

THE WHEATSVILLE BREEZE

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

Have a Fair-Trade and Local Holiday! *by Cody Atkins, Wellness Coordinator*

This holiday season we are excited to have more fair trade and local gift options to offer you than ever before! Here are just a few of the amazing products that we will have for sale this year:



Soy Delites Candles

Candles made from clean-burning soy wax and lead-free wicks. Their popular Hill Country Christmas will fill your home with the smell of pine trees and warm spices.

Barth's Candles

Hand-dipped beeswax candles from Bastrop, TX. We have three scents to choose from: Unscented Beeswax, Frankincense and Myrrh, and Bayberry. The producers have been members of the co-op since the very beginning!



Fortuna Monsoon

A one-man operation here in Austin, TX that produces leather wallets and our very popular hip pouches. Each item is designed and individually crafted by Chris Franks.



Handmade Expressions

Local purveyors of Fair-Trade jewelry, bags, scarves, and even wrapping paper. We'll have an expanded selection of their goods to offer you this holiday season.



Andes Gifts

Representing twenty knitting cooperatives and forty family knitting groups, these fair trade alpaca wool goods will have you feeling warm and fuzzy, literally and figuratively. Their animal hats are as popular for adults as they are for kids!

Wheatville Goods

The perfect way to share your co-op love. We have a vast array of merchandise printed with the Wheatville logo. We have everything from pint glasses and growlers to hoodies and cycling caps. We source as responsibly as possible with these goods and most of them are produced and/or printed in the USA.

Our Holiday Vision

This holiday season, Wheatville Food Co-op is committed to offering you a fast, friendly and fun holiday shop. We will welcome you with a smile and aim to give you the most peaceful, stress-free shopping trip in town – including all the ingredients and pre-made foods for a vegan, allergen-friendly and/or gluten-free meal.

From complete holiday feasts made with care in our kitchen to the locally-sourced fruits, vegetables and ingredients lining our shelves, we want you to feel good about your food and the people who grow and make it. To us, holidays are about connecting with friends, neighbors and community and we are looking forward to sharing them with you!



Holiday Hours:

Tues, Dec. 24 – OPEN 7:30am-7:00pm
Wed, Dec. 25 – CLOSED Christmas Day

Tues, Dec. 31 – OPEN 7:30am-9:00pm
Wed, Jan. 1 – CLOSED New Year's Day

PATRONAGE REBATE!

Your Rebate is Now Available for Use at Either Location.

In previous years you had to come to the Hospitality Desk and have us look up and find your rebate. You then had to remember to use the rebate at the register. **Now your rebate is automatically credited to your account!** We will mail a notification to your home to let you know the amount of your rebate.

Ways you can use your Patronage Rebate at any register at either location:

- To pay for purchases
- Get as cash back
- Donate to the month's Community Action Wednesday recipient

More Patronage Rebate info on Page 2 and at www.wheatville.coop



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Community Action Wednesday



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

In October \$5,042.76 was collected for the Capital Area Food Bank.

Thank you!

The group selected for December is **the Wheatsville Community Fund.**

Wheatsville has a Community Fund in our name and we use the earnings from our fund to support local community groups. We'll do this annually and at first, while the endowment is small, the amounts donated will be small, too, but as we grow our fund, our grants will grow, too!

Wheatsville owners have a non-profit charitable giving organization that is controlled by your co-op. We focus on groups that are working toward a similar mission.



Violet Crown Arts Festival

Saturday, Dec. 7th & Sunday, Dec. 8th, 2013

10am to 5pm, Triangle Park, Admission is free.

The Wheatsville Arts Festival has partnered with Violet Crown Community Works and moved the Arts Festival to Triangle Park, centrally located on 46th Street between N. Lamar and W. Guadalupe, plenty of free parking.

Enjoy great quality art from local artists and shop for handmade gifts and unique artwork from talented sculptors, potters, and fiber artists, painters, jewelers, glass artists, woodworkers and metal smiths.

Live music will be featured on the covered stage with entertainment from all around town performing including a special appearance by lively marching bands.

Saturday Dec 7

- 10 - 11:00 Jungle Jill & The Jaybirds
- 11 - 12:30 LOL Blues
- 12:30 - 1:30 Kathy Murray & The Kilowatts
- 1:30 - 3:00 Dead Music Capitol Band
- 3:30 - 5:00 Paul Klemperer Trio

Sunday Dec 8th

- 10 - 11:00 Voices of Light
- 11 - 12:30 Elizabeth McQueen
- 12:30 - 1:30 Ezra Reynolds
- 2:00 - 3:00 Austin Community Steel Band
- 3:30 - 5:00 Diana Cantu Band

For more info visit www.violetcrownartsfestival.com

Community Action Recipients for 2014

January	People's Community Clinic
February	SafePlace
March	Sustainable Food Center
April	Ecology Action
May	Urban Roots
June	AustinPets Alive!
July	Hospice Austin
August	Meals on Wheels and More
September	Austin Childrens Center
October	Capital Area Food Bank
November & December	Wheatsville Co-op Community Fund



PATRONAGE REBATE QUICK FACTS!

WHAT IS A PATRONAGE ALLOCATION?

Patronage allocations are a way under the Internal Revenue Code and the Texas Business Organizations Code for Wheatsville to return some of its annual pre-tax earnings to owners based on the amount each owner spent in the store during the year. By doing this, Wheatsville decreases its taxes while providing a rebate benefit to owner patrons.



HOW MUCH MONEY IS BEING ALLOCATED?

This year, our preliminary taxable earnings were about \$290,000. Approximately 66.2% of this, or \$190,000, was attributable to purchases by invested owners. The Board of Directors decided to allocate \$168,414 of these earnings to eligible owner patrons, with 20% of the allocation being paid out as rebates and 80% being retained by the co-op as owner equity. This allocation provides for 3,982 owners to receive rebates ranging from \$2.50 for owners with \$800 patronage to about \$75 for owners with more than \$23,000 patronage. (There were 5,372 owners who had less than \$800 patronage. They are not included in the allocation due to administrative costs.) **The total being paid out is \$33,683, and the median amount is \$6.28.** Notification of rebate amount will be mailed to eligible owners.

QUESTIONS?

Please see our website wheatsville.coop or email our Finance Manager, John Perkins (john@wheatsville.coop) if you have any questions or want more information about our patronage rebate.

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

You Own It!

by Gabriel Gallegos, Ownership Coordinator



As a cooperative, Wheatsville operates by and for the co-op owners, people who have voluntarily joined by paying a \$15 joining fee and \$55 investment. Purchasing an ownership in the co-op is a great way to invest in your community and help grow the cooperative economy!

Co-op Owners enjoy:

Owner Appreciation Days – 10% off of one shopping trip, four times a year

Owner Deals – sale items just for owners

Patronage Rebates – a share of Wheatsville's profits (during sufficiently profitable years as determined by the Board of Directors)

Democratic Participation – vote in the Wheatsville Election...plus more! Stop by the Hospitality Desk when you are ready to join!

Total Co-op Owners as of November 14, 2013: 14,593

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

DOGGONE IT! WHERE DID YOU GO?

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



The Wheatsville Breeze is a publication of
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Photos by: Aldia Bluewillow, Raquel Dadomo, Bob Kinney, Ben Mason except where otherwise noted or not known

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

Wheatsville 2013 Board of Directors

Rose Marie Klee, president
Doug Addison Reyna Bishop
Marcia Erickson Christina Fenton
Steven Tomlinson Kate Vickery
John Vinson Mark Wochner

The purpose of Wheatsville is to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and nonexploitation. **The mission of Wheatsville** is to serve a broad range of people by providing them goods and services, and by using efficient methods which avoid exploitation of the producer and the environment. The focus of this mission is to supply high-quality food and non-doctrinaire information about food to people in Austin TX.



Holiday Toasts!

by Shane Shelton, Specialty Buyer

Brewed especially for the holidays, **Sierra Nevada Celebration** is perfect for a festive gathering or for a cozy evening at home. Celebration is a dry-hopped, slightly strong ale that pours a beautiful rosy amber color with a

very nice head. It features a big blast of Cascade, Centennial, and Chinook hops and a not-too-heavy mouthfeel.

The flavor begins with a nice medium maltiness but this is quickly overtaken by an intense bitterness that finishes the taste and lingers for a time. The hop character imparts a lovely citrus aroma with a hint of Christmas tree evergreen, as well as some welcome

orange and grapefruit flavor.

This is the perfect beer for any holiday party, but as always, supplies are limited since this is a seasonal. Be sure to stock up while you can!



Celebrate New Year's Eve with a bottle of **Bocelli Prosecco**. Some folks put down the Prosecco when the summer is over but the holiday season is actually a wonderful time to drink Prosecco. Often called the poor man's Champagne because it is bubbly and less expensive than French Champagne, Prosecco is a great choice for your New Year's party.

Bocelli Prosecco is soft and ripe on the palate. This sparkling wine is on the delicate side, with a trace of sweetness in the end. Produced by the family of famous tenor Andrea Bocelli, the juice is made from the Prosecco grapes from the Veneto area located near Venice, Italy. Unlike many Champagnes, which can be rather harsh, Bocelli is smooth yet not overly sweet. Grab a few bottles and ring in the new year Italian style!



BenMason
Photography
tekind.com

Sign up for the Wheatsville Email List!

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

Go to www.wheatsville.coop to sign up!

Staff TOP 10 PICK



CECE BEAN: FRONT END CLERK, GUADALUPE



Kosmic Salty Dog Kombucha

SO VERY YUMMY.

Weleda Citrus Deodorant

I LIKE TO SMELL LIKE TANGERINES.

Acure Brightening Facial Scrub

MY DAILY MUST HAVE.



The Merry Hempsters Peppermint Hemp Balm

MY FAVE!

Danielle Crispy Fruit Chips

SNACK ATTACK.



La Croix Lime Sparkling Water

WATER ON THE CHEAP.

TaDah Lemon Garlic Falafel Wrap

I STOCK MY FREEZER WITH THESE.



Crispin Hard Cider

PARTY TIME!

Sjaaks Almond Butter Bits

HEAVENLY BUTTERY GOODNESS!

Tea Tree Therapy Tea Tree Toothpicks

I KEEP A PACK IN MY BAG.



LOCAL, HANDMADE TEMPEH AND TEMPEH SAUSAGE

Available at
Wheatsville

or order
direct at:

theheartyvegan@gmail.com



The Hearty Vegan

heartyvegan.com

100% organic ingredients

non GMO, gluten-free vegan



Let the Deli Provide Your Stress Free Holiday Foods! *by Lisa Weems, Deli Kitchen Supervisor*

The holidays are a wonderful—but hectic—time of the year. Parties, shopping, houseguests...so much to do and so little time! Never fear, the Wheatsville Deli can help! We have a wide range of catering options for all of your holiday needs.

Having a holiday party? We have a terrific variety of nibbles for any gathering,

large or small. We'll keep our amazing **Garlic Chive Cheeseballs** in stock all through the season. It's not Christmas in my household without at least one of these. They're made with four cheeses and a generous helping of fresh garlic, then hand shaped and rolled in fresh chopped herbs and dusted with paprika. To add yet another layer of delicious, take Category Management Coordinator Nina Norton's suggestion and roll the cheeseball in finely chopped local mesquite smoked pecans, available in our Bulk Department. SO GOOD!

If cheese is not your thing, try our famous **Walnut Pecan Pate**—so rich and creamy, you'll won't believe it's vegan and gluten-free! Both of these spreads are fantastic on your favorite crackers or on our new **Bakehouse Crostini**, addictive little garlicky toasts made from our own Bakehouse baguettes. And what party would be complete without Wheatsville's signature **Popcorn Tofu (PCT)**, Original and/or Spicy Buffalo flavors? We'll have plenty on hand to make platters or party bags, depending on the size of your guest list, along with 16 oz. bottles of our **Cashew Tamari Dressing** (delicious with original flavor PCT) and vegan blue cheese dressing, the perfect cool counterpart to Spicy Buffalo PCT. We'll also be featuring our usual Grab & Go dips, so you can put out a spread to satisfy everyone with ease!



If you are looking for more substantial eats for your party, we have a delicious variety of catering trays that we can prepare with just a couple of days' notice. We have several different cheese tray options, including a thoughtful selection of locally produced cheeses. Our **Sliced Cold Cut** and **Cheese Trays** are perfect for an open house...add a tray of **Sandwich Veggies** and a **Premium Bread and Condiment Bag** and let your guests make their own! **The Middle Eastern Tray** is an excellent choice if you have vegan guests, with our own black olive hummus, tabouli and dolmas from our Guadalupe neighbors, Tom's Tabooley, and locally baked Phoenicia pita bread. We also offer colorful **Veggie Trays** with that fantastic Cashew Tamari Dressing, **Fresh Fruit Trays**, **Antipasto Platters**, and more. Best of all, most of these platters come in small and large sizes, so we've got you covered for an intimate family gathering or a huge neighborhood block party!

Even though we'll be closed on Christmas and New Year's Day, we're cooking for your holiday breakfasts as well. We'll be making several varieties of **quiches** for the Christmas and New Year's weeks. You can choose from **Broccoli Cheddar**, **Bacon Florentine**, or our newest favorite, **Mushroom Leek**! All quiches will be sold whole and in slices, so you can feed just a couple or a whole crowd. Consider adding a **Bagel** or **Banana Bread Tray**, a **Fruit Platter**, and some of Wheatsville's housemade **breakfast sausages**, and you've got a perfect meal to start your Christmas or New Year's Day!

We'll also be cooking **black-eyed peas** to bring you luck all through 2014! If you're a Yankee like me, you may not know that it is a Southern tradition to eat black-eyed peas and greens on New Year's Day for luck and prosperity in the coming year. We'll have our awesome **Texas Caviar** (a black-eyed pea salad with fresh veggies and a tangy vinaigrette), **Vegan Braised Greens** with black-eyed peas, and our amazing **Lucky Black-eyed Pea Soup**, chock full of peas, greens, and other vegetables in a tomato broth. Come by the week before New Year's and stock up on your good luck for the upcoming year!

Happy Holidays from all of us in the Wheatsville Deli! We're looking forward to helping you have a spectacular and stress-free holiday season!

Photos from the 2013 Fall Owner Gathering and Celebration *photos by Ben Mason and Aldia Bluewillow*



Board Candidates addressing the Owners



Keynote speaker: Tom Philpott

See more FOG and Grand Opening photos at <https://www.facebook.com/wheatsvillefoodcoop>



Owner listened to some seriously good news. photo: Ben Mason



Reyna Bishop presented Board President Rose Marie Klee with a memory book to thank her for her years of service..



Treasurer, Steven Tomlinson was full of praise for outgoing Board President, Rose Marie Klee



Rose Marie and Dan were presented with pictures of both stores in recognition of their accomplishment of the two-store dream. photo: Ben Mason



Board Secretary, Doug Addison, gave a final toast to Wheatsville! photo: Ben Mason



The Board and Managers lead a toast to outgoing Board President Rose Marie Klee. photo: Ben Mason



photo: Ben Mason

Reflections on an Exciting Year, How Far We've Come, and a Few HUGE Milestones

by Rose Marie Klee, Board President

Between all of us there are probably about a million reasons that we love being part of Wheatsville, and over the years it has been awesome to participate in a great many conversations centered around the question "Why Co-op?"

Back in 1976 when Wheatsville was founded, one of the answers to that question was that local, organic, sustainable foods were not readily available – *good luck* getting whole wheat flour or tofu or organic spinach back then!

We owe a debt of gratitude to our pioneers, for the fruit of their efforts is a major shift in awareness. There is a pretty huge difference in the availability of local, organic, and sustainable foods today. And now that these products are more readily available, the question becomes, why should you buy them at the co-op?

The purpose of the Wheatsville Co-op is to promote the transformation of society toward cooperation, justice, and non-exploitation. That is the heart of why a group of people came together in 1976 to start a cooperatively-owned grocery store.

In my time of being involved with Wheatsville, I have come to realize that WE are the people who transform and are transformed.

Why co-op? Because the grocery cart really can be the most powerful vehicle for social change! Everybody's gotta eat, and the choices we make have a deep ripple effect throughout our community. The benefits that Wheatsville creates through our ethical economy are not a *side effect* but rather the *entire purpose* of the cooperative association. The founders of this organization were not *responding* to a market demand, but rather they were *actively developing* an economic and social ecosystem so that more of us could have a way to participate in creating the world we want!

So can a grocery store really make this world a better place? It may sound like a crazy aspiration, but I think all of us know that the answer is a resounding YES!

While it is amazing that such an everyday thing as going to the grocery store can be so powerful, we also know from experience that IT IS powerful to have a co-op where you really trust the products and selection. IT IS powerful to have a place where you know that no matter what mood you are in when you arrive, you will be in an even better mood when you leave. And as a member of the Board, I can surely tell you that IT IS powerful to hear staff say that working at Wheatsville has made them a better person. How transformative would THAT be, if ALL of us could say that about our workplaces?!

In my time of being deeply involved with the Wheatsville Co-op, I have come to realize what a powerful privilege it is to be enveloped in an environment where we all support each other in being and becoming our very best selves.

So "Why Co-op?" Simply because we ALL do better when we ALL do better!

THAT is the beautiful, eloquent, and sort of miraculous power of Wheatsville and the co-op model. There is so much that we can do together that we cannot do as individuals, and so I want to make sure that all of you really take to heart all of the support that you have provided, all of the encouragement, the generosity of our Investor-shareholders, and all of your individual acts from shopping to investing, to donating to our community non-profits... YOU are the heart of everything that the Wheatsville Co-op can and will ever do to be great.

The opening of our South Lamar store in September 2013 was a huge milestone for our co-op and it marks a giant leap in Wheatsville's capacity to grow the cooperative economy, the local food system, and to nurture what is best in our community.

As I reflect back on 2013 there are a few other great milestones to acknowledge. We celebrated the 15th Anniversary of having the AMAZING Dan Gillotte at the helm, and in recognition of his outstanding achievements the board changed his official title from General Manager to Chief Executive Grocer.

We celebrated (twice as hard) the anniversary of our dear sweet wonderful Wheatsville Breeze Editor and Art Coordinator, ALDIA BLUEWILLOW, who has been on staff for 30 years!

We hosted our food co-op friends from around the country at the June Cooperative Consumers Management Association (CCMA) conference, and while they steeped us in community from the national movement we helped them fall in love with Austin, Texas.



photo: Ben Mason

Fall Owner Gathering and Celebration

by Reyna Bishop, Board Member

Fall is always a busy time here in co-op land, but this fall has been off the hook! In addition to the normal transition from the leisure of summer to the back-to-school rush and the commencement of our annual election, the final push to open our South Lamar store had everyone in a tizzy! And, as if all of that busyness and hoopla weren't enough for one season, fall is also the time of year when the Board holds its annual Fall Owner Gathering (FOG as we fondly refer to it).

This year, we realized that the timing of our South Lamar store Grand Opening would coincide nicely with our usual window for the annual Fall Owner Gathering. This marriage of business and festivities resulted in the culmination of one great big, awesome party! Many of our new South Austin neighbors were able to attend the big event and help us celebrate.

If you have never attended one of our owner gatherings, I highly recommend it. Not only does the FOG offer the opportunity for owners to mingle and meet each other, but it is also one of the primary ways that the Board has to communicate with co-op owners in person. It is both business meeting (as required by sections 3 and 4 of our Bylaws) and super fun social opportunity. Here are a few of the highlights from this year's event.



photo: Aldia Blueswillow

Rose Marie Klee, our Board President, gave a moving speech on the **Wheatsville Ends policies**, reminding us that "we all do better when we all do better". We heard from each of our seven **Board Candidates** about which Ends policy speaks to them most and why (all in a minute or less which is no easy task!).

Resolution of the Wheatsville Board of Directors to Recognize Dan Gillotte Upon his Fifteenth Anniversary as General Manager

Whereas Dan Gillotte became the General Manager of the Wheatsville Co-op in August 1998; and

Whereas he has been the longest-serving GM in the history of our Co-op; and

Whereas Dan, through his creativity, dedication, hard work, passion, leadership and ingenuity has conceived and realized outstanding organizational achievements; and

Whereas among these achievements are the transformation of the Wheatsville culture to be focused on practicing heartfelt kindness internally within the organization and throughout every interaction with our community in the true spirit of cooperative values and principals; and

Whereas his great achievements include creating the friendliest store in town, shepherding an era of financial stability and vibrancy, expanding the Guadalupe store location to become a model of high-quality service and efficiency, implementing an open-book management system which engages and empowers Wheatsville staff to develop expertise in cooperative business operations and success, and which further rewards staff with bonus remuneration relative to that success; and

Whereas Dan has become an icon of excellence amongst General Managers of food co-ops around the country, including recognition in 2010 with the Howard Bowers Award for Cooperative Excellence; and

Whereas Dan has provided the constant leadership which has been recognized by the Austin community, including through award of the Austin Chronicle Readers' Choice Award for Best Neighborhood Grocery for seven years in a row, from 2007 through 2013; and

Whereas Dan Gillotte, through his tremendous commitment to promote the transformation of society toward cooperation, justice, and non-exploitation, has achieved this great and long sought-after milestone in the history of Wheatsville: to expand to a second location in South Austin;

Now, Therefore, Be It Resolved that the Wheatsville Board of Directors, on behalf of our founders, our 13,000 Owners, and the Austin cooperative community, commends and congratulates Dan Gillotte upon his 15th Anniversary and upon the Grand Opening of Wheatsville South Lamar; and in recognition of this milestone bestows upon him the new title of Chief Executive Grocer.

Adopted by Unanimous Consent on the 17th day of October 2013

Certified by Rose Marie Klee, Board President, October 17, 2013

As my tenure on the Board of Directors draws to a close (January 2014), I want also to note that the Board has made some extra efforts this year to cultivate our officer-level of leadership. Your directors are each truly awesome, and they will continue to provide and perpetuate the remarkable leadership that has earned Wheatsville our reputation of excellence at every level. It has been an incredible privilege to serve on this governance body for so many years—the cooperative collaboration has been such a gift in terms of personal growth, experiencing the stunning beauty of all of the members of our community, and basking in the sublime bliss of doing great and meaningful work with a team of truly excellent people!

Wheatsville 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

Tom Philpott, Food and Ag writer for *Mother Jones* and our keynote speaker, talked about his time as a Wheatsville board member (in the 90s) during some of the more difficult years the co-op has experienced. In his speech, Philpott made a strong argument for the many ways in which co-ops can make the communities in which they operate stronger and better.

Dan Gillotte, our Chief Executive Grocer, gave an update on the BIG Direction of the co-op. **Steven Tomlinson, Board Treasurer**, reported on the quality of the Annual Report (copies of which were available for all owners) and the bookkeeping system of the co-op.

Board and staff were able to surprise Dan and Rose Marie with tributes to their inspired and excellent leadership (and even thought to have tissue on hand for the tears that ensued).

To end the meeting in style, our **Board Secretary, Doug Addison**, gave a final toast with the raising of refreshing cans of Hansen's Ginger Ale in hand.

The Grand Opening party that followed the FOG was truly epic. Lots of vendors serving great food, kids activities galore, music and even some dancing lessons. A great time was had by all. (see photos on back page)



WHEATSVILLE ANNUAL REPORT – FISCAL YEAR 2012-2013



photo: Ben Mason

Annual Financial Report

prepared by Dan Gilotte, Chief Executive Grocer

Fiscal Year Ending 6/2/13 (FYE 6/2/13) has been another great financial success for your co-op. This report accompanies our income statement and balance sheet. The financials accompanying this report have been reviewed by our CPA and are after taxes and board allocations for patronage and investor dividends.

Balance Sheet

A balance sheet provides a snapshot of the financial condition of a business at a specific time, typically the close of an accounting period. The balance sheet is one way to assess the financial strength or health of a business. Our balance sheet continues to show a very strong financial footing. It's especially important now that we are using our financial strength to operate two stores!

The total assets of Wheatsville Food Co-op as of June 2, 2013 are an incredible \$7,046,101. Of that, \$2,444,197 is considered "current" meaning it is relatively liquid. This includes cash and cash equivalents, inventory, etc. One measure of the financial health of a business is called the "current ratio". This measures the ability of a business to pay off its financial obligations in a timely manner. It compares the current assets of the business to its current liabilities. Our current ratio is 1.68 to 1, a solid showing.

Income Statement

The income statement, sometimes referred to as a P & L or profit and loss statement, is a summary of revenues and expenses. It shows the financial progress of a company over a period of time. In this case, it shows Wheatsville's revenues and expenses for the fiscal year ending June 2, 2013.

Wheatsville's sales grew to \$18,611,109, a 9.25% increase over the previous year. This increase continues our strong positive growth following our Guadalupe store renovation in 2009. Since then, Wheatsville is the 6th fastest growing National Co-op Grocers Association member! Sales growth is one important indicator of the success and health of a business, and Wheatsville continues to do extremely well on that count.

Our Cost of Goods Sold (COGS) is the amount of money we spend on product in an accounting period. It is the biggest single expense category at the co-op, with about 62¢ of each dollar spent by consumers at the co-op going to pay for our inventory of the products they buy, including merchandise from both local and national vendors. Thanks to our growing sales volume and our partnership with other food co-ops across the country, we have continued to be able keep our prices competitive and our costs stable on products purchased nationally while increasing the number of local items that we carry.

After cost of goods sold, our next biggest expense category is personnel. We spent 24.3¢ of every dollar taken in at the registers on personnel expenses including wages, benefits and payroll taxes. This amounted to \$4,528,800, an increase of 12.24% over the previous year. This was due partly to an increased number of staff to help run our larger and busier co-op. We know that paying our staff well is an important value of our owners and I am proud to say that we continued to do that in this fiscal year. We also continued to have strong staff benefits in this past year and bonuses for financial success. Wheatsville continues to hold the cost of healthcare at a reasonable level – staff members on our group insurance plan haven't paid any increases in premiums since 2006 because Wheatsville has absorbed all of the annual increases. The world of insurance is a daunting one (as you are probably aware with all the Affordable Care Act activity in the news of late!), but we continue to offer an excellent plan for our staff that work 30 or more hours per week and we strive to keep it affordable.

Our earnings before income tax for the year were \$212,607 or 1.14% of our sales. This is down from \$398,144, 2.34% of sales in the previous year. This decrease was largely due to expenses related to preparing for expansion to our current two-store Wheatsville! We're using some of our financial strength to grow the co-op economy! We will still be able to offer another patronage rebate to our owners and retain patronage for our projects!

Board Allocations

Each year, the board decides how to allocate our net income. This year the \$198,037 in earnings after tax were allocated by the board as follows:

- \$28,458 shall be distributed to investor shareholders as dividends
- \$168,414 shall be allocated to eligible owner patrons as proposed by management, with 20% (\$33,683) to be distributed in cash and 80% (\$134,731) to be retained as owner equity in the co-op in accordance with provisions of the Membership Administration Guidelines and the Wheatsville Bylaws.
- \$19,068 shall be allocated to retained earnings, including \$1,165 in net savings from the fiscal year ending June 2, 2013 plus \$17,903 in prior year patronage forfeited and taken back into retained earnings during the fiscal year ending June 2, 2013.

Wheatsville Co-op INCOME STATEMENT

Fiscal Year Ending June 2, 2013
June 1, 2012 - June 2, 2013

SALES	\$18,611,109
Cost of Goods Sold	\$11,453,340
GROSS PROFIT MARGIN	\$7,157,768
Operating Expenses:	
Personnel	\$4,528,800
Depreciation & Amortization	\$311,983
Facilities	\$534,337
Advertising & Promotion	\$284,319
Operating Supplies	\$315,664
Interest on Renovation Loan	\$126,870
Ongoing Development Expense	\$44,749
Other Operating Expenses	\$487,564
PROFIT ON OPERATIONS	\$523,483
Non-Operating Revenues & Expenses:	
+ Membership Joining Fees	\$21,075
- Membership Services Expense	(\$43,926)
- Board of Directors Expense	(\$59,757)
+ Net Finance Revenues	\$15,654
- Long-Term Development Expense	(\$235,010)
- Net Events & Projects Expense	(\$15,490)
+ Other Non-Operating Revenues	\$6,578
EARNINGS BEFORE INCOME TAX	\$212,607
- Income Tax Provision	(\$14,570)
EARNINGS AFTER INCOME TAX	\$198,037

Our overall member equity, the amount of the co-op's assets that is owned by the members, is \$3,853,130 (last year it was \$3,117,546.) This equity includes member capital paid in by our owners, \$771,291 (last year \$703,184), member investor shares \$1,177,100 (last year it was \$649,100), and retained patronage, \$1,052,748 (last year \$932,339), retained patronage being the portion of patronage allocations not paid out in rebates since 2005. The rest of our equity consists of retained earnings, the amount of money we have earned and saved over the history of Wheatsville's life. Note: The biggest increase in this area was from our incredibly successful 2013 investor share drive which had 50+ owners invest \$1,027,000 into our co-op to help us create our South Lamar store and grow the co-op economy!

Additional funding for our renovation and second store came from our commercial loan from the National Co-op Bank (NCB), which shows up on the balance sheet as Commercial Notes, less current portion in Long-term liabilities and as Commercial Notes (current portion), in Current Liabilities.

Overall, I am proud to report that the CPA-reviewed balance sheet shows Wheatsville to be a very healthy business on a good footing for our next exciting steps!

I can't express how pleased I am about our continued financial strength. Our success is due to your incredible support and the hard work of our board and staff.

Board Compensation for 2014

by Mark Wochner, Board Member

Every year, the Board revisits the manner in which it compensates its directors for their many hours of volunteer work: board meetings, committee work, individual research, outreach, and various other tasks. Historically, this has come in the form of a 10% discount on purchases at the co-op, but last year the Board decided to increase its compensation by adding a \$300 per month stipend for the President and a \$100 per month stipend for all other directors. As the co-op grows our responsibilities also grow, and we agreed that monetary compensation was appropriate not only because of the quality of our work product, but also in order to make it easier for those who otherwise perhaps couldn't afford to spend the time away from their jobs to do board work.

Board compensation in this way is not at all unusual, and for similarly-sized food co-ops we're about in the middle of pack, with monetary compensation varying from \$300 to \$1800 per year, and discounts varying from 5% to 22%. Over the past year we've had the chance to see this compensation system in action and it was generally considered successful and appropriate, so at our October 2013 meeting it was decided to continue the policy for the 2014 Board of Directors. We revisit this topic annually to ensure that this is still the policy we want for the next year, and we also make sure to report this to our membership in our annual report so that there is proper transparency of the process. In addition, our board discussion on compensation is open to our members, so you can join us and listen in on next year's discussion on compensation, and if you'd like to voice your opinion you may always do so during the "open time" of our board meetings.

Effective and efficient management and oversight, as well as a great working relationship with operations, is essential to the long-term health of any organization and we are no exception. Properly acknowledging and compensating the challenging work of board service is an important step to ensuring excellent leadership and perpetuating it into the future.

Board of Directors Code of Conduct

by Rose Marie Klee, Board President

The Wheatsville Board maintains "Board Process" policies which describe the duties and expectations to which we hold ourselves accountable. Our policy B5, "Directors' Code of Conduct" specifies that we report on our adherence to the code of conduct policy in each annual report.

We take time at the very beginning of each year to discuss our Code of Conduct policy to ensure that the full Board understands our role in managing any real or perceived conflicts of interest. In addition to submitting our signed code of conduct agreement / conflict of interest disclosures at the beginning of the year, we re-submit at the mid-year mark. Completion and submittal of this document (the so called "Statement of Agreement") is also a requirement for being an endorsed candidate in the Board of Directors election.

Our B5 policy was monitored in May 2013 and all Directors assigned a score for each sub-policy. The overall score for policy B5, "Directors commit to ethical, businesslike and lawful conduct" was 5.0 on a scale of 1 to 5, with 5 being the best.

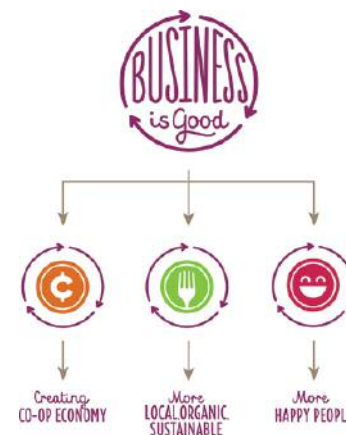
Policy B5, along with all of the other Board policies can be found on our website: <http://wheatsville.coop/membership/board-of-directors/board-policy-governance>



Wheatville Co-op BALANCE SHEET

June 2, 2013 vs June 1, 2012

ASSETS	06/02/13	06/01/12	Year-to-Year Comparison
CURRENT ASSETS			
Cash & Cash Equivalents	\$1,899,366	\$1,890,996	\$8,370
Accounts Receivable	\$33,081	\$19,644	\$13,437
Inventories	\$456,889	\$447,805	\$9,084
Prepaid Expenses & Other Current Assets	\$54,861	\$76,151	(\$21,290)
Total Current Assets	\$2,444,197	\$2,434,596	\$9,601
FIXED ASSETS			
Property & Equipment	\$5,721,881	\$4,485,253	\$1,236,628
Accum. Depreciation & Amortization	(\$1,336,432)	(\$1,024,449)	(\$311,983)
Total Fixed Assets	\$4,385,448	\$3,460,804	\$924,644
INVESTMENTS & OTHER ASSETS			
Investments	\$216,456	\$193,805	\$22,651
Total Other Assets	\$216,456	\$193,805	\$22,651
TOTAL ASSETS	\$7,046,101	\$6,089,205	\$956,896
LIABILITIES & EQUITY			
CURRENT LIABILITIES			
Accounts Payable	\$895,308	\$630,406	\$264,902
Member Patronage & Dividends Payable	\$62,141	\$81,520	(\$19,379)
Accrued Liabilities	\$491,475	\$358,391	\$133,084
Commercial Notes, current portion		\$256,939	(\$256,939)
Total Current Liabilities	\$1,448,924	\$1,327,256	\$121,668
LONG-TERM LIABILITIES			
Commercial Notes, less current portion	\$1,713,047	\$1,594,403	\$118,644
Deferred Tax Liability	\$31,000	\$50,000	(\$19,000)
Total Long-Term Liabilities	\$1,744,047	\$1,644,403	\$99,644
MEMBER EQUITY			
Member Capital Paid In, incl. Donated Capital	\$771,291	\$703,184	\$68,107
Member Investor Shares	\$1,177,100	\$649,100	\$528,000
Retained Patronage	\$1,052,748	\$932,339	\$120,409
Cooperative Educational Fund Reserve	\$1,000	\$1,000	\$0
Retained Earnings	\$850,990	\$831,923	\$19,067
Total Member Equity	\$3,853,130	\$3,117,546	\$735,584
TOTAL LIABILITIES & EQUITY	\$7,046,101	\$6,089,205	\$956,896



Progress on Wheatville's BIG Direction!

by Dan Gillette,
Chief Executive Grocer

It's been about two years since we launched Wheatville's BIG Direction, our plan to create the kind of world we want with our

co-op and we've made some progress! Wheatville's BIG Direction is really an interpretation of our board Ends Policies and as part of the board's role of oversight they expect the GM to produce an Ends Report each year. This report shows what progress we have made on our longterm 30-40 year end goal of being on the forefront of a transformed society that has a thriving community centered on Hospitality, Kindness, and Generosity, a robust cooperative economy and easy access to sustainable healthy food solutions. As GM I take this to mean we want to create More Local/Organic/Sustainable Food, More Cooperative Economy and More Happy People!

Wheatville Ends Policies

Wheatville 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

A Message from the Review Committee by Steven Tomlinson, Board Treasurer

This statement was presented at the Fall Owner Gathering on October 19, 2013

For a copy of the Annual Report, please email membership@wheatville.coop.

This year, the Board of Directors appointed board members Steven Tomlinson (Treasurer), Doug Addison (Board Secretary), Reyna Bishop and Marcia Erickson and two other Wheatville owners Nancy Mims and Christa Kimmel to serve as the Review Committee for Wheatville's 2013 Annual Report. It's the Review Committee's responsibility to make sure that the Annual Report to Owners is thorough, accurate and easy for owners to understand.

To check thoroughness, we make sure that the report contains all information required by State Law and our Co-op's by-laws — including our balance sheet, income statement, total number of shareholders, amount of paid-in capital, and so forth.

To check accuracy, we interview our accounting team about their process for reviewing the Co-op's financials. This year the management of Wheatville Co-op once again engaged Wegner LLP, CPAs and Consultants, a professional services firm that specializes in working with cooperative businesses and with whom Wheatville has worked in the past, to review the financials included in the annual report. Wegner conducted a full audit of Wheatville in 2012. This year, consistent with Board policy, they conducted a less extensive review.

The committee spoke with Bruce Mayer (our CPA at Wegner) who said his team had looked at key relationships among financial variables to make sure everything appeared to be accurately stated and that the levels and ratios (including gross margins, sales growth, labor as percentage of sales, occupancy cost) seemed reasonable for a cooperative grocery store of Wheatville's size.

As part of the review Wegner examines bank reconciliations, details from some of the accounts receivable and payable accounts, bank statements for notes payable, and levels of depreciation reported to make sure they match the levels of our fixed assets. As a result of our conversations with Bruce Mayer about his processes, the review committee can report that the review was conducted in a manner consistent with professional accounting standards. Further, the accountants said they encountered no issues or problems in the course of the review, which reflects well on the work of John Perkins and his staff.

The Review Committee typically interviews key Wheatville staff members to better understand the checks and balances in our financial and accounting processes. This year Christa spoke with Bill Sherborne and Ryan Vanstone about our Point of Sale system and its integration with our financial recordkeeping. Doug interviewed Tammy Brookshire and Bill Sherborne about check-signing authority. Marcia researched Wheatville's payroll management with Beth Ley and John Perkins. In each case, the committee found processes and safeguards in place.

The "Open Book Finance" management practice is another reason for confidence in the accuracy of Wheatville's reporting. Because the sales and labor numbers are scrutinized at weekly meetings open to all staff, any errors tend to get caught and corrected early.

Now that we're a multi-store operation, the board has decided to follow the recommendation of Wegner and conduct a full audit of Wheatville's finances and administrative processes and controls each year starting in 2014. Next year's annual report should reflect an increase in sales as well as debt related to the expansion project. We will also be looking for the most straightforward ways to report the financial performance of an enterprise that is becoming more complex as it grows.

Finally, we hope you find this year's Annual Report easy to follow. Wheatville is in robust fiscal health and well-positioned to grow Austin's co-operative economy. The Review Committee commends the 2013 Annual Report to the Owners of Wheatville.

Steven Tomlinson, Treasurer, Wheatville Board of Directors
I certify that I am not a principal bookkeeper, accountant or employee of the Co-op.

More Co-op Economy

- We spent \$367,469, an increase of 5.14%, on goods produced by other cooperatives!
- We added 1,398 new owners, a 10.79% increase, to our cooperative this past fiscal year.
- Voter participation in our 2013 annual election increased 41.25% with 1,017 votes collected.
- Owners invested \$1,086,000 in new investor shares to help fund our cooperative's growth.



More Local, Organic Sustainable Food

- In FY '13 we purchased 82% organic produce and 16% local produce!
- In an average week, 27% of purchases (not including produce) are locally produced.

More Happy People

- From our Feb. 2013 Staff Survey, "employees rated all questions at or above the median for other co-ops, 16 of them significantly above..." "In other words, Wheatville employees are decidedly more satisfied than employees of other co-ops." — Carolee Colter, CDS Consulting Survey Administrator.
- In FY '13 customers and owners gave \$14,520, an increase of 24.04%, to our Community Action non-profits through personal donations made at the register!
- This past year Wheatville staff volunteered at Urban Roots, It's My Park Day, Capital Area Food Bank and HONK!TX just to name a few!



I'm extremely excited to get to work on next year's report in mid 2014 because THAT will include our incredible leap forward made possible by opening our second store at 4001 South Lamar!



Wheatville Election Results *Reyna Bishop, Board Member*

Sunday, November 3rd marked the end of this year's Annual Election. It is always a thrill to find out who our newest Board members will be and to learn which ten (of many deserving) organizations will benefit from our Community Action Wednesdays Program. Thank you to all of our owners who emailed, mailed, or walked their votes into the store this year! And congratulations to all of our election winners!

As with any democracy, elections are a required and critical part of our process. The second of the seven cooperative principles laid out by ICA (International Co-operatives Alliance) is Democratic Member Control. This principle dictates that *"cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions."* This means that, each year, our cooperative depends on a few of its owners to be willing to give the time and energy required in order to participate in this important way.

This year, the board was thrilled to be able to endorse seven awesome candidates. Although there were only three openings on the Board, we offer deep gratitude to each of the candidates for their dedication to the future of this co-op.

Congratulations to the following winners of our Board of Directors Election. Our newly elected directors bring with them unique experiences and skillsets that will help to inform all of our decisions in the coming years. Each has been elected to serve three year terms, which will start in January, 2014.



Steven Tomlinson

Our owners re-elected Steven to another term, thus validating his ongoing excellent service to the Board. Steven has served on the Board since 2009 and he is currently the Board Treasurer. Steven's unique skillset combines sharp business and financial acumen with strong communication skills.

Angela Melina Raab
Angela brings to the board her experience as a lawyer, whose practice has involved trust law and fiduciary issues. Angela believes in community, ethical living, and working to ensure the health of the things she loves.



Michelle Hernandez

Michelle is an entrepreneur and Project Manager in the field of Information Technology. She is the founder of The Funky Chicken Coop Tour and the Urban Poultry Association of Texas. Michelle is passionate about volunteerism and is interested in supporting local food production systems and businesses.



In addition to board directors, our owners elected 10 community groups to receive donations from Wheatville's Community Action Wednesday program. The program runs from January through October. During this time period, Wheatville donates 1% of Wednesday sales (for the first four consecutive Wednesdays of each month) to the non-profit chosen for that month. In addition to the 1% donation, Wheatville accepts additional donations from customers in the form of cash, patronage rebate, or bag credit. Wheatville may also do collection drives and staff will offer volunteer services to the non-profits within their designated month. During the last fiscal year, Wheatville donated \$22,689.35 of its sales to its Community Action recipients and our customers donated an additional \$14,519.97 (up 24.04% from customer donations during the prior year)! The winners from this election to receive proceeds from our 2014 Community Action Wednesday Program are: **SafePlace, Capital Area Food Bank, People's Community Clinic, Austin Children's Shelter, Meals on Wheels and More, Sustainable Food Center, Austin Pets Alive!, Hospice Austin, Ecology Action, and Urban Roots.**

This year's election process was overseen by our Board Secretary, **Doug Addison**. Our fabulous **Vote Coordinator, Gabriel Gallegos**, did an excellent job again this year keeping the election running smoothly and managing vote tabulating and other voter awareness efforts.

Doug and Gabriel followed election procedures as outlined in the Procedures for Co-op Votes (which can be found on the Wheatville website at http://wheatville.coop/images/uploads/pdfs/Procedures_for_Co-op_Vote.pdf). As per these procedures, a confirmation meeting open to all owners was held on November 4th. At this meeting, it was declared that there were 614 valid ballots and 11 invalid ballots. Invalid ballots occurred primarily because of things like a ballot missing a name, ballot submitted by a non-owner, or duplicate ballots. Results reported in this article will be reported to the Board of Directors by the Board Secretary at the next Board meeting. Acceptance of the Secretary's report by the Board will constitute certification of the results of the Co-op Vote.

Votes Cast (winners in bold)

Results are scheduled to be certified at the November Board meeting.

Board of Directors Candidates

Steven Tomlinson	377
Michelle Hernandez	263
Angela Melina Raab	240
Deborah Ingraham	223
John Gross	215
Nancy Mims	140
Bradley Romeo	101

Community Action Nominees

SafePlace	346
Capital Area Food Bank	310
People's Community Clinic	294
Austin Children's Shelter	273
Meals on Wheels and More	266
Sustainable Food Center	262
Austin Pets Alive!	259
Hospice Austin	246
Ecology Action	244
Urban Roots	238
Caritas	228
Save Our Springs Alliance	228
Workers Defense Project	219
EmanciPet	213
Out Youth	209
Yellow Bike Project	202
Tree Folks	195
Food is Free	180
The Texas Observer	178
Amala Foundation	162
Green Corn Project	162
Friends of Austin Animal Center	157
Bike Austin	145
Cooperation TX	132
BeHive	121
The Literacy Coalition	112
Mariposa Pathway	110
Down Syndrome Association	96

Wheatville Ends Policies

Wheatville 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



Community Action – a Look Back at 2013

by *Gabriel Gallegos*,
Ownership Coordinator

Each year during our Wheatville Election, co-op owners choose which local non-profit groups we will donate to. The elected groups receive 1% of Wednesday's sales for a designated month and additional donations that shoppers make at the register. Here's a look back at what Wheatville contributed to the community.



January – People's Community Clinic

Donation: \$3,200

Additional Contributions: Owners and staff donated over 500 English and Spanish books to the PCC Children's Book Drive. These books were then made available to the children in the clinic's waiting room.

February – SafePlace

Donation: \$4,844

Additional Contributions: Wheatville hosted an in-store personal care product drive for SafePlace.

March – Sustainable Food Center

Donation: \$2,656

April – Ecology Action

Donation: \$2,635

May – Austin Pets Alive!

Donation: \$2,532

Additional Contributions: APL supplied us with stickers to give to shoppers who donated \$1 or more.

Special Contributions in May:

\$744 for West Texas Disaster Relief and \$1,539 for Moore Oklahoma Tornado Relief.

June – Out Youth

Donation: \$2,437

Additional Contributions: Wheatville staff made rainbow colored beaded bracelets that were available to shoppers for a \$1 donation.

July – Hospice Austin

Donation: \$2,267

Additional Contributions: Wheatville also held a food donation drive for Hospice Austin during July.

August – Amala Foundation

Donation: \$2,835

Additional Contributions: Amala supplied us with stickers to give to shoppers who donated \$1 or more. Wheatville also held a food and personal care items drive for Amala during August.

September – Meals on Wheels and More

Donation: \$2,925

Additional Contributions: MOWAM supplied us with pens to give to shoppers who donated \$1 or more. Wheatville also held a food donation drive for MOWAM during September.

October – Capital Area Food Bank

Donation: \$5,042 (a full month of support from two stores)

Additional Contributions: Wheatville Staff volunteered at Capital Area Food Bank and helped sort food. Wheatville also held a food donation drive for CAFB throughout the Fall season.



SXSW Eco Conference

by Reyna Bishop and Marcia Erickson, Board Members

First, thank you to the folks at SXSW Eco who invited Wheatsville staff and board members to attend the SXSW Eco Conference held here in Austin October 7-9. Professionals in many disciplines shared insight on topics from food and agriculture to policy and activism, land and water, architecture, and energy. The sessions were designed to educate, inspire, and connect “passions to profession” to “create a better world.” Here are some highlights:



Connect:

One success in connecting “passions to professions,” was **Mark Wochner**, Wheatsville board member and AdBm Technologies President and CEO, who competed with other innovative entrepreneurs in the SXSW Eco Startup Showcase. He presented a compelling startup investor pitch describing his solution to the environmental issue of marine noise control. Well done, Mark! Also, congratulations to Wheatsville board member **Kate Vickery** who shined on an urban farm panel related to her work with the City of Austin’s Sustainable Urban Agriculture & Community Garden program.



Educate:

In the SXSW Eco panel titled “Fighting Superbugs on the Farm to Save Antibiotics” we learned from a hog farmer who contracted a near fatal antibiotic resistant germ from his own hogs, a pediatrician who is seeing an increase of untreatable infections in his patient population, and an advocate from the Natural Resources Defense Council (NRDC). The panelists shared the concern that farm practices in which low doses of antibiotics are routinely fed to livestock are creating a generation of antibiotic resistant superbugs. By using low doses in animals, farmers are effectively facilitating a situation in which weak bacteria are killed and stronger bacteria are allowed to thrive, reproduce, and develop resistance to common antibiotics.

NRDC is currently suing the FDA to address overuse of antibiotics in livestock and protect the effectiveness of medicine for humans. The panelists emphasized that this is an urgent priority. Meanwhile, consumers can “vote with their fork” for meat that is not routinely fed antibiotics.

Inspire:

Inspiration came in many forms at this conference. One was Wheatsville meat supplier Jim Richardson of Richardson Farms, Rockdale, Texas, in a session titled “A Discussion of American Meat.” At Richardson Farms the emphasis is on raising “happy and healthy animals”—grass fed cows, pastured pigs, and never using hormones or antibiotics. It’s a great local story.

Another inspiration was nine-year-old Austin entrepreneur and SXSW Eco panelist Mikaila Ulmer. Mikaila makes and sells BeeSweet Lemonade using fresh squeezed lemons, Texas wildflower honey, and an old recipe found in her great-grandmother’s cookbook. She is “on a mission to save the honey bee” and donates 20% of her profits to Texas Beekeepers Association. Mikaila also advocates for bees on her facebook page “BeeSweet Lemonade” where one panelist wrote, “I’d never been on a panel with a 9-yr old before but you rocked it....!” Yes, she did.



Thanks to SXSW Eco for bringing together messages and messengers to share, educate, and inspire.

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Holiday Roasts & Fish

by Mark Maddy, Meat & Seafood Coordinator

The Christmas through New Year’s Day stretch is one of my favorite times of the year. Roasts are the perfect centerpiece for holiday parties and fancy dinners.

Cooking a roast is one of those things that is surprisingly easy to execute, but just as easy to mess up. A close adherence to a few key steps will result in a succulent roast that your guests or family will remember for years.

The first step is picking a roast. There are basically two kinds of roasts: those that you braise and those that are cooked with dry heat. **Chuck roasts, round roasts, and shoulder roasts** are generally dense with a lot of connective tissue that require long cooking times which means cooking **with liquids to help keep moisture**.

The middle meats like the **rib-eye, tenderloin, and striploin** are best served after a soak in **dry heat**.

There are a few exceptions. Some folks swear the **eye round roast** can be prepared either way, but is very lean. The **chuck eye roast** is a special case. It is a continuation of the ribeye and shares the great flavor and moisture but at about half the price and can be dry heat roasted.

Cooking a roast is pretty simple. Rub it, let it sit, cook at 350°F, remove and let it rest for at least a half an hour. Cooking times:

Medium to Rare:	22-26 minutes per lb at 140 to 145°F
Medium:	28-34 minutes per lb at 160°F
Medium to Well Done:	34-36 minutes per lb at 165 to 170°F

I recommend getting a probe thermometer that has a temperature alarm. It doesn’t get any easier or more precise than that!

The Rub

You have to have salt to make the lovely crust that is the hallmark of a perfect roast. If you make your own rub you will know the salt content. If you use a pre-packaged rub, be sure and check the sodium content so you do not over-salt the roast.

Sear the roast before putting it in the oven?

Searing produces the Maillard reaction, in which heat reacts with amino acids to create new flavor compounds. Searing brings more flavor to the roast, but it does not help to lock moisture in the roast. If you sear, I recommend elevating the roast in the pan to allow the juices to accumulate under it. This will help maintain the crust all the way around the roast and you can always make sauce with those juices.



Prefer Fish?

Whole sides of fish are also a great centerpiece for a meal. Fish cooks fast, so be careful not to overcook. When you can start to pull the flakes apart with a fork, it’s done.

To help keep the shape and make the fish easier to serve, cook fish in the skin. I recommend removing bones after cooking. They are easier to find and you won’t tear up your beautiful filet before you even get started.

Wheatsville offers two kinds of salmon sides, **Coho** and **Sockeye**. Sockeye has a deeper salmon flavor with a more delicate flake. The Coho is larger, milder and has a denser flakiness and can stand up to more forceful cooking styles like poaching.

Remember, we have skilled staff in the Meat and Seafood Department that can fill many kinds of special requests. Please feel free to ask us to help make your holiday meals everything you want them to be.

Staff TOP 10 PICK



CELIA ROSS: HOSPITALITY CLERK, S. LAMAR



#1. Wheatsville Bakehouse 9-Grain Sandwich Bread

MY FAVORITE BREAD FOR MORNING TOAST TIME.

#2. Goodflow Texas Wildflower Honey

SWEETEN YOUR DAY AND FIGHT OFF POLLEN ALLERGIES AT THE SAME TIME!

#3. Wheatsville Deli Salsa Casera

OM NOM NOM NOM NOM NOM NOM :D



#5. Kosmic Kombucha Ginger & Mary Ann

GREAT FOR SOOTHING AN UPSET STOMACH.

#4. Sass Balsamic Vinaigrette

HOW COULD MY SALADS AND HUMMUS WRAPS GO ON WITHOUT IT?



#6. Justin's Chocolate Hazelnut Butter

FURTHER PROOF THAT ALL THE MOST WONDERFUL THINGS ARE VEGAN.



#7. Organic Semolina Couscous In Bulk

FAST-COOKING, FLUFFY GRAINS THAT WILL MAKE YOUR MEDITERRANEAN DISH DELIGHTFUL.



#8. Bragg Liquid Aminos

BETTER-TASTING AND MORE VERSATILE THAN SOY SAUCE. YOU'LL NEVER GO BACK.

#9. Good Karma Vanilla Flax Milk

CREAMY, SWEET, AND PERFECT FOR COFFEE.



#10. Organic Purple Potatoes

DELICIOUS, HIGH IN ANTIOXIDANTS, AND SO PRETTY ON THE PLATE!

News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!
Sign up to receive our weekly email at WWW.WHEATSVILLE.COOP or

Follow us on:



MORE HAPPY PEOPLE! Staff Anniversaries!

Ryan Soutter 10 years as of 12/16 (Packaged Clerk)

Tom Porcella 4 years as of 12/11 (Cook)

Lucy Mer 3 years as of 12/16 (Cook)

Tony Black 1 year as of 12/20 (Deli Counter Clerk)



KUTX.org 98.9 fm KUTX MUSIC 98.9

Help Grow New Co-ops

Food Co-op initiative

From kitchen-table conversation to grand opening, Food Co-op Initiative helps bring new co-ops to life.

Read Monadnock's story and find out how you can help communities grow new food co-ops.

foodcoopinitiative.coop/monadnock

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Mon-Fri 11-8:45pm
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Parking Available

FREE FRIED SPRING ROLL with the purchase of any entree that costs a minimum \$5.95 + tax. Not valid with any other offer, one coupon per person. EXP 10/12/13

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I LOVE VIDEO

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2 FREE MOVIE RENTALS W/ EVERY LOVE BALLS PURCHASE!

FREE LOVE! HOME OF FREE BEER TUESDAYS! MUST HAVE VALID I LUV VIDEO MEMBERSHIP. GIFT CAN BE USED FOR FREE MEMBERSHIP. ONE PER DAY PER PERSON

WE BUY, SELL MOVIES

AWESOME FILM CULTURE

EXPIRES APR. 30, 2014



Bread = Love by Robin Roosa, Bakehouse Supervisor

The holiday season is all about food, family and friends. Here are some ideas we have come up with in the Bakehouse to make your holidays easy, delicious and memorable.

With a few bags of our Bakehouse garlic crostini in your pantry, you are never far from a party. Pick up some walnut pecan pate and spinach feta dip from the deli along with a couple of your favorite cheeses and you're done! For a special touch, serve the spinach dip in one of our sourdough boules.

I can never finish a whole loaf of bread and am always looking for new ideas for the leftovers.

Here's a great recipe I found on Food52 that made my mouth water. It is perfect as a side dish for any holiday meal. All of our Bakehouse breads would be perfect for this recipe (or you can use our Bakehouse Stuffing Mix and skip toasting the bread). If you use a sandwich loaf, figure on about 10 slices. This recipe would also be delicious made with our vegan cornbread.

Roasted Butternut Squash & Brussels Sprout Bread Stuffing

Serves 6



- 1 lb butternut squash, cubed
- 1 lb Brussels sprouts, halved
- 1 apple, cut into a 1/2 inch dice
- 2 shallots, thinly sliced
- 3 Tbs olive oil, divided into 2 Tbs and 1 Tbs
- 1 cup onion, diced
- 1 cup celery, diced
- 4- 5 cups cubed artisan bread, toasted

- 1 1/2 cup vegetable broth (plus extra as needed)
- 2 Tbs fresh Italian parsley, minced
- 1 tsp thyme
- 1 tsp chopped fresh sage
- 1/3 cup dried cranberries
- 1/3 cup pecans or walnuts
- Sea salt and pepper to taste

- Heat oven to 400 °F. Toss the squash, Brussels sprouts, apples, and shallots in 2 Tbs oil and season well with salt and pepper. Roast till vegetables are very tender (I actually like my sprouts a bit singed) and remove from oven.
- Reduce oven heat to 350°F. Heat other Tbs oil in a large pot. Sauté the onion and celery till translucent (about 5-8 min).
- Add the bread cubes. Add a dash of salt and pepper.
- Add the roasted vegetables, vegetable broth, cranberries, pecans, and seasonings. Stir the mix till the broth has almost entirely absorbed in the toasted bread.
- Transfer to a baking dish and bake at 350° F for about 20 minutes.

Don't forget the big guy. I always thought Santa needed a little more than cookies to sustain him on his long trip. As a special treat for him, how about a grilled pimento cheese sandwich on our whole wheat walnut bread? Now that's naughty and nice!

I ♥ Wheatsville!

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

"The bakery case is a Gluten Free Wonderland! As a kid I was always sad at birthday parties because I could never have cake."

"The vegan mac & cheese is really good. I had to read the ingredients label twice to be sure. That stuff is delicious!"

"I just started coming here so I'm new to this store, but I realized coming here feels like hanging out in someone's living room. Everyone is really nice."

"We love your store—we do co-op tours all over the country and yours is our favorite. We love being able to find good, healthy food when we are traveling!" visitor from Seattle

"This is the only grocery store where we feel the need to go around saying goodbye to everyone before we leave!" Valerie and Burton

"Now that your south location is open, I am doing so much shopping. But it's more productive and happy shopping. I'm like, 'I just went to the grocery store, and I still have my soul!'"

"I'm the one that cried when you opened SoLa. This is just the best thing to happen to me & SO ATX. I LOVE not having to cross the river, and I JUST LOVE YOU GUYS SO MUCH! Jody Z

"This is the only store our kids will say 'Yay! Yay! The grocery store!' to." Brooke D

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



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



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

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

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

Staff Spotlight- Heather Fisher

by Annie Downs, File Clerk & Recruiting Coordinator



AD: What is your Wheatsville history?

HF: I'm a newbie; I just started on 10/28/13. What's that saying? "I wasn't born here, but I got here as fast as I could."

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

HF: I'm an Austin original – just like Wheatsville!

AD: What is your favorite product at Wheatsville?

HF: Please don't force me to choose. Everything we sell at Wheatsville is tasty, but I especially adore our in-house made pumpkin apple bread, risotto cakes and tempeh chili.

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

HF: Alamo Drafthouse. Who doesn't love to eat and drink whilst watching a good movie?

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

HF: I'm a trivia junkie (movies, 80s music, Seinfeld...you name it).

AD: Fill in the blanks:

HF: I've always wanted to skydive and if I had it my way, a woman's reproductive rights would not be anyone else's decision and bubble tea would not be so fattening.



Advanced Screening: Farm-City, State

Dec. 12 | 7 p.m.

BLANTON MUSEUM OF ART

An independent film asking, 'What if an entire city could feed itself?' *Farm-City, State* is a documentary about Austin's progress within the nation's popular local food movement.

Stay for a Q&A with director and producer David Barrow and special guests. Admission is free, but seating is limited so RSVPs are required.

Please RSVP at
edibleaustin.com/eatdrinklocal

a featured event of



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BLANTON MUSEUM OF ART



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Promoting 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 world renowned for research and conservation of Chimney Swifts. TAS spearheads conservation programs locally and supports them abroad. They lead field trips and bird walks both at local birding hotspots and exotic getaways. They offer 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. www.travisaudubon.org/fieldtrips.html

Photos from the Fall Owner Gathering & 4001 S. Lamar Grand Opening Party!

October 19, 2013 Photos by Ben Mason & Aldia Bluewillow



See more Fall Owner Gathering and Grand Opening photos at <https://www.facebook.com/wheatvillefoodcoop>

photo: Ben Mason



Grown-ups, kids and dogs lined up at the Niman Ranch tent for some tasty samples. photo: Aldia Bluewillow



Owner Tom Philpott, Fall Owner Gathering keynote speaker, casts his vote in the Wheatville election.

photo: Ben Mason



Growin' Together kept young artists busy. www.growintogether.org



The kids never stopped bouncing!

photo: Aldia Bluewillow



The Hot Texas Swing Band kept the good times rolling. photo: Aldia Bluewillow



Learnin' the Two Step

photo: Aldia Bluewillow



Urban Roots youths talk to folks about their working farm here in Austin. www.urbanroots.org

photo: Aldia Bluewillow



Justin Weems of Fine Southern Gentlemen screen printing screened Wheatville T-shirts on his mobile bike screen press.

photo: Aldia Bluewillow



YAY! Face painting! Thanks to Alicia Fiedler for bringing her amazing artistry.

photo: Ben Mason



Austin EcoSchool provided kids craft activities. www.austinecoschool.org

photo: Aldia Bluewillow



Dead Music Capital Band brought the zombie brass to our Grand Opening.

photo: Aldia Bluewillow



Kiddy cat crawling through a tunnel of boxes.

photo: Aldia Bluewillow



Caroline Robinson helps DIY tie-dyers make colorful creations.

photo: Ben Mason