

THE WHEATSVILLE BREEZE

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

Winter 2022 ISSUE

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Patronage Rebate





by **Bill Bickford**
General Manager

When You Shop the Co-op, the Co-op Pays You Back!

I am very excited to announce that your Board of Directors has approved a patronage rebate for our fiscal year ending in May 2022. This was announced in person at our Annual Owner's Meeting in late October, and the stores began distributing rebates to eligible owners on Monday, December 5.

This is the first patronage rebate we have been in a position to pay since 2013, which means even folks who have been co-op owners for a good stretch of time may not be familiar with how they work. Patronage rebates are a unique tax privilege available only to cooperatives, wherein we can return a portion of our profits to owners rather than treat it as taxable income. This is one of the many ways co-ops benefit our local economies by ensuring more of our collective wealth stays within and prospers our own communities.

Your board approved the maximum allowable rebate of \$388,000 based on our profitability last fiscal year. Of that amount, 80% will be retained by the co-op to ensure our ongoing financial sustainability and potential growth, while the remaining \$77,600 is being distributed back to owners in proportion to their purchases during the fiscal year. We have set a minimum rebate of \$1.00 to minimize the administrative burden of rebate distribution, which results in 9,181 owners receiving a rebate!

Eligible owners who have a valid email address in our owner database received notice of their rebate via email on the first day of distribution. However, there are several eligible owners who do not have a valid email address on file. So for those folks, this article may be your first notice of the rebate. If you are unsure if you qualify for the patronage rebate, any cashier should be able to tell you whether a rebate is available for you at checkout.

There are a few issues that tend to pop up whenever we issue patronage rebates. And because it has been nine years since we last did so, we're all likely a bit rusty. So I would like to take a moment to address those issues here:

First, we have a number of customers who shop using their partner's or another household member's co-op ownership. And while we are very happy to welcome and serve each owner's entire household, our legal and fiduciary responsibilities lie with the owner on record—the person who signed the ownership agreement upon enrollment. As such, rebates must be issued to that person, even when another person may do the majority of the actual shopping. This can cause some confusion or even frustration when a person other

than the owner—most often their partner—wants to redeem the rebate.

We are obligated to ensure rebates are redeemed according to the actual owner's wishes. And while we fully trust that the vast majority of folks in this situation are acting in good faith, our responsibility to the owner requires that we perform due diligence prior to redeeming a rebate to someone other than the named owner.

But fret not—we have created a process for owners to duly authorize another person to redeem their rebate at checkout. The owner on record can simply email patronage@wheatville.com, and we will be happy to issue the rebate to their authorized individual at the next opportunity. This does create an extra step that may seem unnecessary; please keep in mind that we are simply seeking to fulfill our obligation to our owners. While the overwhelming majority of these situations are perfectly innocent, we have also seen situations where someone the owner did NOT wish to redeem the rebate was attempting to. Those are the situations that this due diligence is intended to avoid.

Second, as noted above, there are a number of owners without valid email addresses in our system and probably many more with outdated information. If this article is the first time you are hearing about the rebate, it is likely we have either no email address or an old or invalid email on your account. Because it is important for us to be able to communicate with co-op owners in a variety of situations, we would love it if folks in this situation would take a moment to update their email address. You can either email our Ownership & Outreach Coordinator, Julia Barron, at julia@wheatville.com, or you can provide the email address at the Hospitality Desk at your store of choice.



And finally, there is a deadline for redemption of rebates. Under IRS regulations, we must redeem rebates by February 15. Because this is a government-mandated deadline, I have no ability to be flexible with it. Any rebates not redeemed by February 15 must be cancelled and taken back into taxable income. This should be plenty of time for folks to redeem their rebate, but I would encourage you not to wait until the last minute. You can redeem your rebate any time you check out, so please come and see us at your next opportunity!

Thank you so very much for your patronage of the co-op! Patronage rebates are not possible without strong financial performance, which ultimately results from the loyalty and support of our co-op owners.

Spritz Cookies

by
Katie Browne
Pricing Coordinator

What is a spritz cookie? Somewhere between a short bread and a sugar cookie, this delicious treat has a rich buttery flavor and tender texture that melts in your mouth. The name is shortened from the German Spritzgebäck. Spritzen is a German verb meaning to squirt. Appropriate, as these cookies are extruded (squirted) through a decoratively cut plate in a cookie press. The cookie press dates back to the 16th century, and is my favorite part of making these cookies. There is something magical about seeing the simple flat shape on the plate press out into a perfect three-dimensional animal or flower on the pan.

The spritz cookie is made from a simple dough of flour, sugar, eggs, and butter. Because the ingredients are so few, I opt for highest quality I can afford. The butter flavor really shines in this recipe. Start by creaming together the butter and sugar. Next add the egg and flavoring. I often use a mix of 1 tsp almond flavor and 1 tsp vanilla. Finally, add the flour and salt, mixing until just combined. The final dough should be soft like play dough and slightly tacky, but not so sticky it adheres to your hands. If you like, divide the dough, and add some color. I usually do red and green. A gel food coloring will give the most color with the least additional moisture in the dough.

Once the dough is ready, you can start extruding cookies! Lay out an ungreased cookie sheet. You want the dough to adhere slightly to the baking sheet, so it releases from the press when you pull away. Getting a good clean press takes a little practice. Don't worry if your first few don't work. If you mess up a cookie, just plop the dough back into the press. Here are my top tips for success if you find the dough not releasing cleanly. 1. Chilling your pan in the freezer for a bit to get it good and cold. 2. Before pulling the press away, allow the dough to sit for a few extra seconds on the baking sheet. 3. Give the press a light shake or twist as you pull it back to help release the dough.

Once the cookies are on the pan, add sprinkles or other decorations. The cookies are already in festive shapes, so decorations are entirely optional. Bake the cookies in a 375° F oven for a scant six to seven minutes. These cookies brown very fast. Keep a close watch on the oven, the cookies should be just slightly golden at the edges when done. Allow to cool for a few minutes on the pan then transfer to a wire rack. Allow the empty pan to cool for an additional four to five minutes before pressing more cookies.

The cookies will keep in a sealed tin for one week, assuming they are not eaten first. You can also freeze some or ship them off in a box as a gift. Despite their delicate appearance, spritz cookies store and travel well.

Recipe

INGREDIENTS

- 1 cup butter, softened to room temperature
- ¾ cup sugar
- 1 large egg
- 2 tsp flavoring
- 2 ½ cup all-purpose flour
- ½ tsp salt
- Food coloring (optional)

DIRECTIONS

1. Preheat oven to 375° F.
2. Cream together butter and sugar until light and fluffy.
3. Add the egg and flavorings, mix well.
4. Add flour and salt until the dough is combined.
5. If adding colors, divide the dough and knead in the coloring.
6. Put the dough in the cookie press and press out cookies onto the baking sheet. Decorate with sprinkles if desired.
7. Bake cookies for 5-6 minutes until just golden at the edges.



CENTRAL TEXAS PIG RESCUE



by Julia Barron | OWNERSHIP & OUTREACH COORDINATOR

This October a group of Wheatsville staff had a great time volunteering at Central Texas Pig Rescue for their Halloween Trick-or-Treat event. We were able to meet the (CTPR) team, which is completely volunteer-led, as well as all the pig residents (and their goat, cat, chicken, and donkey friends!). Each cooperator watched over the different pig neighborhoods, while guests got to connect with and feed the pigs fresh fruits and veggies. We were also able to spend some quality time with the many social pigs, complete with belly rubs and butt scratches!

Central Texas Pig Rescue specializes in the rescue, rehabilitation, and sanctuary of last-chance pigs, and currently provides home to nearly 200 pigs saved from abuse, neglect, cruelty seizures, abandonment, slaughter, and animal testing. They advocate for animals in the community, work to provide resources for local pig parents, and create meaningful opportunities for humans to connect with these fascinating animals to foster greater compassion in our world—to see pigs as something other than food or commodities. Pigs are incredible animals and deserve our respect. In so many ways, they're just like us!



Wheatsville looks forward to continuing to build a lasting partnership with Central Texas Pig Rescue!

We encourage everyone to attend an orientation and volunteer workday at the pigs' "enchanted forest".

To learn more about the rescue visit their website [HERE](#).





THE NIGHT THE LIGHTS WERE LIT

On the winter solstice, December 21st, 1844 the Rochdale Society of Equitable Pioneers opened a grocery store at 31 Toad Lane in England and ushered in the modern co-op movement. On the almost bare counter were arranged the co-op's first items for sale: flour, oatmeal, sugar, butter, and candles.

With just 28 members and open only two nights per week, the Rochdale Pioneers were driven by idealism and vision of a better social order. The Pioneers became champions of pure food, honest weight, fair dealings, education, community and cooperation. Their founding principles became the framework for co-ops today.

KWANZAA

December 26 – January 1

NGUZU SABA (The Seven Principles)

by Dr. Maulana Karenga



UMOJA (Unity) - To strive for and maintain unity in the family, community, nation, and race.



KUJICHAGULIA (Self-Determination) - To define ourselves, name ourselves, create for ourselves, and speak for ourselves, instead of being defined, named, created for, and spoken for by others.



UJIMA (Collective Work and Responsibility) - To build and maintain our community together, and make our sisters' and brothers' problems our problems; and to solve our problems together.



UJAMAA (Cooperative Economics) - To build and maintain our own stores, shops, and other businesses, and to profit from them together.



NIA (Purpose) - To make our collective vocation the building and developing of our community, in order to restore our people to their traditional greatness.



KUUMBA (Creativity) - To do always as much as we can, in the way we can, in order to leave our community more beautiful and beneficial than we inherited it.



IMANI (Faith) - To believe with all our hearts in our people, our parents, our teachers, our leaders, and the righteousness and victory of our struggle.

by Julia Barron

OWNERSHIP & OUTREACH COORDINATOR

Kwanzaa is an African-American and Pan African celebration of family, community, culture, and history. Many words and phrases used during this holiday are from the Swahili language. Kwanzaa comes from "ya kwanza," meaning "first."

Kwanzaa was created in 1966 by Dr. Maulana Karenga, professor of African Studies at California State University Long Beach, out of the desire to unite and empower African-Americans. Dr. Karenga wrote the Nguzo Saba, or Seven Principles, (featured at left with their corresponding symbols) which act as guideposts. Kwanzaa is a recommitment to these grounding ideas and principles and reaffirmation of a shared identity. As a co-op, we believe there is community in a shared belief and power in trying to achieve it together. Co-ops are built on the idea of inclusivity and empowerment. Together, we wish you a very happy Kwanzaa.

TOP 10

FAVORITES

Sarah Sweeney
Front End Clerk @
Guadalupe



Greenbelt Juniper & Tonic Kombucha

My new favorite brand of kombucha. It's less sugary than most, and the subtle flavors remind me of a well-balanced cocktail.



Bulk Jollybeans

All the sweetness and tartness of a piece of fruit, condensed into one tiny bean! I don't usually like jellybeans, but these are a treat.



Hi-fi Mycology Mushrooms

These local mushrooms are rich in color and flavor, and it seems there are infinite ways to experiment with the different varieties.



Organic Radicchio

I love the deep color and bitter crunch of radicchio, and it's fun to hear from customers about the many ways they use it to cook.



Red Curry Tofu

I've been cooking with tofu for almost 10 years but cannot replicate the savory flavor of Wheatsville tofu. This one is great for adding protein to a salad.



Nature's Path Heritage Flakes

This cereal is only slightly sweet, very crunchy, and packed with hearty fiber from six different grains. A quick and satisfying breakfast!



Big Dipper Wax Works Green Pine Candle

As the sun sets earlier and earlier, the pine scent of this candle brings comfort, warmth, and cheer to a room.



Justin's Dark Chocolate Peanut Butter Cups

A protein and a sugar boost, perfectly blended for an afternoon snack.



Kala's Cuisine Mango Chutney

This sweet chutney is locally made, with just a little spice. When my cooking is bland, this livens it up.



Field Roast Vegan Chao Slices

This is one of my favorite vegan cheeses. It tastes creamy and fatty, and melts perfectly in a grilled cheese sandwich.

RIO RED GRAPEFRUIT

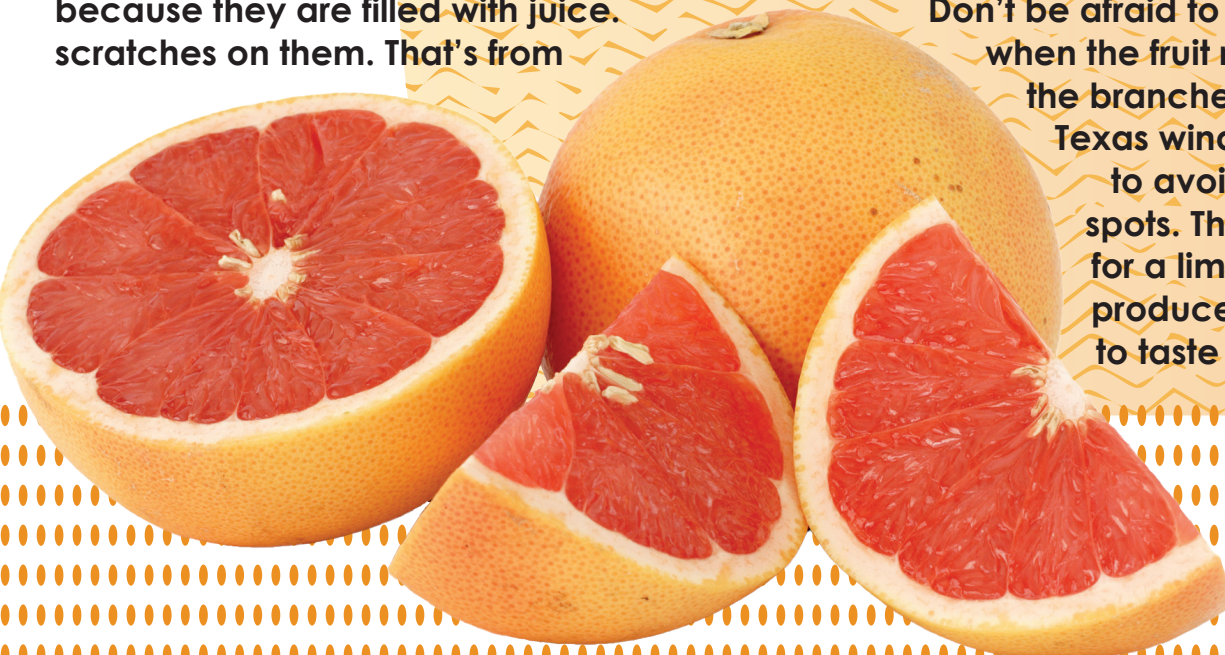
A True Texas Original

by Nick Conn
MARKETING MANAGER

The Rio Red Grapefruit is truly a Texas original. A sweeter and juicier cousin of the Ruby Red, the Rio Red is grown right here in the fertile soil of South Texas. In fact, Wheatsville gets all our Rio Reds from in or around the Rio Grande Valley. This bright yellow citrus fruit is deeper in color than its cousin and less acidic too. Known for being juicier than other varieties, this fruit is great for juicing or snacking.

When you are picking a Rio Red start by looking at the flesh. You'll want to pick fruit with a perfect yellow skin with a pink blush on it. Weight matters too. Go for the heavier grapefruits because they are filled with juice. scratches on them. That's from

Don't be afraid to pick the ones with when the fruit rubs up against the branches in those South Texas windstorms but be sure to avoid bruises or soft spots. These are only in stock for a limited time. Ask your produce clerk for a sample to taste the difference.



Holiday
HOURS

Christmas Eve: 7:30 am - 7 pm

Christmas Day: CLOSED

New Year's Eve: 7:30 am - 9 pm

New Year's Day: 7:30 am - 11 pm

Gift Guide

2022

by Hannah Cassana
Wellness Merchandiser



Pomegranate

Choose from our selection of high quality designer puzzles, sticker books, coloring books, and note cards. With fun, vibrant designs and a range of themes, you're sure to find something for everyone on your list. We've got gorgeous designer gift wrap, too!



Andes Gifts

Come check out our selection of gorgeous hand knits made by master knitters in the Andes Mountains. This brand has long been a favorite with Wheatsville shoppers.

These hats, scarves, gloves, ear warmers, legwarmers, etc are crafted from high quality wool and are made to last. Andes Gifts is a member of the Fair Trade Federation, and is committed to building long-term, sustainable, empowering relationships with its producers and their communities.



Big Dipper Wax Works

Let there be light! Add some extra shine to your holidays with a gorgeous candle from Big Dipper Wax Works. We carry a full rainbow range of gorgeous naturally pigmented beeswax tapers, as well as seasonally shaped candles, and Hanukkah tapers.



Green Guru Joyride Backpack

A personal favorite of mine! I have this backpack and it's my favorite for bike commuting as well as for traveling. Built of up-cycled materials, it has plenty of pockets and tons of space so I can bring everything I need and more. It's also super durable and has a water-resistant liner. We carry a selection of more beautiful and functional up-cycled bags from this brand and its sister brand, Alchemy Goods.

South Lamar Deli Update

by Tanya Carney | SOUTH LAMAR STORE MANAGER

It has been one month since the launch of our new deli menu at South Lamar, and we're thrilled with the flavors it offers for customers and the efficiencies it allows staff. With our new burrito, bowl, wrap, and salad options available at the counter, staff can make and customize your meal in real time.

One of the most exciting offerings on the line is our famous Original and Buffalo Popcorn Tofu that are now available hot and fresh! We're frying tofu throughout the day so you can enjoy it at its peak deliciousness. You can now select it as a protein option for your burrito, wrap, bowl, or salad. You can also get a cup of hot popcorn tofu with a dipping sauce of your choice. We encourage you to ask for a sample of it the next time you're in!

On Tuesday November 8th, we celebrated the launch of the new deli menu at the South Lamar location by hosting a flash giveaway from 2 - 4pm. During the flash event, we gave away 236 items from our new menu! This event highlighted the speed of our new counter set up and the versatility of selecting your ingredients as you move down the line. Thank you so much to everyone who participated in the event, and we hope you loved it as a fast, fresh, and friendly experience for your lunch and dinner.

Please remember that though we do not have customized sandwiches at the counter anymore, you can still pick up our delicious Vegan Reuben from the hot bar along with new favorites including the Nashville Hot Chicken and Italian. Classic Grab & Go sandwich options are also available in the deli case.

As we continue to develop our new counter menu, we'd love to hear from you! Feel free to send any feedback or ideas you have our way by emailing info@wheatville.com. We don't yet have an update on when our Guadalupe location will change its menu as we await a project to reconfigure the space. We will keep you posted as we learn more.

South Lamar Deli Counter Hours

Breakfast Tacos 7:30 - 11am everyday
Lunch Menu 11am - 9pm everyday



CO-OP PRINCIPLES & VALUES

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training, and information
6. Cooperation among cooperatives
7. Concern for community

DEFINITION

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.

VALUES

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity.

In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.



Cheese FOR THE Holidays

by Nick Conn | MARKETING MANAGER

Gone are the days of sprinkling nutritional yeast on everything and calling it cheese. There is a new crop of vegan cheesemakers out there making wedges and spreads that are just as delectable as their dairy based counterparts. Here are a few suggestions to put on your holiday plant-based charcuterie board.



Miyoko's Sharp English Farmhouse Cheddar

Soft and aged with sharp complex flavors, this cashew-based sharp cheddar round packs a punch.

This 100% vegan cheese has the robust tang of a traditional sharp cheddar cheese. Enjoy it with crackers or you can even melt it into a sauce.



Treeline French-style Cheese

Looking for a great cheese alternative to spread on crackers or toasted baguettes? Look no further than Treeline. Wheatsville offers two varieties, Scallion and Herb Garlic. These creamy spreads work great as a snack and can even be melted into pastas.



Wheatsville Vegan Cheezeball

This Wheatsville classic has been gracing the tables of Austinites for years. Our Cheezeball is a base of blended cashews mixed with savory ingredients such as miso and nutritional yeast (yep, we love it) and lots of fresh herbs. Amazing with an assortment of fresh vegetables. Only available through the new year!



Nuts For Cheese Wedges

From farm to fermentation, these decadent 100% dairy-free plant-based cheeses are handcrafted and aged to perfection. The Cranberry Pink Peppercorn is a staff favorite. This wedge is jeweled with cranberries and pink peppercorns and delivers a sweet tang and bold pepper finish. South Lamar store director Tanya Carney says, "We were sampling these and it was so good I brought one home. I enjoyed it with pecan crackers."

ORDER FOR
PICK-UP OR DELIVERY



DOORDASH



Holiday Bakehouse Offerings

by Ricketta Wallace
BAKEHOUSE MANAGER



Apple
Crumb



Pecan



Classic
Pumpkin

As we move from Thanksgiving into December holidays, we would like to take moment to appreciate our awesome Bakehouse staff for producing over 1,000 pies during the month of November! Our delicious house-made pies are made fresh from scratch, and we appreciate everyone who chose to make them part of their holiday table this Thanksgiving.

We're excited to be offering the same great classic pie options this December including classic pumpkin, vegan pumpkin, apple crumb, and pecan. We are also thrilled to be re-introducing one of our favorite pies: plant-based chocolate peanut butter with a graham cracker crust.



Chocolate
Peanut
Butter

Other seasonal offerings you can expect to see include our decadent Chocolate Cherry Bread, Hot Cross Buns, and Buche De Noel (a classic French dessert that is made of sponge cake in the shape of a Yule Log.)

**We hope to make your holidays easy and stress-free.
Thank you so much for choosing Wheatsville this holiday season!**



Buche
De Noel

Ridwell

by Nick Conn
MARKETING MANAGER

Did you know that every year, Americans drink on average, 4.2 billion bottles of wine and 65% of those use natural cork closures? Cork is still the favored option for keeping the wine in the bottle. It allows for the subtle exposure of the wine to oxygen to help it mature, limits the number of contaminants that might seep into the wine, and best of all it is 100% recyclable.

Early this year Wheatville teamed up with Ridwell to place cork recycling stations at both stores. These stations are a great addition to our Wine Departments. Not only are



we offering our customers a great variety of wine but also an option to recycle the corks making their whole purchase more sustainable and in line with Wheatville's mission statement. Wheatville will happily take your cork no matter the size or how stained it is.

Ridwell notes that, unlike plastic and metal, corks rarely get recycled and are difficult to handle when they do. Cork has many uses and can find a second life after being recycled. It can become shoes, flooring, packaging, and other goods that might otherwise be made of plastics.

If you are interested in finding out more about Ridwell visit them at ridwell.com



GET YOUR
WHEATSVILLE
SWAG NOW
AT BOTH
LOCATIONS!

ANNUAL OWNER ELECTION!

Results of the 2022 Co-op Election are in!
Congratulations to our new Board of Directors members.



Joelle Williams



Brandon Hines



Cody Atkins

Community
ACTION

2023

by Julia Barron | OWNERSHIP & OUTREACH COORDINATOR

January: **PEOPLE'S COMMUNITY CLINIC**

February: **THE SAFE ALLIANCE**

March: **LET'S FEED AUSTIN**

April: **AUSTIN WILDLIFE RESCUE**

May: **URBAN ROOTS**

June: **MEALS ON WHEELS**

July: **SUSTAINABLE FOOD CENTER**

August: **AUSTIN HUMANE SOCIETY**

September: **CASA OF TRAVIS COUNTY**

October: **COOPERATIVE COMMUNITY FUND**

November: **CENTRAL TEXAS FOOD BANK**

December: **CARITAS**

We had a great turnout this year for our annual owner election with a total of 1,725 votes! Thank you so much to our owners for using your voting power to elect directors and Community Action Partners that will help our wonderful co-op to progress into the future. We couldn't do it without our ownership and look forward to collectively and cooperatively growing and sharing our successes.

We are thrilled to welcome back incumbent and current board president, Brandon Hines to the Board of Directors, along with two new first term additions, Joelle Williams and former Wheatsville employee, Cody Atkins.

In addition to voting for our 2023 Board of Directors, owners voted for 10 local nonprofits that will make up next year's community action program. These partner organizations will

receive donations during their assigned month that are collected from shoppers who choose to round up their purchases at checkout. Now at over one million dollars in total donations since its inception, the Community Action Program has made such a great, positive impact on the lives of Austinites all around our city.

Lastly, there is also another, less common item owners voted for on the ballot this year—a bylaws change. Ownership voted yes on this simple wording change that will have a positive effect on member eligibility requirements by allowing trusts and similar legal instruments to be eligible for co-op membership and introduce an option for survivorship of our outstanding investor shares. Another fruitful election for the books!



by Julia Barron | OWNERSHIP & OUTREACH COORDINATOR

Wheatsville started our 'Let's Feed Austin' program during the Fall of 2020 in response to the unprecedented events of the global pandemic and its hard-hitting impact on our community. Many of you turned to us in a time of need for fresh food, kindness, and a warm place to go. We jumped at these calls to action, and we are so proud to have been able to raise money through the collective effort of shoppers, owners, and staff to donate food, toiletries and other necessities to where they are needed most throughout Austin. Not only do we collect donations for LFA in March, as part of our community action program, customers can also choose to purchase a \$10 or \$20 Let's Feed Austin grocery donation at any point throughout the year. When you purchase a donation at checkout, you can be confident that your dollars will go towards purchasing high quality food and essentials to stock food pantries in our community. This season we have donated 2,575 pounds worth of turkeys and 1,200 pounds of organic flour to the Central Texas Food Bank with hopes that Austinites in need can enjoy comforting holiday meals.

Thanks for helping us feed and care for Austinites in need.



VENDOR OF THE MONTH

by Tanya Carney
SOUTH LAMAR STORE MANAGER

Please join us in celebrating December's Vendor of the Month – Funky Mello! This awesome vendor is local to Austin, Texas and was started in 2018 by the CEO Delisa and her husband, Zach. Funky Mello founders noticed that the market was lacking desserts with clean ingredients and made it their mission to create a marshmallow you can feel good about eating. Their products are gluten free, soy free, and dairy free.

Funky Mellow Cremes are an amazingly light and rich treat that are unlike any other marshmallow you've had before. They source natural and sustainable ingredients for their products making them better for you and the environment. These funky marshmallow cremes are the perfect

addition to your coffee, ice cream, s'mores, fruit, and more!

Funky Mello makes three classic flavors in vanilla, strawberry, and cookie creme. They also have a variety of seasonal options. Indulge this holiday season by picking them up from our refrigerated section and share them by spreading the love with someone you know. Sneak peek – these tasty treats will be on sale "Buy 1, Get 1 Free" December 14 through December 20. Also, be sure to check out their [website](#) for delicious recipe ideas like Funky Fantasy Fudge, S'mores Cookie Cups and Peppermint Hot Chocolate.



TONIGHT'S GOING TO BE A GOOD NIGHT!



It is a long-standing Southern custom to eat black-eyed peas and greens on New Year's Day to bring fortune in the coming year. The black-eyed peas are sometimes said to represent coins and the leafy greens folding money. Two common theories on the origin of this tradition stem from the American Civil War. Some claim that Union soldiers left behind the peas and greens when pillaging the food supplies of their Confederate opponents, considering them food only fit for livestock, so Southerners considered themselves lucky to have these supplies. Another theory posits that black-eyed peas were eaten by African-Americans on January 1, 1863, the day that Lincoln declared that all enslaved people would be freed.

Black-eyed peas and greens are traditionally made using some kind of cured pork. Pigs represent prosperity in numerous cultures around the world, and during the winter months, cured meat would have been the only available option in the American South. The smoky flavor of such meats is a great complement to the earthy peas and slightly bitter greens, but if you want to keep your dish vegan, omit the meat and add a teaspoon of smoked paprika or a drop or two of liquid smoke to your dish!

The WHEATSVILLE DELI will be cooking up several dishes featuring these traditional ingredients to help you get your good luck on for 2023:

LUCKY BLACK-EYED PEA SOUP—tender peas and a whole array of fresh vegetables and herbs simmered in a tasty tomato-based broth. This soup goes wonderfully with our own Bakehouse-made cornbread (in spicy Southwestern or vegan varieties), yet another traditional New Year's dish in the South.

TEXAS CAVIAR—a black-eyed pea salad with crisp colorful peppers and a tangy vinaigrette dressing.

PLAIN JANE BLACK-EYED PEAS--simply cooked and recipe-ready! Try them in this super-easy and very adaptable recipe for your first meal of the new year:

Southern Black-eyed Peas and Greens

YIELDS 4 servings

INGREDIENTS

- 2 tablespoons olive oil or bacon fat
- 1 yellow onion, finely diced
- 4 cloves garlic, minced
- 1 jalapeno, finely diced
- 2 bunches collard greens, cut into one inch pieces
- 1 cup diced ham cooked and chopped
- 2 cups water (or chicken or vegetable stock)
- 2 cups cooked black-eyed peas (or 2 cans, drained and rinsed)
- ½ teaspoon salt
- ½ teaspoon black pepper
- 2 tablespoons cider vinegar

PREPARATION

Heat olive oil or bacon fat in a large pot with a lid over medium-high heat. Add onion and saute until softened, about 5 minutes. Add garlic and jalapeno and saute until garlic is fragrant, just a minute or two. (If you are using smoked paprika to replace the meat, add it here!). Add greens to pot, stir well, and cover pot for about 5 minutes. The greens will wilt quite a bit. Add ham, water or stock, peas, salt, and pepper, stir well, and cover. Cook for about 30 minutes. Stir in vinegar and taste for seasoning. If you use a ham hock, remove it, pull the meat from the bone with a fork and stir it into the pot. Enjoy!

Wine MAKES A Great Gift!

by Nick Conn | MARKETING MANAGER

Evidence of wine cultivation has been discovered in ancient sites dating back further than 6000 BC. Cultures around the world have cherished this sweet elixir for centuries. In fact, art throughout the ages has shown not only the cultivation and processing of the grape but also being given as a gift. At Wheatsville, we aren't a group to break with tradition, especially ancient ones, so here are a few recommendations from the Wheatsville Wine Department to help keep the tradition going.

50+ Garnacha

Making its way over the Atlantic from Campo de Borgia, Spain is 50+ Garnacha. Aged for three months in American Oak, this wine is grown in vineyards with soil of stones and iron rich clay. This wine has a medium garnet color, and on the nose, it showcases aromatic notes of violets, raspberries, and black pepper. Fresh, clean, and velvety with a hint of bacon and smoke, it has solid structure with sweet tannins and a rosemary and thyme aromatic finish.



Gulp Hablo

This vegan, organic wine boasts a Biodynamic certification and hails from the Castilla La Mancha region of Spain. Grown in chalky clay soils and vinified naturally, the Gulp Hablo Orange Wine is blend of 50% Verdejo and 50% Sauvignon Blanc. This amber-hued, skin-contact wine is naturally produced with native yeasts and no added sulfites. It has a floral, super citrusy flavor profile with tons of minerals.



Pizzolato Brut Rose

Located in the flourishing countryside north of Treviso, Italy just a short distance from the Piave River, lie the vineyards of La Cantina Pizzolato, makers of this bubbly brut rosé. With its pale, pink topaz color this wine has flavors of almonds, lemon chiffon, ripe apples, and summer peach with a fruity light body and a polished, medium-length finish. You may even notice hints of ginger. Appropriate for all gatherings, this is a friendly, approachable sparkler with sophistication.



Inkarri Malbec

Year after year Argentinia has been producing delicious Malbecs and the Inkarri Estates addition is no exception. Grown in the sandy loam soil of the Mendoza province, this wine is bursting with fruit flavors. Blueberry, currant, and plum are present with hints of cardamom with a juicy acidity that finishes dry. This wine is enjoyed best with savory steaks, braised short ribs or stuffed portobello mushrooms.



Full Service MEAT DEPARTMENT

SOUTH LAMAR 9am-6pm

Hand Cut Steaks • Fresh Cut Fish • Spatchcocked Poultry • Sliced Deli Meats & Cheeses



Need a Special Order? Speak with one of our butchers!

Outside of holidays, special cuts are usually brought in by the case. We can bring a case of any specialty meat available through our vendors. Case orders are eligible for a 10% discount. Speak with a butcher to get further details.

A MESSAGE FROM THE BOARD

By Brandon Hines
Board President



The holiday season is upon us once again. Everybody has their own traditions. Wheatsville has so many fantastic prepared holiday foods that have become a part of our family tradition. I always look forward to having a healthy helping of vegan cornbread stuffing and mushroom gravy.

The end of the year also brings a close to another Wheatsville election. Since moving to an on-line voting system, we have seen an almost tripling in owner participation. This is a wonderful reinforcement of our democratic cooperative principles. I would like to welcome the incoming directors Joelle Williams and Code Atkins. I have had the opportunity to connect with each of them and I am really excited to be working with them on the board. Also, please join me in extending my deepest appreciation to outgoing directors, Rachel Fisher and Brian Mikulencak. Both Rachel and Brian have made immeasurable contributions to our co-op through their work on the board.

New for this year's Community Action Program, the ballot was opened up to many more charitable organizations providing owners a larger voice in selecting the community action partners for 2023. Please congratulate our 2023 Community Action Partners: Central Texas Food Bank, Meals on Wheels Central Texas, People's Community Clinic, The SAFE Alliance, Sustainable Food Center, CASA of Travis County, Caritas of Austin, Austin Wildlife Rescue, Urban Roots, and Austin Humane Society.

Wheatsville has endured many struggles over the past few years with the pandemic, devastating winter freezes, supply-chain challenges and increasing product costs. Through it all and thanks to all the dedicated owners, shoppers, Wheatsville management and especially Wheatsville staff, we had a profitable year. As a result, for the first time in almost ten years, the board was able to approve

patronage rebates. Patronage rebates are issued to owners based on the amount they have shopped at the co-op during the fiscal year ending in 2022. Patronage rebates are one of the ways Wheatsville owners who shop at our co-op are able to participate economically in our collective success. Be sure to read Bill Bickford's article for more details.

Our profitable year has benefited staff as well. Wheatsville management, committed to the goal of providing livable wages, made adjustments to the pay scale to help staff earnings keep up with the recent market dynamics. And for the first time in many years, staff received bonuses for all their efforts that contributed to our profitable year.

While we are grateful for our financial success in 2022, we foresee challenges in 2023. We expect there to be continuing issues with the supply chain disadvantaging community grocers such as Wheatsville. The increase in the costs of products will likely continue to create margin pressures. And cost of living increases may make it challenging keep pace with staff compensation. These are challenges that disproportionately impact smaller grocers. These are also challenges that can be overcome with higher volume sales and growth.

There are many natural food grocers operating in Austin. Competition is ever increasing. Providing natural foods, however, is only one part of the equation. There is an absolute cost advantage of NOT contributing to the community and of NOT paying livable wages. National chains consolidate their profits and extract value from the community. Wheatsville is a community grocer—a cooperative that exists in support of cooperative principles. We have a mission to be on the forefront of a transformed society. But our work in transforming society must be supported by financial stability. And there is much work to be done on both fronts.

We all have a role to play. As shoppers, as community impact partners, as owners who may have more ways to contribute to our shared mission. As we look to the year ahead, we are exploring more ways to connect with owners and foster more engagement across our community. There are many ways to contribute beyond shopping at Wheatsville—which we hope you do. Support the local products that get their start at Wheatsville. Contribute to our community action partners or any of the other worthy charitable organizations that support the community. Share a gift with someone in need. Attend events hosted by Wheatsville. Introduce our co-op to new Austinites. Connect with other owners to build strong bonds across the community. Keep in mind that while increasing our sales at Wheatsville is important, sales are only a means to our ends of leading a transformed society. I hope you join us and find ways to contribute to this continued transformation in whatever ways you are able. Happy holidays!

TOTAL
NUMBER
OF OWNERS
INVESTED

26,741

Almost 700 more owners than last year!

