

Love Your Park

## It's My Park Day March 5, 2011

presented by

It's My Park Day is a citywide volunteer event to improve Austin's parks and greenspaces. Projects, led by neighborhood groups, individuals, and organizations, range from simple pruning and painting to highly technical drainage control improvements. Some groups include live music, an educational component, a picnic, or other activities. There are a variety of Kid Friendly and Dog Friendly projects, as well. Meet your neighbors and make a difference! See the full list of projects and register online at [www.austinparks.org](http://www.austinparks.org)

## Owner Appreciation Days



Owners receive 10% off of any ONE shopping trip Saturday, March 12th-Sunday, March 20th!



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## Birthday Specials During March!

New limited edition **35th Anniversary Wheatsville T-shirts \$10** in March!



**Wheatsville green tote bags & 6 bottle bags!** Reg. \$1.99 - **99¢** in March!



**Buy 6 bottles of wine in March, get a Wheatsville 6 pack bag for free!**

To celebrate our **Co-op's 35th Birthday**, for one day only, on **Wednesday March 16th**, the Deli is selling all sizes of our organic, fair-trade drip coffee for just **35¢ a cup**, and all of our made-to-order espresso drinks for only **\$1.35 each!**

Also, the Deli will be giving away tasty morsels of our delicious fresh-baked cake throughout our big day!

Lots of Birthday specials all month long throughout the store—look for special deals during **Birthday week March 14th-20th.**



# Community Action Wednesdays

The group selected for March is  
the **Sustainable Food Center**  
and the group for April is  
**Ecology Action**



**The Sustainable Food Center** is dedicated to improving access to local, healthy and affordable food for children and adults in Central Texas. Their community and youth gardens, Austin Farmers' Market, neighborhood farm stands and cooking and nutrition education classes benefit an estimated 10,000 Central Texans annually. Cultivating Communities from the Ground Up!

**Ecology Action** operates a recycling drop-off and processing center in downtown Austin, a rural recycling drop-off and provides recycling for special events and music venues in downtown Austin. They conduct tours and provide hands-on volunteer opportunities, staff booths at various events, conduct classroom visits to educate children about recycling, and serve as a clearinghouse for information about recycling and waste prevention.



## Community Action When You Want It!

by Beth Beutel, Hospitality Clerk

On the Front End, you'll find that your cashiers have a new way for shoppers to donate to the Community Action Wednesday recipient on the fly. Previously, the only way to give was through buying Wheatsville's wonderful products, the only amount to give was 1% of sales, and the only day to give was Wednesday. This meant that if you came on

Wednesday to grab a bottle of wine and some chocolate and only got the bill up to \$15.50, Wheatsville would be donating fifteen cents. Collectively, this adds up—Wheatsville gives over \$1,000 a month—and it doesn't require any extra effort on the part of the shopper. This happens automatically; it's a collective generosity Wheatsville shoppers don't even have to think about.

Sometimes, you may find that the Community Action Wednesday group is one that you *want* to put a little extra effort and money into. And sometimes it isn't Wednesday when you want to do this. In order to make it possible for shoppers to put in any amount they want, whenever they want, our computer-savvy POS coordinator **Erik Amos** and our Finance Manager, **John Perkins**, got together and created a button at the fingertips of the cashiers.

Now you can give however much you want whenever you want! If you find yourself wanting to add a little more to the pool of Community Action money, just go ahead and tell your cashier how much you'd like to donate while you're checking out. You can round up to the nearest dollar amount to make it easy to balance your checkbook. You can donate the amount of change in your pocket. You can donate the five dollars your grandmother sent you "just because." We can only give to the current Community Action group, so enjoy giving to the Sustainable Food Center in March and Ecology Action in April. Spread the love, spread the money, and tell your cashier to *push that button!*



## Sunshine Community Gardens Spring Plant Sale & Garden Festival—March 5, 2011

by Brian Prioleau

In a small greenhouse in north central Austin are hundreds of seedlings several inches high, gently waving in a fan-driven breeze like toddlers trying to stand on their own for the first time. They are organic, lush, ready for gentle planting in gardens around Austin to provide food or a splash of dramatic color with their flowers. On March 5, 2011 from 9 am – 2 pm, people will flock to the Sunshine Garden Spring Plant Sale and Garden Festival at 4814 Sunshine Drive to take a few seedlings home. The sale is an annual spring ritual for many central Texas gardeners.

Sunshine Community Garden is the oldest community garden in Austin. It sits between the Texas School for the Blind and Visually Handicapped and the State MHMR offices, where it has been for 31 years. Dozens upon dozens of beautiful, productive organic garden plots surround the greenhouse. They are tended by gardeners who know there is nothing more delicious than vegetables you just picked from your own garden, except maybe sharing some of those vegetables with your friends.

The Spring Plant Sale is truly a neighborhood tradition, the place where people have been getting their seedlings for years, the unofficial "Opening Day" of the central Texas gardening season. It is a fundraiser for the Sunshine Community Garden, helping cover expenses for utilities, equipment and community projects. The funds free up resources so Sunshine gardeners can grow organic produce in the "Micah Garden." The food is donated to the Micah 6 food bank, a place where Austin families in need can get nutritious food in difficult economic times. In 2010, Sunshine Community Garden donated over 2000 pounds of produce to the food bank.

But back to the Plant Sale and Garden Festival, which is just a good time for Austin families. The seedlings are the stars of the show, with dozens of varieties of heirloom tomato and pepper plants, including natives. The Festival also features music and other activities, and plenty of gardeners hanging around willing to share secrets and tips about how to get the most from your garden. And let's face it, where would you rather be on a beautiful Texas Spring Saturday than hanging out in a garden?

Check out [www.sunshinecommunitygardens.com](http://www.sunshinecommunitygardens.com) for a complete list of the varieties of plants that will be available. And then stop by on Saturday, March 5th from 9 am – 2 pm to take home some of the best seedlings available anywhere.

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Photos by: Aldia Bluewillow  
except where otherwise noted or not known  
Staff Party photos by Bob Kinney

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

### Wheatsville 2011 Board of Directors

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

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

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

During January we held a book drive for kids books to be donated to the **People's Community Clinic**. The clinic gives children in the waiting room books that they can then take home.

Customers and staff donated an amazing **594 books!!!** Wowza!  
So much kindness and generosity!  
Thank you for your bighearted contributions!

## 2011 Community Action Schedule

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





We're off to another exciting and wonderful year at Wheatsville, setting the scene in January for an affirming and awesome trajectory!

**Appreciating the Appreciated** (photos below)

I and all of the other directors who attended **Wheatsville's staff appreciation party** in January at **Black Star Co-op** were, as always, blown away by how utterly fabulous the Wheatsville staff is—it is marvelous to experience such a wonderful community of concentrated Wheatsville goodness! As a board, we are tremendously appreciative of our GM, Dan Gillotte, under whose leadership employees come together and model what the workplace can be like. I often wonder what a wonderful world it would be if, at all of our workplaces, we were taught and continuously encouraged to practice great kindness to each other as our way of operating the business. (Can you imagine?!)

In January we were also fortunate to welcome a conference of over **40 General Managers and other representatives of the National Cooperative Grocers Association (NCGA)**. I know that I am not the only one who loves to show off why Austin is such a great (dare I say the best?) place to live, so it was really a treat to proudly take delegates through our new store...and then for another co-op meeting of minds at Black Star! I truly hope that you feel this same sense of pride whenever you bring new friends to Wheatsville.



Ellie and Dan G grinning



Chad Peters, Riyun Fowler, Elliot Siff, Warren Moore, Jimmy Evans, Jimmy Dawson, Ray Wilder, Jeremiah Lee, Riley Luce, Cassie Mulder, James Trevino, Mark Maddy, Jennie Andropoulos, Nancy Bender, Olivia Pepper, Jessica Van Roekel, Niky Robertson, Beth Beutel, Miranda Robinson, Amie Todd, Beth Caudill, James Stricker, Bradley Kerl, Chris Moore, Eric Moya, Derek Woddell, Matthew Miller, Clinton Pena, Josh Torres, Ryan Soutter, Dustin Chesnutt

Trae Branham, Lee Jellison, Davy Wybiral, Brandon Smith, Lester King, J Martinez, Gabriel Gallegos, Clark McKay, Angela Moore, Carla Vargas-Frank, Cece Flores, Mindy Dolnick, Kelsi Urrutia, Rachel Badger, MC, Jessica Lim, Marisa Newell, Kelsey Padgett, Monica Ford, Mariah Barrett, Annie Downs, Kerie McCallum, Stacy Lamy, Cody, Atkins, Jonathan Zamora, Brandon Robinson, Dan Gillotte, Oscar Patino, Robert Kreuzburg

Shane Shelton, Ellie Biegle, Dana Tomlin, Aldia Bluewillow, Theron Beaudreau, Susan Amicarella, Niki Nash, Bill Bickford



The managers roast the staff with Madlibs



Shane and Riley enjoying the food & drinks

**Thanks and Farewell to Outgoing Director, Aditya Rustigi**

At the December/January Board meeting (held January 25th), the board bid a heartfelt and fond farewell to Aditya Rustigi. As a board, we have benefitted greatly from Adi's keen intellect and his ability to ask incredibly insightful questions. We have appreciated his singular sense of humor and admired his courage and unique skills. Adi possesses the ability to eloquently pierce straight into the heart of any matter and extemporaneously organize and present complex thoughts, and so often his wisdom has been powerful in dramatically advancing our conversations. We wish Adi and his family the best and look forward to seeing him around the store—please show him your appreciation when you next have the opportunity to see him!



**Board Outlook 2011**

In early January, directors reinforced our foundation at the annual board orientation session. We are excited to continue cultivating the seeds which have been planted by our past boards of directors, by our national cooperative community, and within our growing local movement. Following our retreat I asked directors to summarize their thoughts on three questions, and I wanted to share responses with you to give you a sense of our outlook for 2011.



Susan in her lovely boa

More Staff Appreciation Party Pictures on page 12



# Welcome to Spring!

by Dana Tomlin, Deli Manager



Now that the winter holidays are behind us, we've had some time to settle into our New Year's resolution "habits." Although some of you have succeeded in keeping your resolutions, I know some of us have slacked off. That's okay! There's still time to get focused again and we can help you. We have a huge selection of healthy foods and a lot of suggestions that we would love to share with you.

It's funny, I get so energized about winter. Summer is so long in Texas and cold weather is really exciting to me especially because I love to make soup!! My personal cookbook is full of more soup recipes than anything else. After a while though, I start looking forward to spring. Maybe I just like the weather changing!

The weather warms up quickly enough to make outdoor grilling an option. I'm going to have fun with fancy hot dogs this spring. You can too! Start by choosing a good sausage or hot dog for your "fancy dog." I suggest any of the **Niman Ranch** or **Pederson's sausages** and pairing them with hearty **Rudi's Hot Dog Buns**.

**Fresh mozzarella** is a great spring time cheese. And everyone knows what a good pairing fresh mozzarella is with basil and tomatoes—now add that to a hot dog.

## Caprese Dogs

hot dogs (regular or vegetarian)  
fresh mini mozzarella balls  
basil leaves  
grape tomatoes, sliced  
olive oil, just a drizzle  
buns

Grill your hot dogs. Warm the buns. Put the dogs in the buns and top with basil, mozzarella, and tomatoes. Drizzle with olive oil and enjoy!



We are also fans of the **Niman Ranch Pulled Pork** at my house. This is a pre-cooked item that you can bring straight home and heat in less than 10 minutes, either in a microwave or boiled in its cryovac bag.

When I am in a big hurry I buy the **Le Brea Dinner Rolls** that we bake fresh in the deli. I toast them in my cast iron skillet, splash them with some **Cholula**, add chopped pickles and add a hearty serving of pulled pork. This is delicious.



When I have extra time, I take it up a notch and make corn tortillas from scratch. You can shorten this step by using **Margarita's Corn Tortillas** since they are super fresh!

I add chopped fresh cilantro, marinated onions (white onions with a splash of lime and salt), and chopped pickles to already prepared pulled pork. Another successful easy dinner!

**Need an idea for dinner?** Just ask. You can also sign up to receive our weekly email at [www.wheatsville.coop](http://www.wheatsville.coop). The email has recipes, serving ideas, and general information about products that we are excited about. We also have featured Co+op Deals recipes in the sale flyer and online at <http://wheatsville.coop/recipeindex.html>. So, next time you find yourself standing in front of the food bar stuck wondering what you are going to eat – ask us! We love to help!

**Want to try new foods and products?** Look for our **Staff Top Ten Picks** signs around the store. The staff spends a lot of time shopping here and talking about food. We know what we like and what our customers like. Hot tip: **El Milagro chips** have been picked numerous times as a Staff Top Ten Pick. I would say they are a winner!



We have a lot of new and exciting things planned for **Wheatsville's birthday on March 16th** and we will be a whopping 35 years old! Way to go Wheatsville! I am honored to be around for another great birthday. This will be my 8th year here in the Deli and every year is an exciting new adventure. Come celebrate with terrific storewide sales featuring some of our specialty items.



## Staff Top Ten Picks

by Brandon Robinson, Cashier

**1. Frito Pie with Jalapenos, Cheese, and Sour Cream**  
Fritos make chili taste amazing! I love the crunchy.

**2. Sweet Leaf Half & Half**  
The ratio is perfect!

**3. Jalapeño Cheddar Scone**  
The right amount of jalapeño flavor without that spicy kick! great for a scone.

**4. Promised Land Chocolate Milk**  
Sooooo chocolaty, it's great.

**5. Kosmic Krunch Orange Cranberry Granola**  
It's the right amount of sweetness.

**6. Strawberry Cheesecake Muffin**  
Words don't do it justice!

**7. Hibiscus Mint Iced Tea**  
It looks cool and is refreshing.

**8. Creamy Saffron Pasta Salad**  
It's creamy and has beans, amazing.

**9. Chicken Salad**  
The green apple slices are amazing!

**10. Bacon Egg Potato and Cheese Breakfast Taco**  
It's what gets my mornings started



## Spring In!

by Mariah Barrett, Deli Counter Manager



Hello Wheatsvillagers, spring is in the air and we have a birthday coming up! For the last 35 years Wheatsville has been serving our community with the freshest and best product available. We moved into our current location in 1981, which is when we opened the first deli. The first Wheatsville kitchen started with only a single hot plate!

I started at Wheatsville in 2006 and worked for a year as a baker in the old store. I foolishly moved to Seattle for a year but quickly came to my senses and came home. I was lucky enough to get hired in the deli shortly after my return, so along with the Wheatsville birthday coming up, I'll be celebrating my 3 year anniversary too!

We have so many fresh and yummy items in the deli this spring. As always we have our old favorites like **Sumi Salad** and **Meme's Coleslaw**. These are great to pack up for a picnic as the weather starts getting nice. You can always have the deli whip you up some of our awesome **Custom Sandwiches** or made to order **Tacos!** Be sure to try the **Featured Coffee for March, an Irish Cream Latte**, made with your choice of organic cow, soy, or rice milk.

Thank you so much making the last 35 years possible, here's to the next 35 to come!



## Owners!

Help us promote Wheatsville!

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

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





## Sustainability— Always in Season *by Mark Maddy, Meat & Seafood Buyer*

The meat department at Wheatsville is passionate about responsible meat consumption.

We strive to keep the needs of the animals, the environment and our owners at the core of every decision we make. From the freezer to the seafood case, virtually everything we carry is sustainable. Whether it is locally raised or fished responsibly in Alaska, we bring in products that we feel are up to our standards and yours.

**Niman Ranch** has an extensive program to certify that their pork, beef and lamb are raised to the standards of Dr. Temple Grandin. This third party certification is a stamp of responsible treatment for the animals that we offer to you.

**Thunder Heart Bison** also uses third party verification of their humane treatment of these majestic animals. **Organic Prairie** has very high standards for their animal welfare as well as being certified organic.

We also strive to provide as much local meat as we can. Local has come to mean as much to conscientious consumers as organic has. It is an awesome thing to be able to shake the hand of the person that raised the animal that provides nourishment for your family, or even to be able to go see the ranch where your dinner was raised.



**Dewberry Hills Farm** is a great example of this. Every week they drop off their chickens, it's not an anonymous delivery person—it's **Jane or Terry** making that delivery.

Our grass fed beef from **Bastrop Cattle Company** is also delivered by the owner; she uses several ranches to provide her

product, but it is still **Patty Jacobs** dropping that product off.

As far as the seafood is concerned, it is all sustainable. What this means is that it is either farmed or fished in a way that does not harm the environment that it lives in and is not over fished. These things are critical to how we determine the products we offer.

On the seasonal front, we are moving into spring time. Lent is around the corner and we have

some great selections of fish to choose from. Our friends at **Trollerpoint Fisheries** provide us with a great selection of some great fish. The **Sablefish** is one of my favorites. The **Coho Salmon** is decidedly our best seller, and it's no wonder with its versatility and great flavor. The **Halibut** is also one of my faves. From ceviche to the grill,



this is a great fish. In the world of shellfish, we've got some wonderful **scallops**. These delectable mollusks are a hit in my house. We've also brought in some **shucked oysters** and **organic, peeled and deveined shrimp**. Our **catfish**, comes to us locally from an aquaculture farm in Markham Texas. So, when it's time to give up that red meat, we have all this and more to help you observe Lent.

When Lent is over, we are looking to bring in some more varieties of **Niman Ranch**

**Hams** for your Easter celebrations. Also, We have **lamb shank bones** in



the freezer for those celebrating Passover.

Finally, it's Wheatsville's 35th Birthday! I'd like to toast Wheatsville for staying progressive and looking to the future. Many things have changed over the years since I started working here; we have vastly improved in appearance and space. One thing that has not changed is that Wheatsville has always tried to stay true to its mission and to its ownership. To this I say cheers!



## Picnics and Spring and Birthday Celebrations *by Merilee Kuchon, Kitchen Manager*



It's been a long, cold winter, and spring is here! Now is the time for us all to enjoy some much-needed romping in the great outdoors and your Wheatsville Co-op Deli is here to make it even easier for you to get out and take a hike! Our cases are brimming with tasty treats to outfit a quick bike ride, day-long Greenbelt trek, or a lazy afternoon at the park! Whether you're looking for a speedy energy boost or a complete picnic lunch, your Wheatsville Deli is here to provide it all, and on the quick!

We have tons of tasty, freshly made and ready-to-go lunch treats perfect for backpack snackin' in our grab'n'go cooler – there's always a variety of filling Deli-made sandwiches like **Muenster Cheese with Pesto** and veggies on fresh, local Sweetish Hill ciabatta, as well as local vendor favorites like **Sushi Express' awesome selection of flavorful salads** and **Tom's Tabooley's Thai Falafel Wrap**, savory falafels packed on a bed of zesty Thai noodles with veggies and tarator.

Wheatsville's homemade spreads another easy and delicious packable lunch! Just grab a loaf of our fresh-baked artisan bread like Sourdough Baguette or Wholegrain Loaf, or a bag of crackers or chips, and you're set! Choose from our fabulous pecan and apple-studded **Chicken Salad** made with local, all-natural Buddy's white meat chicken, creamy, buttermilky **Pimento Cheese**, **Tuna Salad** chockfull of crunchy and sweet veggies, spicy **Green Chile Hummus**, rich and robust **Walnut Pecan Paté** and our tofu-based **Eggless Egg Salad!**

Looking for something more? By picking up just a few select items from your Wheatsville Deli's grab'n'go cooler, you can put together a full meal in minutes! Start with one of our **pre-packed green salads**, either veggies-only or tossed with fresh, soft cubes of mozzarella cheese, and a cup of our **Cashew-Tamari** or **Cilantro-Lime dressing!** Follow that with one of our amazingly juicy and flavorful house-brined, all-natural and local **roasted chickens** for just \$9.99 – these are just as good cold as they are re-heated! On the side, our **Lemon Parmesan Tortellini**, cheese-stuffed pasta twists tossed with artichoke hearts, roasted red peppers and shredded parmesan, and dressed in a citrusy vinaigrette, would be a superb selection. To finish your lovely summer picnic, head over to our bakery case for some **nutty bars, sweet breads or chocolaty treats** – the perfect pack-me-ups for pick-me-ups!

And of course, you can always pick and choose from our ever-changing rotation of items in the full-service Deli case: **Red Curry Tofu, Quinoa Polenta Corncakes with Roasted Red Pepper Sauce, Curry Lime Chicken Salad** and **Risotto Cakes** would all make ideal take-alongs on a grand day out! So count on your local Wheatsville Co-op Deli to provide delicious grab'n'go treats to help you spend less of your time cooking and shopping, and more time enjoying the beautiful outdoors, deep in the heart of Texas!



This Spring also brings us some fun holidays that give us a chance to cook you up some delicious treats!

To celebrate our Co-op's 35th Birthday, the Deli is featuring fantastic **coffee specials!** Happy Birthday Wheatsville! **For one day only, on Wednesday March 16th, the Deli is selling all sizes of our organic, fair-trade drip coffee for just 35¢ a cup, and all of our made-to-order espresso drinks for only \$1.35 each!** Also, the Deli will be giving away tasty morsels of our delicious fresh-baked cakes throughout our big day! We'll have more special goodies on hand to help us mark this big year, so come on in on **March 16th and celebrate our 35th with us!**

In addition, March brings us **St. Patrick's Day** on **March 17th** for which we are again excited to prepare a delectable hot bar array of **Corned**

**Beef and Cabbage, Vegan Colcannon, Greens, Irish Soda Bread Rolls** and lots more, plus special baked goods to celebrate the wearin' of the green, so come on in and get your Irish on! Happy Spring!



**BLACK STAR CO-OP**  
 PUB AND BREWERY  
 www.BLACKSTAR.COOP  
 Phone: 512.452.BEER • info@blackstar.coop





## Birthday Greetings from Chill *by Christopher Moore, Chill Buyer*

It's been another fantastic year in the chill department and I am extremely proud to be a buyer for such a wonderful business. I have been with Wheatsville for a year now and I hope that my stay here

will go on for some years to come.

Here at Wheatsville we support the community and one of the ways that I participate is by supplying our patrons with as many locally made products as possible. With that, a couple of our local vendors have some birthday wishes for Wheatsville.



Just to celebrate, we are going to offering many delicious local demos all month. Be sure to keep an eye out for our vendors doing sampling for Wheatsville's birthday during the month of March.



*Thanks for another year of staying true to Austin and supporting local vendors. May you continue leading the way in healthy, conscious eating for the next 35 years! Happy Birthday!*  
**Stacey Thompson, Straight From The Vine**

*Abraham Lincoln said, "And in the end, it's not the years in your life that count. It's the life in your years." Wheatsville is full of life. Happy Birthday Wheatsville. Stay young!*

**Ruth Wilmore, Texas Daily Harvest**



### New Local

#### Wheatsville Exclusive!

With the help of the friendly people at **Kosmic Kombucha** and the inspirational thoughts of the Wheatsville staff there is a new flavor of kombucha exclusive to Wheatsville.

**Pear of the Dog** is a Mexican martini prickly pear flavor which is extremely refreshing and comes in the usual half gallon glass jug. Stocking Supervisor Theron Beaudreau thinks that this is the very best flavor of kombucha that we carry. We hope that you all love it! We will continue to offer delicious, local, and unique products.



## Green Grocer—Happy Birthday Wheatsville! *by Adam King, Produce Manager*

Listening to Walden Swanson at our annual member gathering this fall really put what we're doing into perspective for me. What started out as a reaction to the post-war supermarket, with its garish, fluorescent lighting, canned muzak, processed food, and practically inedible produce has grown

to become a real force for change in the world. I'm proud to be a part of it, and you should be, too!

While early adopters of natural and organic like Whole Foods have seen plenty of growth using corporate models, many co-ops floundered and died out.

At first, we did everything the opposite of the corporate model. At the member gathering, I learned that Wheatsville initially set its financial schedule according to astrological charts! The world has become much more competitive than it was in the 60s and 70s.

A newer wave of co-ops, along with "old timers" like Wheatsville who survived those first extinctions, have adapted new strategies and used their smaller size to remain nimble and successful. We've formed the National Cooperative Grocers Association which shares financial information between stores, helps advocate for co-ops nationwide, assists new co-ops in forming, and defines best business practices for success. All this is done to ensure that another way of doing business is possible. We believe in member ownership, not corporate ownership!



One advantage Wheatsville has over its larger competitors is the relationship we have with local farmers and producers. We don't require massive commitments before harvest time. We negotiate fair prices with local artisans and farmers. We are interested in supporting the local economy, not because it's the newest marketing gimmick or buzzword, not because we're motivated solely by our bottom line, but because these are our founding principles. One of Wheatsville's goals is to change the world. We think the best way to start is right here in Austin.

If you read my last *Breeze* article, you know about the local produce summit we held here this February. I'm happy to report that it was a resounding success! We had over twenty people representing a dozen or so farms in attendance. People are very excited for the opportunity to grow for the co-op. Now we need to tackle the logistics of all of it. My goal is to totally replace varieties of California produce with locally grown varieties for as long as possible this season. To do this, we'll have to make arrangements with farmers *now* while there's nothing in the ground yet. I know people love their okra, but we could really sell quite a bit more lettuce, greens, broccoli, and beans. It'll still take some convincing, but I feel really upbeat about it because everyone's attitudes were so positive and friendly.

Next, I'll be visiting farms and bringing the message of their hard work and dedication to you, the owners. I'll be updating our Facebook page with photos and farmers' stories to help connect the dots for you. Farming is

a tough job. Farming on a smaller scale is not any easier than large scale agriculture; it's actually quite a bit harder. You don't have a machine to pick beans for you, you do it by hand. A farmer and her husband don't have a staff of hundreds out to cut, wash, and package their produce. They do every step themselves. I believe that this extra labor should be reflected in the final retail cost. While I will do my absolute best to bring affordable produce to the co-op, part of my job will be to sell you on the higher *value* of locally grown produce. Buying locally grown produce puts farmers' kids through college, makes mortgage payments, and ensures the future of our local food system. Don't forget, it's also fresher and more flavorful! An honorable investment if there ever was one. We're changing the world here at Wheatsville, one squash at a time. Thanks for being a part of it.

### Sign up for the Wheatsville Email List!

A few times a month, you'll get an e-mail from us informing you of upcoming events, new products or changes in the store.

Go to <http://wheatsville.coop> to sign up!

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



# Happy Birthday from Beer & Wine by Shane Shelton, Beer & Wine Buyer



It's hard to believe that Wheatsville Food Co-op is really 35 years old. It is even harder for me to believe I have been working here for more than half that time!

The co-op has changed a lot over the years and my beer tastes have changed and matured along with it. When I first started as the beer guy my favorite beers were British ones like **Young's Double Chocolate Stout**. Young's mixes dark chocolate and chocolate malt together with a full-flavored rich dark beer to create a drink that is sweet yet alcoholic enough to make you want to order one again as soon as you are done with your first. The crystal malt with the pale ale, chocolate malt, hops, dark chocolate, and sugars provide a unique taste experience that you will not soon forget.

At the time I loved these big malty beers but was not yet a fan of the big hoppy IPAs that were becoming increasingly popular in America. I basically made myself like hoppy beers by going back to them time and again until I developed a taste for the beautiful bitter hop flower. Now I am a huge fan of some of the hoppiest beers in the world!

Beers like **Dale's Pale Ale**, pale ale so hoppy that tastes more like an IPA. Dale's delivers a hoppy nose and assertive-but-balanced flavors of



pale malts and hops from start to finish. I am also a huge fan of **Arrogant Bastard Ale**, a big hoppy monster of a beer that delivers loads of citrus, sweetness and pine.



I have started to buy more **box wine** these days. As winter turns to spring and spring to summer, there will be a white wine box in my fridge pretty much the whole time. That's what's great about box wine. It is economical, it keeps for ages, and you can have as little or as much as you want, whenever you want.

One of my favorite box wines is



Other super hoppy beers I love include anything from the hop heads at **Lagunitas Brewing Co.** and the old school hoppy beers that **Sierra Nevada** produce.

My favorite style used to be British stout while my new favorite style is the much more aggressive Russian Imperial Stout. **North Coast Brewing Co.** makes the fantastic **Old Rasputin**

**Russian Imperial Stout** which is not only my favorite stout but probably my favorite beer.

Old Rasputin pours out with a frothy tan head that would make a cappuccino envious. It's loaded with chocolate and coffee aromas, some roasty notes and bread yeast. It's a rich mouthful, sweet, even luscious, but nicely balanced by the hops.

Next on my list of beers to fall in love with are the refreshing hefeweizens and wheat beers of the world. Can't wait to dive into my work!

As Wheatsville Food Co-op continues to grow and mature I hope my palate continues to evolve along with it. Hoppy birthday Wheatsville!



the **Big House White** from the **Big House Winery** located in Ripon, California.

The Big House wines were born of the notion that the California climate is quite hospitable to the rollicking, sun loving grapes of Mediterranean France, Italy and Spain. Big House has found that by blending, rather than relying upon a single variety, they can create far more complex, rich wines that elegantly match a very wide variety of cuisine, from pizza to BBQ ribs and roast chicken.

Big House White is a crisp yet round wine with a floral nose, accentuated by honeysuckle, lychee, and a bit of a tropical fruit cocktail. A virtual potpourri of fruits including cantaloupe, peach, and apricot. The finish is fairly long with a nice apricot character.

So do yourself a favor and grab a box of Big House White today! Don't forget that if you **buy six or more bottles of wine, you get 10% off.** Any wine! Any price! Mix and match!

Transport your wines with our spiffy **Wheatsville 6 bottle carrier on sale for only 99¢ through March!**



## Fresh Cheese Season! by Greg Flores, Cheese Buyer

Spring time is upon us and that means it is fresh cheese season. Chevres, fetas, and mozzarellas are the cheeses of choice during these warm days. Used to top salads or used as the main ingredient in a salad, these cheeses make a

delightful addition to any mid-afternoon lunch or dinner or even breakfast. We carry a variety of chevres, mozzarellas and fetas, and feature a select number of local fresh cheeses.

This is a favorite time of the year for me because it means the return of locally made **Pure Luck Cheeses**, after a two month absence during kidding season. And how fond am I of the variety chevres that Amelia and company produce. **Pure Lucks Chevres** have any easy goaty flavor, though they retain a nice tanginess. Their texture is cakey, which means it crumbles up well and can be used as a topping for salads. They would make a great addition to any picnic. I suggest some nice crackers, a drizzle of wildflower honey accompanied by an ice cold lemonade with mint. These chevres also make a nice after work snack and pair well with a crisp Hefeweizen—refreshing and satisfying.

Pure Luck also makes a variety of **chvre spreads**. They have a **chipotle flavor**, a **basil pesto flavor** and a **parsley garlic**. Last year they introduced a new spread, **June's Joy**. This spread is named after Amelia and Ben's son June, continuing the tradition of naming their special cheeses after family members. This spread is a favorite of mine and it seems popular with everyone else—I could not keep it on the shelf.

June's Joy is made with Round Rock honey, smoked black pepper and fresh thyme. Though it is made with honey, I find it not to be overly sweet. And as you chew, the taste of pepper then thyme comes through in the finish.

Pure Luck also makes a beautiful **goat's milk feta**. It is soft and creamy and breaks up very well. I can eat this all on its own, but I do enjoy it as a topping on a spinach salad.



We feature another local producer of goat's milk cheeses—**Wateroak Farms**. Their chevres are creamy and tangy and I have used them as a replacement for cream cheese. Delicious served with smoked salmon and bagels.

Wateroak also makes crumbled goat fetas. They have a **plain feta crumble** and, for the more daring, a **garlic and herb crumble**.

Wateroak produces amazing **ricottas** in a variety of flavors. These ricottas make any lasagna amazing, but can also be used on top of a salad or eaten on their own. They produce a **jalapeño ricotta**, **garlic and herb ricotta**, **tomato and basil ricotta** and a **plain**.

**Full Quiver Farms** is another one of our local producers of fresh cheeses. They make one of the most wonderful **mozzarellas** that we carry. It is the mozzarella that I recommend to anyone looking for fresh mozzarella. Full Quiver also produces **neufchatel** in a variety of flavors ranging from sweet to savory. We carry their **chive**, **strawberry**, **spinach feta**, **garlic basil**, **jalapeño** and **plain**.

The wonderful thing about cheeses is how well their flavors combine with other flavors. Most fresh cheeses pair well with crisp drinks with hints of fruit. Hefeweizen and light ales make a good pairing with fresh cheeses. A sauvignon blanc or a nice rosé also works well with these cheeses.

Prefer pairings sans alcohol? I suggest lemonade with mint or a nice mint and honey tea.

Foods that I would recommend are nuts, tomatoes, cucumbers, honey, crackers or a crusty bread.







## Save the Date! Brendan Brazier Here on April 3rd! by Cody Atkins, Health Team Supervisor

Happy Spring, people of Wheatsville! The warmer weather means the city will soon come to life with runners, cyclists, sports leagues, and an array of other athletes. Perhaps you fall into one of these categories or maybe you are just wanting to get in shape for the summer. If so, chances are you have considered or are currently taking a sports nutrition product. However, there are a variety of

sports nutrition products out there: sports drinks, protein powders, energy enhancers,

etc. But how many of these contain safe and clean ingredients? How many are (literally) sugar coated? What is the real nutritional value of the product? What if you are vegan or vegetarian? What can you take?

Well I'd like to offer some insight and invite you to a lecture by two-time **Canadian 50km Ultra Marathon Champion, Brendan Brazier**.

On Sunday, April 3rd at 1 pm Brendan will be at Wheatsville to do a community lecture. Oh, did I mention Brendan is also vegan?

Owners, non-owners, vegans, vegetarians, raw foodists, and omnivores are all invited. I can guarantee you that no matter what your diet preference is you will take something from this lecture that you can apply to your diet or training.

There will also be time to ask Brendan any questions you may have about training and nutrition.

Brendan is also the formulator of the popular and award-winning **Vega products**, which you can find in Wheatsville's friendly Health aisles. If you aren't familiar with Vega, let me give you a brief rundown:

**Vega Whole Food Optimizer** is a synergistic collection of Brendan's favorite plant-based superfoods. High in fiber, protein and essential fatty acids, Vega is naturally filling and satisfying, helping to reduce appetite and cravings. Each serving of supplies: 26g of broad spectrum protein, 6g of essential fatty acids, 17g of quality carbohydrates,



## We Have What You Need for Passover by Niki Nash, Merchandising Manager Passover 2011: April 19th-26th

For the first time in Wheatsville history we are happy to be able to offer a varied selection of foods that are **Kosher for Passover**. Last

year there was a high demand for Passover staples but we had limited ability through our distributors to provide much. This year, however, our main distributor has partnered with the National Co-op Grocer's Association (NCGA) to provide plenty of options for co-ops across the country.

Starting in early April, we will have traditional necessities such as **Matzo Crackers**, **Gefilte Fish** and **Sparkling Grape Juice**, quick-and-easy meal options like **pasta noodles and sauce**, as well as treats like **cake mixes**, **chocolate dipped macaroons** and **Fox's Chocolate Syrup**. All of these items will be on a specially cleaned endcap, that's been covered in white paper.

Also for your Seder plate: the Produce Department will be offering fresh **horseradish** and the Meat Department will have **lamb shanks**.

Being our first effort, please let us know if we missed one of your favorites or if you have suggestions for next year. Just fill out a suggestion form at the Hospitality Desk or send me an email directly [niki\(at\)wheatsville.com](mailto:niki(at)wheatsville.com)

Special thanks to Deli Counter Clerk **Marla Fox** and Wheatsville Baker **Mindy Dolnick** for information and inspiration!

### Delectable Dumplings

from Rayzel Yaish, Bergenfield, NJ  
<http://manischewitz.com>

#### The Sauce

2 large onions  
4 carrots  
2 red peppers  
2 tomatoes  
1 cup fresh mushrooms  
1/3 cup oil  
1 (6 oz) can tomato paste  
1 tablespoon sugar  
1 cup water

#### The Dumplings

1 1/2 cup Manischewitz Matzo Meal  
2 eggs  
1 teaspoon salt  
1/3 cup water  
6 tablespoons oil

Preparation: Peel onions and carrots, and chop all vegetables, sauté vegetables and add tomato paste and sugar. Add the cup of water to the veggies, cover and cook until veggies are soft and mixture is simmering.

In a bowl mix the matzo meal, eggs, salt water and oil, and form into walnut sized balls, drop into the veggie mixture and cook for 15-20 minutes. Serve as an appetizer or side dish at any Passover meal.



15g of fiber, a full serving of high CGF chlorella, a full serving of organic gelatinized maca, dairy-free probiotics, digestive enzymes, and 100% recommended daily intake of vitamins & minerals. Vega Whole Food Optimizer is available in wholesome and delicious **Natural, Berry, Vanilla Chai and Chocolate** flavors

**Vega Sport Performance Optimizer** provides a complete array of key performance enhancing benefits including:

Immediate and sustaining energy, increased endurance (aerobic and anaerobic capacity), enhanced mental focus and motor performance, reduced stress and enhanced immune system function, replenishes electrolytes lost during exercise, reduces inflammation, joint and muscle pain, improved body composition and reduced body fat, supports healthy weight management. Vega Sport Performance Optimizer is available in **lemon-lime** and **acai-berry** flavors.

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Vega is clean and green, containing no animal products, corn, dairy, egg, fillers, gluten, soy, sugar, wheat or yeast. Absolutely no artificial colors, flavors, preservatives or sweeteners and GMO and pesticide-free.

For more information check out [myvega.com](http://myvega.com) or stop by the Health aisle! I hope to see you April 3rd! Save the date!



### Sweet Potato Kugel (serves 12)

From Vegetarian Resource Group  
Passover Seder Ideas

<http://www.vrg.org/recipes/passover.htm>

6 small sweet potatoes, peeled and grated  
3 apples, peeled and grated  
1 cup raisins  
1 cup matzo meal  
2 tsp cinnamon  
1 cup walnuts, chopped (optional)  
1 cup fruit juice or water

Mix ingredients together. Press into baking dish and bake 45 minutes at 375°F, until crisp on top.



## Sowing the Seeds of Sustainability

by Carla Vargas-Frank, Bulk Herbs Lead



After days of snow and freezing weather, planting season is finally in full swing and Wheatsville shares your excitement! For that reason, we are delighted to introduce **Seed Savers Exchange** as our new seed distributor! Seed Savers is non-profit and offers over 600 varieties of heirloom vegetable, herb, and flower seeds - many of which are also certified organic.



By now you're probably more or less aware of the benefits of "organic" but what about "heirloom"? In fact, why plant heirloom seeds over conventional at all? Well, just like the name implies, heirloom seeds are varieties that have been passed down for generations. Planting heirlooms help to preserve species of plants that might be described as, "the classics," varieties generally accepted to be at least fifty years old. They are open pollinated, which essentially means, "the good ol' fashion way," by means of birds, bees, wind or other natural mechanisms (unlike hybrids which can use artificial methods of pollination). As a result of genetic engineering, plants grown from hybrid seeds are often sterile. On the contrary, seeds from your heirloom crops can be saved for growing seasons to come, and will grow true to type year after year! Seed saving is a great method that encourages biodiversity and sustainability within your own garden!

At Wheatsville, we also understand the unique weather and soil conditions that Central Texas dwellers must consider when planning their gardens. That's why all of our Seed Savers varieties have been carefully chosen based on their durability to temperature, drought, and other environmental factors that can make Central Texas a tricky place to

plant. We also have tried to largely carry seeds that are currently in season. If you don't see your favorite tomato or pepper today, check again in a couple months and you may notice that the varieties of seeds will grow accordingly to what is typically in season throughout the year.

When it comes right down to it, heirlooms come in more in unusual shapes, sizes, and colors, due to their genetic diversity - and who doesn't want a white eggplant, candy striped beet, or tie-dyed tomato to add some color to the garden? We're proud to now offer Seed Savers Exchange in our co-op and we hope you and yours will enjoy all of the benefits that their fantastic heirloom seeds have to offer! Happy planting!

\*For more information on **Seed Savers Exchange** and heirloom plants, visit <http://www.seedsavers.org>

## Staff Top Ten Picks

by Nancy Bender, Baker



**1. Katz Harrar Bulk Organic Fair Trade Coffee**  
A smooth, tasty dark roast bean

**2. The Hearty Vegan Organic Tempeh**  
Excellent, local choice for tempeh (fermented soybeans!)



**3. Le Grand Noir Cabernet - Shiraz**  
Spicy with black currant overtones, red wine at a reasonable price!



**4. Griffin Body Lotions**  
Yes to the lemon verbena, others also available in bulk.



**5. Highland Labs InFlamEze**  
A seven herb relief for inflammation, I heart this remedy!



**6. Thunderbird Energetica Cherry Walnut Crunch Bar**  
This local, vegan and raw energy bar is awesome!



**7. Organic Tamari Almonds in Bulk**  
A great snack, full of protein.



**8. Organic Ambrosia Apples**  
A sweet taste sensation in your mouth with every bite!



**9. Castor & Pollux Good Buddy Mac & Cheese Dog Biscuits**  
Buy a box and they donate one meal to shelter animals - and my dogs love 'em.

**10. Breakfast Tacos from our Deli**  
I like the egg, cheese and vegan sausage...yum!

## Who Bears the Risk of Feeding Us?

by Randy Jewart, Resolution Gardens



By the time you are reading this the 20 degree temperatures will be long behind us and the inch of snow will have melted, but local farmers will still be recovering from tens of thousands of dollars in damages.

In his book *Inquiries Into the Nature of Slow Money*, Woody Tasch points out the

short-comings of our current focus on conscious consumption. Sure, we're helping local businesses (farmers) when we buy local at Wheatsville or the farmers market. But as a community, how are we securing a local food system? Tasch is leading a national movement to begin to create legal structures that would allow each of us to invest in the local food system - which will place us in a little bit of financial risk, but alleviate some of the amazing risk that farmers take in order to feed us.

My garden and the clients of Resolution Gardens aren't faring that well this morning either, but we understand what committing to local food means at a deep level and we'll start again. We'll continue to advocate for Slow Money.

"Participate in food production to the extent that you can. If you have a yard or even just a porch box or a pot in a sunny window, grow something to eat in it. Only by growing some food for yourself can you become acquainted with the beautiful energy cycle that revolves from soil to seed to flower to fruit to food to offal to decay, and around again. You will be fully responsible for any food that you grow for yourself, and you will know all about it. You will appreciate it fully, having known it all its life." From *The Pleasures of Eating*, by Wendell Berry (1989)

[www.slowmoneyalliance.org](http://www.slowmoneyalliance.org)  
[www.slowmoneytexas.org](http://www.slowmoneytexas.org)  
[www.resolutiongardens.com](http://www.resolutiongardens.com)



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*Congratulations from Karen Lee of Texas Olive Ranch, Carrizo Springs,*

We started selling to Wheatsville in 2009 and our favorite thing about Wheatsville is that it's SO Austin! Wheatsville now carries:

- Texas Olive Ranch Extra Virgin Olive Oil,
- Texas Olive Ranch Flavor Infused Olive Oils: Roasted Garlic, Sweet Basil, Mesquite, Orange, Lemon, and Rattlesnake Cracked Pepper & Chipotle
- Texas Olive Ranch Flavor Infused Balsamic Vinegars: Orange Infused White Balsamic, Blackberry Infused White Balsamic, Figalicious Fig Infused Balsamic, Pomegranate Infused Balsamic



A lot of people use our extra virgin olive oil on their skin. It is loaded with antioxidants, anti-inflammatories, and makes a great skin conditioner.

During the summer of 2009, Jim Henry and I went to Davis California for the Beyond Extra Virgin Olive Oil Conference, an international symposium of scholars and chefs. For the chef sessions, we hopped over to St Helena to the Culinary Institute of America, where olive oil mavens from around the world demonstrated their favorite dishes featuring olive oil. Curiously, to me, most of them showcased a variation of beans with some kind of leafy green and tomatoes. The idea was that olive oil was something that so permeated traditional Mediterranean cultures, that even the campesinos working in the fields were dressing their simple noonday meals with olive oil. I came back to the ranch and experimented, drawing on my own cultural traditions from the Tex Mex border. Here's my favorite take on beans:

**Smokin' Beans in 3 Colors**

- 1 cup white cannelloni beans
- 1 cup red beans
- 1 cup black beans

Rinse separately and cover with 2 inches of water, allow to soak overnight. Following instructions for each type, cook to tenderness in separate pots. Drain and combine in one attractive pot. I like to put them in a beautiful ceramic pot, such as the ones made by Eric Johnson or LeBeth Lammers, both of whom are excellent ceramic artists from around here.

You can use one kind of bean instead of 3, or 12 kinds if you are an overachiever. If you can't stand the idea of cooking beans, you can even use canned, but rinse off all the slimy stuff and reheat them in clear water.

Add:

- coarsely chopped fresh cilantro, the whole bunch
- the most delicious tomatoes you can get your hands on, heirlooms or homegrown are good. Chunk them into bite size pieces.
- juice of 1-2 lemons or limes, to taste
- 4 oz Texas Olive Ranch Mesquite Olive Oil (1/2 bottle)
- kosher salt or sea salt
- freshly ground pepper to taste

Toss these all together and serve quickly before the tomatoes start to fade. Add chiles at will.



*Birthday Greetings from Awad Abdelgadir & Linda Boxberger of Nile Valley Herbs*

We've been selling bulk organic hibiscus mint tea, pure hibiscus 24 teabag boxes, hibiscus mint 24 teabag boxes, family size hibiscus mint boxes to Wheatsville since 1994—17 years. We love the locally grown produce, locally raised animal products, sustainably harvested fish at Wheatsville. We trust that the staff researches the products carried. The deli's cranberry sauce is the best ever. And we always have a shout-out for South Austin People soap! (also sold at Wheatsville)

A reminder – hibiscus or hibiscus mint tea, sweetened or unsweetened, is great with a little fresh ginger



juice mixed in. The latest *Conscious Living Guide* newsletter suggested putting hibiscus in bath water.

*Happy Birthday from Chef Alana of Nacho Mom's Vegan Queso*

In August 2010, Wheatsville was the first store to put **Nacho Mom's Ultimate Vegan Queso** on the shelf. Four months later we were in nationwide stores but that boost of confidence from Wheatsville opening the door of opportunity put the fire under me that led to our success. Had they said no, I may have given up the dream early. Since August we've gotten kudos and rave

reviews in places from TV to the *Statesman* to national magazines and we are about to launch our third product! Now I am told we are one of the fastest growing food businesses in the nation. Wheatsville helps local vendors open doors to dreams.

My favorite thing about Wheatsville is that it is one-of-a-kind. Wheatsville brings in products you might not find elsewhere and everyone who works there is well-informed about the products, how they taste, and they are friendly enough to want to share their knowledge with you. It is pure Austin "good energy" whenever I am there.

Wheatsville does have its own vegan queso in the deli as well with whom we are happy to share center stage. It was actually the first vegan queso. We may be fat-free, shelf-stable, have different spices, & hang out in the chip aisle by the salsas, but we aren't the original & even this vegan queso company gives Wheatsville's fresh queso in the deli two thumbs up!

Now Wheatsville stocks Nacho Mom's Ultimate Vegan Queso and Nacho Mom's Fire Roasted Queso. Both products are wicked-good, vegan, 100% fat-free, only 10 calories a serving (160 calories in the WHOLE jar!), lactose-free, cholesterol-free, all-natural, and our Fire Roasted is gluten-free as well making it 100% allergen-free. AND both have zero Weight Watchers points! Yet you'll SWEAR it's real cheese queso, without the fake processed cheese sticking to your tongue! No one can believe this isn't a bowl of creamy melted cheese and Rotel when we do sample events.

It's extremely versatile for anything you want cheesy and spicy yet healthy. You can mix with pasta for instant mac and cheese (with a kick), that's fat-free and low calorie, you can stuff a burrito or enchiladas, mix with grits or amazing fat-free cheese grits, make nachos or a seven layer dip, top broccoli or baked potatoes, dip fries, top a bowl of chili, a chili (veggie) dog, a veggie burger, make Frito Pie, or grilled cheese ...and of course the old stand-by: heat and eat with tortilla chips. Our vegan quesos are nice and thick yet creamy enough to dip so you have a world of possibilities. Find more ideas at [www.veganqueso.com](http://www.veganqueso.com). Here's a great recipe using our queso.

**Vegan Tex Mex Twice Baked Spuds:**

- 1 (10- to 12-ounce) Russet potato
- 1 tablespoon vegan sour cream
- 1/2 cup canned vegetarian refried pinto beans, warm
- Salt to taste
- 1/4 teaspoon ground cumin (optional)
- 3 tablespoons Nacho Mom's Ultimate Vegan Queso
- pico de gallo or chopped tomatoes, to taste (optional)
- 1 green onion, thinly sliced



Preheat oven to 400°F. Prick potato all over with a fork and arrange on a baking sheet. Bake until just tender, about 1 hour; set aside until cool enough to handle. Meanwhile, preheat broiler.

Cut open potato and scoop about 1/2 cup of the cooked flesh into a medium bowl. Add vegan sour cream, beans, salt and cumin and mash with a fork to combine. Use bean mixture to refill potato, then top with Nacho Mom's Ultimate Vegan Queso and return to baking sheet or place in a small baking dish. Broil until queso is melted, about 2 minutes. Top with pico or tomatoes, if desired, and green onions and serve. (you can also top with more vegan sour cream and/or fake bacon bits)



*Hi from Munchees Lunchbox Spelt Bakery!*

Thanks for including us! Happy Birthday, Wheatsville! We have been with Wheatsville two years in March! It is very exciting. It is also Zach's (owner, baker) birthday on March 16th! We love

Wheatsville's support of small, local businesses. We also love everything we have ever tried from the bakery. Of course, we rarely pass up the hot bar, always consistently awesome!

Zach makes **spelt brownies (which come in 3 flavors-Plain, Mexican and Espresso), banana bread, pumpkin bread** (both with chocolate chips) and many flavors of **scones**.

One of Zach's favorite ways to use his brownies is to make a brownie sundae. We love to use the Luna and Larry's Coconut Bliss coconut milk ice cream (available in several











## New Goodies in Bodycare

by Kim Jehan-Barrow, Bodycare Buyer

### Joy Ride Natural Lubricants

The story goes that two cousins sat down in Austin and shared a bottle of wine. The conversation twisted and turned through sex, love, body products and ended up at lube—that evening Joy

Ride was born!

Joy Ride is an Austin-based, woman owned business: cousins Holly and Elizabeth work together to create natural lubricants with a commitment to high quality and natural ingredients. These gels are water-based, latex compatible, and use only natural preservatives. They are free of parabens, DEA, petroleum, and gluten and are cruelty free.

Wheatsville is now carrying two varieties: **ICE 3** will arouse, tingle, and excite with cooling peppermint oil, and **HOTROD** heats things up with cinnamon and just a dab of cayenne. Wheatsville is excited to be supporting yet another small, woman owned business!



### Elle Naturals

Elizabeth Slyman of Elle Naturals in Austin has brought us some new and delicious lip balms. We are currently carrying 4 varieties including: **Coffee Butter in French Vanilla** (my favorite!) **Coffee Butter Vanilla Latte**, **Green Tea Butter with Peppermint** and **Shea Butter Natural unscented**. They will retail at a very affordable \$2.89 each!

Pick one up today and let us know what you think!

### Endangered Wildlife Lipbalms

Organic lip therapy for a worthy cause! Endangered Wildlife Lip Balm's mission is to protect endangered species and their habitat through the promotion of eco-conscious, organic body care products. These balms are certified USDA organic, petroleum, preservative, gluten and cruelty free and come in 6 flavors: **peppermint, lavender-orange, spearmint, orange, vanilla** and **lemon-lime**. To sweeten the deal they also contribute 25% of their profits to their chosen beneficiary which is the Center for Biological Diversity. For more information about the CBD visit [www.biologicaldiversity.org](http://www.biologicaldiversity.org). So stop by and pick up a couple of tubes and support these very important businesses and their causes!



## Staff Spotlight—Clark McKay

by Beth Caudill, HR



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

**CM:** I started in the Fall of 2009 just after the Renovation. Since then I've been a Deli Clerk, Cheesemonger, Cashier, and a member of the Communications Team. I proudly hold the position of Deli Shift Lead in our friendly little deli.

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

**CM:** Originally, I am from Westbrook, Maine. I moved to Fort Worth in my freshman year of high school and to Austin 3 years ago.

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

**CM:** Iced Coffee Toddy! It's so smooth and it's my secret to making a popcorn tofu po-boy in under 3 minutes.

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

**CM:** Nothing beats finding a secret spot on the Greenbelt and spending every free moment of summer there, but beware of rope swings.

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

**CM:** I like to vacuum in heels.

**BC: Fill in the blanks:**

**CM:** I've always wanted to snap like Pat Benatar and if I had it my way, love would not be a battle field.

### Staff Appreciation Party Photos

continued from page 3

photos by Bob Kinney  
Thanks Bob!



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## Let's play some SAWFBOWL!

by Beth Beutel, Hospitality Clerk



You might think that Wheatsville staff is just excited about Wheatsville's 35th birthday, but we've got more than milestones to get us pumped up around here. Spring has sprung and that means it's time for some softball!

Three seasons ago, Wheatsville joined the most awesome softball league in Austin: the **Alternative Softball League**.



The ASL includes a lot of iconic Austin businesses, obscured by their ludicrous names, and split into two divisions in semi-geographical manner.

In the South Division, we have **Black Star Co-op Bootleggers**; **Emo's Lounge Vampire Bats**, including Wheatsville's team founder turned bouncer and softball traitor, **Mike Crissey**; the **Nihilist F%\$#@\*g Eagles of New**

**Brohemia from The Liberty**; and ironic-name-free **Waterloo Records**.

In the North Division, we have **The Austin Chronicle**, **BookPeople's Filthy Animals**, **South by Southwest Swingin' Narwhals**, and our very own, **Wheatsville Co-op Virgins of Guadalupe**.

The Virgins of Guadalupe, and please pronounce it correctly, that's "guad-a-loop", got our name from a rowdy brainstorming session during a time when Wheatsville was filled with the Guadalupe Ibiza District's marketing signs depicting none other than the Virgin of Guadalupe. For our logo, we tapped the best artist we knew for making irreverent and simple designs: **Bulk Buyer, Riley Luce**.

On the team itself you will find players from all departments and levels of Wheatsville, including our captain, **Jimmy Evans**, along with fellow Floor Managers, **Marisa Newell**, 2nd base; and **Matt Washburn**, right fielder, and joining for her first season, **Jennie Andropolous**. From Grocery we have field manager and pitcher, **Trae Brenham**, and fast-talker and utility player, **Bruce Cloud**. Joining for their first season, we have **Eric Moya** from the deli's dish pit, **Jonathan Zamora** from our bulk department, **Cody Atkins** the Health Team Supervisor, and **Oscar Patino** from the Front End.

Representing the Produce department we have **Greg Hull**, **Mike "Professor" Conti**, **Ralph Hernandez**, produce buyer, and the newest manager on the block, **Adam**



photos by Bob Kinney

**King**. Also from the management team, **Bill Bickford**, Operations Manager, will be joining the ranks of the outfielders.

Returning after a season of see-bat-ical is **Miranda Robinson**. Greeting the opposing players as they step up to bat will be me, **Beth Beutel**, from the Hospitality Desk. Staff people can be added to

the team roster at any point during the season, so there may be more to come.

If you want to keep up with the softball team, you can become a Virgins of Guadalupe fan on facebook, or you can go to the Alternative Softball League website to see a schedule of games, or get info about the league here: <http://altsoftball.com/>

When you're in the store, look for us in our purple and gold Virgins t-shirts on game days. If you need a place to drink a canned beer (we suggest **Mama's Lil Yella Pils**) and get rowdy, come watch us play down at Krieg Fields.

## Guess What!!

★ **We have staff anniversaries**

**Ralf Hernandez 11 years as of 3/22**  
(produce buyer) ★

**Dana Tomlin 8 years as of 3/04**  
(deli manager)

**Thor Armbruster 5 years as of 4/10**  
(bagger) ★

**Laurie Power 5 years as of 4/18** (cook)

**Gabriel Gallegos 4 years as of 3/05**  
(membership coordinator) ★

**Chad Peters 4 years as of 3/14** (cook)

**Mike Conti 4 years as of 3/19**  
(produce clerk)

**J Martinez 4 years as of 3/22**  
(front end manager) ★

**Cassie Mulder 3 years as of 3/04** (cashier)

**Bruce Cloud 3 years as of 3/19** ★  
(grocery clerk)

**Beth Beutel 3 years as of 3/27**  
(hospitality clerk)

★ **Traé Branham 3 years as of 4/02**  
(grocery clerk)

**Mariah Barrett 3 years as of 4/14**  
(deli counter manager)

**Adrienne Beall 2 years as of 4/29**  
(grocery buyer) ★

**Samantha Sladish 2 years as of 4/20**  
(cook) ★

**Robert Kreuzburg 2 years as of 4/23**  
(deli clerk, produce clerk)

★ **Riley Luce 2 years as of 4/30**  
(bulk buyer)

**Erica Rose Dunford 1 year as of 3/03**  
(health team clerk, cashier) ★

**Dustin Chesnutt 1 year as of 3/25**  
(grocery clerk)

★ **James Trevino 1 year as of 3/31** (deli clerk)

**Ashley Asmus 1 year as of 4/08** (cashier)

★ **Jimmy Dawson 1 year as of 4/14**  
(floor manager) ★

**Cody Murray 1 year as of 4/21** (cook)



continued on page 14

## What does Wheatsville mean to you?

**Theron Beaudreau:** Wheatsville is a guiding light in the community... an example of community owned and operated business that is both successful and ethical. Wheatsville embodies cooperative economics and is poised to engender a whole new wave of cooperative development, both in Austin, Texas and even the nation!



It's a place where people commune. It's about way more than just groceries. It's about community values and valuing community. It's a "by the bootstraps" economic model that works. Wheatsville is poisoning itself to be a hub for the community. Ethical, responsible, healthy, inclusive, stable growth.

**Reyna Bishop:** The hope and promise that more business can adopt (and be highly successful) a model in which

- The customer's values and needs are THE major focus
- The environment and community are protected and supported
- Products are well-researched and as sustainable as possible, and

- Staff are respected, treated fairly, and paid a livable wage

### Kitten Holloway:

Wheatsville the Coop and Board work – an opportunity to contribute to positive change in our community by learning how to influence the growth of a coop economy; an opportunity to contribute to the governance of an organization whose values I strongly support; an opportunity to interact with and learn from a diverse group of like-minded and dedicated individuals who are committed to Wheatsville and the Co-op principles and values.

Wheatsville the Grocery Store and more – an environment and institution: which I trust to provide safe and quality products, especially food; that makes me feel good about purchasing products that are supporting local growers and enterprises that treat their laborers humanely; and whose employees understand that we are all Owners and who exude a caring attitude towards every customer that enters the store.

### Mark Wochner:

I see Wheatsville as an example of a successful, strong food co-op. Its priorities are in the right place. It follows through on cooperative principles and focuses on supporting local businesses, the community, and other co-ops. It also focuses on educating its Owners and directors—



I just recently completed the 2011 Board orientation and the Cooperative Board Leadership Development 101 training course so I'm living proof of that!

### What were the highlights from our orientation discussion?

**Theron Beaudreau:** Orientation was great! A good show of how the board has progressed over the past year and how we are working and speaking with one voice to guide Wheatsville with continually improving excellence in governance.

**Reyna Bishop:** It was particularly helpful to discuss the concept that being a co-op does not mean that we are a non-profit. Given the Ends laid out by the board, Wheatsville's charitable contributions and community involvement, and perhaps a less-learned understanding of what a coop really is, one might gravitate to the familiarity of the non-profit structure, but Wheatsville is in business to make a profit.

The distinction is what happens to those profits. When Wheatsville makes a profit, its members, the community, and the organization itself benefits in a variety of ways.



### Kitten Holloway:

(1) The Board continues to focus and improve on our practice of policy governance, (2) The work accomplished on our policies in 2010 enabled us to enact improved policy monitoring and therefore improve our governance, (3) Discussion about our new Ends Policies and the Board's effort to monitor them.



**Mark Wochner:** During the orientation session I was particularly impressed with the Board's focus on setting goals and addressing areas where we'd like to improve over the next year.

I think that after going over the financials with Dan Gillotte, Wheatsville Owners

will be very pleased to know that things are going great for us!

### What are you personally excited about with regard to Wheatsville/your experience on the board in the coming year?

**Doug Addison:** I am really looking forward to my second year on the board! It is really true that the first year you are just learning and in the second year you have the knowledge to really DO. Knowing that Secretary Lee Blaney will be leaving us before this year is out, I appreciate that the board anticipates this transition, and I look forward to shadowing him in anticipation of assuming the office of Secretary later this year. I was also intrigued by our discussion about the distinction between co-ops and non-profits, and look forward to helping others better understand our structure as a business organization. I look forward to work this year on linkage between Owners, our board, and our Ends (desired outcomes)!



**Theron Beaudreau:** I'm mostly excited for our work on the Co-op Think Tank and all its potential for cultivating a strong co-operative movement here in Central Texas and beyond. I'm excited that Wheatsville is on a path of great success in the new store and the continuation of that through further expansion in the not too distant future. I'm excited that we have attracted the attention of the national co-operative community and we carry the torch of the recipe that has led us to such strong success throughout the nation. The rest of the country is literally buzzing about our humble little co-op standing strong in an ocean of heavy competition! We didn't get here by accident either! And, even better... we're not even close to done trying to improve!

In the end, I'm excited to pass this role on to someone else knowing that the maturity and quality of work product produced by our amazing board will only continue to increase. It's an amazing year to be on the board and it will be sad to say goodbye. And yet, at the same time, I'm excited because I know the little that I've been able to contribute in the past few years will continue to aid the co-op in its quest toward fulfilling the lofty ends!

*(Theron will be pursuing his dream of working in the permaculture realm, taking an internship in Australia this coming fall.)*

**Kitten Holloway:** I am excited about:

- The growth of Wheatsville as we plan for additional stores and expose new areas of the community to our ideals in addition to our products, and the board's role in expansion planning.
- Wheatsville's role and/or the role of the board in the 'Think Tank'.
- The strategic learning discussion on diversity and how we scope, define, and pursue it.
- A continued focus on director understanding our financial reports.
- Examining the needs and complexity of board issues in the context of policy governance as Wheatsville Coop 'the company' grows in complexity.

### International Cooperative Alliance: Principles for Coops

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

*Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.*





**Mark Wochner:** We hope to be focusing a great deal of attention on working towards a second location in the next year, which is something that I'm very excited about!

**Kate Vickery:** When I joined the board a year and a half ago, I told the story of how my par-

ents had met, married, and been Wheatsville Owners over 30 years ago. It felt very "full circle" to become a part of Wheatsville. I find myself telling the story of my parents less often now, because Wheatsville has become my community independent of my family's history with the store. As an Owner and a Board Member, I feel connected not only to the rest of the Wheatsville community, but also to the wider community of co-op people in the state and country. Co-op people, I've found, are passionate, thoughtful, and practical about social change through community-driven initiatives. These are my kind of folks, and in the coming year, I am looking forward to working more closely with our Austin cooperators in an initiative we're calling the "Co-op Think Tank," which is a forum for co-op staff, board members, and anyone interested in the movement. The Think Tank is still in its infant stages, but already we're seeing collaboration and creativity coming from our discussions and hope to help make the co-op movement a permanent fixture in Austin, and someday, Texan culture.

I feel particularly strongly about the co-op movement at this moment in time because the balance of economic-well-being is so out of whack. In the midst of a recession that has left millions of people unemployed, underemployed, and scrambling to re-gain their economic foothold, I remain convinced that were more of our businesses co-ops, fewer people would be suffering. Traditionally organized businesses (think LLC's), managed by absentee shareholders are actually legally bound to make decisions that put profits above all other interests, such as the environment, or the community in which the business operates. See this great clip from "The Corporation" to learn more about this:

<http://www.youtube.com/watch?v=wkygXc9IM5U>. Co-ops, on the other hand, are bound to their Owners, each of whom get one vote and a voice in the business. The bottom line at Wheatsville, for example, is expressed in our Ends policies: "Wheatsville will be at the forefront of a transformed society that has: a thriving community centered on hospitality, kindness, and generosity; a robust cooperative economy; easy access to sustainable, healthy food solutions." While being a profitable, successful business is the vehicle for achieving those ends, our business operates for benefit and on behalf of our invested Owners.

I believe, as does my co-op, that being kind to each other is what transforms society. Wheatsville is my

community and that community is connected to a global movement for economic reform, environmental justice, and social change. In the coming year, I'm looking forward to expanding these ideals further into the Austin community through our work on the Board (more Wheatsville's in Austin!) and through the Co-op Think Tank (facilitating learning about co-ops in Austin). Here's to a great 2011!

**Lee Blaney:** What does Wheatsville mean to me?

I find that my response to this question is always changing. Upon first moving to Austin, Wheatsville was a simply source of alternative food options. Over the years, I found that the friendliness of the Wheatsville staff and positive atmosphere of the store made shopping at Wheatsville a delightful experience rather than a time-consuming chore. As I transitioned into my role on the Board of Directors, Wheatsville's meaning to me and my life has again shifted.

Nowadays, I mainly identify with Wheatsville, for better or worse, through the work we do as a Board of Directors. There are not many times in life, when one eagerly anticipates three hour meetings – I do. It is hard to get excited about 45 minute conversations over word choice – I do. People do not usually eat half a bag of cookies in one sitting – I do (sorry!). The work we do at Wheatsville is fun. The people that we interact with, namely, staff, other Board members, and management, are amazing. And, the food is good! I think this trifecta – fun work, great people, and delicious food – set the stage for what Wheatsville means to me (while overlapping nicely with our Ends policies).

Ultimately, Wheatsville is one of my role models. Wheatsville prioritizes sustainable choices, an open and democratic structure, alternative methods of doing business, and the power of friendliness. As someone who is about to transition into my professional career, these values and principles are priority items for my professional career. Without going into massive amounts of detail, these four pillars symbolize certain aspects of my research and teaching philosophies:

The open and democratic structure of Wheatsville relates to my view of laboratory research. I want to incorporate graduate and undergraduate students in my research group. I want to actively recruit underrepresented populations. And, I want to have those students form a cohesive group to successfully run our lab.

The value of peer-to-peer and collaboration-based learning models are starting to be recorded; this is generating a lot of changes to early university course structure. My teaching style makes use of a lot of these same ideas, and I continually look to Wheatsville and the Wheatsville BOD for inspiration.

In higher education a friendly voice can make all of the difference. I truly believe that every student has the potential to succeed, and that they just need the right instigation. That instigation always comes from a friendly voice. At Wheatsville, we value friendliness because it keeps customers coming back; in my field, I value friendliness because it motivates students to succeed.

That was somewhat tangential, but I wanted to show that Wheatsville has definitely contributed to my research and teaching philosophies. In my application materials, I speak about my experience on the Wheatsville BOD and how that experience has helped me to develop my research and teaching philosophies. At a recent interview, the search committee was very interested in what we do at Wheatsville – hence, Wheatsville may help me get a job! Amazing!!!

#### Highlights from Orientation

The stand-out point of the orientation session to me is the excitement of this Board to continue to evolve. After participating in CCMA and CBL 101, it was clear to me that our Board has a lot of energy and a relatively clear mission. As a contrast, consider one group of women I spoke to at CCMA – they told me that they actively campaigned (as Board members) against a Board candidate. Whoa!

As we continue to increase our work output and the complexity of the issues that we engage, we can expect to see more disagreement among Board members. I think that as long as we maintain our positive outlook, this Board will continue to succeed.

I noted several different themes throughout the orientation session. For me, the highlights were:

There seems to be a desire for the Board to set the Strategic Learning agenda for the annual calendar. On a macro-level this seems plausible and should align with the Board's goals for the year.

We still have some work to do to understand the financial statements, pick out important trends, and understand where money flows to/from. I think that as we get the awesome opportunity to look through financials four times per year, we can try to incorporate some of these learning opportunities into our discussion of the financials.

What role is the Board going to play in the expansion project? This is the BIG one.

I think Owners need to know that this Board is excited to get to work. Coming off of the excitement of our successful renovation project and gearing up for the next expansion project is going to be our major concern for the next few years. We need to tell the Owners what the Board's role in the expansion project is going to be.

One final thought: our owners know that Wheatsville is the bomb, but do they know that Wheatsville is



the bomb all across the country? Do they know that our Board President is the shizz? How can we excite Owners about our Board? This can transform into a recruitment tool.

#### Personal Excitement

As always, I excited about nerdy things. I'm looking forward to increasing documentation of our internal processes, and building/employing new tools to facilitate our job. I'm also pretty pumped about the resurgence of the Policy Committee. As I will be leaving in July/August, I need to pack a lot of work into the rest of my time on the Board. Let's do it!!!

## Co-op Think Tank Update

Our first co-op think tank meeting of the year marked the opportunity for another great discussion. We read a piece called "The World We Want," a keynote address delivered at a 2008 co-op conference by David Korten (notable for his roles in creating the Business Alliance for Local Living Economies, founding The People-Centered Development Forum, and co-chairing the New Economy Working Group). It begins:

Speaking to you as cooperative managers is for me a long-awaited privilege, as I believe your experience gives you much to teach the world. I love the theme of this conference:

*continued on page 16*





“Grow Co-op!” You recognize that it is time to make the values and principles of the cooperative movement the defining framework for economic life in the United States and the world. It means much more than simply growing the numbers and size of cooperative businesses. It means bringing forth a new economy devoted to the service of our children, families, communities and natural systems through sharing and cooperation.

The organizations you manage are the repositories of the experience and expertise needed to make it happen. This means you are positioned to make a decisive contribution to what may be the most important work of our time.

Our 15 participants included a few new guests: Mark Goehring, a recognized leader within the national cooperative movement, an NCGA visitor, and trusted advisor to the Wheatsville board; Ricardo Guerrero, a seasoned cooperative leader at both the local and national levels; Donald Jackson, a director on the board of Black Star Co-op; and Inga Larson, a long-time member of co-ops who, as a practicing psychotherapist, is interested in cooperatives as a better business model to address problems with truly making services accessible to clients in need.

As always the discussion was intelligent and inspiring. Playing off themes from the Korten reading, we shared our individual aspirations and interests in what our group might achieve. Jan Duffin, of the South Austin Food Co-op, echoed Korten’s remarks that to an extreme degree power has been concentrated with those who have money—we need to recognize our power as part of the huge number of people who all want the same things (healthy children, meaningful work, security in our old age, clean air and water, a say in decisions our government makes)—if democracy is going to work, we need to become leaders! Liam Kernell, of Tribe Creative Agency, noted that all too often workers are incredibly vulnerable and don’t have a say in their own security and stability. Furthermore, co-ops are a unique opportunity to conduct business in an ethical manner so that we can each sleep better at night. (Liam also shared the exciting news that Tribe is in the process of incorporating as a Cooperative Association under Chapter 251 the Texas Business Organization Code—congratulations TCA!)

Carlos Perez de Alejo, of Third Coast Workers for Cooperation, shared a suggestion developed by his colleague Andi Shively: the think-tank could study communities where cooperative economics operate ‘at scale’, such as Mondragon in Spain, and consider how these lessons can be brought to bear in Austin, Texas. Mondragon is a federation of worker cooperatives operating over 130 affiliated companies across multiple sectors (financial, industrial, retail, distribution, knowledge). Thinking about what is possible in Austin, the example was given of creating a co-op supply chain so that co-ops could buy from other co-ops.

I look forward to sharing more with you about our February think-tank meeting which will be held at Third Coast Workers for Cooperation in conjunction with a lecture by UT Communications Professor, George Cheney. The topic “Practical Lessons for a New Economy from the 55-year History of the Mondragon Cooperatives in Basque Country, Spain” is quite timely relative to the evolution of our cooperative think-tank, and I invite you to join us for our March 8th meeting where we will continue the conversation. Get in touch if you’d like to join us and I’ll keep you posted on our meeting time and location! (rkleee(at)wheatsville.coop)



## Wear Your Wheatsville Tee, Get the Love

by Aldia Bluewillow, editor

I have a large wardrobe of Wheatsville t-shirts. I’ve been working at Wheatsville over 27 years and I have countless staff shirts, anniversary shirts, special event shirts, etc. In fact, my first purchase at Wheatsville at the opening of the Guadalupe location in 1981, was a Wheatsville t-shirt!

I’m proud of my co-op and I wear my shirts ‘most everywhere I go. One side effect of wearing my Wheatsville staff t-shirt around town as I run errands is the love I get!

Last week alone, I went to the office supply store and the cashier said, “I love Wheatsville. It’s so fresh!” Then I stopped at the gas station and the clerk smiled and raised the Wheatsville Deli salad he was eating as a greeting.

Then on the weekend I went to the library and a person stopped me in the mystery stacks to say that he was a Wheatsville member too and how much he loved the renovation and Popcorn Tofu. When I told him I worked there he asked me what I do and I told him I edit the *Breeze*.

He told me how much he loves reading the *Breeze* and especially the Staff Top Ten picks. He also loves the “Local Co+nnnections” signs on local products around the store. He also expressed his appreciation to the friendly, helpful staff. He left me with a smile and a handshake.

You can get in on the love, too! We have 35th Anniversary T-shirts on sale for only \$10 during March.



## Congratulations to Our Newest Invested Owners 12/8/10–2/12/11 (285)

Bich Vu	Jose Gomez	Irene Garza	Aaron Weaver	Monica Allen	Natalie Hasty	Cynthia Stewart	Amanda Stevenson
Alex Fay	Kendra Lay	Jakub Felkl	Astacia Cole	Monica Sharp	Pamela Henkle	Donna Samuelson	Pamela Humphrey
Ana Loya	Laura Gadd	James Black	Ayshe Tayfun	Rachel Brady	Rachelle Webb	Elizabeth Kahle	Mackenzie Graham
Vicky Ho	Mark Nixon	James Ladas	Clinton Boyd	Randle House	Randal Housey	Elizabeth Krieg	Michael Wiegmann
Amy Golub	Mike Ewing	Jeremy Gunn	Colleen Ryan	Robert Muzik	Rebecca Onion	Floyd Henderson	Rebekah Galloway
Ana Clerc	Pam Autrey	Jill Meyers	Daniel Berra	Sara Stevens	Rene Dimetman	Howard Brothers	Sandra Patterson
Ann Clark	Paul Doyle	Jillian Cox	Daniel Zotti	Scott Thomas	Rick Allgeyer	Kara Fuhlbrugge	Terry Vanderpool
Dawn Camp	Randi Voss	Julie Hagey	Dara Prothro	Sharron Reed	Susanne Elder	Katherine Lents	Veronica Vallado
Drew Finn	Ryan Cronk	Justin Wolf	Emily Strong	Steven Sides	Susan Rodenko	Kathie McKinley	Robynne Heymans
Iain Gray	Terry Huth	Kelli Soika	Erin Mahoney	Sydney Kubes	Susan Wehling	Kathy Alexander	Anthony A Mook
Mary Venn	Alissa Hoey	Kevin Riley	Evan Dresman	Tracey Hayes	Trilby Nelson	Kelty Christman	Andrei Lubomudrov
Paul Vigo	Ann Stanley	Kyrie Kress	Gary Newcomb	Wade Rowland	Trisha Tanner	Kimball Dempsey	Casey Runnestrand
Alex Avila	Avi Bhuiyan	Lara Otoole	Gayle Anglin	Angela Irving	Will Mckinney	Lucy Brotherton	Christopher Brown
Alfred Paz	Bobbi Jones	Laura Balla	Hillie Garza	Brooks Kasson	Alissa Parsley	Marisol Legaria	Clark McKay Moore
Amy Ramsey	Brigid Shea	Laura Hayes	Huey Fischer	Carey Bresler	Allen Reichler	Marlene Fridley	Deva Raubenheimer
Ann Whitus	Chip Warren	Lauren Ames	I Jay Aarons	Casea Collins	Annette Renaud	Martine Welling	Elizabeth Guthrie
Bean Eells	Chloe Colby	Lisa Worley	Jack Sanford	Cat Alexander	Balinda Willis	Melissa Sanchez	Elizabeth Kimball
Ben Gordon	Clara Ponce	Maddy Etter	Jake Patoski	Chuck Freeman	Brigid Cockrum	Michael Abraham	Frederick Higgins
Brad Barta	Craig Platt	Mary Knight	Jason Butler	Crystal Glenn	Clark Griffith	Michael Anthony	Janelle Mcatamney
Chad Gross	Dana Zenobi	Peter Keane	Joan Blainey	Derick Miller	Cynthia S Owen	Michael Markham	Jennifer Whitcomb
Doug Ancil	Dane Halter	Sarah Jones	John N Gibbs	Emily Vorspan	David Peterson	Nettie Hartsock	Lokeilani Kaimana
Gail Joyan	Emily Young	Steve Usher	Kelly Gagnon	Hallie Brooks	Dorothy Hammel	Phillip Twining	Rachel McCullough
Gail Rothe	Eric Towler	Susan Kirby	Ling Lih Lin	Heather Addor	Dorothy Vecera	Robert McGivney	Rebecca Rosenberg
Joe Heller	Ethan Cohen	Tsouni Moss	Mark Walters	Henry Simpson	Elizabeth Goss	Sharon Hardesty	Schuyler Ferguson
John Hardy	Helen Knost	Wade Atwood	Michael Bova	Heydn Ericson	Enrique Flores	Shelby Ghiselin	Srimahitha Kaliki
				Ian Mccracken	James Rutledge	Travis Claypool	Stephen S Kirkham
				Jennifer Crow	Jennifer Crain	Virginia Ingari	Andrew Ramsammy
				Jennifer Love	Jennifer Reese	Andreia Ransdell	Vinod Gangadharan
				Jordan Dinsler	Jill Humphreys	Bethany Goldberg	Amanda Weatherford
				Joseph Seager	Kathleen Ramos	Bryan Rutherford	Dee Anne Evangelho
				Judith Bailey	Kathryn Rogers	Cassandra Brecht	Elizabeth Childers
				Julia Hackett	Katie Sobering	Catherine French	Elizabeth Hamilton
				Julia Johnson	Keith Kachtick	Cecelia Phillips	Eric Petit-McClure
				Justin Redman	Kim Gottschalk	Cecile Folkerson	Jessica Richardson
				Kellie Crouch	Kristie Benner	Christa Coulston	Katharine Kimbriel
				Kellye Cooper	Randy Mathisen	Courtney Henslee	Leighanne Swaverly
				Kristen Lanum	Tamara Voynick	Debra V Woodruff	Tammy Lynn Gilmore
				Laura Srygley	Tracie Calhoun	Elizabeth Hansen	Gayathri Marasinghe
				Lauren Cozart	Vanessa Zamora	Enecito Acedillo	Jennifer Dillahunt
				Leeann Radeka	Yvonne Becerra	Georgiane Austin	Jennifer Richardson
				Maggie Savage	Adam Ziegenhals	Hilary Whitfield	Katherine Guenther
				Manisha Swain	Adrienne Breaux	Jessica Buchanan	Sarah Ann Robertson
				Marie Cornish	Amy Chamberlain	Katie Vermillion	Gianmarco Conegliano
				Maureen Adair	Anna Arismendez	Kerry Blumenthal	Jennifer Andropoulos
				Micheal Gorse	Anthony Pekearo	Kristen Pfeiffer	Eric Nicholas Anderson
				Michelle Voss	Catherine Smith	Abbie Smith-Howe	Mary Ellen Chrzanowski
							Marguerite Suddath Ruby

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

**YES! UPDATE ME!**

Member Number \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Mail to Wheatsville Address Update, Attn. Gabriel, 3101 Guadalupe, Austin TX 78705 or drop in the box at the Member Center or email changes to [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop)



# HONK!TX

**A Festival about Music, Community, & Public Space**

by the HONK!TX Organizing Committee

"That was the greatest thing that's ever happened at Wheatsville since I've worked here."



That was at least one employee's comment after the Minor Mishap Marching Band blasted through Wheatsville, going bananas in the produce section, mixing up the nuts in bulk, and melting the frozen food in one fell swoop on Saturday, January 15th at the start of Owner Appreciation Week. We at HONK!TX brought the band in order to offer a thunderous thank you to Wheatsville Food Co-op for its generous sponsorship of HONK!TX in our 1st year.

If you haven't heard about HONK!TX, it's a grassroots, non-profit, volunteer-run festival, bringing twenty of the world's most exciting, radical street bands to play absolutely free for three days of music and celebration in our streets, parks and neighborhoods, building and supporting our communities all over Austin!

HONK! bands defy simple categorizations, drawing inspiration from a wealth of genres and traditions; including New Orleans second line brass bands, European Klezmer, Balkan and Romani music, Brazilian Afro Bloc and Frevo traditions, as well as the passion and spirit of Mardi Gras and Carnival. Bands play without built stages and without amplification, dissolving the line between the performers and the crowd.

Starting out on Friday evening March 11th, we will have multiple performance spaces at the East Side Drive-in and Cheer Up Charlie's on East 6th St. between San Marcos and Waller Streets. Taking place in the midst of SXSW Interactive (a festival sponsor) and at the center of one of Austin's growing nightlife and culture scenes, the location will be a festive site to kick off HONK!TX.

On Saturday, March 12th, we'll bring the show right to the Wheatsville neighborhood with performances at Adams Park (near 29th and Guadalupe) and surrounding businesses. Over two hundred musicians will transform the area into a zone of celebration and community through the afternoon and evening hours. Bands will play multiple sets at the various spaces, so fans will have a chance to go around and see every one of the amazing groups who are taking part.

**Sunday afternoon March 13th, we will parade from City Hall to Pan American Park** (3rd and Chicon St.) to show the whole city what were about! Once at the park, there will be a 'battle' of the bands where everyone wins.

We on the organizing committee have been working since mid-2010 to make it all a reality. With the wonderful help of our own community grocery, Wheatsville Co-op, in addition to Whole Foods Market, SXSW, and many other individuals and businesses, this has become a vast community effort that promises to bring something new and different to the town that seizes the new and the different as its most valuable asset.

For maps, specific times and other details check out <http://honktx.org>. Come as you are or dress as you've never dreamed of being. Bring the dog! Bring the kids! Bring your street dancing shoes and get ready to see Austin as you've never seen it before for three days this March 11-13th.



## Thundering Paws Animal Sanctuary

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

[www.thunderingpaws.org](http://www.thunderingpaws.org)

## Staff Top Ten Picks

by Angela Moore, Hospitality Clerk



**#1. Amy and Brian's Coconut Juice with Lime**  
Refreshing in so many ways!



**#2. Wheatsville Deli's Soups**  
Somehow they just keep getting more delicious...

**#3. Ciao Bella Coconut Sorbet**  
Decadent and simple, you'll always be glad you did.



**#4. GT's Gingerberry Kombucha**  
Ginger AND blueberry AND kombucha all in one effervescent mix.



**#5. Fakin' Bacon Smoky Tempeh Strips**  
Vegan BLTs... or TLTs if we're being PC.



**#6. Bragg's Aminos in the spray bottle**  
Just like soy sauce, but more nutritious and now in a convenient spray bottle for delightful spritzing.



**#7. Jason Vitamin E with Almond Oil**  
Only if you wanna feel like a goddess...



**#8. ToFutti Cream Cheese**  
Vegans and non-vegans agree, this stuff is yummy.



**#9. Avocados**  
I have one tattooed on the middle of my back.



**#10. Maple Mixed Nuts in bulk**  
An excellent way to satisfy that sweet tooth.



# HONK!TX

**FESTIVAL OF COMMUNITY STREET BANDS**  
non-profit | community-funded

*...thanks Wheatsville for its generous support!*



**COMING MARCH 2011!**  
**3 DAYS OF MUSIC AND CELEBRATION**

**FREE! FAMILY-FRIENDLY!**

March 11th / 12th / 13th, 2011 / Austin, TX

Find out more at [www.honktx.org](http://www.honktx.org)





## Staff Top 10 Picks

by Marla Fox, Deli Clerk

**Applewood Smoked Cheddar**  
Say hello to your new addiction

**Curry Lime Chicken Salad**  
Hands down the best salad ever!



**Hues & Brews Cups**  
Stylishly reduce your carbon footprint

**Back to Nature  
Poppy Thyme  
Crackers**

Perfect pair with goat cheese



**Strawberry Vanilla  
Hemp Granola**  
The very best way  
to start your day.



**Buddha's Brew Blueberry Kombucha**  
Get you 'buch on ,  
people!

**Newman's Own  
Peanut Butter O's  
Cookies**  
Milk...meet your new  
best friend.



**Guayaki  
Pure Heart Maté**  
Jump start your heart.



**Parmesan Garlic Potato  
Pop Chips**  
Once you pop, you can't  
stop!



**Greek Honey Yogurt**  
Sent from the gods  
themselves.

## Chickens in the City: Austin's 3rd Annual Funky Chicken Coop Tour

**April 23  
10am - 4pm**

**Funky  
Chicken  
Coop  
Tour**



On Saturday, April 23, 2011, Austin-area poultry keepers will open their backyards to the public for the third year in a row, to show off their chickens and their urban coops. The free, self-guided tour will run from 10:00 a.m. to 4:00 p.m., rain or shine. After such a huge turnout for the 2010 tour, with at least 1500 visitors, we knew we'd be having a great time with this year's tour! Chickens and other backyard livestock are growing in popularity. Besides being easy-to-care-for pets, chickens provide insect control, supply delicious fresh eggs, and help create better yards and gardens. Most chicken owners report that it's just plain fun to have them around.

Visitors to the tour sites will see how scavenged materials can be transformed into a low-cost coop or how a fashionable coop can enhance a landscape. The tour hosts will be on hand to share their experiences with chicken care, coop design, maintaining harmony among the chickens, people and other pets, and more. If you are thinking about keeping chickens in your own backyard, you'll get some great ideas. Chicken coops often integrate into larger projects, such as organic gardens, sustainability and permaculture efforts, and school activities.

All attendees are eligible to enter a free drawing to win a brand new chicken coop from our premiere sponsor Mobile Chicken Coops! The lucky winner of the drawing will receive their choice of either a mobile chicken coop, that houses 4-8 chickens, or a stationary coop for 4-5 chickens. The coop will be donated by Josh Hudgins of Mobile Chicken Coops. To be eligible to win, stop by our Information Center on the day of the tour, located at Buck Moore Feed and Pet Supply at 5237 North Lamar Blvd. The drawing will be held shortly after 4:00 pm, following the end of the tour.

Maps to the coop locations can be downloaded closer to the tour date from our website at <http://fccooptour.blogspot.com>. You can also follow us on Facebook and Twitter. Printed copies of the map will be available in limited quantities at select locations, and will also be available for free download from the website. So, make some time on Easter weekend to check out this free event.

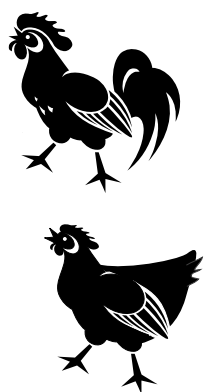
## We Wanna Adopt Your Mac



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

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

They protect critical habitat for the endangered Golden-cheeked Warbler at their 690 acre Baker Sanctuary. Their ten acre Chaetura Canyon Sanctuary is home to more than 30 nesting avian species and is world renowned for research and conservation of Chimney Swifts. TAS continues to spearhead conservation programs locally and support them abroad. They lead field trips and bird walks both at local birding hotspots and exotic get-aways. They offer an exciting array of monthly speakers, workshops, youth birding camp, the annual Birdathon, and seasonal and monthly bird counts & surveys. TAS offers classes from the basics of birding to advanced classes for the identification of sparrows, raptors, gulls, butterflies and dragonflies, and even grasses. Their outreach programs strive to educate the community about the vital connection between conservation and sustainable, healthy human habitats. Visit [www.travisaudubon.org/fieldtrips.html](http://www.travisaudubon.org/fieldtrips.html) for more details.

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It will be spring when you read this, but as I write (early February) the temperature is 20 degrees, and has not been above freezing for two days. Since I get around Austin on foot and by bicycle, and since I don't live in a climate-controlled house, such weather affects me hugely. I have been unfreezing birdbaths for flocks of thirsty birds, and walking in the cold in order to warm up. And it's time to write about spring.

The frozen conditions under which I'm writing are a rarity here in Austin. But in the northern part of the US, and everywhere in Canada, it's freezing cold and ice-covered many months every year. In April, it will still be cold in the north. By comparison, the weather here is paradisaical.



It's below zero in Montreal, home of the continent's largest solar-powered city bicycle rental system. The system is dismantled every year for the cold, windy winter. It's just above zero in St. Louis, where a new downtown bike station has just opened. It provides lockers, showers, and storage for over 100 bicycles. Icy, windy Chicago has a downtown bike station and streets lined with bike racks, Austin, Texas, with excellent bicycling weather almost every day of the year, discussed a bike station ten years ago, but never built one.

The paradox of Austin is that such a boastful city, so addicted to praising itself for both real and imaginary virtues, completely fails to appreciate its own potential as one of the great walking and bicycling cities of the world. People travel to Paris, New York, or Montreal to explore the city on foot. People don't come to Austin to walk around the streets. They come for various festivals, or to hear music or eat at restaurants. Yet Austin is in many ways a much better place to walk around than Paris, New York, or Montreal. We have much better weather, and weather is important. I would not want to be in Montreal today, or even a month from now. Austin is frozen today, but the northern US is frozen for six months a year. Yet northern cities attract more walkers and bicyclists than Austin.

The reason is simple; most northern US cities have sidewalks on all or nearly all streets. They have bike racks and bike stations. They spend money and effort on attracting and accommodating walkers, bicyclists, and people in wheelchairs. People walk even in the cold, because there are sidewalks everywhere. It's normal to walk, and people are used to walking. That's much less true in Austin, city of great walking weather.

The people with least appreciation for Austin as a walking and bicycling city seem to be business owners and politicians. These people seem obsessed with having plenty of parking spaces for cars. In fact, Austin's official policies encourage obsession with parking spaces. Policies can change, but it's a long, slow process, requiring steady pressure.

Austin is not entirely stuck in the dark ages with regard to human-powered transportation. We have a bicycle and pedestrian program. We have pedicabs. One of our seven City Council members walks or bicycles regularly for transportation, although several more council members live within easy bicycling range. One out of seven is better than usual. In general, the people who hold power in Austin are not very likely to walk or bicycle for transportation. This can change. Some council members enjoy walking or bicycling when invited by citizens to do so. Three city council positions will be up for election in early May. Don't forget to learn the candidates' professed intentions, and then vote.

There is actually a national **Walk to Work Day**, held each year on the **first Friday in April**. This odd choice gives Walk to Work day a chance of falling on April Fool's Day, as it does in 2011. So walk to work on April Fool's Day, and keep on walking.

The deadline for this *Breeze* issue coincides with a snowfall of at least two inches. Snow is a novelty here. But most of the country is buried in it. City staff, council members, and business people will often tell you that Austin's climate is unsuitable for walking and bicycling, and that therefore it's a waste of money to build sidewalks, crosswalks, bike paths, and other amenities for people on foot or on bicycles. Yet Montreal, Chicago, Minneapolis, and other very cold, windy places spend money on bicyclists and pedestrians, and reap the rewards.

Austin has one of the best climates in the country for walking and bicycling. It's very hot here in August and September (though not as hot as it is in Baghdad). But we spend very few days with the temperature below freezing all day. We don't spend months with the streets and sidewalks covered with ice. We are lucky, lucky, lucky.

Austin has ideal weather for human-powered transportation. People who tell you otherwise spend too much time in cars, and don't really know what the weather is like. The weather here is great. Such weather is wasted on people encased in cars and cut off from weather. Let's experience Austin by human power. It's richer, slower, and better that way.



**EASY STREET RECUMBENTS**  
*(comfy bikes, fast trikes, and rugged tires) encourages you to support The*

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*Austin's voice for bicyclists: [www.lobv.org](http://www.lobv.org)*

**Yes, Austin now has a bike advocacy organization! We're building on our past success and building our membership. Check us out, join up, and help the LOBV make Austin even more bike friendly! Join today at [LOBV.org](http://LOBV.org) or at Easy Street, a proud supporter**

**5555 N. Lamar Blvd. #C105 (hidden behind the hair salon)  
 11-6, Wed-Sun, 453-0438, [EasyStreetRecumbents.com](http://EasyStreetRecumbents.com)**

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