

pea soup

Summer 2019



Biking in the Driftless

Our favorite bicycling events and
foods to support your ride page 8-9

Board News & Views

Elizabeth Tigan, VFC Board of Directors

It is hard to believe that it's already six months since I was elected to the Viroqua Food Co+op Board of Directors! During this time, I watched our amazing staff work out the kinks of our newly expanded store from a different perspective than just a shopper. Being on the Board brings into focus a lot of the smaller-moving pieces and helps me realize just how much is happening behind the scenes. I have to take the opportunity to thank every employee at the Co-op for the grace and apparent ease with which they navigated this transition. It has been a real joy to be a part of it with you.

The local food system is important to me. What really brought my family here was not only the connection to the land where my husband's ancestors had been for many years, but also the prevalence of like-minded folks working together to support rural economies and organic farming principles. One of the things that sealed the deal for us – and I know many families feel the same – was, of course, the Viroqua Food Co+op. This store is a testament to the rich agricultural landscape these hollers and hills have provided, along with the people that are making it work every day – from the tobacco farmers to our Plain communities and our small dairy farmers. The VFC provides a vehicle of support for what we value in the region. And that vehicle keeps moving! Look at our community shine through this store! Our local farmers are the backbone of our Co-op, but keep in mind our amazing coffee roasters, bakers, cheese makers, sauerkraut makers, potters and fiber artists all showcased here at our beautiful store.

Working in organic certification at NICS in Viroqua imparts a special view of the makeup of small farms in this area. I have sat at many farmer's tables hearing about the innovations and hardships that are a natural part of their lives. Farmers are always thinking about the next thing to work on, or to improve – and that's also the work of the Board of Directors. We have spent the past few months celebrating the accomplishments of our staff and all of the people responsible for making the expansion dreams a reality. We have focused on making sure our bottom lines get met as well as casting a glance to the future.

There are three open seats to fill on the Board this year. Our store and our community need engaged and passionate people to volunteer time as members on the VFC Board. If you are considering candidacy, do check out this webpage for more information www.viroquafood.coop/run-for-vfc-board

Applications are due June 28.

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 Thursday 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: vfcbod@viroquafood.coop

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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 29
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.

DOWNLOAD THE PEA SOUP AT
viroquafood.coop/members/vfc-publications

Cover Photo Credit: Chad Berger

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Reducing Our Carbon Footprint

Andrew Anderson, Operations Manager



The Viroqua Food Co-op is a leader in environmental sustainability for our city and county, and with our newly expanded facility we incorporated three new sustainable technologies to contribute to the environmental sustainability of our greater community.

Solar Photovoltaic Power

Through the support of our Class C investors, incentives through Focus on Energy, and engineering as well as installation by our local Ethos Green Power, we have finally accomplished our long-held dream of having solar panels! We installed our impressive 132 panel photovoltaic array and turned it on November 8, 2018.

The solar panels save about 62,500 kilowatt hours per year and cover approximately 14% of the Co-op's total electric use. As part of the project we receive real time system performance updates that you can view via our solar kiosk located at our customer service desk. To date our solar array has saved 28,582 pounds of CO₂ emissions, the equivalency of planting 720 trees! Come and see for yourself.

Electric Vehicle Charging Station.

Our partners at Ethos Green Power also supported us in choosing our first electric vehicle (EV) charging station. We dedicated two parking stalls on the north east end of our parking lot for our EV customers. The charging station allows for two simultaneous, unhindered 50 amp charges using

the standard J-1772 plug. Tesla owners need to provide their own adapter. Electricity currently costs approximately \$0.11 per kWh, and at an average charge of 24 kWh to travel 70 miles, each charge costs the Co-op about \$2.64. Driving an average EV on the road in the US produces the same greenhouse gas emissions as a car getting 80 miles per gallon! As America accelerates the closing of coal plants, which predominately produce the power for charging stations, driving on electricity will only get cleaner. Currently, charging is free to our EV customers, with the request that they donate an item to our in-store food pantry donation box.

Visit www.plugshare.com and search our location for more information on our EV station!

Porous Asphalt

You may have noticed on the middle and north end of our parking lot two strips of asphalt, set apart from the rest of our concrete. This isn't every day, run of the mill asphalt. With our expansion, we continued to seek out opportunities to improve our local environment by installing porous asphalt. Porous asphalt catches precipitation and surface runoff, storing it in an underground stone reservoir, allowing the water to slowly infiltrate the soil below.

Impervious pavements like traditional concrete and asphalt contribute to flooding, erosion of our stream channels, diminished recharging of groundwater and can transport pollutants through our waterways. The EPA considers porous pavements, like VFC's, a Best Management Practice for the management of stormwater runoff. In addition, in our cold weather environment studies have shown that due to the nature of these materials it can trap air and store heat, promoting the melting and thawing of snow and ice, reducing the amount salt routinely applied by as much as 25%!

These three new elements, along with our long standing approach to recycling, bulk purchasing, introduction of compostable packaging, and of course promoting organic agriculture, are some of the ways your Co-op is working hard to lead by example and promote a work of enduring value.



Local Producer Profile

Small Family Farm

From Viroqua, take a quick 20-minute drive down Cty RD Y to Avalanche, head north on County Road S, turn east up Smart Hollow Road, and you will get to what seems like the top of the earth on Salem Ridge Road. There you will find a wonderful family that is committed to local and organic agriculture and growing the local food community. Adam and Jillian Varney and their three children, ages one, four, and seven, have a passion to farm. Their farm is Small Family Farm.

They named their farm Small Family Farm because, as Jillian says, “We wanted to bring life back to what a small family farm could and should be – a place that grows real food for people, a farm that people can visit and a farm where children are safe to run, eat, grow and learn.”



Jillian knew she wanted to farm while growing up and spent several years working as a farm hand on midwestern organic vegetable and fruit farms. Her time at Angelic Organics outside of Rockford, Illinois was very formative in her agricultural journey. “There, I fell in love with the concept of CSA (Community Supported Agriculture) after seeing the variety of produce grown, how a CSA farm educates and engages eaters through their newsletters and farm events and how CSA farms breathe life into the idea that one should know their farmer, where their produce was coming from and how it is grown. The transparency of CSA farming was so simple and genius, I knew I had found my true path. In many ways, I don’t feel like I chose to be a farmer, it chose me.”

Their farm is certified organic and focuses on producing 40 different types of vegetables and fruits on 11.5 acres of farmland primarily for their Community Supported Agriculture (CSA) program. CSA is a way that eaters can connect directly with their farmer by purchasing a farm share in the spring. In return, farm members get a box of seasonal produce and recipes either every week or every other week throughout the growing season. CSA is a fantastic way to deliver more money directly to farmers and more nutritious local organic fruits and vegetables to community members.

Small Family Farm has a very active CSA worker share program in which community members come out to the farm and work a 3.5 hour shift each week in exchange for a CSA share. The worker shares help weed, harvest, wash and pack produce. About 95% of their vegetables they produce go to their CSA members and the remainder is sold at the Dane County Farmer Market, restaurants and food co-ops like the VFC.

Small Family Farm is also unique in how they make extra effort to reduce their carbon footprint as much as possible. They heat their greenhouse each spring with a wood burning stove using saw mill waste from a neighbor. They have a large in ground root cellar that serves as their produce refrigerator. By having that system in the ground, which is much cooler, they drastically reduce energy use for cooling their veggies. They have also taken the leap and installed a solar energy system on their barn. Their 7.5 kW system produces 70% of the energy needed to power the farm.

“When customers purchase Small Family Farm produce, they are supporting organic agriculture, the endangered small family farm and our local food economy,” shares Jillian. Next time you purchase Small Family Farm strawberries, carrots or other produce, know that you are supporting the Varney Family and their workers who are going the extra mile to build and strengthen our local agricultural community!



“In many ways, I don’t feel like I chose to be a farmer, it chose me.”

Things We Love

...in the Deli!



I've been digging on the **Tomato Basil Hummus Naan Pizza**. The kalamata olives go perfect with the hummus – and it's ready in just a few minutes!

Jake S. – Deli Staff



I love the **Korean Rueben** because it's a little spicy but hits those umami taste buds!

Naomi S. – Deli Staff



The **4-year Aged Gouda** is my favorite cheese because it's a little bit crunchy, crystalline, and is meltingly smooth! I like pairing it with different foods, but I secretly eat it by itself, too.

Haley S. – Marketing



Our housemade **Americanos** energize me throughout my workday. I like getting mine iced, but you can get yours hot, too!

India S. – Deli Staff



My family and I have been enjoying the **Whole Milk Mozzarella** by the pound from the Deli case. We like to make homemade pizzas but it's also great for sandwiches, too!

Matthew A. – Deli Staff



I enjoy the **Chicken Burrito** with our red salsa. This mouthful of joy has chicken that has been marinated with love and served with care.

Luica A. – Deli Cook



As a meat eater, I went out on a limb and tried the **Veggie Delight** – my new favorite. Creamy pesto, tangy balsamic, melted feta, roasted beets and chewy bread make it unlike any other sandwich you'll find in town.

Aurora B. – Board of Directors



Our **Cheesecake Bars** satisfy my sweet tooth after a great meal. I just love their creamy textures!

Nancy M. – Grocery Staff

Biking in the Driftless



Photo Credit: Chad Berger

We love biking! Whether it's riding to and from the Co-op, on the Coon Prairie Trail to Westby, or a mountain bike at Sidie Hollow or Kickapoo Valley Reserve – we're here to support and fuel bikers. We are so thankful to have a great organization like **Vernon Trails** in our community that is committed to developing and maintaining roadways, sustainable trails, and outdoor recreational opportunities for human-powered users. They are an incredible organization and are the ones responsible for donating the Dero Bicycle Fixit Station to the Co-op last Autumn. Now you can pump up your tires or make slight adjustments to your bike when you are here to shop or grab a bite to eat. Thank you, Vernon Trails!

Vernon Trails hosts a variety of cycling events each year (list below). Interested in going on a group mountain or road ride in our area? Give Bluedog Cycles a call 608.637.6993 or bike over to their Viroqua location at 201 South Main Street – they have the pulse on area rides.

Annual Vernon Trails Bike Events

Dairy Roubaix (late April) – This unsupported gravel ride typically has two different distances – 50 and 100 miles. It takes place in and around Wylausing State Park.

Viroqua Community Bike Ride (early May) – This family-friendly ride covers a six mile leisurely loop around Viroqua.

Westby Syttende Mai Bike Tour (early to mid-May during the Westby Syttende Mai celebration) – This supported road ride has three lengths: 30K, 60K and 100K.

Camp Bluedog (July 12-14, 2019) – Camp Bluedog is a weekend-long adventure designed to offer young people

a positive and fun way to get involved in mountain biking near Ferryville, WI.

Sidie Fest (Saturday, September 21, 2019) – Mountain bikers and trail lovers gather to work on old and new trail at Sidie Hollow County Park. After trail building, there is a volunteer appreciation dinner.

PertNear 20 (Saturday, October 19, 2019) – This fun mountain bike race links together the trails of Sidie Hollow, Hubbard Hills and Rusty Ridge in one race! It starts and ends at Sidie Hollow and includes a short (10 miles) and long route (about 20 miles).

Our Favorite Cycling Foods at VFC



R.W. Knudsen ReCharge Electrolyte drinks don't have to be filled with junk! Unlike Gatorade, these are made with real fruit juice and ingredients you can pronounce. Find them in our grocery aisle of drinks.



Ultima Replenisher This electrolyte is easy to add to your water bottle anytime during a ride. It's both keto/paleo and sweetened with stevia.



Coconut Water A great source of carbohydrates and electrolytes that are perfect for cyclists during or after a ride. We have a variety in our drink section.



Perfect Bar Delicious whole food protein bars made with nuts, eggs, sweetened with honey and packed with fruits and vegetables. Find them in the refrigerated section!

Ice Cream Our large assortment of ice cream and dairy-free frozen options cool off everyone on a bike ride. We are talking three entire freezers dedicated to frozen items – enough in a box or container for your entire bike gang!



Driftless Brewing Company Ready to kick back and relax after the ride? Three words: Driftless Brewing Co.!

American Provenance Deodorant



Need to freshen up before, during or after a ride? Try one of these new plastic-free, American Provenance bio-tube deodorants made out of south central Wisconsin... Support local & smell fantastic!



VFC Burritos Burritos and bicycles go together like peanut butter and jelly! Our deli has an awesome burrito bar where you can get bean, beef, or chicken burritos made fresh 11am-7pm daily.

VFC News

Run for the VFC Board of Directors

There is still time to run for a position on the Board of Directors. **Applications are due by Friday, June 28.**

The three qualifications to become a Board candidate are:

- Ownership paid in full and in applicant's name
- Commitment to attend monthly meetings beginning in September
- Read Prospective Board Member Packet and fill out the entire application

There are three open seats on the VFC Board, each one serves a 3-year term. If you are interested in running for the Board, read more about the position and download a 2019 Prospective Board Member Packet on our Board webpage at: www.viroquafood.coop/run-for-vfc-board

Voting takes place in-store and online September 9 through October 9, 2019. Watch our website for details!

VFC Annual Owners Meeting – October 9

Save the date! The VFC Annual Owners Meeting will be held in the Co-op Community Room on Wednesday, October 9, 2019. More details to come via mail, email, and the Autumn Pea Soup.

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.

VFC is pleased that Steinman is able to include Viroqua on his co-op tour. He will be a perfect keynote speaker for our Annual Meeting!

Through penetrating analysis and inspiring stories and examples of American and Canadian food

co-ops, *Grocery Story* makes a compelling case for the transformation of the grocery store aisles as the emerging

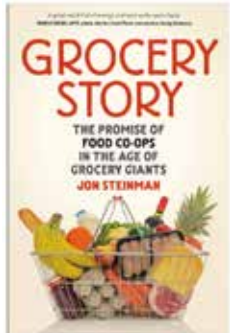
frontier in the local and good food movements.

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

The Viroqua Food Co+op is featured in the section of the book titled “Welcome to What’s Possible, North America”. *Grocery Story* can be purchased at the VFC. More details available at: <https://grocerystory.coop>

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.



Nominate Your Favorite Nonprofits for Give Where You Live 2020

VFC's *Give Where You Live* donations program allows our owners and shoppers to “round up” to the nearest dollar for the nonprofit of the month each time they check out. These organizations are elected by VFC Owners through a yearly ballot. VFC Owners may nominate local community organizations that have 501c3 status to be on the annual ballot. Nominated organizations must have missions that are consistent with VFC's mission and co-op principles. Political organizations are not included. Religious organizations that offer services (such as a food pantry) may be included – as long as those services are open to all

and not used for proselytizing. Organizations with a low vote count for two consecutive years will be removed from the ballot.

All nominations must be emailed by August 20, 2019 to outreach@viroquafood.coop. Voting takes place in October and is conducted online. Owners will receive a weblink via postcard and/or email, so be sure that the VFC has your current contact information. Owners vote for up to five organizations on the ballot. Results are announced in the Winter Pea Soup and online at: viroquafood.coop/community-outreach



Electric Vehicle Charging Station

Our partners at Ethos Green Power also supported us in choosing our first Electric Vehicle (EV) Charging Station. We've dedicated two parking stalls on the north east end of our parking lot to our EV customers. The charging station allows for two simultaneous, unhindered 50-amp charges using the standard J-1772 plug. Tesla owners will have to provide their own adapter.

Currently, charging is free to our EV customers, with the request that they donate an item to our in-store food pantry donation box.

Visit www.plugshare.com and search our location for more information on our EV station!



Pictured: Local cheesemaker Felix Thalhammer charges up his Tesla, while Alicia Leinberger charges up her Chevy Bolt.



Solar Kiosk Located at Customer Service Desk

Check out the real-time performance of our solar panels via our Solar Kiosk at the Customer Service desk.

As of today, our solar array has saved 31,379 pounds of CO₂ emissions – the equivalency of planting 790 trees! Come and see for yourself.

The Fruit and Veggie Grilling Guide

Giving fresh vegetables, stone fruit, and even lettuce a turn on the grill will intensify their flavor, with delicious results.

By Tara Duggan

While most people associate outdoor grilling with burgers, hot dogs and steaks, the grill imparts big flavors to fruits and veggies, too. A wide array of produce paired with spice rubs, marinades and sauces galore will keep your patio table overflowing with delicious additions to your grilling repertoire.

Seasonal summer vegetables just happen to be perfect for grilling: zucchini, eggplant and bell peppers are naturally tender and become even sweeter on the grill. Slice these vegetables about 1/4-inch thick and toss them in an easy marinade for 30 minutes (or better yet, overnight) before grilling for a few minutes per side.

A simple combination of wine vinegar, olive oil, chopped garlic and herbs, and salt and pepper are all you need for a tasty marinade. This easy mix will turn grilled vegetables into Italian antipasti to serve with bread, olives and cheese. Or change the blend to vegetable oil, sesame oil, soy sauce, rice vinegar, and chopped garlic and ginger for Asian-flavored vegetables that are delicious with rice. Store-bought dressings with a vinegar base make wonderful marinades as well.

Summertime peaches, apricots, nectarines and figs are delicious grilled. Cut fruit in half and remove any pits, then coat lightly with oil. For a sweet-savory side dish to grilled pork, chicken or lamb, sprinkle on a little salt, pepper and balsamic vinegar, then grill for a few minutes per side. And

for dessert, dust with brown sugar, then place the halves on a clean part of the grill for a few minutes per side before serving with ice cream or pound cake (or both).

Grilling tips

Use moderate heat, not high.

If it's a charcoal grill, move the charcoal to one side and grill your fruits and veggies on the other side, over indirect heat.

Oil your grill thoroughly.

Fruits and vegetables are high in natural sugars, which means they can easily burn and stick to the grill. Before you begin cooking, clean the grill well, preheat it, and then use several layers of paper towel dipped in vegetable oil to grease it.

Cut vegetables into the largest possible pieces.

This will prevent them from falling through the grill grate and avoid extra time spent flipping more pieces. For example, cut zucchini in slices along the length of the vegetable, rather than slicing into small rounds.

Give corn on the cob a head start.

Blanch it in boiling water for a few minutes, then grill for 5 to 10 minutes to finish cooking and add smoky flavor.

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



Grilled Pluots

Servings: 4 . Total time: 25 minutes.

- 4 pluots
- 2 teaspoons water
- $\frac{1}{8}$ teaspoon cinnamon
- 2 tablespoons orange marmalade
- 1 cup vanilla ice cream
- $\frac{1}{4}$ cup cinnamon-flavored granola (optional)

1. Heat the grill to high.
2. Slice the pluots in half lengthwise, then twist to open and remove the pit. Set aside.
3. In a small bowl whisk together the water, cinnamon and marmalade until well blended, then brush the mixture onto each pluot half. Place the pluots, flesh side down, on the hot grill and cook for 3 to 4 minutes, brushing occasionally with more marmalade. Turn the pluots skin side down, brush the flesh with marmalade and grill 2 more minutes until tender and caramelized. Remove from the heat, place the grilled pluots on a dessert plate, top with ice cream and sprinkle with granola.



Grilled Fruit Kebabs

Servings: 6. Total time: 20–30 minutes.

- ½ cup ginger ale
 - 2 tablespoons honey
 - 2 tablespoons orange juice
 - 1 tablespoon vegetable oil
 - ¼ cup brown sugar
 - ¼ teaspoon ground allspice
 - 2 sprigs fresh thyme, stems removed
 - Pinch of salt
 - Pinch of cayenne pepper (optional)
 - 1 pound fresh ripe peaches and/or plums, pitted and cut into quarters
 - 1 small pineapple (2–3 pounds), peeled, cored, and cut into 2-inch cubes
 - 6 metal or bamboo skewers (soak bamboo skewers in water before using)
1. Prepare and heat the grill.
 2. In a small bowl, whisk together the ginger ale, honey, orange juice, oil, brown sugar, allspice, thyme leaves, salt and cayenne pepper, if using.
 3. Thread the fruit onto the skewers and place them on a rimmed sheet pan. Brush the fruit with some of the marinade. When the grill is hot, put the skewers on and grill on each side for 3 to 4 minutes, glazing the fruit with more marinade every couple of minutes.



Grilled Marinated Zucchini

Servings: 6. Total time: 50 minutes; 20 minutes active.

- 1 pound zucchini
 - 2 tablespoons olive oil
 - 2 tablespoons minced garlic
 - Zest from 1 lemon
 - 2 tablespoons lemon juice
 - 1 tablespoon red wine vinegar
 - 1 teaspoon dried oregano
 - Salt and black pepper to taste
 - ¼ teaspoon crushed red pepper flakes (optional)
1. Remove the ends from the zucchini and slice them lengthwise into halves or thirds.
 2. In a small bowl, whisk together the olive oil, garlic, lemon zest and juice, vinegar and spices. Place the zucchini in a large dish or on a rimmed sheet pan and pour the marinade over the zucchini. Let sit for 30 minutes or more, stirring occasionally.
 3. Heat grill to medium-high heat. Grill the zucchini slices for 3 to 4 minutes on each side, basting with any remaining marinade when flipping. Serve warm.

Toss the zucchini with chunks of fresh tomato, feta cheese and cooked couscous for a light Mediterranean salad.

Grilled Romaine Salad

Servings: 4. Total time: 25 minutes.

Dressing

- ¼ cup freshly grated Parmesan cheese
- 1 tablespoons lemon juice
- 2 tablespoons extra virgin olive oil
- 1 tablespoon balsamic vinegar
- ¼ teaspoon freshly ground black pepper

Salad

- 1 ear corn
- 2 slices day-old bread
- 2 tablespoons extra virgin olive oil, divided
- 1 large head romaine lettuce
- ¼ medium red onion, thinly sliced
- ½ avocado, chopped

1. Make the dressing by whisking together the cheese and lemon juice in a small bowl. Add the olive oil, balsamic and black pepper and whisk again until incorporated. Set aside.
2. Heat an outdoor grill or stove top grill pan to medium-low, about 350°F.
3. Place the corn on the grill and grill for about 4 to 5 minutes per side until the kernels start to char. Remove from grill once the whole ear is slightly charred, cut the kernels off the cob and set aside.
4. While the corn grills, drizzle the bread with 1 tablespoon of olive oil and place on the grill for about 1 to 2 minutes per side until just slightly toasted and grill marks appear. Remove from the grill and cut into cubes.
5. Cut the head of romaine in half lengthwise, keeping the core intact. Wash each half thoroughly, gently shake off any excess water and dry well.
6. Drizzle both halves of romaine (cut side) with the remaining tablespoon of olive oil. Place the lettuce halves on the grill, cut side down and grill for 1 to 2 minutes per side until the outer leaves just start to wilt and the core has some nice grill marks.
7. Plate the grilled romaine on a serving platter, top with the grilled corn kernels, sliced red onion, chopped avocado and grilled croutons.
8. Drizzle the dressing on top and serve warm.





Driftless Music Festival

Free Event for the Whole Family!

Saturday, July 13 – Noon-10pm at Eckhart Park, Viroqua

The sound of great music will once again reverberate across downtown Viroqua when the Driftless Music Festival (DMF) celebrates its 8th anniversary this year on Saturday, July 13.

Come at noon for lunch – provided by an amazing selection of food vendors – and then stay for the fabulous music starting at 1pm in the family-friendly Eckhart Park, adjacent to the Vernon County Courthouse on Decker Street.

Dedicated to the proposition that great cities have great music festivals, the DMF will, as usual, feature a diverse array of musical genres, all by some of the finest talent across the Midwest region and beyond. And it's FREE.

The music starts at 1pm with local favorite, the **Yellow-Bellied Sapsuckers**, who bring a brand-new take on old-time country. Their music recalls classic hillbilly music, while delivering a distinctly modern and lively touch to that storied piece of Americana.

At approximately 2:30pm **Honky-Tonk Jump** takes the stage with swingin' Texas dance hall music in the tradition of Bob Wills, Milton Brown, Ernest Tubbs and Spade Cooley, spiced up with a sprinkling of Hank Williams and other early honky-tonk legends.

The acclaimed Wisconsin-based **Orquesta-MAS** (Madison All Stars) fills the stage at 4:30pm with 12 salsa-inspired musicians who swing with silky-smooth infectious Latin Rhythms. Be sure to bring your dancing shoes!

This year's featured band at 6:30pm hails from Lincoln, Nebraska. Serious R&B experts have this to say about **Josh Hoyer & Soul Colossal**: "If James Brown and Otis Redding had a love child, it would be Josh Hoyer. This soul shouter, and his band of merry soulsters deliver a sound so big, so funky, so wringing-the-sweat-out-of-you energetic that it reaches through the speakers and shakes you until you start moving to its groove."

As the sun goes down and the lights come on by 8:30pm, the Festival closes with Kentucky-based gospel group **The Brotherhood Singers**, a jubilee-style, acappella, sacred (and secular) quartet that puts the final inspiring touches on a thrilling musical day.

More information can be found at driftlessmusicfestival.com.

Over 100 sponsors (including VFC) and donors underwrite the cost of the Driftless Music Festival so that these musical offerings can be heard for free.

Yellow-Bellied Sapsuckers



Honky-Tonk Jump



Orquesta-MAS



Josh Hoyer & Soul Colossal



The Brotherhood Singers



Calendar of Events

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

June 2019

Give Where You Live Viroqua Farmers Market

Round up any day this month.

Co-op Community Room Class Natural Birthing Class

Prenatal nutrition, discomforts, physiology of pregnancy/birth, emotional changes, comfort & relaxation techniques, postpartum, breastfeeding

Saturday, June 1, 10am-4pm

Event host: Open Door Birth Center;
see their Facebook event to register.

Driftless Folk School Class Basic + Intermediate Soapmaking

Learn the basics of crafting your own vegetable-based soap. Intermediate class expands to creating more complex soaps.

\$10 off for VFC Owners

Saturday, June 8, 9am-12:30pm (Beg.)

Sunday, June 9, 9am-12:30pm (Int.)

Instructor: Kristen Martinek

Location: Viroqua, WI

Register at: driftlessfolkschool.org



Savings for Owners Owner Discount Days

15% off all Body Care products

June 11-13

Co-op Community Room Class Threshold Care Circle Free Movie

Threshold Care Circle Movie Screening #2: Dying Green. Join Threshold Care Circle for this three-part film series exploring the development of three natural burial grounds in the U.S.

Cost: FREE!

Thursday, June 13, 6:30-8:30pm

Event host: Threshold Care Circle;
see their Facebook event for more info.



In-store Savings Wellness Wednesday

Everyone saves **10% off** all supplements, homeopathic & herbal formulas from the wellness aisles.

Wednesday, June 19



VFC Outdoor Patio Event 3rd Thursday Grill Out

Hamburgers, brats, hot dogs, as well as vegetarian options, along with side salads, drinks and desserts available.

Thursday, June 20, 4-7pm



Driftless Folk School Class Fermented Vegetables 101: Krauts, Pickles, and Condiments

Learn the health benefits and how to ferment various vegetables.

\$10 off for VFC Owners

Saturday, June 22, 9am-12:30pm

Instructor: Laura Poe

Location: Viroqua, WI

Register at: driftlessfolkschool.org

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.

\$10/VFC Owners, \$15/non-owners

Thursday, June 27, 6:30-8:30pm

Register at the Customer Service Desk

Calendar of Events

...continued from page 17

July 2019

Give Where You Live WDRT – Driftless Community Radio

Round up any day this month.

Savings for Owners Owner Discount Days

15% off Meat (fresh & frozen)

July 9-11



Co-op Community Room Class Threshold Care Circle Free Movie

Threshold Care Circle Movie Screening #3: "Steelmantown" follows the owner of a cemetery in southern New Jersey, a husband and wife funeral director, and a dying naturalist as they approach a new way of looking at one's final journey.

Cost: FREE!

Thursday, July 11, 6:30-8:30pm

Event host: Threshold Care Circle;
see their Facebook event for more info.



Driftless Folk School Class DIY Natural Lip Balm & Deodorant

In this class, learn how to make homemade deodorant, beeswax-based lip balms & herbal infused body scrubs. Each student will take home a 4oz. jar of deodorant, an 8oz. jar of body scrub & 1-2 tubes of lip balm they craft themselves.

\$10 off for VFC Owners

Saturday, July 13, 9am-12:30pm

Location: La Farge, WI

Instructor: Kristen Martinek



In-store Savings Wellness Wednesday

Everyone saves **10% off** all supplements, homeopathic & herbal formulas from the wellness aisles.

Wednesday, July 17

VFC Outdoor Patio Event Party on the Patio

Hamburgers, brats, hot dogs, as well as vegetarian options, along with side salads, drinks and desserts. Enjoy live music with **Mr. Blink!**

Thursday, July 18 on VFC Patio

Grill Out: 4-8pm

Free Live Music: 6-8:30pm



Driftless Folk School Class Fermented Beverages 101

Learn how to make (non-alcoholic) fermented beverages like kombucha, kvass, kefir, shrub, jun, and lacto-fermented ginger ale. This class is great for all skill levels who want to learn more about fermenting their own beverages at home!

\$10 off for VFC Owners

Saturday, July 20, 9am-12:30pm

Location: La Farge, WI

Instructor: Laura Poe

Register at: driftlessfolkschool.org



August 2019

Give Where You Live Youth Initiative High School

Round up any day this month.

Driftless Folk School Class Wild Herbs: Wild Food for Health & Nourishment

Learn to identify plants that promote health and build resiliency. Learn about the plants as well as ingest them.

Participants leave with nourishing herbal vinegar & recipes to get started at home. Lunch includes plants from class!

\$10 off for VFC Owners

Saturday, August 3, 9am-4:30pm

Location: La Farge, WI

Instructor: Linda Conroy

Register at: driftlessfolkschool.org

Driftless Folk School Class Wild Herbs: Harvesting & Making Herbal Medicine

Learn to work with local plants – their healing qualities, as well as explore ways to transform them to promote health and healing. Make both topical and internal preparations for consumption.

Everyone leaves with home medicine kit!

\$10 off for VFC Owners

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

Location: La Farge, WI

Instructor: Linda Conroy

Register at: driftlessfolkschool.org



Savings for Owners Owner Discount Days

20% off all Grab-n-go Deli items

August 6-8

Driftless Folk School Class The Home Creamery: Cultured Milk, Feta and Mozzarella

Discover how to create soft, spreadable cream cheese, mozzarella (traditionally stretched), feta, and paneer.

Learn about fermented milk products like yogurt, kefir, and piima and how to transform them into delicious fresh cheese and cultured butter. Participants leave with simple instructions, recipes, a starter culture and samples!

\$10 off for VFC Owners

Saturday, August 10, 9am-4:30pm

Location: La Farge, WI

Instructor: Linda Conroy

Register at: driftlessfolkschool.org

Driftless Folk School Class Introduction to Dyeing Yarn

Learn about dyeing wool without the science and math (...most of the time)! We use heavy metal free acid dyes, which use citric acid or white vinegar as the mordant, better for you and the environment. Learn about kettle dyeing and hand painting yarns. Also discussed: fleece management and cleaning a raw fleece during down time in the dyeing processes.

\$10 off for VFC Owners

Saturday, August 10, 9am-4:30pm

Location: La Farge, WI

Instructor: Kathryn Ashley Wright

Register at: driftlessfolkschool.org

VFC Outdoor Patio Event 3rd Thursday Grill Out

Hamburgers, brats, hot dogs, as well as vegetarian options, along with side salads, drinks and desserts available.

Thursday, August 15, 4-7pm

Driftless Folk School Class Home Canning 101

Learn the art and science of preserving the harvest using a boiling-water canner. Participants make canned fruit jam, pickles and salsa in this full day class.

Topics include: choosing recipes, necessary equipment, the process of canning, and more. Participants leave with jars made in class. Come with an appetite to preserve the season's bounty.

\$10 off for VFC Owners

Saturday, August 17, 9am-4:30pm

Location: Viroqua, WI

Instructor: Bjorn Bergman

Register at: driftlessfolkschool.org



In-store Savings Wellness Wednesday

Everyone saves **10% off** all supplements, homeopathic & herbal formulas from the wellness aisles.

Wednesday, August 21

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

Give Where You Live



FEBRUARY 2019

Couleecap

VFC Outreach & Education Coordinator Bjorn Bergman presents a \$1,079 donation to Hetti Brown, Couleecap Executive Director.



MARCH 2019

Vernon Trails

Bjorn Bergman presents a donation of \$1,720 to Jordan Brudos, Vernon Trails Board Member.



APRIL 2019

Community Hunger Solutions

Bjorn Bergman presents a \$1,702 donation to Jeanette Burlingame, Community Hunger Solutions Program Manager.

Nominate Your Favorite Nonprofits for Give Where You Live 2020

VFC owners may nominate local community organizations that have 501c3 status to be on the annual ballot.

Email nominations by August 20 to outreach@viroquafood.coop – see details on page 10.

Find the 2019 Give Where You Live donation schedule, along with extra nonprofit information, by visiting our website: www.viroquafood.coop/community-outreach

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June 6th: **Natalie Hinahara** - Prints/Paintings

July: **Don Hodges** - Paintings

August 1st: **Chris Cox** - Furniture

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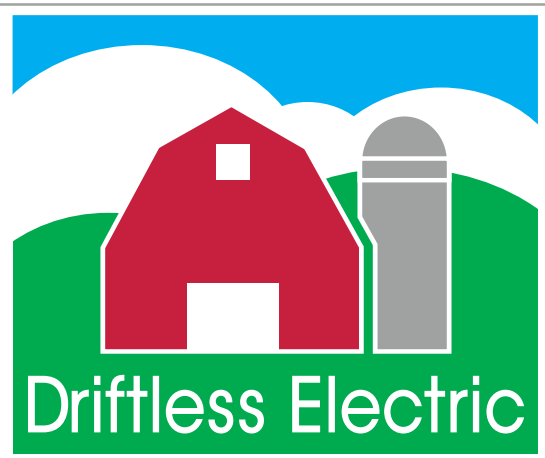
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**AUGUST 6-8
TUESDAY-THURSDAY**

20% off

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