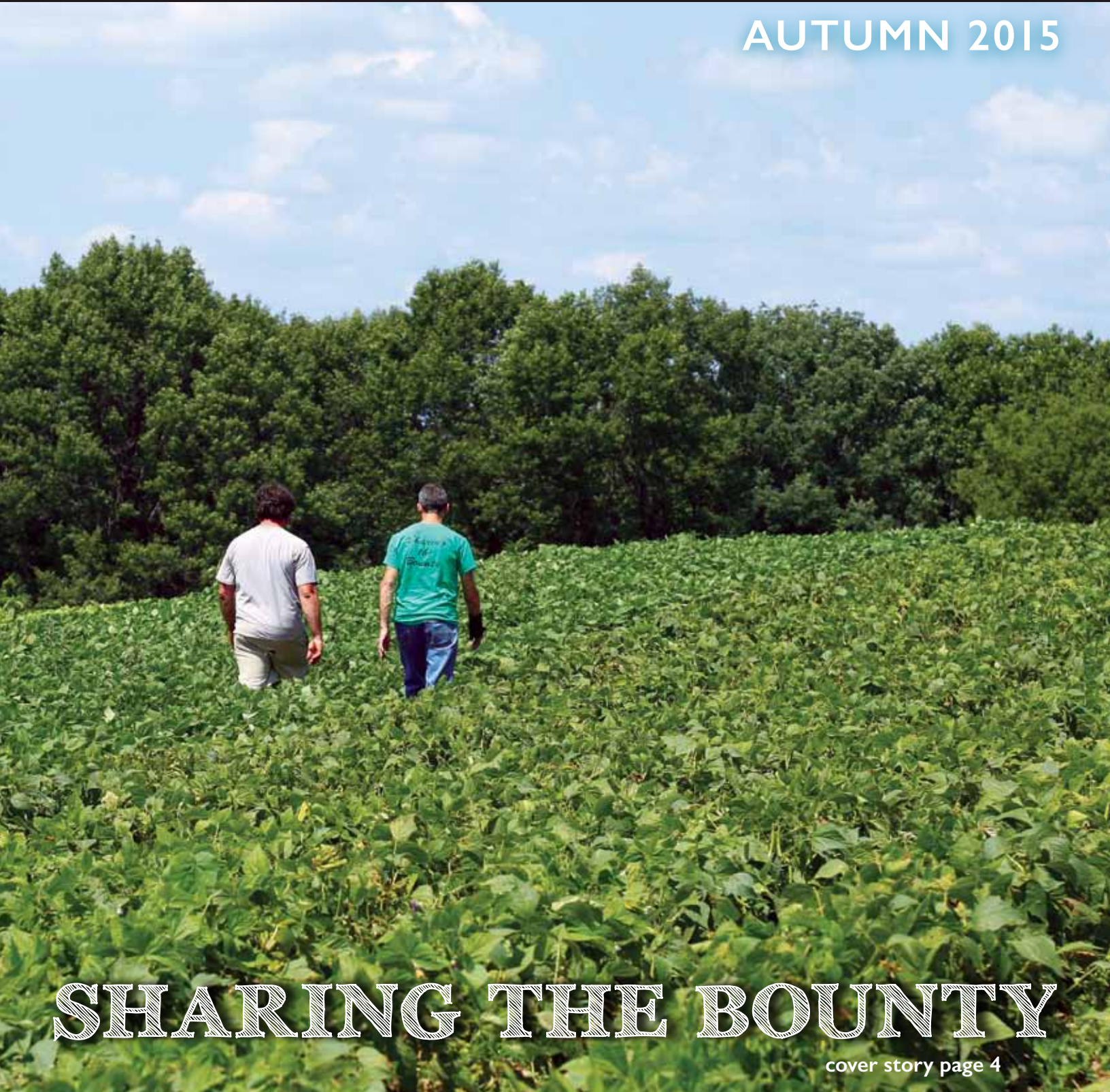


# VIRCOQUA FOOD COOP

## PEA SOUP

AUTUMN 2015



# SHARING THE BOUNTY

cover story page 4

**AUTUMN 2015**

The Pea Soup is published quarterly

**Viroqua Food Co-op**

609 N Main Street

Viroqua WI 54665

<http://viroquafood.coop>

**OPEN DAILY 7am - 9pm**

Pea Soup is intended as a vehicle for communication among Co-op owners and shoppers. Articles pertaining to health and nutrition are presented for informational purposes only. VFC recommends consulting a healthcare professional for medical problems and advice.

**Pea Soup Publication Team:**

**Charlene Elderkin**

design, writing, editing, advertising

**Shana Meshbesh**

design, writing, photography, editing

**Bjorn Bergman**

research, writing, editing

**Download the Pea Soup at:**

[viroquafood.coop](http://viroquafood.coop)

To receive an email reminder when each new download is available, sign up on our website. To be removed from the Pea Soup mailing list, email: [marketing@viroquafood.coop](mailto:marketing@viroquafood.coop)

**Owner Classifieds are Free for VFC Owners!**

To place a classified ad in the Winter Pea Soup Newsletter, email: [charlene.elderkin@viroquafood.coop](mailto:charlene.elderkin@viroquafood.coop) Information is due by **November 6**. Please limit ad(s) to 30 words or less.

**Advertisements:**

Ad sizes and prices are as follows:

1/8 page: 3.5" w x 2" h – \$30

1/4 page: 3.5" w x 5" h – \$65

Email your Winter Pea Soup ad by

**November 6** to:

[marketing@viroquafood.coop](mailto:marketing@viroquafood.coop)

This newsletter is printed on recycled paper.

Ads printed in this publication are not necessarily endorsed by Viroqua Food Co-op.

# BOARD'S EYE VIEW

For some of us, it's our favorite time of the year. Autumn is here and it is time to reap the bounties of our hard work and pile up the harvest. Loads of local organic produce is on the shelves at the Co-op, including my favorite: squash. All the beautiful colors and shapes are a reminder of the wonderful diversity that is welcomed at our Co-op. What a blessing it is to live in an area of such abundance.

The P6 Program continues to grow, with the VFC as a core participant. August was P6 Month. With chances to meet local producers during the scheduled tastings through the month, what a great opportunity that was to meet our P6 Producers and taste their local P6 products!

The Board of Directors continues its hard work and training to make the best guiding decisions for the VFC Management. Monthly Ends policy review, financial performance monitoring, and reports of store activity by the GM are just a few of the items the Board of Directors undertake each month. The Board will be holding their annual Board Retreat this fall, in which they will cover many important and strategic topics. The all-day session will be facilitated by the VFC's CBLD (Cooperative Board Leadership Development) Consultant.

As the Board continues to explore its options of a store expansion, staying true to our mission and receiving feedback from the ownership is important. As always, we welcome your input at any time, and

guests are welcome at Board meetings with advance notice.

Please feel free to contact a VFC Board Member or a VFC Manager with your thoughts or comments at any time. As we move into a new chapter for our store, developing our vision for the future is very important. No quick moves will be made, and rest assured many hours of planning will be done before any big decision is made.

The VFC's Board Election will be held from September 8 - October 8. There are five candidates running for three seats. Please take the time to review each of the candidate's profiles and most importantly, please take the time to Vote! See page 8-9 for more details.

Mark your calendars for the VFC's 20th Anniversary Party (see event details on page 3)! There will be music, activities, and of course P6 Producers vending food. This will be a great chance to sink your favorite staff member in a dunk tank, grab a bite to eat and enjoy another community event hosted by VFC. Without you, the owners, there's no way we would have made it 20 years. Cheers to the next 20 years, and the next chapter in the VFC's history book. Let's keep building our community!

**Luke Zigovits, Treasurer**  
**VFC Board of Directors**



## VFC Board of Directors

The next Board meeting is at VFC's offsite office #2 on Wednesday, September 16 at 6:30pm. Any changes are posted in the VFC Owner Services area. To make a presentation or ask questions at the meeting, please contact a Board member 10 days in advance.



- Curt Brye, President**
- Leslie Kruempel, VP**
- Shawna Connor, Secretary**
- Luke Zigovits, Treasurer**
- Michael Link**
- Larry Homstad**
- Eric Newman (not pictured)**

Contact the Board at: [vfcbod@viroquafood.coop](mailto:vfcbod@viroquafood.coop)

# Welcome to the New Pea Soup

You've probably noticed the Pea Soup Newsletter looks a little different. We've changed our publication schedule to quarterly and added more pages. Here's why:

**MORE PAGES:** We've bumped this publication up to 20 pages. In the past, we've had to shorten stories because we didn't have the space. With such impressive stories to tell, we hate to leave anything out!

**LONGER STORIES:** The Pea Soup is meant to tell you about the good work happening here at the Co-op as well as in our local food movement. We do our best to align what we do, and why we do it, with the VFC's Mission (see page 12 for entire mission statement). It isn't always easy to gauge how well we are doing when it comes to offering "the opportunity to create together a work of enduring value" but by telling the longer story, we have a chance to tell you how we try!

**FEATURED PHOTOS:** With larger and more featured photos, we're able to tell in-depth stories about the Co-op, the local food system and the people behind it! When you meet our producers, hear from our Board members, or find out what our Managers are working on, we want you to not only put a face to their names but also connect to projects, producers, products, etc.

Please note that our format may continue to change as we prepare for many changes around the Co-op, not in the least – the upcoming expansion. We're excited to shake things up and see "what's in store for the season," pun intended! To keep up with time sensitive VFC news, go to our website and subscribe to our email lists. You can also find us on facebook, twitter and instagram.

## VFC'S 20<sup>TH</sup> ANNIVERSARY PARTY

Celebrate with us – it's the Viroqua Food Co-op's 20th birthday! We're having our Anniversary Party on **Saturday, September 12, from 4:30-9:30pm** in the VFC Center Avenue Parking Lot. The celebration is **FREE** with fun activities for kids and adults alike. We're featuring local tunes from local bands, kids activities, free cake, as well as food and beer available for purchase from P6 Producers. We're also raffling off a variety of prizes throughout the evening.

We are excited about our musical line up. To kick off the evening, local old-time folk group **Yellow-Bellied Sapsuckers and Friends** will lead a square dance from 4:30-6:30pm. Then, local band **Freaks of Nature** will help us get our dance on from 7-9pm with their jam, blues, reggae and funk-inspired beats.

We are featuring food for purchase from the following vendors:

- **Beer on tap from Pearl Street Brewery**
- **Grill out dinner from Driftless Café**
- **Sweet maple treats from Maple Valley Co-op**

Other activities include a kids area with face painting, basketball hoops, a dunk tank (proceeds benefit the VFC P6 Microlending Initiative) and a family-friendly photo booth.

While at the party, be sure to pick up some discounted VFC items. We will have our brand new "**Cultivating Community since 1995**" t-shirts as well as prior designs, VFC-branded Klean Kanteen water bottles and shopping bags on display so you can take advantage of the Owner Discount Days sale (see page 7 for details).

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VFC Staff and Owners have a potluck meeting in front of our store at 303 N Center Ave, circa summer 1997

# SHARING THE BOUNTY

**A replicable community solution to hunger in America is flourishing right here in the Driftless Region**

*Charlene Elderkin, Marketing & Membership Manager*

Every Thursday afternoon during harvest season, Daniel Chotzen and a small group of staff and volunteers head out to a local farm. The fields are beautiful and the harvest is plentiful. “I come from a city environment,” says Chotzen, “so it’s still magical for me to go to these fields in the beautiful countryside and pick something off the vine. It’s an experience of the Driftless I wouldn’t have otherwise.”

But these vegetables won’t be delivered to the Co-op or found in a CSA box. The produce harvested is considered “seconds” (this does not denote an inferior product – sometimes it simply is not marketable because the harvest was too plentiful). The workers box up the food and deliver it to the Food Enterprise Center, where it gets sorted, then distributed to 13 food pantries within 20 miles of Viroqua, as well as two food banks serving 16 Wisconsin Counties. This food, which would have rotted in the field, is now available to those who would not otherwise have access to fresh, organic produce. This is the impressive work of Community Hunger Solutions (CHS).

Shockingly, 40% of all food produced in America is thrown away. Of that 40%, an estimated \$3 billion worth of quality

produce is abandoned in U.S. fields each year. Contrast that with the fact that 50 million people are food insecure, meaning that at some point throughout the year they struggle with not having enough to eat. Rescuing some of this nutritious food and getting it to food pantry recipients is the challenge that Community Hunger Solutions has undertaken.

Vernon County has a poverty level equaling the national average of 15% (compared to 12.5% for Wisconsin), where almost 50% of school-age children qualify for free or reduced-price meals. Our community has responded in a number of ways to address poverty and food insecurity with organizations like Couleecap, Good Shepherd Lutheran Church, Living Faith Food Pantry and Bethel Butikk Food Pantry. But you may be less familiar with the quiet, but profound contributions of Community Hunger Solutions.

Community Hunger Solutions is a project of the Vernon Economic Development Association (VEDA) and is led by Operations Coordinator Daniel Chotzen and Farm-Food Coordinator Gary Thompson. What has developed over the last few years is a replicable community solution to hunger in America – one that was initiated and is flourishing right here in our own Driftless Region.

Its components are:

- a rich farming area
- growers that welcome a “seconds” market
- a centralized food hub
- strong relationships with local food pantries and regional food banks
- local harvesting and educational support



*Daniel Chotzen, Operations Coordinator of Community Hunger Solutions harvesting beans at Driftless Organics*

These are the foundations for simultaneously mitigating the huge problems of farm waste and food insecurity in our country today. “Of course, the fruitful coalition of these elements depends on a high level of community support,” said Chotzen. “For this to occur, it certainly doesn’t hurt to have our fertile soil, abundant sunshine, adequate rainfall, and a strong local food movement led by a well-run natural foods store like the Viroqua Food Cooperative!”

## BRIEF HISTORY

The foundational work of the Valley Stewardship Network (VSN) was key to the development of the current organization run by Community Hunger Solutions. (To get a full picture of the extraordinary contributions VSN has made to the local food system and local food security, download the Five Year Assessment Report from their website: <http://ls.coop/1wq3m>)

In 2007, VSN formed the Farm & Food Initiative (FFI) to respond to local food security issues. VFC General Manager Jan Rasikas served on the FFI Advisory Committee and then-Produce Manager, Dani Lind served on the FFI Steering Committee. One of their tasks was to complete a Vernon County Community Food Assessment – a daunting task that took 18 months to complete. The FFI study found that many low-income residents lacked access to local produce, while most vegetable farmers were



*CHS Harvesters at Driftless Organics*

shipping produce outside the area to urban centers. And only the cream of the crop was shipped, leaving the remainder in the fields.

In 2009, FFI started a summer program for volunteers to “glean” local farm fields for vegetables to give to food pantries. In 2012, VSN was part of a grant to pay workers with varying abilities to be a part of the summer harvesting team led by Nicole Penick and Rose Brubaker. This proved to be a win-win as the workers, most of whom had never done farm work before, gained skills and experience while becoming the steady workforce to supplement volunteers. The wages of these workers have continued to be paid through grants, with additional funding provided by the Department of Vocational Rehabilitation (DVR).

In 2013, VSN handed off the gleaning program to Everybody Works!, the local nonprofit that provides vocational support to people with disabilities. Two of its Board members, Gary Thompson and Daniel Chotzen, took responsibility for the project.

At the end of 2013, it was discovered that in addition to food being left unpicked in the fields, thousands of pounds of already harvested produce was being discarded for a lack of markets. The gleaning project began purchasing bulk quantities (with funds provided by Second Harvest Foodbank of Madison) from local farmers who needed additional markets.

VEDA’s Executive Director, Sue Noble *also* served on the Second Harvest

Foodbank Board. She facilitated a partnership where large bins of perfectly delicious and usable “seconds” produce brought in by local farmers could now be stored at the Food Enterprise Center, VEDA’s food hub in Viroqua.

The food was then picked up by Second Harvest’s semi-truck that already stopped down the street at Wal-Mart three days a week. By the end of 2013, the project was distributing 4 times more purchased produce vs. gleaned seconds and in 2014, it was over 12 times more!

In 2014, Vernon Economic Development Association adopted the project, now called Community Hunger Solutions. VEDA serves as the fiscal agent under whom CHS operates and provides the program with financial administration, grant writing assistance and organizational mentoring. VEDA’s Food Enterprise Center provides the infrastructure – with docks, coolers and synergy with other produce tenants – to aggregate, store and distribute the food efficiently and effectively. “It fits well with VEDA’s focus to improve the quality of life in our region and increase the business capacity of area farmers by providing access to new markets,” said Noble.

In 2014, VEDA assisted CHS in obtaining \$70,575 in grants from Wal-Mart, United Way and Coulee Food Coalition. What it was able to do with these funds is impressive. CHS purchased over 153,000 lbs. of produce at an average of 15¢ per lb. Along with the 12,000 lbs. brought in from its weekly harvesting and donated produce, the total amount

of produce delivered to pantries was 165,223 lbs. – over four times more than was procured in 2013. That’s 137,686 meals at a cost of 55¢ per meal for almost entirely organic, freshly grown produce. CHS also expanded its services to La Crosse County through a partnership with Hunger Task Force of La Crosse, who received 50,000 lbs. of this produce to distribute to 60 meal sites.

Getting the fresh produce to the food pantries isn’t the end of the story. Often pantry clients don’t recognize or know how to prepare less familiar vegetables. To address this need for nutrition education, CHS used its funding to hold 20 cooking demonstrations, create a 73-page Resource Guide for food pantry personnel, and recipe cards to encourage pantry recipients to take home, cook and eat this healthy food. By the end of 2014, CHS had distributed 30 Resource Guides and 10,000 recipe cards! “I don’t know what to do with kohlrabi,” thanks to such resources, has progressed to “Where’s the kohlrabi?”

CHS also held a half-day workshop in conjunction with UW-Extension that provided an opportunity for local pantry volunteers to go over the Resource Guide, to network and to receive food safety information. “I’m always encouraged by the helpful volunteers at the local food pantries. They always have smiles on their faces and serve with joyful attitudes,” said Thompson. “It has been a pleasure to develop lasting friendships with individuals as we partner in serving those in need of hunger relief in our communities.”

*continued on page 17*



*CHS unpacks gleaned food at VEDA’s Food Enterprise Center*



*CHS sorts gleaned food for recipients before delivering*



Principle Six (P6) is a national labeling program that promotes local, cooperative and small farmers/producers. The P6 label shows you the products that embody our highest values.

**Principle Six Criteria:**

If a farmer/producer meets at least two of the three following criteria, their products receive the P6 label:

- **LOCAL**  
A product grown or produced within 100 miles of the VFC, or having value added within that radius.
- **CO-OP/NPO**  
Cooperative ownership of the business, nonprofit status or the business sources the majority of their products' ingredients from cooperatives or nonprofits.
- **SMALL PRODUCER**  
Independently owned and operated, and selling direct to VFC or through a regional distributor.

Look for P6 labels like this on the shelf



Fazenda Boa Terra is part of the P6 program at VFC because:

- **Local:** Fazenda Boa Terra is located in Spring Green, WI 49.8 miles from VFC.
- **Small Producer:** Fazenda Boa Terra is owned by John Middleton and Lidia Dungue. They deliver directly to VFC.

# P6 PRODUCER PROFILE: FAZENDA BOA TERRA

This month we are highlighting a relatively new producer to VFC. Fazenda Boa Terra is a certified organic produce farm located just outside Spring Green, WI owned and operated by Lidia Dungue and John Middleton.

Lidia grew up in Santa Barbara, Brazil. She received a degree in agronomics from UNESP Ilha Solterea and worked for fertilizer companies after college. After being less than inspired by this work, she decided to travel to the United States to get some practical experience working on farms. A full year apprenticeship on an organic vegetable farm was a huge turning point in her life. After getting a degree that was in line with and supported conventional agriculture, her eyes were opened to the fact that organic farming truly does work. Following this experience, she had the dream of owning and running her own organic farm.

John Middleton grew up in the hills and forests of upstate New York dairy country. From his earliest years he was surrounded by chickens, dairy goats, pigs, fruit trees, a large garden, and plenty of forests, all of which gave him a deep appreciation and love of the natural world. Another part of his youth was spent playing farmer with his grandfather, learning handy and mechanical work.

After high school, he attended Rochester Institute of Technology and got a degree in Environmental Science hoping to pursue a career in conservation biology research. By the end of college, he had a deep understanding of the link between nature, environment, society and agriculture. This led him to an interest in being a farmer.

John and Lidia met in 2007 while working on organic farms in upstate New York. Since meeting they have been inseparable. They both realized their collective dreams of farming in 2010, when they started a farm business together. After four years of farming collectively, they were approached by the Frank Lloyd Wright Foundation, Taliesin Preservation, Inc. and Otter Creek



Organic Farm to lead a joint venture to start an organic vegetable farm at Frank Lloyd Wright's Taliesin in Spring Green. In 2014, the couple started their farming venture and they are currently focusing on establishing the infrastructure, building community ties and developing their markets.

In the future, Fazenda Boa Terra hopes to create a model organic farm at Taliesin where beginning and advanced farmers alike, along with consumers, can learn about efficient farming systems, equipment and investment strategies that are highly productive and profitable on an organic farm. They hope to do this through the development of a rigorous residential apprentice program, on-farm workshops and agro-tourism, while maintaining environmental stewardship, long term sustainability, their passion for nature, and most importantly, their love of healthy soil.

They chose the name Fazenda Boa Terra in honor of Lidia's home country of Brazil. The English translation equates to "Good Earth Farm" which has a twofold meaning. It applies to their environmental consciousness with a deep desire to harmonize with nature in all of their farming operations. But the primary meaning of "Good Earth Farm" is all about soil. They know healthy soil produces plants healthy enough to naturally resist insect attacks, disease and foul weather. When investing in their soils; they invest in themselves, their customers and their community.

Fazenda Boa Terra sells its produce to a variety of retail outlets including VFC, to restaurants, and at the Spring Green and Hilldale (Madison) Farmers Markets on Saturdays. Next time you are at VFC, be sure to keep your eye out for certified organic produce from Fazenda Boa Terra in our produce section.

Learn more about Fazenda Boa Terra on their website at: [fazendaboaterra.com](http://fazendaboaterra.com) and their Facebook page at: [www.facebook.com/FazendaBoaTerra](http://www.facebook.com/FazendaBoaTerra)

# OWNER DISCOUNT DAYS

## SEPTEMBER

9/10 - 9/12

Thursday thru Saturday

**\$2.00 OFF**

**All VFC Branded Items**

(includes: t-shirts, bags and drinkware)

*Pete Hodapp sporting new t-shirt design he created for VFC*



## OCTOBER

10/13 - 10/15

Tuesday thru Thursday

**15% OFF**

**All Local Apples & Local Apple Sauces**

## NOVEMBER

**\$3.00 OFF**

**Any Whole Turkeys**

(all turkeys purchased by VFC owners  
Monday, 11/2 - Wednesday, 11/25  
receive discount; see "Let's Talk Turkey"  
on page 17 for more details!)



# 2015 VFC BOARD ELECTION

The 2015 Board Election takes place September 8 to October 8

**We will vote on a particular Article of Incorporation change and Board candidates in the upcoming election.**

We have one candidate running for a one-year open Board seat: Leslie Kruempel. There are two open seats with a three-year term. Candidates running for these seats are Susan Weber, Peter Bergquist, Eric Newman and Shawna Connor.

All owners with a current email address on file will receive a link to the online ballot via email by September 8. Those owners who did not sign up for online voting will receive a postcard with a link to the voting site. The ballot contains all the information about the candidates, as well as proposed Article change. This information is also on our website at: [viroquafood.coop/board-of-directors/board-election/](http://viroquafood.coop/board-of-directors/board-election/)

## The VFC Board of Directors recommends voting YES to the following change in Article V of the Articles of Incorporation.

Currently VFC is authorized to issue 37,000 shares of Class C Stock at \$25 per share, which is the investment stock of the cooperative. To be in a position to raise additional capital for future store improvements or expansion, the Board is proposing to increase the Class C stock authorization from 37,000 shares to 77,000 shares. The membership sets the upper limit of how much stock may be issued. The Board decides when, and how many shares to issue, within that limit. VFC Board of Directors is recommending the following change to Article V:

**CURRENT** language:

### ARTICLE V

The cooperative is organized with capital stock in the following classes:

Class A: 10,000 shares - \$25.00  
par value per share

Class B: 5,000 shares - \$25.00  
par value per share

Class C: **37,000 shares** - \$25.00  
par value per share

**PROPOSED** change:

### ARTICLE V

The cooperative is organized with capital stock in the following classes:

Class A: 10,000 shares - \$25.00  
par value per share

Class B: 5,000 shares - \$25.00  
par value per share

Class C: **77,000 shares** - \$25.00  
par value per share

Complete Article of Incorporation language is on website at: [viroquafood.coop/board-of-directors/board-election/](http://viroquafood.coop/board-of-directors/board-election/)

### Introducing the one candidate running for the one-year term on the VFC Board of Directors:

#### Leslie Kruempel

Serving on the Board of Directors these last three years has given me greater insight into the role the Viroqua Food Co-op plays in our community. It's been gratifying and rewarding to hear how our store benefits local producers, shoppers, employees, and other businesses in our area. As a Board, we've done a lot of work these last few years to better understand how our Co-op can meet even more of our community's needs in the years to come, and lay the groundwork for making changes that will grow our impact in the Viroqua area. I feel I owe it to the membership to take what I've learned these last three years and use it to help guide the important decisions we'll be making in the next year.



I love co-ops! I'm a member and investor in many co-ops, and currently work for the nation's largest organic farmers co-op, Cropp Cooperative (commonly known as Organic Valley). I lead a team of seven in the Organic Valley marketing department, and sit on a variety of cross-departmental taskforces and governance committees in my role...

Complete candidate profiles are on website at: [viroquafood.coop/board-of-directors/board-election/](http://viroquafood.coop/board-of-directors/board-election/)

## SAVE THE DATE! Dinner\* & Business with the VFC Board

# ANNUAL OWNERS MEETING

Thursday, October 8  
5:30-8:00pm

Rooted Spoon, 219 S Main St, Viroqua

**\*Dinner is free, but you must  
RSVP online at: <http://s.coop/1wqxy>**

Limited Seating for Dinner.  
For adult owners only.



## Introducing the four candidates running for the 2 open **3-year terms** on the VFC Board of Directors:

### Susan Weber



I love shopping at the VFC. It's not only a shopping expedition. It's a social experience as well. I'm excited to be a part of building a store that is so welcoming and sells such

wonderful products. It will be exciting to be a part of helping VFC grow and expand. I also enjoy the fact that I'm buying from a store that I partially own!

I attended Viterbo College and have a bachelor's degree in business. At the present time, I work in lending. My primary focus is home loans; however, I also do some small commercial and ag loans. I've worked in lending for 22 years.

I am currently a member and the treasurer for the Vernon Women's Alliance. I also participated in the Jackson-Monroe-Vernon Leadership Program and was on the steering committee for 6 years...

### Eric Newman



I have been a member of the VFC since 1996, and currently serve on the Board of Directors, appointed in June 2015 by the Board due to a vacancy. I would like to continue with my ser-

vice and feel my background in retail food cooperatives and business provides a unique perspective among the board and on behalf of the membership.

My background and learning about cooperatives began in 1976 when I joined REI. I worked at Community Food Cooperative, Bozeman Montana as a manager from 1989 until 1995 prior to moving to Viroqua in 1996. I have worked for CROPP Cooperative (Organic Valley) for the past 19 years as the Vice President, Sales. My business experience in the retail grocery space, organic food production, manufacturing and marketing is extensive and is my personal passion...

Complete candidate profiles are on website at:  
[viroquafood.coop/board-of-directors/board-election/](http://viroquafood.coop/board-of-directors/board-election/)

### Peter Bergquist



I am interested in serving on the VFC's Board of Directors because I am dedicated to the Co-op's mission and the needs of its member-owners to have access to high

quality foods, local foods, and serve the community's needs. I would like to work with the Board to gather feedback from member-owners about the direction they would like to see the Co-op take and I am genuinely interested in talking with owners like you to find real solutions to problems the Co-op faces and to share in its successes.

I have lived in the Viroqua area for over 20 years, shopped with the VFC and my family has been a member since 1995. I experienced both the old Co-op location and transition to the new building from a customer and employee perspective. I currently co-own and operate a small manufacturing and design firm in Viroqua, Shade Haven LLC...

### Shawna Connor



I've always believed that, if the Driftless Area of Wisconsin was visualized as a living, breathing, entity, that the VFC would be considered the "heart." The energy that comes

from this "heart" is spectacular. Who would not want to be part of that? In my third year on the Board of the VFC, I was elected Secretary and I would like to continue in that role as we enter into potential expansion and all that will entail.

I feel that we have a strong Board going into this time of change and that will be critical. We question everything and learn from the answers. I want to continue into another term, use all that I have learned in the past three years as a VFC Board member and build on it...for the benefit of the membership, greater community and my own personal development. I will continue to bring to the VFC Board my 15 years of experience as a business owner, team builder and marketer and all that that requires...

# ONLINE VOTING

available  
**Sept. 8**  
through  
**Oct. 8**

## ONLINE VOTING ADVANTAGES:

- Increased privacy for owners; Safe and Secure
- Increased accuracy
- Reduced staff hours for counting and verifying ballots
- Convenient; increases voter participation
- "Greener" option; less paper, less postage

The online ballot will include ALL the information we usually put into the paper ballot, including the candidate statements and photos, all without ever leaving the ballot page. After voting, owners have the option to share via social media that they voted, thus increasing awareness that the election is in process.

All owners will receive an email or a postcard with voting instructions and a link to the online ballot by September 8. Paper ballots will be made available in the store by request only.

Complete candidate profiles are located on our website at:  
[viroquafood.coop/board-of-directors/board-election/](http://viroquafood.coop/board-of-directors/board-election/)

# The VFC Mission

*The Viroqua Food Cooperative combines a commitment to natural foods, superior customer service and the building of a cooperatively run business. We emphasize selling organic and local foods and products to promote the long-term health of individuals and the environment. As owners and as a center for community, we offer the opportunity to create together a work of enduring value.*

**July 2:** Outreach Coordinator, Bjorn Bergman attended Viroqua Chamber Main Street (VCMS) Board Mtg.

**July 16:** Bjorn Bergman attended VCMS Promotions Committee Mtg.

**July 18:** VFC co-sponsored 3rd Annual Driftless Music Festival in Eckhart Park, Viroqua.

**July 28-31:** Jonah Curley, Katie Rynes and David Beutler attended NCG Convergence in St. Paul, MN.

**August:** VFC celebrated P6 Month by hosting P6 Producer demos every Friday and Saturday during the month. Also offered were four P6 prize drawings full of local P6 products.

**August 6:** Gen. Mgr., Jan Rasikas was interviewed by Wisconsin Foodie for upcoming episode of their Wisconsin Public Television show.

**August 11:** VFC participated in national P6 Twitter conversation with other P6 food and wholesale co-ops about the importance of supporting local, co-op and small producers.

**August 22:** VFC co-sponsored the Aloha Bike Tour, raising money for Viroqua High School Cross Country Team.

## Co-op Principle Six: Cooperation among Cooperatives

**Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional and international structures.**

Besides serving our owners, the Viroqua Food Co-op participates in the cooperative movement at large. General Manager Jan Rasikas serves on the Board of Directors of the National Cooperative Grocers (NCG) and as an Advisory Member of the Fifth Season Cooperative. Outreach Coordinator Bjorn Bergman is on the National P6 Board of Directors and represents VFC on the Vernon County Cooperative Association. Here are other activities showing our commitment to the sixth principle from the last two months:

**June 22:** General Manager, Jan Rasikas attended the Fifth Season Co-op Board meeting as an Advisory Member.

**July 9-10:** Marketing Assistant, Shana Meshbesh presented on P6 and Viroqua's P6 Tailgate Party to almost 120 NCG Marketers at Marketing Matters in Boise, Idaho.

**July 14:** Center Point Counseling Services Co-op Representatives visited a VFC Open Book Meeting to share best practices, co-op to co-op.

**July 31:** Deli Manager, Andrew Anderson and Jan Rasikas met with staff at the VFC from the Co-op Market of Fairbanks, Alaska.

**August 13:** Bjorn Bergman attended Vernon County Co-op Association Meeting.

**August:** VFC celebrated **P6 Month** by hosting P6 Producer demos every Friday and Saturday during the month. We also had four P6 prize drawings for a collection of local P6 products.



## VFC's 1% Wednesdays

On the second Wednesday of every month, we donate 1% of the Co-op's gross sales to one of the local nonprofit organizations selected by VFC owners.

Here are the recipients from the last two months:



Marketing Manager Charlene Elderkin presents a donation of \$369 to Hannah Peterson of the Vernon Co. Humane Society.



Outreach Coordinator Bjorn Bergman presents a donation of \$385 to Dick Wallin of the Kickapoo Valley Reserve.

# Co-op Principle Seven: **Concern for Community**

While focusing on member needs, cooperatives work for the sustainable development of their communities through policies approved by their members.



July 18, 2015: VFC co-sponsored the 3rd Annual Driftless Music Festival in Eckhart Park, Viroqua.



August 7, 2015: Jan Rasikas was interviewed by Wisconsin Foodie for an upcoming episode. The Wisconsin Public Television show will also feature Driftless Organics and Rooted Spoon Culinary.



Photo courtesy of Molly Reese

August 8, 2015: Driftless Folk School presented a Pop-up "100 Mile Meal" Restaurant Class for 12 students taught by local chefs Luke Zahm and Dani Lind at Lind's establishment, Rooted Spoon. Ingredients for this meal were sourced from within a 100 mile radius of Viroqua. Students cooked and served almost 80 guests. This was a fundraiser for the Driftless Folk School.



Charlene Elderkin presents a donation of \$1,000 to Trina Erikson and the Viroqua Library Building Committee for the McIntosh Memorial Library Capital Campaign. VFC pledged to donate \$1,000 per year for five years for the new library building project.

## VFC in the news...

The Viroqua Food Co-op has been attracting a lot of media attention recently, due partly to the increased interest in the Driftless Region. If you haven't seen them, check out these articles which mention VFC:

**The Field Guide:**

*Regenerative Qualities of the Viroqua Food Co-op.*

**The Field Guide:**

*The Driftless, Wisconsin.*

The Field Guide is a project of Capital Institute, a non-partisan think tank exploring the economic transition to a more just, regenerative, and thus sustainable way of living on this earth through the transformation of finance. Find links to these online articles at: <http://fieldguide.capitalinstitute.org/>

**Big River Magazine:**

*Forging a Driftless Culture* by Ryan Johnson in *Big River Magazine*, July-August 2015, pg 24-27.



## We want to celebrate the following **STAFF ANNIVERSARIES:**

- ★ Mary Kehoe - 18 yrs - 9/01/97
- ★ Jan Rasikas - 16 yrs - 10/06/99
- ★ Greg Cheesebro 15 yrs - 11/30/00
- ★ Bridget Niemyjski - 9 yrs - 11/28/06
- ★ Robert Lambert - 9 yrs - 11/28/06
- ★ David Beutler - 8 yrs - 9/11/07
- ★ Alycann Taylor - 8 yrs - 10/03/07
- ★ Katie Rynes - 7 yrs - 10/15/08
- ★ Linda Eddy - 6 yrs - 9/02/09
- ★ Bjorn Bergman - 4 yrs - 11/9/11
- ★ Corey Hobbs - 3 yrs - 9/28/12
- ★ Mark Nevsimal - 2 yrs - 9/1/13
- ★ Cathy Sis - 2 yrs - 9/17/13
- ★ Jess Murdock - 2 yrs - 10/12/2013
- ★ Sarah Bratnober - 2 yrs - 10/14/2013
- ★ Christopher Goldman - 1 yr - 9/8/14
- ★ Tate Sandrock - 1 yr - 9/23/14
- ★ Joshua Candelaria - 1 yr - 9/24/14
- ★ Daniel Kouba - 1 yr - 10/10/14

## MOVED? recently married? divorced?

Please notify VFC so we have accurate records and mailing information for you. If you want to separate a two adult household membership into two single adult household memberships, ask a cashier for the Owner Separation Form, email us at: [info@viroquafood.coop](mailto:info@viroquafood.coop) or download it at: [viroquafood.coop/you-own-it/stay-in-touch](http://viroquafood.coop/you-own-it/stay-in-touch)

# WELLNESS

## Back to School & Holiday Health for our little ones!

Katie Rynes, *Wellness Manager*



Here comes Autumn and all the fun activities with it. At this time of year, we may find our immune systems taxed due to the change in seasons and schedules. To help you be proactive with your immunity, we would like to provide you with some tips to keep your health and spirits high!

We have basic immune boosters such as elderberry, Echinacea and colloidal silver in varying forms. Need to keep your vitamin levels up? We carry a high quality assortment of Vitamin C and Vitamin D, as well as multi-vitamins for all

ages. Should you catch that cold or flu, we have many choices of cough syrups, teas and soothing throat sprays.

VFC Wellness staff is here to help you. If an item is not on our shelf, we can special order it. We may also have that desired home remedy recipe – be sure to ask!

At the Viroqua Food Co-op, we would like to help you manage this season with as much ease as possible. Please stop by and we will do our best to help you stay in good health!

The Viroqua Food Cooperative's Wellness Staff wishes you a healthy and happy Autumn!

### DIY Head Lice Treatment

#### SUPPLIES

- Essential Oils (EO) listed below
- Carrier Oil (olive oil is more affordable in bulk but use whatever works for your skin/scalp type)
- Apple cider vinegar
- Nit comb (flea comb is equally effective & more affordable)
- Shower caps or plastic bags

#### INGREDIENTS

Combine the following Essential Oils (EO):

- 5 drops Tea Tree EO
- 5 drops Rosemary EO
- 5 drops Peppermint EO
- 5 drops Eucalyptus EO
- Carrier oil of choice (olive oil, jojoba, sesame, coconut oil, etc.)

#### DIRECTIONS

- Comb hair with Nit comb (or flea comb).
- Rinse hair with apple cider vinegar.
- Apply oil liberally, going for suffocation. Wrap head by covering with plastic bag/shower cap for at least 8hrs.
- Repeat cycle for at least 2 days.
- Day 9 after first sighting, repeat course to kill any remaining hatching of eggs.



# BENEFITS OF A VFC EMPLOYEE

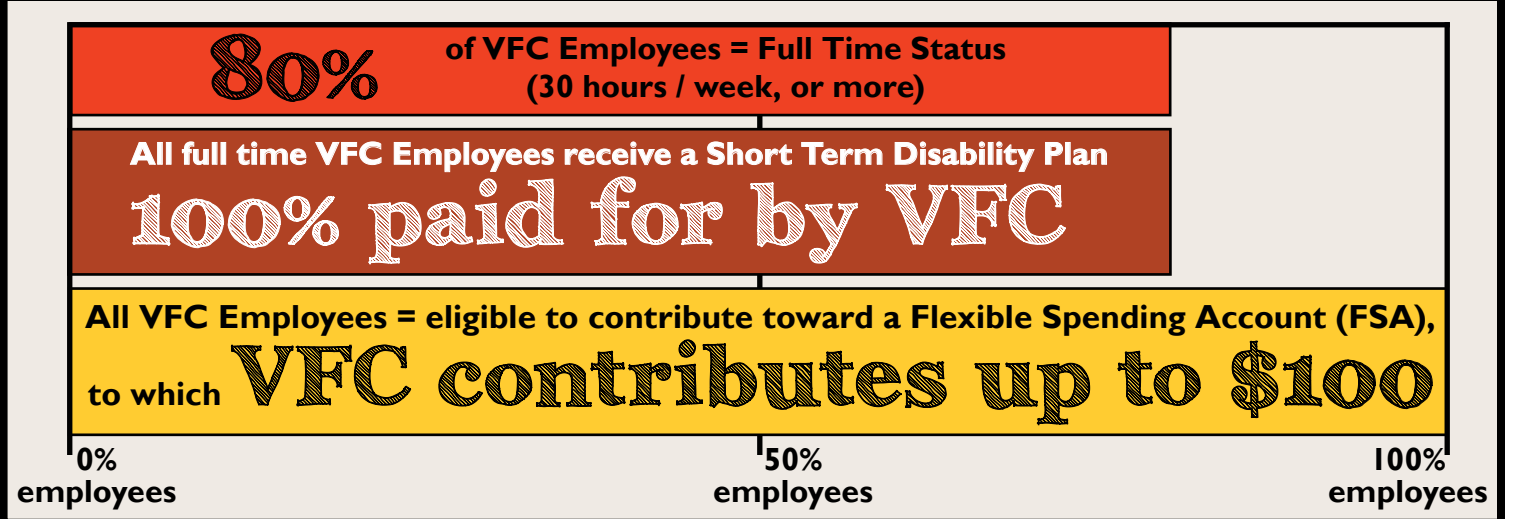
Alycann Taylor, Human Resources Manager



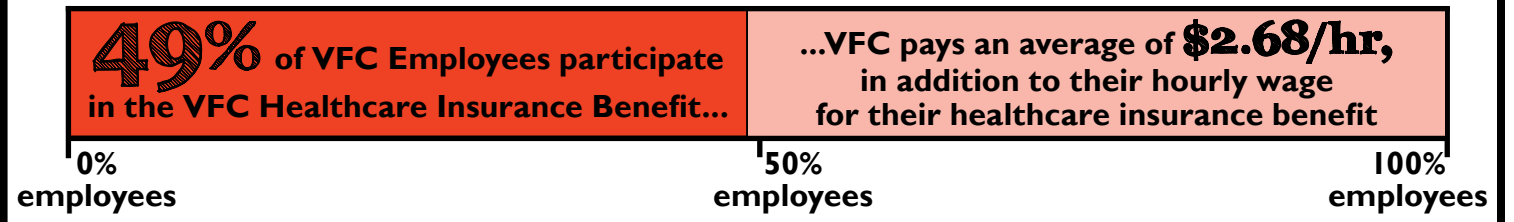
The Viroqua Food Cooperative has a reputation for excelling in customer service, product knowledge, and genuine care for the community in which it serves. These standards are set by the Co-op and executed by a very dedicated and vibrant group of employees. That's why the Co-op is so committed to ensuring that we provide a work place as vibrant and brilliant as the people we employ. My role as Human Resources Manager is to execute excellence in the work place for our employees. One area that I am constantly working on is compensation. **The Viroqua Food Cooperative is committed to actively, purposefully and intentionally making positive changes to our compensation offerings.** To ensure our hourly wages are competitive for the industry in which we work, we research wages

locally and nationally, and then compare ourselves to national food cooperative standards for hourly wages. When we find discrepancies in our wages, we correct. For example, in 2014 after a salary survey was conducted by fellow National Cooperative Grocers (NCG) Cooperatives, we found our barista wages were lower than the average. We made immediate adjustments to our barista base wages in order to be competitive and correct.

I want to take this opportunity to share with you a few facts about our employees and VFC's benefits package:



To address the complexities of healthcare insurance, the VFC now offers 2 comprehensive group medical insurance plans to all full time employees. The VFC contributes 80% of the employee's monthly premium.



It is the good intention of the Viroqua Food Cooperative to continue to grow our hourly wages and offer a great benefits package. We will continue to consciously raise the bar for compensation and expand our employee offerings.

# LET'S TALK TURKEY

**Rich Lange of Lange Organic Farms** is our local and organic turkey supplier. We receive these turkeys the weekend before Thanksgiving. These birds can be reserved with a **\$20 deposit** by signing up at any cash register. This year these organic turkeys are \$4.59 per pound.

**VFC OWNERS: receive \$3 OFF Any Whole Turkey!** This discount is part of our **OWNER DISCOUNT DAYS** for the month of November. *(See more info regarding Owner Discount Days on page 7.)*

**Ferndale Market** also supplies us with fresh (\$2.79/lb) as well as frozen (\$2.29/lb) free-range, antibiotic-free turkeys. They are raised regionally in Cannon Falls, MN. There's no need to reserve these; you can come to the store and pick one up the week of Thanksgiving!

Melissa Stussy,  
Meat Buyer

## CO-OP COOKS

Laura Poe, Sampling Assistant & Front End Staff

**Apples are one of the quintessential autumn foods**, and when that time of year rolls around I want to put them in and on just about everything. This apple butter is perfect for using up those less-than-perfect apples, which can come in handy after an afternoon at a local



apple orchard. Most of the prep time here is in the slow cooker so it takes very little effort to make and can be left alone all day while you are at work or even overnight.

I love to serve this on sourdough toast with butter, on top of roasted butter-nut squash, or even on a nice organic pork chop! Be sure to use organic and local apples when possible!

### SLOW COOKER MAPLE APPLE BUTTER

Prep Time: 20 mins. \* Cooking Time: ~1 hr.

Yields 1 qt. \* Keeps ~2 wks. in refrigerator

#### INGREDIENTS

- 8 cups chopped apples (~3#'s whole apples; skins on)
- Juice of 1 lemon
- 1½ cups water
- ¼ tsp ground nutmeg
- 1 Tbsp cinnamon powder
- 1 tsp each: allspice, clove & ginger powder
- ½-1 cup Wisconsin maple syrup, based on apple sweetness
- Pinch of sea salt

#### DIRECTIONS

- Place all ingredients in a slow cooker & stir to combine.
- Cover with lid & set slow cooker to low. Let cook for approximately 8 hrs., or until the apples have cooked down by half & the mixture has a dark, almost brown color. The mixture should be extremely soft.
- Let mixture cool for 15-20 mins. Transfer apple mixture to a food processor or blender & puree until very smooth.
- Transfer to glass jars & refrigerate. Keeps 2-3 wks. in refrigerator, but don't forget – extra jars can be frozen to extend shelf life.

Find these recipes by Laura Poe, and many more, on our website here:  
<http://www.viroquafood.coop/good-food/recipes>

**When life gives you onions, make Bacon-Onion Jam...** is that the saying? It should be, because this smoky and sweet combination of flavors is an ideal way to use all those onions from the garden. Use as a topping on burgers, grilled cheese sandwiches, meatloaf, baked sweet potatoes or just about anything you could think of, this is fairly easy to prepare and

will wow anyone who tries it! Just ask Shana Meshbesh who joined me for a grilled cheese lunch date... She's not even a big eater of pork but swears she'd make exceptions for this recipe!

Also, don't forget to save those onion skins! They can be thrown into a bone or vegetable broth since they add lots of flavor, as well as extra nutrients.

## BACON-ONION JAM

Cooking Time: ~1 hr. \* Yields 1 qt. \* Keeps ~1 wk. in refrigerator

### INGREDIENTS

- ½ lb bacon
- 6 medium sweet or yellow onions
- 2 Tbsp organic butter
- 2 cloves garlic, minced
- ½ cup Wisconsin maple syrup
- 2 Tbsp Wisconsin sorghum or molasses
- 2 tsp sea salt
- ½ Tbsp cumin powder
- ½ tsp smoked paprika
- ½ tsp black pepper
- 1 Tbsp apple cider vinegar
- ¼ cup water
- 2 Tbsp arrowroot powder

### DIRECTIONS

-Heat stock pot over medium heat. While pan heats, use kitchen shears or sharp knife to cut bacon into small pieces. Cook 8-10 mins. until just beginning to brown.

-While bacon cooks, prepare onions by cutting end off, then in half. Peel off skin & slice thinly into half moon shapes.

-When bacon is ready, remove pieces with slotted spoon,

leaving bacon grease in pan.

-To stock pot with bacon fat, add butter, let melt, then add onions. Stir to coat with fat. Sauté for several mins. until onions begin to brown. Stir every 5 mins. for about 20-30 mins. until volume has reduced by ~half & onions begin to caramelize.

-In small mixing bowl, whisk together water & arrowroot starch to dissolve.

-To the onions, add garlic, maple syrup, sorghum, salt, cumin, paprika, pepper, vinegar, arrowroot/water mixture & cooked bacon pieces.

-Bring mixture to boil then reduce to low heat. Cover pan & let cook another 20 mins. until mixture has reduced & thickened, stirring occasionally to prevent sticking.

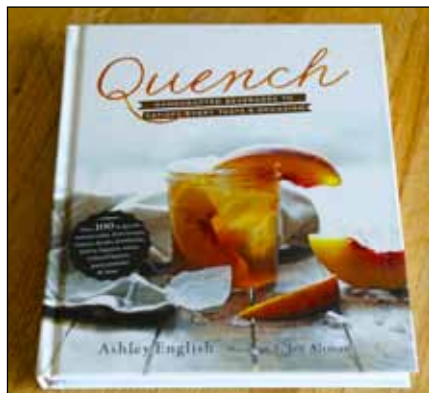
-Once jam is finished, let cool & transfer to blender or food processor. Pulse several times to break up bigger pieces, but leave mixture with fairly chunky texture. Store in glass jars.

-Refrigerate until ready to use – the mixture slightly thickens & sets as it cools. Can be served warm or cold.



# QUENCH YOUR THIRST!

## A Book Review



Okay, easy question: who doesn't love fresh mint, orange or cucumber slices in their ice-cold summer water? Let's "up" our flavor intricacies now: who out there doesn't love a golden spoonful of vanilla ice cream plunked into a root beer? Now let's throw in some major complexities and ask: who wouldn't love pear nectar or even a pear liqueur? **All of these drinks, plus 190 pages of short anecdotes, dreamy photos, and over 100 recipes for handcrafted-beverages can be found in Quench.**

I'm a sucker for elegance, quality, and richness when it comes to beverages and Quench offers me exactly that, without any complicated recipes!

This cookbook, if you can call it that, reads more like a seasonal picture book of extremely easy-to-make, very adaptable "soft drink" and "hard drink" recipes based on ingredients you can easily find at the VFC! Why don't we just call it my new drinkbook instead?!

Here's what I recommend you do: buy Quench now, make a few drinks and let them marinate for a couple months. By the time December rolls around – maybe you'll be ready to pass on this gorgeous drinkbook as

a gift along with a quart-size mason jar of homemade **Fig & Vanilla Whiskey** or flip-top glass jar of **homemade Coconut Milk**. Or not – as this all depends on your willingness to share what will become the easiest-to-make, yet coveted recipes... Either way, this author and her photographer have found such beautiful, easy DIY ways to create seasonal, "handcrafted beverages that satisfy every taste and occasion!"

**Shana Meshbesher,**  
**Marketing Assistant**



(This recipe and all photos are published with permission from author Ashley English & photographer Jen Altman.)

### BLACK & BLUE WHISKEY

If an annual pilgrimage to the U-pick berry farm isn't on your agenda, it should be. Plucking fresh berries from their bramble or bush & into your collecting basket – & the ink-stained fingers it results in – is one of life's abiding pleasures, I've long maintained. This whiskey puts your hard work to good use. Come imbibing time, mix a bit with Cola (recipe on page 18) or tuck into a mug of hot coffee for a smooth-sipping reminder of the joys of summer.

**INGREDIENTS** ...makes 3 ¼ cups

- ¼ cup blackberries
- ¼ cup blueberries
- One 750-ml bottle good-quality whiskey

**DIRECTIONS**

-Place the berries in a clean & dry quart-size glass container with an airtight lid (such as a Mason jar).

- Cover with the whiskey, & secure the lid tightly. Follow the instructions on page 104 for infusing the whiskey.
- Store in a dark, cool, dry place, & use within 1 year.

*...For more instructions on making cola or infusing whiskey, stop in the VFC & check out Quench!*



*continued from page 5*

CHS is hard at work, yet again. Its ambitious, but achievable goal for 2015 is to procure 360,000 lbs. of produce that would provide 300,000 meals. Thanks again to grants from Wal-Mart and Coulee Food Coalition, it has a good start on funds to purchase farmers' seconds and provide more educational support for food pantries. Organic Valley is also generously donating excess produce from its produce warehouse in Cashton to add to food resources CHS is distributing. As more funding becomes available, two other food banks have expressed interest in receiving fresh produce, which serve 14 other Wisconsin Counties.

CHS is thankful for local individuals, businesses and organizations like the Viroqua Food Co-op, Empty Bowls and Viroqua Foundation for their continued support. CHS is also appreciative of the generosity of many local, organic farms that have welcomed CHS Harvesters these past years. Such farms include: Driftless Organics, Keewaydin Farms, Small Family Farm, Second Cloud on the Left, Ridgeland Harvest, Knapp Creek Farm, Thimmesch Family Farm and Turkey Ridge Apple Orchard. "Without our partner farms, we wouldn't be able to do the work that we do," said Gary Thompson. "Our success in response to local hunger issues is fully dependent on the many community partnerships that we've been able to establish. This is a true testament of a community supported local foods movement!"

"As the oldest of eight children I grew up as a charter member of the 'Clean Plate Club' and always believed food was precious," said Chotzen. "But in the last few years as part of this program, being able to experience vegetables growing organically in this beautiful region, I can only say that I believe this food is precious beyond compare. To help get more of it to more people is my dream job."

*Daniel Chotzen, Gary Thompson  
and Susan Noble contributed to this article*

## HOW YOU CAN HELP

- **Harvesters:** volunteer on Thursday afternoons to spend time in the fresh air and sunshine – and take home a free bag of produce.
- **Gardeners:** "Grow a row" for the food pantry, or donate excess produce.
- **Tech-savvy folks:** maintain and expand Facebook page and website at: [www.community-hunger-solutions.org](http://www.community-hunger-solutions.org)
- **Graphic design work:** create resource guides and recipe cards.
- **Foodies:** cook and provide samples to taste on site at local food pantries.
- **Businesses, organizations & individuals:** make tax-deductible contributions to Community Hunger Solutions.\*

For further information on how to contribute or receive fresh produce, please contact Gary Thompson at: 608-637-3650, 608-632-2163 or email:

[gary@community-hunger-solutions.org](mailto:gary@community-hunger-solutions.org)

For information on volunteering to harvest on Thursday afternoons until the first frost, please contact Daniel Chotzen at 608-606-1910 or email:

[daniel@community-hunger-solutions.org](mailto:daniel@community-hunger-solutions.org)

\* Tax-deductible donations can be sent to: VEDA/ CHS, 1201 N Main St, Suite 6, Viroqua, WI 54665



*CHS Food-Farm Coordinator, Gary Thompson  
delivers produce to Marv and other volunteers at Living Faith Food Pantry*



*CHS produce gets weighed (per lb.)  
then sorted as it arrives at Living Faith Food Pantry*

## owner classifieds

### Lake Superior Getaway:

Rent a two bedroom house on Lake Superior near the Porcupine Mountains; sandy beach; April thru October; sleeps six max; sauna; Finnhouse-on-Superior; call 624-5613 or e-mail [byers@mwt.net](mailto:byers@mwt.net)

**For Sale:** 450 gallon milk tank, stainless, works great. Small freon leak, uses 1 gallon every 3 months. \$600 o.b.o. Call 637-6408

## welcome NEW OWNERS!

We want to welcome the following new owners who joined the Co-op between June 12 to August 13, 2015:

David Bateman	Rachel Nation
Peggy Blake	Brandon Standorf
Cynthia Caillagh	Brandon Paletta
Brian Cilley	Jamie Pinski
Stephen Curley	Chris Ruder-Vasconez
Amy Devine	Jessica Salesman
Paul Devine	Aaron Salesman
Dan Drier	Janel Schneider
Kristine Gillingham	Randal Schneider
Donald Gore	Sandi Sebranek
Rochelle Hagen	Kelly Skoda
Darlene Hubbard	Jason Skoda
Dennis Jones	Rachel Soliday
Craig Kolak	Korena Theobald
Robin Kottke	Betty Tricker
Steven Kottke	Elizabeth VanDerWeide
Larry Madeo	Jake Wedeberg
Sandy Martinek	Mary Wilke
Carlos Miro	Jane Worman
Marianne Miro	

# VFC Board Update

Here's a highlighted summary of the June and July VFC Board meetings. Further details may be found within the regular Board Meeting Minutes located on the VFC website at: [www.viroquafood.coop/board-of-directors/board-minutes](http://www.viroquafood.coop/board-of-directors/board-minutes)

**Curt Brye, VFC Board President**

### Board Meeting – June 17, 2015

- Monitored Financial Planning & Budgeting, Compensation & Benefits, and GM Personnel Policies for compliance with VFC Policy Governance.
- Redeemed Class C stock per member request.
- Tentatively scheduled Fall Board Retreat for November 2015.
- Reviewed preliminary site plans from Development Co-op consultant.
- Continued discussion and visioning regarding future expansion plans.

### Board Meeting – July 15, 2015

- Discussed GM & Board Member Meeting with Viroqua Mayor, City Administrator, and City Engineer in June 2015 regarding preliminary site plans for expansion.
- Reviewed expansion timeline provided by NCG Development Co-op consultant.
- New Board Member Orientation completed for Eric Newman. Reviewed slate of candidates for Fall 2015 Board Election.
- Discussed Article V changes for increasing Class C shares on Fall 2015 ballot.
- Enjoyed good fellowship among Board members - Annual Board Summer Picnic hosted by Christie and Larry Homstad.

## CO-OP Q&A

**Q:** Know what would make my Co-op experience even more awesome? If you guys offered bulk meat and cheese from the deli counter, to help me reduce my plastic consumption. Thank you for all your passion and care!

**A:** Thank you so much for your comment. Unfortunately, at the present moment the Deli is unable to accommodate a full service meat and cheese counter.

You, like many of our customers, community and owners have expressed the very same suggestion. For over a year now we have been working hard on visioning for the future of the Co-op. We invited VFC owners, employees, community members, local business owners, and local government to

participate in a community conversation that really gave us the insight and perspective we needed to understand what our next direction was going to be. Unanimously we heard that everyone wanted more fresh services, including larger produce, full service meat, deli and cheese. Folks also expressed that they loved the opportunity to sit and enjoy a meal onsite in a comfortable environment. That said, we are in the preliminary stages of understanding how our Co-op can grow to offer these services. We anticipate more clarity will be provided over the next few months. Once we have a clear direction, we will share that with our owners.

Andrew, Deli Mgr



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**Healing Arts Center**

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[www.centerpoint.coop](http://www.centerpoint.coop)

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Email: [cpaoffice@mwt.net](mailto:cpaoffice@mwt.net)

420 W Decker St  
Viroqua, WI



**Q:** We would love a Non-GMO cornstarch in bulk! You all rock! Thank you so very much for your service.

**A:** We carry a Non-GMO cornstarch in the grocery section - aisle 2. Unfortunately, we have been unable to source a bulk Non-GMO cornstarch!

Greg, Bulk & Beer Buyer

**Q:** Mighty Bars... From Organic Valley... Please get them... They are available through UNFI...

**A:** We have them and love them. You can find them with all the meat snacks on the end of aisle 3!

Sally, Purchasing Mgr

**Q:** I wondered if you could order Crabby's Ginger Beer - it contains some alcohol and is light & refreshing. Thanks!

**A:** Yes - we sell it!

Greg, Bulk & Beer Buyer



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# VIROQUA FOOD COOP

609 N Main St Viroqua, WI 54665

608.637.7511

[viroquafood.coop](http://viroquafood.coop)

**OPEN DAILY**

**7am - 9pm**

**CLOSED THANKSGIVING DAY**

PRESORTED  
STANDARD  
U.S. POSTAGE  
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**SAVE THE DATE!**

## VFC's 20<sup>th</sup> Anniversary Party

**Saturday, September 12**

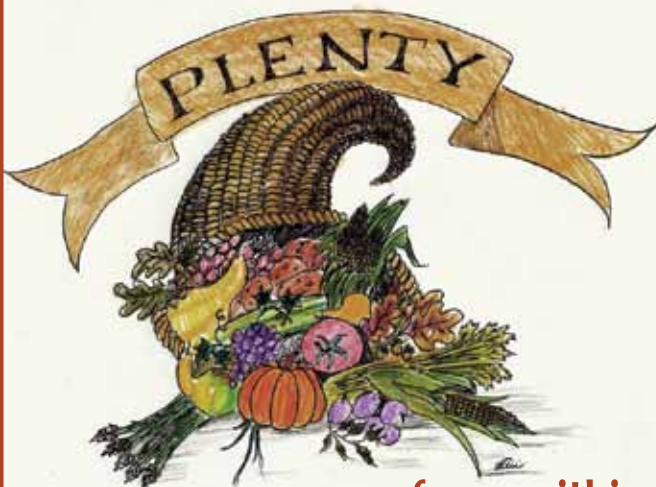
**4:30-9:30pm**

Center Ave Parking Lot

(see page 3 for details)

## Quality of Life Chiropractic

Your abundance of life...



...comes from within.

**Drs. Paul & Paula Grenier**

801 E. Decker St. Viroqua

**637-6767**

## Coherency Training

*Simple, yet profoundly effective meditative techniques to quiet your mind and move toward full system integration.*

**FREE Intro 7-8 PM, Friday, Sept. 11**

**Week-end Class Sept. 11-13, 2015**



## Sensing Hands for Massage Therapists

**Oct. 30 - Nov. 1, 2015**

*Refine your palpation skills and learn to distinguish subtle tensions in muscle, fascia, nerves, blood vessels, organs and bone.*



## 太極拳 Tai Chi Ch'uan

With Qi Gong and Self Care Training

**New Beginning Class**

**Starts November 4, 2015**

Ongoing, Wednesdays, 6:45-8:30 PM



*T'ai Chi Ch'uan is a slow and gentle oriental form of exercise that is suitable for people of various levels of physical ability.*

All classes taught by Lyrea Crawford at the Vitality Center in the LaFarge/Hillsboro area. A map and complete info at

[www.lyreacrawford.com](http://www.lyreacrawford.com) · 608-383-3589