

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



photo: Ben Mason

2013 Was a BIG Year! *by Dan Gillette, Chief Executive Grocer*



This was a BIG year for us here at the co-op! Together we were able to:

- Add over 100 new jobs
- Stock an average of 1,800 local items per week
- Keep our produce department over 80% organic
- Welcome over 1,000 new co-op owners in just 3 months
- Donate over \$50,000 to community groups and non-profits
- Reuse over 424,008 bags for a total of \$21,200 in 5¢ refunds and hmmm.... I'm missing something.....

OH YEAH, after 37 years, we opened our second store on South Lamar!

Thank you all so much for supporting our co-op. We say it all the time but we're all so much stronger, together. With your help we were able to move our BIG Direction Goals forward. We were able to buy and sell more local, organic, sustainable food, grow the co-op economy and make more people happy.

We are looking forward to 2014 and hope that your year is filled with good health, prosperity, and peace.



photo: Ben Mason

SUPER AWESOME 1 DAY DEALS!

DURING OWNER APPRECIATION DAYS ON PAGE 4

Owner APPRECIATION DAYS!

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, JANUARY 18TH THRU SUNDAY, JANUARY 26TH! **WHEATSVILLE FOOD CO-OP**

PATRONAGE REBATE!

Your Rebate is Now Available for Use at Either Location.



In previous years you had to come to the Hospitality Desk and have us look up and find your rebate. You then had to remember to use the rebate at the register. **Now your rebate is automatically credited to your account!** Notification was mailed to eligible Owners.

Ways you can use your Patronage Rebate at any register at either location:

- To pay for purchases
- Get as cash back
- Donate to the month's Community Action Wednesday recipient

More Patronage Rebate info on Page 2 and www.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.

If you are a fully Invested Owner we might have a Patronage Rebate waiting for you! If you would like to **donate your rebate to the current Community Action Recipient**, just tell your cashier.



In January, we will support People's Community Clinic!

PCC is a unique Austin institution and one of the oldest continually-running independent clinics for primary care in America. They offer comprehensive health and wellness care to the uninsured and have been locally managed and operated for over 40 years. www.austinpcc.org



In February, we will support SafePlace

SafePlace works to end sexual and domestic violence through safety, healing, prevention and social change. Their work has helped create change in attitudes, behaviors and policies that perpetuate the acceptance of, and impact our understanding and responses to sexual and domestic violence. www.safeplace.org



During January, we will be collecting kids books for the People Community Clinic's reading program. They provide free books to read in PPC's waiting room and the kids can take the books home with them. Please leave new and gently used children's books in the bins by the door.

Community Action Recipients for 2014

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



You Own It!

by Erica Rose, Ownership & Outreach 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 December 28, 2013: **14,962**

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



SATURDAY January 18, 2014
Presentation begins at 11:00am
South Lamar Community Room



Affordable Health Care Act Info Session and Q&A

Wheatsville is hosting a talk about the Affordable Care Act in the South Lamar Community Room presented by Lynn Kane, Consumer Outreach Specialist at People's Community Clinic. Stop by and learn more about ACA and the new exciting opportunities in health insurance.

Q&A following presentation.

This info session is FREE and OPEN TO ALL.
Everyone welcome!

PATRONAGE REBATE QUICK FACTS!

WHAT IS A PATRONAGE ALLOCATION?

Patronage allocations are a way under the Internal Revenue Code and the Texas Business Organizations Code for Wheatsville to return some of its annual pre-tax earnings to owners based on the amount each owner spent in the store during the year. By doing this, Wheatsville decreases its taxes while providing a rebate benefit to owner patrons.



HOW MUCH MONEY IS BEING ALLOCATED?

This year, our preliminary taxable earnings were about \$290,000. Approximately 66.2% of this, or \$190,000, was attributable to purchases by invested owners. The Board of Directors decided to allocate \$168,414 of these earnings to eligible owner patrons, with 20% of the allocation being paid out as rebates and 80% being retained by the co-op as owner equity. This allocation provides for 3,982 owners to receive rebates ranging from \$2.50 for owners with \$800 patronage to about \$75 for owners with more than \$23,000 patronage. (There were 5,372 owners who had less than \$800 patronage. They are not included in the allocation due to administrative costs.) **The total being paid out is \$33,683, and the median amount is \$6.28.** Notification of rebate amount was mailed to eligible owners.

QUESTIONS?

Please see our website wheatsville.coop or email our Finance Manager, John Perkins (john@wheatsville.coop), if you have any questions or want more information about our patronage rebate.

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Photos by: Aldia Bluewillow, Raquel Dado, Bob Kinney, Ben Mason
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 2014 Board of Directors
Doug Addison Reyna Bishop
Marcia Erickson Christina Fenton
Michelle Hernandez Angela Melina Raab
Steven Tomlinson Kate Vickery
John Vinson

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.



CAPITAL AREA FOOD BANK OF TEXAS

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Mark J. Williams

November 21, 2013

Wheatsville Co-op
3101 Guadalupe St
Austin, TX 78705-2898

Dear Wheatsville,

"Hunger is when you really want to eat but you're stranded and you don't have anything to eat around you," says Tiana a 9-year-old from South Austin. Tiana is one of the thousands of children that your gifts help nourish every week.



"When I have enough food, I am happy and excited to play and do activities," she says. Thanks to your kindness, together, we are able to provide food to more than 48,000 people every week. **We greatly appreciate your most recent gift of \$5,042.76 received on 11/12/2013 for the Wheatsville Food Coop Community Action Month.** Your generosity changes the lives of children like Tiana all across Central Texas.

Thank you for making a difference,

Joanna Linden
Joanna Linden
Chief Development Officer

P.S. The Internal Revenue Service requires we state that no goods or services were provided in consideration of your gift. Please keep this letter for your tax records.

P.P.S. Can your employer match your contributions? Visit <http://www.matchinggifts.com/austinfoodbank/> to find out.

Privacy Note: We value and respect your privacy. The Capital Area Food Bank will never rent, sell, or trade your information.

Thank you so much!



8201 S. Congress Ave. | Austin, TX 78745 | ph 512.282.2111 | fx 512.282.6606 800.786.2616 | austinfoodbank.org

The Austin Simply Fit 10 Week Resolution Challenge

The New Year is here and there's no better time to commit to living a healthy lifestyle than now. To help, Austin Simply Fit is launching a 10-week Resolution Challenge aimed at keeping you strong, inside and out. The challenge kicks off on Monday, January 13 and continues through Monday, March 23. Participants in the challenge receive weekly private workout sessions with one of Austin Simply Fit's certified personal trainers. During these sessions participants will knock out personalized 30-minute workouts, set weekly goals and work through challenges. In addition to the private sessions, each participant will also have unlimited access to Austin Simply Fit's small group sessions available at both their north and south locations.

This year Dana Tomlin, Wheatsville's Fresh Manager, will be taking the Austin Simply Fit 10 Week Resolution Challenge. Throughout the process Dana will be blogging about her progress, favorite meals and snacks and other ways she has stays committed to her fitness resolution.



Of course, it takes more than exercise to get back into shape so Austin Simply Fit and Wheatsville Food Co-op have teamed up to offer each participant gift cards redeemable for healthy meals, snacks and drinks throughout the program. Visit www.austinsimplyfit.com or call (512) 923-2348 to sign up!

About Austin Simply Fit Austin Simply Fit is a private personal training facility located in Austin, Texas and staffed by highly-motivated personal trainers, fitness experts, and yoga instructors. Unlike other personal fitness training programs, Austin Simply Fit provides individualized personal 30 minute training sessions which are tailor-made to fit the needs of each client. Austin Simply Fit personal trainers work 1-on-1 with each client and create a variety of workout and exercise programs that help each client achieve their fitness goals. For more information about Austin Simply Fit visit www.austinsimplyfit.com.



BenMason

Photography
tekkind.com

Austin Simply Fit's 10-Week Resolution Challenge

January 13 - March 24



- ★ Weekly one-on-one sessions
- ★ Unlimited small group sessions
- ★ Nutritional seminars lead by I Live Well™ Nutrition Therapy
- ★ Wheatsville® Gift Cards
- ★ Finisher's t-shirt

Call (512) 923-2348 or visit www.austinsimplyfit.com for details.

Special Thanks To:



News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!

Sign up to receive our weekly email at WWW.WHEATSVILLE.COOP or

Follow us on:



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 trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.



SUPER AWESOME → 1 DAY DEALS!

DURING Owner APPRECIATION DAYS

Saturday, January 18 (excludes all other Dr Bronner's 32oz Soaps)

DR BRONNER'S PEPPERMINT SOAP 32OZ Reg. \$13.99 → \$8

Sunday, January 19 (excludes all other Emergen-C items)

EMERGEN-C SUPER ORANGE VITAMIN C 30CT Reg. \$9.99 → \$6

Monday, January 20 in the freezer

GOOD SEED BURGERS Reg. \$6.99 → \$6

Tuesday, January 21 SHADE-GROWN HAND-PICKED

FAIR-TRADE FARA BULK COFFEE Reg. \$8.99/lb → \$6/lb

Wednesday, January 22 3.2oz (excludes all other Chocolove Bars)

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

Thursday, January 23

PARMIGIANO REGGIANO Reg. \$26.99/lb → \$17/lb

Friday, January 24 in the Grab & Go case only

POPCORN TOFU PO'BOY Reg. \$5.99 → \$4

Saturday, January 25

NIMAN BEEF BONELESS CHUCK ROAST Reg. \$7.99/lb → \$6/lb

Sunday, January 26 in the dairy case

GRANDMA'S HUMUS 9oz Reg. \$4.99 → \$4

DEAL PRICES FOR OWNERS ONLY — Not an Owner yet? Find out how YOU can become one at the Hospitality Desk.



Conans PIZZA since 1976! Hey Vegans! We have **daiya**

NORTH - 459-3221
CENTRAL - 478-5712
SOUTH - 441-6754

\$3 OFF ANY LARGE (WITH THIS AD)

Local Spoken Here
MEMBER State Independent Business Alliance
GO TEXAN.

DEEP PAN - THIN CRUST - SALADS - WINGS - LOCAL - BEER - VEGAN

I LOVE VIDEO
WORLDS OLDEST & LARGEST VIDEO STORE

2 FREE MOVIE RENTALS W/ EVERY LOVE BALLS PURCHASE!

WE BUY, SELL MOVIES

FREE LOVE! HOME OF FREE BEER TUESDAYS! MUST HAVE VALID I LUV VIDEO MEMBERSHIP. GIFT CAN BE USED FOR FREE MEMBERSHIP. ONE PER DAY PER PERSON. EXPIRES APR. 30, 2014

AWESOME FILM CULTURE

"go braless & be modest"
100% comfy cotton to wear over or under

Ttime flatwear
micro thin quilted panels keep nipples undercover

"I'll never wear a bra again!"
ONLY AVAILABLE AT
www.ttimeflatwear.com



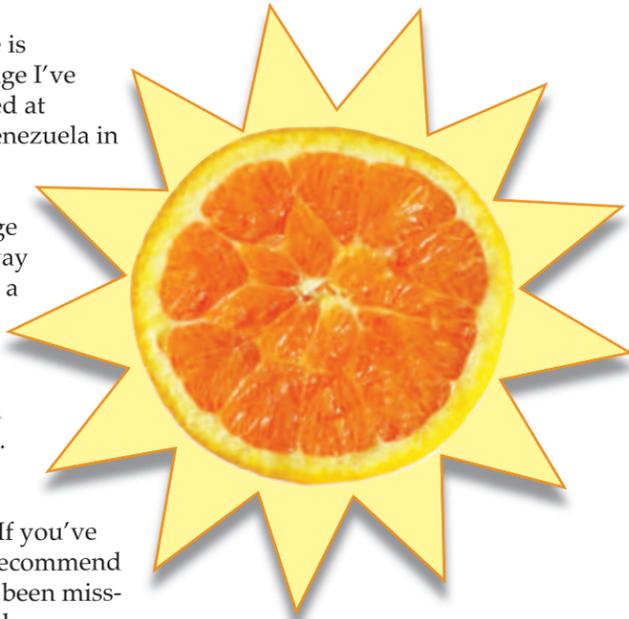
Citrus Sunshine in Winter

by Jim Kovach, Produce Supervisor, Guadalupe

Growing up in Michigan in the 70s was, among other things, ridiculously cold. I've definitely seen enough snow and ice to last a lifetime. But one thing I did always love was fresh citrus in the wintertime. It always felt like I was unwrapping a sunny gift from summer in the middle of cold dark winter. Thankfully, now that I'm liv-

ing in Texas, my winters have gotten much warmer, and better yet, the citrus has gotten much better. My two favorites are the Cara Cara orange and the Texas Rio Red grapefruit.

The Cara Cara orange is hands down the best orange I've ever had. It was discovered at Hacienda Cara Cara in Venezuela in 1976. It was a natural mutation the occurred on a Washington navel orange tree. It quickly made its way to Florida and then found a growing home in California. It is sweeter than the average orange and the flesh has a beautiful almost red color. Sweet, juicy and low acid make this the perfect orange for a quick snack. If you've never tried one, I highly recommend you find out what you've been missing. You'll be glad you did.



My other favorite is the Texas Rio Red Grapefruit. Local and organic are two of my favorite qualities in a produce item and this grapefruit has both of those things going for it. It was developed in the Rio Grande Valley at the Texas A&M Citrus Center and is grown at G & S Groves in McAllen, Texas.

Most importantly, it is absolutely delicious. It is a bit larger than a standard commercial grapefruit, is super juicy, has a deep red flesh, and has just enough sweetness to balance out the underlying tartness. As a grapefruit eating kiddo in Michigan, I'd always scoop a little sugar on my grapefruit. With the Rio Red however, sugar is not needed at all. I section them and eat them like an over-sized orange. They are, like all things from Texas, awesome.

So swing on by your friendly neighborhood Wheatsville Produce department and try one of these wonderful winter citrus selections. They'll brighten up your day and unleash a little summer sun into our chilly winter air. Stay warm out there!

LOCAL, HANDMADE TEMPEH AND TEMPEH SAUSAGE

Available at
Wheatsville

or order
direct at:
theheartyvegan@gmail.com

100% organic ingredients

non GMO, gluten-free vegan

The Hearty Vegan

heartyvegan.com



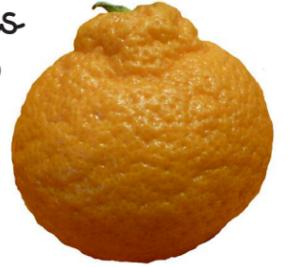
Staff TOP 10 PICK



ANGELA DEVORE: FRONT END CLERK, S. LAMAR

1. Satsuma Tangerines

CITRUS SEASON! A TASTY SNACK THAT'S EASY TO PEEL AND BURSTING WITH VITAMIN C.



2. Lotus Biscoff Spread

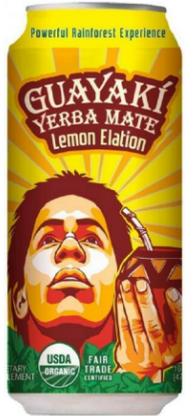
THE COOKIE BUTTER OF MY DREAMS! PERFECT ON TOAST.

3. Wheatsville's Jalapeño Cheddar Loaf

MADE RIGHT HERE IN THE WV BAKEHOUSE, THIS BREAD MIGHT BE TOO GOOD FOR SANDWICHES - IT HAS ALL YOU NEED IN A SINGLE BITE.

4. Guayaki Yerba Mate - Lemon Elation

REFRESHING, ENERGIZING AND ALWAYS GONE TOO SOON.



5. Pederson's Cherrywood Smoked Bacon

WHEN COOKED, THE CHERRYWOOD SMOKE CARAMELIZES THE BACON TO A SWEET-SAVORY CRISP.

6. Big B's Cold Pressed Apple Cider

I LIKE TO ADD MULLING SPICES AND SERVE IT HOT. WHISKEY OPTIONAL. GREAT FOR A COLD NIGHT!



7. Wheatsville's Cilantro Lime Dressing

THE FLAVOR PERFECTLY COMPLEMENTS A SALAD AND DOES NOT OVERWHELM, EVEN IF YOU WISH IT COULD.

8. Oak Hill Farms Spinach

LOCALLY GROWN, THIS SPINACH IS THE BEST I'VE EVER HAD. TEXTURE HOLDS UP GREAT WHEN COOKED (SAAG, ANYONE?).

9. Dancing Dingo Sandalwood Vanilla Body Lotion

SMELLS LIKE S'MORES ROASTING OVER A BONFIRE ON A DESERTED ISLAND BEACH.



10. Van Dijk Dorothea Potato Chip Goat Cheese

SOUNDS RIDICULOUS AND IT IS. IN THE BEST WAY.





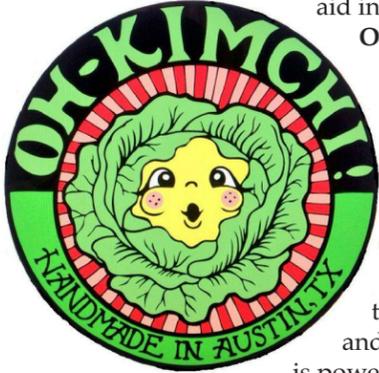
Raw, Cultured Cleanse *by Chris Moore, Chill Coordinator*

It's the time of year when the holiday feasts and parties have ended. It's time to start cutting down on all the excess sug-

ars, fats, and alcohol. It's time to make a healthy start for the new year.

Going local is important for those of us that are committed to the co-op and our community. At Wheatsville we have a great selection of raw and fermented products made right here in Austin.

Fermented vegetables such as sauerkrauts and kimchi are healthy and have long been used to introduce a healthy amount of beneficial organisms into your everyday meal and aid in digestion.



OH Kimchi is a new local business using locally sourced Johnsons Backyard Garden vegetables to make their traditional and vegan kimchi. It

is power packed with delicious vegetables that are fermented to perfection and ready to boost your system with billions of live enzymes and probiotics!

Raw juicing and kombucha are another great attribute to a cleanse which makes it easier to just drink yourself to a healthier disposition.

Daily Greens is a locally made and sourced vegetable and fruit juice. Shauna Martin, the owner and founder of Drink Daily Greens, is a firm believer in the cleansing and healing properties of a juice cleanse.

From drinkdailygreens.com:

At the age of 33, their founder, Shauna Martin, was diagnosed with breast cancer. With a young family to care for, Shauna struggled to recover from the trauma of multiple surgeries and the toxic effects of chemotherapy.

Eight years clear, Shauna attributes her complete recovery from breast cancer and current healthy lifestyle, in part, to her regimen of drinking a green juice every day. Shauna decided that she wanted to share this life-enriching habit and spread the good word about drinking your vegetables.

Consisting of a perfect blend of nutrient-rich dark leafy greens and lighter, juicier greens, each new drink is as delicious as it is nutritious. Quality-tested with their chefs and their legion of fans, they ensure that you are drinking something that will change your life for the better, for good.



Kombucha is another fantastic way to kick off a new years cleanse. Kombucha is an all natural fermented tea that contains active enzymes and probiotics which can aid in digestion and cleansing.

We currently offer two local brands of kombucha, **Buddha's Brew** and **Kosmic Kombucha**.

These great vendors have been with Wheatsville for several years and are tried and true members of the Austin kombucha culture.

With a wide variety of flavors offered by our local kombucha artisans, we are sure we have a flavor that will appeal to you. Happy Cleansing!



How Do We Choose Our Seafood? *by Mark Maddy, Meat & Seafood Coordinator*

Sustainability is one of those tricky words that get tossed around the natural foods world. We have the feeling that sustainable means the process can go on indefinitely without harm to a species or its environment. But there is no universal meaning of harm. It is impossible to have a unified theory of sustainability because different species have different needs.

Freshwater fish need to be farmed to be sustainable and saltwater fish generally should be wild caught. How wild caught fish are harvested can affect sea life from the surface of the water to the sea floor from bycatch, the unintentional catch of species other than what are being fished for. This may also include juveniles or underdeveloped fish of the intended species which are not sold, but disposed of. Some types of nets and lines tear up sea-life habitats. Third party sustainability certifiers evaluate these types of practices and attempt to raise awareness to help keep our oceans and fresh waters abundant with sea life. These agencies look at how the fisherman and the tools they use interact with the environment where the fish are grown and harvested. They observe if the life cycle of the species can maintain itself. They evaluate the impact that consumer demand has on seafood and the environment.

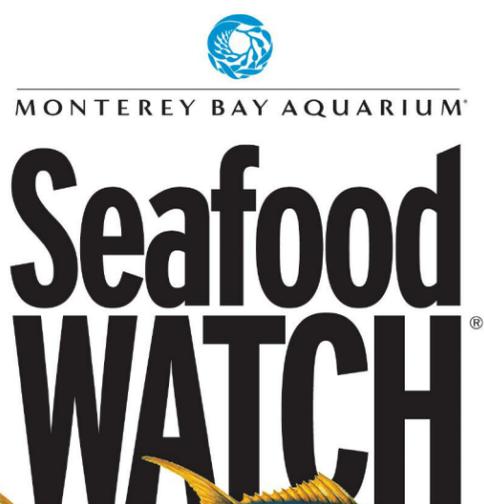
Wheatsville uses two of these watchdog agencies to determine our seafood selection.

- **The Monterey Bay Aquarium Seafood Watch** program has been around since 1999. They use science based, peer reviewed reports- that are available on their website- to evaluate fisheries and seafood. They use their regional pocket

guides to raise consumer awareness of the best choices to keep our seafood healthy and sustainable. If scientific data is inconclusive or unavailable they err on the conservative side. Wheatsville only offers best choice and good alternative choices from the MBA Seafood Watch list.

- **The Marine Stewardship Council (MSC)** is a non-profit organization that uses a third party team to establish the highest standards of traceability and sustainability. This is a voluntary certification, whose standards exceed internationally recognized best practices for fisheries. Products with the MSC seal can be traced back to a certified Sustainable fishery.

Both of these organizations have mobile apps that can be downloaded to your phone or mobile device.



www.seafoodwatch.org

Most of our Seafood comes from the Gulf of Mexico and Alaska.

- **The Gulf** is the closest ocean to Wheatsville. We're glad of the opportunity to support Texas fisherman and fisheries.
- **Alaska:** Seafood is the state's biggest revenue source. It is one of the best managed and maintained fisheries in the world. Alaska has rigid laws to maintain a clean, healthy and sustainable resource.

Cooking seafood doesn't have to be intimidating. Pick the right cooking method for your seafood and don't overcook it. When you can start to pull the flakes apart with a fork, it's done.

Blackened Fish is a simple preparation that can be used for just about any fish-trout, black drum, salmon, cod, tilapia.

Combine these seasonings in a bowl:

- 1 Tbs paprika
- 2 tsp dry mustard
- 1 tsp cayenne pepper
- 1 tsp ground cumin
- 1 tsp black pepper
- 1 tsp white pepper
- 1 tsp dried thyme
- 1 tsp salt

Melt enough butter to coat the fish filets (somewhere around a tablespoon per filet) and to have about a 1/4 cup to cook with. Dip the fish in the butter and sprinkle both sides with the rub. Place them in a very hot (preferably cast iron) pan. Pour about a teaspoon of the butter over the fish. It is going to get smoky. Cook about two minutes, until it looks charred. Flip it over and do the same to the other side.



Support your New Year's Resolutions by Shopping Bulk

by Nina Norton, Category Management Coordinator

The beginning of a new year usually marks the creation of a long list of personal goals many of us hope to achieve in the year ahead.

From

improving your diet to saving money and even going green, bulk foods can help you to see your resolutions all the way through to December 31st.

Resolution #1: Better Diet

Plant-based diets are good for the environment, your heart, your weight, and your overall health. Outside of the Produce department, Bulk is the best place to shop to support a nutrient dense, minimally processed plant-based diet. Whole ingredients offer the opportunity to cook scratch meals you know will be free from added chemicals, preservatives, colorings, and fillers. Take control of the foods that are fueling your body on a daily basis by cooking for yourself.

Resolution #2: Save Money

For foodstuffs your household goes through regularly, bulk makes good financial sense. Bulk foods are on average 89% lower in price than packaged goods¹, according to a recent Bulk Foods Study conducted by Portland State University's Food Industry Leadership Center (FILC). With bulk, shoppers are paying for the product and nothing more (no extra fancy packaging, production, and distribution costs for said package).

The trend in packaged foods is to reduce the amount of food in the package without reducing the price and to charge premiums for overhead costs, meaning consumers end up paying for more than they get. When comparing a bulk item to packaged alternatives, be sure to consider attributes such as certified organic, Fair Trade, and locally produced, significant points of differentiation.

Resolution #3: Reduce Waste

Consider where being able to purchase 'just the amount you need' is really going to matter. If a new recipe calls for an ingredient not usually in your pantry, wouldn't it be preferable to be able to buy a small amount rather than an entire package? The ability to buy the exact quantity needed means that bulk foods are less likely than packaged items to spoil or be thrown away, which results in less food waste.

Buying food in bulk also significantly reduces the amount of direct packaging going into landfills. According to the PSU Bulk Foods Study, if coffee-drinking Americans purchased all of their coffee in bulk for one year, nearly 240 million pounds of foil packaging would be saved from entering a landfill. If Americans purchased all their almonds in bulk for one year, 72 million pounds of waste would be saved from a landfill.

Additionally, food manufacturers also realize economic and environmental benefits by producing bulk foods. A food company choosing to market bulk foods versus packaged foods can save an average of 54 percent on material and delivery costs. These goods require less overall transportation for delivery to consumers: there is much less packaging that needs to be produced and transported prior to being filled, and the transportation of bulk foods to markets is more efficient because pallets can be packed so densely on a truck.

Wheatsville welcomes shoppers to bring their own containers in for re-use; at the start of your shopping trip, we'll gladly weigh and sticker your empty container with a tare to deduct its weight from purchase once filled.



So what can you buy in bulk?

Whole grains, flours, pasta, beans, cereals, trail mixes, nut butters, sweeteners, dried fruits, nuts and seeds, herbs and spices, and even snacks are standard; Wheatsville also offers locally grown sprouted nuts, dried TVP meat substitutes, a selection of cooperatively and locally roasted Fair Trade organic coffees, gelatin-free gummy candies, locally produced liquid laundry detergent, and more.

¹<http://www.bulkisgreen.org/Docs/2012-PSU-BIGStudy.pdf>



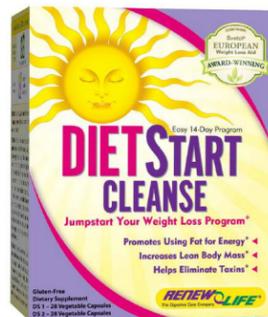
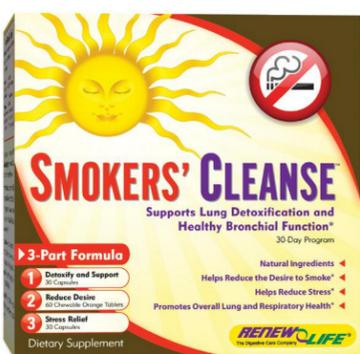
Cleansing in the New Year by Sam McDonald, Wellness Clerk, S. Lamar

Welcome to another new year, Wheatsvillians! Perhaps you view this time of year as a chance to challenge yourself and accomplish new goals by making resolutions. Maybe the New Year symbolizes the ability to start anew and wash away any regrets of the previous year, or

to you, there really is no difference other than the actual year. We strive to cater to those on all spectrums but if you have found yourself pondering possible New Year's resolutions or are just looking for ways to better yourself, we may have the extra boost you need to make a successful go of it! Three of the most popular resolutions have historically been quitting smoking, losing weight, and an overall promise to live a healthier lifestyle. None of which are easy tasks to tackle alone, but with the help

of some specific cleanses they can be a little less daunting.

In the Wellness department, you can find support to quit smoking with Renew Life's Smokers' Cleanse. This is a three part formula developed for smokers who want to cleanse the body and temporarily ease their desire to smoke, while also combining natural herbs and vitamins to help reduce stress and promote feelings of calmness.



If weight loss is what you're after, we have a couple of options for you. Renew Life's Diet Start Cleanse is a two week cleanse that helps jumpstart weight loss and enhances metabolism by using a proven weight loss enhancer derived from decaffeinated green coffee beans. Two weeks might be two weeks too long for you so in that case, we have a super easy 3-day weight loss cleanse to get you started. Renew Life's 3-Day Diet Start is a two part cleanse that is great for those who may be new to cleansing.

Lastly, committing to an overall healthy lifestyle can incorporate many changes depending on your previous lifestyle. Regardless of what those habits may have been, we've gotcha covered. You can start fresh with a liver detox, kidney detox, or even a heavy metal cleanse. We also have multiple total body cleanses to choose from. If you're a detox newbie, rest easy with cleanses specially made for first-timers. Feel free to ask our Wellness clerks for more information regarding the cleanses available!

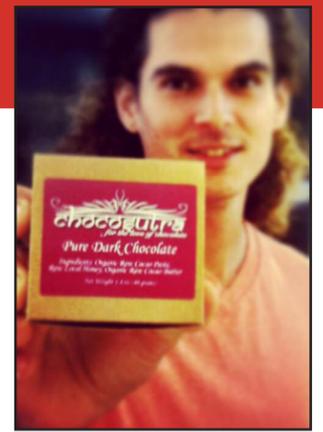
If you are worried about the food restrictions associated with cleansing, have no fear! While most of these do recommend a slight tweak to your menu, a total overhaul is not required. These formulas have taken the hard work out of cleansing and created a much more convenient way to rid your body of toxins. Not only is there a great possibility you will feel better physically, but mentally and emotionally as well!

Here's to making 2014 the best year yet!



Local Vendor Spotlight: ChocoSutra

Niki Nash, Wheatsville Packaged Manager interviews Richard Kreuzburg, Founder of ChocoSutra



Handcrafted raw chocolates are becoming a national sensation as people discover the richness of flavor and the health benefits pure cacao has to offer. We're fortunate here in Austin to have our own local source in ChocoSutra's artisanal, therapeutic chocolates in a variety of flavors like Habañero Sea Salt, Medicinal Mushroom and Lavender along with the original Pure Dark Chocolate. ChocoSutra was founded by Wheatsville shopper Richard Kreuzburg, who thoughtfully answered the following interview questions in time for the biggest chocolate holiday of the year: Valentine's Day!

What inspired you to go into the chocolate business?

I decided to go into the chocolate business so that I could provide a pure chocolate to people; something that was reminiscent of the reverence of where chocolate has come from. After studying the history of cacao and the new scientific rediscoveries of the healthy properties of cacao I felt there was so much more potential to cacao than our modern society has allowed to be expressed through the typically over sweetened, watered down version that's common. Cacao was once a highly prized food for nobility, warriors, and laborers. Cacao has compounds in it that provide the brain with pleasurable sensations from serotonin, dopamine, phenylethylamine and it heightens blood pumping through the body i.e. heart activation which can produce powerful sensations over the body. It was my decision from the beginning to highlight and enhance these properties in chocolate with high quality pure foods.

You make each chocolate by hand, what goes into that process?

This process involves slowly melting the cacao and cacao butter over a low temperature. Since I use raw cacao I want to maintain all the delicate compounds by using a low heat melting. Then I mix proportions of cacao paste and cacao butter and temper it, which is a precise method of structuring the fat molecules in cacao so that once it's finished it has a shiny appearance and gives it that melt in your mouth sensation. After it's tempered I'll pour the unsweetened chocolate into the moulds that I use and then almost immediately dump it out. This leaves a thin layer on the inside of the mould which forms the shell. Once it's set up I'll pour the ganache into the cavities, then cap it off with more tempered chocolate. As it melts on your tongue, different flavors become more pronounced. This process has become a meditation for me. I only make the chocolates when I'm in a good mood, I'm usually singing and dancing around the kitchen as I make them. I use specific sacred symbols and power wheels to enhance the frequency of the individual ingredients as they sit on the shelves too. I say this because I want people to know how much love and intention goes into this process.

You favor using honey in all of your chocolate recipes, why do you have a preference for it as a sweetener?

I decided to use honey because I wanted to make chocolate a functional food. There is a long history of honey being medicinal and therapeutic. It contains many nutrients, digestive enzymes, pollen granules, antimicrobial

properties, etc. Both honey and cacao have been shown to help the body regulate blood sugar, lower blood pressure, flush out excess cholesterol, lose excess fat, as well as specific properties of each food individually. Honey bees themselves are absolutely incredible, and the honey they produce is magical. I'd recommend readers to look over Rudolf Steiner's 9 lectures on bees to get a glimpse at how amazing the honey bee is.

I've also recently begun using honey from Central Texas Bee Rescue and Preserve. I'm very proud to be supporting this non-profit which relocates bee hives instead of destroying them when they settle in homes or businesses where they aren't wanted by the inhabitants. This is some of the best honey I've ever had.

Tell us about some of the more exotic ingredients in ChocoSutra chocolates. What are their properties and how do they taste?

Most of my ingredients are pretty common foods. I use really high quality essential oils that are therapeutic grade. Meaning that great care was taken in making sure all the beneficial compounds of the herbs, such as peppermint, clove, rosemary, cinnamon, lavender, etc. are still intact after the distillation process.

One of my chocolates has Chaga mushroom and Reishi mushroom which are becoming widely popular in our society for their immune supporting functions. These mushrooms, considered the King and Queen of medicinal mushrooms, have shown to be beneficial in stress management, immune adaptability, liver cleansing, improved cognitive functions, and much more as research continues on the various properties that these and other medicinal mushrooms have. They don't give the chocolate a mushroom-like flavor that some people expect. I really adore these herbs.

Which ChocoSutra chocolates would make good gifts for Valentine's Day?

Around Valentine's Day I try to have Rose-Cardamom or Rose-Cinnamon chocolates available. Rose essential oil is such a powerful oil, it holds a special place in my heart. High quality rose oil's property is that it reconnects one with Divinity. That's the spiritual use of it. It has a strong effect on opening the heart, as does chocolate, so this is, in my opinion, the best flavor for chocolates around Valentine's Day.

ChocoSutra Chocolates can be found at both Wheatsville locations in the Raw Foods section.

ALSO: Wheatsville offers a wide and varied selection of Valentine's chocolates and treats including:

- Fair-Trade, Organic & Vegan Chocolates and Truffles
- Wheatsville's most popular chocolate bar: Chocolove Chocolate Almond Sea Salt
- Raw, handcrafted cacao from small producers
- Fun and fruity goodies for the chocolate averse



Creamy Raspberry Stuffed French Toast by Robin Roosa, Bakehouse Supervisor

Don't wait for dinner to get your Valentine groove on. Surprise your sweetie with breakfast in bed and get a head start on all the other Romeos! Start your French Toast engines.
Serves 2- 4

Before you do anything, preheat your oven to 350°F and put 6- 8 slices of Pederson's Cherry-Smoked Bacon on a sheet pan.

Custard

2 eggs
1 cup milk
1 Tbs vanilla
pinch of salt
Whisk together until smooth

Filling

3 oz. cream cheese, softened
2- 3 Tbs raspberry jam
Whisk until light and fluffy.



8 slices of Wheatsville Nine- Grain Sandwich Bread

Spread a heaping tablespoon of the filling over 4 of the bread slices leaving a 1/4 inch border all around. Top with second slice of bread and gently press down.

Melt one tablespoon of butter in a large skillet or griddle over medium heat.

Put the "sandwiches" into the custard and allow them to soak for a minute or two.

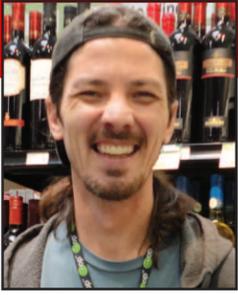
Carefully put them into the not-too-hot skillet and sauté until golden brown on both sides. Lower heat and cook a couple of minutes longer until the custard is set.

Serve warm with fresh raspberries, warm maple syrup and that bacon that you just pulled out of the oven. And a Mimosa made with fresh-squeezed blood orange juice would not be out of place in this scenario. (Oh, be still my heart!)

Note: The custard and the filling can both be prepared the night before. We chose 9-Grain Sandwich bread for this because we like the flavor and texture of all of the wholesome grains and the touch of honey, but any of our breads would be fantastic, especially the French Batard.

Happy Valentine's Day!

Romantic Parings for Valentine's Day *by John Robertson, Packaged Supervisor*



Valentine's Day. A time when we are called upon to marry the seductive powers of food and wine into a spread sure to make your lover swoon. Through the ages this powerful blend has proven that tickling the taste buds is the ideal beginning to an evening of romance, and showing your

proress at finding the just right combination is sure to impress. I would like to share a few of my favorite parings, which always start with wine and cheese. With each recommendation I have also included culinary accompaniments that have been said to have aphrodisiac properties. This is by no means a comprehensive list, but perhaps enough to inspire your own delectable creation for a night of romance.

Let us start out with **Humboldt Fog**, a lovely goat chevre from **Cyprus Grove**. This light and creamy soft cheese, accented with a seam of ash running through the middle, is perfectly paired with fresh figs, a drizzle of honey and lightly dusted with some fresh ground pepper. Accompanied by a glass of **Mouton Cadet's Sauvignon Blanc** from the Bordeaux region of France, whose peach and blossom aromas and crisp fruit flavors make it the classic cheese and wine pairing.

Perhaps a red is more to your taste. **Antaño**



Tempranillo with its velvety texture and red berries on the palate is one of Wheatsville's best selling and best value wines. This along with a delicious hunk of raw white cheddar from our local friends at **Brazos Valley** and perhaps a bowl full of sprouted almonds from our bulk department to nibble on, make any easy pairing. Or if you are feeling more adventurous, some beef tenderloin wrapped grilled asparagus spears would go delightfully well.



For some real decadence try some of our **Beemster 26 month aged Gouda**. Let it come to room temperature and the nuances of butterscotch, pecan, and whiskey will, at different times, explode while it melts in your mouth. With this I like a nice big wine like the **Gnarly Head Old Vine Zinfandel**. And as a chaser, Austin's own **ChocoSutra** pure dark truffles, or habanero sea salt chocolate for a spicier night.

And to top our evening off, a flute of bubbles by **Bocelli Prosecco** coupled with an award winning bite of **Maytag blue cheese** on fresh baked crusty bread from our **Wheatsville Bakehouse**. Throw in some oysters on the half shell if you really mean business. This combination is sure to please. Here's wishing you a lovely night. Cheers!



AphrodiTEA

by Dheva Liebman, Wellness Clerk, Guadalupe

Valentine's Day is the perfect time to get all warm and cozy with a hot cup of tea and curl up with that special someone. Wheatsville is delighted to once again offer our one-of-a-kind, in-house Valentine's tea blend, lovingly named **AphrodiTEA**. This tea, some might say, will help get you "in the mood", but it will also provide you with a myriad of health benefits.

We blend Chamomile, Cinnamon Chip, Damiana, Hawthorn Berry, Orange Peel and Rosebuds to make this delicious and warming tea.

Chamomile, has traditionally been used as a calmativ and anti-stress herb. Cinnamon helps reduce inflammation, as well as relieve indigestion. Damiana has been used as an aphrodisiac in many cultures and can improve sexual function in both men and women. It also has been associated as an anti-anxiety and anti-depression herb.

Hawthorn Berry contains compounds that support the heart and circulatory system. Red Rosebuds can soothe nervousness, improve blood circulation and help relieve pain.

We recommend you use about 2-3 teaspoons per 16 ounces of boiled water and then

let steep for 5-8 minutes to brew up a piping hot cup of love!

You can find our AphrodiTEA in the bulk herbs department, for just \$1.25 an ounce.



A Sweet Exchange
VALENTINE'S DAY CONTEST

Win free CHOCOLATE
ORGANIC & FAIRLY TRADED
FOR YOUR VALENTINE
for a year!

ENTER HERE → equalexchange.coop/vday



Just submit a photo or short video, telling us why your sweetheart deserves Equal Exchange chocolate this Valentine's Day. Get creative! Deadline for submissions is **February 7, 2014**. We'll then open up voting to the public, so share this contest and encourage your friends and family to vote for you!



Staff TOP 10 PICK



CHEA FULLER: PRODUCE CLERK GUADALUPE



Alafia Black Soap

THIS AWESOME MULTI-PURPOSE SOAP SUPPORTS A GREAT CAUSE AND IS THE SHAMPOO OF CURLY HAired DREAMS!

Chicken Poop Lip Junk

WITH AN AVOCADO OIL BASE, THIS IS BY FAR, THE BEST CHAPSTICK I'VE EVER USED!! (CONTAINS NO POOP)

Red Kuri Squash

THIS SQUASH HAS A BEAUTIFUL CHEST-NUT FLAVOR AND IS GREAT FOR STUFFING, STIR FRYING, ROASTING AND EVERYTHING IN BETWEEN!



Deli Vegan Mac 'n' Cheese on the Hot Bar

THIS IS THE ULTIMATE COMFORT FOOD. JUST LIKE MAMA USED TO MAKE!



Badger Bug Balm

THIS AMAZING, NATURAL INSECT REPELLANT PROTECTS ME EVERYWHERE FROM MY AUSTIN BACK YARD TO COSTA RICA!

Chicken Feet

THEY ARE PERFECT NUTRITIOUS TREATS FOR MY DOG AND MAKE UNBELIEVABLE CHICKEN STOCK.

Sunchokes

LIKE A POTATO AND AN ARTI-CHOKE GOT TOGETHER AND HAD A DELICIOUS BABY.



Green Skunk Deodorant

PERFECT FOR THOSE EXTRA SKUNKY DAYS. LOCAL, TOO!



One With Nature Dead Sea Mud Soap

THIS SOAP IS A MIRACLE FOR MY SUPER SENSITIVE SKIN, ESPECIALLY IN THESE COLD MONTHS.



Mary's Gone Crackers Black Pepper Crackers

BEST. SNACK. EVER.



MORE HAPPY PEOPLE!

Staff Anniversaries!

Tammy Brookshire 25 years as of 2/6
(Accounts Payable Coordinator)

Kim Tehan-Barrow 24 years as of 1/14
(Guadalupe Order Clerk)

Dan Gilotte 16 years as of 2/18 (Chief Executive Grocer)

Mindy Tureau 7 years as of 1/5 (Guadalupe Baker)

Susan Amicarella 5 years as of 2/9 (Guadalupe Order Clerk)

Chris Moore 4 years as of 1/6 (Chill Coordinator)

Brooks Wood 4 years as of 2/22
(Visual Merchandising Coordinator)

Liz Patterson 3 years as of 2/14 (South Lamar Order Clerk)

Joe Mata 2 years as of 1/4 (South Lamar Meat Assistant)

Rory Alexander 2 years as of 1/5 (Guadalupe Store Manager)

Caroline Robertson 2 years as of 2/9 (Guadalupe Pricing Clerk)

Bonnie Cox 2 years as of 2/16 (South Lamar Front End Clerk)

Rob Miller 2 years as of 2/27 (Guadalupe Front End Clerk)

Ashley Gallagher 1 year as of 1/11 (Guadalupe Deli Clerk)

Kimba Lipsky 1 year as of 1/11 (South Lamar Order Clerk)

PJ Miera 1 year as of 2/5 (Guadalupe Stocking Supervisor)

Alex Neiheisel 1 year as of 2/5 (South Lamar Packaged Lead)

Steven Short 1 year as of 2/21 (Guadalupe Steward)



KUTX.org 98.9 fm



TRAVIS AUDUBON

Promoting 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 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. www.travisaudubon.org/fieldtrips.html



Sunshine Community Gardens Spring Plant Sale and Garden Festival

Early Bird Gets the Worm and More!

by Kathleen Cobb, SCG Volunteer

At **Sunshine Community Gardens (SCG)** we are gearing up for Austin's best loved **Spring Plant Sale and Garden Festival** to be held **Saturday, March 1st, 2014** from 9 a.m. to 2 p.m. at 4814 Sunshine Drive. Our annual festival is the largest early-bird source for locally raised, heirloom and organic vegetables, culinary herbs, medicinal herbs and ornamentals. Local vendors and live music round out this annual rite of spring for the entire family.

Spring is right around the corner and early is the name of the game when it comes to growing your own heirloom veggies, herbs and edible flowers! In central Texas, January and February are the months to get out to prepare your garden beds so that you can plant in March. With the extreme heat that comes in late spring and early summer here, we have to start early if we are going to try for that bumper crop of homegrown produce. So mark your calendars! Please visit our website at www.sunshinecommunitygardens.org for more information.

SCG is the oldest and largest community garden in Austin in partnership with the Texas School for the Blind and Visually Impaired providing the Austin community with an urban oasis for growing organic food and flowers. We are an all-volunteer non-profit organization that offers education opportunities with garden tours, donations of seed and plants. Designated gardens are set aside to grow fresh produce for the Micah 6 Food Bank & Pantry.

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!

Staff Spotlight- Nathan Dixey

by Annie Downs, File Clerk & Recruiting Coordinator



AD: What is your Wheatsville history?
ND: I started at Wheatsville Guadalupe in October in the Deli. I still work there, at the counter and doing prep.

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

ND: I'm originally from Chicago, but have spent the last 10 years living in Lawrence, Kansas. I moved to Austin this past September.

AD: What is your favorite product at Wheatsville?

ND: I love the Raw Deal salad. No, wait. The Buffalo Popcorn Tofu Hero.

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

ND: Still being new to town, I like to discover an amazing new food truck. My favorite is Taquitos Michoacanos on South Congress. I also love Zilker Park and the Barton Creek Greenbelt.

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

ND: I taught high school English literature for two years in Kansas.

AD: Fill in the blanks:

ND: I've always wanted to deliver mail for the Pony Express and if I had it my way, The Giant Sequoia would not be living only in California.



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FREE FRIED SPRING ROLL
 with the purchase of any entree that costs a minimum \$3.95 + tax. Not valid with any other offer, one coupon per person. EXP 10/12/13

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foodcoopinitiative.coop/monadnock

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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

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.

"You guys have the best vegetables!!!"

"I came in for biscuits and gravy on the hot bar, but it was thanksgiving food instead. That is so awesome!"

"Damned fine rubber band job courtesy of @wheatsville, damned fine. Safest eggs ever." Matthew S

"One of my favorite places on the drag! great people and high quality foods!" Maria F.

"Y'all are so rad! I love this place."

"This is the best entrance into a store I've ever experienced. (Customer entering store to free pie samples) Unknown Customer

"Great vegan options... Excellent staff and above all the barbecue tofu patty is a food item to die for !!! Love this place" Tistro H

"I love how welcomed we are made to feel EVERY time we shop here." Blanca A

"Wow, these bags are PERFECTLY balanced! That's amazing..." (Charlotte H commenting on Cece's bagging job)

"So joyously painless going to @wheatsville right now! Best. Store. Ever." Meredith B

"We love Wheatsville!" Kathryn A

"Long story short, I love Wheatsville. The folks who work there are Awesome (I adore the yummy deli guys & kisses to the magical chef!); all so very warm and welcoming. Thank you for your superior management of an excellent alternative to the toxic stores in the food industry who are poisoning mankind." Bonnie K

"The rosemary lentil soup and mashed potatoes were sooo good today."

"Can't believe it is already my last day...it came way too fast! I just wanted to let all of you know that I am incredibly grateful to have spent the last two years working alongside you. It has been such a joy to get to know each and every one of you, and I deeply value each of your stories and who you are! I may be going to a far off land to help others in need but please know that I am no more of a world changer than any of you. You each get to inspire and change lives of the people you come across each day and Austin, as well as the world, is so much more of a better place for it! One of my favorite quotes in life is from Mother Theresa, she said this: "We cannot do great things, only small things with great love." That is my hope and prayer for each of you, that you would continue to change the world through small acts of great love in each day! Thank you so much for the time you have given me; I have never worked in a place before where I have felt so supported and encouraged, nor been surrounded by so many people with such beautiful hearts and desires to make their community a better place! There is no way that I could embark on this journey without each and every one of you beside me, both in my time here and in the times ahead as I go. So here is to the many years of journeying, learning, and continuing to change the world together as a people of cooperative community!" Brennon B

Customer said it was his first time back in a few years, and that it looked great and he would be definitely be back.

"The Roasted Brussels Sprouts and Carrots is the best thing ever. Something finally trumped Raw Deal. I love it! I can't get over how good it is." Jimmy D

"I just ate at the deli this week for the first time, it won't be my last" ARC Health Fair Participant

"I love the Asian food section, the prices are great" ARC Health Fair Participant

(When asked what you like about WV?) "Stahlbush blueberries, Frito Pies, that Beet and Kale salad stuff and most anything from the deli" ARC Health Fair Participant

"You have the mochi balls that I love and can't find anywhere" ARC Health Fair Participant

"I just love shopping there!" ARC Health Fair Participant

"I used to shop there all the time when I lived across the street. I love it! I always stop in for Popcorn Tofu when my work has pot lucks, no one ever knows its tofu. The vegetarian options are great." ARC Health Fair Participant

"Best co-op ever! It gets better every year. Reasonable prices. Amazing deli. Great vegan options. Good selection of fun local products that I don't find elsewhere, including unusual meats and non-homogenized dairy products. I'm always amazed at the quality of the selection throughout the store. Bonus for mommas- they have little tiny carts to keep your shopping buddy occupied. Nice organic coffee bean selection." Katherine S

"Oh my gosh, have you tried the Brussels Sprout and Carrots salad? It's amazing, I've gotten it everyday since you started offering it." Hungry Customer

"I love WV because you have the little kid's carts. I come here specifically for them!" Tarisa S

"I just love this store! I just love WV! Jennifer

I love this store! Everyone's so helpful, I was sung to, and I got to try so many foods. Regina R

"Now that the new store is open, I feel that a part of me is fulfilled." Lisa O

"We have been OBSESSED with cooking again since y'all opened. Before — we didn't have a grocery store nearby that we liked shopping at, but now that you're here my husband and I cook all the time. It's all about Wheatsville — you've changed our lives." Lauren T

"This is the best store ever. There is such a friendly vibration in this place. And the checkers are freakin' badass!" Melissa

"I'm glad you guys are down here now! But I love the old one too."

"I love that I don't feel out of place here. There's no pressure to be a certain type of person, to shop here, like other stores can be."

"My son is autistic, and this is the longest we've been able to shop together in a long time. We've shopped for an hour today!"

"If you look at this shopping strip, it's Wheatsville and then everything else. This place brightens up the whole area." Will

"Wheatsville has made South Austin complete!" Annabel H

"The new store is so beautiful and spacious, this is my first time into the new store. I love both Wheatsvilles." Cindy

"We're thinking of becoming owners, our daughter asks us to specifically come here because she loves the green kid's carts." Briana

"I love that I can get all my happy foods here and get out in ten minutes or less!" Lisa

"Wheatsville is the only nice thing that has come to our neighborhood. It is a bright light around all the destructive development in this area of town." Carolyn

"I love that you are south and that you have my favorite cookie! I love you guys!" Ashley D

"Love the new store! It's the perfect size, great use of space!"

"First time in new store. Very good vibe!"

"Very happy to have you in the area, and its great that you carry einkorn pasta!" Margaret

"I love your store. I LOVE IT!" Greg

"I love coming in here to shop. It's just so much less stressful than anywhere else." Lacie P

"I love that you open at 7:30am instead of 8am. I like to shop as early as possible so I can go about the rest of my day." Marianne D

"It smells so...so darn good in here!"

"Thank you for what you've done with the space. It's a great selection with decent prices without having to travel through downtown." Naomi

"It's so nice here." - said by a new regular as he surveyed the scene from near the exit.

"I am so pleased that you have so much healthful food that I can eat. I write a column on nutrition, teach nutrition, and do lots of research. Your store really has a great selection."

"I am so glad you guys are in the neighborhood."

"Wheatsville is the best kept secret in South Austin. It's much cheaper than the alternatives in town. I love belonging to the co-op!" Susan F

"A great experience- Wynne and Gwen helped the children with their money lesson. Thank you!" teacher at Austin Eco School

"Wheatsville is like a ride I don't want to get off of." Kris F

"I've been out of the country and could not wait to get back and visit the new store. I love it!" Virginia

"I love this store! I've been to the one up north and this is my first time at this location." Emilia

"I love that you have a store here now, and you have Red Rabbit donuts!" Bunny

"I'm so excited you're here! I live in Wimberley and almost never go north of the river." Mary

"I love it. Y'all have all the things I can't find anywhere else." Sarah

"I love y'all! This is my first time in."

"I love the feel of the place...AND the food is delicious!" Mary

"I am just so pleased! What a nice wall of history!" Steven

"This is a beautiful store. It's my first time in here." Shannon

"I just love that you guys are down here now!" Rick H

"Wheatsville almond butter taste sweeter than anyone else's. I live in Pflugerville but work in the area and sometimes drive in just to get WV fresh ground almond butter." Tony J

"The new store is just great. It looks incredible. I love it!" Ila

"I love how the store is easy to navigate. The layout is similar to Guadalupe. As a longtime owner it makes it easy for me to shop at both stores."

"I love this store! Thank you!"

"I love this new store. It's a great contribution to the neighborhood. This mall looked like it was really dying, and it's wonderful to have this vibrant new business here."

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