

pea soup

SPRING 2017

Ramp it up!

Meet this wild
member of the
Allium family
on page 13



Board News & Views

By Peter Bergquist, VFC Board Secretary

It has been an honor to serve the members of the VFC. After a year on the Board of Directors, I have come to appreciate the everyday hard work of the staff and General Manager. We have come a long way from the little store I remember shopping in as a child with my parents, but we do have further yet to go.

When I joined in the fall of 2015, the Board was already in the early stages of planning an expansion. As a shopper and member, I had noticed the multiple add-ons and expansions to the back end of the store, and during the lunch hour it was hard to get through the line. The Co-op was feeling small again. My first thought was, “How are we going to build a bigger space?” I wanted to know about the process of when and how we could expand, and what risks or opportunities our co-op faced in the future. I began talking with other members and my family about VFC’s expansion planning and was encouraged to participate at the Board level.

I encourage other members to learn more about their food co-op and get involved – see how the democratic process works in cooperatives. I believe there is a lot of strength in the cooperative democratic principles; they provide a framework for safe, strategic conversations so we can focus on the interests of the members.

You don’t have to be a Board member to participate in the Co-op’s mission, or to play a part in our co-op community. If you have questions or ideas about the Co-op that you would like to share, there are many ways you can participate: write to the Board, attend Board meetings, attend VFC events. The next “Coffee with the Board” event is on March 11 (page 14).

As members, we all have ownership of our co-op and our community. I think as member-owners it is our duty to be good stewards of our co-op.

VFC Board of Directors (L-to-R): Eric Newman, Mike Link, Eric Snowdeal, Karen Mischel, Curt Brye, Peter Bergquist, Larry Homstad



BOARD OF DIRECTORS

Curt Brye, *President*
Michael Link, *Vice President*
Peter Bergquist, *Secretary*
Eric Newman, *Treasurer*
Larry Homstad
Karen Mischel
Eric Snowdeal

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

PEA SOUP PUBLICATION TEAM

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Design, Writing, Photography, Editing
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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 4.7 5”h – \$100

Summer Pea Soup ad deadline: April 25

Email: marketing@viroquafood.coop

Pea Soup is intended as a vehicle for communication among Co-op owners and shoppers. Articles pertaining to health and nutrition are presented for informational purposes only. VFC recommends consulting a healthcare professional for medical problems and advice. Ads printed in this publication are not necessarily endorsed by Viroqua Food Co-op.

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

Cover photo by Bjorn Bergman

DOWNLOAD THE PEA SOUP

viroquafood.coop/members/vfc-publications/

A Work of Enduring Value

By Jan Rasikas, General Manager

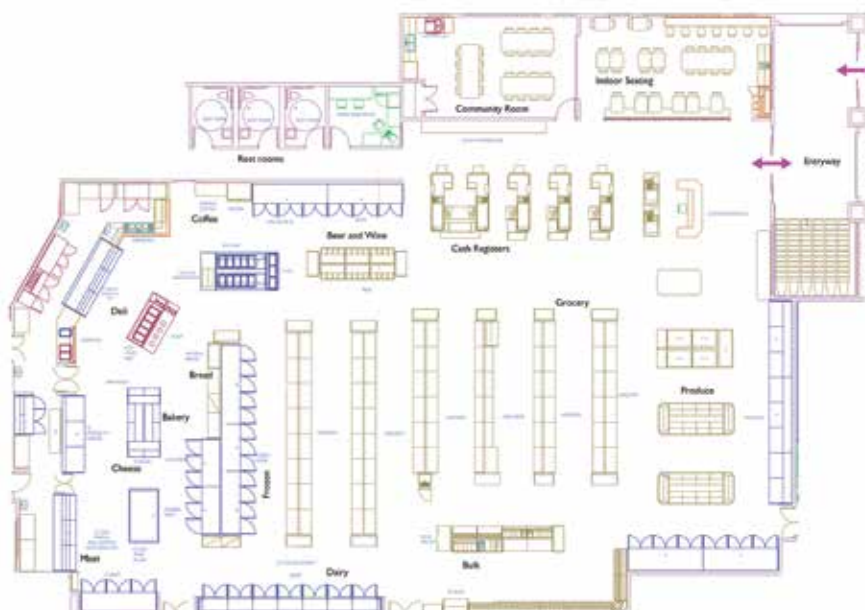
Co-op Principle 1: Open and Voluntary Membership

Like cooperatives around the world, our co-op is built on a set of values that include equality, solidarity, and caring for others. The first of the Seven International Cooperative Principles states that cooperatives are voluntary organizations open to all, without gender, social, racial, political or religious discrimination. Our mission reinforces this idea by declaring that we are “a center for community” and guides us “to create together a work of enduring value.”

On any given day, our co-op is filled with folks of all backgrounds, economic means and political persuasions. We meet in the aisles, or sit together over coffee to talk about our local economy, our diverse needs for food, our co-op and our society. What I love about this principle is how it sets the tone for our daily experience at the Co-op. It inspires us to create a culture of service, to each other and to our shoppers. To build an open and tolerant space through the simple act of being friendly and welcoming to all who enter.

The times they are a-changing!

2017 promises to be a year of intense change for the Co-op. We'll double our retail square feet and our staff will grow by 40% in a few short years. We'll likely spend most of this year (and little of next year) in a construction zone to bring new services and more space to our community-owned grocery. We remain committed to our values of creating access to local and sustainable foods, and a flourishing local and cooperative economy. A larger produce area has a direct link to supporting our local farmers and food producers. We reach for a sustainable environment by supporting organic agriculture and choosing equipment that's energy efficient. New multi-use spaces will give us opportunities to share information on health and nutrition. Here's a sneak peek at the retail layout and check our website for updates.



PEA SOUP

SPRING 2017

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Things We Love

Freshness & Color? Check & Check! It's springtime so let's rejoice in these simple, but oh-so-flavorful foods!

In case you have been missing our staff picks around the store while you shop, we've got a new basket-worth of products for you to try. Each department has been positively raving about these items and we know that if you give them a chance, you will agree!

As springtime approaches, we get to enjoy local asparagus. Asparagus (started from seed) can take 3-4 years before it produces the delicious stalks you see in our store. Our local farmers are careful to harvest sustainably, maintaining the health of their plants for future seasons. Depending on weather, asparagus has a local season of only 3-6 weeks!

So rejoice in these upcoming seasonal and ongoing delicacies. Even if they are "just pasta" or "just olive oil," we can't wait for you to try these healthy, whole foods so their flavors can speak for themselves!





We love all Riojana products. Try their lovely wines and this superior organic, fairtrade extra virgin olive oil. Read the inspiring story about this co-op on the next pages and pick up **La Riojana wines and olive oil** next time you shop.



From Plymouth, Wisconsin, this **Sartori SarVecchio Parmesan** is a sure way to win over hearts through the stomach. Top any of your mild sauteed greens, steamed veggies or even heavy pasta sauces with some of this parmesan – it compliments everything very nicely!



One package of **RP's Gluten-Free Egg Linguini** from Madison, Wisconsin feeds 2-3 people. This fresh pasta is found in the refrigerated section – use it within a couple of weeks. Anyone with sensitivity to gluten will find comfort in this delectable pasta! Honestly, those without gluten-sensitivities won't even know the difference!



WOW your crowd with this award-winning **La Quercia Prosciutto** from Norwalk, Iowa. Peel, then roll each slice to create visual appeal on your appetizer board. Or roll up a stalk of asparagus and sliver of SarVecchio cheese inside each slice. Or consider cutting into ribbons and top your pasta dishes for added color and flavor!

Next time you top your fresh pasta with a salty meat like bacon or prosciutto, or a potent green pesto, pick up a bottle of **ranga.ranga. Sauvignon Blanc** from Marlborough, New Zealand to complement the dish. Its zesty juiciness will hold up to such a pairing and be fruity, yet dry enough for all white wine lovers. Plus, it's sustainably grown: bonus!





Principle 6 Producer Profile

La Riojana Cooperative

Who would have thought that one of Argentina's largest farmer-owned cooperatives was started in a small bodega in La Rioja, Argentina? In the 1940s, a group of Italians who had experience making wine immigrated to La Rioja. They bought a bodega and started purchasing grapes from local growers to make wine. As interest grew, they started planting grape vines and La Riojana Cooperative was born.

Today, a group of 422 farmers own La Riojana Cooperative, many of whom have been part of the business for generations. Of these farmers, 80% are small scale and grow grapes and/or olives on seven acres or less. No matter the size of the farm, each member gets one vote to democratically determine the path of the cooperative.

La Riojana primarily produces a delicious and reasonably priced variety of fair trade wines, including Chardonnay, Cabernet Sauvignon, Malbec, and Bonarda Malbec. Additionally, they produce a small amount of organic fair trade olive oil, which was exported to the United States for the first time during the 2016 holiday season.



In 2016, NCG co-ops purchased just over \$1 million worth of La Riojana wine and olive oil – a 400% increase over prior year's volume. La Riojana products are a perfect example of our P6 values of co-op-to-co-op trade in action.

National Cooperative Grocers (NCG), which represents 150 food co-ops across the US including VFC, developed the export relationship and helped get the oil into food co-ops across the country. In 2016, NCG co-ops purchased just over \$1 million worth of La Riojana wine and olive oil. That was a 400% increase over prior year volume. Given current growth projections, NCG predicts that La Riojana will sell over \$2.5 million of product to U.S. food co-ops by the end of 2017. Viroqua Food Co-op is excited to carry La Riojana products as they are a perfect example of our P6 values of co-op-to-co-op trade in action.

All of La Riojana's products are certified fair trade by Fairtrade International. Through the fair trade premium on their products, the members of the cooperative have invested more than \$11 million Argentinian pesos (~\$730,000 US) in community improvement projects, including: a new drinking water supply for the village of Tilimuqui, where many of La Riojana's workers and their families live; new community centers; new medical equipment. The most visible result of the cooperative's reinvestment in its farmer members and their families can be seen in their commitment to education.

With support from La Riojana, a new secondary school specializing in agriculture opened in Tilimuqui in 2010. Offering free education to children age 13-18, the school has had a profound impact on its community, providing a catalyst for local development, increasing employment by the creation of more than 50 new jobs at the school, and providing training in technical agronomy to help slow the migration of young people to larger cities. Since 2010, enrollment in the school has grown from 33 pupils to more than 300. With plans to build new classrooms, the cooperative hopes to expand the school's capacity to 600 students in the next few years. The cooperative also provides kits of school supplies to children of its members, as well as free computer courses to adults.

Besides supporting health and education, the cooperative is invested in green initiatives and sustainability. One of their goals is transitioning more of its growers to USDA Certified Organic. With a focus on becoming carbon neutral, La Riojana Cooperative is introducing improved water management techniques, the use of solar and bio energy and a reforestation project.

When you purchase La Riojana wine and olive oil you are not just purchasing delicious foods to enjoy, you are casting a vote in favor of cooperative, fair trade businesses – and helping more than 422 cooperative members continue to invest in a brighter future.

Article adapted from:
strongertogether.coop/article/cooperatives-grow-communities-riojana-olive-oil



In 2010, a new secondary school specializing in agriculture opened in the small, isolated village of Tilimuqui, offering free education where school had only been available to age 14. The school is named after Julio Cesar Martinez, the first president of La Riojana Cooperative.

VFC to Launch Capital Campaign

By Christina Dollhausen, VFC Capital Campaign Coordinator



My name is Christina Dollhausen and I am Viroqua Food Co-op's new Capital Campaign Coordinator. As a fellow owner, I'm excited to work with the staff, volunteers and the Board as we move toward solidifying the final details to launch our Capital Campaign in support of expansion.

For those who don't know me, in August of 2016, my husband Ben and our three young boys moved to the area with a few specific goals in mind. One was to give our family a true sense of community. Previously, I spent 10 years at the restored Stoughton Opera House promoting, fundraising, and developing the programming to allow the historic venue to live up to its greatest potential. By the nature of nurturing a community space, it led to successful economic development for the city.

Even before having a family of my own, I have had a passion for awesome local food, community programming and supporting local farmers and producers. By living here only a few short months, I see the culture and development of the community has been greatly supported by the outstanding work of the Viroqua Food Co-op. I am so happy to be a part of the team to help coordinate the expansion of the Co-op, to better serve the owners, and strengthen our local food economy!

Our ambitious goal is to raise \$1 million in interest-bearing Class C shares by late spring of 2017. We are inching toward the final plans of the expansion project and we are assembling the final details of the financing package. The investment packet that we are building for your review will include a complete description of the program and important legal disclosures. VFC owners will receive an invitation in the mail to attend our Capital Campaign Launch and learn about Class C shares. We have also gathered a group of well-informed volunteers who will be available to discuss the investment opportunity and answer any questions.

Great things take time and we are making sure we have all the pieces in place for us to reach our goal successfully and smoothly. We can achieve our goal of expanding the Co-op when we receive strong financial support from our owners. I have seen firsthand that a community that invests in itself has much more success, identity, health and vitality, than one that puts its money elsewhere. The Viroqua Food Co-op is an excellent example of what a community can accomplish when we build commonwealth through community ownership.

Your confidence in the Co-op is a big part of our success. If you are interested in greater detail, we have several Board events coming up; check the calendar! Or reach out to our Board of Directors on our website, or contact me directly. Watch for more information on the Expansion Updates page of our website.

A Visit to Herb Pharm

By Erin Murdock, Wellness Buyer



Pictured (L-to-R): Mark Disharoon (educator & longtime employee of Herb Pharm), Melissa Fryar (NCG contest winner & employee of French Broad Food Co-op)

Join VFC Wellness Buyer Erin Murdock who recently won a trip to the Herb Pharm production facility and 80-acre organic farm located by the Siskiyou Mountains of Oregon.

Last August I was one of the lucky winners of a National Cooperative Grocers (NCG) Contest sponsored by Herb Pharm, which included a trip to their state-of-the-art production facility as well as their 80-acre certified organic farm surrounded by the Siskiyou Mountains in Oregon! The experience was top notch. I discovered I love the high desert and have returned to the Co-op with so much great information to share with my friends and customers!

There were many aspects of Herb Pharm that were impressive. I would like to share a few of my favorites.

The folks working there are magical, as one could imagine, and they offer a renowned herbaculture intern program. The Herb Buyer was definitely stellar! Our Pharm Guides were so passionate and knowledgeable about what they are doing. Even at 100 degrees, it was heavenly being guided on a plant walk through their 1.5-acre educational botanical garden. The relationship and connection between the farmers and the herbs were present for sure.

Each Herb Pharm employee I had the pleasure of meeting was delighted and proud to be a part of the Herb Pharm crew. It truly felt like a team. Wendy, Customer Service Manager and tour guide extraordinaire, was awesome in every way. Cold water was waiting for us each time she picked us up sweaty from touring the Pharm.

Herb Pharm grows over 70 of the 200 herbs present

in their rock star herbal product line as a way to ensure superior quality control while preserving at-risk herbs. This has earned them a Botanical Sanctuary status from United Plant Savers.

Herbs sourced from outside the Pharm are done so using a Global Personal Sourcing System developed by Herb Pharm. This ensures quality, purity, potency, as well as ensures each source adheres to sustainable agriculture methods and environmental stewardship. Their testing and purity screenings are performed upon receipt and prior to shipping. We witnessed their industry-leading practices when Pharm Interns delivered fresh catnip from a few miles away. It is apparent how serious Herb Pharm is when it comes to the ability to track items from the retail shelves back to the herb's seed or source. Traceability of herbs is extremely important, and they take it quite seriously!

The manufacturing piece of Herb Pharm is equally impressive. Herb Pharm is very proud of meeting, and exceeding, the FDA's Good Manufacturing Practices. We are so fortunate to have access to their products.

All of these pieces of the puzzle are so important to reassure me that I can trust Herb Pharm and every one of their products, from seed to shelf – and everywhere in between. I also feel confident calling Herb Pharm with any questions or concerns I may have.

Many thanks to Herb Pharm. The “Pharm” is just beautiful and I look forward to visiting again someday!

VFC News

We're changing our look, but not our commitment to living our mission

You already know how great our co-op is! We want everyone in our community to understand what makes the VFC different and why they might want to shop here. A new logo can help represent this visually.

We want to be welcoming and friendly to everyone, including people just starting to choose organic and

local. One way to do that is to update our logo. Although our current owners and shoppers know our logo, we've discovered it can be hard to read for those unfamiliar with our store.

We've been listening to you: We will be using what we've learned from owner surveys, written comments, and years of being your co-op to choose a logo that

is in the best interest of the VFC and our mission.

We're still the same co-op you know and love, we're just getting better at sharing our story with everyone.

Look for our fresh new look being introduced in the store soon!

Prairie Road Organic Seed now available at VFC

Every year is different and every growing season is different. Releasing our attachment to our expectations from the past allows us to flow healthfully into the future while being grounded in the present.

Gardening certainly grounds us and connects us to our food, this beautiful earth, our ancestors, and to the people who grow the seeds and plants.

This season Viroqua Food Co-op has added a new seed company to our already diverse organic seed rack. Alongside seed packs from our local

friends at Seed Savers Exchange, High Mowing Organic Seeds, and Fedco, you'll now find **Prairie Road Organic Seed**. Prairie Road, located in North Dakota, has been certified organic since 1978 and producing certified organic vegetable seed for organic seed companies since 1997.

Their manifesto states, "We strive to create an enduring agricultural system, providing for the life-health of the soil, microbes, plants, animals, and people in our community of place. We humbly recognize that we are a PART of nature



and not APART FROM it..."

As in past years, we have many varieties of organic seed potatoes and a continually stocked little greenhouse, which may be in a different location – depending on the expansion timeline.

Thank you for supporting the life-giving systems of organic agriculture through your purchases of organic seeds, plants, and produce.

Organic Valley & VFC sponsor Organic Agriculture SAE grants for high school students

A total of 37 Wisconsin FFA members from 27 different chapters have been awarded \$28,950 in Supervised Agricultural Experience (SAE) grants from the Wisconsin FFA Foundation.

The Wisconsin FFA Foundation awarded the 2016-17 SAE grants in five categories: aquaculture, dairy, livestock, organic agriculture and start-up. Successful candidates were chosen based on the level and scope of their SAE in accordance with their age, future goals and plans for the program, as well as financial need.

Through the SAE program, students

are able to create their own business or build career skills through an existing operation. They apply concepts learned in the classroom to real-world challenges and work experiences, learning valuable lessons from the outcomes.

To apply for a Wisconsin FFA Foundation SAE grant, students must complete a five-page application explaining their SAE program. Their FFA advisor also must submit a recommendation.

Organic Agriculture SAE grants are sponsored by Organic Valley/CROPP

Cooperative and Viroqua Food Co-op. Two \$1,000 grants were awarded to Jacob Schreiber of the Randolph Cambria-Friesland FFA and Zach Sirianni of Whitehall FFA.

Jacob Schreiber is using the SAE grant to start his own herd of organically raised beef by purchasing two heifers and a round bale feeder.

Zach Sirianni will use the funds to expand his fair swine project into a business. The grant will enable him to purchase organic feeder pigs, grain, forage and minerals, pasture rent, fencing supplies, and feed equipment.



Congratulations to Tiffany and Jimmy of Deep Rooted. Learn more about the P6 Microlending Initiative at <http://s.coop/1v82ze>



2017 Microloan Recipient

Deep Rooted

The recipient of the 2017 P6 Microloan is Deep Rooted, a local P6 farm! Owners Tiffany Cade and Jimmy Fackert operate a certified organic greenhouse outside of Westby. Deep Rooted is our primary supplier of local certified organic tomatoes May-October each year. In 2016, we purchased \$18,775 of produce from them.

Deep Rooted is receiving a one-year no-interest loan of \$3,500 to build a walk-in cooler at their farm. By adding a cooler to their operation, they plan to expand their certified organic production to include a wide variety of greens, vegetables, cut flowers, and increase quality and shelf life of their produce.

VFC is committed to supporting local, organic and P6 farmers and producers. Thus, the VFC Microlending Committee was excited to support Deep Rooted's cooler project, which helps a local P6 Producer grow their business while increasing access to local, organic produce for VFC's customers.

Congrats to Tiffany and Jimmy of Deep Rooted! We look forward to receiving even more local organic products from you soon.



Co-op Cooks

By Chelsea Brannan, VFC Assistant Manager Prepared Foods



Greek Lamb with Wet Rub

Prep Time: 10-15mins. Cook Time: ~3-3.5hrs Serves 4-6

- 1 3-4 lb. lamb shoulder roast
- 4 Tbsp fresh rosemary
- 4 Tbsp fresh oregano
- 1 Tbsp fresh thyme
- 3 Tbsp minced garlic
- 1 tsp salt
- ½ tsp black pepper
- ⅓ cup olive oil
- Zest of 1 whole lemon
- Juice of ½ lemon (reserve other ½ for yogurt herb side sauce)

1. Place all ingredients into food processor and blend until rosemary is well-minced and mixture comes together.
2. Rub mixture on all sides of roast, then marinate overnight in refrigerator.
3. Remove lamb from refrigerator and bring to room temperature for 1 hour.
4. Place lamb in roasting pan with roasting rack in bottom of pan. Cover with tightly sealed foil.
5. Roast in oven at 325° for 3-3½ hours or until internal temperature reaches 170°.
6. Remove from oven. Let rest for 5 minutes before carving.



Yogurt Herb Side Sauce

Prep Time: 10-15mins. Store up to 1wk. in refrigerator

This sauce can be made while lamb is in oven!

- 1 cup greek yogurt
- 2 Tbsp fresh dill, minced
- 4 Tbsp fresh mint, minced
- 3 garlic cloves, minced
- 2 Tbsp olive oil
- Juice from ½ of reserved lemon
- Salt & black pepper to taste

1. Stir all ingredients together in small bowl
2. Set aside for minimum 1 hour, up to 3 hours, to allow flavors to develop.

For dinner, this lamb and side sauce serves well with roasted potatoes tossed in olive oil, salt & pepper, and a little oregano.

Additionally, try the leftover lamb and sauce on grilled flatbread for lunch the next day.

Ramps 101: Wild Things

What it tastes like:

Ramps, also known as wild leeks, have a unique taste that can best be described as a mix of its allium-family relatives, which include onions, shallots, scallions, leeks and garlic. Young ramps have a stronger flavor than more mature ramps.

Where & when to find them:

This springtime wild veggie is one of the first local foods in the produce case each spring. They are only available for about a month each year, typically from mid-April to mid-May. Their availability can shift depending on how quickly or slowly spring arrives. When they are in season, you can purchase them from farmers markets or at your local food co-op.

How to cook them:

The entire ramp is edible! Use the ramp greens in a fresh salad or pesto to give it an allium-y punch. The bulb and stems can be used in place of onions and garlic in any dish.



Pro tip:

Ramps are a wild food. Lucky for us, the Driftless region is home to many mature maple forests that are full of ramps. Harvest your own! Check out this step-by-step guide available on Edible Madison's website to learn how to sustainably harvest ramps: ediblemadison.com/articles/view/ramps-part-2

Ramp Pesto

Prep Time: 10-15mins. Store 1wk. in refrigerator; Also, preserve up to 1yr. by freezing in freezer-safe container or ice cube trays. Let thaw prior to use.

- 1 bunch of ramp, roots removed and roughly chopped
 - 2 oz. spinach
 - ¼ cup parmesan, grated (optional)
 - ½ cup pumpkin seeds, sunflower seeds, or walnuts
 - ¼ - ½ cup Driftless Organics sunflower oil
 - Salt & pepper to taste
1. Add ramps, spinach, cheese (if using), seeds or nuts, and salt & pepper to food processor. Pulse until all ingredients are roughly chopped.
 2. While processor is running, slowly add oil until pesto is fully mixed and creamy.
 3. Salt & pepper to taste.

This delicious springtime pesto adds an oniony kick to any dish. We love serving it with pasta, on sandwiches, or in dollops on pizza.



Meet the Allium Family



Allium is a genus of monocotyledonous flowering plants that includes: 1. chives, 2. garlic, 3. leek, 4. cultivated onion, 5. scallion, 6. shallot as well hundreds of other wild species. Plants of the Allium genus produce chemical compounds that give them a characteristic (alliaceous) onion or garlic taste and odor. Not all members

of the Allium genus are equally flavorful. In most cases, both bulb and leaves are edible and the taste may be strong or weak, depending on the species and on the amount of sulfur in the soil. In the rare occurrence of sulfur-free growth conditions, all Allium species lose their usual pungency altogether.

Calendar of Events

For VFC event details, visit our website calendar: viroquafood.coop/about/events

March 2017

Savings for Owners

Owner Discount Days

15% off Mercantile Department

March 7-9

1% Wednesday on behalf of Vernon Trails

1% of sales go to Vernon Trails, a nonprofit organization committed to developing and maintaining sustainable roadways and trails, while continuing to create access for human powered users.

Wednesday, March 8



VFC Board Event

Coffee with the Board

Free coffee & scones with the VFC Board. Stop by and share your ideas pertaining to the Co-op's expansion project.

Saturday, March 11, 9-11am

Location: VFC Deli Seating Area

In-store Savings

Wellness Wednesday

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

Wednesday, March 15

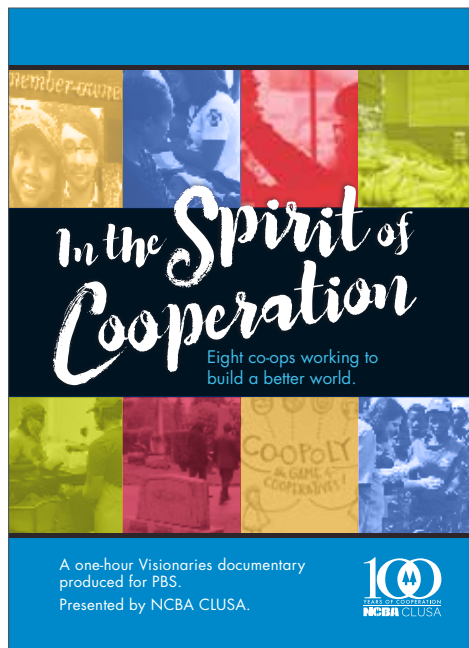
Free Film Screening In the Spirit of Cooperation

Celebrating 100 years of cooperatives that build a better world, this film features seven co-op stories including Seattle, Western Massachusetts, Mississippi, and international projects in Mozambique and East Timor. 60 mins.

Thursday, March 16, 6:30-8:30pm

Location: The Ark, Viroqua

Short discussion following the film.



A one-hour Visionaries documentary produced for PBS.
Presented by NCBA CLUSA.



In-store Event

P6 Tailgate Party

see next page for details

Saturday, March 25, 11am-3pm

Location: VFC Parking Lot

April 2017

Driftless Folk School Class Fruit Tree Grafting

Come learn the magic of fruit tree grafting! Learn to make your own apple trees at a fraction of the cost of purchasing them and the tools to clone any apple tree you happen to fancy.

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

Location: Gays Mills

driftlessfolkschool.org

Savings for Owners

Owner Discount Days

15% off Cheese Department

April 4-6

1% Wednesday on behalf of WDRT

1% of sales go to Driftless Community Radio, a non-commercial, volunteer-run, educational radio station in the Driftless.

Wednesday, April 12

In-store Savings

Wellness Wednesday

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

Wednesday, April 19

Driftless Folk School Class Build a Solar Dehydrator

An introduction on solar dehydrating principles and techniques. Participants will construct their own solar dehydrator based on the design of noted homesteaders Larisa Walk & Bob Dahse

Saturday, April 29, 9:00am-4:30pm

Location: Viola, WI

driftlessfolkschool.org

May 2017

Savings for Owners

Owner Discount Days

15% off all Body Care products

May 2-4

1% Wednesday on behalf of Passages

1% of sales go to Passages, providing safety and support for domestic violence and sexual assault survivors. Serving Vernon, Richland, Sauk, Iowa, Grant and Juneau counties, with an emergency shelter and 24-hour crisis line.

(800) 236-4325

Wednesday, May 10

In-store Savings

Wellness Wednesday

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

Wednesday, May 17

wellness wednesday
10% off



P6 Tailgate Party

Saturday, March 25, 11am-3pm
VFC Parking Lot

The marking of this year's 5th Annual Principle Six (P6) Tailgate Party means a few things... It means spring must be around the corner, but it also means we get to host our latest and greatest local producers! We have a fun line-up of our favorite P6 Producers joining us in our parking lot, under a big heated tent, sharing free samples of the foods they produce and information about their businesses. The VFC Deli will be hosting our first P6 Grill Out of the year, surely featuring their favorite P6 foods. This is a family-friendly event that's fun for all. Be sure to come to take advantage of the one-day sale.

10% OFF all products sold by attending P6 Producers!

Sign up to win a basket full of donated P6 Products!

Grill Out featuring P6 foods!

Free samples from attending P6 Producers:

- Knapp Creek Farm
- Small Family Farm
- Wisco Pop!
- Austin's Rush Creek Farm
- Farmer Direct
- Potosi Brewing Company
- 249 Brand
- Crème de la Coulee



1% Wednesday

We donate 1% of the store's total sales to the top owner-selected nonprofit organizations in our community on the 2nd Wednesday, every month!



DECEMBER 2016

Pleasant Ridge Waldorf School

Outreach Coordinator
Bjorn Bergman presents
a donation of \$373 to
PRWS Development Director
Mary Christenson.



JANUARY 2017

Bethel Butikk Food Pantry

Bjorn Bergman presents a
donation of \$516 to
Pastor Gary Daines of the Bethel
Butikk Food Pantry.



FEBRUARY 2017

K-GAP Kickapoo Guatemala Accompaniment Project

Bjorn Bergman presents
a donation of \$344 to
Connie Vanderhyden of KGAP.

Find out how to get your local nonprofit nominated for the 1% Wednesday donation program by visiting our website:
viroquafood.coop/community-outreach

Release. Unwind. Align.

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Myofascial Release & Craniosacral Therapy

Keren Lee Orr, LMT, NCETM
222 N. Main St., Viroqua 608.638.2232
Online scheduling! www.unbind.us

Anxiety - Depression - Relationship Conflict
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