

pea soup

Autumn 2019



**Local Food Fest
September 7**

Meet the Makers & Celebrate Local
Page 17

Board News & Views

Eric Snowdeal

Tempus fugit! Oh how time flies. I can't believe I'm coming up on the end of my third year since being elected to the Viroqua Food Co+op Board of Directors! It's been a pleasure and a privilege to represent the member-owners during such an exciting time of change with the expansion of our wonderful Co-op. 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. It has been tremendously rewarding to be able to continue to contribute to the cooperative movement working with my fellow board members.

After three years, I am truly impressed by the hard work of the staff and General Manager Jan Rasikas to make the Co-op a special place in the Driftless region. My three years as board member has been rewarding, challenging and filled with learnings as we've worked diligently to carry out the responsibilities of the board during these times of change.

Board members are elected to represent the membership and act as stewards of the Cooperative. To continue to stay true to our mission and address the needs of our membership and greater community, we need your participation!

We are very excited to have **seven** candidates seeking election to the three open board seats (see page 12). It is yet another testament to how special a place we live that so many people are willing to serve their community in this capacity. Take the opportunity to *Meet the Candidates* on September 19, 4-7pm on the VFC patio at the 3rd Thursday Grill Out.

The VFC Board Election begins September 9 and all VFC Owners are encouraged to vote for Board candidates as well as updated changes to the VFC Bylaws. See page 14-15 for details We invite all owners to the **Annual Owners Meeting on Wednesday, October 9**, to review the past year's fiscal and operating performance. More event details are on page 16.

L to R: Aurora Boyd, Mike Link, Larry Homstad, Karen Mischel, Eric Snowdeal, Elizabeth Tigan, Peter Bergquist



BOARD OF DIRECTORS

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

The Board meets on the 3rd Wednesday of each month at 6:30pm in the Co+op Community Room. 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

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Research, Writing, Editing
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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 Winter: October 28
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 Credit: Bjorn Bergman
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Let's Celebrate Our Cooperative

Jan Rasikas, General Manager

Ownership is a big deal at the Viroqua Food Co-op! The 4,213 folks that have invested \$75 in the Co-op are the owners of VFC. We're a community-owned enterprise that exists to serve you. In return, our owners keep profits and wages in our community and support a wide range of community organizations, small-scale agricultural producers, and programs like Co-op Community Fund and Microlending Initiative. October is Co-op Month and it's a time where we give even more attention to celebrating co-ops and expressing gratitude to VFC Owners for your ongoing patronage.

Our bounty of local produce is amazing this year! VFC's local farmers and food producers are committed to bringing us beautiful, fresh, organic foods. The dairy, prepared foods, and wellness departments feature the high quality products you expect from your Co-op, with grocery and bulk aisles rounding out our full-service store. New meat and seafood programs are rolling out to bring you fresh cuts and sustainably-sourced beef, pork and seafoods. Meet our new butcher Ethan on page 8.

As I walk our aisles, I am amazed at the variety of products available at our Co-op. We take a lot of care in selecting products for our shelves.

It is a not-so-great comment on our food system that we need to track and avoid so

many undesirable ingredients. Yet we see that pressure from consumers is influencing packaged goods companies to embrace organic production, eliminate added sugar, reduce the number of ingredients in their products, and move away from excessive packaging.

VFC buyers and staff, who are also owners and shoppers, share your desire for a cleaner, more transparent food system. Our buyers make decisions based on a set of criteria for their departments. We source fresh, local, organic foods and products whenever possible. Our products never contain artificial preservatives, colors, flavors, sweeteners, added hormones, parabens or hydrogenated fats.

We share good information about our products to help you choose wisely. We always put the health of our customers and community first and with your

support, we're building a local food community united around the highest standards.

All of us on staff at VFC appreciate your ownership at the Co-op. We know you have other options for where you spend your grocery money. We also know that our product knowledge and great service are key to creating the VFC experience our owners enjoy. Your shopping dollars help us cultivate a resilient local food system.

Thanks friends, for putting your trust in VFC and for shopping with your values. We hope to see you at the Annual Owners Meeting – see page 16 for details.

"October is Co-op Month – a time when we give even more attention to celebrating co-ops and expressing gratitude to VFC Owners for your ongoing patronage."

Party on the Patio, July 18, 2019





Mary Bess Michaletz founded the Rochdale Farms project in 2009 and continues to lead it today.

Co-op to Co-op Producer: **Rochdale Farms**

October is Cooperative Month! In celebration we would like to highlight one of the new emerging co-ops VFC is working with – Rochdale Farms Co-op.

Rochdale Farms is a worker-owned cooperative founded in 2009 to offer a brand exclusively found at local food cooperatives. Rochdale Farms Co-op partners with several small-scale, multi-generational farms, craft producers and cheese makers to bring their products to food cooperatives throughout the Midwest. Their partnership with these small Wisconsin producers helps support small family-owned Wisconsin dairy farms

throughout the state – ensuring their existence, now and into the future.

Here is a list of the farms and producers that Rochdale Farms Co-op partners with:

- **Old Country Farms Amish Dairy Cooperative** – located in Cashton, WI. The cooperative is composed of 350 Amish dairy farmers that ship their milk in old fashioned cans that hold 80 lbs. each. **Pasture Pride Dairy** partners with Old Country Farms to make a variety of delicious cheeses – which get packaged and sold under the Rochdale Farms brand.

- **Burnett Dairy Family-owned Cooperative** – located in near Grantsburg, WI. Founded in 1896, this cooperative is owned by 200 dairy farm families. The co-op mainly produces cheese.
- **Graf Creamery** – located in Bonduel, WI. Albert Graf purchased this cheese factory in 1926. Today they still make award-winning, hand-crafted cheese and butter.
- **Chalet Cheese Cooperative** – Located in Monroe, WI. Founded in 1885 by five dairy farmers, Chalet Cheese Co-op continues to flourish as a cooperative owned and operated by its 14 farmers who are the sole suppliers of milk. They are the only producer of Limburger cheese in the United States.

Once Rochdale Farms sources products from their producer partners, they bring them to market through a localized cooperatively-owned distribution center, Co-op Partners Warehouse (owned by the Wedge Food Co-op) in St. Paul, Minnesota. This allows the dairy products to have short transportation distances within the Midwest to get to food cooperatives like the VFC.

The name for the Rochdale Farms cooperative was chosen in honor of the *Rochdale Society of Equitable Pioneers*, designers of the original consumer cooperative model launched in 1844 in Rochdale, England.

Back then, the Rochdale Society set out to change the world. What they accomplished was revolutionary, bold and scoffed at by many of their contemporaries. Facing poverty and personal hardship in the tumult of the industrial revolution, the Rochdale Pioneers opened the first cooperatively organized store offering only five items on the shelves: flour, oatmeal, sugar, butter and candles. This cooperative structure exists to this day, growing and thriving in almost every state in the US, and abroad.

Next time you are at VFC, pick up some Rochdale Farms hand-rolled butter and a variety of cheeses. When you purchase these products, you're touching the lives of hundreds of farm families in Wisconsin and helping to support and strengthen a cooperative food supply chain.



Rochdale Farms Co-op partners with several small-scale, multi-generational farms, craft producers and cheese makers to bring their products to food cooperatives throughout the Midwest.

Healthy Kids Lunches

Simple ideas to banish lunchbox boredom.

By Mandy Makinen

O kay, parents. We all know that back to school is, although bittersweet for our children, pretty good for us. Our children are again occupied in noble pursuits, they get regular exercise, they have plenty of time with their friends and the echo of “I’m bored” vanishes from the halls of our homes. Things are always good for a few weeks — at least until a new boredom sets in. School lunch burnout.

For those who regularly pack lunches for an elementary school-aged child, you may have run into a few common points of friction. Namely, boredom with content, arguments over what did not get eaten that day, and issues revolving around trading for junk food. Let’s look over the issues, one at a time.

Battling boredom

I had always planned on being the mom who would break out the cookie cutters to make lunchtime sandwiches special, or who would creatively market sacks of carrot coins or a stand-up broccoli forest to my child. But the reality is, that takes time. Our family tries to put emphasis on dinner and eating (mostly) home-cooked meals together

at night, so with already limited time in the evenings, packing elaborate bag lunches has fallen by the wayside.

Working under time constraints might take some of the creativity out of presentation, but it doesn’t have to mean a boring or unbalanced lunch. We adopted a baseline of this equation: 1 + 1 + 1 = 1. One fruit or vegetable (e.g., carrots, banana, cucumber, apple), one protein (turkey, peanut butter, ham, cheese), and one carbohydrate (bagel, crackers, English muffin, tortillas) = one lunch. Dividing lunch-building into predictable units makes it easy for my son to participate by choosing different, changing components. One of the best side effects of this lunch style is that it teaches my son about nutrition — which types of food have what nutritional value. Now my son knows that peanut butter is a protein, not a vegetable. He knows that a banana is not a significant source of complex carbohydrates but that a whole wheat bagel is.

Emphasize efficiency

There was a time, I am sure, when all kids would sit down to lunch at school with enthusiasm and dig in, focused on the task of chewing their food and getting refueled for an afternoon of

learning. I believe that time was somewhere around the year 19-oh...never?

The truth is that lunch is, and has always been, an important social time for kids. This is when jokes get told, bragging gets done and where today’s hilarious sight gags are tomorrow’s doctor’s visits (raisins in the nose, anyone?). This is also when your child is supposed to focus and eat their whole lunch.

Remembering to keep portions small and the eating process efficient (think bite-size finger foods) helps ensure that more food gets eaten. This is the way toddlers eat, but I find it works great at any age (I love



a “snack lunch” at the office myself). It doesn’t have to look extremely coordinated to be a good lunch — a handful of nuts, a bag of snap peas, some cheese cubes, grapes, whole wheat bagel half. All these things are easy to eat, and more important, can be safely eaten while paying attention to at least three other things at once.

Less lunch trading

My son reports that a lot of unsanctioned lunch trading happens. Packaged, processed foods designed for lunchboxes — fruit snacks, cookies, chips and cheese puffs — are a hot commodity. For a kid who brings a healthy lunch every day, those things help him build an argument that his mother is the meanest, most boring person alive. It’s disappointing to think that the healthy meal we spent time and money planning and purchasing could be traded for less healthy food on a whim. Though I suspect my son’s whole wheat bagel or almonds rank low in lunch table trading values.

But to alleviate the feeling that my child is going to be scarred by his health-fanatic mom who never

allowed him to have fun foods, we’ve added “mystery” items to the lunchbox — something that doesn’t fall into the main food groups: fruit leather, organic chocolate milk, natural energy bars, a single serving of chips. We shop for these mystery items, along with the rest of his lunch, at our local food co-op, where it’s easier to minimize the stuff I don’t want him to eat: high-fructose corn syrup, hydrogenated fats, artificial chemical sweeteners and dyes. My hope is that he’ll covet these treats enough that they don’t end up in trading action and it keeps him eating our home lunches, which are healthier than the alternative overall, for years to come.

$$\begin{array}{ccccccc} 1 & + & 1 & + & 1 & = & 1 \\ \text{fruit / vegetable} & & \text{protein} & & \text{carbohydrate} & & \text{lunch} \end{array}$$

Dividing lunch-building into predictable units makes it easy for kids to participate by choosing different, changing components.

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VFC News

Old World Care & Craftsmanship Alive & Well at Viroqua Food Co+op!

We would like to officially welcome Ethan Schandelmeier to the VFC in his new position as Meat and Seafood Assistant Manager.

Ethan moved to Viroqua with his family from NW Illinois when he was 14. Like many teenagers, his first job was as a short order cook and barista at the Common Ground Café (now Encore) on Main Street in Viroqua. Thereafter he worked as a line cook until 2006, when he became the Assistant Manager of the Meat and Seafood Department at People's Food Co-op (PFC) in La Crosse, WI. He furthered his role and became the Manager of Meat, Seafood and Cheese at PFC's second location in Rochester for the last seven years.

Ethan is passionate about sourcing local animal protein products. For over a decade he has strategically sourced



meat from many farmers whose products we have all grown to recognize on our shelves. His dedication to high-quality product sourcing is an extremely valuable attribute – and for that, we are very lucky to have him at VFC to share his craft and knowledge.

While he is skilled at staying true to the traditional aspects of butchery, he enjoys finding ways to incorporate artisanal charcuterie aspects into your centerplate.

Now that the Co-op has an in-house butcher – heritage breed pork, grass-fed beef patties, house-made bratwursts and more are freshly made with skill and pride. You'll find primal cuts of beef, steaks and kabobs for grilling. Ethan is also sourcing fresh, never frozen, sustainably-harvested seafood including salmon, cod and walleye.

We are very excited that Ethan has returned to the Viroqua area and brings 13 years of skill and experience as a meat cutter and manager to benefit VFC's newly expanded meat department.

Free Fruit for Kids with VFC's New Co+op Explorers Program!



Kids ages 12 and under are invited to become a VFC Co+op Explorer and be eligible to receive one piece of fruit per visit! To become a card-carrying Co+op Explorer, kids simply need to bring a parent or supervising adult to the customer service counter and ask to become a Co+op Explorer. Each child will be issued their very own super official Co+op Explorers card!

Then, once kids are signed up, here's how it works:

1. Kids and parents stop in the produce department and ask for your Co+op Explorers fruit. The produce worker will put a sticker on your child's shirt or jacket so that staff knows your child or children

are eating Co+op Explorers fruit, and they can account for it at the checkout stations. Then, each child is eligible to receive the fruit (selection is determined by the produce department), and can enjoy eating it while you shop.

2. When you check out, please remind the cashier that your child or children ate free fruit as part of Co+op Explorers so that we can track participation in the program.

That's all there is to it! It's a way to encourage kids to try fresh new foods, and make coming to the Co-op fun! If you have any questions, please ask any produce staff member.

It's Turkey Time Again!



In November, we are offering local organic turkeys from Organic Prairie. They are raised by family farmers who are part of a cooperative and are serious about the health of the land and their animals. The birds have access to plenty of fresh sunshine and air, and are fed 100% certified organic feeds!

Ferndale Market Turkeys are free-range, antibiotic-free, and raised in Cannon Falls, MN. They are available

Great low prices!

Organic Frozen Turkeys from Organic Prairie	\$2.99/lb
Free-range Fresh & Frozen from Ferndale Market	\$1.99/lb

in both fresh and frozen.

Frozen turkeys arrive the first week of November and fresh turkeys come the week of Thanksgiving.

If you want to pre-book a specific size of turkey, call the Meat Department by Monday, Nov. 25.

Local Nonprofits to Apply for VFC Cooperative Community Fund Grant by October 31st

We are pleased to announce that applications are now available for the **VFC Cooperative Community Fund (CCF) Grant!**

Local nonprofit organizations are invited to apply for a VFC CCF Grant, for any amount up to \$500, October 1-31, 2019. Priority is given to grant requests for educational projects, development projects and local events that match VFC's mission, and focus on but are not necessarily

limited to: food and food systems, nutrition, health and well-being, cooking education, sustainable agriculture, cooperative education, and social change.

The VFC Cooperative Community Fund was established in 2016 with the specific goal of providing grant funding to local nonprofit organizations that have a mission consistent with the Viroqua Food Co+op. VFC CCF is an endowment that is administered

through Twin Pines Cooperative Foundation (501(c)(3)). As more money is added to the fund, we accrue more interest and can give out larger grants.

Be sure to **round up** your purchases at the register during October 2019 to contribute to the VFC Cooperative Community Fund and help make a bigger impact!

Learn more about this opportunity and download an application here: www.viroquafood.coop/ccf

Play "The Co-op Connection" and Enter to Win Fabulous Prizes

You are invited to play "The Co-op Connection" as a chance to learn more about our local cooperative community and win prizes. Participate from September 11 through October 31st. Here's how it works:

1. Pick up your punch card at the Viroqua Food Co+op.
2. Visit the locations of the participating co-ops and have them punch your Co-op Connection Card.
3. Return your completed punched

card to VFC or any participating cooperative by November 8, 2019. Completed cards will be entered



to win one of several fabulous cooperative gift baskets – OR – the grand prize of a \$200 gift certificate to use at a participating cooperative of your choice.

Connect the local co-op dots in our small, but cooperative-abundant community. This is your chance to get to know more! We'll post more details online so watch for updates on the VFC facebook page and VFC website.



Chili Season

A good bowl of chili brings together simple ingredients to create big flavor. Warm up with these hearty and nutritious vegetarian recipes.

Crockpot Black Bean Chili

Servings: 4 – 6. Prep time: 6 hours, 10 minutes; 10 minutes active.

- 1 cup dried black beans, rinsed
- 2 large carrots, chopped
- 1 medium green pepper, chopped
- 1 15-ounce can diced tomatoes
- ¼ cup quinoa
- 4 cups water
- 1 ½ tablespoons chili powder
- 1 teaspoon salt

1. Combine all the ingredients in the slow cooker and close the lid. Set the cooker on low and cook for 6 hours.
2. After 6 hours, test the beans for doneness. If they are not quite tender, cover and cook for another half an hour.
3. Serve hot or transfer to containers to refrigerate or freeze.

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Veggie Chili with Beer

Servings: 5. Prep time: 30 minutes; 15 minutes active.

- 2 teaspoons extra virgin olive oil
- 1 medium onion, chopped
- 1 tablespoon chili powder
- ½ teaspoon chipotle powder
- 1 medium yellow bell pepper, chopped
- 1 medium green pepper, chopped
- 1 large carrot, chopped
- 1 cup wheat beer, red ale or lager
- 1 14.5-ounce can fire-roasted tomatoes, puree
- 1 15-ounce can kidney beans, drained
- 1 teaspoon dried oregano
- ½ teaspoon salt

1. In a large pot, heat the olive oil. Sauté the onion for 5 minutes over medium heat, until soft.
2. Add the chili powder and chipotle and stir until fragrant, then add the peppers, carrot and beer. Raise heat to high and bring to a boil, then cover and reduce to medium-low for 5 minutes.
3. Uncover and add the remaining ingredients, stirring to combine. Simmer for another 5-10 minutes to combine the flavors and thicken the chili.

Adding beer elevates a simple chili to a rave-worthy one ideal for a weekend gathering with friends.



Three Bean Chili

Servings: 6. Prep time: 40 minutes.

- 2 tablespoons canola or vegetable oil
- 1 cup onion, diced
- ½ cup green bell pepper, diced
- 7 ounces vegetarian ground beef
- 1 28-ounce can diced tomato
- 1 15-ounce can kidney beans
- 1 15-ounce can red beans
- 1 15-ounce can pinto beans
- 1 packet chili seasoning

1. In a medium, heavy-bottomed pot, heat the oil over medium heat.
2. Add the diced onions and pepper and sauté on high heat until soft, about 5 minutes.
3. Crumble vegetarian ground beef into the onion mix and brown, as you would with ground beef.
4. When cooked through, add beans and tomatoes, and bring to a boil. Simmer, stirring often, for 30 minutes, or until thick.

Note: If you prefer, substitute ground turkey or beef for the vegetarian meat.

Cornbread flecked with diced jalapeño peppers makes a tasty accompaniment to this hearty chili.

In-House Beef Cuts

Do you know your beef? Determining what to get for dinner can be daunting, but here are some of the cuts you will commonly find in our Meat Department, thanks to our new in-house Butcher!



Chuck Roasts

If you're a Midwest local, you might know this cut as "Pot Roast." You can braise it to retain the moisture during cooking without adding fat. Beef chuck is a source of many essential nutrients, is full of flavor, and is perfect for a quickly-assembled meal. Just put it in a crockpot with veggies in the morning and you can come home to a ready-made roast. It's great for families on the go!



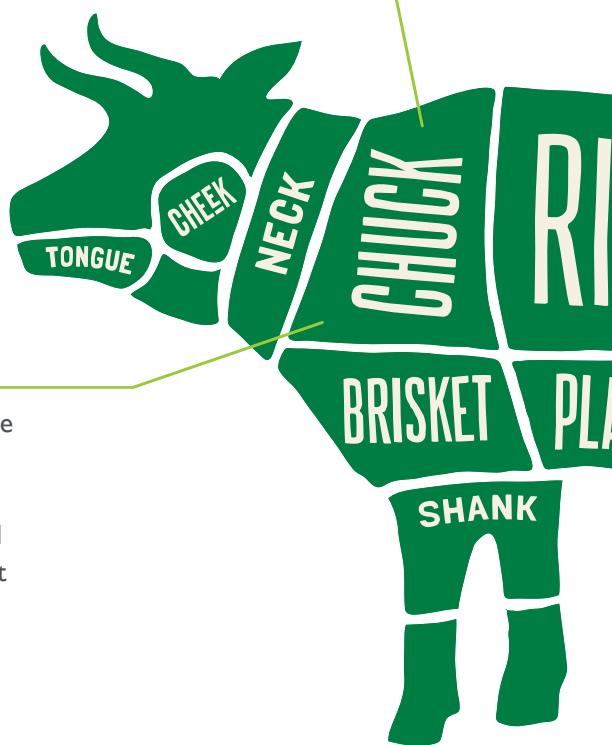
Denver Steaks

Denver steaks are made from the under-blade portion of the chuck roll. As an extension of the short rib muscle group – it's full of flavor, tender, well marbled and can be easily seared as a steak. All the glory of Short Ribs without the fuss and muss of a long cook time!



Fresh Ground Beef

Fresh ground beef is a household staple used in so many meals and a multitude of ways. You can use it in so many dishes – from meatballs to hamburgers, chili to lasagna, even stir fries, soups, casseroles – the list is endlessly delicious. It also freezes well too, so don't hesitate to stock up.



Ribeye Steaks

Considered by many the king of steak, a ribeye is a cut above the rest. Ribeye arguably has the most tenderness due to the best marbling, allowing for a juicy steak that is easily cooked to your preference. Cook on a grill, a cast iron pan or a sauté pan.



Sirloin Center Medallions

A small portion of the sirloin tip center with a deliciously tender, yet mild flavor amenable to absorbing a marinade of red wine sauce, or even wrapped in bacon or prosciutto. For that fine dining experience without the suit & tie price.



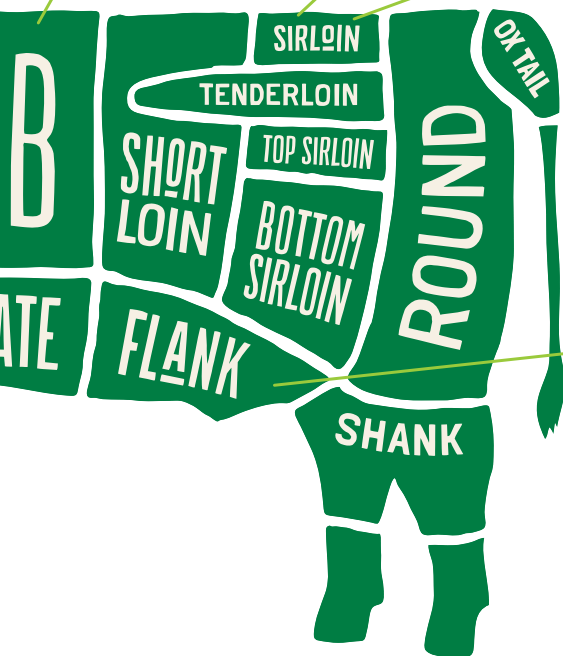
Sirloin Tip Side Eye Steaks

The side eye is an every day staple and is a portion of the sirloin tip steak. A versatile and lean choice. When marinated and cooked gently to medium-rare, it's a surprisingly tender and juicy addition to any meal.



Flanks

Flank steaks are one of the healthiest beef cuts! Ounce for ounce, a flank steak has fewer calories and more protein than a ribeye. It's very lean and has a lot of flavor. Either gently sear it or go low and slow, then slice cross-grain for a juicy texture.



Beef Tips & Tricks

Carnivores, REJOICE – this beef cut guide was built for you! To start off on the right foot, warm your favorite cut to room temperature before you cook it to ensure it has an easier time maintaining its optimal texture and juiciness.

Whichever cut you choose – to ensure correct doneness, use a meat thermometer. When temping it, enter through the side of the cut. Avoid touching fat or bone by temping the center of the largest part of the muscle for the most accurate reading.

Meat continues to cook after being removed from the heat

source. Prepare to enjoy deliciousness by removing steaks from the heat when they are 5°F lower than desired doneness, and remove roasts when they are closer to 10°F lower.

Depending on the size, the cut and the duration – steaks and roasts need to rest anywhere from 5-20 minutes before cutting into them. Allowing the meat to rest before cutting allows for the meat to properly retain its juices – giving you the best end result you crave!

VFC Election

Vote for Candidates & Bylaw Changes: September 9 - October 9, 2019

VFC Owners with a current email address on file receive a link via email to the online ballot that is open for voting starting September 9.

All other owners receive a postcard with a link to the voting site. A laptop is available at the Customer Service desk for owner use when voting begins.

Paper ballots are made available in the store upon request.

Meet the Candidates

3rd Thursday Grill Out • September 19, 4-7pm

Outdoor Patio or VFC Deli Seating Area, according to weather

Meet the VFC Board of Directors – Candidates
Ask current Board members about proposed bylaw changes

VFC Annual Owners Meeting

Wednesday, October 9 • 5:30-8pm

New location; details listed on page 16

VFC Board Recommends Article and Bylaw Changes

The Board of Directors recommends approving the following bylaw changes. Owners will vote Yes or No on each item. Language recommended to be removed is crossed out. The recommended update is in green text below.

- **Item 1** and **Item 2** are recommended so that VFC owner shares are fully refundable and transferable.
- **Item 3** is a change to Article V to increase the number of Class C shares available for member investments.

Item 1: *When someone purchases a VFC Ownership they purchase two \$25 Class A shares and one \$25 Class B Shares (voting stock). Class A ownership shares are refundable and Class B ownership shares are not. It is recommended that the membership have the right to receive a refund of Class B ownership shares.*

Article V New Language:

“Class B – Class B stock shall be the membership stock of the cooperative. Class B stock shall be issued only to a person eligible to become a member of the cooperative as prescribed by the Articles and the cooperative’s Bylaws. Each member shall hold only one share of Class B stock and each eligible holder shall be entitled to one vote in any meeting of the stockholders. No dividends shall be paid on Class B stock.

The Bylaws of this cooperative may specify that a holder of Class B stock may cease to be an eligible member by violation of conditions of membership as specified by the Bylaws. ~~Class B stock is non-refundable stock.~~ Class B stock is refundable stock.”

Item 2: *It is recommended that the membership have the right to transfer Class A and B ownership shares and retained patronage as approved by the Board of Directors on a case-by-case basis.*

Bylaw Section 3.2 New Language:

“Class A and B ownership shares and retained patronage refunds are non-transferable, except as approved by the Board of Directors.”

Item 3: *With overwhelming interest and support in Class C, we see the potential for more member investments than we currently have to sell. Increased Class C shares help us to pay future interest to investors and can reduce the amount needed to borrow from other lenders if necessary.*

Unsold shares pose no risk to the Co-op. The membership sets the upper limit of the stock; the Board decides when, and how many shares to issue, within that limit.

ARTICLE V New Language:

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

Class A: 10,000 shares -

\$25.00 par value/share

Class B: 5,000 shares -

\$25.00 par value/share

Class C: ~~17,000~~ 127,000 shares -

\$25.00 par value/share

Vote for 3 Open Seats on the VFC Board

Full candidate profiles are online at: www.viroquafood.coop/board-of-directors/board-election

Daniel Kaatz

I'm asking for your vote to serve on the Board because I'm hardworking, thoughtful, open-minded and above all else, extremely optimistic about the future of our cooperative and the role it plays at the heart of our community. Though I was not born in Viroqua, my wife and I



have planted our literal roots here, and look forward to fostering the cooperative spirit here, for generations to come....

Patricia "Patty" Kinsey

Why should you vote for me? I'm old! That means I have a better understanding of getting along with people. I'm not an expert in anything, I'm not afraid to admit it. I'm open minded, very motivated, and good at listening. I listen to advisors and most importantly, employees and



consumers. I'm prepared for the job. I've worked with the public through past jobs for over 40 years....

Mark McCraw

I'm a CPA; I've got an office here in Viroqua. I've been a member of Outpost Natural Foods in Milwaukee since the late '80s, of Willy Street Co-op in Madison for the last 15 years, and Viroqua Food Co+op since 2015. As a CPA, I can read between the lines



of a financial statement. I've got a past stint with a dairy co-op in Madison so I know all the requirements....

Elizabeth "Olive" Reynolds

Viroqua is a beautiful and eclectic community that I love. The VFC is an asset that we are fortunate to have. I would like to be a part of the Board just to say thank you, and to also do my part to help it grow and continue to be a pillar of the community. My formal



education is in business management, finance and the culinary arts, combined with agricultural experience....

Eric Snowdeal – Incumbent

I've been a member of food co-ops for over 20 years and passionately believe in the cooperative mission and supporting the local and organic food movements. I've worked at Organic Valley in marketing for 14 years and have a deep understanding of the organic food business. I



would love the opportunity to continue to serve on the Board and support its role in providing leadership, vision and guidance for the Co-op....

Julie Tomaro

One of my current passions is community; working with community and networking with people and organizations like The ARK and the Folk School. And that ties right into the 7th principle of co-ops – which is Concern for Community. I'd like to



help create a more vibrant and wonderful community through the Co-op and with the Co-op Board....

Tonya Wagner

I would love to serve on the Viroqua Food Co+op Board! I love our Co-op and I love our community! I bring a lot of experience. With over eight years strategic management experience in both higher education and specialty food – I have experience planning, budgeting, managing large teams – and would love to be a part of this team....



View full candidate profiles
and proposed bylaw changes
on our website at:

[www.
viroquafood.coop/
board-of-directors/
board-election](http://www.viroquafood.coop/board-of-directors/board-election)

2019 Annual Owners Meeting

Wednesday, October 9 • Co-op Community Room

VFC Hosts Annual Owners Meeting Onsite

For the first time in the history of VFC, the Annual Owners Meeting (AOM) is being held in the actual Co-op! The AOM takes place in the combined Co-op Community Room and deli seating area on Wednesday, October 9, from 5:30 to 8:00pm.

The meeting includes a light meal, but you must RSVP in advance (see below). There is no need to RSVP if you only plan to attend the business portion of the meeting.



Jon Steinman, author of "Grocery Story"

Our keynote speaker is Jon Steinman, the author of *Grocery Store: The Promise of Food Co-ops in the Age of Grocery Giants*. Steinman is traveling all around North America this summer visiting food co-ops and giving presentations on his book. The Viroqua Food Co+op is featured in a section of the book titled "Welcome to What's Possible, North America".

Grocery Story makes a compelling case for the transformation of the grocery store aisles as the emerging frontier in the local and good food movements.

In this book, author Jon Steinman:

- Deconstructs the food retail sector and the shadows cast by corporate giants
- Makes the case for food co-ops as an alternative

- Shows how co-ops spur the creation of local food-based economies and enhance low-income food access

Jon Steinman has studied and worked with all things food for over two decades. He was the producer and host of the internationally syndicated radio show and podcast *Deconstructing Dinner*, once ranked as the most-listened-to food podcast in Canada. Jon is the writer and host of *Deconstructing Dinner: Reconstructing our Food System* – a television and web series currently streaming online.

Grocery Story can be purchased at the VFC. Further details about the book as well as other great resources about food can be found at: <https://grocerystory.coop>

All VFC Owners Invited to the AOM!



Please RSVP if you plan to join us for the meal at:
www.viroquafood.coop/board-of-directors/board-election

Each owner needs to RSVP separately. No need to RSVP if you only plan to attend the business portion of the meeting.

October 9 Schedule:

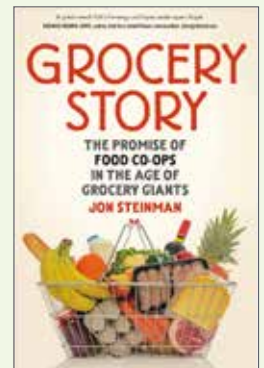
5:30-6:30pm: Light meal prepared by VFC deli (Please RSVP)

6:30pm: Voting ballots close

6:30-8:00pm: Business meeting

Agenda:

- Keynote Speaker – Author Jon Steinman
- Information about proposed bylaw changes
- Board Report on Fiscal Year 2017-2018
- Co-op Community Fund report
- Election results
- Question & Answers



Calendar of Events

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

September 2019

Give Where You Live Viroqua Farm to School

Round up any day this month.

Savings for Owners Owner Discount Days

15% off All Frozen Foods

September 10-12



VFC Outdoor Patio Event 3rd Thursday Grill Out

Beer & hard cider, plus grilled VFC's brats & burgers (plant-based options, too), VFC salads, sodas & sweets

Thursday, September 19, 4-7pm



VFC Owner Event Meet Board Candidates

Meet 2019 Board of Directors Candidates and speak with them at 3rd Thursday Grill Out about their platform!

Thursday, September 19, 4-7pm

VFC Outdoor Patio

VFC Event Drive Electric Week Electric Vehicle Event

Do you drive electric, or have friends who do? This is an invite to any EV Drivers to bring their cars and answer questions for anyone else who'd like to learn more about how it all works!

Saturday, September 21, 1-4pm

VFC Parking Lot/EV Charging Stations



Co-op Community Room Class Fermented Veggies 101

Incorporating more fermented foods into our diets can help with digestive ailments, improved immune function and more. In this class, you will learn about the nutritional benefits of fermented vegetables and Laura will demonstrate three very approachable techniques for fermenting vegetables: sauerkraut, kim chi and brined vegetables. Participants will try several fermented vegetables and will take home the recipes, along with a grocery list for making these foods at home.

Tuesday, September 24, 6-7:30pm

Instructor: Laura Poe Mathes

Cost: \$20 VFC Owners/\$25 Non-owners

Register at the Customer Service Desk

Save the date!

Viroqua Food Co+op Local Food Fest Saturday, September 7 10am - 4:30pm

We'll have a variety of local farmers and producers around the store offering free samples of their high quality products. There will be multiple free classes throughout the day in our Co-op Community Room as well as prize drawings. Family-friendly fun for everyone!

Viroqua Food Co+op has 200+ local farmers and producers that supply our store with the most seasonal and delicious products you know and love. Join us Saturday, September 7 to meet the makers and celebrate all things local!

- Free samples from VFC's local food producers!
- Free classes in the Co-op Community Room!
- Enter to win baskets full of local products!



Calendar of Events

...continued from page 17

October 2019

Give Where You Live VFC Cooperative Community Fund

Round up any day this month.

Savings for Owners Owner Discount Days

15% off Wine & Spirits (no beer)
October 8-10

VOTE – Give Where You Live 2019 Ballot – GWYL

VFC Owners log in to VFC website to elect the recipients of the 2020 Give Where You Live donations. See pg 20.
October 1-31

Co-op Community Room Class Herbal Kids: Winter Foundations

Wednesday, October 16: see below

Cost: \$20 VFC Owners/\$25 Non-owners
Register at the Customer Service Desk

Co-op Community Room Class Intro to Wine

Learn about and sample wines from around the world, along with appetizers from the VFC. Enjoy a fun night out with your neighbors.

Thursday, October 17, 6:00-7:30pm

Instructor: Todd Wohler

Cost: \$20 VFC Owners/\$25 Non-owners
Register at the Customer Service Desk

Co-op Community Room Class Sourdough Bread Basics

There is nothing better than the smell and taste of fresh, homemade bread. Sourdough bread is naturally fermented, making it more nutritious and easier to digest than store-bought, yeasted bread. Learn the basics of creating and caring for a sourdough starter. Participants try naturally leavened whole grain bread, take home recipes and grocery list.

Tuesday, October 22, 6:00-7:30pm

Instructor: Laura Poe Mathes

Cost: \$20 VFC Owners/\$25 Non-owners
Register at the Customer Service Desk

Herbal Kids Winter Foundations

Wednesday
October 16
6-7:30pm

Join Herbalist Jess Krueger

Explore tried & true strategies and herbal remedies for the holistic-winter health of your kids and yourself. This class focuses on nourishing kitchen recipes along with kid-friendly herbs, their energetics, safe and best applications, as well as suggested dosages.

Participants enjoy an herbal and honey-based cough syrup demo and recipes to take home.

November 2019

Give Where You Live Bethel Butikk Food Pantry

Round up any day this month.

Savings for Owners

Owner Discount Days

20% off All Bulk Items (excludes coffee)
November 5-7

OPEN! Thanksgiving Day

The VFC is open for the first half of
Thanksgiving Day – November 28 –
for last-minute needed ingredients!

Store Hours: 7am-2pm

Co-op Community Room Class Naturally Sweet

The holidays are a time for comforting, delicious foods, which usually includes something sweet. However, many of those sugary foods leave us feeling less than healthy and offer little nutrition. Learn about natural sweeteners that are more healthful than their refined counterparts, as well as how to use them in your holiday baking. Several sample recipes made during class; participants will take home recipes.

Tuesday, November 19, 6-7:30pm

Instructor: Laura Poe Mathes

Cost: \$20 VFC Owners/\$25 Non-owners
Register at the Customer Service Desk

Co-op Community Room Class Herbal Soup & Broth

Centered in the love of local, kitchen herbalism, we will create a delicious, immune-supportive soup using seasonal veggies, herbs and bone broth. We will learn the benefits of homemade broth, the medicinal properties of several herbs and spices, as well as participate in a hands-on demo and sampling of the soup we create in this class. Participants will take home multiple recipes.

Wednesday, November 20, 6-7:30pm

Instructor: Jess Krueger

Cost: \$20 VFC Owners/\$25 Non-owners
Register at the Customer Service Desk

Wellness Wednesday

• 3rd Wednesday of every month •

all customers take 10% off supplements,
homeopathic & herbal formulas

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

Give Where You Live



MAY 2019

Driftless Humane Society

VFC Outreach & Education Coordinator Bjorn Bergman presents a \$1,355 donation to Linda Kinka, DHS Executive Director.



JUNE 2019

Viroqua Farmers Market

Bjorn Bergman presents a donation of \$778 to Kollin Burckhardt, Viroqua Farmers Market Coordinator.



JULY 2019

Driftless Community Radio

Marketing Manager Charlene Elderkin presents a \$1,364 donation to Margot Hipwell and Greg Leighton, volunteers at WDRT – 91.9FM.

See the 2019 Give Where You Live donation schedule online at: www.viroquafood.coop/community-outreach

2020 Give Where You Live – Ballot Open October 1-31

VFC conducts a yearly ballot to determine the monthly recipients of our “Give Where You Live” donations program.

Voting for the **Give Where You Live** program is conducted online, similar to our annual Board election. Owners select up to five of their preferred organizations

from the ballot. The top-voted nonprofits become the **Give Where You Live** recipients for 2020. The schedule is announced on our website and in the Winter Pea Soup.

VFC Owners will receive an email and/or a postcard with instructions on how to vote. Watch for yours and be sure to participate!

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Laura Poe
registered dietitian
RD, LD

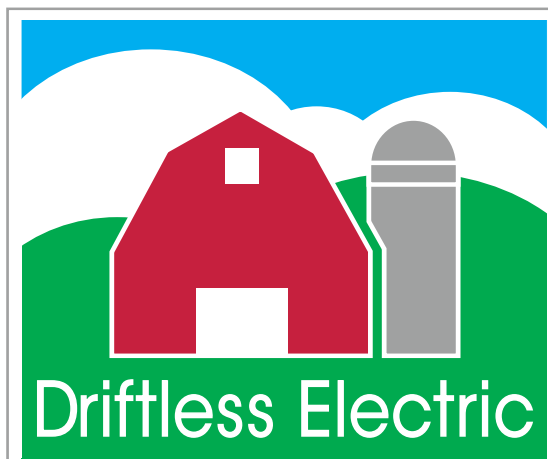




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Sept. 5th: **Rebecca Kobos** - Fabric Sketches
Oct. 3rd: **Anne Butera** - Watercolor
Nov. 7th: **Artisan Market**

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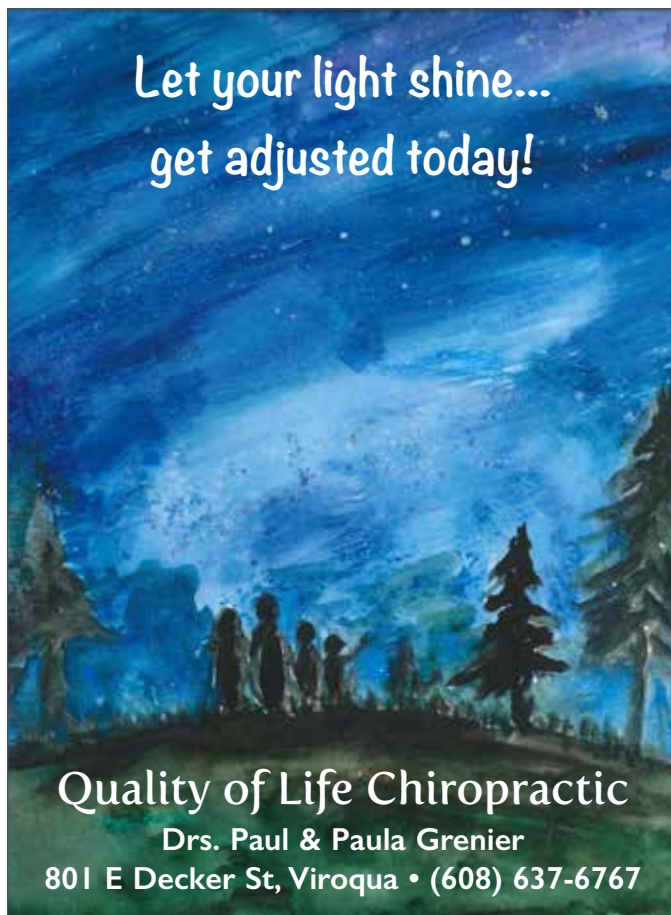
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