

THE WHEATSVILLE BREEZE

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

What's the Story with that Dinosaur? *by Dan Gillotte, Chief Executive Grocer & cool dad*



Yep, the Guadalupe location has a resident dinosaur on our roof. It's actually the mascot of Mangia Pizza and it's called the Mangiasaurus, made by local sculptor, Dale Whistler. It used to live at Mangia's restaurant at 3500 Guadalupe on their roof. When they moved up the street to their "new" location across from Wheatville several years ago (sadly, now closed), they weren't allowed to have the Mangiasaurus on their new roof. It seemed sad that I, and all the dinosaur fans of Austin, wouldn't see it any more. So I asked Mangia if they might want to park the dinosaur on the roof of Wheatville for "a while".

Now, several years later, we may have common-law adopted it. It's become a part of our store, obviously, and we LOVE it!

Before he came to live safely on our roof, at one point it was stolen as a prank and damaged. The dinosaur experts at the Texas Memorial Museum actually took it on as a project to reconstruct it! And, former Mayor of Austin, Will Wynn, went to bat for the dinosaur and for Keeping Austin Weird when Code Compliance had the mistaken notion that the Mangiasaurus was an "illegal sign".

We're happy to do our part for history and keep a lot of kids happy, even if it's silly.



Do You Love Wheatville? Learn How to Run for our Board of Directors

by Christina Fenton, Nominations Committee Co-Chair

The Board of Directors is already gearing up for the 2014 elections in which at least four seats will be up for grabs. We hope that over the next several months, some of you may be interested in learning more about being part of the Board, the group of people who are elected by you to work on behalf of and for the benefit of the owners of our co-op.

With the opening of our South Lamar store, the Board is having amazing conversations right now about the future of Wheatville, expanding the cooperative economy, and transforming society. Join the conversation!

If your interest is piqued, there are a few things that you can do to explore whether Board work is for you:

Board Orientation Sessions

Wednesday, May 14 6:00-7:30pm Guadalupe
 Saturday, May 31 11:00am-12:30pm S. Lamar
 Wednesday June 11 6:00-7:30pm S. Lamar
 Saturday, June 28 11:00am-12:30pm Guadalupe
 Wednesday, July 9 6:00-7:30pm Guadalupe
 Saturday, July 26 11:00am-12:30pm S. Lamar

Pre-Election Board Meetings

Tuesday, April 22, 6:30-9:30pm S. Lamar
 Tuesday, May 27, 6-9:00pm Guadalupe
 Tuesday, June 24, 6:30-9:30pm S. Lamar
 Tuesday, July 29 30, 6-9:00pm Guadalupe

- 1. Attend a Board Orientation Session for Prospective Candidates.** This is where you will learn more about what Board work is and is not.
- 2. Attend a Board Meeting.** Come see the Board in action! Meetings typically occur the last Tuesday of every month. (See schedule below). It is a good idea to check the Wheatville website for any last minute changes if you are planning to attend.
- 3. Join a Committee.** The Board has many committees that are active at various times throughout the year. Joining one of them might be a great way to get more involved and to learn more about the Board's work. If you think you might be interested in joining a committee, email boardemail@wheatville.coop.

Continued on Page 3

Shopper Satisfaction Survey

On Tuesday, April 29th, Wheatville Food Co-op launched our bi-annual customer satisfaction survey via email. We have randomly selected a group of shoppers to participate, so please check your inbox to see if you've been chosen. Your feedback will provide valuable information so that we can improve store operations and better serve our owners and customers.

We are working with the Survey Research Center at the University of Wisconsin-River Falls to conduct this evaluation. The Survey Research Center's participation will ensure an unbiased assessment of the data and individual responses will not be associated with you in any way.

Please be sure to answer the last question on the survey that asks for your contact information to be entered in our random drawing for one of (3) \$100 Wheatville Food Co-op gift cards. Thanks for your help!

In this Issue:

Community Action / We Own It! / Board Member Resigns / Happiness	2
Board Retreat Recap / Learn How to Run for the Board of Directors continued	3
Outdoor Living Inside / New at Wheatville	4
Mother's Day Treat / Eileen Rice's Top 10 Staff Picks	5
Bike To Work Day at Wheatville / Local Vendor Focus: Thunderbird Energetica-EPIC	6
Staff Bike to Work Riders / Wheatville Bike to Work Benefits	7
Local Farm Spotlight: New World Produce / Thanks Dad / Simple Father's Day Feast	8
Sons & Dads & Love Breakfast Tacos / Celebrate Hemp History Week	9
Tim Firebaugh's Top 10 Picks / Staff Anniversaries / Staff Spotlight-Sarah Schmidt	10
HONK!TX 2014 Parade / I ♥ Wheatville	11
Events and Classes (most in the Community Room at S. Lamar)	back page

Community Action Wednesday

Community ACTION WEDNESDAYS

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

In March, we raised **\$5,345.50** for **The Sustainable Food Center**. Thank you!

In May, we will support Urban Roots
Empowering Youth,
Cultivating Community

Urban Roots is a youth development organization that uses sustainable agriculture to transform the lives of young people and increase access to healthy food in Austin.

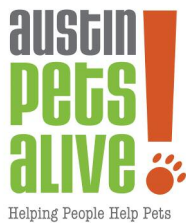
www.urbanrootsatx.org



In June, we will support

Austin Pets Alive!

Austin Pets Alive!, founded in 1997, is a private non-profit organization dedicated to stopping the killing of Austin's adoptable dogs and cats. Austin Pets Alive! is run by dedicated volunteers and focuses solely on the pets who have been passed over by shelters' adoption programs and have no other options. Austin Pets Alive! is committed to making Austin a no kill city. www.austinpetsalive.org



Board Member Resignation

It is with regret that we say good-bye to recently seated Board Director, Angela Melina-Raab. Angela resigned her seat on March 28, 2014. As per Article 5.5 of the Bylaws, the Board's Nominations Committee will be considering options for making a Board Appointment to fill Angela's seat through the end of the year.
— Reyna Bishop, Board President

I was thrilled to win a seat on the Wheatsville board last fall. In the six months since then I've discovered that the people who make up the board and its support staff are superb - deeply thoughtful, careful and caring, intelligent and honest. A year ago I had no idea how well-run our coop is. I'm grateful for the chance to help with that work, and disappointed that I'm not able right now to continue. One of my family was just diagnosed with a chronic condition, and my time, attention and love need to be focused at home right now. Thank you all for electing me to the board and honoring me with your trust. I'll see you around the store!
— Angela Melina-Raab

Happiness – It's Why We're Here



By Angela Melina-Raab

I'm betting that most Wheatsville owners and shoppers don't know that Dan Gillotte, our Chief Executive Grocer, makes it his mission – explicitly – to run the coop in a way that will create more happy people. The goal of creating happiness is in Wheatsville's DNA, in its "ends" statement: we want to be "at the forefront of a transformed society that has a thriving community centered on hospitality, kindness and generosity." Our short hand for this ends statement is "more happy people" and every year, Dan reports to the board about the work he's doing to transform society through more happy people.

At last month's board meeting, we talked about why we care about the happiness of the community. We believe if a community focuses on improving the happiness of its members, the result is transformative. We learned about how the government of Bhutan defines itself in relation to its citizens, which is expressly about improving the level of happiness in its citizens (learn more here: www.un.int/wcm/content/site/bhutan/pid/8032). Bhutan uses specific indicators to evaluate the nation's gross national happiness (GNH). We all know that if our government was as concerned with our nation's GNH as it is with our GNP, we would be living in a different world.

Wheatsville is the piece of the world that our board has some say over. As a long-time co-op member, I remember shopping here twenty or more years ago; the experience has, in fact, been transformed. The externals are obvious – a beautiful, comfortable store, fresher produce (remember how sad and limp the produce was long ago?). But Wheatsville's transformation has been from the inside out. Back in the Eighties, some of us shopped here because it was "the right [left] thing to do." Co-ops put people above profits, right? But a lot of the staff back then didn't get that you could be cool and still be nice to people. And helpful. Back then "cool" implied "surly." When I walk in the store today, I feel a completely different vibe: this is a caring place. It's still cool, but it's no longer chilly.

In a community, happiness doesn't happen by accident; deliberate choices have to be made about how to make it happen. Dan and the board take seriously the happiness of our owners, staff, neighborhood, and larger community. We've talked about metrics we could use to measure our smaller and larger community's happiness, and about paths we might explore to increase community happiness.

Next time you come in, notice how different our store is from almost every other place you spend your money. And it's not just a good place to shop – it's a good place to work. A former staffer said that working here spoiled them for working anywhere else. Another one said she's taken what she learned here with her, and is working to change her new workplace. Still another said this: "thank you, Wheatsville for being the best place I've ever worked. All of you guys helped me learn how to be compassionate, a good listener, how to have fun, and how to treat myself well. The amount of love I have for you guys soars like a giant eagle made of popcorn tofu." Think about that. Our store helped a staff member be more compassionate to others and themselves. If that's not transforming the world through kindness, I don't know what is.

What would make you happier? Go ahead – work for change.



Angela Melina-Raab



You Own It!

by Erica Rose, Ownership & Outreach Coordinator

Wheatsville operates by and for 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 – sale items 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...*plus more!*
Stop by the Hospitality Desk when you are ready to join!

Total Co-op Owners as of April 11, 2014: 15,842!

If you have an ownership inquiry or need to update your mailing information, please contact Erica Rose, Ownership & Outreach Coordinator, at membership@wheatsville.coop.

DOGGONE IT! WHERE DID YOU GO?

Owners- if you're not getting the Breeze in the mail, please email your new address to Erica Rose at membership@wheatsville.coop



The Wheatsville Breeze is a publication of Wheatsville Food Co-op

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Photos by: Aldia Bluewillow, Raquel Dadomo, Bob Kinney, and Ben Mason except where otherwise noted or not known

The Wheatsville Board of Directors meets at 6pm the fourth Tuesday of every month. Check wheatsville.coop/membership/board-of-directors for details. Owners are encouraged to attend. Something that you would like discussed at the meeting? Contact General Manager Dan Gillotte at 478-2667 or gm@wheatsville.com

Wheatsville 2014 Board of Directors

Doug Addison	Reyna Bishop
Marcia Erickson	Christina Fenton
Michelle Hernandez	Steven Tomlinson
Kate Vickery	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 non-exploitation.

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



CapMetro Bus Service Changes Local ROUTE 3 and MetroRapid Route 803

If you have been affected by the recent CapMetro bus service changes in front of Wheatsville Food Co-op at 3101 Guadalupe, please send your comments to feedback@capmetro.org or call Lawrence at CapMetro (512) 369-6272. Wheatsville will also be accepting comments about the service and submitting them on behalf of our shoppers. Please email marketing@wheatsville.com.

Here is a summary of the proposed change from CapMetro: Route 3 would maintain the same route and stops currently offered. Frequency would be adjusted from every 22-30 minutes to every 30-40 minutes, due to complementary service being introduced through the new MetroRapid Route 803.

Visit capmetro.org/fall2014 for more information.



Board Retreat Recap *by Reyna Bishop, Board President*

Each year, the newly seated Board of Directors and our CEG, Dan Gillotte, work together with our consultants from Cooperative Development Services (CDS) to plan a Board Retreat. This year, our retreat occurred Saturday, March 29. We owe a big thank you to the Acton MBA School for Entrepreneurship for hosting us, and to fellow

Director, Steven Tomlinson for arranging this state of the art location. The retreat included CDS Consultants Thane Joyal and Leslie Watson, most of the Board (with a brief guest appearance by our outgoing Board President, Rose Marie Klee), and staff members Dan Gillotte (CEG), Beth Beutel (Board Assistant and S. Lamar Operations Lead), Bill Bickford (S Lamar Store Manager), Raquel Dadomo (Brand Manager), Beth Ley (HR Manager), and Ryan Vanstone (Information Systems Manager).

The retreat represents an important milestone in the Board's working year. It is a time for team-building, for getting to know each other better through broad discussion without the tight time constraints that are a necessary part of our packed board meetings. It is a time for us to dig into training and topics that will inform the Board's work for the year and beyond. Having staff participating in our retreats has always been important and rewarding as it offers an opportunity for the Board and staff to better understand each other's work and to gain alignment around the direction of our co-op.

This year, the theme of our retreat was "Understanding Our Direction." The dimensions of this included 1) Looking back (specifically at our path to opening the S Lamar store), 2) Deepening our understanding of where we are now in terms of Wheatsville's BIG Direction and 3) Considering the board's ongoing work to learn and lead together as we look ahead.

Balance Sheet in Legos



The group built Wheatsville balance sheets using actual data on Wheatsville's assets (yellow), liabilities (red) and equity (green). The result are a striking visual of how far we've come and where we think we are headed.

Looking Back: Lessons Learned

One aspect of "looking back" was a lessons learned exercise in which the Board and staff discussed the aspects of Wheatsville's recent expansion that worked well and those that could be improved upon. Our BIG Direction includes building more stores, which we anticipate will further amplify our impact on our Ends. Much of the knowledge and infrastructure Wheatsville put in place in order to open a second store will make additional store openings easier. Since the make-up of the Board could be quite different when the time comes to open more stores, it seems critical for the Board to solidify its understanding of its own role in the process so that the Board develops and retains its own knowledge and infrastructure. The Board plans to continue its learning and exploration around expansion throughout the year.



Do You Love Wheatsville? Learn How to Run for our Board of Directors

by Christina Fenton, Nominations Committee Co-Chair, continued from Page 1

I've Decided to Run, What Now?

If you decide you do have an interest in being involved with the board, you will want to understand the endorsement process. As part of our ongoing effort to make our recruitment efforts better, the Board has made a small adjustment to the requirements for a candidate to receive the endorsement of the board.

All prospective candidates will be asked to attend a Board Orientation Session and take part in a small informal group interview. The interview answers will be reviewed by the Nominations Committee and will serve as a way for the Board to get to know each candidate better.

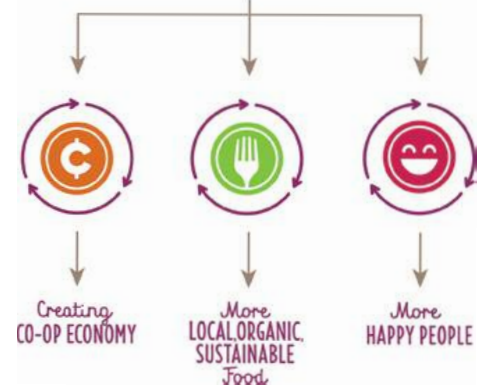
Any candidate wishing to receive Board endorsement will be required to:

1. Be a fully invested owner in good standing with the coop
2. Attend a Board Orientation Session for prospective candidates and participate in the informal interview)
3. Submit 2 references (personal or professional)
4. Attend at least one Board Meeting prior to the application deadline, Aug.1, 2014
5. Agree to abide by the Directors Code of Ethics and Code of Conduct, and
6. Submit a complete candidate application by August 1. The application will be available on the Wheatsville website no later than June 1.

The number of endorsed candidates allowed on the ballot will be limited to 2 candidates per vacancy plus one, with an overall cap of 9 total endorsed candidates allowed on the ballot. This means that if there are 3 vacancies, then up to 7 candidates can receive board endorsement. If there are 4 or more vacancies, then up to 9 candidates can be endorsed by the board. In the event that the number of candidate applications exceeds the cap, the Nominations Committee will evaluate each candidate's informal

The Now: BIG Direction Update

Wheatsville's BIG Direction, which Dan debuted at our 2011 Fall Owner Gathering at Urban Roots, is Dan's short-hand interpretation of Wheatsville's Ends policies and an explanation of our plan for growth. The premise of the BIG direction is that by opening more stores (and thus growing the capacity of our economic engine), Wheatsville will increase its ability to transform society through more local sustainable food, more co-op economy, and more happy people. In his initial BIG Direction talk, Dan made projections about the impact of a second store and at the retreat presentation, Dan had the happy job of showing us all concretely the actual impact our growth has had in Austin. At right, are some of the exciting numbers Dan was able to share. The table compares metrics before (Feb 2013) and after (Feb 2014) the opening of our S Lamar store.



More Local/Organic/Sustainable Food			
	2013	2014	Est. w/3rd store
Dozens of local eggs sold:	2,495	6,322	8,000
Kosmic Kombucha sales:	\$8,435	\$17,790	
More Co-op Economy			
	2013	2014	Est. w/3rd store
# Red Rabbit donuts sold:	1,119	2,733	3,700
Equal Exchange Coffee sales:	5,585	8,494	
Total Wheatsville sales:	\$18,950,000	\$29,376,500	\$40,000,000
More Happy People			
	2013	2014	Est. w/3rd store
# Owners:	12,000	15,000	18,000
# Transactions/Week:	13,000	19,000	
# Staff:	150	230	320

table courtesy of our CDS Consultants

Looking Ahead:

Long Term Benefits and Potential Consequences of the BIG Direction

Opening stores and running them well is the hard work of our incredible staff. It's the Board and CEGs job to look outward and consider how to anticipate and respond to future opportunities as well as changes in the business climate of Austin. A few examples of long-term benefits and potential consequences we discussed are below:

- How will Wheatsville maintain its culture and still serve an increasingly diverse ownership pool?
- Is there a potential for a shortage of local sustainable foods, and how could Wheatsville respond to this?
- Would there be a possibility for Wheatsville to expand beyond the Austin area or could we potentially support other co-ops trying to start in other TX cities?
- At a certain point, would Wheatsville consider diversifying to endeavors other than strictly grocery?
- A larger operation would mean better pay and benefits for Wheatsville staff.
- Is there a possibility for market saturation and how would we respond?

Our final act in looking ahead was to translate the learning of the day into the Board's work for the year. Some areas of focus that came out of the day's retreat included the need to plan for strong board leadership perpetuation and to ensure that we have a plan to retain institutional knowledge of our expansion processes. We agreed that the Board needs to continue to engage with all of its owners and to find potential new ways to reach newer owners as our membership expands. We will work to improve our understanding of the multi-store model and will increase our ability to provide adequate accountability around multi-store financials. And finally, we will continue to plan strategic learning opportunities that will inform our future projects.

interview answers and application. References may also be called. Based on that information, the appropriate number of candidates will be chosen for endorsement.

The rationale for limiting candidates is based on our 2010 election when 11 candidates competed for 5 vacant seats. Many of our owners reported feeling overwhelmed by the large number of candidates and the amount of information they would have to sort through in order to make an informed decision. It is our hope that these limitations will make it easier for our owners to choose highly qualified Board Directors in future elections.

We think that Wheatsville owners are some of the most wonderful and amazing people in Austin. You are a group of individuals with diverse backgrounds, strong opinions, varied work and personal experiences who understand the importance of the coop model. Each Board Director agrees that it is a real pleasure to represent the owners of Wheatsville.

News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!

Sign up to receive our weekly email at WWW.WHEATSVILLE.COOP or

Follow us on:







Outdoors Living Indoors *by Ralf Hernandez, Produce Coordinator*

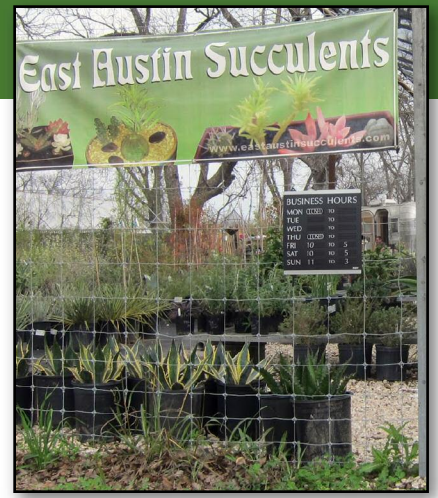


photo: eastaustinsucculents.com

Our eyes and sinuses have made us very aware that it is gardening season in Central Texas. We all love to get our hands dirty,

landscape our yards and patios, and have a great time watching the (sometimes literally) fruits of our labor grow. We have been having a fantastic run this spring with beautiful organic starter plants from our local providers **Gabriel Valley Farm** and **Lone Star Nursery**. Why not bring some outdoor beauty inside your home also?

This late spring and early summer we will begin working closely with some of our local flower farmers to help make your living space even more beautiful. A long time Wheatsville collaborator, **Flower Farmer Scott**, will be providing us with more of his colorful, long lasting bouquets. These have been a customer and employee favorite for the last couple of years, and we are excited to bring back his beautiful arrangements. His bouquets are an easy way to liven up your home. We will also be working closely with **Prickly Pair Farm**, located in Lampasas, Texas.



photo: pricklypairfarm.com



photo: pricklypairfarm.com

Prickly Pair Farm are trying to get in to the retail business, and we are more than happy to help them accomplish this. We feel that helping newer local businesses get their feet wet is really important for our local economy, and we look forward to a long lasting relationship with them. You can currently find them at the Mueller's Farmers Market on Sunday and the Cedar Park Farmers Market on Saturday.

But wait, there's more! We will also have our friends at **East Austin Succulents** bringing us their amazing assortment of cacti and succulents for those who prefer some locally grown, heartier greenery. We really like what they do around here and if you get the chance you should visit them at their location in East Austin on 801 Tillery Street. Also look for an assortment of tropical foliage in small pots; there is such an amazing assortment of tropicals out there, I would get one of each if I had room in my humble home.



New at Wheatsville *by Nina Norton, Category Management Coordinator*

Alter Eco Organic Black or Velvet Chocolate Truffles

What's not to love about this healthy and ethical version of the much-loved and best-selling Lindt Lindor truffles? These rich dark and velvet (milk) chocolates contain a creamy, chocolate-y coconut oil based filling. As committed food activists, Alter Eco travels far and wide to bring you the world's most exotic, delicious and sustainable foods.



SRSly Chocolate 84% Dark, 70% Dark, Sea Salt & Almonds, Oaxacan Espresso

SRSly chocolate is Austin, Texas' own bean to bar craft chocolate maker. With a commitment to produce the finest chocolate in a sustainable manner, SRSly uses only organic & fair trade cacao from the CONACADO cooperative in the Dominican Republic and organic cane sugar to make each bar.



Lily's Stevia Sweetened Dark Chocolate Baking Chips

Lily's baking chips are the first stevia sweetened baking chip! These sugar-free chips are Fair Trade Certified, Non-GMO, Vegan, and contain 25% fewer calories than other baking chips. Even sweeter: 5% of the company's profits are donated to grassroots cancer non-profits that support children.



Califia Farms Pure Almond Milk

Pure Creamy, Vanilla, Coconut, Unsweetened, Vanilla Protein, Chocolate Protein

Califia Farms produces Non-GMO Project Verified almond milks in a state of the art, environmentally friendly production facility. They also support Rainforest Alliance for their coffee products and the Xerxes Project for bee biodiversity and protection.



Lesser Evil Super 4 Bean Bites

Kale & Garlic, Roasted Red Pepper, Nacho Cheese

Discover your new favorite snack with Lesser Evil's Super 4 White Bean Bites, a unique treat that seriously stands out from the rest. Super 4 is power-full of ingredients like white beans, quinoa, lentils, and chia seed, among many others. All varieties are free of wheat, corn, gluten, and yeast. Loaded with energy, clean ingredients, and alkaline so that it combats acidity; empower yourself with this Non-GMO Project Verified super snack.



Ocean's Halo Seaweed Chips

Sea Salt, Chili Lime, Hot & Spicy, Korean BBQ

Made from only sustainably grown seaweed and other real, gluten-free ingredients, Ocean's Halo Seaweed Chips are baked, taste great, and are packed with 5 grams of protein and loads of vitamins and minerals, including 90% RDA of B12. Seaweed is one of the fastest growing crops in the world. Because seaweed farms require no fresh water, no fertilizer and no clearing of the land, it's very sustainable way to grow food. Ocean's Halo Seaweed Chips are sold in 100% compostable bags produced from wood pulp that is sourced from managed tree farms. Discover a new kind of chip.



Vermont Smoke & Cure Real Turkey Sticks:

Honey Mustard, Ancho Chile, Pepperoni

These turkey sticks contain at least 50% less fat and 45% less salt than leading snack sticks! (Two of the three flavors are at 75% less fat!). They contain no gluten, dairy, soy, MSG, artificial flavors, colors or preservatives and are made with humanely raised meats grown without antibiotics or added hormones, and never fed animal byproducts. They also contain no sodium nitrite, and no nitrites or nitrates except for those naturally occurring in celery juice and sea salt.

Lotus Foods Heirloom Grain Organic Ramen Noodles

Forbidden Rice, Jade Pearl Rice, Millet & Brown Rice

Lotus Foods produces traditional Japanese-style ramen noodles made from gluten free organic heirloom grains. Produced with either Forbidden Rice, Jade Pearl Rice, or a blend of Millet & Brown Rice, each variety is packaged either a complete meal with a miso soup packet or as 4-pack ramen noodles ready to add to soup, stir-fry or for a cold noodle salad. Ready to eat in just 4 minutes.



Steve's Ice Cream

Salty Caramel, Mexican Chili Chocolate, BKLYN Blackout, Bourbon Vanilla, Blackberry Honey (dairy free), and Cinnamon Coffee (dairy free)

Steve's Ice Cream offers a line of small batch dairy and non-dairy ice creams in unique flavors, sourcing ingredients and mix-ins from other small local producers and craft artisans. Of the high quality ingredients used, the milk and cream base for the dairy varieties is procured from a local dairy cooperative, the chocolate and cacao is from Taza (the only producer of organic stone ground chocolate in the U.S.), and even the coffee ingredients are from a local roaster using organic, shade-grown beans. Steve's Ice Cream is a member of 1% for the Planet, donating 1% of the company's total sales to environmental groups around the world.



Mother's Day Treat

by Joy Petty, Front End Supervisor, South Lamar

Mother's Day is coming up and I know as a mother of two wonderful daughters I feel especially appreciated when they make me brunch. Wheatsville has many local and delicious options for creating a special meal for mom.

Start mom's morning off right with a cup of **Equal Exchange Wheatsville Blend** or locally produced **Zhi Tea**.

You can create a delectable Mother's Day brunch that is fresh and savory by making a **Breakfast Strata** using in-house made sausage, **Wheatsville's Bakehouse Rustic Loaf** and local eggs. Serve this with a side of mixed



berries from produce and Greek yogurt from the dairy aisle. Don't forget the mimosas! We have an assortment of sparkling wines and juices to choose from. Try Prosecco with grapefruit juice; it's tasty.



Breakfast Strata

- 1 large rustic loaf diced
- 1/2 lb housemade breakfast sausage (omit for vegetarian)
- 1 cup red onion sliced
- 1 cup sliced local mushrooms
- 1 cup grated Organic Valley raw milk cheddar
- 8 eggs
- 2.5 cups milk
- arugula for garnish

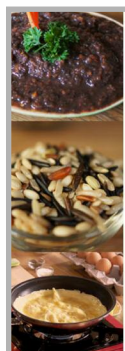
Brown sausage in a pan, and remove all but 2 Tbs of rendered fat. In the same pan, sauté onion and mushrooms over medium heat until they begin to brown. Gently beat eggs, add milk and salt, whisk to combine. In a large bowl, combine bread, sausage, veggies, and grated cheese and toss to mix. Grease a 9X13 casserole, fill with bread mixture and pour egg mixture over the bread, press any floating bread down, refrigerate covered overnight. Preheat oven to 350° and bake for 60-75 minutes until browned. Cool and serve over fresh arugula.



BenMason

Photography

tekkind.com | (828) 279-3844



Try this at home!

When it comes to cooking at home, choosing the right ingredients and understanding basic kitchen skills can make the difference between a good meal and an amazing one. In the Co+op Kitchen video series you'll find handy hints from chefs and food enthusiasts who love sharing their passion for great food, plus easy recipes for delicious homemade meals. See what's cooking in the Co+op Kitchen!

Visit www.strongertogether.coop/coop-kitchen.



Be sure to check out the FREE Co+op Kitchen iPad® app in the App Store!™

iPad is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.



Staff TOP 10 PICK



EILEEN RICE: FRONT END CLERK, GUADALUPE



1. Chocolate Covered Espresso Beans in bulk

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2. Srsly Chocolate: Sea Salt & Almonds

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3. Kale SO VERSATILE!

4. Nature's Gate Papaya Lotion

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5. Wheatsville Cashew Tamari Dressing

SWEET MANNA FROM HEAVEN!



6. Food for Lovers Vegan Queso

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7. Justin's Maple Almond Butter

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8. Kosmic Kombucha, Mint Julep

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9. Ginger Tempeh Pasta

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10. Clif Kid Zfruit Organic Rope, Strawberry Flavored

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Bike To Work Day is an Austin Cycling Association Event

The Austin Cycling Association is working to make Austin's Bike to Work Day 2014 the most successful ever. Austin Cycling will host commuter bike stations all over Austin with breakfast stations and afternoon happy hour stations, all with food, drink and many with live music. ACA has created a unique incentive – a handy canvas messenger bag filled with great swag from our sponsors – to encourage more first time riders to ride to work and to reward regular commuters for making our roadways and environment and better!

Visit www.biketoworkaustin.org for more information about morning/afternoon stations and for hosted rides into town

On May Friday, May 16th, Wheatsville will once again be one of Austin's biggest morning Bike to Work Day Breakfast Stations.

Ride on over to either of our stores from 7am-9:30am - enjoy a bite to eat and enter to win some awesome prizes including a pair of Alamo Drafthouse movie tickets! Each rider will receive a canvas messenger-style bag from ACA/Bike 2 Work Austin!

Raffle Prizes:

- One Week to Be Free Yoga (Guadalupe)
- Fortuna Monsoon Clip on Leather Hip Pouch (Both Stores)
- Alamo Draft House Passes (Both Stores)

Free Yoga Class at Guadalupe Store 8am-9am



Never biked to work before?
This is the day to give it a shot.
Here are few tips:



Map it Out

Work out your route the night before. Use Google Maps (click the bike icon) or drive the route to make sure you know what it looks like. Stick to roads with bike lanes or go through neighborhoods.

Check Your Bike

Make sure your tires are inflated the night before (check the sidewall for your PSI). If you'll be travelling in the dark, make sure all your front and rear bike lights have fresh batteries or are charged up.

What to Wear

Unless your route is very challenging, most people can ride to work in casual clothes. Roll a change of clothes to minimize wrinkles and stash a comb and antiperspirant in your bike bag or basket. Wear a helmet and sunglasses to stay safe.

Brag a Little

Inspire a co-worker by telling them what you did! You might just find a new bike buddy!



Local Vendor Focus: Thunderbird Energetica/EPIC by Adrienne Santchi, Packaged Coordinator



I recently interviewed Taylor Collins and Kate Forrest, founders of Thunderbird Energetica and EPIC. As well as producing

healthy, nutritious foods, they are two of the nicest people you'll ever meet! — Adrienne

quality, portable protein snack that was made of whole foods. We decided that the best way to do this was through grass fed animal protein (just like our ancestors ate). We started experimenting with making bacon jerky for 100 mile bike rides and we really liked the way our body felt. It was clear that we needed to invent this bar that could only be described as EPIC.

What was the reception for each brand in Austin?

The reception for each brand in Austin was great. This is our hometown and people here love healthy foods and active lifestyles. There is a strong embrace of real food and creativity in Austin and the community support has always been our backbone to growth.

Nationally?

We realized Epic Bars "made it" nationally on the day we launched the product to the public. In truly EPIC fashion, we launched the bars at Natural Products Expo West (the largest natural foods show in the world).

Within the first two hours of the show, we had signed the two largest national accounts in the country!

It was amazing! Everyone was talking about it, people's reactions were incredible, and we walked away with a "NEXT forecast" awarded by New Hope 360 (the organizers of the event). The NEXT forecast is awarded to only a handful of companies that the show organizers felt were doing something truly innovative and category creating.



Tell us about how Thunderbird Energetica got started.

The first Thunderbird Energetica bar was created to help Katie heal from a serious inflammatory injury of her knee. She was training for the Kona Ironman World Championship race and unable to run or bike due to pain. We took a step back and considered what types of food we were consuming and how this might contribute to inflammation. We ended up eliminating inflammatory foods from our diets and created the Cherry Walnut Crunch bar. We loaded it with nature's most potent anti-inflammatory ingredients (Turmeric, Cherries, buckwheat) just for Katie. Within a few weeks her knee was significantly better and she was 100% back to training. We were so excited about this amazing creation that we decided to start selling the bar locally.

What is your favorite flavor?

Katie's favorite flavor is Bison Bacon Cranberry. Taylor's favorite flavor is Almond Cookie Pow

How did Epic Bars get started?

The EPIC bar idea came to us during an extended camping trip in West Texas. After days of eating only sugar based, high carb camp food, we were craving something savory and high in protein and fat. We were frustrated that all the "protein" bars we carried were made of heavily processed isolates and syrups. We wanted to make a high

What are some unusual ways to use or cook with Epic Bars?

I love making eggs with pan fried bison bacon cranberry bars! Its a staple addition to my breakfast every morning. We also have made BLT creations with the bison bacon cranberry bars. I honestly think you can put that bar in any meal and it only makes it better! We have a monthly recipe section on our blog where we make amazing meals with EPIC bars.

What are your plans for the future of Thunderbird Energetica and Epic?

It is our goal to continue to make innovative snacking products using high quality ingredients. We want our brands to become household names for trusted healthy food on the go. We are continuing to expand nationally and always doing R&D. We have some amazing things in our pipeline.

We also have future plans to purchase ranch land in Central Texas that has been deemed "damaged" or "unusable". We want to restore the land through holistic management practices that involve livestock. It will serve as an educational hub to teach others that focus on native grass restoration adds tremendous value to animal raising and the environment as a whole!

What gets you most excited about EPIC?

We get really excited about being a part of a food movement that has the potential to greatly improve the way livestock is raised in this country. We support ranchers who raise their animals on pasture and have humane operations. We believe that through holistic management of land, livestock can add tremendous value to the environment. We love being a part of this!



Staff Bike to Work Riders *by Clarke McKay, Deli Counter Supervisor*



Eric Lambert

What was the first bike you ever rode?
A black Huffy with a banana seat.

What kind of bike do you ride now?
A Surly Long Haul Trucker, Fuji Sagres, Mondonico, and a Francesco Moser

How long is your commute to Wheatsville?
3.5 Miles

What is your favorite snack for a long ride?
Bananas and Wheatsville Rice Crispy Treats

What's the longest ride you've done so far?
150 miles

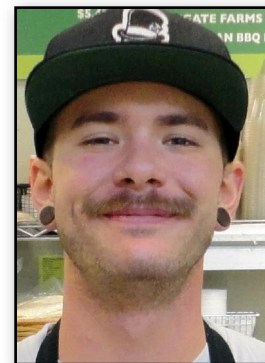
What are your favorite places to ride to/through in Austin?
Shoal Creek, Jollyville and Mount Bonnell

Austin Marsh

What was the first bike you ever rode?
A blue Huffy BMX

What kind of bike do you ride now?
A specialized BMX named "Moby Dick".

How long is your commute to Wheatsville?
4.5 Miles



What is your favorite snack for a long ride?
Blueberry Crisp Clif Bars

What's the longest ride you've done so far?
30 miles

What are your favorite places to ride to/through in Austin?
Exploring new places that I've never been to.



Alex Durant

What was the first bike you ever rode?
A little blue Schwinn that my parents got me for Christmas when I was about 5 years old, funny thing is, I didn't learn how to ride it until 4th or 5th grade.

What kind of bike do you ride now? **A 1985 Trek 620 that I tour on and get groceries with and a mid eighties Mlyata 914, that's my around town zippy whip.**

How long is your commute to Wheatsville? **20 minutes**

What is your favorite snack for a long ride? **Bananas are crucial. Otherwise anything covered in peanut butter.**

How far was the longest ride you've done so far? **Longest in one day was 116 miles while touring down the East Coast in North Carolina. In total cycling from Oregon to New York to Georgia to here was just about 8,000 miles.**

What are your favorite places to ride to/through in Austin? **The ride to Barton Springs for a dip is always a good one. Another great ride is out to Bull Creek Park, that route has one of the gnarliest hills in Austin, otherwise I use the city bike map and see where I end up.**



Reva Mosqueda

What was the first bike you ever rode?
My first bike was a pink sparkly Schwinn, it had a banana seat and sissy bars.

What kind of bike do you ride now?
A Raleigh Capri 30, she's my sweet lil' thang.

How long is your commute to Wheatsville? **About 5 miles**

What is your favorite snack for a long ride? **During the summer when I go on rides I take a fanny pack full of snacks! Usually a couple carrots, some pecans and fruit leather.**

How far was the longest ride you've done so far? **55 miles**

What are your favorite places to ride to/through in Austin? **I really enjoy riding up north; I'll take Shoal Creek to Spicewood then Jollyville and end up by the Arboretum. Also, recently I rode to Manor with a few co-workers; it was pretty cool to be so close to the city but also so close to the country.**

Wheatsville Bike to Work Benefits *by Cecelia Wild Pony, Packaged Clerk, S. Lamar*



When I chose to move to Austin in 2006, one of the major reasons was that I would not have to buy a car. I was a poor college student, and one thing I figured would save me lots of money was riding a bike everywhere. I was right.

Although I did buy a car in the years since, my first choice for commute is always by bike. Parking is convenient, fuel is cheap (and eco-friendly!), maintenance is easy and I never have to wait for everyone to be ready before I can leave the party. My initial commute to the Guadalupe store was pretty easy, a mile or so, and now my commute to the Lamar store is a bit lengthier, just about twelve miles round trip, but Wheatsville and it's Bike to Work Benefit have always made making the choice to ride the easy one.

Our Bike to Work Benefit was launched two years ago by our dedicated HR Director, Beth Ley. The way that it works is each month, you fill out a slip stating that you rode to work either four times or a total of eight miles (whichever comes first) and then \$20 is put into your "bike bank", which you may use for any bike related items you purchase in that year. I have used it to buy bikes, gloves, u-locks, lights, tubes-just about everything, and it feels really great to know that I am investing in my fitness and safety each time I ride my bike to work.

My personal commute is from the Tarrytown area of Austin, from around 29th and MoPac. I try to utilize bike and pedestrian lanes when possible, so I take the back neighborhoods hugging MoPac to the river and then the hike and bike trail under the highway. This gives me the scenic route through Zilker (dedicated bike lanes!) and hooks me straight into the South Lamar lane for the long ride up the hill.

Once I get to work, I'm sweeter than I used to be when I rode to Guadalupe, but no worries, we have the convenience of an employee shower! In our office space, there are two showers dedicated specifically to employees who bike to work, and I can say from personal experience they are GLORIOUS. There is nothing quite like a shower after a long bike ride to get you ready for your day at work.

While Wheatsville has provided this consideration to staff, we also have plenty of amenities for cyclist shoppers as well. There is bike parking in the front and back of the store, as well as a repair station for putting air in your tires, fixing a flat, adjusting brakes or derailleurs. Parking in the front is covered by our awning to protect your bike, and we are adding additional parking to accommodate bikes with trailers attached.

When I moved to Austin, I was a hesitant and inexperienced cyclist. Now, having lived in a city and worked for an employer that is so encouraging and adaptable to cyclists, I can proudly say that I am a strong and knowledgeable commuter on two wheels. Thanks, Wheatsville!

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New World Produce's owner, Dan Stutes, was originally from Lafayette, LA. He visited Austin once and decided to make it his home. Dan was living on 24th and Guadalupe and shopped at Wheatsville because he liked the natural products and the atmosphere. People were friendly and helpful. He appreciated the way Wheatsville focused on community and became a member in 1983.



Chris, Ashley and Tammera deliver!

Wheatsville brings people together

Wheatsville was instrumental in New World's beginning. From a posting on the Wheatsville bulletin board, Dan got a job at the sprout farm in 1984. He bought the farm in 1987 and in 1991, moved it from Manor to Hudson Bend.

Growing the local economy

New World Sprouts has been selling sprouts at Wheatsville since the early 1980s. They do not use GMO seed or pesticides. Their goal is to provide a fresh, healthy, all natural product. They started with sprouts grown in jars and trays and moved to growing sprouts in large drums that can grow 300 - 500 pounds. Now, in a week they

grow 1,200 pounds of alfalfa and clover sprouts and 320 pounds of sunflower sprouts. That's a lot of sprouts! With the opening of our South Lamar location we are purchasing nearly twice as many sprouts from New World as we did when we had one location.

Selling at Wheatsville

We carry a wide range of New World Sprouts in our Produce Departments

- **Alfalfa Cups** These are our number one seller!
- **Super Sprout Salad** (4oz with Green Peas) Coming in a close second, this combination of sprouts has made it into the basket of many a Wheatsville shopper. Sprouted garbanzo beans, red & green lentils, and green peas PLUS their popular sunflower, alfalfa, and clover sprouts.
- **Sunflower** Handplanted!!!! These are great to give a kick to any salad or sandwich.
- **Super Sprout Salad** (12 oz) with Spirulina Dressing. A larger serving of the mixed sprouts but without green peas. It comes with their very special spirulina apple cider dressing.... I don't know why this stuff is so good, but it IS!



In the Deli, we offer their alfalfa sprouts on many of our sandwiches and also on our salad bar. You can get a robust sandwich, custom made with a wide variety of veggies and sprouts. I like to think of it as salad on a sandwich!



Sprout farmers in front of their tanks.

What does a sprout farm look like?

Alfalfa sprouts are grown in large drums equipped with misters. The drums are under lights and rotate very slowly to allow the seed to sprout evenly. Alfalfa sprouts have 3 stages of growth in a 4 day cycle. When ready to harvest, the sprouts are put into a "bubbler" which rinses the hulls from the sprouts. They are then spun dry and packaged.

Sunflower sprouts are hand planted in trays and grown indoors. The trays are hand watered and rotated for different levels of light. The sprouts are then hand cut, rinsed and dried, ready to be packaged. In all, a six day process.

Typical day in the life of a sprout farm starts with pouring off seed that was started soaking the day before and putting them in trays under misters. Sprouts are packaged as they are harvested.

When all is done, the room is cleaned completely and all equipment needed for the next day is sanitized.

While some team members are harvesting, others are outside planting wheat grass or sunflower. After all this is done, they water wheat grass and sunflower and start seeds for the next day. One more time watering sunflower at night and a quick run through to check on things and the day is done.

They harvest alfalfa and wheat grass twice a week, sunflower three times per week, and make their own dressing twice a week.



Thanks, Dad

by Cody Atkins, Wellness Coordinator

Father's Day is the day that we recognize the men that have left their indelible marks on our lives.

When I think of my father I think about how he

grew up in the "old" Austin of the 50s and 60s. I think about the Vietnam War veteran. I think about how he got me my first bicycle and subsequently, my first motorcycle. He was the one that taught me how to shoot a gun (it is Texas). He taught me how to work on my vehicles and he taught me the value of a clean and organized garage. Most recently, I think of the man that beat cancer—way to go, Dad!

We carry the lessons, values, and examples that we learn from our fathers for our whole lives so show your appreciation to your old man (or the father of your little ones) this Father's Day by picking him up a token of your gratitude. Here are a couple of ideas that we have to offer at Wheatsville.

Perhaps the most classic Father's Day gift is the steak dinner. We have a full selection of sustainably and humanely raised meats from **Niman Ranch**. Mark Maddy, our Meat & Seafood Coordinator, recommends the king of steaks: **the ribeye**.

To go with your dinner we have an excellent selection of beer and wine. For wine, we recommend **Le Grand Noir Malbec**. Like Cabernet Sauvignon, it has firm tannins that help it pair beautifully with steak, plus its fruit is robust and dark. For beer, we suggest **Arrogant Bastard**. It is strong, bitter, and complex; it will stand up to a rich beefy steak. It also makes a great marinade, plus it's funny to say "bastard" to your dad!

If your dad is into sweets, like mine, then we have some great offerings from **Skull and Cakebones**. These vegan (don't worry, he'll never know) cupcakes are deliciously awesome! You also double-down on Austin with these treats because they feature ingredients from other Austin businesses like

Johnson's Backyard Garden and **Buddha's Brew Kombucha**, among others.

Wheatsville merchandise always makes a great gift. We have diner-style **coffee mugs** and pub-style **pint glasses** for his favorite beverages, both made in the USA. We also have **Wheatsville shirts**, **bandanas**, and **patches** so he can show his Wheatsville pride wherever he goes!

Whatever you choose to do for your father this year, perhaps the most important gift is to just spend some quality time with him, even if it is just on the phone. After all, the greatest gift he's ever received is you!



Simple Father's Day Feast

by Lisa Weems, Kitchen Supervisor

My father was the cook in the family when I was growing up (my mother was an amazing baker, but her favorite thing to make for dinner was reservations). Dad would spend days, if

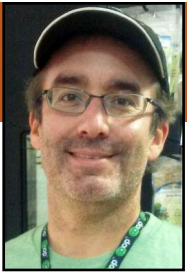
not weeks, prior to most major holidays making lists and timelines for elaborate multi-course meals and would drive ridiculous distances to obtain that one final ingredient. However, on Father's Day, the menu was always the same—grilled steaks with sliced tomatoes and corn on the cob from the farmer's market. To this day, I still consider this the perfect summer meal. Here are a few tips on executing this simple but satisfying Father's Day feast.

First of all, fire up that grill! In mid-June, the Austin weather is perfect for grilling (and less than wonderful for heating up your kitchen by using the oven). Whether you use charcoal or gas, you want your grill to be nice and hot, so get it started while you relax with some simple snacks and a cold beer or lemonade. Chips and salsa are always a good choice, or for something a bit more substantial, pair the Wheatsville Deli's black olive or green chili hummus with fresh raw veggies and perhaps a bag of Bakehouse crostini. Take the steaks out of the refrigerator to warm to room temperature while you prep the corn (unless you like your steak really rare!). I highly recommend our boneless ribeyes as a splurge for dad, but another excellent and more economical alternative is a top round, which can be grilled and then thinly sliced to feed the whole family. The grill is hot enough when you can only hold your hand six inches above the grate for a second or two. When it's ready, coat the grate lightly with oil (use paper towels held in grilling tongs), pat the steaks dry to help them develop a nice crusty char, generously salt and pepper, throw them on the grill, and don't touch them for three or four minutes. Turn once and cook for another three to five minutes (depending on how done you would like them). Keep in mind that they will continue to cook as they rest, an absolutely vital step for juicy and flavorful meat. Pull the steaks off the grill, cover them loosely with foil (not too tightly or they will begin to steam), and let them sit for at least ten minutes. It will be difficult because they will smell amazing, but you'll be glad you did. Besides, it gives you time to grill up some corn to go with!

To prep the corn, pull back the husks and remove the silk from the corn (leave the husks attached to the stems). Rewrap the corn in the husks and soak the ears in cold water for ten minutes or so. This will help keep the husks from burning on the grill. Place the soaked ears on the grill after the steaks are done (brush and reoil the grate first!) and grill for about ten minutes, turning them occasionally. Pull back the husks and return to the grill for another five minutes until the kernels are caramelized. Season as desired with butter and salt.

If you are feeling ambitious, you can make a simple herbed butter that can dress up both the corn and the steaks by adding a variety of chopped fresh herbs and maybe a bit of lemon zest to softened butter, forming the butter into a log by rolling it in waxed paper, and chilling. Parsley, thyme, and a hint of rosemary is a perfect combination (go easy on the rosemary; it can be quite overwhelming). You can whip this up well in advance (it stays fresh for days in the fridge or weeks in the freezer) so that you can focus on spending time with friends and family in honor of Dad!

Happy Father's Day to all you dads out there! I hope you will enjoy this simple summer menu on your special day!



Dads and Sons Agree that Father's Day Breakfast Tacos Rule! *by Jim Kovach, Produce Supervisor & Dad*

Sunday, June 15th is Father's Day, that magical time of year when we all look around and say, "Father's Day! Oh geez, is that here already?" Well have no fear,

because thankfully us Dads are an easy bunch to please. And a good place to start is with our stomachs. So I checked in with Rory Alexander, Howard Miller and John Robertson, our three

Wheatsville Dads who also have the added pleasure of having their sons working with them here at the co-op. I asked them what meal would make their Father's Day. They pondered for a few moments then quickly reached their unanimous recommendation...breakfast tacos!

Rory was the quickest to the breakfast taco decision. He has many fond memories of camping with his son Devin's scout troop. One of which was the time he saved them from the horror of pop tart breakfasts.

Their artificially flavored and preserved pastries were expertly replaced with hot and freshly made breakfast tacos. They stuck with the basics of eggs, sausage and cheese and cooked them over an open fire. The campers all loved their new breakfast menu and learned some great outdoor cooking skills in the process.

Howard quickly agreed that you can't beat a breakfast taco and mentioned that he always has an eager breakfast taco eater in his son,



Howard and Jamison

Jamison. He said the key to making extraordinary breakfast tacos is to use nothing but the freshest all-natural ingredients (like the kind you'll find at Wheatsville Co-op of course). Cage-free organic eggs, freshly made breakfast sausage from the meat department, organic potatoes and shredded cheese piled high on a hot tortilla make the morning glorious. Grab some OJ, fresh berries, and the Deli's casera salsa and you're good to go with a Father's Day breakfast fit for a king.

John chimed in that his perfect breakfast taco is always accompanied by a large cup of Fair Trade certified and expertly brewed Equal Exchange coffee. What makes John's morning coffee perfect is that he always drinks it out of the custom-made mug he received one Father's Day from his son, Avery. It's emblazoned with a big "I LOVE YOU, DAD" across the front and has brought a smile to John's face and love to his heart with every sip since.

So mark your calendar for June 15th and let's make this Father's Day an extra special one for all the fathers in our Wheatsville community. Happy Father's Day!



Rory and Devin



John and Avery then, and now.



Celebrate the Fifth Annual Hemp History Week: June 2-8, 2014

"Hemp is of greatest importance to our nation."
-Thomas Jefferson

2014 marks the fifth year of **Hemp History Week**, the largest national grassroots marketing and public education effort to renew strong support for hemp farming in the U.S. and raise awareness about the benefits of hemp products. The main aims of Hemp History Week are to:

Celebrate America's rich history with industrial hemp before it was outlawed and educate the public about the barriers to hemp farming in the U.S.

When it comes to food, fabrics, rope, paper and building materials, industrial hemp has a longstanding history in the United States. Cultivated by the first European settlers in the 1600s, by the 1800s hemp was a staple crop of American agriculture, often reflected in town names like "Hempfield" and "Hempstead."

George Washington, Thomas Jefferson and John Adams all cultivated hemp on their farms. Hemp was handled by the U.S. government like any other agricultural crop. More than 150,000 acres of hemp were cultivated as a part of the USDA's "Hemp for Victory" program during WWII.

Today, the U.S. hemp industry has estimated annual retail sales of \$452 million dollars. Yet the crop that was planted by the nation's founding fathers, and is today a rising star in healthful living, is currently prohibited from being grown on U.S. farms..

Currently, there's a law called the Controlled Substances Act (CSA) that says it is illegal to make, distribute or sell products that cause a human being to ingest any amount of THC. Strictly speaking, the CSA does not make growing hemp illegal; rather, it places strict controls on the production of hemp, making it illegal to grow the crop without a DEA permit. Historically, the DEA refuses to grant permits for commercial production of the crop.

Industrial Hemp Research Section Included in the Farm Bill

Vote Hemp, the nation's leading hemp grassroots advocacy organization working to revitalize industrial hemp production in the U.S., is excited to report that on February 7, 2014, President Obama signed the Agriculture Act of 2014, the Farm Bill, into law. Section 7606 of the act, Legitimacy of Industrial Hemp Research, defines industrial hemp as distinct and authorizes institutions of higher education or state departments of agriculture in states where hemp is legal to grow hemp for research or agricultural pilot programs. Since hemp has not been grown in the United States since 1957, there is a strong need for research to develop new varieties of hemp that grow well in various states and meet the current market demands.



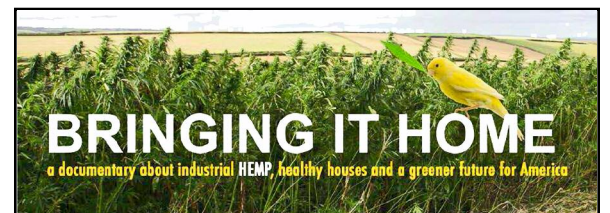
Uses of Hemp

When it comes to consuming hemp, let's start with a basic principle. Industrial hemp is non-psychoactive varieties of the *Cannabis* plant grown for fiber and seed. It is not marijuana. Ingesting foods with hulled hempseeds does not lead to intoxication. It's totally legal to eat it. Hemp is an excellent source of protein. It's got all of the amino acids arranged just so, so they meet the body's needs in a way few other plant proteins can. It's full of nutrients and minerals and omega-3 and omega-6 essential fatty acids. Hemp seeds are nearly a perfect food source: high in digestible protein, essential fatty acids and naturally occurring minerals - as well as gluten-free with no known allergens.

Environmentally speaking, hemp's excellent fiber can replace virgin timber pulp in paper, glass fibers in construction and automotive composites, and pesticide-intensive cotton in textiles.

Because of its huge market potential and high biomass/cellulose content, hemp is an ideal future crop for producing bio-ethanol and bio-plastics. Industrial hemp is an extremely hardy plant. Its dense foliage and planting density prevent weeds from growing without the use of herbicides. Hemp consumed in the U.S. is made from shelled hemp seeds grown sustainably on Canadian farms, without the use of pesticides. Hemp is easily cultivated and grown in a variety of areas, even those that are particularly dry, with poor soil and short growing seasons.

Economically speaking, Canadian farmers net an average of \$200-400 per acre for hemp while American farmers often net less than \$50 per acre for soy and corn. U.S. companies are producing popular and sustainable hemp foods, hemp body care products, hemp clothing, hemp paper and much more. These companies want to purchase U.S. grown hemp.



Movie Night: *Bringing It Home*

Wednesday, June 4, 7pm -8pm
at 4001 S. Lamar Community Room

RSVP: www.wheatsvillehemp.eventbrite.com

A father's search to find the healthiest building materials leads him to build the nation's first hemp house. Hemp with lime is a non-toxic, energy efficient, mildew, fire and pest resistant building material. The drawback: industrial hemp is currently illegal to farm in the U.S.A. Industrial hemp is a non-psychoactive plant, grown in 31 other countries that makes thousands of sustainable products and offers solutions for global warming, nutrition, poverty and deforestation. Here in the U.S., hemp could be a money-making crop for farmers and create jobs. BRINGING IT HOME tells the story of hemp: past, present and future and a global industry that includes textiles, building materials, food products, bio-plastics, auto parts and more.

Staff TOP 10 PICK



TIM FIREBAUGH: WELLNESS ORDER CLERK, SOUTH LAMAR

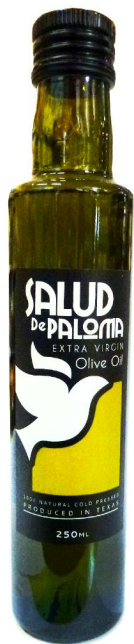


1. New Earth Superconscious Living Banana Walnut Bites

SO YUMMY. I CHALLENGE YOU TO TRY NOT TO EAT THE WHOLE BAG IN ONE SITTING!

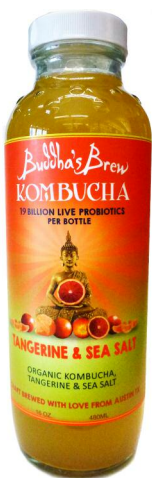
2. Crazy Water #3

TAKES AWAY THE SUMMER HEAT CRAZIES! GOTTA LOVE IT!



3. Salud De Paloma Extra Virgin Olive Oil

A TASTE OF THE MEDITERRANEAN FROM RIGHT HERE IN THE TEXAS HILL COUNTRY.

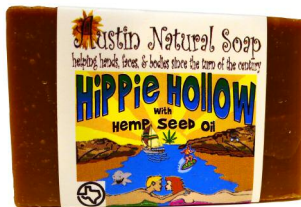


4. Buddha's Bliss Tangerine and Sea Salt Kombucha

LIVES UP TO IT'S NAME...BLISSFULLY DIVINE!

5. Austin Natural Soap Hippie Hollow

ALTHOUGH I'VE NEVER BEEN TO HIPPIE HOLLOW, I CAN TRANSPORT MYSELF THERE IN THE PRIVACY OF MY OWN SHOWER.



6. Herbalogic Decompress

MY COCKTAIL OF CHOICE...BETTER THAN A MARTINI!

7. The Hearty Vegan Texas Tempeh

ABSOLUTELY THE BEST TEMPEH EVER. MAKES A FABULOUS VEGAN STROGANOFF.

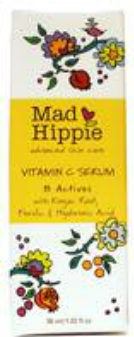
8. Sunbeam Pillar Candles

MADE WITH SOLAR POWER. I'D HAVE ONE IN EVERY ROOM IF I COULD, HINT HINT....



9. Diamond Professional Lamb and Rice Dog Food

I'VE NOT TRIED IT, BUT MY DOGS MADDIE AND JACOB THINK IT'S PRETTY DARNED GOOD!



10. Mad Hippie Vitamin C Serum

MY SECRET POTION FOR A RADIANT VISAGE.



Staff Spotlight- Sarah Schmidt

by Annie Downs

AD: What is your Wheatsville history?

SS: I started in the Produce department about 6 months ago.

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

SS: I am from VA and I have lived in Austin for about 4 years.

AD: What is your favorite product at Wheatsville?

SS: PRODUCE!

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

SS: I love swimming, hiking, and biking all over Austin.

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

SS: My actual favorite thing to do is watercolor paintings!

AD: Fill in the blanks:

SS: I've always wanted to have a pet grizzly bear and if I had it my way, that would not be illegal.

MORE HAPPY PEOPLE!

Staff Anniversaries!

★ Shane Shelton 23 years as of 6/14 (specialty coordinator)

★ Chris LaBrasca 16 years as of 5/21 (produce receiver)

★ Bill Bickford 14 years as of 6/10 (south Lamar store manager)

★ Ricky Shaw 11 years as of 5/27 (cook)

★ Mark Maddy 8 years as of 6/9 (meat & seafood coordinator)

★ Jimmy Evans 8 years as of 6/13 (operations lead)

★ Joseph Ramirez 7 years as of 5/15 (produce clerk)

★ Mariah Downing 7 years as of 5/30 (front end clerk)

★ Lisa Weems 6 years as of 5/3 (kitchen supervisor)

★ Kerie McCallum 6 years as of 5/23 (order clerk)

★ James Stricker 5 years as of 5/1 (front end clerk)

★ Matt Washburn 5 years as of 6/26 (operations lead)

★ John Robertson 3 years as of 5/16 (packaged supervisor)

★ Mike Cockrell 3 years as of 6/10 (kitchen lead)

★ Nina Norton 3 years as of 6/28 (category management coordinator)

★ Christofer Lee Akin 3 years as of 6/28 (packaged clerk)

★ Reva Mosqueda 2 years as of 5/9 (produce clerk)

★ Cody Phifer 2 years as of 5/4 (deli clerk)

★ Dylan Pacheco 1 year as of 6/11 (kitchen steward)

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



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



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

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

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

The Wheatsville Member-Owned Business Directory is online! Do business with your fellow co-ops! See the listings at wheatsville.coop/resources/member-owned-business-directory

MORE HAPPY PEOPLE: WHEATSVILLE REPRESENTING AT HONK!TX PARADE!



For another year, Wheatsville has been proud to have been title sponsor of the 2014 HONK!TX festival of community street bands. Thanks to everyone who came out and **HONK!(ed)** with us on the final day of the festival at the

parade. We had a blast and can't wait for next year. Many folks shared with us how proud they were of Wheatsville for sponsoring this community event. Honestly, this is what we think makes our co-op so special—what we do with our profit and how we are able to make 'More Happy People'.



We want to thank you for supporting Wheatsville and other co-ops—for being members, for spreading the word and for participating in change. We think you're pretty awesome.



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.

"Muenster + pesto + rustic bakehouse roll+ toaster oven = BEST LUNCH" Twitter
Customer walked in the store, took a look around, and said, "YEAAAAH, RIGHT ON!!"
WV has the best bread and my husband is a serious bread fan. Thank you Wheatsville!!
"Thanks for the after work shopping jams. The music was great!" Jordan W
"This place is so cool. I've seen it so many times but never come in. Thanks for making this such a great experience for me."
"I've loved seeing the Early Voting Poll at Wheatsville & volunteers registering people to vote long before the polls opened. I appreciate you modeling civic duty." fb
"We came in to get picnic supplies for our hike and I was pleasantly surprised. The selection is great and the staff was super friendly and answered all my sister's questions, and she had a lot. For \$13 we got deli meat, bread, a few bottles of water, salad and chips. It was perfect, and everything tasted delicious. As someone that doesn't shop at co-ops, or health food stores I really enjoyed that it wasn't pretentious. Sometimes I walk into a store and immediately want to walk out because it isn't a comfortable environment, this place wasn't one of them, I wasn't treated like I'm from a different tax bracket, like I have been at other places, so kudos to them, and when in austin I will use them for my grocery needs. :)" Yelp
"Big thanks from all of us farmers at the Growers Alliance of Central Texas for your sponsorship of Farmgrass Fest and thus, our farmers' medical emergency fund. We love Wheatsville!" Tecolote Farm

Omg, I'm totally craving popcorn tofu now. Wish you guys were in Nashville. You'll be my first stop when I get back to visit my fam. fb
"Nothing says "Downtown Austin" quite like a bicycle cop with a New York accent and a Wheatsville Co-op tattoo." Twitter
"I just love visiting WV! You all have a fantastic store and everyone is so nice!" visitor from a co-op in Boulder
"Many thanks for your support as boost sponsor of I Live Here, I Give Here #AmplifyATX! With your help, we will raise much needed funding to support local non-profits such as MexNet Alliance. Your financial boost will help us expand on our commitment to educate, train and inspire Austin's aspiring Latino entrepreneurs. Appreciate your support in our fundraising." fb
"Local, fresh food (including eggs, by the way) is easy to find at Wheatsville Coop." Twitter
Wheatsville does an amazing job of keeping up on things. I noticed when I first walked in the Hot Bar Vegan Mac n' Cheese was almost out. I was bummed. Then a second later someone had replaced the Mac and everything was sparkling. You guys really care and it shows."
Customer watching egg balancing by employees at front desk on first day of Spring: "This is why I love Wheatsville."
"My personal paradise. Everyone here is BEAUTIFUL!! I only shop here. Much faster in and out than whole foods. :)" Ania M

Classes & Events Register for classes by clicking through the links on our Calendar webpage.

Great news! We're starting to book classes and events in our Community Room at 4001 South Lamar! Here is a listing of what's on deck for May and June, but check our website's Calendar Page wheatsville.coop/news-and-events/event-calendar for the most up-to-date information.

We're looking for experienced, energetic instructors that would like to lead cooking demos, workshops or a hands-on fun activities for kids and/or adults. Please submit your class or workshop proposal on our website: wheatsville.coop/co-op/room-rental-guidelines/teach.

Stay connected and informed. Sign up for our weekly email on our website www.wheatsville.com or follow us: Facebook @Wheatsville Food Co-op, Twitter @wheatsville, Instagram @wheatsville.

CLASS: City of Austin Composting Class
DATE: Saturday, May 10
 TIME: 10am – 11am
 COST: FREE
 WHERE: 4001 South Lamar Community Room
 REGISTER: wheatsvillecompost.eventbrite.com

Learn how you can compost your food scraps and yard trimmings into a nutrient-rich fertilizer for your garden or lawn. Attending the class will get you one step closer to completing the City of Austin's Home Composting Rebate Challenge, which could save you up to \$75 on a home composting system! **Get a FREE countertop compost collector when you attend.**

EVENT: Farm- City, State Movie Night with David Barrow, Director
DATE: Monday, May 12
 TIME: 7pm
 COST: Suggested Donation: \$5-\$20 to benefit May Community Action group, Urban Roots
 WHERE: 4001 South Lamar Community Room
 RSVP: wheatsvillemovie.eventbrite.com

While most people know that eating processed, mass produced food is not healthy, they encounter barriers to eating good food: cost, availability, lack of education, etc. In Austin, many people have been able to overcome those barriers to eating locally-sourced food.

EVENT: Bike to Work Day Breakfast Station
DATE: Friday, May 16
 TIME: 7am-9:30am
 COST: FREE
 WHERE: 4001 South Lamar AND 3101 Guadalupe
 Ride on over to either store from 7am-9:30am - enjoy a bite to eat and enter to win some awesome prizes including Alamo Drafthouse movie tickets! Each rider will receive a canvas messenger-style bag from ACA/Bike 2 Work Austin, while supply lasts.

EVENT: Primary Runoff ELECTION - Early Voting
DATE: Monday, May 19 -Friday, May 23
 TIME: 8 am - 7 pm
 WHERE: 4001 South Lamar Community Room

EVENT: Primary Runoff ELECTION Day
DATE: Tuesday, May 27
 TIME: 7 am - 7 pm
 WHERE: 4001 South Lamar Community Room

EVENT: Urban Roots/Grow Dat Iron Chef Cook-off
DATE: Saturday, May 31
 TIME: TBD
 WHERE: 4001 South Lamar Community Room

EVENT: Movie Night : Bringing It Home Celebrating Hemp History Week June 2-9!
DATE: Wednesday, June 4
 TIME: 7pm -8pm
 WHERE: 4001 South Lamar Community Room
 RSVP: wheatsvillehemp.eventbrite.com

A father's search to find the healthiest building materials leads him to build the nation's first hemp house. Hemp with lime is a non-toxic, energy efficient, mildew, fire and pest resistant building material. The drawback — industrial hemp is currently illegal to farm in the U.S.A. Industrial hemp is a non-psychoactive plant, grown in 31 other countries that makes thousands of sustainable products and offers solutions for global warming, nutrition, poverty and deforestation. Here in the U.S., hemp could be a money-making crop for farmers and create jobs. BRINGING IT HOME tells the story of hemp: past, present and future and a global industry that includes textiles, building materials, food products, bio-plastics, auto parts and more.

CLASS: Saving the World, One Bee at a Time: Intro to Beekeeping
DATE: Saturday, June 14
 TIME: 10am-12pm
 COST: \$25
 WHERE: 4001 South Lamar Community Room
 REGISTER: wheatsvillebuzzbuzz.eventbrite.com

Bee Friendly Austin instructor, Tanya Phillips, will share information on how to help bees by understanding the causes of Colony Collapse Disorder, planting bee friendly gardens, learning what it takes to begin a hobby in beekeeping and much more!

Participants will get to see a colony of bees at work in an observation hive, touch and see beekeepers tools and protection gear, see different styles of beehives, including Top Bar hives and Langstroth hives, understand how a bee colony works, taste some delicious honey varieties, and learn how to substitute honey instead of sugar in home recipes.

EVENT: Solstice Austin Celebration: LIVE MUSIC
DATE: Saturday, June 21
 TIME: TBD
 COST: FREE
 WHERE: 4001 South Lamar

Solstice Austin is part of the worldwide celebration of music on June 21st— and over 800 cities will celebrate together in 2014. This event is "for Austin, by Austin". Live music bands and times coming soon!

CLASS: Kimchi Workshop
DATE: Saturday, June 21
 TIME: 1pm-3pm
 COST: \$35
 WHERE: 4001 South Lamar Community Room
 REGISTER: wheatsvillekimchi.eventbrite.com

Learn how to make traditional Kimchi with Oh Kimchi, Head Kimchi Master, Abigail Lunde! We will celebrate Korean culture by using only the freshest and most delectable local produce in Central Texas!

Whether you are a first-timer, or a seasoned Kimchi consumer, we'll show you how to make it just the way you like it — organic, traditional, tasty, and totally fermented!

Students will receive one-on-one instruction on basic kimchi making processes, information on the history of and cultural significance of kimchi, and their own handmade jar of kimchi made during the class.



KUTX.org 98.9 fm 

Sign up for the Wheatsville Email List!

About once a week, you'll get an e-mail from us informing you of upcoming events, new products, special deals or changes in the store.

Go to www.wheatsville.coop to sign up!

I ♥ Wheatsville!

"Living two blocks from @wheatsville co-op is hands-down the best thing about my new apartment." Twitter

"OMG! picked up a loaf of that fresh sourdough sandwich bread yesterday; just tasting it & it's fabulous! pls make more!!!" Twitter

"Cuties galore. Cuties working check out, cuties hanging out in front, cuties cuties everywhere forever. You need a husband, go to Wheatsville. Yes it is expensive— DUH! But them deli sandwiches. That's where it's at! If you are complaining about the deli you are just a goof and don't know what you're doing. All ya gotta do is order the buffalo popcorn tofu sandwich, sit back, relax, and just be happy that you are eating something delicious. But until then, CALM DOWN." Yelp

"Aside from how great this place is in general, you have super prices on produce! I love it here!"

"I work at Whole Foods, so I do 95% of my shopping there. But I love this store. There are some areas where you've really got the upper hand—pastries, deli, hot bar... I just love to come support you guys."

"Hi! My name is Richard and I'm you're biggest WV fan!" phone call

"I realized I lost my wallet at my next stop, but I didn't worry because I knew Wheatsville would keep it safe." Owner

"I have not been into Wheatsville for a long time. It's great to be back, like meeting an old friend." Madeline P

"You guys have some crazy good food here. I want to eat all of it!"

"Delicious bakery items. My new favorite is the vegan pumpkin whoopie pie. These things are so amazing. I think they typically sell out quickly. I will fight you for them, so you better get there early." Yelp

"If all vegetarian food tasted this good, I might forsake eating meat. Wheatsville's fried popcorn tofu is so excellent it has its own Facebook page." Austin 360 review