

Summer 2018

pea soup

The Taste of Summer

Splendid smoothie ideas start on page 6!

Board News & Views

Aurora Boyd, VFC Board Member

I'm so thrilled to share some highlights from my first year on the Board with you.

There have been incredible changes to our Co-op! The VFC Staff have been so patient, helpful, and still cheerful during the construction. I'm so grateful for their flexibility and I'm always so impressed with how positive everyone is; whether it's just a smile in passing or a kind exchange at checkout. We're so lucky to have such an amazing community surrounding the VFC. Our Co-op is so special and has some of the most unique qualities in the greater world of co-ops out there.

I learned that the VFC is quite an anomaly while I was at the Co-op Board Leadership Development training in January. We have 3,800+ members in a city of just over 4,400+ people (of course, VFC Members reside both inside and outside city limits). We generate over \$7.5 million in annual sales. Compare that to People's Food Co-op with two stores (La Crosse and Rochester): together they generate \$16.4 million in annual sales with 5,400 members. It's a reminder of how capable VFC is at generating wealth for itself and for surrounding local farmers – all thanks to our hardworking and supportive community.

Board Members Peter Bergquist and Eric Newman have been working diligently to evaluate which of the Co-op's bylaws would benefit from being modified. This is to ensure the VFC is able to operate at maximum efficiency and support the Co-op's evolving needs. Be sure to vote in the upcoming election cycle starting in September as we anticipate newly proposed bylaws!

Speaking of, the Board Election is fast approaching and **we are looking for qualified and eligible candidates to submit applications before the June 29th deadline.** Applicants must be in good standing with the Co-op, and must complete the application telling the community about themselves and why the Co-op matters to them. I've been so grateful to be a part of the Board and have gained immeasurable experience this year. Thank you all for your support – we certainly are stronger together!



L to R: Peter Bergquist, Aurora Boyd, Eric Snowdeal, 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
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: vfcbod@viroquafood.coop

PEA SOUP PUBLICATION TEAM

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Design, Writing, Editing, Advertising
Shana Meshbeshier
Photography, Editing, Writing, Design
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
Ad deadline for Autumn: July 27
Email: marketing@viroquafood.coop

Pea Soup is intended as a vehicle for communication among shoppers and VFC owners. 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 Credit: Nathan Elderkin

DOWNLOAD THE PEA SOUP

viroquafood.coop/members/vfc-publications/

Table of Contents

The Berry Bucket	4-5
Sensational Berry Smoothies	6-7
Things We Love	8-9
Bramble Berries 101	10-11
VFC News	12-14
Give Where You Live	15
Classes & Events	16-17

Fixtures & Finishes

Jan Rasikas, VFC General Manager

One of the outcomes of construction while “open for business” is that we don’t get the big reveal at the end. Where all the choices made with the pressures of mission and budget come together to represent our best efforts and is unveiled all at once. Instead, although thrilling, we’re experiencing nonstop change day-by-day. The plan is taking shape! For those of us with blueprints in hand, it’s a little easier to understand how it all fits together, but for many shoppers – it’s a puzzle.

When we moved into the newly constructed area, some remarked “I thought it would be bigger.” It is hard to imagine the final result, but we think you will be pleased! Let me tell you about some of the fixtures and finishes chosen for our expanded Co-op that you can see now:

- The floor tiles are made of rubber, selected for its high PSI (pounds per square inch) to hold up to our high traffic and large equipment. It’s applied with zero VOC glue and needs only a mild soap of our choosing to clean. It’s rarely slippery, tamps down sound and is much easier to work on than a concrete surface.
- We chose LED lighting throughout the coolers, freezers, and whole store to save energy. In the large room expanse, it took six rows of lighting to achieve the right “candles” for shopping. With the new LED fixtures, we reduced that to five rows!
- Look up to see a few Air Pears in the rafters in the Produce Department. These circulate the air at the top of our peak back down to people-level for significant savings in heating and cooling. These will be dotted all along the length of the high ceiling.
- All paint is low or no VOC (volatile organic compounds).
- The new bathrooms sport American-made tile (this is harder than you think!), dual flush water-saving toilets, as well as no-touch water, soap, and hand towel fixtures.
- The outdoor siding is concrete fiber board, able to hold paint for 15-20 years. The board-and-batten style is a nod to our Scandinavian community. Existing siding is reused wherever possible.



- The table tops in the seating area are made from our old maple doors, including the children’s table. Much more is coming to the seating area; a counter under the windows, a large table down the center, new chairs and stools.

One more note: There’s still time to invest in your Co-op! Phase II of the Class C Investment Shares Program has launched and is an important piece of funding our exciting Solar Project. We’re off to a good start; VFC was awarded a RECIP – Focus on Energy Grant of \$25,060, and we recently applied for a \$20,000 USDA REAP Grant. Our plan is to install around 130 panels on the south-facing slope, a long-held dream of the VFC community. The more investments made, the better the whole project works. A big thank you to the VFC members who have already invested. Way to show your confidence in our success!

*On behalf of the entire VFC Staff –
A BIG THANK YOU to our customers for
their endless patience during the construction.
Keep shopping at the Co-op!*



Local Producer Profile

The Berry Bucket

Hooray! Summer is here. A customer and staff favorite each July are The Berry Bucket blueberries. These outstandingly delicious berries are grown by the Olson family just west of Readstown, Wisconsin. The story of this unique farm begins over 16 years ago.

In December of 2001, Bill and Sarah Olson purchased 15.5 acres from Pete and Verna Jacobson. The land was beautiful. It had a large area of red pines and hardwood trees and a half-built log home. Over the next 10 years, many things changed on the farm. Bill and Sarah finished the log house (2002), the couple had their twin daughters, Ilise and Braelyn (2008), and a large section of the red pines were damaged by two big thunderstorms.

Eventually the Olsons decided to remove an acre of red pines on the north side of their property. Since the soil where the red pines grew had become more acidic over time, they thought that they might be able to plant blueberries, which thrive in acidic soil. After the laborious work of removing sticks and stumps, plowing the ground, and preparing rows, the Olsons began planting 220 baby blueberry plants on June 1, 2011. The Berry Bucket was born!

The Olsons sold their first berries to Viroqua Food Co+op in early July 2013. Since then, the berries have become a customer favorite. They also sell to the Driftless Cafe and the Rooted Spoon. Their goal is to provide the most nutritious and best quality hand-picked berries in the Driftless region by delivering the fresh

berries either the same or next day after picking.

Bill and Sarah consider their now 9-year-old twins, Ilise and Braelyn, to be just as much a part of the business as themselves. The girls help with watering and picking. Ilise and Braelyn have a dream of expanding to the point where they can have a You-Pick berry farm.

The Berry Bucket name was created from the various size buckets the Olsons use in the process of growing blueberries. When they pick the blueberries they use small buckets to pick into and larger buckets as chairs. Each blueberry plant needs about an inch of water every week during the growing season. If adequate rainfall is not achieved, the "Bucket Brigade" is formed to water the plants.

Today, the Berry Bucket continues to grow. They currently grow seven different varieties (324 plants) of high bush blueberries on the farm, which helps them extend the season from July through August. They also grow raspberries, blackberries, hardy kiwis, mulberries, cherries, plums and pears, but blueberries are their main crop.

Next time you see a pint of The Berry Bucket blueberries in the produce section at VFC, pick up one or two and know that you are supporting the Olson family and their unique berry farm with each purchase, which helps build our local farm economy!

We also had a chance to talk with Braelyn and Ilise Olson to ask them some questions about what being part of The Berry Bucket is like!

What is the your favorite part of growing blueberries?

Ilise & Braelyn: *Eating while you pick!*

What is the hardest part or most time-consuming part of growing blueberries?

Braelyn: *Watering each blueberry plant with a bucket of water.*

Ilise: *Hand picking the berries.*

What is your favorite blueberry variety?

Ilise & Braelyn: *Chandlers! They are easy to pick and they are the size of quarters. They ripen toward the end of July. You will see them in our berry pints then.*

What growing tips do you have for people that would like to plant a blueberry plant or two in their home garden?

Braelyn: *Fences and nets are a must to keep bunnies, deer and birds from eating the plants and berries.*

Ilise: *Beware of spotted winged fruit flies. They make the berries mushy and yucky!*

What are your favorite ways to eat blueberries?

1. *Warm, fresh right off the plant!*
2. *Chocolate covered! (Chandler variety works best) Skewer blueberry with a toothpick and dip into melted chocolate.*
3. *Eat them right out of the pint!*



Sensational Berry Smoothies

Blending is believing! These splendid smoothies are bursting with berry goodness.



The smoothie — a drinkable breakfast, snack, or workout drink — is one of the easiest culinary creations to make at home.

A variation on the kinds of fruity drinks made in tropical countries for years, it was christened “smoothie” in the 1960s. As it grew to include healthy add-ins, boosting it from a snack to a meal, the smoothie began to inch into the healthy mainstream. Suddenly, smoothies were everywhere!

Check out these sensational berry smoothies as a starting point. Each one is simple and completely delicious.

Reprinted by permission from StrongerTogether.coop. Find these and other recipes, plus information about your food and where it comes from at www.strongertogether.coop.

Hidden-Spinach Berry Smoothie

Serves: 2. Prep time: 10 minutes.

- 2 cups frozen or fresh raspberries, strawberries, blackberries, or a mix
- 3 cups spinach (packed)
- 1 cup yogurt, kefir, or a non-dairy alternative like almond milk
- 1 large banana, fresh or frozen

Put the berries and spinach in the blender first, and add the yogurt and banana. Process, scraping down as needed. Blend until smooth and serve.

You'll enjoy a salad's worth of healthy spinach in this luscious smoothie, and hardly notice it's there!



Strawberry-Pomegranate Smoothie

Serves: 2. Prep time: 5 minutes.

- 2 cups frozen strawberries
- 1 large frozen banana, cut in chunks
- 1 cup kefir, yogurt, or a non-dairy alternative like almond milk
- 1 cup pomegranate juice
- 2 tablespoons pomegranate seeds

In a blender, pile in the strawberries and frozen banana, then add kefir and pomegranate juice. Process to puree; serve garnished with pomegranate seeds. If the smoothie is too thick to blend, add milk or a non-dairy alternative as needed.

Pomegranate juice is an antioxidant superstar, and its wonderfully tart flavor is balanced by banana and creamy kefir.



Mixed Berry and Oat Smoothie with Granola

Serves: 2. Prep time: 5 minutes.

- 2 cups frozen mixed berries
- 4 ounces firm silken tofu
- ¼ cup rolled oats
- 1 ½ cups vanilla soymilk or other milk
- ½ cup granola

In a blender, place the mixed berries, then tofu, oats and soymilk. Process until smooth. Serve in two glasses, with ¼ cup of granola on top of each.

Berries disguise the secret ingredient (tofu!) and a sprinkle of granola adds a tasty crunch.

Things We Love

Here are some ingredients that bump your summer smoothies, popsicles, morning coffee, even your basic cooking and baking recipes to the next level!

Ancient Nutrition * Navitas Organics * Amazing Grass

To keep immunity boosted and joints feeling good, use the turmeric protein bone broth in rice or quinoa the same way you would a bouillon cube. For breakfast, try the cinnamon apple as it tastes like “Cinnamon Toast Crunch” when shaken in a lidded-mason jar with almond, hemp, oat or cashew milk!

The “Superfood” blends include essential nutrients, antioxidants, and adaptogens, which are all great for digestive health and helping with energy and vitality. Check out the version for children that's easily added to water or juice. This could be used as a daily nutrition shake, or when an extra boost is needed.



BulletProof * Tera'sWhey * Nutiva

Calling all coffee drinkers: take coconut oil and multiply it by 18x's to get the Brain Octane Oil. This stuff is not only for those converting to a more Ketogenic diet, but also for those looking to add mega benefits to their morning coffee. Collagen Protein, on the other hand, is like adding tons of both protein and amino acids to your coffee, health shakes, and even DIY gummy candies. Ask VFC Staff Member Crystel about her favorite recipe that had both kids and adults asking for a second helping!

Tera'sWhey is not only local, but a grass-fed whey protein that makes

an impressive no-bake chocolate oat cookie (www.simplyteras.com).

While Tera'sWhey is dairy-based, enjoy Nutiva Hemp Protein in all different flavors if you prefer a plant-based protein, which offers the added benefits of extra plant fiber, too!



Bulk Fresh & Frozen Fruits

While there is a science to all these recommended products and their serving sizes, there is absolutely no need for a recipe to determine how many servings of fruit you toss in to any smoothie or health shake. The trick is to get great at picking out your favorite ripeness of your favorite fruits, or even easier – grab some bags of frozen fruits in our freezer section. That is all you need to become a Smoothie Alchemist in the kitchen! Friendly reminder: if your blender can handle it, toss in some spinach, parsley, or a couple carrots, too.



Organic Valley * Vital Proteins * Ultima Replenisher

Organic Fuel is ideal if you want to a) support local and b) add even more protein grams to just about any blended drink that could use a chocolate or vanilla-flavored protein bump! You can also eliminate unnecessary plastic use with these packets versus the liquid 4-packs in the Grocery Department.

The grass-fed, pasture-raised collagen peptide packets are where it's at if you want to continue your wellness routine while on a weekend away. These are unflavored and dissolve super quickly so are easily added to anything on-the-go.

We like Ultima because we like electrolytes in the summer. Slip these into the beach bag, a purse or a picnic basket. Bigger containers of all these products are available, but these are nice starter packets to see what features and flavors best suit your taste and texture preferences!



Dairy-free Milk Alternatives

While we aren't ones to deter you from enjoying the ridiculously high-quality dairy selection here, we want you to know that these dairy-alternative milks are also available for you!

Be sure to ask VFC Staff which ones they prefer – a lot of us have our favorites, depending on how we use them.



Bramble Berries 101



Blackberries (*Rubus allegheniensis*) are native to eastern and central North America. Typically, the plants are much taller and have larger thorns than both raspberries and black raspberries. These sweet and tart dark purple berries differ from raspberries and black raspberries in that they have a central receptacle that picks with the fruit. Wild varieties are typically sourer, while cultivated varieties are a bit sweeter. Blackberries ripen locally around mid to late August. They are rich in vitamins C and K and many different types of antioxidants.



Raspberries are native to both North America (*Rubus strigosus*) and Asia and northern Europe (*Rubus idaeus*). Most commercially cultivated raspberry varieties are hybrids of North American and Asian/European raspberries. These juicy red (or gold) berries are prized for their sweet and tart flavor and can be found locally in Wisconsin from July through September. The harvest season of these berries stretches over such a long period due to a large amount of cultivated varieties that ripen at different times. Raspberries are packed with vitamin C and antioxidants.



Black Raspberries (*Rubus occidentalis*) are a native bramble berry of eastern and central North America and are closely related to red raspberries, except for their color. Also known as "black caps," they can be found growing wild, especially near streams and fences. The dark purple sweet tart petit berries ripen in Southwest Wisconsin the end of June and into early July, making them the earliest available bramble berry. The fruit has many small seeds and is full of anthocyanins and ellagic acid, both of which are powerful antioxidants.

Pro Tip: All bramble berries freeze well! Place berries in quart or gallon bags and stick in the freezer. Use frozen berries in any smoothie or summer-time drink. Frozen bramble berries also make fantastic jam any time of the year.

Cooking with Bramble Berries

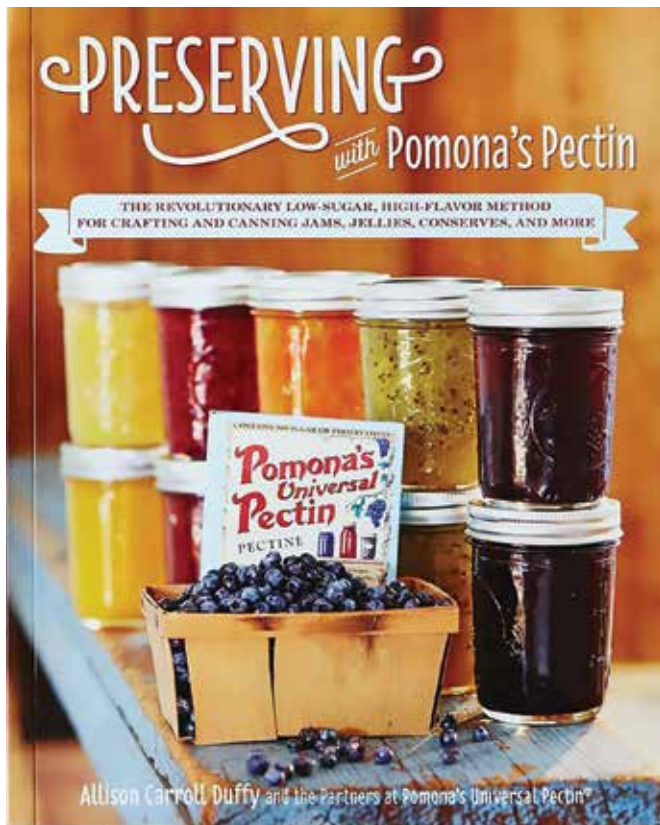
What better way to eat bramble berries than fresh out of hand! They also pair well with other berries (strawberries and blueberries) in fruit salads. They are excellent in smoothies (see page 4-5 for ideas) and delicious in pies, crumbles, muffins, and scones. When putting them in batters, avoid coloring the batter and making mushy berries by premixing batter thoroughly and softly fold in berries just before cooking/baking.

Have more berries than you can eat? Time to make jam! Check out the recipe on the next page for Bramble Berry Freezer Jam.

How to Tell the Difference Between a Blackberry and a Black Raspberry

- Is it hollow?
- Is it about the size of your thumbnail?
- Is it made up of small fruit cells?

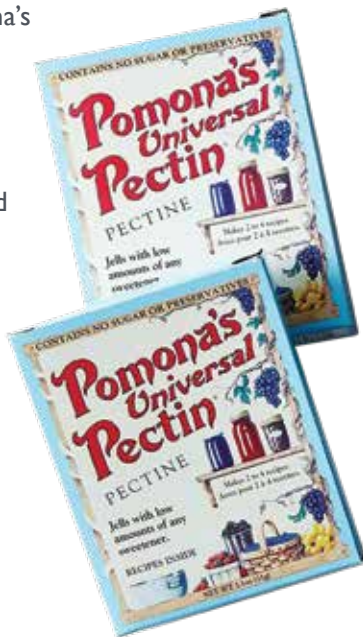
If you answered yes to those three questions, you have likely found the rare black raspberry! If not, you still have a tasty berry, but it is most likely a blackberry.



Pomona's Pectin

The Secret to Low Sugar Jelly and Jam

For generations, jam and jelly makers have used traditional pectin to get their preserves to jell. Traditional pectin relies on large amounts of sugar to firm up preserves. Pomona's Universal Pectin, which you'll find in the Co-op, uses a special type of pectin that jells with calcium. Pomona's allows you to make jams and jellies with less sugar or with alternative sweeteners like honey, maple syrup, or stevia. Each box has a detailed instructions that help you re-imagine your favorite jam recipe with less sugar or using alternative sweeteners. If you want further resources, Pomona's Pectin has a fantastic jam and jelly crafting book (photo above) which we carry in our book section throughout the canning season.



Bramble Berry Honey Freezer Jam

Adapted from: www.pomonaspectin.com

Prep Time: 25 minutes • Cook Time: 15 minutes • Amount: makes 4-5 cups of jam
Stores up to 1-year in freezer

Preserved bramble berry jam is a wintertime delicacy! Imagine opening up a jar of this mixed berry jam in the middle of January – dreamy! This jam is perfect on pancakes, French toast, waffles, yogurt, and smoothies. Feel free to substitute the honey for equal amounts cane sugar or maple syrup.

Prefer seedless bramble berry jam? In the steps below, prior to direction #3, pour and push the berry puree through a fine-mesh sieve to remove the seeds.

Ingredients

- 3 quarts mix of local raspberries, black raspberries, and blackberries, rinsed
- 2 tsp Pomona's calcium water (found in package of Pomona's Pectin)
- 1 cup local honey
- 2 tsp Pomona's pectin powder

Directions

1. Wash and rinse five ½ pint mason jars, lids, and screw bands. Set screw bands aside until ready to use.
2. In medium-size sauce pan, mix together berries. Mash berries to desired consistency with potato masher. Bring to boil over high heat, stirring occasionally. Reduce heat and simmer for 1-2 minutes or until berries have softened slightly. Remove pan from heat.
3. Measure out 4 cups of cooked berry mixture. If any left over, use it in a smoothie or with yogurt. Pour measured berry mixture into clean sauce pan. Add calcium water.
4. In separate bowl, combine honey and pectin powder. Mix well and set aside.
5. Bring berry mixture to boil over high heat. Add honey-pectin mixture, then stir vigorously for 1-2 minutes to dissolve pectin. Bring preserves to boil again, then remove from heat.
6. Fill clean ½ pint mason jars with hot jam, leaving ½ inch headspace for jam to expand in freezer. Put on lids.
7. Cool jars in fridge for 2-4 hours. Label jars and put in freezer.

*"You can taste a little of the summer
My grandma put it all in jars"*

—Greg Brown

VFC News

Save the Date for Annual Owners Meeting: Thursday, October 11

The VFC's 2018 Annual Owners Meeting will truly be a time to celebrate the incredible accomplishments of the past year. The meeting is open to all VFC Owners and takes place at the **Rooted Spoon Kitchen Table on Thursday, October 11, 5:30pm-8:00pm** (219 Main St, Viroqua). More details will be available in the Autumn Pea Soup.

The annual election takes place 30 days before the annual meeting each year. There will likely be bylaw amendments on

the ballot this year, as well as two open seats on the Board, each of which serve a 3-year term.

There's still time to run for the Board of Directors. Potential candidates have until June 29 to submit an application! Visit our website for more details: www.viroquafood.coop/run-for-vfc-board_candidacy You can also contact Board Vice President Karen Mischel at: karen.mischel@viroquafood.coop

Follow Expansion Updates on the VFC Website

Just about every single week we publish newly updated status reports on the construction progress. Thanks to Weiser Brothers going the extra mile for us, we post weekly pictures of the current state of our Co-op.

Check them out at: www.viroquafood.coop/expansion-updates-blog



New Leadership

Meet the New Managers of Customer Service

We welcome Peter Rowe, the new Customer Service Manager and Deborah Ecklund-Staum, the Assistant Customer Service Manager! As the store expands, so do their roles in guiding the Customer Service Team who maintain the front end of the VFC.

We'd also like to take this opportunity to thank Jackie Rebman, VFC's Customer Service Manager for almost 13 years, for her leadership and focus on providing "enlightened hospitality" to VFC shoppers. We wish her all the best in her future endeavors!

Here are Peter and Deborah to tell you a bit about themselves:

Peter: For more than two decades, the Driftless Valley has been my Walden – an ode to simple living during a complicated corporate life.

Starting in the 1980s, I followed a public relations career that took my family and I from Chicago to Denver, Detroit, Dallas, Seattle and back to Chicago. Every summer, we spent at least two vacation weeks at my wife's family's 3rd generation dairy farm south of Viroqua off Highway 27. As a road cyclist, miles and miles of the best two-lane blacktop in America were part of the attraction. Discovering the VFC (after the store's move to the current location) sealed the deal. There was/is something about the vibe of the place that gathers together all the area's best characteristics – high-quality, natural food and a crew that never failed to make me happy to spend time here as a customer.

Last May, facing the prospect of yet another move, I hung up my corporate career. With the kids in college, my wife and I (and our Border Collie)



moved to the farm full-time... and I took an entry-level job at the VFC as a cashier. With a Bachelor's degree in History and an MBA in Finance, it wasn't the logical career step. But, from day-one, I haven't looked back.

The roads and the food and the people are all as fresh as they were when I first discovered the area 30 years ago. The chance to lead the "front-end" team through expansion, while nurturing and helping grow a culture of enlightened hospitality gives me all the professional challenge I need at this point. But mostly, I'm just having a ball.

Deborah: When the Co-op first opened in 1996, I'd walk with my friends to the little store after school. We would volunteer by sweeping up and repacking bulk items, like dried fruit. I was very proud to volunteer enough hours to earn 20% off my bags

of Barbara's Jalapeno Cheesepuffs. It was a big deal for my 13-year-old self!

I've been working full time at the Co-op since 2007. I started as a baker after being a stay-at-home mom with twin boys. I was very excited to bake cookies all day, get paid for it, and not eat them all myself. I thoroughly enjoyed baking, but eventually transferred to Customer Service after my daughter was born.

Since then, I've enjoyed getting to know our co-op community; welcoming new visitors and familiar VFC Owners. Whether they're passing through or coming to stay, I enjoy hearing how people end up in Viroqua.

I like to bridge the old with the new, so the chance to lead the Customer Service Team through this journey of expansion is such a cool next chapter in my history at the Co-op!

Moving on to Phase II

Capital Campaign

On June 15, 2017, our Board of Directors launched a Capital Campaign with a goal of raising \$1 million of Class C Preferred Shares. **We are thrilled to announce that VFC raised \$942,000** in owner investments as of March 30, 2018. Thank you for your support and confidence as we grow the VFC!

Even though our expansion project is fully funded, we know people want to invest locally. We are pleased to offer VFC Owners another opportunity to participate in this local, impactful investment. Last autumn, VFC Owners voted to increase the amount of Class C Shares available. Investment by owners benefits the VFC as it increases our equity and builds a strong financial position for the Co-op.

Capital Campaign Phase II

We are now launching the second phase of the Capital Campaign with a goal to raise \$300,000.

For this phase, a portion of the

shares will fund our highly-anticipated VFC Solar Power Project*, scheduled for completion in October 2018.

Class C Shares are a nonvoting, preferred stock for cooperatives.

- **Class C - Series 2**

offers a 3% interest rate with a minimum \$500 investment.

- **Class C - Series 3**

offers a 4% interest rate with a minimum \$10,000 investment.

These investment shares in the Viroqua Food Co-op are only available to VFC Owners who are valid Wisconsin residents.

Now is a great time to invest in the VFC! If you already invested at the Series 2 level, here's your opportunity to receive the 4% interest rate by bringing your total investment up to \$10k or more.

Contact Bjorn Bergman to receive a Prospectus at 608.637.7511, or you can email him at:

bjorn.bergman@viroquafood.coop

*VFC Solar Power Project:

VFC was awarded a \$25,000 RECIP (Renewable Energy Competitive Incentive Program) – Focus on Energy Grant for our solar power project, which covers about 23% of the costs. The completed project consists of 130 panels that cover the south-facing roof of the Co-op (see photo below).

On average, these solar panels will save 61,360 kilowatthours per year (the equivalent of 6 average US homes), which is about 13% of the Co-op's current total electric usage. We are so excited to finally be able to implement solar power as part of our green initiatives with our expansion project.

The expected project completion date is October 2018. Currently we are working with Ethos Green Power (Viroqua) and Phase 3 Energy (Belleville, WI). Final designs for the solar panels are close to being approved and are already in the plans with the roof construction.



Preliminary drawing; blue area indicates placement of future solar panels.

“Round Up” for Local Nonprofits to Make a Bigger Impact

Give Where You Live



FEBRUARY 2018

AlterACTIONS & CATsNIP Clinic

Bjorn Bergman, VFC's Outreach Coordinator, presents a donation of \$652 to Kate Bonny of AlterACTIONS, a low-cost spay and neuter clinic for cats and dogs.



MARCH 2018

Passages

Bjorn Bergman presents a \$823 donation to Becky Salmon of Passages, which offers safety and support for domestic violence and sexual assault survivors in seven counties, with a 20-bed emergency shelter and 24-hour crisis line.



APRIL 2018

Driftless Humane Society

Bjorn Bergman presents a donation of \$791 to Linda Kica, DHS Manager and Joanne Borden of Driftless Humane Society.

See the 2017-18 Give Where You Live donation schedule, along with extra nonprofit information, by visiting our website: www.viroquafood.coop/community-outreach

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Calendar of Events

June 2018

Savings for VFC Owners

Owner Discount Days

15% off all body care products

June 5-7

Driftless Folk School Class

DIY Natural Deodorant & Lip Balm

Location: DFS Campus, La Farge, WI

Instructor: Kristen Martinek

Saturday, June 9, 9:00am - 12:30pm

driftlessfolkschool.org

\$10 off for VFC Owners

Driftless Folk School Class

Fermented Vegetables

Sauerkraut, Pickles & More

Location: Viroqua

Instructor: Laura Poe

Sunday, June 10, 9:00am - 12:30pm

driftlessfolkschool.org

\$10 off for VFC Owners



Give Where You Live

McIntosh Memorial Library

Round up any day this month. 1% sales are donated to the Library on

Wednesday, June 13

In-store Savings

Wellness Wednesday

10% off all supplements, homeopathic & herbal formulas from the Wellness Aisle

Wednesday, June 20

Driftless Folk School Class

Holistic Vineyard

Location: Westby, WI

Instructor: Anne Ralles

Saturday, June 30, 1:00pm - 4:30pm

driftlessfolkschool.org

\$10 off for VFC Owners



Driftless Folk School Class

Sourdough Bread Baking

Location: Gays Mills, WI

Instructor: Henry Hundt

Saturday, June 30, 1:00pm - 4:30pm

driftlessfolkschool.org

\$10 off for VFC Owners



July 2018

Savings for VFC Owners

Owner Discount Days

15% off all fresh and frozen meat

July 10-12

Give Where You Live

Vernon Trails

Round up any day this month. 1% sales are donated to Vernon Trails on

Wednesday, July 11

VFC Co-sponsored Event

Driftless Music Fest

Free event for all ages – Eckhart Park

Details on next page

Saturday, July 14, 12noon-10:00pm

In-store Savings

Wellness Wednesday

10% off all supplements, homeopathic & herbal formulas from the Wellness Aisle

Wednesday, July 18

Wellness Wednesday

10% off



every third Wednesday

August 2018

Savings for VFC Owners

Owner Discount Days

15% off all books & greeting cards

August 7-9

Give Where You Live

Door of Hope

Round up any day this month.

1% sales are donated to DoH on

Wednesday, August 8

Driftless Folk School Class

Wild Herbs: Wild Food for Health & Nourishment

Location: DFS Campus, La Farge, WI

Instructor: Linda Conroy

Saturday, August 11, 9:00am - 4:30pm

driftlessfolkschool.org

\$10 off for VFC Owners

Driftless Folk School Class

Wild Herbs: Harvesting & Making Herbal Medicine

Location: DFS Campus, La Farge, WI

Instructor: Linda Conroy

Sunday, August 12, 9:00am - 4:30pm

driftlessfolkschool.org

\$10 off for VFC Owners

In-store Savings

Wellness Wednesday

10% off all supplements, homeopathic & herbal formulas from the Wellness Aisle

Wednesday, August 15

Driftless Folk School Class

Home Canning 101

Location: Viroqua

Instructor: Bjorn Bergman

Saturday, August 18, 9:00am - 4:30pm

driftlessfolkschool.org

\$10 off for VFC Owners



The Driftless Music Festival is a family-friendly FREE event. Bring your blanket or chair and stay all day! Food vendors at this year's fest will provide a delicious variety of options, including pizza, crepes, Jamaican food, hot dogs, brats, hamburgers, and tacos, as well as strawberry shortcake, French pastries, smoothies and other tasty desserts.

1:00pm

The Full Monte Project is a Dekalb, Illinois-based four-piece specializing in instrumental deep-pocket feels with plenty of groove + soul. Founded in 2015, the group has been comprised of several Northern Illinois University jazz students over the years.

2:30pm

Miss Tess and the Talkbacks

From Nashville, Miss Tess and her band regularly steal the show at venues with music infused with classic country and honky-tonk, southern rhythm & blues, New Orleans jazz and swing, and sounds of swamp pop and early rock 'n' roll.

4:30pm

IN BLACK 'n WHITE is a group of musicians that has been playing together for over thirty years. Backgrounds in Jazz, Classical, Rock, R&B, Latin, and Reggae gives the

band an eclectic seasoned approach. Add some smooth vocals and it all becomes an extraordinary mix for your listening and visual delight.

6:30pm

Cedryl Ballou and the Zydeco

Trendsetters will definitely get you out on the dance floor. A young but seasoned zydeco musician and singer, Ballou shifts easily from drums to accordion and vocals, fronting the Zydeco Trendsetters and touring extensively with regional Zydeco artists.

8:30pm

Mila Vocal Ensemble is a professional women's vocal ensemble grounded in the harmonic traditions of Eastern Europe and Russia. The name "Mila" has tender connotations – including "love" and "dear one" – in many of the languages represented by its repertoire. Mila's singers hail from unique musical backgrounds and have studied with renowned vocalists and instrumentalists from Bulgaria, Macedonia, Hungary, Serbia, Ukraine and Russia.

For more information and updates, visit the Driftless Music Festival website and Facebook page.

www.driftlessmusicfestival.com



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Summer Yoga with Lyrea Crawford

Aligned for Vitality Yoga Summer Foundation Classes

Designed for beginners or for those wanting a review of foundational Aligned for Vitality Yoga principles.



This series focuses on:

- Increased awareness of grounding and feet/pelvic floor connections
- Increased awareness of the breath and vital life energy (chi/prana) flow
- Ways to awaken and strengthen core muscles of postural support
- Awareness of compensation patterns & habitual/inefficient ways of moving
- "Pre-yoga" techniques to improve alignment and muscle recruitment patterns.
- Tips on structuring your home yoga practice, and more!

Class will be held 6-8 PM on the following Tuesdays:
June 12, June 26, July 10, July 24, Aug. 7 & Aug. 21,
with a one-time follow-up on Oct. 2, 2018.

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

www.lyreacrawford.com • 608-383-3589

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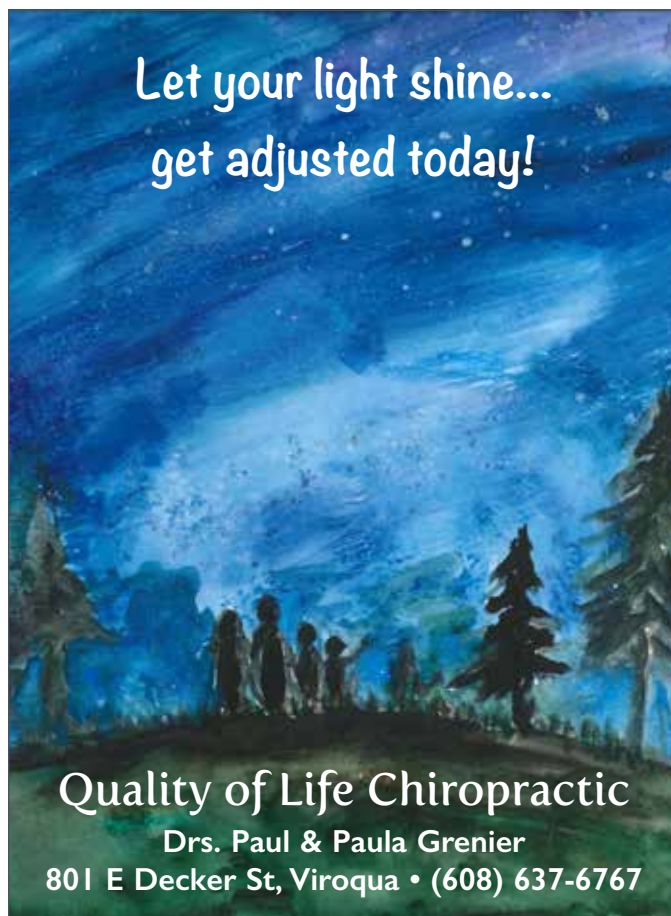
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1st THURSDAY Guest Artist Receptions 5-7 pm

Dinner following at Rooted Spoon Kitchen Table.

Call 632-2120 for reservations

June 7: **Doc Roddy** - Watercolor

July 5: **Connie Minowa** - Painting

August 2: **Pete Sandker** - Watercolor & Ink

Sept. 6: **Susan Cushing & Joann Shird** - Drawings /Poetry

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