

THE WHEATSVILLE BREEZE

A PUBLICATION OF WHEATSVILLE FOOD CO-OP • 3101 GUADALUPE, AUSTIN, TEXAS 78705

Annual
REPORT

HOLIDAY
Gift Guide

Thanksgiving
Meals

WHEATSVILLE WELCOMES OUR NEW GENERAL MANAGER

By the Wheatville Board of Directors

The Wheatville Board is pleased to welcome **Mark Jacob** as our new General Manager, effective April 15, 2020. Mark is passionate about people, community service, inclusion and diversity, and operational excellence. He was drawn to Wheatville because of our values-driven culture and he brings to us an interesting wealth of skills.

Mark grew up in East Texas and began working as a front-end grocery clerk at a young age. He built his grocery skills working for a regional Texas chain, working in all departments and eventually becoming the director of store operations for 16 retail locations with annual revenue of \$480MM.

He has extensive experience leading multi-unit operations at a regional level in both the housing and retail (food) sector. He looks forward to moving into a scale of operations where he can have more direct involvement in cultivating staff and supporting their individual success. The Board is especially excited about Mark's experience with inclusion and diversity efforts. Inclusion and diversity are a very personal issue with Mark and he has demonstrated

leadership in a variety of ways, such as working closely with city mayors in Ohio on programs to promote equality & social acceptance for LGBTQ people in conjunction with the 2014 Gay Games, and leading the development of affinity groups (Hispanic/Latino, African-American, LGBTQ, veterans, and women) in an 11-state region.

Mark is also deeply passionate about food access, and we look forward to how he will deepen Wheatville's engagement in addressing these major issues within the broader Austin community.

Mark has organized large volunteer efforts around parks cleanup and restoration (Denver, CO), created and led annual Focus on Hunger events that supported several major cities in the US with thousands of volunteer hours and over \$100,000 in donations, and has personally participated every year since 2002 in the Relay for Life and since 2008 in the Race for the Cure.

Mark has been married to his wife Marleisha for 20 years, and they have two sons (Aaron who is 17 and Alex who is 13) and two dogs. They love the outdoors and spend most of their spare time engaged in basketball, supporting Aaron and Alex, who are both competitive athletes.



Please join us in welcoming Mark to the Wheatville family!



STAFF TOP 10 FAVORITES

BY MAX BROWN
STORE RECEIVER



BUFFALO
POPCORN TOFU



903 BREWING
TRASH CAN PUNCH



GRILLO'S HOT
PICKLE SPEARS



COTTONWOOD
AGED CHEDDAR



SPINDLETAP
HOUSTON HAZE



PROMISED LAND
STRAWBERRY MILK



KITE HILL
RAVIOLI



BOULDIN FOOD
FOREST ARUGULA



TERRA ROOT CHIPS



NATURE'S PATH
FROSTED PASTRIES



CATERING ORDERS



LET OUR DELI COOK FOR
YOU FOR THANKSGIVING!

- Please email catering@wheatsville.com to place your order. We are happy to answer any questions that you may have!
- We kindly ask that you place your order at your earliest convenience. All orders require 48 hours notice.
- All prepared food will be cold at the time of pick-up. Requests for hot food may be accommodated for an additional charge.

- Orders for holiday side dishes will be accepted for quantities of 2 lbs or more. Smaller quantities of these items will be available for pickup in our Grab & Go cases.
- Delivery may be available for orders of \$250 or more through Tuesday, November 24. Delivery fees start at \$20.
- Our stores are mixed-use facilities that use flour, soy, tree nuts, milk and other possible allergens in all parts of our kitchens.



Vendor Spotlight

SIETE FAMILY FOODS

by Niki Nash, Grocery & Wellness Director

Interview with Veronica Garza - Siete, Co-Founder & President

WHO, WHEN AND WHY DID YOU START SIETE FAMILY FOODS?

Siete was formed when my family and I embarked on a health journey that included exercising together and adopting a low-inflammation, grain free diet, to help alleviate the autoimmune conditions I had been experiencing. As a Mexican-American, I grew up eating tortillas on a daily basis, and I have many wonderful memories of visiting my grandmother, always being welcomed with a batch of homemade flour tortillas. Eating gluten free and grain free meant that all tortillas were literally off the table for my family and me. While this may seem trivial, it wasn't for us. In a way it felt like we were excluded from a part of our culture that we loved, being able to partake in delicious Mexican food. To fill this "tortilla void," I experimented in the kitchen and developed a tortilla that we could eat. Over the next few years I modified the recipe numerous times, producing the first product we put to market, a grain free, gluten free, almond flour tortilla. I made them on weekends for many years, sharing them with my family and friends. In 2014 my family and I decided that we wanted to share our tortillas with more people outside of our circle of family and friends, so we found a buyer (Wheatsville!) for our products and started a business.

WHAT MAKES YOUR CHIPS & TORTILLAS DIFFERENT FROM OTHERS ON THE MARKET?

We make grain free Mexican-American food, utilizing nutrient dense, real food ingredients as much as possible. Our tortillas are currently made with ingredients such as almonds, coconut flour, cassava, chia seeds, coconut oil, and avocado oil. Our tortilla chips are made with cassava and coconut flour and cooked in avocado oil. All of our products have been created because they filled a void either in our own diets or for our core consumers. We sell products that we love to eat and hope that our customers feel the same way.

ARE SIETE TORTILLAS AND CHIPS VEGAN? NON-GMO? PALEO-FRIENDLY?

At Siete we try to make products that are as inclusive as possible. We've designed our products to allow people with a variety of diets, dietary restrictions, and backgrounds to gather around the table to enjoy Mexican-American foods. Currently, all of our products are gluten free, grain free, vegan-friendly, paleo-friendly and verified by the non-GMO Project.

HOW DID YOU CHOOSE YOUR INGREDIENTS?

With all of our products, taste and quality are paramount. We care about what we put in our bodies and, because of that, we've gone to great lengths to scrutinize and carefully select every ingredient that goes into our products. I personally oversee all of our product development and spend the majority of my time testing the perfect combination of ingredients and finding the best partners to source ingredients from, all to offer our customers products we can be extremely proud of.

WE KNOW THAT THERE IS A STORY ABOUT SIETE GETTING STARTED WITH WHEATSVILLE. CAN YOU TELL US ABOUT THAT?

After years of making an almond flour tortilla for friends and family out of my kitchen in Laredo, Texas, we decided to turn a recipe into a business. In 2014, I made a batch of tortillas, put them in a ziplock bag, and drove from Laredo to Austin to approach the buyer at Wheatsville Food Co-op. The grocery buyer loved them and asked how soon they could start selling them. We had no business, no brand name, and no idea how to start a food business. My mother, brother (Miguel), and I joined forces and within a couple of months had our first product on the shelves. We started off by renting space at a commercial kitchen in Austin, driving up from Laredo every weekend to make tortillas by hand and then deliver them to Wheatsville. Since then the rest of my family members have come onboard to help move Siete along on its mission to becoming a healthy Mexican American food brand.

WHAT'S IS YOUR FAVORITE THING ABOUT WHEATSVILLE?

Before starting Siete Family Foods we had zero experience in the food industry. Wheatsville was instrumental in helping us get our start. Knowing we were just getting started as a business, the buyer provided guidance on many of the steps we had to take to get our products on the shelf. We love the warm, welcoming feel we get when walking into Wheatsville as customers and now as vendors/partners that have the privilege of selling our products to their customers.

MINI BUÑUELO NACHOS

INGREDIENTS

- 1 bag Mini Buñuelos Cinnamon Crisps
- 5 strawberries, sliced
- ½ cup blueberries
- ½ cup chopped pecans
- ½ cup dairy free chocolate chips
- Sweet Cashew cream sauce
- 1 cup cashews
- ¾ cup water
- ½ tbsp maple syrup
- ½ tbsp lemon juice
- Pinch of sea salt

DIRECTIONS

Spread mini buñuelos on plate. Make sweet cashew cream sauce by adding cashews, water, maple syrup, lemon juice, and salt to blender and blend on high for about 1 minute or until sauce is smooth. In a microwave safe dish, melt chocolate chips at 30 second intervals, until fully melted. Drizzle cashew cream sauce over mini buñuelos. Drizzle chocolate sauce over mini buñuelos. Top mini buñuelos with pecans, strawberries and blueberries. Top mini buñuelos with a dollop of dairy free whipped cream at center of plate.

For three generations, the seven (siete) members of our family have honored the tradition of making buñuelos each Christmas and New Year's Eve. We bake piles of buñuelos for the whole family to share, breaking off a piece as we pass them around the table, while listening to our favorite holiday music, and pouring mugs of coffee and hot chocolate. It means the world to our family to be able to pass down this tradition to you during our favorite time of the year.





by Sal Mendivil, Store Director



AUTUMN

Well...it's Autumn in Texas and that means the temps are below 90! Welcome to fall in the Texas Hill Country. Seriously though...for a spectacular Pairing try the following: Gotta start with your all around traditional water cracker from Field Day. Its organic and the base for your delectable appetizer! Now for the cheese...the Port Salut cheese, which is a semi-soft pasteurized cow's milk cheese from Pays de la Loire, France. It's got a distinctive orange rind, don't be put off by the smell—which can be strong because it's a washed rind cheese (which gives it its unique orange rind). It will have a relatively mild flavor—savory and slightly sweet. To really bring out that sweet, buttery, almost brie like taste out of the Port Salut you must pair this delightful cheese with a dark Saison specifically the Sordid Nature Dark Saison, a farmhouse ale brewed by Roughhouse Brewing (San Marcos, Tx). Sordid Nature is wine-like with a soft acidity, it has a rich body with a subtle roast aroma and a warm finish.



THANKSGIVING

Time to give thanks for some Rosé and goat cheese! Let's start with our very own BakeHouse Sourdough Rosemary Bread, made with organic flour, fresh rosemary and sea salt. Next, spread some Celebrity honey goat cheese over your slice of our Sourdough Rosemary bread (toasted if desired). This delectable item is made from 100% pure goat's milk, honey, and sea salt. The rich honey adds a touch of tradition paired with a simple sweetness. Now, wash it down with an extraordinary find from Italy, an organic Rosato (Rosé) produced by Moncaro Estates. This spectacular find is made with organic grapes from the Marche region in Italy and is produced by a cooperative of wine growers that have been producing phenomenal wines since 1964. The wine is a great accompaniment to our cheese and bread as it has a rich and fruity body. It's fruity to the nose but fresh and light to the palate. This rare Rosé blend is a must have this holiday season.



WINTER

Let's finish this year off and start 2021 with an absolute stellar pairing of a rustic bread, brie, and sparkling wine. To start, our base will be our Bakehouse made in store Rustic Olive Loaf, made with organic unbleached flour, Kalamata olives, and sea salt... so good! Wait, it gets better. Now we spread some President Brie on it. This brie is a classic soft-ripened cheese. It carries a subtle yet totally brie characteristic flavor which is rich, buttery, and so creamy! Now we compliment this with an amazing sparkling wine from Argentina! Riojana Sparkling wine (a co-op exclusive!) is elegant in its light and greenish tones. Its small bubbles that rise up your wine glass with a delicate floral fragrance and a touch of citrus tones. It has a good acidity and delicate sweetness to it which creates such an extraordinary and refreshing experience on your taste buds.

**YOU CAN FIND ALL OF THESE WONDERFUL AND AMAZING PRODUCTS IN OUR STORES!
STOP "BUY" AND SAY "HI" AND INDULGE YOURSELF IN ANY OF THESE PAIRINGS. HAPPY HOLIDAYS!**

LOCAL & FAIR TRADE HOLIDAY GIFT GUIDE

by Cody Atkins, Category Management Coordinator



LOCAL

It's more important than ever to support the local businesses that make Austin such a unique and great place to live. We've always been a hub for the community to find emerging local brands, of which many go on to achieve recognition on a national scale. However, that arc of fortune may not have been possible if they didn't have a successful launch here at Wheatsville and that's where you come in: By supporting businesses here at Wheatsville you help our local workforce and economy to survive this current period of uncertainty and ensure that we'll still be around, helping launch local brands, for another 45 years!



A WILD SOAP BAR & AUSTIN NATURAL SOAP

It's hard to beat receiving a bar of high-quality, locally-made soap in your stocking. Both of these brands feature local plants and places on their products and are made with natural oils that leave your skin feeling soft and clean.



LUNA TIGRE

These artisan candles are hand-produced right here in Austin in small batches from 100% soy wax, high quality oils, and cotton papercore wicks. The Hill Country Christmas scent is our most popular candle of the season and makes a great gift for yourself



FINE SOUTHERN GENTLEMEN & AUSTIN BLANKS

Our favorite local screen printers have some awesome shirts with a wide array of designs. In addition to shirts, Austin Blanks also have enamel pins, postcards, and even playing cards featuring historic local imagery and landmarks.

FAIR TRADE

It warms our hearts that Fair Trade continues to grow and is one of the top certifications that people are looking for. When you choose Fair Trade, your dollar goes further to improve the lives of people and communities that may have otherwise been exploited. Fair Trade offers these communities a chance to improve their own conditions by providing a fair price for goods and provides safer working conditions. At Wheatsville, we strive to offer a robust selection of Fair Trade goods year-round. Here are just a few brands that we like to highlight during the holiday season:

LUCUMA

The artists of Lucuma have been crafting gourd art for hundreds of years. Based in the same Andean region that Andes Gifts come from, Lucuma's illustrative gourds take the form of boxes, figurines, ornaments, and bird houses.



MATR BOOMIE

Matr Boomie is an Austin-based company AND their products are certified fair trade. Now that's a mash-up we have been proud to partner with for the past decade! Their in-house design team produces contemporary designs that are both high quality and affordable. This season you will find a full array of jewelry, gift wrap, ornaments, bells, chimes, and stockings!



ANDES GIFTS

Andes Gift are produced by artisan cooperatives in Peru and Bolivia. Their Animal Hats for kids and adults remain one of our most popular gifts year after year! Most of their items are made with alpaca yarn which is compared to cashmere in terms of weight, warmth, and softness.



PROJECT GENIUS

Based just north of us in Round Rock, Project Genius is focused on the curation of quality puzzles, timeless designs, and modern sophistication. By designing their puzzles with the utmost attention to detail in mind, you will be just as happy to display these puzzles as you will be to play them!



HOLIDAY TURKEYS & HAM

by Jaime Martinez, Meat & Seafood Manager



WELL HELLO AGAIN!!!

It's your friendly local meat department reminding you to SUPPORT LOCAL and allow Wheatsville to provide you with the very best holiday dinner ingredients! This year has been a rollercoaster of a year and your family deserves the best holiday proteins available! The holidays have always been a time of year when we come together, celebrate and give thanks with those special ones in our lives and what better time to do this than now! Whether you are a die-hard turkey fiend or like to change it up with local Wagyu beef Wheatsville can provide you with the personal service your special meal deserves.

Turkeys have long been the traditional center of plate protein during the holiday season. Wheatsville features Natural, NON-GMO project verified turkeys, Certified Organic Turkeys, Heritage Breed Turkeys, Local Pasture Raised turkeys, House Brined Turkeys and even fully cooked turkeys!

If you like variety, like me, Wheatsville also has a large array of Local Wagyu roasts/steaks, sustainable seafood, local pork and local lamb options that can make your holiday meal one to remember. So stop by your true local grocery store and let one of my knowledgeable Meat department staff members help you plan the meal of the year!

All of our Turkeys are Hormone Free, Antibiotic Free and Vegetarian fed. They are also part of the Non-GMO project.

LOCALLY RAISED TURKEYS - LIMITED SUPPLY WHITEHURST HERITAGE FARMS BROAD BREASTED WHITES

Brenham, Texas

Whitehurst Heritage Farms is a true Texas Family Farm owned and operated by Michael and Leslie Marchand and their children. Whitehurst Heritage Farms started in 2014 in 2017 when they were able to purchase land near Brenham, Texas and have been there ever since. Farmer Michael grew up visiting his grandparent's farm near Longview, Texas and has always had a natural connection to animals. Michael has been featured on TEDx Sugar Land speaking about improving your farm to table food intelligence. In 2018 Whitehurst Heritage Farms won a Local Hero Award for the farm category because of their commitment to using rotational grazing and organic practices to raise animals. These methods mimics animal's natural patterns in nature. Wheatsville is very excited to offer Pasture Raised Broad Breasted Whites from Whitehurst Heritage Farms! Make sure you reserve these special order only turkeys today!

BEST VALUE MARY'S FREE RANGE NATURAL AND ORGANIC TURKEYS

Both fed a Non-GMO vegetarian diet.

HERITAGE TURKEYS – *Supply limited*
A uniquely American turkey, the authentic Heritage Turkey is the turkey that our forefathers knew and cherished. The Narragansett, the oldest United States turkey variety, and the Bourbon Red are the two varieties that are considered Heritage turkeys. These turkeys can fly and still roost in trees. They have naturally darker meat, larger thighs and smaller breasts. This can cause changes to the cooking times so we recommend a thermometer to cook that turkey to perfection.

ORGANIC & NATURAL TURKEY BREASTS
These are smaller which make them great for extra guests or instead of a whole bird for a smaller dinner group.

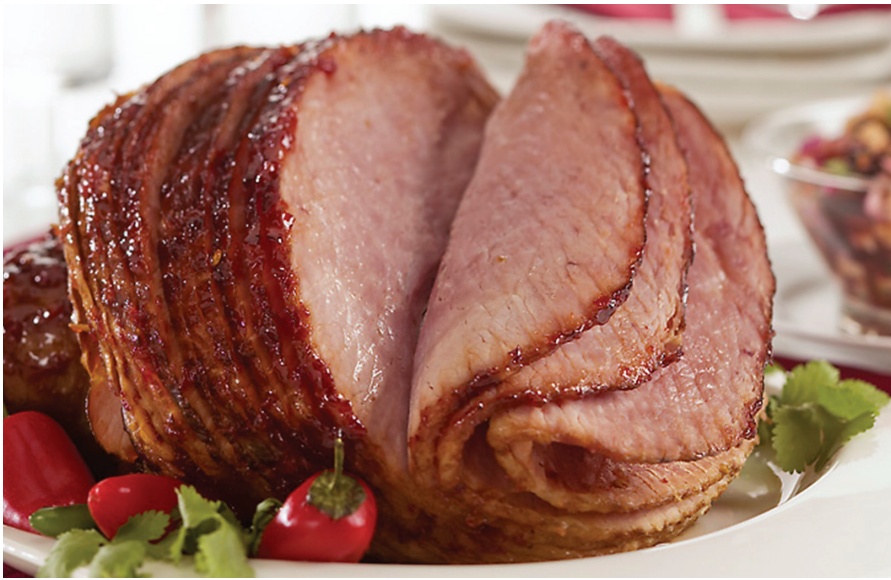


FERNDALE SMOKED TURKEYS

This family farm from Cannon Falls, Minnesota prides themselves on a three generation family tradition of providing the very best free-range turkeys. Perfect for a heat and eat dinner!

BRINED IN HOUSE TURKEYS

This year we are excited to offer in house brined turkeys! These turkeys will be brined in a special blend of herbs and seasonings that will make your holiday bird the talk of the party! These brined birds will be prepared to order and will be extremely limited so make sure you reserve your juicy brined bird today!



STAFF SPOTLIGHT MAGGIE FONTENOT



LOCAL HOLIDAY HAMS

Hormone and Antibiotic free | Vegetarian Fed

PEDERSON'S NATURAL FARMS

Pederson's hams are produced in Central Texas and come from self-sustainable family farms that not only raise their own hogs but also grow their own grain to feed their animals. These hams are great choice for the taste of Texas. Supply is limited, so order early.

NO SUGAR SPIRAL SLICED BONE-IN SMOKED HAMS

Paleo-friendly pork is a great choice for that large family setting or for plenty of leftovers.

NO SUGAR SPIRAL SLICED BONELESS SMOKED HAM

Paleo-friendly pork. Add your own glaze to bring the flavor of your home to this fine ham.

BEELER'S PORK SPIRAL SLICED HAMS

Beeler's Pork is a new addition to our Holiday Ham line up this year. Many of our sister co-op's around the country use these wonderful hams and rave about the hams simple and robust flavor. Beeler's prides themselves with using only 4-5 ingredients in their products and using pork that never has antibiotics, growth promotants, ractopamine, no nitrites or nitrates added, msg, phosphates or gluten.

WHAT'S YOUR HISTORY WITH WHEATSVILLE?

I have memories of shopping at the Co-op as a little girl. My career at Wheatville began in early spring of 2016. I have worked in the deli department ever since.

WHERE ARE YOU FROM AND WHEN DID YOU COME TO AUSTIN?

My family has deep roots in Austin Texas going back as far as my great-great grandmothers who was born in south Austin in the late 1800s.

WHAT IS YOUR FAVORITE PRODUCT AT WHEATSVILLE?

My favorite product at Wheatville is the True Blue Tonic made by D Chi Kitchen. I like to use this fire cider for season immune support, or when I feel something coming on.

WHAT IS YOUR FAVORITE PLACE TO GO IN AUSTIN?

I have so many favorite places to go in South Austin it's hard to pick. In my free time I like to take my three Dachshunds to Barton Springs to take a dip or spend the afternoon at Radio Coffee listening to bluegrass with my wife.

TELL US SOMETHING ABOUT YOURSELF

THAT PEOPLE MAY NOT KNOW

I'm passionate about traveling. I'm particularly fascinated with the Amazon rainforest and the beauty it holds. As the lungs of our planet, I feel a deep reverence and appreciation for this part of our world.



KEEPING IT WEIRD THINKING OUTSIDE THE BOX!

LOCAL AKAUSHI WAYGU BEEF

- Kick up your holiday meal with any of these cuts of local Waygu beef.
- We will offer boneless ribeye roasts, boneless ny strip roasts and Waygu tenderloin. These will be cut to order only so please place an order as soon as possible!!

DEWBERRY HILLS SMALL CHICKENS

Jane and Terry Levan have long been the standard for local vendors here at Wheatville. Jane and Teres commitment to providing outstanding poultry and affordable processing to Central Texas farmers helps keep us closer to the food that keeps us fed.

Small Chickens or Jane's Cornish hens are a perfect serving size for 1 person and can be prepared so many different ways!



STAFF TOP 10 FAVORITES

by Alissa Ziemianski
Store Director - Guadalupe

These are 10 things I absolutely LOVE, but not necessarily my "top" 10. If you asked me tomorrow, I would have a different list.



DELI-MADE GARDEN BAGEL SANDWICH

(Comes with a local Rockstar bagel, cream cheese and choice of veggies) My #coophack is toasted everything bagel, plain cream cheese, red onions (extra), tomato, jalapenos and add bacon. I could eat this every day.



PAQUI FIERY CHILE LIMÓN TORTILLA CHIPS

Dip these in sour cream and prepare to be flavor blasted.



BAKHOUSE-MADE CASHEW BUTTER COOKIES

Chewy crunchy heaven.



YELLOWBIRD HABANERO SAUCE

This goes on EVERYTHING.



LARABAR CASHEW COOKIE

I keep these in my glove compartment and my soccer bag for a quick snack on the go. Cashews and dates are only 2 ingredients



WHEATSVILLE-FRESH GRAPEFRUIT JUICE

Sweet and tart boost of energy in a bottle.



DELI-MADE LIL CHEDDARS

I'm a lazy food lover, so our ready to eat hot meals are perfect. These baby meatloafs come with 2 sides.



HIMALAYA HERBAL ASHWAGANDHA

We can all use a boost in brain function and support with stress these days.



CELESTE'S BEST CHOCOLATE CHIP COOKIE DOUGH

Vegan ready to bake cookie dough. Me, a tub of this, a spoon and a good movie (perhaps Xanadu) is all this girl needs pretty much any night of the week. I actually baked the cookies once about 10 years ago, and they were really good as well.



WATERLOO SPARKLING WATER

My fav is peach, but I'll drink any of them. My #coophack is to mix flavors for a refreshing mocktail. Peach and coconut is the best in my opinion.

WHEATSVILLE LAUNCHES NEW CURBSIDE SERVICE

by **Nick Conn**
Marketing Director

A lot of grocers offer curbside pickup but often they fall short on service. Why? Because they don't have a "Picky Produce Picker Outer." Well we do! They are our knowledgeable staff and they do all the shopping for you! Unlike other services our staff knows Wheatville best and if you select it, they will contact you if there are complications with your order.

Last summer we rolled out our new Wheatville Curbside service to quite a bit of fanfare. Many Owners had repeatedly asked for it. When we first started the planning process we knew we wanted to do things a little differently than what third party services have been offering. We had heard from many customers that although these services were helpful they lacked certain aspects of service that people had come to expect from Wheatville. We aimed to change that.

First we wanted to make sure that our in store sales were reflected in our curbside service. Many third party services simply couldn't do it. We made it work. Now when hard squash or Bakehouse pies are on sale in the store, they are on sale in curbside too. It doesn't stop there either. Anyone can use it but members get special savings like their Owner Perks. Already Owners have received 10% off a one time shop and 25% off vitamins and supplement coupons right in their Curbside order.

We also wanted to make it easy to use. All of the quality products that you have come to depend on Wheatville for are right there. Delicious house made items like Popcorn Tofu and our fresh squeezed juices are just a click away. We even made sure to include a shopping list option to help you streamline your next order. Want to see what you had in your last order? Owners have that ability too. All the products that you previously order are right there for the next time you need them.

Are you interested in trying our Curbside? Now is a great time to check it out. We currently have no service fee. Visit us at:

shop.wheatville.com

WHEATSVILLE
CURBSIDE



Let us **SHOP** for you!

Order **ONLINE**
Pick up **CURBSIDE**



BENEFITS INCLUDE:

- Sales prices honored
- Order fulfillment by Wheatville Staff
- Currently no service fee
- Beer and wine available

OWNERS

BENEFITS INCLUDE:

- Owner Deals and Perks
- Transaction history
- All shops go to your patronage refund





We talk a lot of turkey at this time of year, but the Thanksgiving meal is a whole lot more than just the bird. Count on the Wheatsville Deli to provide you with all of the delicious trimmings you need for the complete Thanksgiving feast. We will also offer online preorders of individual family-sized side dishes so that you can customize your table hassle-free!



FOR STARTERS

GARLIC CHIVE CHEDDAR CHEESEBALL

Made without gluten ingredients
A Wheatsville classic! A blend of five cheeses, garlic, and green onions, rolled in fresh parsley and dusted with paprika. Great with Bakehouse crostini or thinly sliced baguette.

VEGAN CHEEZBALL

Made without gluten ingredients
A base of blended cashews, mixed with savory ingredients such as miso and nutritional yeast and lots of fresh herbs. Amazing with an assortment of fresh vegetables!

VEGAN WALNUT PECAN PATE

Made without gluten ingredients
This delicious spread of tofu, nuts, and spices is so rich, you won't believe it's vegan!

SPINACH FETA DIP

Made without gluten ingredients
This dip is chock-full of chopped spinach and feta cheese and brightened with a nice hit of lemon zest. A staff favorite!

ON THE SIDE

GREEN BEAN CASSEROLE

Made without gluten ingredients
Our version of the classic green beans in a rich herbed Parmesan sauce, topped with crunchy slivered almonds. Suitable for low-carb diets!

VEGAN GARLIC MASHED POTATOES

Made without gluten ingredients
Super creamy Yukon Gold potatoes smashed with lots of sautéed garlic.

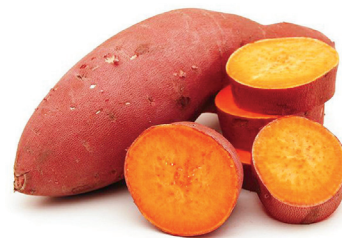


VEGAN ROASTED GARLIC CAULIFLOWER MASH

Made without gluten ingredients
A delicious low-carb alternative to mashed potatoes for your Thanksgiving table.

VEGAN CORNBREAD STUFFING

Our own Bakehouse Vegan Cornbread combined with classic aromatics and herbs and moistened with vegan "chicken" broth.



VEGAN COCONUT MASHED SWEET POTATOES

Made without gluten ingredients
Sweet potatoes, coconut milk, brown sugar, and a touch of salt.



VEGAN CRANBERRY ORANGE RELISH

Made without gluten ingredients
This unique chunky sauce is the perfect sweet-tart blend to complement any holiday dish. Also delicious over ripe Brie as an appetizer.

HOLIDAY HELPER BAG

Everything but the bird! A classic menu of garlic mashed potatoes, coconut mashed sweet potatoes, mushroom gravy, cornbread stuffing, and cranberry orange relish. Available by online preorder.

VEGAN MUSHROOM GRAVY

Our top seller! This thick rich gravy is packed with mushrooms, onions, carrots, and herbs—perfect on turkey, potatoes, stuffing, well, just about everything

INSTEAD OF TURKEY

VEGAN TOFURKY WITH MUSHROOM GRAVY

We take a Tofurky roast and smother it in our amazing vegan mushroom gravy. A great alternative for non-meat eaters.

VEGAN QUINOA CASHEW LENTIL LOAF

Made without gluten ingredients
This hearty loaf is packed with protein-rich ingredients, veggies, and spices—a terrific and tasty option for those with dietary restrictions.



LATKES FOR HANUKKAH

Potato Latkes are savory pancakes that were originally made with ricotta cheese—it wasn't until potatoes were widely planted in Eastern and Central Europe during the 1500s that latkes evolved to the crispy potato cakes that are now so beloved!

Latkes taste their very best when made fresh and eaten immediately, but you can make them ahead and freeze them for up to two weeks. Slightly underfry the latkes, then cool and freeze in a single layer (once frozen, they can be put into freezer bags or wrapped in foil). Reheat them in a 375 degree oven for about 15 to 20 minutes, flipping once. Sour cream and applesauce are traditional accompaniments.

CLASSIC POTATO LATKES

Makes about 3 dozen | *Adapted from the New York Times*

Ingredients

1 pound russet potatoes, scrubbed
 1 large onion
 2 large eggs
 ½ cup matzo meal or flour
 2 tsp. coarse kosher salt, plus additional fine salt for sprinkling
 Freshly ground black pepper to taste
 Neutral oil such as canola or safflower for frying

Method

Using a coarse shredding disk on a food processor or the largest holes on a box grater, grate potatoes and onions. Transfer mixture to a clean kitchen towel and squeeze and wring out as much moisture as possible. You can also use a salad spinner to help with this process. Quickly transfer potato onion mixture to a large bowl and mix in eggs, matzo meal, and salt and pepper.

Heat a large heavy skillet over medium-high heat and add about ¼ inch of oil. The oil is hot enough when a drop of batter sizzles immediately when dropped into the pan. Working in batches, drop batter by heaping tablespoons into the oil, then use a spatula to flatten and shape the batter into discs. Don't crowd the latkes too much or the oil temperature will drop, making them greasy. When the edges of the latkes look brown and crispy (about 5 minutes), flip them and cook for another 5 minutes. Transfer the latkes to a tray covered with paper towels or brown paper bags to drain; sprinkle lightly with salt. Repeat with remaining batter.



SAUSAGE & APPLE STUFFED BUTTERNUT SQUASH

Serves 4 | *adapted from thekitchn.*

Ingredients

2 large butternut squash
 2 T olive oil
 Salt and pepper to taste
 1 pound bulk Wheatsville breakfast sausage
 1 large onion, diced
 1 large honeycrisp apple, diced
 3 ribs celery, diced
 ½ pound cremini mushrooms, finely diced
 ¾ cup dried cranberries
 2 T minced fresh rosemary
 2 T minced fresh thyme

Method

Preheat oven to 375 degrees. Line a baking sheet with parchment paper.

Cut squashes in half lengthwise, then scoop out the seeds in the cavities. Brush cut sides of squash with oil and season with salt and pepper. Place flesh side down on the parchment. Transfer to the oven and roast for 35-40 minutes, until the outside of the squash is tender. Remove from oven and set temperature to broil.

Meanwhile, make filling: Heat 1 T. olive oil over medium high heat. When the oil shimmers, add sausage and cook, breaking up large pieces with a wooden spoon, until sausage is no longer pink, about 5 to 7 minutes. Transfer sausage to a paper-towel lined plate to drain. Pour off all but 1 T. of fat and return skillet to heat. Add onion and saute until translucent, about 5 minutes. Add apple, celery, and mushrooms and continue to saute until all vegetables are tender, about 6 to 8 minutes. Stir in dried cranberries, herbs, and cooked sausage and saute for a few minutes more to bring all of the flavors together. Remove from heat and season to taste with salt and pepper.

Scoop some of the flesh from each squash half to make a larger cavity for the filling, leaving an inch of flesh around the edge so that the halves hold together. Divide filling among squash halves.

Broil for 4 to 5 minutes until squash and filling are nicely browned. Serve.

BAKEHOUSE HOLIDAY TOP 5



PIES

Our pastry bakers are gearing up for the busiest time of our year—pie season! We make our pastry crusts from scratch using all-organic flours and fill them with handmade fillings to make your holiday season sweet and easy. Having a smaller gathering this year, or celebrating alone? We have half pies and slices as well!

PUMPKIN
Either a classic egg custard recipe or our famous vegan version!

PECAN
A traditional recipe with a full cup and a half of pecans per pie!

APPLE CRUMB
Cinnamon-spiced apples covered with a buttery streusel topping.

COCONUT CREAM
An unexpected but delicious choice! A creamy vegan coconut filling in a graham cracker shell!



HOLIDAY COOKIE GIFT BOXES

We put together three classic holiday cookie recipes in one adorable package—great for gift-giving or treating yourself! Cookies include classic sugar cookie cutouts, mini gingerbread people, and almond spritz.



DONUTS

We've gotten an incredible response to our new seasonal donut glazes this year, so we'll be capping the year with two that are perfect for the holidays: **Cranberry** and **Pecan Pie**.

FEATURED BREADS

In addition to our usual array of fresh breads made daily, our bread team will be baking up amazing seasonal loaves in November & December using our amazing sourdough base. Get them while you can!



NOVEMBER
Honey Fig and Thyme, featuring local Goodflow honey, black mission figs, and fresh thyme.



DECEMBER
Chocolate Cherry featuring plump sweet dried cherries and chunks of Callebaut bittersweet chocolate.



BUCHE DE NOEL

Wheatsville's take on the classic French Christmas centerpiece. Ours features a delicate chocolate genoise (sponge cake) filled with a decadent espresso buttercream, rolled and coated with a rich chocolate ganache and decorated to resemble a Yule log. Gorgeous, delicious, and incidentally, made without gluten ingredients.



WILLAMETTE PIES FOR THE HOLIDAYS

We are pleased to offer Willamette Valley Pie Company's pies again this season. These pies are handmade by a family-owned company in Oregon. The crusts are made with sustainably sourced palm oil and other simple ingredients, and the fillings contain just fruit, spices, and sweeteners—no preservatives or artificial flavors or colors. These pies are the perfect size for a smaller gathering. They are ready to eat straight from the box, or they can be warmed up before serving, with a scoop of vanilla ice cream, of course. Look for Willamette pies in our stores in early November! Choose from **Classic Pumpkin**, **Vegan Pumpkin**, **Pecan**, **Apple**, **Cherry**, and **Marionberry**, a variety of blackberry popular in the Pacific Northwest.



COMMUNITY ACTION GROUPS 2020



OCTOBER: WHEATSVILLE COOPERATIVE COMMUNITY FUND

October is National Co-op month and our Community Action group is the Co-op Community Fund! What exactly is the Co-op Community Fund? Wheatsville has a Community Fund in our name, and we use the earnings from it to support community groups, additional nonprofits, and the cooperative movement. All funds collected will go into the Twin Pines Cooperative Fund, while the interest collected from those donations will be used to aid additional nonprofits! In the past year funds from the Wheatsville Cooperative Community Fund have been deployed to aid organizations in response to the devastating hurricane, as well as the Black Lives Matter movement, including the National Black Farmers Association, the Austin Justice Coalition, and the African American Youth Harvest Foundation. The Wheatsville Co-op Community Fund supports the two cooperative principles of Cooperation Among Cooperatives and Concern for Community.



NOVEMBER: CENTRAL TEXAS FOOD BANK

This November we're celebrating the season of generosity and thankfulness with our owner elected Community Action nonprofit, the Central Texas Food Bank. For nearly 40 years they have made it their mission to nourish hungry Texans, and to lead our community in ending hunger for good. Every dollar donated to CTFB provides five healthy, nutritious meals, supporting local families in crisis. Working with food donors from across the country, financial supporters in our community, and volunteers, the Central Texas Food Bank works tirelessly to fill unmet food and nutritional needs in central Texas! Their mission has become more important than ever in the past year, and they have ramped up their efforts immensely to help ensure that no Austinites go hungry in these difficult and uncertain times. To find out more about their amazing work, please visit their website at www.centraltexasfoodbank.org, and be sure to support them at our registers by rounding up in November!



DECEMBER: CARITAS OF AUSTIN

In December, we at Wheatsville would like to invite you to join us in supporting Caritas of Austin. Caritas' mission is aimed at preventing and ending homelessness throughout Greater Austin. They achieve this by providing a service continuum for those experiencing poverty that begins with a safety net, and then links them to various personalized resources to help them achieve self-sufficiency. Caritas' clients include households of all sizes; many of whom are veterans, refugees, women, and children. Using this compassionate and multi-layered approach, Caritas of Austin is able to end the cycle of poverty for hundreds of people in our community each year. As you can imagine, their services have been in high demand this past year, and they have moved swiftly to ensure that all those in need will receive access to the amazing resources Caritas has to offer. We will be rounding up at our registers for this great cause all December! You can find out more about how Caritas is fighting the cycle of poverty right here in Austin, and other ways you can help at their website www.caritasofaustin.org.



The total number of
Fully Invested Owners

24,985

as of Sept 18th



BOARD MEMBER TOP FAVORITES

by Jason Bourgeois
Wheatsville Board of Directors



WHEATSVILLE AFRICAN PEANUT SOUP
Enough said.



WHEATSVILLE GEAR
The new ball caps are slick



FORCE OF NATURE GRASS-FED GROUND ELK
You are in for a treat when your first taste of elk hits the palette
#Omnivore



MILK KING CHOCOLATE MILK
For all those who like their dessert first... or chocolate.



HIGH BREW COFFEE
Cold brewed in Austin, TX



ORGANIC INDIA TULSI MASALA CHAI
This tea is sure to have you firing on all cylinders and it's delicious!



POPCORN TOFU
The Spicy Buffalo... Muwah!

CODE OF CONDUCT

by Brian Mikulencak, Board Member

Wheatsville has very specific policies that describe the responsibilities and duties that each director owes to the co-op. Interested owners can read these policies on the Wheatsville Board of Directors web page. This policy also includes a transparency mandate that the board annually report its adherence to the co-op owners.

These policies reflect our: Code of Ethics, Code of Conduct, and Conflict of Interest policy, and essentially require that our directors:

- Act in good faith and in the best interests of the co-op;
- Demonstrate preparedness and accountability to the co-op;
- Put the co-op's needs ahead of other, conflicting needs, and where appropriate, abstain from making decisions where that director is conflicted; and
- Avoid exercising individual authority over the co-op, but rather to exercise deference to the proper actions and decisions of co-op management and support the legitimacy and authority of Board decisions by speaking with one board "voice."

As in years past, the board discussed the Code of Conduct and Conflict of Interest policy at an early-year orientation session. This year, the board conducted that review on January 20th, and all directors signed a Statement of Agreement (to the Code of Conduct) and Conflict of Interest disclosure. Additionally, the board discussed conflicts and solicited updates to each director's conflict of interest form at its July meeting.

In September, the board monitored its performance with these policies, and scored a 4.9 (out of 5) on the global policy of: "Directors commit to ethical, businesslike and lawful conduct." The lowest-scoring sub-policy scored a 4.2, which was "Directors will prepare for and attend Board meetings and trainings." On this point, directors indicated: (1) that the current inability to hold in-person meetings and discussions between meetings was a source of difficulty in preparation, and (2) that we may want to consider monitoring meeting preparation separate from meeting attendance. Overall, the board considers ourselves as doing a good job in complying with these policies, with an overall average score of 4.8. As always, member feedback is welcome and appreciated!



AUDIT & REVIEW COMMITTEE

by **Brandon Hines, Treasurer**
Wheatsville Board of Directors

The Board of Directors appointed board members Brandon Hines (Treasurer) and Stephanie Wong to serve as the Audit & Review Committee (ARC) for Wheatsville's 2020 Annual Report to the Owners. In accordance with Wheatsville's by-laws, it is the ARC's responsibility to ensure that the Annual Report is complete, accurate and easy to understand.

To ensure the Annual Report contains all required elements, the ARC reviewed the guidelines for a cooperative's Annual Report to members, which are specified in the Texas Cooperative Association statute and Wheatsville's by-laws. A complete report includes Wheatsville's balance sheet, income statement, total number of shareholders, amount of paid-in capital, and other financial metrics. The ARC can confirm that Wheatsville's Annual Report is in compliance with all legal requirements.

To check accuracy, the Board hired Wegner LLP, CPAs and Consultants, a professional services firm that specializes in working with cooperative businesses. Wegner's accountants have performed annual audits or reviews of the Co-op's finances for several consecutive years. The firm also prepares the Co-op's annual federal tax return. Consistent with board policy, Wegner conducted a full audit of Wheatsville in 2020, as it has done the previous years since 2014. Prior to 2014, board policy called for a less extensive review in alternating years, the last of which was completed in 2013. This audit included a review of the financial statements included in the Annual Report.

The auditors worked to obtain reasonable assurance that the issued financial statements fairly reflect the cooperative's financial position. Their efforts resulted in a clear, unequivocal opinion confirming the accuracy of the financial statements. In reaching that opinion, Wegner sampled and tested bank reconciliations, accounts receivable, payable accounts, bank statements for notes payable, fixed assets, and depreciation expense as

needed to support their opinion. The accountants also reviewed recent tax payments to confirm they were paid completely and on time. As a result of our conversations with Bruce Mayer, a partner at Wegner, and Joe O'Connor, the CPA who led the audit, about their processes, the ARC can report that the audit was conducted in a manner consistent with professional accounting standards. In addition, the accountants said they encountered no issues or problems in the course of the review.

The audit results showed that over the last year, the Co-op's financial condition has improved compared to recent years. This is due in part to management adjusting to the market conditions, improving operational efficiency and customer focus. The Co-op continues to face a number of challenges including increased grocer competition from both traditional grocery and big-box stores, supplier challenges, and declining sales. Financial performance was also impacted by COVID-19 late in the fiscal year. In spite of the unprecedented challenges, the Co-op ended the year profitable and has satisfied all debt covenants. Wheatsville continues to focus on sales growth, owner retention, adding new owners, and increasing owner engagement. Wheatsville management continues to evolve the approach needed to operate and maintain financial performance within the constraints of the on-going pandemic. We hope that owners and shoppers continue to support Wheatsville during these trying times and help us to remain a positive force within the community.

The board will continue to arrange for independent auditors like Wegner to conduct full annual audits of Wheatsville's financial statements. Audits will include assessment of accounting policies and internal controls relevant to the preparation of the financial statements. The board continues to monitor Wheatsville's financial results routinely as part of policy governance, as well as creating the Annual Report to Owners. We hope you find this year's Annual Report easy to understand. Wheatsville is in stable fiscal health and continues to be positioned to anchor Austin's cooperative economy, with the strong engagement of our members. The ARC commends the 2020 Annual Report to Wheatsville Owners for review.

Visit our website's Board of Director's section to review the Annual Report.

I certify that I am not a principal bookkeeper, accountant or employee of Wheatsville Co-op, Brandon Hines, Treasurer, Wheatsville Board of Directors.

BOARD COMPENSATION

by **Stephanie Wong**
Wheatsville Board of Directors

Each year, the Board reviews compensation for directors, as outlined in Article 5.11 of our bylaws. We report our decision to our members in the Annual Report for full disclosure and process transparency.

Giving Directors compensation for their time takes into consideration the many hours directors spend in co-op service, including board meetings, committee work, outreach, and other activities. Board members have long received a 10% discount on most purchases at the co-op. In more recent years, the board introduced monthly stipends, currently set at \$300 for the President, \$200 for the Secretary & Treasurer, and \$150 for all other directors. Stipends are not intended as compensation for hours worked, but rather as a way to signal the value of the Board's work to the cooperative and to recognize the effort required to serve effectively. Compensation to board members via discounts and stipends is common among food co-ops. On the whole, our policy is in the middle of the range of typical board compensation. Research about comparably sized food co-ops

found that most have monetary compensation varying from \$300 to \$4800 per year for directors, and discounts varying from 5% to 20%. Increased stipends for officers are also a common practice. During our annual review of compensation, the board discussed the research previously conducted regarding common practices amongst food cooperatives across the nation. In recent years, we have noted the increasing amount of time it takes to serve, as additional training, more involved committee work, and increasingly lengthy and detailed monitoring reports have become standard. The co-op business is complex, as is the job of the board. After considering our current compensation as well as the financial position of the co-op, the board felt that the current arrangement is both appropriate and sustainable for board members as well as the cooperative. The board voted to make no changes to board compensation for 2021. For those interested in sharing their opinions, or learning more about board work, we hold "open time" at the beginning of each regular monthly meeting for whoever may want to come. You can find more information or sign up for open time in the board section of Wheatsville's website.

PROGRESS ON ENDS REPORT

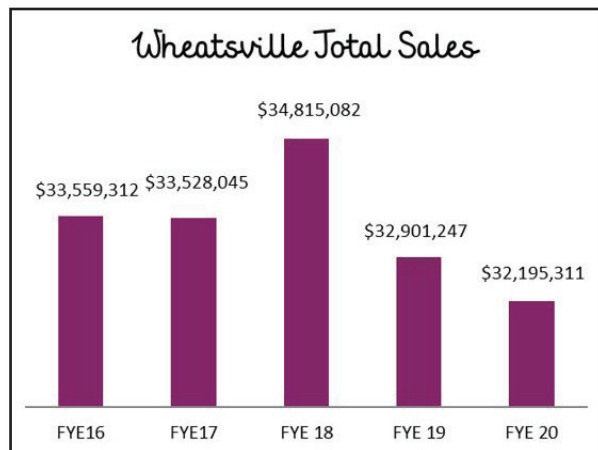
by Mark Jacob, General Manager

In addition to measuring our financial success each year, we also measure our success in progress towards our Ends. Ends are a policy written by the Board which tells the General Manager what our owners want to achieve with our business. Wheatsville Ends are: Wheatsville will be at the forefront of a transformed society centered on a thriving community with hospitality, kindness and generosity, a robust cooperative economy, and easy access to sustainable, healthy food solutions. We use a shorthand for this of More Co-op Economy, More Local, Organic and Sustainable food. Each year, the General Manager reports to the Board on the co-ops progress towards our Ends.

Here are some numbers of note from our Ends Report:

MORE CO-OP ECONOMY

The most obvious way we can grow the co-op economy is by growing Wheatsville. After more than doubling our size when we opened a second store in 2013, growth has come harder since then.



We're delighted to see continuing growth in Ownership (and therefore Owner Equity). Your friends and neighbors continue to want to be part of our cooperative enterprise. We've busted through the 25,000* owner mark!

| Date | Paid-in Capital | \$ increase | % increase |
|---------|-----------------|-------------|------------|
| 5/31/20 | \$1,444,458 | 53,944 | 3.87% |
| 6/2/19 | \$1,390,514 | 115,586 | 9.09% |
| 6/3/18 | \$1,274,658 | 84,240 | 7.07% |
| 5/28/17 | \$1,190,418 | 42,181 | 3.67% |
| 5/29/16 | \$1,148,237 | 75,668 | 7.05% |

| Date | 6/1/15 | 5/29/16 | 5/28/17 | 5/28/18 | 6/2/19 | 5/31/20 |
|------------------|--------|---------|---------|---------|--------|---------|
| #owners* | 17,813 | 19,395 | 21,691 | 23,352 | 24,591 | 25,569 |
| Percent increase | 14.53% | 8.88% | 11.84% | 7.65% | 5.3% | 3.98% |

*at time of printing

MORE HAPPY PEOPLE

Principle 7: Concern for Community and Co-op value of Caring for Others

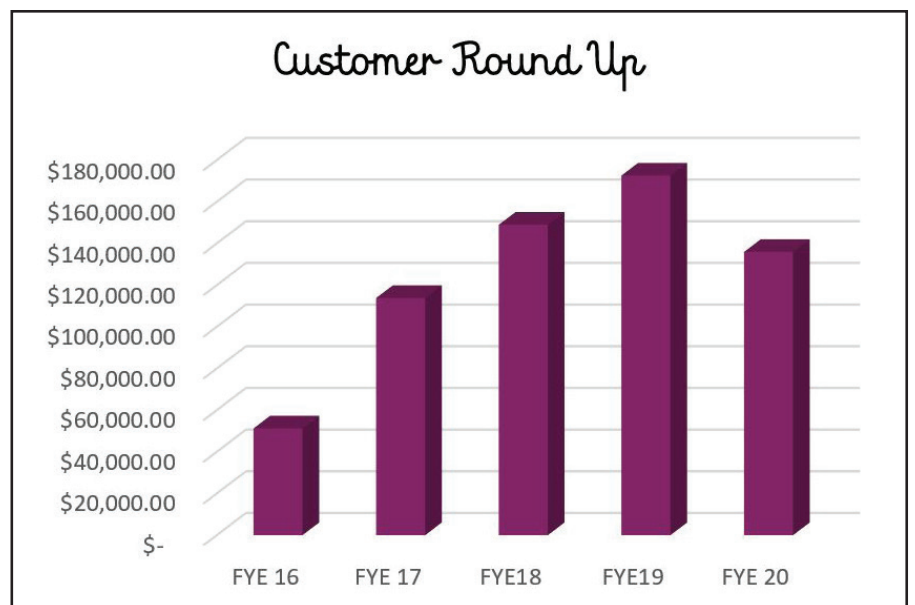
Community Action groups are voted for by the owners to receive a \$1,000 donation from Wheatsville plus:

- Round-up donation drive from shoppers
- Volunteer time from Wheatsville staff
- Donation of goods
- Promotions by having their literature at registers
- An invitation to table in front of Wheatsville

In FYE 2011, Front End staff created a way for customers to donate to the Community Action groups through Wheatsville's registers. Over time we've gotten better and better at raising money, with more and more cashiers asking customers to "round up", and more and more customers participating. Thanks to all our Front End staff who ask to round up and thanks to you for donating and voting for Wheatsville's Community Action partners!

For context, beginning in March, many people started making fewer trips to the store, affording the fewer opportunities to round up for our Community Action partners. We measure customer count – the number of transactions in any given week and total customer count has dropped by almost half since the beginning of the pandemic. Additionally, Instacart curbside and delivery sales shot through the roof, Instacart does not have an option to round up. If you use Wheatsville Curbside, our own in-house developed online ordering program you will have the ability to round up and get all applicable discounts with no service fees!

| Year | Wheatsville Donations | Customer Round Up | Total | Percent Increase |
|--------|-----------------------|-------------------|------------------|------------------|
| FYE 20 | \$30,405 | \$135,969 | \$166,374 | -17.03% |
| FYE19 | \$27,912 | \$172,599 | \$200,511 | 2.37% |
| FYE18 | \$46,856 | \$148,997 | \$195,853 | 17.85% |
| FYE17 | \$54,887 | \$113,834 | \$168,721 | 31.86% |
| FYE16 | \$76,714 | \$51,239 | \$127,953 | -13.61% |
| FYE15 | \$102,010 | \$46,118 | \$148,128 | 48.47% |



In the last fiscal year, owners and customers round up portion dropped a bit. Some of this may be due to dramatically decreased number of shopping trips as shoppers have tried to minimize trips since the start of the COVID-19 pandemic.

Continues on Page 17

STAFF GENEROSITY: GIVING TIME

While Wheatsville has had staff volunteering opportunities for a number of years, we weren't always great at tracking our time. Since September 2017, Wheatsville incentivizes staff volunteer participation with a \$30 Wheatsville gift card for participation in a volunteer activity. Staff and their family members are invited to volunteer, and their hours are both accounted for in the total below.

Staff participated in volunteer activities with the following groups:

- Sustainable Food Center
- Hospice Austin
- Meals on Wheels Central Texas
- Austin Parks Foundation's It's My Park Day! (Spring & Fall)
- Central Texas Food Bank
- Caritas of Austin
- Meals on Wheels



WHEATSVILLE STAFF VOLUNTEERS AT MEALS ON WHEELS

| Year | Volunteer Hours |
|----------|-----------------|
| FYE 2020 | 189 |
| FYE 2019 | 90 |
| FYE 2018 | 121.5 |

There's a common saying in values-driven businesses: No Margin, No Mission. While the financials of our business may not be the "fun" part, it is the part that creates every possibility for impact that we have. So come shop with us more, and send your friends to shop with us, where every dollar you spend has a direct impact right here in our community.



DIVERSITY TRAINING
by Bill Bickford, HR Director

In the spring issue of the Breeze, we shared with owners our plan to address issues of Diversity, Equity, and Inclusion at the co-op in addition to continually improving our overall workplace culture. Almost as soon as the ink dried on that issue, many of those plans—like nearly everything else in our lives—had to be reassessed in light of the current pandemic. In person trainings, for instance, had to be cancelled or postponed indefinitely, and timelines had to be reevaluated.

Yet our commitment to this work has never wavered! In keeping with Cooperative Principles #5 (Education, training, and information) and #7 (Concern for community), your co-op remains committed to doing the work necessary to address issues of inclusion and belonging, within both our co-op and the greater Austin community.

To demonstrate this commitment, I am excited to announce that the co-op has partnered with Dr. Kazique Prince of Jelani Consulting, LLC, to serve as an executive coach and mentor to co-op leadership on issues of inclusion and diversity. Dr. Prince brings a wealth of expertise in this arena as well as a strong understanding of our local community dynamics, serving as the Senior Policy Advisor and Education Coordinator to the Office of Mayor Steve Adler among his many other accomplishments.

The co-op has begun a six-month engagement with Dr. Prince—with an option to extend for another year—that includes individual feedback and coaching to co-op leaders, a DEI workshop for all levels of management, and ongoing consulting as a Virtual Chief Equity Officer. While this work has only just begun, we are excited to learn and grow in this area in order to continually amplify the positive impact we can create with our shoppers, staff, and community.

In addition, your co-op is nearing the launch of a staff-led diversity network to serve as internal coaches and consultants for co-op leadership to help supplement and reinforce our work with Dr. Prince. As of press time, the roster for this group is still being determined, but we hope to highlight their work in a future issue of the Breeze.



WE'RE HIRING!

We're always looking for **friendly, cooperative, positive, high achievers** to join our team!

We offer competitive **wages & benefits including medical, dental, store discount, 401k, paid vacation, a friendly, open, and welcoming workplace & much more!**

\$14

Hourly entry wage upon successful completion of trial period.

APPLY TODAY!
Wheatsville.com

ANNUAL FINANCIAL REPORT SUMMARY

The fiscal year ending 5/31/20 was a challenging year for Wheatsville, with a decrease in total sales for the second consecutive year and the third time in the last decade. The competitive environment continues to be a challenge but we are striving to remain relevant and beneficial to our owners and Austin as a whole. Our continued efforts to provide lower prices to shoppers does make it harder for us to achieve our margin goals but it is still a strategically critical part of our business plan. In spite of our sales decrease, we achieved our first positive net income since FY18, and the second time since our string of positive net income years ending with FY13.

For most of the fiscal year, the Interim General Management Team (IGMT) was leading Wheatsville and doing everything possible to get Wheatsville in the best possible condition for the next General Manager. On behalf of the entire organization, I'd like to thank Niki Nash, Dana Tomlin, and Bill Bickford for their hard work and service to our cooperative.

We were not on pace to have a profitable year heading into our fourth quarter, but the efforts of the IGMT, and our great staff, combined with record breaking early pandemic sales led us to a positive net income. The pandemic

created multiple weeks of record breaking high sales. Thanks to all of you who chose to come shop at Wheatsville to refill your pantry in preparation for stay at home orders.

The income statement and balance sheet presented here summarize our financial performance for the year as verified by an external CPA. As of this writing, there is some discrepancy with the tax implications of our Payroll Protection Loan, as we literally wait for an act of Congress in order to finalize or tax payment and therefore some aspects of our financials, including our net income.

INCOME STATEMENT

The income statement, sometimes referred to as a P&L or Profit and Loss statement, is a summary of revenues and expenses. It shows the financial results of a company over a period of time. In this case, it shows Wheatsville's revenues and expenses for the fiscal year ending May 31st, 2020.

Wheatsville's sales were \$32,901,247, a 2.15% decrease from FYE19. Guadalupe sales continued to decline year over year. Unfortunately, by the close of the year the Lamar store also began to see a year over year weekly sales decline.

Our Cost of Goods Sold (COGS) is the amount of money we spend on product in an accounting period. It is the biggest single expense category at the co-op, with approximately 62¢ of each dollar spent by consumers going to pay for our inventory of merchandise from local and national vendors. Larger businesses can get better pricing by buying in larger volumes, and therefore have a lower cost of goods which they can use to pass on to their customers or their shareholders.

After Cost of Goods, our next biggest expense category is personnel. We spent a little under 25¢ of every dollar taken in at the registers on personnel expenses including wages, benefits and payroll taxes. This amounted to \$7,851,582. This amount was less than budgeted dollar-wise and lower than FYE19 due to managers and staff finding new ways to be more efficient. We continue to pay a livable wage with excellent insurance benefits at the co-op, a cost that continues to rise for us as it does for all businesses.

Our Net Income before taxes was \$49,007, .25% of sales, as we continue to struggle to make our business profitable in the face of declining sales, a saturated marketplace, and increasing labor costs.

BALANCE SHEET

A balance sheet is like a snapshot of the financial condition of a business at a specific moment in time, typically the close of an accounting period. The balance sheet is one way to assess the financial strength or health of a business. Our balance sheet continues to show a healthy financial footing. The total assets of Wheatsville Food Co-op as of May 31st, 2020 were \$9,626,310. Of that \$3,763,472 is considered "current" meaning it is relatively liquid. This includes cash and cash equivalents, inventory, etc. One measure of a business' financial health is called the "current ratio". This measures the ability of a business to pay off its financial obligations in a timely manner. It compares the current assets of the business to its current liabilities. Our current ratio as of June was 1.66 to 1, a reasonable and relatively comfortable place to be for our co-op.

Our overall member equity, the value of co-op assets collectively owned by the members after subtracting all debts owed by the co-op, is \$3,818,399. This equity includes member capital paid in by our owners \$1,452,893, member investor shares \$1,559,200, and retained patronage \$1,043,125 (the portion of patronage allocations not paid out in rebates since 2005). The rest of our equity consists of our retained earnings balance, reflecting the fact we have had slightly more expenses than unallocated revenues over the history of Wheatsville's life.

The bulk of Wheatsville's liabilities stem from a single loan with Capital Impact Partners, representing consolidated debt from the 2009 Guadalupe renovation, the 2013 opening of the South Lamar location and the 2017 Guadalupe refresh. The income statement and balance sheet presented here summarize Wheatsville's financial performance for the year as verified by an external CPA. Please see the Audit and Review Committee Report for more information on the audit process.



LOOKING AHEAD

The Business Plan for FY 2021

by Mark Jacob, General Manager

Wheatsville has faced a challenging year in FY 2020, but I'm not a person to dwell on the past. Along with the senior leadership team, I put together a Business Plan for FY 2021 that aggressively tackles every problem area of the organization. I spoke on this at the Annual Owner Gathering, but for those of you who couldn't attend, here is a brief summary. Since my arrival at Wheatsville in April, I've been met with staff who have a renewed optimism for the future of the organization, as well as customers and owners who are grateful for our intensive safety practices and new offerings since the pandemic began.

CHALLENGES

The Austin grocery competition has been fierce for years, but in recent years the number of competitors has grown significantly with new players like Trader Joe's entering our market, new ways of getting food like meal kit delivery services, and an increasing number of meals purchased outside of the home. The COVID-19 pandemic has disrupted almost every part of the economy, and the grocery world is no exception. Back in March and April, grocers, including us, saw record breaking sales as shoppers prepared for an extended stay at home with extra non-perishables, baking supplies, and other essentials. We want to sincerely thank all of you who chose to shop with your local co-op during that time.

However, after the initial shopping wave shopping patterns changed dramatically. Sales fell significantly – around 10% at South Lamar and 20% at the Guadalupe store compared to the previous year. As small and large business announced layoffs and closures, feelings of financial insecurity increased causing many customers to choose more affordable alternatives to their previous shopping selections. In order to minimize trips out of the house, shoppers turned to things like meal kit delivery, online shopping and big box stores that offer a one-stop shopping experience. In fact, big box stores' sales have grown dramatically with quarterly reports released for the quarter ending in August showing Walmart's sales growing 9 percent, Target's sales growing 24 percent, while specialty grocers like Whole Foods have reported a 13 percent decline in sales. Across the country chain big box stores in suburban and rural areas are thriving, while independently run urban businesses are suffering. And sadly, some are permanently closing their doors.

THE PLAN

This year's business plan was designed to face our financial realities head on and turn Wheatsville back into a profitable business and return Wheatsville to positive sales growth via streamlining and a focus on operational excellence. The many moving parts of the organization's work for FY 2021 was built into of action plans in designated areas. Each action plan is owned and managed by a member of the senior leadership team. You may recall the Culture Scorecard work the Interim General Management Team took on last year. It was summarized in the Spring/Summer issue of the Breeze. Culture Scorecard items have either already been accomplished or been integrated into one of the action plans, namely Inclusion and Diversity and Staff Morale. We'll briefly summarize each of the Action Plans here.

INCLUSION AND DIVERSITY

Please see the article on page 17 for a full update on our inclusion, diversity and culture scorecard work.

STAFF MORALE

Action on this plan began in September 2020. The goal of these activities is to create a work environment where everyone feels Wheatsville pride, a sense of extended family, a safe place, and overall ownership of the success of the co-op. Some highlights include weekly one-on-ones with your supervisor, new performance incentives, and open meeting sessions with Senior Leadership for any staff to attend to ask questions or raise issues.

TOTAL PAY

This plan was fully implemented as of September 2020. We did a full assessment of our pay and benefits package in June and July, and raised Entry Wages for all staff to \$14 an hour and gave market based increases to other positions as needed. Raises were effective September 7th.

EXCITING OWNER REWARDS

Implementation of this plan began in June 2020. The goal is to delight and surprise owners with perks, offered monthly, and announced just a few days before launch via email and social media. Also coming this year – Loyalty Perks!

PERPETUAL INVENTORY: REDUCING OUT OF STOCKS

The Perpetual Inventory was completed in August 2020 with some ongoing maintenance. You may have noticed that in the past we experienced a lot of out of stocks. While some out of stocks are inevitable, many of them are preventable with diligence. We did a full assessment of our perpetual inventory auto-ordering system, gave additional training to all Grocery and Wellness team staff and implemented new systems to ensure accurate counts and orders. Out of stocks have greatly improved in the last quarter and we look forward to continuing to hone in correct stock levels for each item.

TRAINING AND DEVELOPMENT

Implementation on this plan began in October and will extend through the spring. The Human Resources Team is doing a full assessment of all training materials, and together with other members of leadership, retooling or developing any materials needed to fill in existing training gaps in all departments and at all levels to ensure that we are setting our staff up for success and embodying Cooperative Principle #5 Education, Training and Information

LABOR INVESTMENT PLAN

Implementation of this plan began in July. The goal of the plan is to ensure we are adequately staffed in each department and during each shift to ensure a smooth experience for both customers and staff, and to ensure we are making wise labor investments to make our business profitable. Highlights of the plan include: clarifying expectations for each shift and creating clear accountability measures and ensuring all appropriate supervisors and managers have access to the data needed to make wise labor investments.

OPERATIONAL EXCELLENCE

Implementation of this plan began in July and continues through February 2021. This plan takes a deep dive into multiple parts of the organization in order to achieve two primary objectives: 1. Effective and consistent accomplishment of business practices that create exceptional shopping experiences for our customers and owners. 2. Employees understand the flow of operations from store to customer and execute effective solutions and problem solving when needed.

Wheatsville, as a business, was already struggling financially and the COVID-19 pandemic has certainly created headwinds. But we're confident that the changes that we're making inside the organization will make for a better shopping experience for you and better financial outcomes for our business. If you want to help participate in Wheatsville's success the most important things you can do are shop with us, share your feedback with us, and send in your friends and family when you see we've got something that will entice them!



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HOLIDAY STORE HOURS

Thanksgiving - Thursday 26th: 7:30am - 1pm

Black Friday - November 27th: 10am - 8pm

Christmas Eve - Thursday, December 24th: 7:30am - 7pm

Christmas Day - Friday December 25th: Closed

New Years Eve - Thursday, December 31st: 7:30am-9pm

New Years Day - Friday, January 1st: 10am-10pm

A large, green, muscular dinosaur mascot with a red tongue sticking out of its mouth, positioned on the left side of the page.

NEWS & UPDATES

Keep up with the latest
deals and store events

SIGN UP for our WEEKLY EMAIL at
wheatsville.com

FOLLOW US ON

