



Building on Our Success:

the Next Big Thing for Wheatsville Food Co-op

by Dan Gillotte, General Manager



You may recall a *Breeze* article from December where I gave you a teaser of what was next for Wheatsville. In that article, I explained the long range plan for Wheatsville to develop additional stores, as owners have been asking for more stores for years and years. I mentioned getting a professional market study done to help us plan and prepare for additional locations.

I'm happy to say that we got the market study done and it reinforces for us the opportunities that exist in Austin for multiple Wheatsville stores. This is very exciting for us because it helps us advance our dreams of Wheatsville stores closer to more people! It also helps us to see that there is great potential in expanding sales of local and organic products and providing more market for local growers and producers. It allows us to bring the friendliest store in town and our excellent hospitality to other parts of Austin, and it helps us to grow the cooperative economy—more groceries bought at a cooperative enterprise!

As I write this, we have just completed planning our next fiscal year at 3101 Guadalupe and I'm proud to say we have some wonderful and exciting plans to continue to improve on the great thing we already have going in our "first" store.

This extensive planning for 3101 Guadalupe allows me to turn my attention more fully to planning for (most immediately) the second store with an eye and mind to three possible Wheatsville locations in the next 3-5 years. Yes, you should take a breath. I know this is pretty exciting, right?

I'll be working this summer with some co-op development experts who will help us test feasibility on our ambitious plan and help us with the next steps that include: checking financial assumptions, assessing site opportunities, engaging with

continued on Page 2

Eat Local, America!



June 15th – July 15th

Join your friends and neighbors and discover the joys and benefits of eating local food grown or processed in Texas.

local connection
Good Flow Honey is 4, 7 miles from Wheatsville. MOST FOOD TRAVELS 1,500 MILES TO MARKET.

Need a little help?
Ask at the Hospitality Desk or look for the blue local c+nnnection signs.

Pick up a handy list of LOCAL SUPPLIERS at the Hospitality Desk or check online at www.wheatsville.coop/local.html

Four good reasons to eat local:

- 1. It's good for you and tastes better, too**
Locally grown food doesn't travel far, so farmers can choose varieties based on flavor, rather than their ability to withstand a long journey. And, by eating local foods that are in season, you eat foods when they are at their peak flavor, are the most abundant, and – typically – are the least expensive.
- 2. It's good for the economy**
The money you spend on local food stays in the area as it supports the work of local farmers and retailers.

- 3. It's good for the environment**
The average American dinner travels nearly 1,500 miles before reaching the plate. When you eat local food, you reduce the consumption of fossil fuels, carbon dioxide emissions and wasteful packing materials.
 - 4. It's good for family farms**
With each local food purchase, you ensure more of your money spent goes to a local farmer.
- For more information, go to www.eatlocalamerica.coop.

Owner Appreciation Days

Owners receive 10% off of any ONE shopping trip



Saturday, July 16th through Sunday, July 24th!

In This Issue:

Community Action Wednesdays / Staff Anniversaries	2
Run for the Board / Staff Volunteers at Yellow Bike Project	3
Deli Celebrates Independents	4
Spotlight – Kelsey Padgett / Jennie's Top 10 Picks / Deli Salads	5
Local Meat / Grilling Spices / Cold, Fast Drinks in the Deli	6
Central Texas Beer & Wine / Discover Local Cheeses	7
Yours In Health / The Hippies have Landed! / Locally Made Gifts	8
Meet a Few of Our Local Food Makers	10-11
GreenGrocer–Johnson's Backyard Garden / Cecelia's Top 10 Picks	12
Bulk Comix–Riley Says Goodbye	13
Gabriel's Top 10 Picks / Rosie's Keeping Her Cool at WV	14
Food Recovery at WV / 5 Mile Farms	15
Co-op Deals–Cool Summer Savings	16-17
The Non GMO Project	18
Food Co-op Movie in Production	19
Owner Benefits / Newest Invested Owners	20
Bike To Work Day at Wheatsville Photos	22
Human Power– Slow Down, Keep Cool	23

Building on Our Success

continued from front page



owners about our big picture plan, discussion with lenders for financing possibilities, and working with architects and store designers.

We are eager, as many of you are, to embark on our next exciting step in Wheatsville's evolution, but progress will be planned and measured throughout to ensure the long term financial health and well-being of our co-op. We'll engage with owners throughout the coming months on the topic of our next big thing and the multi-store Wheatsville approach. We have not committed to any project at this point and will not without the proper planning and a successful blueprint.

I know that this update is light on specifics and that's because we are at the beginning stages of this process. As I know more, I will share more with you. One important thing to note though, because Austin is a competitive market and there continue to be more and more stores fighting for your food dollars, we won't be able to share as many details about locations and approaches in the planning stage as we all might like. Rest assured, that we've been listening to you over the years and we understand the kinds of things that are of concern to you regarding additional locations and we will be keeping these in our minds as we plan our next projects.

I encourage you to send me your thoughts on what excites you about growing and also what concerns you have. You can e-mail me at gm@wheatsville.coop

We're delighted at the success of our co-op and can't wait to be able to bring more Wheatsvilles to more of Austin and I hope you're thrilled and enthused about what this means for our local and cooperative economy and Wheatsville! I look forward to making Wheatsville even more accessible to more and more folks so they can spend their food dollars locally in a co-op store that really cares about them and their family. I also love the idea of expanding our community and growing the Wheatsville family through this process.

I appreciate your continued strong support and look forward to having dialogue about our next big thing!

Community Action Wednesdays

The group selected for July is
EmanciPet

and the group for August is
Meals On Wheels & More

E M A N C I P E +

awareness + action

EMANCIPET advocates for and provides free and low-cost spay/neuter services because it is one of the most efficient and effective methods of reducing the homeless pet population. They provide spay/neuter services throughout the Central Texas area via both mobile and stationary clinics, and serve between 1,200 – 2,000 pets each month. They employ highly skilled veterinary surgeons and veterinary technicians, and their medical protocols exceed the highest standards in veterinary medicine today.

www.emancipet.org

Meals on Wheels and More Volunteers deliver hot, nutritious lunchtime meals to the homes of home-bound elderly or disabled people who can no longer prepare balanced meals for themselves. Other services offered include medical transportation, grocery shopping assistance, daily telephone reassurance

phone calls, safety-related home improvements, and additional groceries free of charge.

Meals on Wheels and More

The Wheatsville Breeze is a publication of
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Photos by: Aldia Bluewillow
except where otherwise noted or not known

The Wheatsville Board of Directors meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check <http://wheatsville.coop/BODindex.html> for details. Members are encouraged to attend. Something that you would like discussed at the meeting? Contact General Manager Dan Gillotte at 478-2667 or gm@wheatsville.com

Wheatsville 2011 Board of Directors

Rose Marie Klee	Theron Beaudreau
Doug Addison	Kitten Holloway
Lee Blaney	Steven Tomlinson
Mark Wochner	Reyna Bishop
Kate Vickery	

The purpose of Wheatsville is to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and nonexploitation.

The mission of Wheatsville is to serve a broad range of people by providing them goods and services, and by using efficient methods which avoid exploitation of the producer and the environment. The focus of this mission is to supply high-quality food and non-doctrinaire information about food to people in Austin, Texas.

2011 Community Action Schedule

January - People's Community Clinic
February - Safeplace
March - Sustainable Food Center
April - Ecology Action
May - Yellow Bike Project
June - OutYouth
July - EmanciPet
August - Hospice Austin
September - Meals on Wheels and More
October - Capital Area Food Bank
November and December of each year are reserved for the Wheatsville Community Cooperative Fund.



Guess What!!

We have staff anniversaries

John Perkins 14 years as of 8/11
(finance manager)



Marisa Newell 7 years as of 7/28
(floor manager)



Elke Stoeckelmann 5 years as of 7/10
(vitamins lead clerk)

Miranda Robinson 5 years as of 8/14
(housewares lead clerk)

Ray Wilder 4 years as of 7/9
(health team clerk)



Carlos Duarte 4 years as of 8/3 (cook)

Amie Todd 3 years as of 7/21
(produce clerk)



Beth Caudill 2 years as of 7/9
(human resources generalist)

Clark McKay 2 years as of 7/27
(deli shift lead)



Rachel Badger 2 years as of 8/27
(hospitality clerk / POS assistant)



Matthew Queen 1 year as of 7/5
(deli clerk)



Davy Wybiral 1 year as of 7/13
(grocery clerk)

Kelsey Padgett 1 year as of 7/16 (cashier)

Jennie Andropoulos 1 year as of 7/26
(floor manager)



Cecelia Phillips 1 year as of 7/28
(grocery lead clerk)



Jonathan Zamora 1 year as of 8/6
(grocery clerk)



Jessica Lim 1 year as of 8/11 (deli clerk)

CeCe Flores 1 year as of 8/18 (cashier)



Adam King 1 year as of 8/30
(produce manager)



Run for the Board of Directors! Yes, You! by the Nominations Committee

Your food co-op is looking for a few awesome Owners to fill **five open seats** on its board of directors for terms that begin in January 2012. Could that be you? Read on to find out how you could play a role in leading Austin's favorite and most important local business into an exciting, transformed-society future.

Every one of Wheatsville's current nine Board members faced the same questions you are probably asking yourself now if you have considered a run for the board of directors. What would serving on the Board be like? Do I have what it takes to do it? We encourage you to join us at one of three information sessions this summer (dates listed below) to find out the answers to these, and other questions.

Each one of us would surely say that serving on the board has been a rewarding and inspiring experience. As fellow Owners, we know you already have made a commitment to the co-op, but if you would like to take the next step in engaging with Wheatsville, then a run for the Board should be in your future this fall.

As board members, we have become acutely aware of Wheatsville's importance to Austin and the world. Where would Austin be without Wheatsville? For that matter, where would our society be without cooperative businesses in general? Those of us on the Board (and many, if not most, Wheatsville Owners) agree that cooperative businesses like Wheatsville provide tremendous benefit to the communities they serve. Through community ownership and the democratization of wealth, Wheatsville distinguishes itself from status-quo capitalist enterprises by being a values-driven business that returns benefits—both financial and social—to



all Owners, not just a subset of insiders. Sounds exciting, right? Well, it is—and you ain't seen nothing yet. Cooperatives have a long history of promulgating change in society. And Wheatsville's board, in concert with its awesome management and staff, is focused on bringing even more change—better jobs, healthier and more sustainable food, and improved community well-being to Austin through the power of cooperative economics. Imagine an Austin with more Wheatsvilles and more businesses like Wheatsville in five, 10, or 20 years. Run for the Board and find out how you can help make this happen.

Here's how to do it: **Download an application packet** for interested board members from www.wheatsville.coop/BODindex.html. The **deadline to turn in a packet is August 1, 2011**. On that web page, you also can see the smiling faces of current board members and find out a little bit more about what the Board does (monitoring operational performance and guiding the co-op's long-range plans, yes; making sure the store carries our favorite brand of granola, no.)

The nominations committee also will present three orientation sessions this summer for anyone interested in running for the board. **To run as a Board-endorsed candidate, you must attend one orientation session plus one regular board meeting between now and August.** The schedule is below; if you plan on attending any of these, please RSVP to nominations@wheatsville.coop. If you cannot make any of the orientation sessions listed, please let us know and we may be able to schedule another time to meet with you.

Monday, July 11, 6:00pm—Orientation for Prospective Board Candidates
 Saturday, July 16, 2:00pm—Orientation for Prospective Board Candidates
 Tuesday, July 26, 6:00pm—Regular meeting of the Board of Directors
 Monday, August 1, 5:00 pm—Deadline to submit your application
 Tuesday, August 30, 6:00pm—Regular meeting of the Board of Directors

Our Board meeting dates are subject to change based on busy summer travels, so please check the website frequently to stay up to date or better yet, email nominations@wheatsville.coop so that WE can keep you posted!

Wheatsville Staff Take Action at Yellow Bike Project

In May 2011, Wheatsville donated \$2,096 to Austin's Yellow Bike Project, which is a new record high! Of that amount \$1,578 came from 1% of our Wednesday sales in May, and \$518 came from additional contributions and reusable bag credits

donated by shoppers and staff.

On Thursday, May 26th, Wheatsville staff members volunteered their time at the Yellow Bike Project's Webberville shop repairing and restoring bicycles.



back: Monica Ford, J Martinez, Kelsey Padgett, Sam Peterson
 front: Gabriel Gallegos, Ray Wilder, Cece Flores

We would like to thank YBP Community Coordinator and Wheatsville Staff Member Mike Conti for helping us coordinate the event and for tabling for Yellow Bike Project at the co-op.



Celebrate Independents! *by Dana Tomlin, Deli Manager*



Hot. That is all I got. This is the time of year when walking from my car to my house is enough to cause me to melt. I have to say that this is also the best time to take advantage of your co-op's deli and use us to do your cooking. We have what you need to make a meal, add to a meal, or just have a quick snack. Seriously, do not heat up your kitchen. Grill outside and let us do the rest.

We were in our monthly promotional meeting last week, discussing what each department's plan was for the upcoming summer months. We were talking about 4th of July and Independence Day and the topic came up of local independence. I really liked this idea. For 4th of July, let's support not only our county's independence but also our local producers. These are the folks that help keep Austin the independent, cool place it is. This keeps our money in the community and makes for a diverse, vibrant city.

The backbone of the Deli's Grab-n-Go case is a great selection of take home foods from several local Austin companies. They are very dedicated to bringing our customers the best food around. These committed folks deliver as often as once a day in order to make sure that they are providing us with a wide selection of fresh sandwiches, wraps, packaged lunches, and even hand rolled dolmas. I would like to give some of these local vendors a shout out and thank them for their commitment to Wheatsville and good food!

The Green Cart Wraps

Jeff, the owner of Green Cart, started his business down on the drag, selling his wraps out of a mobile cart. We offer four different kinds of brown rice based wraps: **the Saigon Lotus** Asian style veggie wrap containing nori, pickled ginger, cilantro, and other earthly delights; **the Aegean** Mediterranean-style wrap with feta and kalamata olive salsa, fresh spinach, hummus, and sun-dried tomatoes; **the Brahman** Indian-style wrap with curried hummus, roasted corn, sautéed onions, fresh spinach, julienned carrots, etc.; and **El Sol Rojo** Mexican-style wrap with guacamole, hummus, black beans, carrots, and other delicacies.



Kala's Kuisine

Owner and founder Kala Uprety offers up a unique twist on traditional Nepali dishes by combining them with flavors from around the world. She offers a great selection of lunch plates wraps, and pasta. Her samosas with tamarind sauce are super: heat them up,

remove one of the corners and pour in some of the sauce – no dipping required. Her newest addition of a Nepali Dinner has been a real hit. She also sells a wide, awarding winning selection of salsas and chutneys throughout the store.

mmmpanadas

mmmpanadas is a locally owned artisan empanada maker that focuses on fresh ingredients and unexpected flavor combinations. Kristin & Cody's empanadas are baked fresh and made from scratch using the freshest ingredients possible as well as the highest quality unbleached American flour. We offer 3 great varieties in our Deli full service case: spicy black bean, savory spinach & mushroom, and a breakfast empanada featuring eggs & veggie chorizo.



While you're celebrating our Nation's Independence, celebrate our local Independents too!

Shopping at locally owned businesses puts three times the dollars into our local economy. A landmark study found that of \$100 spent at a local business, \$45 stays in the community. But that same \$100 spent at a chain store would put only \$13 in our local economy.

Keep it local.

The Voice of Local Business.



Red Rabbit Cooperative Bakery

After working many years in the food industry, a group of baker-friends decided it was time to take hold of their futures and pursue their dream of starting a worker-owned vegan bakery. Red Rabbit Cooperative Bakery was born! Their handmade vegan donuts are free of hydrogenated fats, added colors and preservatives. You can find them Thursday through Monday in our Bakery case. After only a month these donuts have quickly jumped into the Deli's top 20 selling items. Try them – you will love them!

Rose's Fresh Foods

Rose's recently purchased the Out To Lunch sandwich line. They offer a wide selection of quick and easy sandwiches. My all time favorite is the egg salad sandwich—it makes a very light and refreshing lunch.



Sushi Express

James and Sandy represent Sushi Express, and make sushi here at Wheatsville in our kitchen. They roll fresh sushi throughout the day using organic rice, cucumbers, carrots, baby spinach, spring mix, and tofu. Sushi makes a terrific lunch – perfect for the summer time! Check out their spring rolls – these are a staff favorite.

Tom's Tabooley

Tom & Brigid Abdenour run their iconic Mediterranean deli right across the street from Wheatsville. They have supplied us with their popular, fresh and healthy cuisine for over 20 years. Brigid and Tom cater to Austin's health-conscious culture with their hand made wraps, hand rolled dolmas, tasty hummus and tabouli. We



make fresh pita sandwiches featuring their fresh falafel at the deli counter. If you haven't tried the handmade fudge, you should! So rich and delicious, it is a wonderful way to treat yourself.

We also support a variety of local vendors behind the scenes in the Deli.

Our **Hibiscus Mint tea** is supplied by Awad at **Nile Valley Herbs**. This refreshing, cold brew tea is full of Vitamin C and is non-caffeinated.

During the summer you can find this beautiful crimson colored beverage in our Ice Box, located in front of the Deli.

Our **Chai tea** is supplied by **Sesa Chai** and is a traditional blend of spices. We brew it nice and strong in our kitchen and then mix it with your milk of choice at the deli counter. During the summer order it cold and when it is cold outside, grab a warm chai.

Our **Espresso** is roasted in Austin by **Texas Coffee Traders**. Their fair-trade, organic espresso is the main ingredient at our coffee bar. Make it even better with organic milk from Organic Valley or organic soymilk.

Our **Brewed Coffee** is supplied by **Fontana Coffee Roasters** and roasted in Houston. This fair-trade coffee is available at our self service coffee bar. My favorite coffee is a half and half of dark and decaf with a splash of skim – enough for color.



These are just a handful of our fantastic local vendors. Thanks to all of you for your great service and products!

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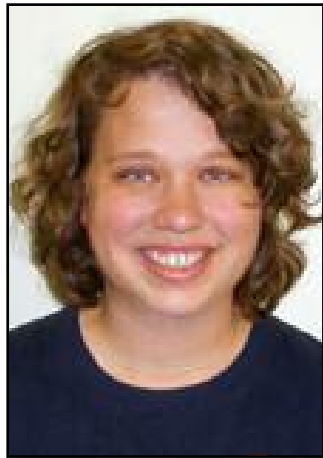
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Staff Spotlight—Kelsey Padgett

by Beth Caudill, HR Generalist



BC: What is your Wheatsville history? (When did you start? What positions have you worked? Etc.)

KP: I started last July as a cashier and since have trained new cashiers and starting next week I will facilitate Wheatcast – one of Wheatsville’s weekly all staff meetings.

BC: Where are you from and when did you get to Austin?

KP: I am from all around Texas, but went to High School in Keller – a suburb north of Fort Worth. I came to Austin 5 years ago to go to UT, and now I think I will never leave.

BC: What is your favorite product at Wheatsville?

KP: Dried mango! It is so tasty, chewy, and amazing! It’s a great portable snack – and is quite addictive.

BC: What is your favorite thing to do/place to go in Austin?

KP: I love to explore and go on nature walks – one of my favorite places to explore / get lost is near the 360 overlook. Also the trails behind Krieg field are great for losing oneself in nature.

BC: Tell me one thing that most Wheatsvillians don’t know about you (that you’re willing to share!).

KP: Most Wheatsvillians don’t know that I play trombone! I played throughout high school and am just now picking it up again. Right now I am a bit rusty, but I hope to soon be able to join one of Austin’s amazing street bands.

BC: Fill in the blanks:

KP: I’ve always wanted to be a Broadway star and if I had my way singing/acting/dancing would not be difficult!

Rachael Wilder
Licensed Massage Therapist

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Austin Texas 78704

Awakened Nature
Integrative Therapeutic Massage

Beat the Heat at Your Local Deli! by Merilee Kuchon, Kitchen Manager

When it gets hot in Texas, cold food can transcend that which is quick and convenient and rise into the realm of pure, unadulterated, delicious refreshment. At least that’s how we do it at Wheatsville.

The prime location to begin your quest for cool is at the Wheatsville Deli’s well-stocked **Salad Bar**, open every day from 9am to 9pm! Here, you can create your very own mixed green salad from a variety of ingredients without spending tons of time. Our spring mix and baby spinach make a great base for a build-your-own-salad just waiting to be topped with your favorite goodies like artichoke hearts, cucumbers, cherry tomatoes, shredded carrots, local sprouts, green peas, edamame, radishes, mushrooms, green peppers, broccoli, celery, red onion, pickled beets, baby corn, olives, vegan Bac’Un bits, sunflower seeds, and our fantastic, house-made **Garlic Croutons**. To make your side salad more of a main dish meal, add some baked tofu triangles and garbanzo beans, or maybe some feta cheese, cottage cheese, or blue cheese, slices of hard-boiled egg, and cubes of Boar’s Head chicken, ham or turkey. Our **Coconut Rice Pudding** is a lovely and refreshing end to your meal, so be sure to leave a little room in your salad box for a scoop! Vegan and soy-free, this light pudding is just sweet enough to call dessert!

Our four featured dressings include the customer and staff favorite, thick and tasty **Cashew-Tamari**, as well as our popular, tangy and fresh **Cilantro-Lime**, classic **Red Wine Vinaigrette**, and creamy **Peppercorn Ranch**. We also have olive oil, balsamic vinegar and lemon wedges on hand, if you’d like to create your own dressing!



We also have some more complex salads on the food bar, including our classic **Lemony Potato Salad**, a refreshing and simple side that tosses tender Yukon Golds in a mayo-based dressing studded with celery and green onion, and lightened

with fresh lemon juice for a sublime citrus note. Next to our gourmet selection of olives on the food bar, we also have three of our most popular ready-to-go salads for the taking: **Ume Bean Salad**, a combination of garbanzo and red kidney beans tossed with fresh sliced red and green bell peppers and red onions in a sweet plum vinaigrette, our Asian coleslaw **Sumi Salad**, featuring the crunch of sliced almonds, green onions and sesame seed in a rice wine vinaigrette, and **Spicy Mango Quinoa**, a gluten-free dish replete with spicy jalapeños, sweet mangos, red onion and fresh herbs!

In our grab-n-go cooler, we are featuring three large side salads this summer! Best-selling spicy and sweet **Chipotle Potato Salad** mixes up roasted Yukon Golds and Jewel yams with cilantro, fresh veggies and a peppery vinaigrette. **Meme’s Coleslaw** is a yummy, pickley sort of slaw full of sliced green and red bell peppers, red onions and green olives. And **Fog City Mac** is our most popular mayonnaise-based pasta salad, packed with peas, Cheddar cheese, green onions and minced roasted red peppers.

Of course we have tons of other cooling concoctions to quell the heat, in both our grab’n’go and full-serve Deli cases, from spicy **Gazpacho** to raw **Lively Beets & Carrots**, to vitamin-packed **Lemon-Miso Kale!** And there’s so much more. This summer couldn’t be a better time to come on in and let us cool you down!

Staff Top Ten Picks

by Jennie Andropolous, FM



#1 Elle Naturals Lip Balm (mango with cocoa butter)
Chapped lips begone!



#2 Derma E Fruit Enzyme Facial Scrub
People will ask what skin-care you use—guaranteed!



#3 Equal Exchange Organic Love Buzz Coffee
No better way to start your day (or perk up your afternoon)!



#4 So Delicious Vanilla Coconut Milk
Over cereal, in coffee or by the glass—NOM, NOM, NOM!

#5 Wee Cheese
The perfect snack and a way to try new cheeses!



#6 Lemon Tortellini
The first thing I ever bought at Wheatsville!

#7 Fresh Flowers
Seasonal, beautiful and cheerful.

#8 Rudi’s Organic Bakery 100% Whole Wheat Bread
No other bread compares!

#9 Dale’s Pale Ale
A hoppy staple in my fridge!

#10 Newman’s Own Tomato Basil Sauce
Improves any pasta!





Keeping It Local by Mark Maddy, Meat & Seafood Buyer

Eating local has become a major factor in the way people are trying to eat more responsibly. It is not easy to make strictly sustainable choices. Eating

local is probably the easiest way to do so. It feeds the local economy and directly supports local farmers. We are lucky to have so many different kinds of farms in Texas. From bison to beef, and pork to chicken to shrimp, the varying landscape of Texas allows farmers and consumers a variety of local offerings. Some of these farms and ranches practice biodiversity and are sustainable within their own fences. This progressive return to the very pastoral way of farming is an amazing thing. This is the food that I feed my family and it is important to me that I trust its sourcing. I think it is awesome that I have the opportunity to look in the face of and shake the hands of the people that raise my food.

Here at Wheatsville we strive to have a wide variety of local products as we can. In the Meat and Seafood department we play our part as well. Buying this way can be a challenge, but the products that we can get are some of the tastiest and most nutritious around.

The Texas coast has brought us our 31/35 count **Gulf Shrimp**. These guys are great on the grill or in a stir fry. A quick 30 second blanch will make those shells a lot easier to remove. You can always save the shells and make a nice seafood stock, or bury them in the garden for the worms to feast on.



Buddy's Chicken has had a long relationship with Wheatsville. From Gonzales, Texas, these antibiotic and hormone free chickens are raised cage free and delicious. We offer a variety of cuts that represent the whole of the chicken. We even sell livers and necks in the freezer, and can get 40 lb. cases of backs or necks for raw pet food makers.

From Lexington, Texas, the **Dewberry Hills Farm Chicken** is one of my favorite products we offer. These chickens are hand raised and moved around the farm to assure them a diet of native grasses and bugs, as well as given feed that is animal byproduct free.

On the local pork front, we have **Richardson Farms**. Their **Bone-In Pork Chops** are an excellent cut for the

grill, along with the **Link Sausage** and the **Hot Links**. The **Pan Style Sausage** is a great way to get the day started. Pederson's also provides us with some local sausage options. We have a **Jalapeño Link** and a **Kielbasa Link** that are pork products and very delectable. Also from Pederson's is a great **Spinach and Feta Chicken Sausage**.

Thunderheart Bison also has a long standing relationship with Wheatsville. Their **Ground Bison** is not only sold here but featured at some established restaurants in town. I really love their **Bison Jerky**.

They say in Texas that beef is king. At Wheatsville we offer two distinct kinds of Texas beef. **The Bastrop Cattle Company** produces a grass fed, grass finished product that is a great way to get the maximum nutrition from eating

beef. We offer a variety of cuts including **Ribeyes** and **Top Sirloin Steaks**, as well as **Ground**, and **Stew Meat**. You can also pick up a **Beef Tenderloin** if you so desired. Remember, all grass beef is a lot leaner than grain finished beef so it

cooks a little differently. Slow and low is the rule of thumb here, especially for one of those fantastic **Bone-in Chuck Roasts**.

From Stonewall Texas we have **Windy Bar Ranch Beef**, this all Angus beef is really amaz-



photo by Bryan Butler

ing. We offer the **Inside** and **Outside Skirt Steaks** as well as the **Flank Steak** and the **Flat Iron Steak**. We also have their **Ground Beef** in the freezer as well as some great organ and bone choices.

Whether as a treat for your pets or to make stock with, we have several bone options from Windy Bar. The **round bones** are great marrow bones. The **knuckle and neck bones** are also great sources of collagen. I like to use a combination of all three for my stock. Be sure and roast the bones if you are looking for a dark, deeper flavor. If you want a light stock just drop them in the pot and go. **Ground heart** and **whole kidneys** round out these freezer selections.

We are proud of our local options in the meat market and we hope to help you on your journey to eat more locally.



Cool! by Mariah Barrett, Deli Counter Manager

Hey Wheatsvillians! Summer is upon us and your co-op has what you need to stay cool as a cucumber...

Speaking of cucumbers, have you tried our new **Cucumber Agua Fresca**? It's a simple and refreshing new drink

that we are featuring in the deli. The recipe was created by one of our awesome deli staff. It's sugar-free and sweetened with Organic Blue Agave.

We also have our always potent and delicious **Iced Coffee Toddy**, because there is nothing like a little rocket fuel to start off your lazy summer day. My personal favorite will always be the sweet and tart **Gingerade**. It's like "sunshine in a glass." As always, we have all of your old favorites, **Iced Yerba Mate**, and our creamy and delicious **Thai Iced Coffee**. Or try two of our **Local** options, **Nile Valley Hibiscus Mint Iced Tea** or **Sesa Iced Chai Tea**.



Summer hasn't slowed us down a bit, and we want to make sure you don't have to wait one extra minute for your ice cold drink, so we have introduced a **Grab-n-go Iced Beverage Box** right next to the deli counter. We have an assortment of our yummy in-house made drinks for you to choose from. No More waiting in line to get your favorite Wheatsville beverage, just grab it and go enjoy your summer!



Think Globally, Grill Locally

by Carla Vargas-Frank, Bulk Herbs Lead



New local spice blends in bulk herbs

There are few things that better complement these hot Texas summers than swimming in Barton Springs, sipping on a cold Texas brewed beer, and eating good old back yard BBQ. One company who knows all about long Austin summers is **Southern Style Spices** – a family owned business that has called Austin home since 1983. While Southern Style Spices is new to bulk herbs, it is not new to Wheatsville; our fantastic deli is hooked on their fresh, high quality products and now you will be too!

Southern Style Spices is a great local business with high standards that we can all appreciate. All of their herbs and seasonings are non-irradiated, contain no anti-caking agents, no artificial colors, and no MSG. They pride themselves on providing spices and herbs that are all natural and pure as defined by The Pure Food and Drug Act.

Want more reasons to love this company? All of their ingredients are cleaned without the use of chemicals, continually inspected by trained staff, and milled to exact specifications to ensure purity, consistency, color, and taste.

For your convenience, they are available pre-packed in the bulk herbs section. You can pick up two delicious varieties of their artisan mixed seasonings, **Six Pepper Blend** and **BBQ Seasoning**—both only \$4.29/lb! These are some seriously versatile blends, folks. While both go great on chicken, pork, or beef, try sprinkling some Six Pepper Blend on your veggie-kabobs before throwing them on the grill, or roasting some potatoes in smoky BBQ Seasoning.

Take your summer, your grilling, and your "locavore" status to the next level by giving these great local spices a try!





Two Great New Beers From One Great New Brewery

Jester King Craft Brewery is an authentic farmhouse brewery located in the beautiful Texas Hill Country. The brewery is committed to brewing artisan ales of great character and depth. Jester King's beer is not rushed to market, instead they are allowed to mature – often in oak barrels – to create enjoyable, interesting and exciting beers. An additional layer of complexity is added to Jester King's bottled beers by allowing a second fermentation to take place in the bottle.

The good folks at Jester King support the slow food movement and use as many organic and local ingredients as possible and will soon be brewing beer with harvested rainwater!

Wheatsville is proud to offer two great new beers from Jester King.

Wytchmaker Rye India Pale Ale

This India Pale Ale is brewed with nearly three pounds of hops per barrel and 15% malted rye. This is a dry, flavorful, drinkable beer with vibrant notes of citrus, tropical fruit and pine.



Black Metal Imperial Stout

This pitch black stout boasts huge notes of chocolate, roast, coffee, burnt malt and alcohol balanced by aggressive hop bitterness.



Wine from the Hill Country

If you are looking for a great Texas Cabernet Sauvignon then look no further because Becker Vineyards Cabernet Sauvignon Texas Iconoclast may be just the wine for you.

Becker Vineyards was established in 1992 by Richard and Bunny Becker. The winery resides in the Texas Hill Country between Fredericksburg and Stonewall and it is the home of the largest underground wine cellar in Texas!

Becker Texas Iconoclast is the number one selling wine at Becker Vineyards and for good reason. The wine features black cherry and raspberry notes with a clean dry finish. This is a fantastic, easy drinking wine and the character of the Cabernet Sauvignon really comes through with great fruit flavor and a fine structure. This wine would go great with a thick juicy steak or smoky BBQ! Why not grab a bottle today and fire up the grill this weekend!



Buying for a crowd—don't forget our wine deal. Buy six or more bottles of wine and get 10% off. Any wine! Any price! Mix and match!

We also have a great way to transport your wines with our spiffy Wheatsville 6 bottle carrier for only \$1.99 each! Best of all they have the Wheatsville logo on the side so you can bring it to a picnic or party with co-op pride!



Because the demand for Jester King's beers is often as high as their standards we cannot guarantee we will always have them in stock. So if you see one of their great beers in Wheatsville's beer cooler, why not do yourself a favor and buy one?

Discover Local Cheeses! by Greg Flores, Cheese Buyer



June and July, encompass Eat Local, America weeks, and what a great time to eat local. Growing season is at its peak. Local cheeses that were made from the milk of cows that have feasted

We also carry Full Quiver Farms' Neufchatel and Mozzarella. We offer their Neufchatel in many delightful flavors: strawberry, jalapeño, plain, chive, feta/spinach and garlic/basil.



ed on the spring grass are reaching their ripening stage—the fresh local chevres and fetas have been in production since March and mozzarella is the fresh summer cheese.

We are lucky to have some of the best cheesemakers in the country so close to us. Pure Luck Farms is 40 minutes away, and has won many awards for their basket molded chevres, feta and of course, their Hopelessly Bleu.

Veldhuizen Family Farms is a 3 hour drive to Dublin, Texas. They make wonderful raw milk cheeses which include a variety of cheddars, gouda, a few creations of their own and their Bosque Blue, named after the Bosque River. They are also waiting for their take on Parmigiano Reggiano to mature.

We also carry chevre, goat feta crumbles and ricotta from

Wateroak Farm Dairy.

Their feta crumbles come in three styles, a plain, part skim and garlic and herb.

Another favorite local product is Brazos Valley Cheese Company's Brie. Both their Eden and plain Brie won awards at last year's American Cheese Society Conference. Brazos Valley Cheese Company is part of a larger homestead community, which is located outside of Waco on the banks of the Brazos River.



A popular addition to our cheese selection is the wonderful cheese curds from Texas Daily Harvest. These curds come in two styles plain and spicy.

In July, we will start making mozzarella here at Wheatsville using Texas Daily Harvest organic mozzarella curds. On July 6th and 9th, we will be pulling fresh mozzarella into ovoline sized balls, live by Cheese Island. We will discuss the process of making and pulling mozzarella and different ways to enjoy mozzarella. There will be samples for you to enjoy and also a large display of locally grown tomatoes, basil and Texas Olive Oil. Everything you will need to enjoy locally made caprese salad!

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Summertime Sleeplessness

Record temperatures already and it's just the beginning of summer!

This is the time of year, when even in our air-conditioned lives, our sleep suffers and we wrestle with the bed sheets to get our coverage just right. If this is you, you are not alone. Take a look at the internet search term "insomnia" in Texas and you will see a minor spike in the hotter months.

Modern research shows that core body temperature, as it relates to our circadian rhythms, has a strong influence on the quality of our sleep. This would not come as any surprise to the Chinese herbalists of almost 2000 years ago who created herbal formulas to "calm the mind" and also included herbs to "clear heat."



Herbalogic's Deep Sleeper formula is based on such a formula with the addition of patrinia which comes from the class of herbs used to "clear heat." Additionally, modern research indicates patrinia to be twice as sedating as valerian root. So if you are one of the many affected by summer-time sleeplessness give Herbalogic's Deep Sleeper a try!

Product Spotlight - DermaE

The hot Texas sun can be brutal to your skin. In addition to sunscreen, using skin care products that rehydrate and have antioxidants can help fight the damaging effects of the sun.

Derma E products are formulated with scientifically proven, effective, natural anti-aging ingredients such as powerful antioxidants Astaxanthin and Pycnogenol, skin-firming DMAE, wrinkle-fighting Peptides and ultra-hydrating Hyaluronic Acid. Not only do I see great results with these products, all formulas have a safe, effective delivery system free of parabens, phthalates, sodium lauryl sulfates, petroleum, mineral oil, artificial colors, and are 100% vegan and cruelty-free.



Additionally Derma E does their part to reduce their carbon footprint and make the world a cooler place! They use 100% recyclable packaging, they are a member of Green America, and manufacture their products using only wind-power!

The Hippies Have Landed! The Hippies Have Landed!

by *Kim Tehan-Barrow, Bodycare Buyer*



No worries.... It's just **The Mad Hippie Skin Care** line at Wheatsville! We are proud to offer you a brand new skin care line based right here in Austin.

Mad Hippie is a small family owned and operated skin care company originally from Maine, but recently transplanted in Austin. They make high quality, effective skin care products utilizing the best ingredients from Mother Nature and modern science, but always staying true to their "hippie" roots by keeping it natural—using only ingredients you can feel good about putting on your skin, like acai, pomegranate, jojoba oil and coenzyme Q10, while leaving out harmful chemicals, parabens, synthetic colors and fragrances.

Their basic philosophy is "more actives, more results". Their products feature cutting edge peptides—the newest and biggest thing in skin care right now.



While peptides can work in a variety of ways, one of the effective, Matrixyl 3000, mimics the appearance of broken down collagen in the skin.

Essentially collagen is a protein, which is a long string of amino acids. When the collagen is damaged, it leaves behind these shorter strings of amino acids known as peptides. The peptide Matrixyl 3000 mimics the appearance of this broken down collagen tricking the skin into thinking it has been damaged. This activates the skin's natural production of collagen, giving the skin a fresh and healthy look while visibly reducing the appearance of wrinkles.

Pretty cool, I must say! This fabulous new line consists of **Cream Cleanser, Vitamin C Serum, Eye Cream** and **Face Cream**. Next time you're in drop by the body care department and try a sample and let us know what ya think!

Locally Made Gifts!

by *Miranda Robinson, Housewares Lead*



Wheatsville shoppers love our local produce, meats, and packaged groceries, but did you know we have a great selection of locally made gifts, too? It's true!

For the candle lover in your life we offer glasses, travel tins and tea lights from **Soy Delites**. These candles are made from 100% natural soy wax with cotton wicks so they're clean burning and long lasting. Check out their website at www.soydelites.com.

We also carry premium soy candles from **Scents For Living** in chic fragrance combinations like **White Plum Chutney, Hinoki Wood & Cypress, and Persimmon & Water Orchid**. You can find the 1.6 ounce travel jars in our candle case year round and the 7 ounce glasses during the holiday gift season. Find out more about this company at www.scentsforliving.com.

For the fashionistas we have handmade wallets and bags from local designer **Anne Marie Beard**. Her accessories feature clean lines and functional designs in bold prints. Take a look at www.annemariebeard.com and you'll understand why we love her meticulously made accessories so much!

Kurban Trash takes plastic shopping and food bags and turns them into hip and edgy **wallets, hip bags, and coin purses** – funky, functional and environmentally friendly. K even made us a custom display from recycled materials! Surf on over to www.kurbantrash.com to link to her facebook and blog, or to request a custom order.



Another company I love is **Handmade Expressions**, a local distributor for fair trade products from India. They work with artisan groups from economically disadvantaged regions and teach them how to combine traditional techniques with modern design trends. From tree free journals and gift wrap to tie dye scarves and colorful handbags, their products are fun and unique. Learn more about the company and fair trade principles at www.handmadeexpressions.net.



And don't forget our awesome assortment of **locally made greeting cards!** Check out the spinning rack near the Health Team desk and you'll find cards featuring gorgeous nature photos from **Blue Heron** and **Elliot Siff**, prints of pressed flowers with decorative trim from **Flat Flower Botanicals**, and colorful drawings from **Peace Notes**.

Finding the right selection of gifts and accessories is my favorite part of my job and I am truly happy to live in a community with such talented artists. We are fortunate to have so many local companies who produce fantastic products using ethical business practices, sustainable materials, and environmentally responsible methods. Go Austin!

There's A New Kid On The Block

Pharmacy opens across the street from Co-op

TAS Specialty Pharmacy is built on exceptional customer service and the clinical expertise of our pharmacists.

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Meet Our Local Food Makers! by Adrienne Beall, Grocery Buyer

**What is your product? Why is your product special?
Tell us about a unique or different use for your product.
What brought you to Wheatsville?
Pick one local product sold at Wheatsville. Why do you like it?
Why do you think it is important to keep food local?**

**I contacted a few of our local food makers and asked them a series of questions...
Here's what they had to say!**

LovePuppies Brownies

8 delectable flavors that inspire happiness with every bite

by Mallory Hoke

LovePuppies Brownies, a scrumptiously simplistic brownie bakery, offers bold chocolate flavors ranging from the classic dark chocolate brownie to the hybrid breed, **Hunka Hunka Burning Love**, a deceptively delicious brownie packed with ground chipotle peppers.

LovePuppies was an accidental business. After **Joel Haro**, owner and CIA trained chef, closed his catering company, he still received calls about his chocolaty morsels. And thus, LovePuppies was born. As a trained chef, Joel knows the importance of flavor and knowing where his ingredients come from.

We asked our faithful fans where they'd like to see us in stores and they requested Wheatsville. We realized we were a match made in Heaven and the rest is history!

While LovePuppies are just divine on their own. They are also the perfect ingredient for semi-home-made recipes like **Joel's Guinness Brownie Pudding!**



- 2-3 cups of stale brownie ends
- 1/2 cup Guinness beer
- 1 cup heavy cream
- 1/3 stick butter, melted
- 2 eggs
- 1/4 cup sugar
- 1 Tbs vanilla

- Stale brownie ends can be made by putting brownie ends on sheet tray into 225° oven for 45-60 minutes or until crisp and hard
- In buttered 8 inch baking pan, soak stale brownie ends in beer and cream for 5 minutes
- In separate bowl, hand mix melted butter, eggs, sugar and vanilla.
- Add mixture to baking pan over brownies
- Bake at 350 degrees for about 30 minutes or until toothpick comes out clean
- Let sit 5 minutes before cutting
- Serve topped with whipped cream, chocolate sauce or berry compote

New Earth Superconscious Living Chipotle Chia Crackers

by Krystalle Keszainn

We soak and sprout our buckwheat in filtered, vortexed, structured water, giving our crackers an extra boost of life-force energy. We use chia seeds, which are high in omega-3 fatty acids and are a great source of energy. One bag of our Chipotle Chia Crackers contains 20 grams of protein! That's a lot of protein from a vegan cracker!



What to do with those few crumbs in the bottom of the bag? They make great salad sprinkles! Our Chipotle Chia Crackers are amazing with almost anything involving avocado. Our recent discovery: mash avocado and stir in with sauerkraut. Dip our crackers in your avo-kraut and enjoy!

What brought us to Wheatsville was we love supporting our local community co-op, and we appreciate Wheatsville's commitment to local artisans. We also love Wheatsville's employees—we always feel welcome when we visit.

My favorite local product sold at Wheatsville.? I have to pick just one? Oh, there are so many awesome Austin products! I enjoy sipping **Zhi tea**. I also enjoy raw honey from **Good Flow**, and we are also fans of **Daily Juice!**

Eating local means we are eating fresher —closer to picking-time (especially with live foods), and are receiving more nutrients and life-force from our foods. Eating local also supports our local artisans who have infused their local love and homegrown hearts into



our foods. I love knowing where my food comes from and who is preparing it! I notice I really enjoy eating food when I have a personal connection with the farmer or artisan who created it. I feel a special blend of gratitude and excitement when I know the person who prepared my food loves what they do and is dedicated to producing their food with love!

We just launched our new website and it is beautiful! Please check www.NewEarthCenter.com



Yummy Living Foods

by Arielle Webb, owner of Yummy Living Foods

Yummy Living Foods offers raw, vegan, gluten-free, naturally sweetened, low-glycemic, delicious desserts. We provide Wheatsville with a variety of cookies, dessert cups, and fresh nut milk. Our products include: **Lemon Cheesecake, Chocolate Mousse, Chocolate Cake with Whipped Cream, Chocolate Hazelnut Decadence.**



Cinnamon Sugar Cookies, Ginger Spice Cookies, Brownie Bites, Fresh Raw Almond and Hazelnut Milk.

Our products are not only geared toward people who want to eat healthier and cut down on sugar, but also accommodate people with special dietary needs. Our products are friendly for celiac, autism, vegan, raw, and gluten-free diets. We pride ourselves in making not only healthy desserts, but ones that taste amazing. We use whole foods and mostly organic ingredients that support fair trade. If you have never tried fresh raw nut milk, it is a must try! Our products are made and delivered fresh.

Our Almond and Hazelnut Milk can be used to make delicious smoothies. For a smoothie, blend Almond Milk with fresh or frozen fruit. Your creamy beverage options are endless. Try adding your choice of cocoa or chocolate, coconut, sugar, a touch of salt, a touch of cinnamon, and vanilla. Blend or heat up for a decadent chocolate drink!

We love that Wheatsville is one of the only cooperative natural grocery stores in Austin. The staff are always friendly, helpful, and provide a pleasant community atmosphere. We love that they support local businesses. Wheatsville has an amazing collection of unique products that reflects their commitment to supporting the vegan and gluten-free community. Our local product sold at Wheatsville that I like best is Tom's Tabooley, he makes some of the best hummus I've ever had.

Access to local products ensures a commitment to green and healthy living. It's kinder to the environment and provides us a chance to enjoy food at it's freshest and most vibrant.

Learn more about us at www.yummylivingfoods.com





Texas Olive Ranch partners Jerry Farrell & Jim Henry celebrate 2010 Texas olive harvest



Texas Olive Ranch *by Karen Lee*

Texas Olive Ranch in Carrizo Springs makes all natural Texas-grown and cold-pressed extra virgin olive oil, Texas flavor infused olive oils, and Texas flavor infused balsamic vinegars. We make the only commercially distributed Texas grown olive oil. Even though we are still a small producer, we are the largest olive orchard in Texas, and all our olives from our 40,000 trees are milled within 4 hours of harvesting, so our extra virgin olive oil is exceptionally high quality, very low in free fatty acid (0.2%) and deliciously fresh.

Imported olive oil is especially notorious for being old, refined, blended with nut oils, and otherwise adulterated for American consumers. A recent study by UC Davis took olive oils from grocery stores in the US and had them analyzed to see if they were truly Extra Virgin (less than 0.8% free fatty acid and less than 20 ppm peroxide, both indicators of the freshness of the olive at the time of milling). Approximately 80% of the imported olive oils tested failed one or both tests. Even though domestic olive oil production is limited at this time to California and Texas, we believe knowing the source of your olive oil is the best way to ensure you are getting a fresh, quality extra virgin. We hosted over 1000 people at our harvest last September so Texans could see the harvesting and milling of Texas olives themselves—it's a great way to incorporate Texas olive oil into Texas food culture.

All of our olive oils and balsamic vinegars are delicious and are wonderful drizzled on just about anything you might cook, including salads, soups, vegetables, and meats. I was surprised when some of our customers who are massage therapists began to buy our extra virgin and basil olive oil to use as a massage oil. Fresh extra virgin olive oil is very high in antioxidant and anti-inflammatory polyphenols, so in addition to giving your skin a very silky glow, it feels good all day long. I tried it myself and I love it!

The Wheatsville groove found us selling our Texas Olive Ranch extra virgin olive oil at the Sunset Valley Farmers Market and brought us into the hippest grocery store in town. Wheatsville is one of our best retail locations and we are proud to be a part of the Wheatsville family. I love the Pure Luck Farms goat cheeses I can get at Wheatsville. All of them. Absolutely delicious.



Harvesting olives



Thunderbird Energetica Bars

by Taylor Collins

Thunderbird bars can take your breakfast experience to new realms of time and space. Chop your favorite bar and sprinkle over items such as cereal, oatmeal, or pancake batter. This is truly the breakfast of champions!

Thunderbird landed at Wheatsville roughly 4 months ago. As a company we share many of the same core values as Wheatsville. We both champion environmental responsibility and appreciation for "real" food as well as the tradition of eating. Wheatsville embodies health, wellness, and community and Thunderbird is honored to have a home for our bars in the store. Our favorite local product sold at Wheatsville is Chameleon Cold Brew Coffee. It is delicious, handsome, and perfect for these long and hot Texas days.

Fresh food that is sourced locally is healthy. A higher concentration of micronutrients coupled with the pleasant experience of eating regional foods works within natural ecosystems and minimizes stress on the environment as well as our bodies.



Chameleon Cold Brew and Thunderbird Energetica Bars co-sampling at Wheatsville.



Even monkeys in South Korea (from the Lion King) love our bars!

local connection

Wheatsville has supported local farmers, ranchers, & food producers since 1976

+STRONGER TOGETHER

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Local Is Where It's At *by Adam King, Green Grocer*

Wheatsville has always stood for locally grown food. It's one of the things that distinguish us from other grocery stores. Buying local

isn't always easy. It's a commitment to juggling relationships with dozens of growers instead of going with one major distributor. Often, it can be hard to get product from the field into the store: people can't play farmer and delivery driver at the same time. One farm that's made it easy on us this year is **Johnson's Backyard Garden**.

Headed by Brent Johnson, Johnson's Backyard Garden (hereafter referred to as JBG) is an organic farm that sits on 40 acres of land in southeast Austin. I had the opportunity to visit the farm early this spring. Looking back, I'm honestly not sure what I was expecting. I knew Johnson had a pretty successful CSA (Community Supported Agriculture), did some business at the farmers market, and sold a little wholesale on the side. I can honestly admit I didn't know what 40 acres looked like. I'd only ever visited smaller "hobbyist farmer" operations and seen enormous monoculture farms of seemingly impossible size. Johnson's 40 acres is a scale that seems workable – way too big for a hobby garden, not so huge that it's run all by machine. A real "small business" farm. Don't let that fool you into thinking he's not moving forward or is not financially successful: Johnson is looking to expand his farm to 130 acres very



Vegetables in Johnson's Backyard Garden's southeast Austin farm. Lettuce, Bok Choy, Kale, and others are visible

soon, and is on his way to creating a multi-million dollar operation, creating dozens of jobs here in Austin.

In the past, farmers ran strictly wholesale operations. They grew large quantities of produce and sold them at low prices to produce distributors, who then sold them to retail stores. To make this model work effectively, a farm has to be quite large. There's also a certain antagonistic relationship that develops: the middleman distributors need the lowest possible price to maximize their profits when reselling to retailers, and retailers in turn demand the lowest possible price from distributors, maximizing their profits while retaining a low price image to consumers. It doesn't take a genius to realize where the farmer ends up after all this: broke.

One thing I love about working directly



A tractor with an automatic seeder plants seeds for harvest as baby greens. In the foreground: baby arugula.

with farmers is the frank and honest dialogue I get to have with them. That antagonistic relationship is replaced with one of mutual respect and cooperation. "If you sell this to me for \$2 per pound, I can sell it for \$3. That'll cover any loss, keep the lights on, the rent paid, and return some money to the owners at the end of the year. We could probably afford to pay \$2.50, but at that price, we'd have to raise the retail price and probably sell 30% less overall. What do you think?"

In many ways, Brent Johnson represents the changing face of American agriculture. For small and medium sized farms, a more flexible philosophy is required. Farmers like Johnson are following a business model of the farmer as a small business entrepreneur. Businesses like JBG are built upon three equally important pillars: the CSA, farmers markets or farm stands, and wholesale operations.

First, there's Community Supported Agriculture, the backbone of the new small farm. CSA is a subscription system designed to provide farmers with a dependable revenue stream. By becoming members of a CSA, people pledge to financially support the farm in exchange for a share in the production. CSA programs are typically offered by vegetable farms, but it's not a rule. Depending on the farm, each share member gets a box of produce every week or other week. The idea is that subscribers pay a farmer to do what they can do best (that is, grow fruit and vegetables) in return for some of the fruits of his or her labor. There are several locations around Austin that members of JBG's CSA program can pick up their CSA box, including Wheatsville.

Many farmers, including Johnson, sell produce at farmers markets and farm stands in addition to their CSA program. This is another opportunity to sell produce at retail prices, and one of the ways farms like JBG establish their brand. In a world where so much of what we see is created thousands of miles away, the opportunity to meet the farmer and learn about how their food was grown leaves a lasting impression and provides an extremely powerful experience.

Finally, we have wholesale. The smaller but significant amount of produce that is not spoken for in CSA boxes or farmers market stands gets sold to retailers like Wheatsville. We have the ability to buy larger quantities of produce in a single shot. We can't, of course, pay the same price that customers at the farmers market, but we can provide a big payout at once. Naturally, I want more of JBG's produce on our shelves at Wheatsville, but I do want Brent to get the best price he can for his produce. **I'm happy to announce that with the increasing success Johnson is experiencing, he is now able to deliver to Wheatsville five days a week.** This means a dramatic increase and consistent availability of more locally grown produce for Wheatsville's owners and customers. Big news, to be sure.

Dan Gillotte, Wheatsville's General Manager, is always talking about our "big direction," that is, our shared vision of the future of Wheatsville and the impact we have in Austin, Texas, and the Earth as a whole. Establishing and building relationships with farms like JBG is the big direction in action. More successful coop = the ability to buy more produce from local farmers = more local farms and farm jobs = happier people, happier planet. Keep the faith!



Staff Top Ten Picks *by Cecelia Phillips, Grocery Lead*

1. Grapefruit
A perfect breakfast to share with the one you love

2. Dale's Pale Ale
Take it with you to a Wheatsville softball game



3. Burt's Bees Insect Repellent
Smells great and keeps the skeeters away



4. Woebers Jalapeno Mustard
I could eat this by the spoonful



5. Wheatsville Deli Garden Salads
I take my cashew tamari dressing with salad



6. Mom's Best Shredded Wheat
Just like being a kid again

7. Texas Daily Harvest Organic Milk
Local, organic, delicious



8. Fruitfull Popsicles
I eat three of these a day

9. Celestial Seasonings Honey Chamomile Tea
Naturally calming and tasty



10. Nature Factor Coconut Water
Your summer hydration treat!





HOWDY FOLKS! IT'S RILEY LUCE, YOUR FRIENDLY BULK BUYER HERE. AND UNFORTUNATELY I'M HERE TODAY TO BID YOU FAREWEL, AS I WILL BE HITTING THE OPEN ROAD VERY SOON.



WHEN I FIRST MOVED TO AUSTIN I WAS LOOKING FOR ANY JOB I COULD FIND, I FEEL SO LUCKY TO HAVE STUMBLED UPON WHEATSVILLE



ITS BEEN A REAL PLEASURE BEING YOUR BULK BUYER. IT REALLY FEELS GREAT TO SERVE PEOPLE WHO CARE ABOUT WHERE AND HOW THEY SHOP



AND MOST OF ALL ITS BEEN A LOT OF FUN!



I'VE NEVER WORKED WITH SUCH AN AWESOME GROUP OF PEOPLE, WHO REALLY ENJOY AND CARE ABOUT WHAT THEY ARE DOING



I FEEL VERY THANKFUL THAT WHEATSVILLE IS HERE, AND THANKFUL FOR THE PEOPLE LIKE YOU WHO KEEP IT GOING STRONG! TO ME WHEATSVILLE IS A PLACE WHERE PEOPLE ARE TREATED WITH RESPECT, AND WHERE OPINIONS MATTER. I KNOW I WILL MISS IT DEARLY

SO GOOD-BYE FOR NOW, KEEP AUSTIN WEIRD, AND DON'T FORGET TO SUPPORT YOUR FRIENDLY BULK DEPARTMENT!

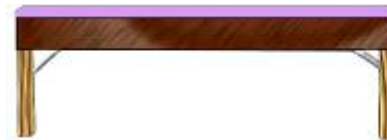
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Staff Top Ten Picks

by Gabriel Gallegos, Ownership Coordinator

Monterey Farms Grilled ArtiHearts

These artichoke hearts are absolutely delicious and grilled to perfection. Find them in the produce department.



Pamela's Cornbread & Muffin Mix

This cornbread is just plain delicious. There are so many great recipe variations to choose from on the package.



Starlite Crispy

Soy Taquitos: Chicken Style

I knew these would one day make it to my Top Ten list after my first bite.



Amy's Gluten Free Dairy Free Burrito

Ever since adopting a gluten free and vegan diet, Amy's has never ceased to amaze me with the quality and selection of their products.



Wheatsville Bakery's Whoopie Pies

These puffy, cream-filled delights are my absolute favorite bakery item.



Almond Breeze Original (refrigerated)

This is my favorite non-dairy, soy free milk. It has just the right amount of sweetness versus nuttiness.



Mother's Cashew Tamari Dressing

Not only is this delicious on salads, but it really dresses up steamed vegetables over rice.



Lundberg Wild Blend Rice

1 cup Wild Blend Rice + 2 cups water + bouillon cube + rice cooker = wild rice heaven

Preserve Toothbrush

I have been using Preserve toothbrushes ever since I discovered Wheatsville 5 years ago and they have never let me or my smile down!



King Arthur Gluten Free Multi-purpose Flour

Hands-down, this is the best gluten free flour blend I have ever had. It will make you re-check the ingredients after your first bite!

Gluten Free Drop Biscuits

These biscuits are my favorite thing to bake using King Arthur GF flour. The original recipe is from *Betty Crocker's Cookbook*.

- 1-3/4 cups King Arthur GF Multi-Purpose Flour
- 1/3 cup Spectrum Shortening
- 2-1/2 tsp. Rumford Baking Powder
- 3/4 tsp. sea salt
- 1 cup Almond Breeze Original
- 1-1/2 tsp. Bob's Redmill Xanthan Gum*



Heat oven to 450 F°. Cut shortening into flour, baking powder, salt and xanthan gum with pastry blender until mixture resembles fine crumbs. Stir in milk so dough leaves side of bowl and rounds up into a ball. Drop dough onto ungreased cookie sheet about 1 inch apart. Makes about 8 biscuits. Bake until golden brown, 10 to 12 minutes. Enjoy with some Earth Balance Buttery Spread and strawberry jam!

*Xanthan gum is a binder used in gluten free baking which is very necessary in baking delicious gluten free pastries and breads. Although it can be somewhat pricier than other baking ingredients, it is a great investment to make if you plan on baking with gluten free flours.

I'm Cool, Thanks to WV

by Rosie Weaver, Wheatsville Owner

As I write this it's only May but I'm wilting like it's mid-summer. Lucky thing Wheatsville has got my back. Here are a few of the ways Wheatsville has helped me chill out and stay in the cool crowd:



After our weekly Wheatsville shopping trip, we stopped at the playground. I'd filled up my new **ThinkCool water bottle** with icy water before we left the house. After several hours of sitting in the hot car, the water was still refreshingly frigid. I'm still not certain I picked the right color, though. The green one was almost iridescent and the blue really expressed chilliness. Black was hip, but it almost seemed like bragging, "My water bottle is a sun-absorbing black and it's STILL keeping my drink cool." I went with brushed silver.



So the playground expedition was fun but tiring, and we ended up having to alternately coax and coerce our daughter into going to bed before pretty much falling into bed ourselves. I woke up early the next morning with the

grim realization that I'd LEFT THE GROCERIES IN THE CAR.

Overnight. In 70 degree weather. I hurried out in my bathrobe and retrieved the **green insulated bags with the friendly yellow Wheatsville emblem** from my trunk. I unloaded it with trepidation. Lettuce: not wilted. Sprouts: lightly damp. Avocado: perfectly ripe. Three boxes of Organic Valley soy milk: still cool. I wouldn't swear to everything being at food standard temperatures, but nothing spoiled.



Flushed with triumph, I decided to breakfast on a frozen smoothie pop. I'd gotten a set of **Norpro Silicone freezer pop makers**



a few days earlier and filled them with a blenderized mix of banana, strawberry, coconut milk, and agave. I tested the pop-on lids for water tightness, and then decided to freeze the pops in a plastic bag, just in case. I'm pleased to say they did not leak at all! A quick run under warm water and my first pop was ready to slide into my mouth. Creamy delicious coolness.

On my way to work, I stopped at my favorite place for a cold caffeine fix—you guessed it—Wheatsville! A tough decision faced me. Should I get a grab-n-go **iced coffee toddy** from the iced bin by the deli? Or



should I order up a freshly made **iced soy latte**? Both feature fair-trade beans and bold coffee flavor... I debated the features. The toddy coffee is cold-brewed, so it's strong without a trace of bitterness or acidity. And Wheatsville doesn't water it down with a big cup of ice, which makes it a great deal. On the other hand, the Wheatsville iced soy latte is hands down the best soy latte I've ever had. I don't know what they do, but it's magic. Not one for making tough decisions so early in the morning, I bought one of each, figuring I'd save the toddy for an after-lunch pick me up.

There's more to tell of course: The blissful rush of cold air in the entryway. The crisp, cooling bite of Wheatsville salad rolls. All my favorite frozen treats. I'll save those stories for another day. Stay simmered down, friends.

Sign up for the Wheatsville Email List!

A few times a month, you'll get an e-mail from us informing you of upcoming events, new products or changes in the store. Go to <http://wheatsville.coop> to sign up!

We will not sell, lease, lend or otherwise disclose your email address to any other entity.

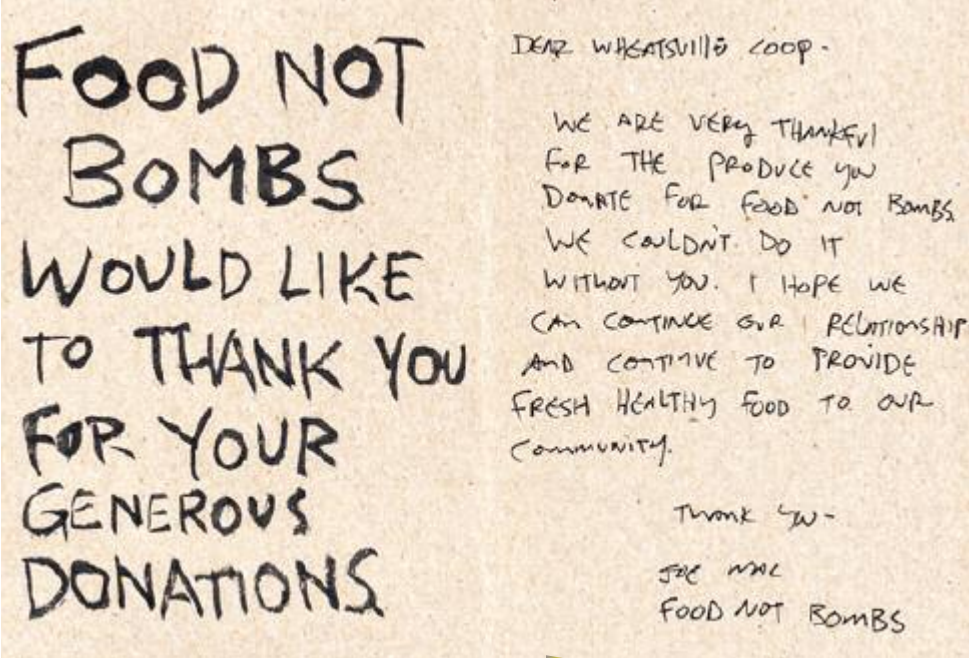


Thundering Paws Animal Sanctuary

Offering a safe haven for animals who are homeless, neglected, injured or abused. Our goal is to respect animals as individual beings with spirits who deserve the right to live a happy and healthy life, regardless of their attitude towards humans and human contact. For information about adoption visit our website

www.thunderingpaws.org

Dripping Springs, Texas



Food Recovery at Wheatsville

by Allen Schroeder

Isn't it wonderful how grassroots efforts evolve? It all started when two clerks from two different Wheatsville teams came to me asking if there some way to keep the day-old bread from being thrown out. Coincidentally, the next day, **Bo McCarver, president of the Blackland Neighborhood Development Corp.** and long time East Austin community activist, called me to ask if Wheatsville could donate food for his volunteers that come every Saturday to work on housing for low income and homeless transitional folks.

Bo and I then came to an agreement that we would do all we could to capture and distribute all the discarded food we could, every day.

After three years of moving day-old food from Wheatsville to the Blackland Neighborhood Center and surrounding neighborhood, Bo McCarver and I calculate we've moved close to 20 tons of food. Not that this number has much significance relative to what the potential food distribution network from central Austin to the food deserts on the East side could be, or the effort it takes to pull this off, but it's an impressive number just the same.

Examples of what is being transported across the great I-35 divide are: milk, eggs, soy milk and yogurt, lots of produce, all kinds of bread, and small amounts of over-production from the deli.

More players have come onto the scene since the start of this effort. The kind folks with **Food Not Bombs** have upped their collection days from one to two. For a while, as often as he could, Ryan Lynch delivered a day's worth of eatable but not sellable produce to the elderly folks at the Alamo Rec Center. Ryan and his partner are expecting their second child in July, so he won't be able to continue. Thank you, Ryan, for your kind effort.

Rest assured, Wheatsville is the most forward thinking, progressive food store in Austin when it comes to the responsible stewardship of the precious resource we call food. Thank you Wheatsville and thank you Wheatsville staff for accommodating Bo and I coming in every morning to capture this flow of vital food that many poor families on the near East side have grown to enjoy and depend on.



5 Mile Farms

by Randy Jewart



A year and a half ago Wheatsville helped support **Resolution Gardens'** pilot program to create decentralized urban farms that live in homeowner's yards. We've grown from our first 200 square foot module, to eighty-eight modules – 17,600 square feet at 6 active sites. You've been buying our chard and lacinato kale at Wheatsville during the spring season.

We're proud to announce the formation of **5 Mile Farms!** Thanks to **Tyson Brown, Chance Carlini, Patti Boyce, Monica Asencio, Mary Ellen Borgelt and Matt Risinger** and their families for making their homes our farm. (Join them!)

Last year, when making a presentation to Westlake fifth-graders, I asked six classes of thirty students where their food comes from. They said, "plants" —not animals, not farms. Do they see a farm as they move around Austin? I can't drive to more than a handful, myself.

Imagine how great it would be if, as we moved around our town, we saw farms everywhere every day. Not industrial farms, but small, beautiful, pockets of productive space growing food to provide nutrition and income for the community.

When you see or visit a 5 Mile Farm you'll be at a neighborhood resource where you'll find 5 Mile Farmers who are physically ready to throw down and bust some soil. They are tuned in to the weather and soil conditions. They are nurturers of organisms, thrifty with ALL available materials and resources. They are ready to lend a hand and constantly problem solving and anticipating their next moves to increase fecundity. Someone you want to be in relationship with. What if that person was YOU?

The practice of growing food generates cultivation of the community. Because we dig, plant, nurture, harvest and eat, we plan, communicate, share, sell and invest like an ecosystem. 5M increases participation as it decreases consumption.

When a yard transforms into a farm, it sets off a flow of relationships, education, seeds, money, meals and ideas.

Farming is a platform of activity for more than a lifetime of learning, but anyone can start **right now** with a shovel and a willingness to share. The 5M model allows for the potential to construct hundreds or thousands of farms in Austin alone with basic tools and wholesome materials (compost, seeds, rainwater barrels). We could create jobs in the organic, hyperlocal food sector for many economically marginalized community members instead of leaving them to struggle in dead-end jobs or unemployment.

5M aspires to build a new retail infrastructure for the movement of produce in neighborhoods that incorporates an online component, is on a walkable scale, and maybe involves no cash at all.

5M is a meme and a replicable business DNA that will allow every community in the industrial world to grow hyperlocal produce and grow neighborliness.

Let's walk to that farm because it's in our front yard. Let's be those people, because farmers are the best neighbors —stewards of health for themselves, their family, the organisms we relate with because we eat and depend on them, and our community.

We're cultivating for ourselves a feeling of connectedness where our life and our time means something real and important. And what we GIVE in time and money and sweat comes back in food, relationships and knowledge.

At our modest 5M project in Austin we *feel* it because we *are* it. It's not a picnic. It's not utopia. It's us and the work we do to eat together today.

Join us every Saturday at Resolution Farm at 5213 Jim Hogg Avenue from 10 – 2pm for volunteer day. More info at ResolutionGardens.com



Co+op Deals Make The Dog Days of Summer Refreshing For You & Cooler For Your Wallet!

by Brooks Wood, Co+op Deals Coordinator



Summertime is here and we're all busy planning get-togethers with friends and family, playing sports and enjoying other fun outdoor activities, camping, grilling our favorite foods. Many kids are attending summer camp and who doesn't want to take a cooling dip at their favorite swimming hole in Austin?

At Wheatsville, we're busy stocking all the foods of summer that you love as well as many of the **icy beverages** that help to keep you cool and hydrated. We're

also gearing up for our mid-summer **Owner Appreciation Days, July 16-24**. This is a wonderful time to stock up on the foods and products you love while enjoying additional savings that really add up! It's good to know that in the face of rising gas and food prices, your Co+op is working hard to deliver the best possible return on your food dollars. Who couldn't use some extra money in their pockets this summer?



Come in and stock up—these items on sale from June 29th - July 12th



Wheatsville has a scrumptious menu of summer favorites for you and your family. Hydration is easy with **Santa Cruz Organic Lemonade** for only \$1.79, **Honest Organic Ready-To-Drink Iced Tea** for 99¢, **Blue Sky Organic Soda** 6 packs for \$3.49, **R.W. Knudsen Just Black Cherry Juice** for \$3.29 and **Rice Dream Rice Drink** on sale for \$1.99.



Easy summertime breakfast items include **So Delicious Coconut Milk Yogurt** 2/\$3.00, **Cascade Fresh Low Fat or Fat Free Yogurt** for 69¢, **Kashi GoLean Cereal** for \$2.99, **Organic Valley Organic Lactose Free Milk** for \$3.99, and **Clif Energy Bars** on sale for 99¢.



Wheatsville has all the ingredients to make your summertime grilling delicious and memorable! When grilling great food, nothing is worse than tasting the fuel rather than the food! No need to worry about that when you're using our **All Natural, Woodstock Farms Lump Hardwood Charcoal**, on sale for \$7.99.



Once you have the grill fired up, you can throw some of **Henry & Lisa's Salmon Burgers** on the fire which are on sale for \$4.99 or try our **Quorn Meatless Burgers**, on sale for \$3.99. Top either with **Annie's Naturals Organic BBQ Sauce**, on sale for \$2.49. And of course, we have all the **perfect grilling condiments** on Deal. **Muir Glen Organic Ketchup** on sale for \$2.29, **Woodstock Farms Organic Mustard** is on sale for \$1.99,



Woodstock Farms Organic Pickles are on sale for \$3.49 and **Mediterranean Organic Roasted Peppers** are \$4.29. We've also put our **Rudi's Organic Bakery Hot Dog Buns** on Deal at the great price of 2/\$5.00, our **LightLife Smart Dogs Veggie Protein Links** are on sale for \$2.59 and our **Westsoy Chicken-Style Seitan** is on Deal for \$3.59.



WOODSTOCK™
EAT BECAUSE IT'S GOOD!

Enter FOR A CHANCE TO WIN A Weber One-Touch® Silver CHARCOAL GRILL

WOODSTOCK™ has a *New* look and more great products!

ALL-NATURAL LUMP HARDWOOD CHARCOAL
Don't forget to grab your Woodstock™ Organic Condiments!

No purchase necessary to win. Void where prohibited. Entry forms available at participating Co+op Deals Stores. Prize will be awarded at each Co+op Deals Store at the end of the promotion. Woodstock is an official sponsor of American Farmland Trust and will be raising awareness and funds on behalf of this non-profit organization. American Farmland Trust (AFT) is dedicated to preserving land for sustainable farming.

Save the Land Proud Supporter of American Farmland Trust

©2010 Woodstock www.woodstock-foods.com

Brooks' Favorite Summertime Produce Pick



SWEET CORN of course! Wheatsville has the freshest produce in town! Is there any food that celebrates summertime better than corn on the cob? Who doesn't look forward to the first taste of summertime corn?

Slow roasted on the grill, you just know the fresh kernels will be melt-in-your-mouth delicious when perfectly seasoned with kosher salt, freshly cracked pepper and a generous pad of sweet cream butter.

Corn on the cob is synonymous with great summertime food. Yum!

Hot Days & Cool Treats

There is no greater treat than a cone with delicious ice cream to top off a summertime meal. Wheatsville has an ever-expanding selection of some of the finest ice creams, sorbets, gelatos and tasty treats on a stick available in Austin. Look for special pricing from Co+op Deals during the months of **July & August** from **Alden's, So Delicious** and **Ciao Bella**. In the meantime, enjoy the tasty creations from the fine folks at **Talenti, Blue Bell, Stonyfield, Julie's, Clemmy's, Ben & Jerry's, Almond Dream, Nada Moo, Purely Decadent, LaLoo's** and **Brazos Supreme**.

Owners!

Help us promote Wheatsville!

Celebrate big savings by sharing your Co+op Deals Flyer with friends and co-workers. Let them see the great prices and products that we have and get them excited about your co-op!

Your word of mouth is worth a million dollars of advertising!



Photo courtesy of Stephanie Colgan



Join the "Real Food >>> Road Trip"

Interested in learning more about your food? 'Tune in' to The Perennial Plate, an online weekly documentary series dedicated to socially responsible and adventurous eating. In true road trip style, chef and activist Daniel Klein and camerawoman Mirra Fine are making their way around the United States, telling the stories of real food and the people who provide it in every corner of the country.

Food co-ops around the country are proud sponsors of The Perennial Plate and invite you to join their journey to discover where good food comes from and how to enjoy it. Daniel and Mirra may even be coming to a food co-op near you!

For more information, visit www.perennialplate.com or www.strongertogether.coop.



FETA My Favorite Cheese of Summer

The salty tang of **feta** is **unmistakable**. One of my favorite ways to enjoy feta is to pair it with **watermelon, basil and cured olives**. Simply cube the watermelon into manageable bite-sized pieces and slide onto a short appetizer-sized skewer. Add a nice cube of salty feta, a pitted cured olive and a couple of shards of shredded basil. The result is a light and refreshing taste of summer you can enjoy with a glass of chilled white wine, homemade Sangria or freshly brewed iced tea.

Simple and delicious, this is perfect as an appetizer for a summer evening at home with family and friends.

Bon appétit!



The Non-GMO Project

Adapted from www.nongmoproject.org by Niki Nash, Wheatsville Merchandising Manager



Genetically Modified Organisms (GMOs) in food is one of the main issues in the politics of eating these days. Some

Wheatsville shoppers are very concerned about the risk of consuming these foods. Fortunately there's a recently formed group, dedicated to the verification of foods that contain no GMOs.

The Non-GMO Project is a non-profit organization, created by leaders representing all sectors of the organic and natural products industry in the U.S. and Canada, to offer consumers a consistent non-GMO choice for organic and natural products that are produced without genetic engineering or recombinant DNA technologies. Founding leaders include Wheatsville's main grocery distributor: United Natural Foods Inc., as well as favorite companies such as Nature's Path Organic, Annie's Homegrown, Lundberg Rice, White Wave, Eden Organics and Organic Valley Family of Farms.

The Project began as an initiative of independent natural foods retailers who were interested in providing their customers with more information regarding the GMO risk of their products. As the Project evolved, it became clear that in order for the initial vision of standardized labeling to be possible, a 3rd party verification program was needed that would identify products compliant with a uniform, consensus-based definition of non-GMO. With the help of technical consultants FoodChain Global Advisors, and fueled by the passion of a dynamic array of industry leaders, the Non-GMO Project has successfully created a collaborative non-GMO verification program that began enrolling products in the fall of 2008.

Working at every level of the supply chain, all the way back to the seeds, the Project's role is to inspire and ensure viable non-GMO alternatives long into the future.

The Project is governed by a Board of Directors, Technical Advisory Board, Communications Committee, and a Standard Committee.

The retailers who started the Non-GMO Project were motivated by a simple idea. They believed that consumers in North America should have access to clearly-labeled non-GMO food and products, now and

in the future. That conviction continues to be the guiding mission of the Non-GMO Project, but it's a lot easier said than done! A huge part of the challenge is that by the time the Project was created, GMOs had already been in production across the U.S. and Canada for close to 10 years. Contamination risks to seeds, crops, ingredients and products had been steadily increasing without any standardized set of best practices in use to identify and stop contamination.

But whereas this difficult reality had previously paralyzed all efforts to address the problem, the Non-GMO Project took a different approach. They decided that the lack of a perfect solution was no excuse not to try, and believed that with enough hard work and collaborative spirit they could improve the situation, rather than allowing it to worsen. Their efforts are paying off, and while the work on the Project's consensus-based Standard and independent Product Verification Program continues to be incredibly complex, we have succeeded in establishing an industry-wide system for addressing contamination and a "Non-GMO Project Verified" seal that is now appearing on retail products.

So what does "Non-GMO Project Verified" mean? First of all, we want you to understand what it doesn't mean. It is not a guarantee that the product is 100% GMO free. The reason for this is that the program is *process-based*, using a set of best practices to avoid contamination. They do require testing of all ingredients (everything being grown in GMO form in North America), but we don't require testing of every single finished product. Instead, testing can be done at any one of a number of places in the production chain, for example right after harvest. Following the test, which must indicate that the ingredient is below 0.9% GMO (in alignment with laws in the European Union), we

require rigorous traceability and segregation practices to be followed in order to ensure that the tested ingredients are what get used in the product. So in short, what the seal means is that a product has been produced according to rigorous best practices for GMO avoidance, including testing of risk ingredients. Companies enrolled in the Non-GMO Project are serious about keeping GMOs out, and work hard to do so. While you might see other claims regarding GMO status (e.g. "GMO free"), these are really not legally or scientifically defensible, and they are not verified by a third party. The Non-GMO Project is the only organization offering independent verification of testing and GMO controls for products in the U.S. and Canada. Buying products that are enrolled

and verified in our program is the best way to support the sustained availability of non-GMO choices in North America. As a non-profit organization, they are committed not only to verifying and labeling products, but also to supporting and coordinating efforts between seed breeders, farmers, processors and manufacturers. With time, these efforts will allow them to protect and even expand the availability of non-GMO seeds, ingredients and products.

GMOs Frequently Asked Questions

What are GMOs?

GMOs (or "genetically modified organisms") are organisms that have been created through the gene-splicing techniques of biotechnology (also called genetic engineering, or GE). This relatively new science allows DNA from one species to be injected into another species in a laboratory, creating combinations of plant, animal, bacteria, and

viral genes that do not occur in nature or through traditional crossbreeding methods.

Are GMOs safe?

In 30 other countries around the world, including Australia, Japan, and all of the countries in the European Union, there are significant restrictions or outright bans on the production of

GMOs, because they are not considered proven safe. In the U.S. on the other hand, the FDA approved commercial production of GMOs based on studies conducted by the companies who created them and profit from their sale. Many health-conscious shoppers find the lack of rigorous, independent, scientific examination on the impact of consuming GM foods to be cause for concern.

Do Americans want non-GMO foods and supplements?

Polls consistently show that a significant majority of North Americans would like to be able to tell if the food they're purchasing contains GMOs (a 2008 CBS News Poll found that 87% of consumers wanted GMOs labeled). And, according to a recent CBS/New York Times poll, 53% of consumers said they would not buy food that has been genetically modified. The Non-GMO Project's seal for verified products will, for the first time, give the public an opportunity to make an informed choice when it comes to GMOs.

How common are GMOs?

According to the USDA, in 2009, 93% of soy, 93% of cotton, and 86% of corn grown in the U.S. were GMO. It is estimated that over 90% of canola grown is GMO, and there are also commercially produced GM varieties of sugar beets, squash and Hawaiian Papaya. As a result, it is estimated that GMOs are now present in more than 80% of packaged products in the average U.S. or Canadian grocery store.

Where does the Non-GMO Project come in?

The Non-GMO Project is an initiative of the North American organic and natural product industry to create a standardized definition of non-GMO and a 3rd party verification program to assess product compliance with this Standard. The Project's Product Verification Program is entirely voluntary, and participants are companies who see the value of offering their customers a verified non-GMO choice. Many of the individuals and businesses leading the way with the Project are the same ones responsible for creating the original organic standards.



Non-GMO Project at Wheatsville

Over the past couple of years, more and more products have begun to have the Non-GMO Project symbol visible on their labels. Wheatsville offers foods and supplements from the majority of the Project's participating companies. Chances are, at least one of your favorites has already been Non-GMO Project Verified. You should also keep in mind that USDA Organic certification requires that all ingredients, including non-organic, contain no GMOs.

Wheatsville Co-op is a Partner Level Supporter of the Non-GMO Project

Non-GMO Project Certified Foods

For a complete list of participating brands and their products visit www.nongmoproject.org

Other informative links:

www.nongmoshoppingguide.com/
www.seedsofdeception.com
truefoodnow.org/
www.thefutureoffood.com/



We Wanna Adopt Your Mac

Got a G4, G5 or laptop sitting around since you got your new Mac? We'd appreciate the donation of iMacs, G5s, G4s, or peripherals like DVD Burners, LCD monitors, laser printers, or external drives, etc. We can't offer you a tax-deduction but you will definitely amass some good karma. Call Aldia at 478-2667 or email aldia@wheatsville.coop to place your Mac in a loving home.



LoveATX Interdependence Fest
 July 3rd, 2011
 at Austin Art + Music Partnership
 411 Monroe St. Austin, TX 78704

Instead of celebrating independence this July, let's recognize our interdependence as an Austin Community.

<http://loveatx.com/interdependence-fest/>

Speakers
 Art
 Music
 Farmers
 Food
 Poetry
 Comedy
 Hoops
 Henna
 Yoga
 Workshops
 Local Orgs



Education, participation, independence, and cooperation. These are four of the seven cooperative principles that keep food cooperatives rooted in their mission: to serve their communities. *Food for Change*, a work-in-progress documentary planned for release next spring, looks at how food co-



ops manifest these principles in their day-to-day operations.

The film takes a contemporary and social-historical look at cooperatives in the United States, exploring three periods of co-op expansion: the first wave following the financial collapse of 1929 when co-ops proved to be a mitigating factor against hard times; the second wave of the 1970s driven by a counter-culture desire for whole and organic foods; and the third

wave, currently underway, aimed at both of these concerns.

Food For Change's release is timed to coincide with the United Nations designation of 2012 as the **International Year of Cooperatives**. The plan is to show the film in hundreds of locations across the country on the same day and to follow-up with national discussion on the cooperative ways of doing business.

To date, 64 co-ops in 25 states, including Wheatsville, have contributed nearly 40% of the budget needed to complete and distribute the movie.

The project needs support from co-op members too. Please visit www.foodforchangemovie.com to watch the trailer, view scenes from the movie, and consider making a contribution. Your investment in this documentary will help us communicate a deeper understanding of cooperatives and will help the present wave of co-op expansion.

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Travis Audubon Society promotes the enjoyment, understanding, and conservation of native birds and their habitats.

for research and conservation of Chimney Swifts. TAS continues to spearhead conservation programs locally and support them abroad. They lead field trips and bird walks both at local birding hotspots and exotic getaways. They offer an exciting array of monthly speakers, workshops, youth birding camp, the annual Birdathon, and seasonal and monthly bird counts & surveys. TAS offers classes from the basics of birding to advanced classes for the identification of sparrows, raptors, gulls, butterflies and dragonflies, and even grasses. Their outreach programs strive to educate the community about the vital connection between conservation and sustainable, healthy human habitats. Visit www.travisaudubon.org/fieldtrips.html for more details.

FIELD TRIPS

Heads Up for Potential July Field Trip - Keep your eyes on Eblast and the TAS Field Trips webpage for further details.

Saturday, July 9, 7am & 4pm – Monthly Bird Count at Hornsby Bend
All levels of birders are welcome and no registration is required. Info: [ecarpe\(at\)gmail.com](mailto:ecarpe(at)gmail.com)

Sunday, July 10 – Balcones Canyonlands National Wildlife Refuge
Feel free to explore the Refuge on your own this month. Back with organized trips Aug.

Saturday, July 16, 7:30am to noon – Monthly Bird Walk at Hornsby Bend
For more info: www.hornsbybend.org. All levels of birders are welcome and no registration is required.

Sunday, July 17, 6:30am-10am – Bird Survey at Baker Sanctuary
This is a great opportunity to get to know Baker Sanctuary and to contribute to our knowledge about the sanctuary. Registration required: [shelia.hargis\(at\)gmail.com](mailto:shelia.hargis(at)gmail.com)

CLASSES

Thursday, July 28, 6-8:30pm – Introduction to Birding Apps for Smartphones
Tuition \$20 for TAS members, \$25 for non-members. Please contact Frances Cerbins at [taclasses\(at\)yahoo.com](mailto:taclasses(at)yahoo.com) for info or to register. The first person to register wins a copy of Bird Tunes for iPhone!

No membership meetings June-August. Meetings resume in September with our New Member Welcome party.

They protect critical habitat for the endangered Golden-cheeked Warbler at their 690 acre Baker Sanctuary. Their ten acre Chaetura Canyon Sanctuary is home to more than 30 nesting avian species and is world renowned

Workers Assistance Program, Inc. is an Austin (c)(3) community-funded nonprofit collaborative fission of charitable and educational services. Since 1977 our mission has been to serve Austin folks of all ages by promoting optimal levels of organizational and individual well-being through providing:

- training in resiliency strategies
- community-based substance abuse prevention and intervention
- after school group mentoring sessions to build relationships between youth and adults
- awareness, education and involvement in the prevention of HIV and related diseases
- statewide training programs for evidence-based prevention and coalitions

When there's a need...we have a service.



Workers Assistance Program, Inc.
Creating Better Workplaces, Schools, and Communities



We support Wheatsville Food Co-op!
www.workersassistance.com
512.328.8519

Benefits of Ownership by Gabriel Gallegos, Owner Services Coordinator



As co-op owners, we sometimes lose touch of what all of our owner benefits are. Many of us enjoy supporting the co-op without ever thinking of how we too are benefiting from

it. The cooperative principles state that cooperatives should provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperatives. In keeping with this principle, I thought should take the time to clarify some of our owner rights and benefits that are sometimes overlooked.

Democratic Benefits

One of the truly unique aspects of being a co-op owner is the fact that we receive the opportunity to vote in the co-op election each fall. Owners vote for members of the Board of Directors and Community Action Groups. Co-op owners are also eligible to run for the Board of Directors.

While it may seem like a small responsibility to uphold, we must all make an effort to vote in the co-op election each year. As a cooperative, we are owned and run by the community we serve and one of the best ways to gauge our owners' interests is through our election. Each director seated on the Board brings something unique to the organization and as owners, we vote on who we think will best run the co-op. The success of the co-op, its future goals, vision and direction are heavily dependent on who is seated on the board. By running for the board and/or voting for directors, our owners have an opportunity to directly impact the co-op.

Something that plays a big part in how a business is viewed is who the organization chooses to support. Also voted on by our co-op owners, Community Action Groups are the local non-profit organizations that receive 1% of our Wednesday sales as well as additional donations that our shoppers make. Ten groups are chosen (one of which is a write-in) and are

designated to a particular month during the following calendar year. November and December are reserved for the Cooperative Community Fund which is an endowment fund to which Wheatsville contributes. The interest earned each year is then donated by the co-op to non-profits and other cooperatives in the community.

Some of our past Community Action Groups have included **SafePlace, People's Community Clinic, Out Youth, and EmanciPet**. Not only is it an amazing feeling to know that your purchases are helping to support local organizations that our owners feel passionately about, but these groups also help create an identity for Wheatsville which appeals to new shoppers and future owners. So when fall arrives, don't forget to do your part as an owner and vote in the co-op election!

Financial Benefits

Two of our financial benefits, Owner Appreciation Days and Patronage Rebates are commonly mistaken for each other but they are very different. Four times a year, Wheatsville celebrates **Owner Appreciation Days** which is a period of time in which owners can **save 10% on one shopping trip**. These days are held in **January, March, July, and October** and are a great time to stock up on all your staples. Exact dates of each Owner Appreciation Days are announced in the *Breeze*, Dan's weekly email, on www.wheatsville.coop and in-store signs as they are approaching.

Another really special benefit that co-ops can offer is the **Patronage Rebate**, which is a **share of profits with the co-op owners**. Each year the Board of Directors determines if Wheatsville has been profitable enough to distribute a rebate. They will then set guidelines for eligibility based on owner status and patronage amount. For instance, in the fiscal year ending May 30, 2010, the board determined that the

co-op had been profitable enough to distribute a rebate. Those eligible to receive it were Fully Invested Owners in good standing with the co-op who had made at least \$450 in purchases that fiscal year (June 1, 2009-May 30, 2010). We then gave back 0.5% of each eligible owner's total patronage from the fiscal year.

When rebates are distributed, it is in the owners' and the co-op's best interest to have as many of them distributed and cashed as possible. Because we are sharing our profits with the co-op owners, the government provides us with a unique tax benefit. The more

rebates that are cashed, the more of a tax benefit we receive. Unfortunately, some owners may be under the impression that the best way to give back is to not pick up their rebate. An especially great thing to do (if you would rather your rebate go back into the community) is to donate it to our current Community Action Group. As a result of owners donating their Patronage Rebates last year, we broke our Community Action donation record and SafePlace received \$2,005! This very action creates an on-going cycle of giving: the co-op owners buy groceries at Wheatsville; Wheatsville shares some of the profits with the co-op owners; the co-op owners donate their Patronage Rebates to Community Action; Wheatsville receives a tax benefit; Wheatsville is able to provide more goods and services to the co-op owners!

So each year, remember that by taking advantage of your owner benefits, you are helping to support the co-op as well as the other co-op owners. If there is ever a time that you are unsure about whether or not you qualify for a particular benefit, feel free to ask a staff member rather than pass up the opportunity. As always, we greatly appreciate all that our owners do for the co-op and we are happy to give something back!



Congratulations to Our Newest Invested Owners 4/11/11-6/12/11 (230)

Ana Rosal	Linda Grey	Jenni Bonds	Zack Cluley	Donna Woods	Travers Hough	Lloyd Thompson	Rebecca Hindman
Gary Penn	Linda Huff	Elya Singler	Katie Larsen	Aaron Fenyes	Unni Krishnan	Mark Gronquist	Abhishek Kammula
Kate Mack	Mark Erwin	Erica Scalzo	Kelly Alagna	Ana Martinez	Malorie Bacon	Melissa Eidson	Austin Hernandez
Ky Harkey	Noelle Roe	Jesse Clark	Kevin Sunley	Auburn James	Mary Luketich	Michael McLeod	Brian Schoenbaum
Mike Koen	Pamela Dew	Joan Rivers	Liam Kernell	Brent Dorsey	Michael Rayos	Michelle Brown	Chris Villanueva
Stan Rose	Paul Drown	Kate Messer	Lila Pailion	Brian Zabcik	Misty Janshen	Michelle Verna	Earlynn McIntyre
Teri Gaus	Rick Nalle	Jeff Roberts	Lindsey Wolf	Candace Hall	Raviteja Nulu	Moya Hallstein	Michael Sharples
Brian Bass	Aimee Green	Jessica Conn	Liz Breeding	Daniel Smith	Richard Knapp	Patricia Gregg	Michelle Salinas
Sarah Dana	Ann Arnoult	Ken Breslow	Mary Panella	Elena Powell	Rita Desselle	Sabrina Thomas	Myriam Arcangeli
Tara Duval	Beth Bishop	Kevin Wyatt	Mike Kearney	James Martin	Robert Nelson	Sean Showalter	Patrick Marshall
Aditi Allen	Breana Dacy	Marcus Ward	Nancy Bender	Jimmy Dawson	Robyn Northup	Seema Agarwala	Rosanna Anderson
Brian Kuhn	Cece Flores	Robert Vela	Olivia Blond	John Dubrucq	Sarah Sussman	Tyffany Howard	Sarah Studebaker
Dale Stahl	Chloe Weiss	Sara Romano	Rachel Fagan	John Reineke	Kristy Newman	Vanessa Howell	Stephanie Mitten
Joe Gailey	Amy Fawell	Sarah Fusco	Robert Black	Joshua Daley	Lawrence Dunn	Adam Carmichael	Trish McAllister
Joel Meyer	Anne Denko	Scott Mauer	Leslie Bailey	Karen Franks	Lois Cheatham	Afra Almussawir	Margaret Sullivan
Lela Perry	David Lewis	Shade Shade	Jacob Elliott	Ron Banuelos	Schuyler Hupp	Alexandra Cohen	Mary Sims Kirkley
Dee Frazier	Eva Esparza	Sherry Bell	Jeffrey Mills	Stan Goudeau	Shawn Badgley	Christi Eubanks	Mary Ann Forester
Dick Fralin	Jason Cohen	Heath McRae	Adam Royder	Susan Glover	Adam Thompson	David Goldblatt	Nicolette Manglos
Erik Foster	Jazz Jordan			Tracy Carver	Raymond Mason	David Lieberman	Rebekah Koeninger
				Wanda Bonder	Zuzanna Moore	Ellen Wadsworth	Stacia Rodenbusch
				Anne Winckler	Audrey Ogorman	Fallon Nesvadba	Alison Fader-Brock
				Austin Sierra	Austin Feldman	Lori Levingston	Clayton Westmeier
				Crawford Hunt	Brandon Cooper	Melanie Cofield	Cynthia Danielson
				Deborah Sharp	Brian Ferguson	Melissa Tothoro	Katie Pudhorodsky
				Douglas Baker	Cameron Cooper	Nathalie Warren	Carla Vargas-Frank
				Edith Cassell	Charles Acosta	Nichole Crosson	Carrie Holley-Hurt
				Heather Otten	Chris Campbell	Patricia Schaub	Christopher Demers
				Hsin-Yu Chang	Cindy Morrison	Sanjay Thopplin	Jean Bessent-Dixon
				Jenny Jackson	Damian Vasquez	Jeffrey Meyerson	Jessica Wurtz bach
				Jeremy Kailer	Derrick Wilson	Jennifer Paulsen	Michelle Robertson
				Jody Trendler	Edward Blazier	Justine Langston	Hooman Hedayatei
				Jonathan Buck	Emily Kausalik	Sharon Cummings	Matthew Shepherd
				Justin Reusch	Gabriel Tavera	Shelley Cornett	Debra Crawford-Black
				Kevin Nielsen	Gurpreet Singh	Shontae Moeller	Catherine Weitzenkorn
				Loretta Black	Jackie Stewart	Stephanie Meyer	Nita Kostroski Durant
				Shelley Attix	Jared Lindauer	Travis G Donoho	Praveen Guggarigoudar
				Sue Fairbanks	Jackie Letelier	Valerie Quarles	Stephanie Hagemeister
				Tandra Peters	Kandace Wright	Rahshemah Boyd	Colin Bosworth-Clemens
				Tara Sechrest	Lane Wimberley	Lawrence Clowry	Courtney Byrd-Williams

DOGGONE IT! WHERE DID YOU GO?
Members- if you've moved and you're not getting the *Breeze* in the mail, please take a minute to update your address.

YES! UPDATE ME!

Member Number _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Mail to Wheatsville Address Update, Attn. Gabriel, 3101 Guadalupe, Austin TX 78705 or drop in the box at the Member Center or email changes to membership@wheatsville.coop

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DECLARATION OF INDEPENDENCE

WE hold these Truths to be self-evident, that all Men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the Pursuit of Happiness -- that whenever any Form of Government becomes destructive of these Ends, it is the Right of the People to alter or to abolish it, and to institute new Government.

BILL OF RIGHTS

Amendment IX: The enumeration in the Constitution, of certain rights, shall not be construed to deny or disparage others retained by the people.

Amendment X: The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people.

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832-8544	502-9323	247-2222	443-2292	707-9069	263-9945

OPEN TIL MIDNIGHT 7 DAYS A WEEK - SINCE 1990



Wheatsville happily hosted a breakfast for bike commuters on Bike to Work Day on May 20th. Shoppers and staff members who rode in enjoyed coffee, juice, treats and good company on the patio. We really love this tradition and look forward to next year!

Bike To Work Benefit for Wheatsville Staff

By Beth Caudill, Human Resources Generalist

We are excited to announce that Wheatsville is offering a new Bike to Work benefit for staff members! Wheatsville will reimburse up to \$20 per month for certain bicycle-related expenses for staff members who regularly commute to work on their bikes. This is a tax-free benefit recognized by the IRS, provided certain requirements are met. The staff member must certify that he or she commuted to Wheatsville for work at least 4 times during the month and the total commuting distance during the month was at least 8 miles.

For each month the staff member qualifies and submits a certification form, she or he will accrue a potential benefit of \$20 which can be used toward the purchase of a bicycle, maintenance and improvements on the bicycle, bike locks, helmets, and riding gloves.

We are really proud that Wheatsville is able to offer this awesome benefit to all our bike commuters! If you think your business or employer might want to offer this benefit, go to bikeleague.org for more information.



Deli Counter Manager Mariah Barrett and Chill Buyer Chris Moore served coffee from Fontana Coffee Roasters, Chameleon Cold Brew coffee, Kosmic Kombucha, Matt's Organic Orange Juice, and Texas Daily Harvest Drinkable Yogurt



Nuun Electrolyte Drinks and Thunderbird Energetica Bars provided just what cyclists needed.



Our friends from Red Rabbit Cooperative Bakery delighted cyclists with their delicious vegan donuts



Muffins from the Wheatsville bakery, empanadas from mmmpanadas, Rockstar Bagels, and fruit provided a solid breakfast.

Slow Down, Keep Your Cool by Amy Babich, WV Owner



The human-powered life just got harder. This happens every year, always slightly sooner than I expect it. I start running out of energy and feeling suddenly faint or ill, and then I know that, calendar or no calendar, it's summer again in central Texas.

When the outdoor temperature approaches body temperature, the body expends energy to stay cool. This leaves less available energy for self-propulsion by walking or bicycling. Please don't get frustrated at your sudden weakness and push twice as hard. The best thing to do is to take everything a little easier. Slow down. Use lower gears to climb hills on a bicycle. Take more rest stops, food breaks, water stops. If you get the opportunity, take a short nap.

I have three pet hens, and they are much better at the summer slowdown than we modern city people, with our weather-ignoring schedules and big machines. The hens are laying fewer eggs. They move from shady spot to shady spot all day. They stand in the birdbath. I thought a larger birdbath would be helpful, so I bought them a children's wading pool. It's plastic, bright turquoise, round, 42 inches in diameter. I had an interesting time carrying it home on my recumbent bike. I'd forgotten to bring bungee cords, and could find no easy way to fasten the wading pool to the bicycle. Finally I set the pool on its rounded side atop my cargo boxes. I wedged it between the seat back and the safety flags, and it stayed more or less in place when the bike was at rest. But the wading pool was round, and rolled about as the bike moved forward. There was also a strong wind, which made the wading pool act like a big unwieldy sail. I had to hold the pool still with one hand while steering the bike with the other. This is not a recommended safe cycling move, but I only had half a mile to go, and it worked.

I got the wading pool home and filled it with water, but, predictably, the chickens were afraid of it. Chickens don't like change. But they're very good at living in the moment and slowing down. Eventually they will get used to the wading pool. Birds are cautious. Even the grackles avoided the wading pool at first.

I have three hens, but I don't have a dog. I must walk myself every day. I usually do errands while I walk. I'm walking for transportation, not pleasure or exercise. But of course I get the pleasure and exercise anyway. Austin's still a beautiful place, apart from the high speed roads. And I enjoy walking as much as any dog does.

From the viewpoint of slowing down in the heat, the high-speed car roads seem like the work of madness. I have to cross at least one of these roads almost every time I walk. They are hectic, dangerous, very hot, loud, stinky places. Each car produces a great deal of heat. Standing near the cars, people on foot feel hot. Most of the cars are air-conditioned. This produces even more heat. Most drivers won't roll down their windows when they back up. They can neither see well nor hear well, and they often back up fast and carelessly. Be wary of these people. They are dangerous, because they are operating deadly machines without paying much attention.

What I see daily on these roads is insane overuse of cars. Car drivers try to remain isolated, cool, and comfortable by making the streets hot, hectic, dangerous, and toxic. People keep doing the same thing out of habit. Unfortunately, people will do almost anything out of habit. The path of least thought is the road most traveled.

I think that the happiest moments of my life may be those spent walking or bicycling from one place to another. There's always something to look at, and my feet carry me along at a human pace from one place to another. The slowly changing scenery and the mild physical exertion are pleasantly stimulating to the mind. It's like being mildly drunk or high—very enjoyable. I always have plenty of ideas when I'm walking or bicycling. Sometimes they disappear when I sit at a desk and try to work on them. But

at least I can enjoy them while I move from place to place.

Most of us spend quite a lot of time transporting ourselves from one place to another. I'm glad I move around by human power, not by car. If I generally moved around by car, I'd miss a lot of pleasure.

We need more people to vote with their feet for human power and against excessive car use. People would do it if they knew from experience the pleas-

ures of everyday walking and bicycling for transportation. Car drivers often complain about sitting in traffic. It's boring and frustrating for body and mind. The more people drive, the more they will sit in traffic.

I hope that they will get tired enough of sitting in traffic to try walking or bicycling for transportation. It's a much richer experience than most people realize. It's really fun. (Helpful hint: If you usually drive on Lamar, don't walk or bicycle along Lamar by habit. There's probably a much nicer route, even if it's slightly longer.)

The sun is hot. Wear a hat (or a helmet with a visor) and carry water. Don't go too fast. Rest if you get the chance. And enjoy every cool breeze and every passing cloud of the long, hot, human powered summer.

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Austin's voice for bicyclists: www.lobv.org

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