

Food Wrap

of the gifting kind!

Board News & View

By Eric Snowdeal III, VFC Board Member

Over twenty years ago, I joined my first food co-op, the Olympia Food Co-op in Olympia Washington, because I believed passionately in the cooperative mission and supporting the local and organic food movements. Eleven years ago I was happy to have the opportunity to continue supporting the cooperative movement by becoming a member of the Viroqua Food Co-op when I moved to the area with my family. We knew if a small town could support such an incredible co-op it must be a special place. Indeed it is! And a little over one year ago, I decided to throw my hat into the ring, run for the Board of Directors, and be in a position of providing leadership, vision, and guidance for our Cooperative.

When I joined the Board in the fall of 2016, I wasn't entirely sure what to expect, as it was my first experience on a board. After a year, I am truly impressed by the hard working staff and the GM, Jan Rasikas, who continue to make the Co-op the special place that played such a role in convincing us to move to this area so many years ago.

My first full year as a VFC Board Member has been rewarding, challenging, and filled with learning. I worked diligently with fellow Board Members to carry out our responsibilities during these times of change. I have been tremendously impressed with the quality of the discussions in our meetings as we've worked to ensure sound management of co-op resources, act as trustees on behalf of the owners, and plan for the VFC's bright future as the Capital Campaign ends and the expansion project continues full tilt in advance of winter snow.

Over the past year, I have also been inspired to hear the passion from the membership. We had a record breaking election and Annual Owners Meeting this autumn – 490 owners cast ballots, and 132 owners participated in the meeting. Congratulations to Aurora Boyd and Mike Link on being elected to the VFC Board of Directors for three-year terms. The Co-op is healthier with full participation from members. The Board is here to represent your voice as the Co-op carries out its mission to “create together a work of enduring value.” Please continue to reach out to me and the other VFC Board Members. Ask us questions – make your voice be heard!

Peter Bergquist, Aurora Boyd, Eric Snowdeal III, Mike Link, Eric Newman, Karen Mischel, Larry Homstad



BOARD OF DIRECTORS

Mike Link, *President*
Karen Mischel, *Vice President*
Peter Bergquist, *Secretary*
Eric Newman, *Treasurer*
Larry Homstad
Eric Snowdeal III
Aurora Boyd

The Board meets on the 3rd Wednesday of each month at 6:30pm at VFC's offsite office. Changes are posted on the VFC website. To make a presentation or ask questions at the meeting, please contact a Board member 10 days in advance. Contact the Board at: vfcboard@viroquafood.coop

PEA SOUP PUBLICATION TEAM

Charlene Elderkin
Design, Writing, Editing, Advertising
Shana Meshbeshier
Photography, Design, Editing
Bjorn Bergman
Research, Writing, Editing

ADVERTISEMENTS

Ad space is limited and available on a first come, first served basis. Ad sizes and prices are as follows:
1/8 page: 3.5" w x 2.25" h – \$50
1/4 page: 3.5" w x 4.75" h – \$100
Spring ad deadline: January 25
Email: marketing@viroquafood.coop

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

The Pea Soup is published quarterly and printed on recycled paper.

Cover photo by Shana Meshbeshier and Crystel Curley

DOWNLOAD THE PEA SOUP

viroquafood.coop/members/vfc-publications/

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Phasing in Change

By Jan Rasikas, General Manager

VFC's expansion project is in full swing and going well, with no time lost for weather or unplanned issues. As I write this, the concrete needed before the snow flies is poured and the exterior walls are going up, allowing us to imagine in three dimensions the size and shape of our future store. Thank you for your patience with the changes; going down to one parking lot entrance, one bathroom, and the hopping back and forth of location of the main door. Our staff has exercised patience as well, receiving deliveries through the front door, crowding even more people into a tiny office when the front office was removed, and keeping the shelves stocked when there are many shoppers in the store.

The project completion date is July 2018, and there are many phases to go until then. By the time the Spring Pea Soup hits your mailboxes in March, **Phase I** will be completed. This includes: six cash register stations, a customer service desk, three(!) bathrooms, and a new seating area, which includes a multi-purpose room. Plus, you'll enter into the store through new front doors. It will feel much less crowded than it does now.

Most changes to date are outside of the current retail space but soon we'll see major shifts to our shopping areas. **Phase 2** gets the most important part of the Co-op up and running; our farm-fresh, organic fruits and veggies! As the roof and walls create a protected shell, we'll focus on the new produce department. **Phase 3** includes new equipment for, plus resetting of, the grocery, refrigerated and frozen areas, as well as the new wellness aisles. **Phase 4** includes the deli, meat and seafood areas. During these phases, it's likely product will be moved around before it settles into its permanent place. We'll do all we can to make it easy for you to find what's on your list, but know you can always ask any staff members for assistance.

In other news, with the help of Ethos Green Power in Viroqua, VFC is applying for a Focus on Energy RECIP Grant to mount 122 solar panels on the south side of the roof. The grant provides the extra boost needed during the expansion stage of construction to ensure that solar energy can be a part of our growth. Because we're located on Main Street in a highly visible location, the installation of solar panels and the use of onsite energy can educate folks about the positive attributes of solar energy and will affirm the Co-op's commitment to alternative sources of energy. If we are awarded this RECIP incentive grant, our next step is to finance the remaining costs with additional owner investments.

An enormous thank you to the VFC Owners who purchased shares of Class C stock. We have now passed the \$800,000 mark! The VFC will continue to sell these Class C shares until we reach our goal of \$1 million. Watch your money grow – all while helping the Co-op grow our local food economy.

Go Co-op!

VFC Managers imagine working in their future office space





Diane Splinter in her studio located in Viroqua, Wisconsin.

Local Producer Profile

Diane Splinter

She told her mom at four years old that she wanted to either be an artist or a farmer, but quickly admitted she's not a very good farmer. Luckily for Splinter, her artistic skills are exceptional! Her watercolor and mixed media based paintings-turned-greeting cards invoke sentiments of peace and connectivity with nature.

Diane's vision states: *"By weaving intention, emotion, and sometimes calligraphy in artful imagery of nature, my work is a reminder that we are all interconnected in the vast web of life. We cannot value and save what we do not have an emotional, heartfelt connection to."*

It's hard to study her artwork and *not* feel connection to the world around us – whether through wildlife, outdoor scenes, or her vivacious, yet serene color choices within each composition.

She has always admired the story of Sadako and the 1,000 cranes. Check out her beautiful new origami card as it is perfect for truly every occasion. Maybe it's the rainbow of colors (special nod to diversity), the origami cranes of peace (see: *Sadako Sasaki*), or maybe it's the beautiful Japanese script (her delightful Japanese-American neighbor did the translation to ensure the message is correct)! She

says that everything cranes symbolize for her came full circle when she made this design and describes the honor she feels to sell these prints at our community's Co-op.

"My mission is to have my art be a visual reminder of our connections to the natural world and to each other."

Splinter says it best on her website to say that she is *"Creating art that is a reminder that we are connected to nature and the collective whole."*

So please remember this holiday season: you directly support this local artist and many more when you purchase gift cards from our store!

More information about Diane Splinter here: dianesplinter.com/

Greeting Cards for Everyone

Just like Splinter's thoughtful collection, VFC has many other gift cards by local artist that are truly great for all occasions!

Ellis Felker **Muscoda Artist**

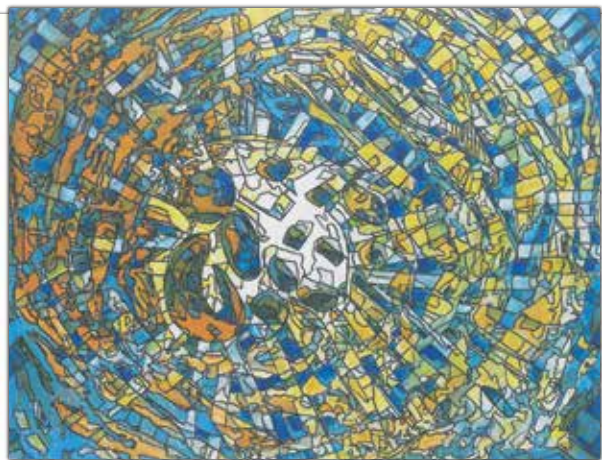
These cards may seem super familiar – because they are! Felker started creating RED OAK Cards 33 years ago in Madison, WI and now sells them all over the world! VFC has such a nice assortment of his collection. Get a peak at more of his great story here: redoakcards.com



*We are all here
to be angels
for each other.*
–Ellis Felker

John Tully **Viroqua Artist**

Inspired by rhythm and light, both of these elements come into play for Tully on a daily basis. His work is usually portrayed on much larger scales – canvases, walls in homes all over Viroqua, and many theater sets! Check out some of his larger murals and art pieces at: johntullypainting.com



Monica Jagel **Vernon County Artist**

A colored pencil and mixed media artist, she has a wide range of card images from local flora to native critters. Her more popular images are also printed on floursack towels in the store! Learn more about Jagel's designs here: colored-pencil-girl.blogspot.com/



Julius Parrish **Viroqua Artist**

These abstract acrylic paintings, which start on canvas then turn into cards, come from the mind and hands of Parrish, a young local artist. See more of his work and learn more about his impressive art story on his website: juliustreesparrish.com



Sleigh All Day – Wrap All Night!

Traditional wrapping paper was accidentally invented one holiday season when a small company sold out of tissue paper and opted to sell sheets of decorative paper meant to line envelopes. Then that sold out too! Soon after, they started printing their own rolls of paper meant to wrap gifts. When tape came along, you can imagine how the rest was history.

Prior to fancy wrapping paper, and still to this day, gifts have been wrapped in many things: cloth fabric, brown craft paper, tissue or newspaper, and even fancy boxes secured with string or yarn, then sealed with wax! Customize your wrapping by using old maps or gift bags, new kitchen towels (part

of the gift too) around wine bottles, Bee's Wrap (pictured above) on a pie, reused ribbons, butcher's twine, and embellish with a bundle of wrapped herbs or evergreens. Let the kids color on a paper grocery bag by tracing cookie cutters. To us, wrapping gifts is almost as fun as giving gifts. Lastly, never underestimate the power of a handwritten note!

Let's pretend you've gotten everything for everyone on your list. All you've got left to do is bake some cookies, preorder a couple pies from the Co-op Bakery, and make your signature roasted nuts – but that'll happen later. For now, put on the holiday music, light the pine-scented candle, and let the gift wrapping creativity ensue.

Make your list...

The Viroqua Food Co+op has a plethora of gift ideas, stocking stuffers, and in general – delicious things for you and yours this Holiday Season...



...check it twice!

Remove wrapped candy (candy canes, truffles) from their package and tie to the top of gifts; next level wrapping, for sure!

- Divine Mini Bars and Seattle Chocolates Truffles – gift the whole bag or split them up and tuck into multiple stockings.
- Zum offers such quality, aromatic, fine essential oil blends in soaps, body/room sprays and lip balms. Look for Bah Hum Zum (peppermint/almond scented) and Christmas Chi (spruce/sage). The Zum Bar (frankincense/myrrh) offers the hardest working scent of the bunch.
- Palo Santo or Juniper Ridge White Sage Smudge Sticks will keep those ghosts of Christmas past at bay.
- The soft glow of an Evolution Salt lamp will warm even the coldest of rooms.

Promoting Co-op Values

National Co+op Grocers: A Powerful Advocacy Voice for Food Co-ops



Co+op Forest is a carbon offset program that helps to slow climate change by working within our supply chain to offset carbon emissions associated with NCG business travel and utilities. To offset these emissions, NCG is growing a sustainable forest in a formerly-deforested region of the Peruvian Amazon in partnership with organic farming cooperatives and Pur Project.

In the Autumn Pea Soup, we wrote about the National Co+op Grocers' (NCG) contribution to Viroqua Food Co+op's success through collective purchasing power, competitive pricing and professional development and training.

By being a member of NCG, along with 149 other co-ops across the United States, we have a powerful advocacy voice on food co-op issues. Co-ops truly are stronger together!

Most food co-ops were formed by people committed to co-ops, as well as core values like a sustainable food system, the fair treatment of people and a healthy environment. These values continue to be important to NCG member co-ops and their shoppers and owners. Through NCG, co-ops have been able to make far greater progress towards these goals, at home and abroad, than could ever have been done alone.

"Working together, co-ops are writing the next chapter of our shared story – we are making a positive impact on a national and global scale. We are stronger together and we are just getting started!"

–Robynn Shrader, NCG Chief Executive Officer

In 2016, NCG contributed over \$690,000, along with considerable staff time, to support advocacy work including:

- A renewed commitment to **Food Co-op Initiative** to support faster and more efficient start-ups
- Commitments to sustainable development and diversity through the **Co-ops for 2030** campaign and the **B Corp Inclusion Challenge**
- Became a founding member of the **Climate Collaborative**, an initiative that recognizes and promotes natural product companies that reduce their greenhouse gas emissions with Climate Collaborative Awards
- A major contributor to the **Future Organic Farmer Grant Fund**, impacting 14,000 students
- Awarded "Organic Champion" by California Certified Organic Farmers (CCOF)
- Facilitated \$1 million in sales for La Riojana, a farmer owned co-op, and raised \$80K for more for their organic certification
- Over half the items promoted in Co+op Deals were organic, which generated \$47 million in sales
- **Co+op Forest** is responsible for purchasing, growing and now caring for 1.4 million trees (see photo caption)

VFC News

Keep up with VFC news on our facebook page and subscribe to our emails

Win \$100 of Co+op Basics Groceries, Give Groceries

Generosity is its own reward, but if you'd like the opportunity to give to others and get great groceries yourself, stop by the Co-op December 1-14 to enter the "Goodness Giveaway" drawing (no purchase necessary) featuring great Co+op Basics groceries. Viroqua Food Co+op will be giving away a shopping cart full of Co+op Basics items valued at **\$100** to one lucky winner, plus making a \$100 donation to Living Faith Food Pantry in the winner's name. There are two ways to enter: in the store and on our facebook page.

One of the Seven Cooperative Principles is "Concern for the Community." Providing healthy foods for the whole community has long been a priority for food co-ops because we believe access to good food is a right, not a privilege.

That's where Co+op Basics comes in. Co+op Basics is a program providing shoppers with low prices every day on nearly 500 products throughout the store. Look for the purple co+op basics signs.

Microloan Applications Due January 15, 2018

The VFC Microlending Committee is pleased to announce that the 2018 Microloan Applications are now available online at: www.viroquafood.coop/you-own-it/microlending-initiative

We invite any local farm or business selling food or products to VFC or at the Viroqua Farmers Market to apply for a one-year no-interest loan of up to \$3,500 (local = within 100-mile radius of VFC). Through the VFC Microlending Initiative, VFC aims to strengthen small, local farmers and producers that are part of our local food system.

Deadline: Applications are due by January 15 and can be sent to Bjorn Bergman, VFC Outreach Coordinator at 609 N Main St, Viroqua, WI, or email him at: bjorn.bergman@viroquafood.coop

Food Pantry Donation Bags

Throughout the year, VFC directly donates fresh, perishable food to local food pantries and schools. We know that our owners and shoppers like to contribute as well. To make it easy, VFC assembles bags of shelf-stable food near the front registers priced at \$10.

It truly is this easy: grab a bag, pay for it at the checkout, place it in the donation bin, and we'll take care of delivering it to the local food pantries. Ask a VFC Staff Member if you need help locating the bags.

Of course, you can always select items of your choosing. Donations of any size are appreciated! If you have any questions, contact our Purchasing Manager Sally Colacino.

Providing healthy foods for the whole community has long been a priority for food co-ops because we believe access to good food is a right, not a privilege. And for decades now, co-ops have been working to provide more affordable products while maintaining high standards of nutrition and quality. That's where Co+op Basics comes in.





Sugar & Spice

Spice up your holiday spread with these much-loved classic treats.

Recipes by Robin Asbell




Gingerbread Cookies

Makes 48 3-inch cookies. Prep time: 1 hour

- 
- 1 ½ cups unbleached flour
 - 1 cup whole wheat pastry flour
 - ½ teaspoon baking soda
 - ¼ teaspoon baking powder
 - ½ teaspoon salt
 - 1 teaspoon ground ginger
 - 1 teaspoon ground cinnamon
 - ¼ teaspoon ground nutmeg
 - ¼ teaspoon ground cloves
 - 1 stick unsalted butter, softened
 - ¼ cup light brown sugar
 - ½ cup molasses
 - 1 large egg

Royal Icing

- 2 cups powdered sugar, approximately
- 1 large pasteurized egg white or
2 ½ tablespoons meringue powder
- ¼ teaspoon lemon juice
- 2 tablespoons water, approximately

- 
- 
- 
1. In a large bowl, mix together flours, baking soda, baking powder, salt and spices. Using a stand mixer or an electric beater, cream butter until soft, then add brown sugar and beat until well-mixed. Add molasses and beat, scrape down and add egg, beat again until combined. Stir in the flour mixture. Divide dough into four rectangular pieces, place between sheets of parchment and roll out ¼" thick. Stack sheets of dough on a baking pan and chill for 3 hours.
 2. Preheat oven to 350°F. Lay sheets of dough on counter; remove top layer of parchment and use a cookie cutter to cut into shapes. Using a thin spatula, transfer cookies to parchment-lined baking sheets. Repeat process with scraps.
 3. Bake 12 minutes, switching the pans between oven racks halfway through. When cookies are puffed and look dry, remove and cool on the pan for five minutes, then move cookies to a cooling rack.
 4. Using a stand mixer or electric beater, mix powdered sugar with egg white or meringue powder. Mix in lemon juice and water, a tablespoon at a time, to reach desired consistency. Transfer icing to a piping bag with a small round tip and use to draw outlines on the cookies.



Poppy Seed Rugelach

Makes 24 cookies. Prep time: 6 hours (includes chilling); 1 hour active

- 1 ½ sticks butter, room temperature
- 8 ounces cream cheese, room temperature
- 2 cups flour
- ½ cup sugar
- ¼ teaspoon salt
- ½ cup poppy seeds
- ¼ cup milk
- 3 tablespoons honey
- 2 tablespoons raisins, chopped
- ½ teaspoon lemon zest

1. Cream butter and cream cheese together until fluffy. Add flour, sugar, salt and beat to combine. Form 2 disks, wrap in plastic wrap; chill 4 hours.
2. In a coffee grinder, grind poppy seeds coarsely then heat in a pan with milk, honey, raisins and zest. Stir over medium-low until thickened, approx. 20 minutes, then cool completely.
3. Preheat oven to 325°F and line two sheet pans with parchment. Roll out dough to make two 12" rounds about ⅛" thick, then spread each with half the filling. Use a pizza cutter to cut each round in 12 wedges. Roll up each piece from the wide end, bend in tips to make a crescent. Place on pan, chill 1 hour.
4. Bake for 40 minutes, switching the pans between
5. oven racks halfway through. When done, cool cookies on pan for 10 minutes, then transfer to cooling racks.

Rugelach, a traditional Jewish treat, can also be filled with chocolate chips, walnuts, marzipan or fruit preserves.



Chocolate Glazed Nut Brittle

Servings: Makes 2 ½ lbs. (approx. 27 servings). Prep time: 1 hour; 20 minutes active

- 2 cups sugar
- ½ cup water
- 1 stick unsalted butter
- ⅓ cup light corn syrup
- ½ teaspoon baking soda
- 2 ½ cups roasted salted peanuts or cashews
plus an optional ¼ cup, finely chopped
- 8 ounces dark chocolate, melted

1. Line a large sheet pan with a rim with parchment paper.
2. In a 2-quart saucepan, combine the sugar, water, butter and corn syrup and bring to a boil to create caramel. Cook over moderately high heat, stirring occasionally, until the caramel is light brown and registers 300°F on a candy thermometer; about 10 minutes. Remove from the heat and carefully stir in the baking soda. The mixture will bubble. Stir in the nuts, then immediately scrape the brittle onto the prepared baking sheet. Using the back of a large spoon (oil it lightly if it sticks), spread the brittle into a thin, even layer. Let cool completely, about 30 minutes.
3. Spread melted chocolate over the brittle, sprinkle with the finely chopped nuts, if using, then chill. Break the brittle into large shards. Store in airtight containers for up to two weeks.

A recipe of decadent brittle makes wonderful gifts, a little goes a long way! Portion and package festively for teachers, coworkers and friends.

Potatoes 101

Potatoes are a tuber of the plant *Solanum tuberosum*. They are part of the nightshade family, which also includes tomatoes, peppers, and eggplant. There are over 100 different varieties of potatoes and each one has its own taste and texture.

Potatoes are the epitome of comfort foods! They are number one when it comes to vegetable consumption. The average American eats almost 125 pounds of spuds each year.

Lucky for us – Wisconsin is the third-largest producer in the United States, behind Idaho and Washington. Locally, we have a number of farmers who grow and sell potatoes to us, including Driftless Organics. This farm, located on a ridge near Soldiers Grove, is well known for their 5-pound bags of certified organic red or yellow potatoes. Find them in our produce department September-February.

Types and Uses of Potatoes:

Russet: high in starch and low in moisture. They make perfect baked and fluffy mashed potatoes.



Blue: an all-purpose potato. Their blue pigment typically extends from their skin through the flesh and they make a stunning visual in any dish. They have an earthy nutty flavor and are perfect for steaming, baking, boiling and mashing.



Red: low in starch and have a waxy skin. They hold their shape well after cooking and are best suited for roasting, boiling, steaming, soups and cold salads.



Yellow: an all-purpose potato. They have less starch than russets, but more than red. They are rich and buttery and work well for mashing, steaming, boiling, baking, roasting and frying.



Garlic Mashed Potatoes

Serves 6. Total Time: 1 hour; 45 minutes active

3 pounds potatoes, you choose the variety
¼ cup roasted garlic
¼ cup sour cream
1 tablespoon butter
1 ounce parmesan cheese, grated
½ teaspoon salt
½ teaspoon pepper
Pinch of nutmeg

1. Roast garlic: preheat oven to 400°F. Rub off excess papery skin from garlic heads *without separating* cloves. Slice tips off each head, exposing cloves. Place garlic heads on square of aluminum foil, sprinkle with 1 tablespoon water and pinch edges of foil together to make package. Roast until flesh is very soft, 45 minutes to 1 hour. Unwrap garlic and let cool slightly. When garlic is cool enough to handle, squeeze pulp into a small container. Save excess for up to 2-weeks, refrigerated.
2. Peel potatoes and cut into cubes. Boil in salted water for 15 minutes or until fork tender. Once potatoes have cooked, drain the water.
3. In a large bowl, add garlic, sour cream, butter, and Parmesan to the potatoes, then mash until desired consistency. Add salt, pepper and nutmeg to taste.
4. To serve, add as a side to any main dish.

Last year, VFC Customers purchased 18,980 pounds of local potatoes from Driftless Organics and Hugh's Gardens. Customers also purchased 11,248 pounds of local sweet potatoes from Levi Miller.

Sweet Potatoes 101

Sweet potatoes are a sweet, starchy tuber of the plant *Ipomoea batatas*, which is native to the tropical region of the Americas. They are very nutritious and high in vitamins A and C, antioxidants, potassium and fiber. Today, there are hundreds of varieties of cultivated sweet potatoes that range in color from white to orange to purple.

The words “sweet potato” and “yam” are often thrown around interchangeably, but they are two different plants. Sweet potatoes, with their smooth and thin skin, are in the morning glory family, while rough and scaly yams are related to lilies. Yams are rarely available “fresh” in the United States.

Sweet potatoes have long been cultivated in southern US and many thought they were nearly impossible to grow in Wisconsin. This all changed in the last ten years. Local farmers experimented and discovered varieties of sweet potatoes that would grow in the north. Today we get a bountiful supply of organic sweet potatoes from Levi Miller, an Amish farmer in Mt. Hope, WI that you can find in our produce section October-March each year.

Types and Uses of Sweet Potatoes:

Orange: have orange-ish rose-colored skin on the outside and a rich orange flesh on the inside. They are great when baked whole, cut into chunks and added to soup or chili, or cut into cubes and roasted.



White: have copper-colored skin on the outside and white flesh on the inside. They are ideal for soups and stews.



Purple: are purple on the outside and inside! They have a drier, more dense texture, and better-balanced sweetness than their orange counterparts.



Sweet Potato and Greens Gratin

Serves 8. Prep Time: 1 hour 15 minutes

- 2 pounds sweet potatoes, peeled and sliced about 1/4" thick
 - 1 bunch kale or Swiss chard
 - 1/4 cup shredded Parmesan or smoked cheddar cheese
 - 1 1/4 cups heavy cream
 - 4 tablespoons butter, melted
 - 1 teaspoon smoked paprika
 - 1 teaspoon chili powder
 - Salt and Black pepper, to taste
1. Preheat oven to 375°F and butter or oil a 9"x13" casserole dish
 2. Wash, thinly slice, then blanch the kale or chard for 3 minutes in boiling water. Squeeze out excess liquid and reserve in bowl to prep for next step.
 3. Line bottom of casserole dish with half of the sweet potato arranged in a single layer, with slices overlapping slightly. Sprinkle with half the smoked paprika, half the chili powder, a pinch of salt and black pepper. Spread half the kale or chard evenly over the sweet potatoes. Drizzle with half the melted butter. Repeat process a second time with remaining ingredients.
 4. Pour the heavy cream evenly over the top.
 5. Cover with aluminum foil and bake for 30 minutes. Remove foil, then sprinkle cheese evenly over the gratin. Bake another 10-15 minutes, or until bubbly and cheese is just beginning to brown. Serve warm.

Calendar of Events

For details, visit our event calendar at: www.viroquafood.coop/about/events

December 2017

Savings for Owners

Owner Discount Days

15% off Bulk Dept. (except bulk coffee)

December 5 - 7

Driftless Folk School Class Making Ring Sausage

\$10 off for VFC Owners

Location: Coon Valley, WI

Saturday, December 9, 1:00 - 4:30pm

driftlessfolkschool.org

Give Where You Live WDRT – Driftless Community Radio

Round up any day this month.

1% of sales are donated to WDRT

Wednesday, December 13

In-store Savings Wellness Wednesday

10% off all supplements, homeopathic & herbal formulas from the wellness aisles

Wednesday, December 13

In-store Event Holiday Open House

See sidebar for details, page 15

Location: VFC throughout store

Wednesday, Dec. 20, 3:00 - 7:00pm

Store Hours December 24

Open 7:00am - 7:00pm

December 25 CLOSED

December 31 Open 7:00am - 9:00pm

January 2018

Store Hours

January 1, 2018

Open 8:00am - 7:00pm

Savings for Owners

Owner Discount Days

15% off all supplements, homeopathic & herbal formulas from the wellness aisles

January 9 - 11

Give Where You Live The Ark

Round up any day this month.

1% of sales are donated to The Ark,
Viroqua's Community Art Center

Wednesday, January 10

VFC Board Event Beer with the Board

Join the Board at the Rooted Spoon's
219 Drinkery in Viroqua for discussion,
free one free drink (beer or wine), plus
chips and salsa for those who attend.

Location: Rooted Spoon Kitchen Table
Friday, January 12, 5:00 - 7:00pm



In-store Savings

Wellness Wednesday

10% off all supplements, homeopathic & herbal formulas from the wellness aisles

Wednesday, January 17



Free Film Screening Farmers for America

At the center of this documentary are the farmers, young and old, who provide the spirit and energy to bring urban and rural America together over what both share in common: our food.

www.leaveitbetter.com/farmers-for-america/

Location: The Ark, Viroqua

Friday, January 19, 7:00 - 9:00pm



February 2018

Savings for Owners **Owner Discount Days**

15% off all Body Care products
February 6 - 8

Give Where You Live **AlterACTIONS**

Round up any day this month.
1% of sales are donated to AlterACTIONS
February 8

VFC Board Event **Coffee with the Board**

Free coffee and scones with the Board
Location: VFC Seating Area
Saturday, February 10, 9:00 - 11:00am

In-store Savings **Wellness Wednesday**

10% off all wellness products
Wednesday, February 21

Free Film Screening **Vanishing of the Bees**

This documentary follows beekeepers David Hackenberg and Dave Mendes as they strive to keep their bees healthy and fulfill pollination contracts across the U.S. www.vanishingbees.com

Location: The Ark, Viroqua
Friday, February 16, 7:00 - 9:00pm



2017 VFC Holiday Open House Wednesday, December 20 – 3:00 - 7:00pm



Enjoy Free Samples

Sylvan Meadows Farm – soap
Hidden Springs Creamery
– sheep cheese
Harmony Valley Farm
– organic veggies
Bob Kivi of L'Eft Bank Wine
Quince & Apple – jams
VFC Bakery – fudge
VFC Deli – catering trays



Listen to Live Music in our Seating Area

3-5pm: Ben MacDonald
5-7pm: The Iowans
(from Viroqua)

**Enter the
in-store raffle
to win a variety
of prizes!**



Give Where You Live

VFC's 1% Wednesday donations program has a new name – and the opportunity to “Round Up” for a bigger impact.

VFC is excited to announce that our 1% Wednesday Donations Program is now called **Give Where You Live!** We feel this name really embodies how our owners participate in picking local nonprofits and donating to them each time when they shop.

About a month ago, we added this

new element to our donation program. All shoppers can now “round up” to the nearest dollar each time they check out for the nonprofit.

A typical monthly donation check prior to the initiation of our Round Up Program was about \$400. You'll see by the numbers below that you are creating

four times the impact! When everyone participates and donates 31 cents here and 79 cents there, it adds up and makes a big difference. Thank you very much for your generosity to our community!

Next time you shop at VFC, be sure to round up at the registers to Give Where You Live!



SEPTEMBER 2017

Valley Stewardship Network

Bjorn Bergman, VFC's Outreach Coordinator, presents a donation of \$776 to Kris Snowdeal, VSN Membership Manager



OCTOBER 2017

Vernon County Farm-to-School

Bjorn Bergman presents a \$1,205 donation to Kate Moll, Viroqua Elementary/Viroqua Montessori School Principal, and Erica Pfeiffer, Viroqua Area Schools Green Sustainability Coordinator



NOVEMBER 2017

VFC Co-op Community Fund

Bjorn Bergman presents a donation of \$1,133 (which is now \$2,266 thanks to a matched contribution by Twin Pines Co-op) to Mike Link, VFC Board President

See the 2017-18 Give Where You Live Donation Program schedule, and nonprofit information, by visiting our website: www.viroquafood.coop/community-outreach

Fresh pies made from scratch at the VFC Bakery

Traditional 9" pies made with
organic ingredients:

- Brown Butter Pecan - \$19.99
- Classic Pumpkin - \$16.99

Gluten-free 9" pies made with
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- Pumpkin - \$18.99
- Raw Fruit (dairy free) - \$19.99

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November and December is VIVA's Artisan Market featuring art and one-of-a-kind gifts from 33 local artists.

January 4th is the 1st Thursday Reception featuring pieces from Writing in Stone, by Terese Agnew and local talent. Don't miss this opportunity to meet this renowned artist.

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Season's Greetings!

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sugar, nuts, and grains of all sorts
for your holiday baking needs!



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**FEBRUARY 6-8
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items of all sorts from wellness!

