



## 78704, Here We Come! by Raquel Dadomo, Brand Manager

### Second Store to Open Spring 2013

On May 25, 2012, we announced that Wheatsville is opening a second store at 4001 South Lamar in the Lamar Oaks Shopping Plaza. The new location is scheduled to open in Spring, 2013.

This announcement marks the end of a year filled with anticipation and speculation as to the whereabouts of our new store. It is also the first step in Wheatsville's ambitious plan, known as Wheatsville's BIG Direction to create more local, organic sustainable food, more cooperative economy and more happy people by opening additional stores throughout Austin.

General Manager Dan Gillotte says, "South Austinites have long wanted us to open a second store down here and we're delighted to bring the friendliest store to 78704. Now our friends in the south can enjoy our local, organic and sustainable products without ever having to cross the river! And the long drought of Popcorn Tofu in South Austin will soon be over!"

Our current store at 3101 Guadalupe has about 8,500 square feet of retail space and the new 22,000 square foot location (approximately 14,000 square feet of retail space) in South Austin will allow us to expand our local and organic product selection, offer a wider variety of prepared foods, add more indoor seating and create an artisan bakery that will service both locations. Project updates will be posted on our website [www.wheatsville.coop](http://www.wheatsville.coop).

The second location is projected to add up to 75-100 new jobs to Austin and create more market opportunities for local business and farmers. Currently Wheatsville is home to 147 employees and several hundred local vendors and growers. In the past several years Wheatsville Food Co-op has enjoyed double digit growth, bringing our annual earnings this fiscal year to over \$17 million.

Rebekka Adams, IBIZ Director for Austin Independent Business Alliance is also looking forward to seeing more local independent businesses follow suit. An economic impact study has shown that **for every \$100 in customer spending at a national chain, the total local economic impact is only \$13. The same amount spent with a local merchant yields \$45, more than three times the local economic impact.**

Adams says, "Local business is truly the backbone of the Austin economy. Not only they do provide employment and contribute to our tax base but they also create our unique Austin culture. We are so proud to see AIBA member Wheatsville Co-op grow as they are an example of both economic and environmental sustainability, as well as being an iconic local business that contributes to the quality of place in Austin."

Wheatsville will join other Austin independents such as Kerbey Lane, Amy's Ice Cream, The Broken Spoke, Peoples RX, Mr. Natural, the Soup Peddler and Bird's Barbershop, to name a few, on South Lamar in Spring, 2013.

*continued on page 4*



Raquel Dadomo

## Owner Appreciation Days



Owners receive 10% off of any ONE shopping trip  
**Saturday, July 7—  
 Sunday, July 15!**

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## Yellow Bike Donation Drive in May was a Big Success!

by Mike "Professor" Conti

The bike drive was very, very successful! We received a total of 22 (mostly adult) bikes, along with quite a few wheels and parts, as well. Here's a photo of what all that looks like loaded up for transit.

I was honestly expecting to see about half as many donations, so I couldn't be happier. If we can keep holding onto our longtime Community Action slot, it'd be really cool to make this an annual happening—perhaps we could try scheduling it around the end of classes or graduation next time and snap up some bikes that students plan to leave behind.

Again, thank you so much for facilitating this and helping us make the most of our Community Action month!



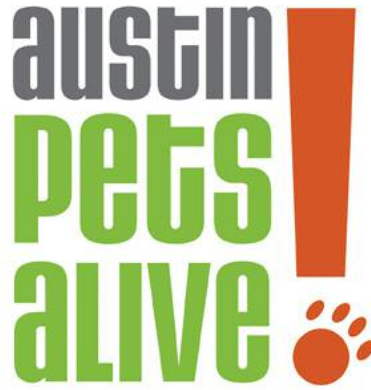
## Community Action Wednesdays

Wheatsville donates 1% of Wednesday's sales to benefit community groups elected by our owners. Customers can also contribute their bag credits or any dollar amount at the register any day of the week.

**Last month:** Austin's Yellow Bike Project received **\$3,511** in donations from Wheatsville shoppers—our biggest Community Action donation to date!



In July we will support **Austin Pets Alive!**



Helping People Help Pets

**Austin Pets Alive!** focuses solely on the pets who have been passed over by other shelters' adoption programs and have no other options. Austin Pet's Alive! is committed to making Austin a no kill city. [www.austinpetsalive.org](http://www.austinpetsalive.org)



Every day of every life matters

In August we will support **Hospice Austin**

**Hospice Austin** provides physical, spiritual, and emotional care for terminally-ill Central Texans and their families. They provide family-centered, quality end-of-life care that emphasizes compassion, dignity, independence and respect. [www.hospiceaustin.org](http://www.hospiceaustin.org)



## We've Got Mail



Hi Wheatsville friends, I always feel lucky to have Wheatsville in my life. There is of course popcorn tofu to be thankful for. And vegan queso! And lovely produce, vegan donuts, the bulk section, bodycare, supplements, the hot bar and more!

I was especially lucky this month, though, and I have Wheatsville to thank for it (at least in part).

Do you remember back in the Spring there was the Muir Glen Cascadian Farms sweepstakes? There was a note about it in the flyer inside the Wheatsville Breeze, and since I am forever buying Fire Roasted Muir Glen tomatoes and frozen Cascadian Farms fruit anyway, I picked up an entry form and stocked up with the required number of cans. The receipt and entry form sat in my kitchen for a few weeks, but I eventually remembered to send them in. And.... I won!

The National Coop Grocers Association "trip to the farm" sweepstakes—I won! The prize was amazing, with a spa package and whale watching and a trip to Cascadian Farms, but ... the trip to the farm was scheduled for the day my brother is getting married. I tried to work with the farm to move the trip, but they were not able to. I thought then that I would forfeit my prize and it would go to someone else, but the NCGA decided to award me the cash value! It was so generous of them and it will pay for our trip out to the wedding and a nice wedding gift to boot.

I love being a Wheatsville owner and I love my coop (every day, but even more so today!) I just had to write to you and share my good news. One lucky lady, Heather B, Wheatsville Owner & Sweepstakes Winner

The Wheatsville Breeze is a publication of

### Wheatsville Food Co-op

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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\(at\)wheatsville.com](mailto:gm(at)wheatsville.com)

#### Wheatsville 2012 Board of Directors

Rose Marie Klee	Reyna Bishop
Doug Addison	Kitten Holloway
Ellison Carter	Kate Vickery
Steven Tomlinson	Mark Wochner
John Vinson	

**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 nonsectarian information about food to people in Austin, Texas.



## You Own It!

by Gabriel Gallegos, Ownership Coordinator

As a cooperative, Wheatsville operates by and for the co-op owners, people who have voluntarily joined by paying a \$15 joining fee and \$55 investment. Purchasing an ownership in the

co-op is a great way to invest in your community and help grow the cooperative economy!

### Co-op Owners enjoy:

- **Owner Appreciation Days:** 10% OFF of one shopping trip, four times a year
- **Owner Deals:** Special sale prices just for owners
- **Patronage Rebates:** a share of Wheatsville's profits (during sufficiently profitable years as determined by the Board of Directors)
- **Democratic Participation:** Vote in the Wheatsville Election



Stop by the Hospitality Desk when you are ready to join!

### Owner Statistics as of June 1, 2012

Total Co-op Owners – 11,788  
98 % of owners are paid in full  
60% of our staff are co-op owners

During our last quarter, March 1-May 31, Wheatsville welcomed

**346 new co-op owners.**

If you have an ownership inquiry or need to update your mailing information, please contact Gabriel Gallegos, Ownership Coordinator at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop).

## DOGGONE IT! WHERE DID YOU GO?

Owners- if you've moved and you're not getting the Breeze in the mail, please email your new address to Gabriel at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop)





## The BIG Direction—Our Second Store

by Rose Marie Klee, President of the Board

Wheatsville was born from the dreams of a group of people who believed that together we could transform society. I am so grateful to our founders who dared to make this dream possible, and I am honored to have the opportunity to continue this work today!

The way that we engage in business MATTERS and I firmly believe that well-run co-op enterprises can and do help us realize the possibilities for an economy in service of people (in a world where all too often it seems that financial and economic structures create benefits for too few).

Our store at 3101 Guadalupe is living proof of the possibilities for what we can create in our communities: a vibrant and viable business enterprise based in a culture of sincere kindness and caring that treats employees, consumers, and vendors with fairness, dignity, and respect.

And now that we have settled in to our renovated store at 3101, the exciting time has come for us to embark on this next step in our journey—the launch of a second store!

We take to heart our statement of purpose (from the Preface to our Bylaws):

*The purpose of the Wheatsville Co-op is to create a self-reliant, self-empowering community of people that will grow and promote the transformation of society toward cooperation, justice, and non-exploitation. The mission of Wheatsville Co-op is to serve a broad range of people by providing them goods and services, using efficient methods that avoid manipulation of the consumers and minimize exploitation of the producers or damage to the environment.*

We are excited about the many ways in which our new store at 4001 South Lamar will advance our mission! This expansion will:

- Make Wheatsville more accessible for the many Owners and customers who live south of the river, some of whom drive all the way from Bastrop and Dripping Springs. (For many, many years we have been hearing of this demand, and there are very many people who are excited and ready to support our new store location.)
- Create new economic benefits to the local economy, including the number of great co-op jobs that Wheatsville provides and the number of local farmers and vendors that we are engaged with.



- Be a demonstration and model for healthy growth. We are acutely attuned to our values and the outcomes we create, and thus we are purposeful in how we expand. This is not growth for growth's sake!
- We invite you to join us in our conversations about how Wheatsville can transform society, why/how the cooperative model better serves communities, and all of the possibilities that we strive to realize.

### Learn with the Board

The Board of Directors is engaged in study to better understand the components of our Ends policies, which are:

Wheatsville will be at the forefront of a transformed society that has:

- A thriving community centered on hospitality, kindness, and generosity;
- A robust cooperative economy;
- Easy access to sustainable, health food solutions.

We invite YOU to join our conversations at regular monthly Board meetings and through a series of 'book club' meetings. We will be exploring deeply the dominant economic and political structures that affect our society and learning about how cooperatives can serve a better economy through the 'democratization of wealth.'

Please contact us (or keep your eye out for notices) to join us in a discussion of *America Beyond Capitalism: Reclaiming our Wealth, our Liberty, & Our Democracy* by Gar Alperovitz.

[boardemail\(at\)wheatsville.coop](mailto:boardemail(at)wheatsville.coop)  
[wheatsville.coop/BODindex.html](http://wheatsville.coop/BODindex.html)



Raquel Dadomo



## Excited About Wheatsville's BIG Direction? Run for the Board!

by Kate Vickery, Board Member

I just got home from the first Owner Forum of 2012, where we invited owners

to come talk with Dan about Wheatsville's BIG direction and the new store coming 2013. It was incredibly gratifying to hear the excitement among the owners in attendance, but also the really excellent questions about why we chose this new location, Wheatsville's competitive advantage, plans for sustainable design features, and long-term plans for future co-op development. Having a chance to engage with owners in this way always brings me back to the fundamentals of why I love being a director of our organization: representing nearly 12,000 owners in guiding our organization forward.

This is a great time to think about getting involved in the governance of Wheatsville. Any fully-invested owner is eligible to run for a seat on the board and if you think you might have an interest in being involved in the board, I hope you will consider coming to one of our **Orientations for Prospective Candidates** this summer. These are great one-hour introductions to the work of the board and a required step for becoming an endorsed candidate if you decide to run.

Here's a quick review of what you need to do to run for a seat on the Wheatsville Board, which we call the "endorsement process."

#### Four steps:

1. Attend at least one regular meeting of the Board of Directors which are typically held on the last Tuesday of each month from 6-9 pm.
2. Attend an Orientation for Prospective Board Candidates sessions in June or July (see below).
3. Agree to abide by the Director's Code of Ethics and Code of Conduct.
4. Submit your candidate application to the Nominations Committee before 5:00 p.m. on August 1, 2012.

The application is available on our website: [wheatsville.coop/WVBoardAppPacket2013.pdf](http://wheatsville.coop/WVBoardAppPacket2013.pdf)

The election will be slightly different this year and I wanted to take a quick minute to explain why. We will be moving the election forward in order to relieve some pressure on the staff. Typically, the election ran from October through November, with the final weeks falling on top of Thanksgiving, our busiest shopping days. This year, the election will go from September through October so that we can all spend more time and energy 'getting out the vote' in the store! More information about the election itself will be available throughout the year.

I hope you'll consider running for a seat on the board this year\* – we are spending a lot of time strategically learning about how Wheatsville can achieve its BIG direction goals: bringing more local and sustainable food, creating more cooperative economy, and inspiring more happy people in Austin!

Questions? Email [nominations\(at\)wheatsville.coop](mailto:nominations(at)wheatsville.coop).

### Orientation for Prospective Candidates

The Wheatsville Board is holding one hour information sessions every six weeks throughout 2012 to give you a chance to learn about what the board does and what our governance structure looks like. You should attend if you are interested in learning more about Wheatsville's Board of Directors, think you might want to serve as a director, or just want to engage more deeply with your co-op. The meetings are held at Wheatsville's administrative offices (building north of the store at 3105 Guadalupe) in the main meeting room.

\* Wednesday, July 11, 6-7pm

\* Saturday, July 21, Noon to 1pm

Wednesday, August 29, 6-7pm

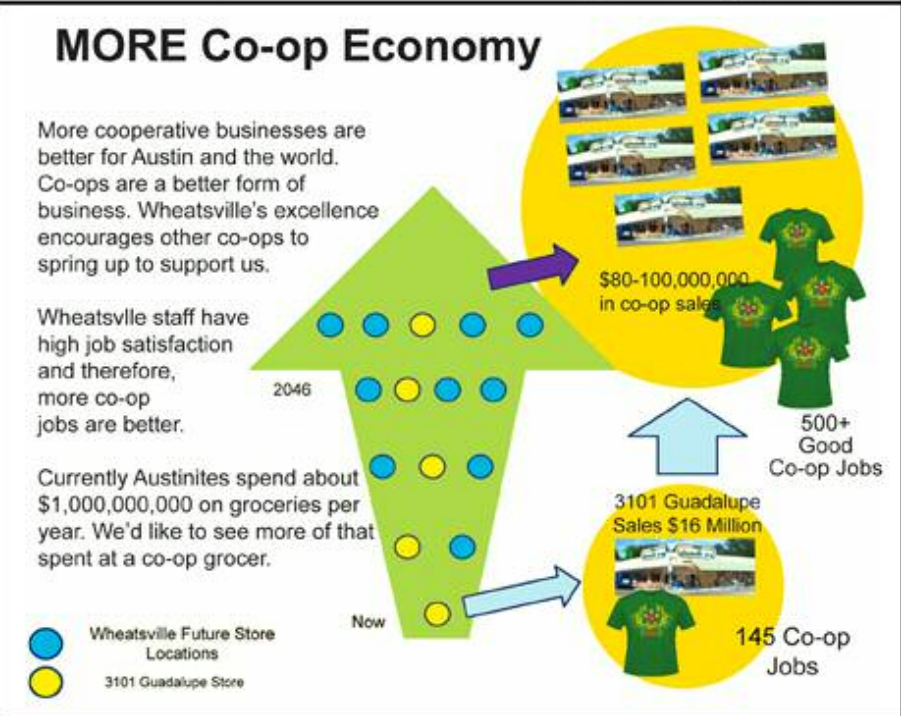
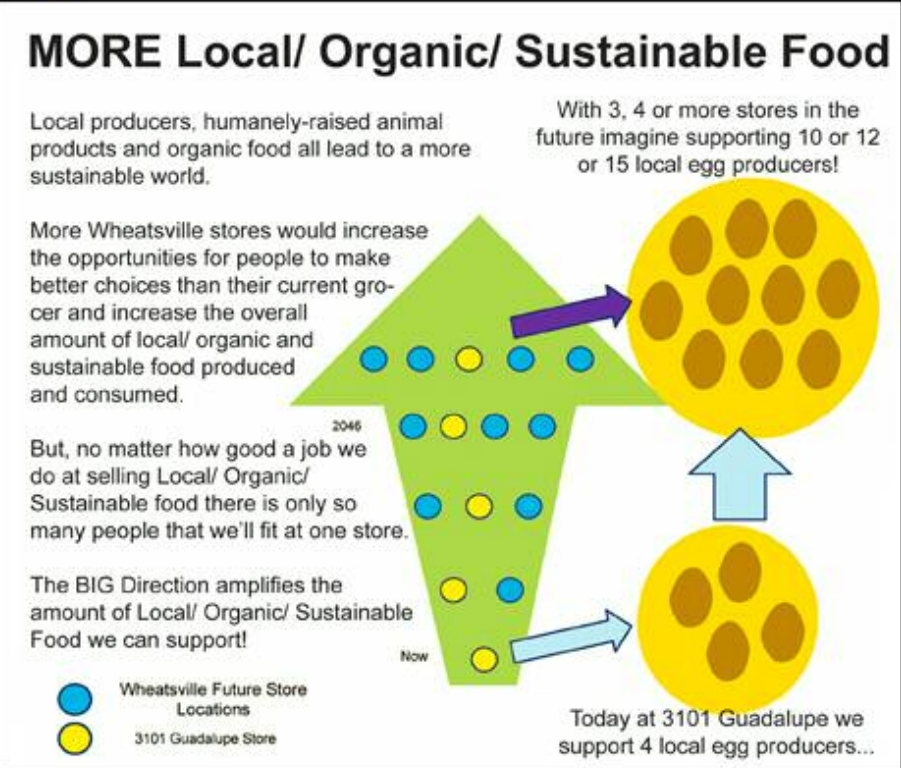
Saturday, October 6, Noon to 1pm

Wednesday, November 14, 6-7pm

Wednesday, December 12, 6-7pm

Please RSVP to [boardemail\(at\)wheatsville.coop](mailto:boardemail(at)wheatsville.coop).

\* To run this year, attend a meeting before the August 1st filing deadline.



## Co-operation not Corporation

Wheatsville is the only retail food cooperative in Texas and currently has 11,788 invested owners. Invested owners participate democratically and financially in the co-op. For a one-time investment of \$70 a person becomes an invested owner and is eligible to vote in annual elections, run for a seat on the board of directors, receive owner sale prices on goods and receive a patronage rebate in sufficiently profitable years. Wheatsville is open to all shoppers and offers the same prices to everyone, regardless of ownership investment.

Rather than rewarding outside investors with its profits, a co-op returns surplus revenue to its members in proportion to how much they use the co-op. This democratic approach to business results in a powerful economic force that benefits the co-op, its members and the communities it serves.

Cooperatives all operate with the same values and principles, putting people before profit. Co-ops are based on values not unlike those we subscribe to individually, including self-responsibility, democracy, equality, honesty and social responsibility.

In addition to these common values, seven basic principles serve as guidelines to provide a democratic structure for co-ops around the world. While adoption of these principles is not required, most co-ops choose to adopt them for their business.

The seven principles are:

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training and information
- Cooperation among cooperatives
- Concern for community



## Cooperatives Gaining Momentum

While Wheatsville is the only retail food co-op in Texas, it is part of a thriving network of approximately 250 retail food co-ops nationwide. Local and global cooperatives have gained even more visibility since the economic downturn and Occupy movement. Even in tough economic times, new local co-ops such as Red Rabbit Cooperative Bakery, a worker-owned co-op specializing in vegan donuts and Black Star Co-op, a popular brew pub, continue to gain public support and momentum.

Says Braden, from Red Rabbit Cooperative Bakery, "Imagine that a bunch of kindergarteners came to school and learned that they would have recess for the entire day. You'd have a pretty good image of what our first reaction was after hearing about Wheatsville's second store. We are seriously excited to see them grow and prosper! Wheatsville has been so incredibly supportive for us as a start-up, and we are all eager to continue working with them at their next store."

In fact, 2012 has been a momentous year for cooperatives. United Nations Secretary-General Ban Ki-moon declared 2012 International Year of Cooperatives and in March, Austin cooperatives were recognized with a Mayoral Proclamation by Mayor Lee Leffingwell.

"Cooperatives are a reminder to the international community that it is possible to pursue both economic viability and social responsibility." United Nations Secretary-General Ban Ki-moon.

In the United States today there are over 29,000 co-ops ranging from banking, credit, housing, health, retail, food, utilities and agriculture which accounts for over 850 thousand jobs in the US and 100 million worldwide. According to the ICA's Global300 report (2011), the co-ops are on track to become the fastest growing business model by 2020.



Raquel Dadomo

## Keeping Austin Weird

True to our roots, Wheatsville went out of its way to 'Keep Austin Weird' with a midnight bus ride to reveal the much anticipated second location to staff. Employees met in the parking lot of the central Wheatsville location and boarded two buses for an unknown locale. One headed north, the other south.

Once at the 4001 South Lamar location, General Manager Dan Gillotte, Board President Rose Marie Klee, and Urban Roots Director and Co-founder Max Elliott addressed the happy crowd. Sparklers were lit and the Wheatsville banners were unfurled to mark the historic occasion.

"The people of South Austin have been so patient for so long, I am absolutely delighted to bring the friendliest store in town to 78704!" Dan exclaimed.

# Come In, Cool Off and Hydrate! by Merilee Kuchon, Kitchen Manager



Our **Grab'n'Go Icebox** in front of the Deli Counter is filled with our tasty, icy beverages for you to grab-n-gulp with no wait! You will likely find our famous eye-opening, 24-hour cold-brewed **Iced Coffee Toddy**, made with **organic, fair-trade coffee beans!** Also in the ice-box you may find our sweet and spicy **Gingerade**—this incredibly refreshing drink is made with fresh ginger, spices and a blend

of three fruit juices! It's an allergy-destroyer and tummy-tenderizer all in one, and boy does it taste good too! Our sweet-tart **Agave Lemonade** is simply made with fresh lemon juice, raw organic blue agave syrup and water. For extra goodness, this classic summertime refresher can also be split with our iced **Organic Zhi Black Tea**, delightfully pink and refreshing **Hibiscus Mint Tea** or earthy, herby **Yerba Mate** for a trio of tasty thirst-quenchers! Also making its seasonal return is our beloved lean, green **Cucumber Agua Fresca**. The Cuke Fresca is deceptively simple—cucumber, water, fresh lime juice and raw organic blue agave syrup are blended together into a chilled masterpiece of thirst-quenching bliss, so c'mon in and try this delicious and good-for-you drink!

New delicious, seasonal drinks are also available now from our Deli Counter to cool you down this summer! Looking for a caffeinated pick-me-up? Sidle up to our organic, fair-trade espresso bar for an **Iced Raspberry Mocha**, flavored with shots of organic chocolate and raspberry syrup, and blended to perfection with your



choice of milk—cow, soy, rice, coconut or almond! Or maybe you'd prefer our **Iced Caramel Macchiato**? This sweet treat blends espresso with caramel and vanilla syrups, and your choice of milk to make one fantastic cuppa joe! Our **Iced Raspberry Maté** adds a touch of fruity sweetness to our classic Yerba Maté, adding a touch of raspberry syrup to this popular coffee alternative. Or, try an **Arnold Palmer**, a refreshing combination of our **Organic Black Zhi Tea** and our **Agave Lemonade**. Bottoms up!

If you're looking for a cold drink that fills you up too, come on into the Deli for a **frosty, fruity custom smoothie!** Our no-ice-added, wonderfully cold and super-thick smoothies are made just how you like 'em, with all sorts of add-ins possible, including many organic options. We offer a grand array of fruits—pineapple, blueberry, strawberry, mango, raspberry, banana and peach—and a selection of juices and milks including orange juice, apple juice, soy, rice, whole and skim milk, plus tons of extras like almond butter, spirulina, hemp protein powder and chocolate syrup. With so many choices, there is a smoothie for everyone. Come in this summer and get your smoothie, your way at the Deli Counter!

## Recharge Your Body

by Nicole Purvis, Wellness Clerk



Are you eating healthy but still suffering from any of the following symptoms? Sluggishness, fatigue, decreased energy, cramping after a workout? Well you may be dehydrated, and lacking in electrolytes!

What are electrolytes? Electrolytes are minerals found inside every cell in the body. They create electrical pulses that allow your cells to send messages back and forth, so you can think, see, move, etc. You can refuel your electrolytes by eating fresh fruits, and veggies, but this may not be enough when you're sweatin' in the Texas sun.

One way to help ensure that you keep your body's electrolyte levels in balance is to rehydrate using a quality electrolyte supplement, such as **Trace Minerals Electrolyte Stamina Power Paks**. You can buy a single serving, for only 59¢. Just mix one packet with 4-6 oz of water, and drink! They are vegan, have no artificial flavors, and contain 72 trace minerals to get your body back in balance!



## New at Wheatsville!

by Nina Norton, Category Management



### Kosmic Kombucha

Kosmic Kombucha is brewed in Austin with organic ingredients and fresh produce from local markets. Until now, Kosmic was available only in glass half-gallon jugs.

Wheatsville now offers Kosmic Kombucha in single serve 16oz bottles, in a variety of unique new flavors!

- **Ginger & Mary Ann** soothes, with organic ginger and a touch of maple.
- **Black Magic** gets its mysterious tint from blackberries, raspberries, ginger and spirulina.
- **Purple Haze** is a fruit-herbal-floral blend of grape juice, lime, cinnamon, lavender and clove.
- **Salty Dog** is a citrusy punch of grapefruit, orange, lemon and lime, with a light kiss of sea salt.

### Dr. Chao Foods

- **Almond Milk Latte**
- **Almond Milk Mocha**
- **Almond Milk Vanilla**
- **Coconut Milk Tea Latte**

Dr. Chao introduces a line of organic vegan coffee and tea drinks produced without dairy, lactose, and even soy! Each coffee beverage features organic coffee blended with almond milk and selected organic flavors, from Dutch chocolate to vanilla. The Vegan Tea Latte is a blend of brewed green and black teas with creamy coconut milk. Available chilled and ready to drink in our grab and go cooler.



## \$15 to \$40 Acupuncture Treatments!

**Acupuncture Together** 698-5151  
www.AcupunctureTogetherAustin.com 7431 Burnet Rd.

**Community Acupuncture & Herbs** 861-8161  
www.CAHaustin.com 300 W. Huntland Dr. (at Airport Blvd.)

We are members of the People's Organization of Community Acupuncture, a **cooperative** whose goal is to make acupuncture available and accessible to all.

www.pocacoop.com

### Way Better Snacks



- **Beyond Black Beans**
- **So Sweet Chili**
- **Unbeatable Blues**

Way better Snacks are sprouted chips consisting of a blend of 100% certified organic grains, seeds and beans. Sprouting has been known to enhance the bioavailability of nutrients and aid in digestion, and Way Better's sprouts (including broccoli and radish) achieve a germination rate of over 98%. Every serving contains an amazing amount (between 190 – 420mg) of healthy

Omega 3 essential fatty acids, plus a whopping 17 grams of whole grains. Way Better Snacks are vegan, certified gluten free, non-GMO, and low in sodium.



## Summer of Plenty by Adam King, Produce Manager

Things seem to slow down at Wheatsville during the summertime. Students and faculty are on their summer break and

people often don't want to brave the heat and stop by the co-op for a treat outside their normal weekly grocery shopping. Unless, of course, they love fresh, seasonal produce! Summertime is one of the best times of the year if you love to eat fresh fruit.

Strawberries, cherries, peaches, plums, nectarines, melons, cucumbers, bell peppers: they're all at their height of flavor and freshness in the summer months. And what's better than fresh, seasonal fruit? Locally grown fresh, seasonal fruit! While we are in the midst of a longstanding and often crippling drought, there are still dedicated local farmers and vegetables for us to eat.



The folks at **Buena Tierra Farm** in Fredonia have for years grown the most incredible organic cucumbers, bell peppers, basil, zucchini and melons for Wheatsville's members and this year is no different.

Our friends at **Johnson's Backyard Garden** have really ramped up their wholesale business and as a result, Wheatsville's been able to consistently offer more local produce to our shoppers than ever before. This spring, we

saw the return of the staff's favorite—juicy, crunchy, sweet carrots! They're also getting into the summer fruit game in a bigger way than ever, with more tomatoes, melons, and summer squash.



While summertime in Austin can be a bit tough, don't sweat it! Get outside, get acclimated to the heat, and on the days it's a bit too much, cut yourself a big slice of watermelon or pour yourself a tall glass of cucumber agua fresca. Here's to a long, luxurious summer!



### Adam's Easy Pickles

Refrigerator pickles can be made at home in only a couple days' time with really great results. Here's a simple recipe I adapted:

- 6 cups thinly sliced cucumber
- 2 cups thinly sliced onion
- 1 1/2 cups apple cider vinegar
- 2 garlic cloves, thinly sliced
- 3/4 cup sugar
- 3/4 tsp salt
- 1/4 tsp pepper
- Spices: mustard seed, celery seed, ground turmeric, crushed red pepper, dill, etc.

Use about 1/2 tsp each plus water to cover. Mix the ingredients cold and refrigerate. Wait two days and enjoy! Feel free to vary the quantities of ingredients, it's hard to go wrong.



## The Art of "Putting Up" by Nina Norton, Category Management Coordinator

Preserving food cannot be considered new and trendy, but the recent revival of

attention to it fits neatly into the modern renaissance of handcrafted food, heirloom agriculture, and using food in its season. Stacks of locally grown, peak-ripe produce abound at farmstands and here at Wheatsville, but will soon disappear for another year. The time window is open for pickling artichokes, simmering mulberries and suspending loquats in time and syrup.

Wheatsville has all of the canning and pickling accessories you'll need this summer, whether you're stowing a bumper crop of heirloom tomatoes, saving the last of a CSA box from the compost pile, or just want to be able to whip up a simple last-minute fridge pickle.

Ball jars, suitable for all types of canning, are available in a range of sizes from wide-mouth pints to wide-mouth half gallons. Accompanying Ball brand lids with rings (rings also sold separately), and even Tattler brand BPA-free reusable lids and rings are also available. We'll have Norpro 6 piece canning toolkits, which include a vinyl-coated jar wrench, vinyl coated jar lifter, extra wide mouth funnel, tongs with vinyl coated handles, bubble measurer, and a magnetic lid lifter all conveniently in one box.



Once you've armed yourself with a canning and pickling toolkit arsenal, here are some tips to keep in mind:

- Water bath canning is for high acid foods only, such as tomatoes and fruit. All low acid foods, including most vegetables, meat and seafood, should be canned in a pressure canner for food safety.
- Using tannin-rich leaves, such as grape or horseradish, helps pickled veggies stay crisp and reduces the amount of salt required in the brine.
- Leave spices whole or they'll make your pickle brine cloudy.
- Use pickling salt (which we carry)—it's similar to table salt, but lacks the iodine and anti-caking additives that turn pickles dark and the pickling liquid cloudy.
  - Have fun! Stray from the classics and experiment with unconventional foods such as cauliflower, grapes, daikon radish, and brussels sprouts, paired with unexpected spices like fennel, curry, tarragon, anise, wasabi, and cloves.

### Getting Ready – Equipment

- Boiling Water Canner with Rack
- Jar Lifter
- Lid Magnet
- Jars
- Measuring Cups and Spoons
- Bowls (2)
- Damp Cloths



### Depending on recipe:

- Small Sauce Pan
- Large Sauce Pan
- Rubber Spatula
- Wide Mouth Funnel

### For Canning

1. Check jars. Make sure there are no nicks, cracks or sharp edges.
2. Use new lids only
3. Discard any rusty bands.
4. Wash jars and lids and air dry.



## Summer Lovin' Vegan Grillin'

by Christine Akin, Bulk Enthusiast

What better time to enjoy scrumptious vegan meat alternatives grilled up hot and fresh than in the summertime? Head outdoors with some friends, a couple of brews or 'booch, and take note of a few of my favorites.

**Turtle Island Tofurky gourmet sausages** are designed and destined for grillin' and actually SIZZLE on an outdoor grill. Try the **kielbasa** or **beer brats** and dress 'em up with garden veggies and Vegemise, or fill your bun with mustard and sauerkraut for a classic twist.



**Field Roast Frankfurters** are also great hot off the grill! These versatile franks are perfect as is, or cover them with vegan chili and smother with Daiya cheese for a true taste sensation.



Finally, for the burger enthusiast, Austin's own locally hand-crafted **Good Seed Burgers** supremely satisfy. Each patty is packed full of protein and



healthy superfoods, seeds, veggies, and grains. Top 'em with lettuce, tomatoes, and onions, and you'll be floatin' on cloud nine. So go on, friends, get your grill on!

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## Yes You CAN Grill

by Mark Maddy, Meat & Seafood Buyer

Now that summer is here, there are no more excuses to not pull out the grill. Grilling is our most ancient style of cooking. The simplicity of smoldering coals is primal. Your grilling experience is affected by the amount of coals, how close the food is to the heat, and the kind of fuel you use.



I like using a **charcoal chimney** for getting my coals started. It is faster than the traditional lighter fluid method, and I think it's considerably safer. It also makes keeping your heat going a whole lot easier. Breed and Company has a great, fairly inexpensive model of chimney that works just fine and will last you a good long while.

Once you get your coals in the grill, just load up another chimney full and you'll be ready to add them whenever you need to.



I like grilling my vegetables with my entrée. Corn, tomatoes and squash are fantastic on the grill. Shellfish are highly enhanced grilling. Even ones still in their shell from shrimp to clams to mussels. Great! Be sure and utilize the liquid still in the shells. Either consume it with them, or make a sauce or dressing.

Wheatsville has many grilling offerings. We offer a variety of lean to not so lean options for ground beef. We also have a specialty blend of Niman Ranch high end steak cuts that makes an amazing burger, that we call Premium Burger Blend. This is unique to Wheatsville and you won't find it anywhere else. We also offer Steaks of beef, lamb, pork, and goat. From local and grass fed and finished to Niman Ranch artisan meats that support local farms and economies all over the country,

Wheatsville brings sustainability and socially responsible meats to you and your family.

If you're grilling steaks with a lot of marbling, I recommend grilling them with indirect heat. Just move your coals to one side of the grill and place your steaks on the other side. This will cut down on flare ups that char the outside of the steaks. This would also be a great way to grill anything that you have wrapped in bacon. If you really like that charred flavor, move your items over the coals at the end of the cooking process. This gives you the carbon flavor without forming a char crust on your food.

While just about anything can be grilled there are probably a few kinds of things to avoid. Cheese stuffed products where the cheese is exposed. Cheese burns faster than meat and it also melts and runs out onto the coals. If the cheese is contained in something like a jalapeño, then go for it. If you are grilling fish without the skin, make sure your grill grate is oiled and that it is cooked enough to turn. Other than that, your imagination is pretty much the limit.

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# A Magic Bus Ride Into Wheatsville's Future!

story and photos by Bob Kinney, Wheatsville Owner



Wheatsville staffers and board members gathered in our parking lot after the store closed at 11pm on May 24 to see where our co-op is headed.

Eighty-eight folks settled into two charter buses for a ride to Wheatsville's second store location with hardly any of us knowing where we were going.

It was such a Wheatsville Moment. While other stores would announce such news via media and then let staff know, our WV event planning team wanted the folks who make our co-op run every day to know ahead of the general public where the second Wheatsville would be.

Thanks to GM Dan Gillotte, Beth Ley, Human Resources Manager, and Raquel Dadomo, Brand Manager, for planning such a fun and historic moment in Wheatsville's 36-year history.

As our bus headed south and crossed Lady Bird

Lake it was obvious our new location would be in South Austin. For decades scores of 78704 owners have urged Wheatsville to open a South store

(Hey to my former board colleague Jane Cravey and other 78704-ers).

During my service as Wheatsville's board chair, the Travis Heights Neighborhood Association, for example, wanted us to open a store in what now houses the Alamo Drafthouse Cinema South Lamar. The location was too

pricey for us at the time.

Back to the

Magic Midnight Bus Ride—Niki Nash, Merchandising Manager, and Beth Ley were captains of Bus One and Bus Two, respectively.

Emilio Vasquez, our Bus One driver, told Niki he worked for Wheatsville in the early 1980s. What a nice co-op circle!



Emilio Vasquez



Bob Kinney



Bus Captain Niki Nash



Our bus passed the Broken Spoke and a few blocks later turned east and then entered behind an enormous building. We came around in front of the building and there we were—the new home for Wheatsville in the Lamar Oaks Plaza at 4001 South Lamar and Highway 290.

What a perfect location! The building is about double the size of our Guadalupe space with a seeming ocean of parking around it and a bus stop in front. While 4001 S. Lamar Wheatsville will serve folks now living in South Austin, we will welcome the thousands of new residents in five condo/apartment complexes being built along South Lamar, from the Alamo Drafthouse to the Broken Spoke.

Bus riders gathered in front of our new store as midnight approached and heard Dan Gillotte and Rose Marie Klee, co-op board chair, speak of how Wheatsville is headed in a BIG (Business Is Good) Direction.

The party ended with folks waving 10-inch-long sparklers that transformed night darkness around us into a Wonderland of Light—just the beginning of Wheatsville growing a cooperative glow in South Austin. 78704— here we come!





Bob Kinney served on the Wheatville board of directors from 1994 to 2009, most years as board chair. During that time our board adopted policy governance, oversaw Wheatville's 2008-09 renovation, helped mentor Black Star Beer Co-op's birth and, most notably, hired GM Dan Gillotte.

# Our Board of Directors Share Their Excitement!



Our Board stands in the doorway of our future second store. L-R: Carter Ellison, Kitten Holloway, Doug Addison, John W. Vinson, Rose Marie Klee, Kate Vickery and Mark Wochner.

The grand unveiling of the new Wheatsville location was the embodiment of everything I love about our co-op. The fact that almost 100 staff members signed up to take a midnight school-bus-scavenger-hunt featuring Niki Nash in a captain's hat and sparklers is indicative of the excitement that the staff have for the growth of our organization. Before we left, we traded sparklers for sidewalk chalk and left 78704 messages expressing our excitement. "Hello, new neighbors!" one message reads, "We look forward to being part of your life and hearts and health!" —**Kate Vickery**



As a Board member, I am always gratified to witness occasions of staff engagement and excitement. From the checkout line to staff parties and bonus celebrations, Wheatsville's fun and friendly reputation obviously extends not only to owners and customers but also up to staff all the way to their much-revered general manager. Dan's midnight unveiling of the new Lamar store will be the first of many ways Wheatsville extends happiness and the BIG Direction to our good neighbors in south Austin. —**Doug Addison**

I wasn't present for the 1976 opening, but I can imagine how exciting – and somewhat apprehensive – it was to be part of the first modern co-op grocery store in Texas. I was there at the launch of the second store "back in 2012," and because of the groundwork laid by the co-op's founders and the work of the current management, I can truly say that there is little doubt that Wheatsville 4001 will be a success! —  
**John W. Vinson**



## Speech by Rose Marie Klee on the Night of our Big Reveal

I am so honored to be a part of the Wheatsville Co-op! And I am so very proud of each of you and how you contribute to what we accomplish as an organization.

I'm not just proud of what we do operationally, although as I continue to add to my "collection" of co-ops and visit stores around the country it has become irrefutably evident that we are outstanding among our peers in terms of operational excellence.

I'm not just proud of you for the incredible work that you have done in managing a successful renovation project at 3101—the fortitude you demonstrated throughout the construction in terms of serving our owners and customers in such a way that they could really stick with us as everything around us changed—the amazing growth trajectory that all of you helped make happen to get us here today.

All of that work is *completely amazing!*

But the reason that I am really, really, really so, very, proud of all of you is because of the community you create—through your caring about each other—

through your kindness to our owners, consumers, vendors, and everyone within our sphere of contact and the community *you create* because Wheatsville is *and has always been* about so much more than a store, AND YOU KNOW IT!

Wheatsville is about the transformation of society through cooperation, justice, and non-exploitation. We are about creating the world we want to live in, sometimes against all odds. We are about modeling and demonstrating what is possible, and we know, and our owners know from their own direct experience that it is a powerful thing to be part of something that you can believe in at such a fundamental level.

Something that was made of our own hands and dreams. Something born out of our deepest values and aspirations: cooperation, justice, non-exploitation. THAT is what this second store is about!

So hurray for the BIG Direction! —**Rose Marie Klee**, President of the Board



More Wheatsville! What could be better? A second store means a stronger coop community, more local jobs, wider access to healthy and sustainable foods, and increased accessibility to Austin's friendliest grocery store. My hope for the new store is that it can be as much of a positive and transformative presence in South Austin as it has at the Guadalupe location.—  
**Reyna Bishop**



# What People Are Saying About Our Second Store!



Urban Roots is so excited for Wheatsville as it continues its "Big Direction" to expand to a second store. Simply put, more Wheatsville equals a better "nourished" community.

Urban Roots and Wheatsville share a similar mission as we both use food as a vehicle for social change and strive to create healthy relationships with food and community. We are also inspired by how Wheatsville gives the community a Voice.

This second store is a beacon of hope for us as this new store will give more people the chance to engage in their community food system in a more meaningful way.

Since our first year in 2008, Wheatsville has been right there with us—purchasing collards and cilantro from our 3.5 acre farm in east Austin. Dozens of Urban Roots youth Farm Interns have taken educational and fun-filled, interactive tours of Wheatsville (meaning that we all got to squeeze into the walk-in cooler & taste stuff!). Wheatsville has also been a major sponsor of Urban Roots, allowing us to provide farm field trips to hundreds of Austin youth.

Congratulations, Wheatsville! This success is a testament to your clear vision and connectedness with the community. We are honored to be a part of the Wheatsville family  
—Max Elliott, Urban Roots Director and Co-Founder

This photo features collard greens that we sold to Wheatsville in our first year in 2008. The photo was featured in the produce aisle next to the collards. The youth Farm Interns were so psyched to see their photo in the store!



Nothing was more awesome than to experience the enthusiasm for the next step in the BIG direction with so many of the wonderful Wheatsville staff. Sparklers! Sidewalk chalk! Laughter! Beer! Who would have thought midnight in a parking lot would have felt so momentous. —Ellison Carter



*"I have been a member of Wheatsville since 1977. (WOW-35 years!). I am so excited to have a south store since I live in southwest Austin. This is very exciting! Congratulations to Wheatsville on this milestone."* Shelley N, Facebook post after our announcement of opening a second Wheatsville in South Austin.

*"I am so excited that Wheatsville Co-op is coming to my neighborhood!!! Oh happy, happy day!"* Kelsey K on Facebook

*"This is jaw droppingly exciting. I am sure South Austin members and fans are going completely bonkers to not have to cross the river to get to you. Congratulations!"* Chris L on Facebook

*"What can I do to help? I am not a carpenter but I am a good errand person. Seriously, put me down for any needed help that requires unskilled labor and no heavy lifting (haha)."* Ruth W on Facebook

*"We are SO excited! Just another reason to stay in 04."* Krista V on Facebook

*"I am so excited!!!! Finally we are getting more local Austin places. No more chain bars, pubs, and car lots. Something fresh, local and with so many choices and hopefully laid back will be so welcome. This will be a wonderful addition. Interesting mix on that side- The Golden Trough, People's Pharmacy, Red Lobster, Pluckers and Wheatsville Co-op , hmmm. What's next?"* Becky N.

*"And there was much rejoicing"* John D.

*"What a great way to begin the holiday weekend, learning from the paper this morning that Austin's own Wheatsville Co-op will take the former Wells Fargo Bank building in the Lamar Oaks shopping center...right in our front yard so to speak. Because of logistics, I've not frequented Wheatsville regularly over the years, although I was among a group of members back in the day who cut and packaged cheese and swept floors for my co-op contribution. That was when Wheatsville was housed in a building at 29th and Lamar back in the 1970s. Their commitment to healthy foods prompted many of us to participate in co-op home produce deliveries I still remember fondly. That was before there were so many choices for healthy foods like there are today; the movements was well underway however. We've come a long way, Austin! Thank you, Wheatsville, for your contributions and continued successes, and WELCOME to our neighborhood and south Austin! I can't wait!"* Kay Kileen, VP of Barton Hills Neighborhood Association

*"You guys made my week when you announced where the new store will be. I just moved a block away from there."* Wade A.

**We are proud that Wheatsville Food Co-op** is a longtime Austin Independent Business Alliance (AIBA) member and dedicated to promoting the message of supporting local business. Shopping at Wheatsville is more than a trip to the grocery store; it is an experience with top of the line customer service, exceptional quality and a vast array of product selection.

Our mission at AIBA is in part to educate the public as to why they should support local business. By now, you may have heard the statistic that "for or every \$100 in customer spending at a national chain, the total local economic impact is only \$13. The same amount spent with a local merchant yields \$45, more than three times the local economic impact." But local business is more than just dollars staying in our community.

Not only is Wheatsville a great place to shop but they are also a prime example of a community minded business. We are so proud that Wheatsville supports local farms, teaches community courses in sustainable practices, provides livable wage jobs to Austinites, and gives back to non-profits right here in Austin. It is local business, such as Wheatsville, that create the "quality of place" that we have come to know and love about Austin.

As Austin grows, Wheatsville's second location allows more Austinites to experience a unique way of obtaining life's necessities while supporting our surrounding community. We couldn't be more proud of their growth and dedication to our community.

—Rebekka Adams, IBIZ Director, Austin Independent Business Alliance, [IBizAustin.com](http://IBizAustin.com)



# The BIG Reveal! by Beth Ley, HR Manager (and Bus Captain)

I am sure it will come as no surprise to you to hear that we like to have fun at Wheatsville. In fact Play is one of our four main guiding principles at Wheatsville (along with Be There, Make Their Day, and Choose your Attitude.) So when it came to announcing the location of our second store, we didn't have a meeting, we didn't put out a memo, oh no – we had a Mystery Tour!

On the night of May 24th two buses were waiting in the Wheatsville parking lot after closing time. Wheatsville staff eagerly loaded on, not being able to contain their excitement! No one knew where we were going. One bus headed north to Koenig Ln. before turning around and heading south on Lamar. The other bus headed south on Guadalupe across Barton Springs Road to South Lamar.

Upon arriving at 4001 South Lamar, staff were greeted by a HUGE projection of Wine, Beer & Cheese Buyer, Shane Shelton's, award-winning *My Co-op R.O.C.K.S.* video on the side of the building! Speeches were given by Wheatsville GM, Dan Gilotte,

Wheatsville Board President, Rose Marie Klee, and long time community partner Max Elliott, co-founder and director of Urban Roots Farm.

Four large, colorful banners were unfurled announcing to anyone that passed by that Wheatsville would be coming to the neighborhood in March 2013. Wheatsville staff lit up the night with sparklers symbolizing the warmth, goodness, and hospitality we hope to bring to South Austin.



Pat Ley

**BIG**  
Direction  
more  
local/organic/  
sustainable food  
co-op  
economy  
happy  
people



Adam King



Aldia Bluewillow



Aldia Bluewillow



Beth Ley



Beth Ley

To end the night, everyone had the opportunity to write a "message in the sand" for all the community that will be served in this new location. Using sidewalk chalk, Wheatsville staff wrote some truly inspiring messages. Some cool comments were "We've got a lot of love to give," "Together we make the world better," "This way to happy people," "Transforming Society," and "South Austin Your Co-op Rocks."

Energy was high on the bus ride home as well. It was amazing to hear the chanting of "Wheatsville, Wheatsville," and "Deli Rocks, Deli Rocks." It is a pleasure to be around people that take so much pride in their work. These people are what make Wheatsville so amazing every day.

This shared experience really helped to solidify that we are one Wheatsville...two locations...working to further the BIG Direction of More Local, Sustainable Foods, More Co-op Economy, and More Happy People.

This was an event I will remember for a lifetime.



Beth Ley



Beth Ley



Beth Ley



Beth Ley



Beth Ley

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# Cool Back to School Lunch Packing

by Cody Atkins, Wellness Supervisor

Whether you are sending your little ones off to school, trying to eat healthier, or just looking to save some money, packing a lunch can be a great idea. I hear you groaning and mumbling “borrrring” under your breath. Just hear me out and perhaps I can provide some inspiration for you and your family.

**Bento**, which was slang for “convenient” in the Southern Song Dynasty in Japan, traditionally consisted of rice, a protein, and pick-

led vegetables. However, these days the Oekakiben (which means picture bento) style of Bento has gained popularity as a creative way to prepare your packed lunch. This is a great opportunity to educate and involve children by preparing healthy food choices together. Oekakiben can also be fun for adults too. Imagine the joy of your lunch buddies when you unveil your Bento, crafted in the likeness of your boss. Then you can pretend you’re a zombie when you eat their bento face off. Gone are the days when we were told not to play with our food!

As you know, Wheatsville can provide you with all the healthy foods you need to make bento but I wanted to let you know we also have lunch containers for everyone in the family. Made from recycled and BPA free plastic, **Laptop Lunch** comes in all sorts of fun styles and colors and is great for kids and adults. If stainless steel is more



your style then the stackable Tiffins from To-Go Ware may be down your alley. We also stock a variety of glass food storage containers from Anchor. You can save ten percent on a purchase of these during **Owner Appreciation Days, July 7-15**, or you can save on tax when you purchase a qualifying lunch kit during the **Texas Tax-Free Holiday, August 17th, 18th, and 19th**.



## Owner Capital How Your Investment Grows the Co-op Economy

by Gabriel Gallegos, Ownership Coordinator

All this talk about a second store means that we will need more owners! Cooperatives exist to benefit their members...or as we call them: *owners*. They supply the business with a capital investment and help perpetuate the business by participating in annual co-op elections. Additionally, our Board of Directors is comprised entirely of co-op owners.

When new owners join the co-op, they make a \$55 capital investment which goes a long way in helping the co-op thrive. Unlike income (product sales, membership joining fees, etc.) which the co-op pays tax on, capital investments are treated as equity, which is un-taxed. This means that **all of the capital that owners invest in Wheatsville stays in Wheatsville**. Owner capital can be used for a wide range of things like store renovations, expansions, repairs, purchasing large equipment and *opening new stores!* Without owner investments, co-ops would not exist. In fact, this is one of the major distinctions of the cooperative business model which we refer to as “Member Economic Participation,” our third Cooperative Principle.

As the opening of our 4001 South Lamar location nears, we will actively recruit new owners from the surrounding community. After doing some preliminary research, I found that while we have a considerable number of owners residing in 78704 just south of the river, there are not as many located a little further south in the neighborhood bordering our new location. This is very exciting because it means there is room for growth and opportunities for new co-op owners!

We are going to make a huge effort to recruit new owners in 78704 next year, but the most effective method is word of mouth from family and friends. **You can help us by telling South Austinites about the second Wheatsville location and encouraging them to become co-op owners.** The next time you are at our Guadalupe store, pick up a *Join Us* brochure for a friend across the river who is not yet a co-op owner. It would be magnificent to see a large '04 voter turn-out for the Wheatsville Election this year before the new store even opens. It could be their way to paving the way for their new neighborhood grocery store!

While discussing cooperative ownership with family and friends let them know what their capital investment means for Wheatsville and how they can make a difference by supporting a cooperative grocer. In addition to investing their capital in Wheatsville, new owners in 78704 will be investing in strengthening their community and more local, sustainable, and organic food options. The second store will not open until next spring, but it is never too early to begin establishing an ownership base in the neighborhood to welcome us when we arrive. Thanks in advance for all your efforts promoting co-op ownership and we look forward to expanding our services to your friends in 78704 .... and 78735, 78745, 78746 and points southward!

Helpful co-op links:  
[www.go.coop/co-op-faqs](http://www.go.coop/co-op-faqs)  
[strongertogether.coop](http://strongertogether.coop)  
[wheatsville.coop](http://wheatsville.coop)



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- ★ **Marisa Newell 8 years as of 7/28**  
(operations lead)
- Miranda Robinson 6 years as of 8/14**  
(wellness team lead)
- ★ **Ray Wilder 5 years as of 7/9** (sub)
- ★ **Amie Todd 4 years as of 7/21**  
(produce clerk)
- Beth Ley 3 years as of 7/9** (HR manager)
- Clark McKay 3 years as of 7/27** (deli lead)
- Rachel Badger 3 years as of 8/27**  
(pos assistant) ★
- Matt Queen 2 years as of 7/5** (deli lead)
- Davy Wybiral 2 years as of 7/13**  
(grocery clerk) ★
- Kelsey Padgett 2 years as of 7/16**  
(hospitality clerk)
- Jennie Andropoulos 2 years as of 7/26**  
(front end manager)
- Cecelia Phillips 2 years as of 7/28**  
(grocery lead)
- Jonathan Zamora 2 years as of 8/6**  
(grocery clerk) ★
- Jessica Lim 2 years as of 8/11**  
(kitchen steward)
- Cece Flores 2 years as of 8/18**  
(front end clerk) ★
- Adam King 2 years as of 8/30**  
(produce manager)
- Matthew McCrary 1 year as of 7/13**  
(deli clerk)
- Raquel Dadomo 1 year as of 7/18**  
(brand manager) ★
- Wayne Sears 1 year as of 7/28**  
(grocery clerk) ★
- Angelica Garza 1 year as of 8/1**  
(front end clerk)
- Kayleigh Ingalls 1 year as of 8/1**  
(front end clerk) ★
- Carlos Gonzalez 1 year as of 8/23**  
(grocery clerk)
- Emily Ash 1 year as of 8/29**  
(produce clerk)
- ★ **Zach Carr 1 year as of 8/29**  
(front end clerk)
- ★ **Brandon Crider 1 year as of 8/29**  
(front end clerk)

**Staff Spotlight-Bonnie Cox**

by Annie Downs, Recruiting Coordinator



**AD:** What is your Wheatsville history?

**BC:** I've been shopping at WV since 2005 and started working as a front end clerk this past February. Working at WV is awesome!

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

**BC:** I grew up in San Antonio and moved to Austin in 2005 to study psychology at UT. I took some detours and 7 years later I have a BFA in dance and work as a dancer, teacher and choreographer.

**AD:** What is your favorite product at Wheatsville?

**BC:** My current obsession is with the coconuts. The awesome peeps in produce crack it open so you can put a straw in there and drink the luscious juice. After your done they'll cut it in half so you can eat the coconut meat.

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

**BC:** I love taking modern dance classes at Café Dance. I can't go as often as I would like, but when I do I have so much fun!

**AD:** Fill in the blanks:

**BC:** I've always wanted to study Icelandic Culture and if I had it my way, teleporting would not be impossible.

**Staff Top Ten Picks**

by Tiffany Tarsitano, Deli Clerk



**Wheatsville Deli Coconut Rice Pudding in self-serve**

The perfect sweet treat in the morning with coffee and fresh fruit.

**Dancing Dingo Shea Butter**

**Hand Cream with Aloe Vera & Organic Jojoba**

Working in the kitchen and deli, I'm constantly washing my hands—this cream saved my hands!



**Wheatsville Chicken Salad in the self serve case**

This salad and a toasted bagel makes a delicious lunch.



**Ayate Washcloth**

100% natural agave fiber resists mold, is biodegradable and is a wonderful way to get clean and exfoliate daily.

**Pre de Provence Mint Leaf Soap**

Pure vegetable soap enriched with shea butter. It doesn't dry out my skin and smells great, too.



**Wheatsville Smoothies**

My favorite is Strawberries and Blueberries with organic apple juice, peanut butter, and protein powder. Refreshing and nutritious!



**Madhava Light Agave Nectar**

I see beautiful agave plants on my way to work and thankful for this sweetness in my coffee.

**Wheatsville Turkey Club Sandwich**

The bacon smells so good coming out of the oven! Add turkey, avocado, chipotle mayo and veggies on toasted bread—a delicious classic!



**Bragg's Liquid Aminos in bulk**

A tasty, versatile, and healthy alternative to soy sauce. Adds flavor to so many dishes. I bring my own container and buy in bulk to create less waste.

**Curious Cat Refillable Organic Catnip Toy**

This little mouse is almost indestructible. It's Mike Jones, our cat's, new best friend.



# I ♥ Wheatsville!

Each week we capture all the love you give us—in person, on comment cards, emails, Facebook, Yelp, Twitter etc. Here are a few of the comments we've gotten that we thought would be fun to share! Got love? We have **I ♥ Wheatsville** comment cards at the Hospitality Desk.

"I've never been here before and it's really nice here and I'm glad that I came." a 12-year-old boy

"I've heard so many great things over the years! Now I come here and found out that they're all true."

"I love Wheatsville. Not only is the food awesome, not only are the cashiers friendly, but the magazines that you guys have don't make me feel horrible when I look at them." Carolyn C

Facebook Post "Now that you guys have the buffalo popcorn tofu with vegan bleu cheese...I get a tofu sandwich about 3 times a week." Kat D

"I had to pick up my son, Augie, from school because he got sick (he's four, by the way). We stopped at Wheatsville before we went home so that I could get him some ginger. Everyone was SO nice to him and made him feel SO happy he shouted, "Mommy, I love your store! I feel so much better!" Raquel D

When talking about how much the 5¢ bag credits and donations make a difference— "And that's why I love my Wheatsville!" Lydia H

"I'm so happy that I came here today! I feel so much better now. I should have come here earlier; I was so grumpy this morning"

"I was so happy to see y'all there [at the mayoral proclamation of Bobby Whitlock Day], man! It meant so much to me. I love you all! Hey, are you on my facebook page...?" Bobby Whitlock

"I love our store so much! You have no idea. I was just at HEB and it was a madhouse. I put everything in my basket back and came here. I don't know what I was thinking. It's just so refreshing to come here. I really love our store." Jessica G

"Everyone here rocks, but Susan just did the neatest thing. I mentioned that I left my list at home and she looked up the recipe I'm making! Wrote down the ingredients for me & everything. I love Wheatsville & all the staff. But Susan is my favorite today." Becky H

"You guys always have such an awesome beer selection. I see a lot of things here I can't find other places!" Veronica V

Phone conversation about resigning her ownership: "I'm really going to miss you guys. I would go to Wheatsville every time I was depressed. I always tell people that if you ever get depressed, go to Wheatsville! Not only do you feel good because you're around good food, the employees and the customers are always so happy."

"I came here 4 years ago and fell in love! Now that I'm a resident I'm going to invest. I love it, love it, love it. Coming from Houston, I finally feel I'm in my element!"

Facebook post "I want to Live here." Sheryl M

"I love this store. It's always so positive here and the food is great."

"This place is so beautiful. I really like it. One of my co-workers begged me to come and support this store. I'm so glad I did." Margo

"I love this place. It's great. I come here more than I should!" Carolyn

"Thanks to you for being such great neighbors and providing us the pleasure of your services. I love Wheatsville!" Medora B

"Wheatsville, where dreams come true." cyclist said after getting a free Red Rabbit Donut on Bike To Work Day

"I want to work here when I'm a teenager." 4-year-old boy

"You made my day! I love that you know my name. People are so kind here- that's why I LOVE WHEATSVILLE!" Allen P

"The amazing selection of really delicious raw treats is just one reason I love Wheatsville." Joel B

"I am so excited that you gave the lovely Nicolette a new position in the kitchen, BUT her awesome face and personality is a huge draw to the Deli Counter. She makes my day. Maybe you should cut a window in the back wall so her light can shine through! xoxo" Erin R

"Fell in love last night w/ @wheatsville. Community owned store offering organic & locally grown products. Very vegetarian friendly." Tweeted by MsTanyalynn

"I love this place; I found everything I needed. We're from Berkeley, CA and this place feels just like home." visitor from CA

"I love going to Wheatsville. Even when people don't know my name, they still recognize me. I always run into friends both customers and staff." Erin H

"I love that you guys have been dressing up. It's so much fun to shop here! Thank you."

A customer borrowed one of our multiple Allen wrenches from the Hospitality Desk to fix her bike. She said, "That's why I love being a Wheatsville owner!" Jennie

"It's amazing how quick I can come into the store and get everything I need, even with my kids. I just love this store." Amy H.

"I love this place. The community and cooperative part of it and the staff is always so friendly. We've been coming here since it was at the bike shop." Beth & Bob

## Survey SAYS!

by Raquel Dadomo,  
Brand Manager



In March, Wheatsville commissioned a Customer Satisfaction Survey from the Survey Research Center (SRC) at the University of Wisconsin-River Falls. In April, they conducted the online survey of co-op owners and non-owners so that we could see where we had opportunity to make improvements to our products and services. And, since this survey is used by other co-ops, it also gave us a chance to see how our service stacked up against other co-ops nationwide.

So, what did we find out? Overall customers are very happy with Wheatsville. Even in an anonymous survey (and no, we didn't just send it to our moms!) only 1% of respondents expressed any level of dissatisfaction with their overall shopping experience at Wheatsville Food Co-op compared to 94% who said they were "satisfied" or "extremely satisfied." 98% said that they would recommend Wheatsville to a friend and an amazing 99% said that Wheatsville has a positive influence on our community.

90% or more said that we are meeting their needs very well in the following areas: *Cleanliness, Friendliness, Availability of Natural/Organic Foods, Quality/Freshness, Atmosphere, Knowledgeable Staff and Availability of Local Foods.*

In comparison to 33 other retail grocery co-ops who have taken this same survey **Wheatsville Rated Number One** in Friendly / Courteous Staff, Knowledgeable Staff, Responsiveness, Atmosphere AND was the top co-op to be Trusted to Make Ethical Decisions. Wheatsville is **Number Two** for Best Prices and **Number Three** in total Co-op Satisfaction!

Overall, Wheatsville shoppers believe that the Cooperative is a positive influence on the Austin community, promotes environmental stewardship, and creates a sense of community. And supporting local, sustainable agriculture is the issue shoppers would most like to see Wheatsville Food Co-op champion.

While Wheatsville Food Co-op receives high marks in many areas prices, location and parking were the least liked aspects of being a Wheatsville shopper. Yep, just as we had suspected...

So what can we do? With our new store location at 4001 South Lamar, we are hoping to bring shopping convenience to owners and customers in South Austin and easier parking with over 150 dedicated parking spaces. While we really can't add more parking at 3101 Guadalupe, we're hoping that the convenience of a second location will make shopping at the holidays and during Owner Appreciation Days a bit easier.

So what about prices? We do our best to work with vendors to keep prices competitive and with two locations we will have added buying power—yep, we're going to be flexing some serious co-op muscle. Because of this additional buying power (and storage space), we expect to be able to make bigger buys which we hope will allow us to pass along better prices to you.

Our success relies on your involvement, so please let us know if you have an idea or comment you'd like to share. Product requests, general suggestions and pats on the back can be made any time you're in the store at our Hospitality Desk. We have shared the results of the survey with the Wheatsville department managers and staff and hope to start making other improvements to our product line and services very soon. Thanks again for your overwhelming support of Wheatsville!!!

A few of our favorite comments:

"I really do feel a sense of community when I shop at Wheatsville. I also feel really great about spending my money on food at Wheatsville and just have fun exploring all of your products. Sorry, I guess that's 3 things, but I think the sense of community would be number one."

"The friendliness of the staff and the lack of judgment which for some reason I thought I would encounter. Very, very good people there."

"...I love sooooo much about Wheatsville. / Co-op = profit but not at the expense of ethical dealings with planet and people."

"The awareness/consciousness/deliberateness of the patrons and staff on the impact of using our money to support sustainable food/ community/world and that shopping here helps change our world for the better."



**The Wheatsville Member Owned Business Directory** had grown so large that it took up ever more space in the Breeze even as the type size was shrunk. As part of the streamlining of the Breeze, we no longer will be printing the Directory on paper. However, the online Directory will still be available. If you have a listing, please review the wording at [wheatsville.coop/memberbusinessdirectory/mbdir.html](http://wheatsville.coop/memberbusinessdirectory/mbdir.html) to see if it is still accurate. And readers, if you find a listing that is out of date or has a nonworking link, please let me know so it can be fixed.—  
[aldia@wheatsville.coop](mailto:aldia@wheatsville.coop)