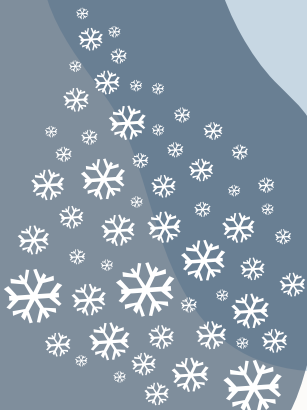
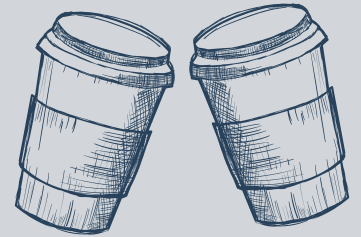
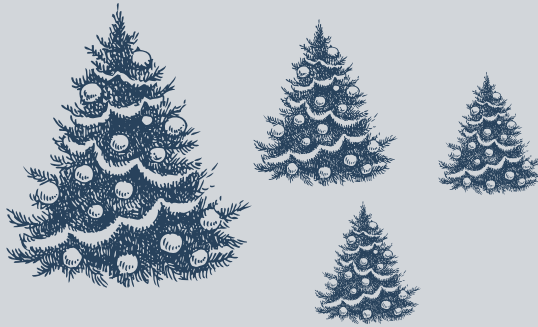


THE WHEATSVILLE BREEZE

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

WINTER 2023

- * *Message from the General Manager*
- * *Center Plate Stunners*
- * *Feel Good Gifts*



Message FROM THE GM



FISCAL YEAR 2023 ENDS REPORT

The purpose and promise of cooperatives is the positive impact that they have within the communities they serve. For Wheatsville, the impact we hope to have is defined by the Ends Policy approved by your duly elected Board of Directors. For those who understandably may not have reviewed your co-op's board documents in some time, Wheatsville's Ends say the following:

"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. And, easy access to sustainable, healthy food solutions."

Transforming society, of course, is no easy task! Yet it is the charge we accept in shepherding forth this community-owned endeavor. To that end, included in this issue of the Breeze is our Ends Report for our fiscal year ending in May 2023. It details many of the impacts Wheatsville was able to have last year in areas such as sustainability, food access, and community giving—all directly related to the achievement of our Ends.

In an increasingly competitive retail grocery market, your co-op remains focused on the ways we can improve our community through our day-to-day business practices. I hope you can take some small measure of pride in the impact of those practices on both people and planet.

EVENTS TO WARM THE HOLIDAY SEASON

The holiday season is in full swing at your co-op! Our stores are stocked with turkey, Tofurkey, ham, and other popular Thanksgiving entrees, and our kitchens and Bakehouse are hard at work prepping enough pies and sides to feed a village. If you haven't visited yet for your big Thanksgiving shop, we hope to see you soon!

We also have some fun holiday-themed events coming to your co-op post-Thanksgiving. First up, we are relaunching the much-beloved Wheatsville Arts Festival on Saturday, December 2. Some of my most cherished memories of working at Wheatsville occurred at past Arts Festivals, when it was hosted on the cramped lot surrounding the Guadalupe store, before expansion of the building further limited the available space. Longtime owners and shoppers will remember the festive atmosphere and unique and fascinating gifts of those past events. One owner recently told us that the Arts Festival reminded them of Old Austin, and we look forward to recreating that vibe to establish a renewed holiday tradition at our South Lamar location in just a few weeks. Help us support our fabulous local artists and craftfolk by making the Arts Festival part of your holiday shopping plans.

Maybe hosting holiday dinner parties is more your speed? If so, we've got the libations covered at our Winter Wine Tasting on Saturday December 9 from 1 to 4 pm at our South Lamar location. Try over 20 wines from both local and international wineries while enjoying samples offered by our cheese and deli departments. We'll have a wide variety of local, fair trade, and organic wine options on hand to kick off your holiday festivities with style. Find the perfect pairing for your family's holiday meal or a unique gift you can show off at the office party. Either way, your co-op has you covered, and we'd love to see you there!

Bill Bickford
General Manager



Holiday Meals at WHEATSVILLE

This year we have fresh turkeys from Mary's Turkeys. These turkeys come in a variety of sizes and are all free range. Choices include Non-GMO, organic and heritage birds. For smaller gatherings we will have bone-in breasts. Mary's natural and organic turkeys are both fed a Non-GMO vegetarian diet.

MARY'S HERITAGE TURKEY

A uniquely American turkey, the authentic heritage turkey is the turkey that our ancestors knew and cherished. The Narragansett, the oldest United States turkey variety, and the Bourbon Red are the two varieties that are considered heritage turkeys. These turkeys can fly and still roost in trees. They have naturally darker meat, larger thighs, and smaller breasts. This can cause changes to the cooking times so we recommend a thermometer to cook your turkey to perfection.

MARY'S ORGANIC AND NATURAL TURKEY BREASTS.

These are smaller which make them great for extra guests or for a smaller dinner group.

FERNDALE SMOKED TURKEYS

This family farm from Cannon Falls, Minnesota prides themselves on a three-generation family tradition of providing the very best free-range turkeys. Perfect for a heat and eat dinner!



LOCALLY OWNED PEDERSON'S NATURAL FARMS

Pederson's hams are produced in Central Texas and come from self-sustainable family farms that not only raise their own hogs but also grow their own grain to feed their animals! These hams are a great choice for the taste of Texas. Supply is limited so order early.

SPIRAL SLICED BONE-IN SMOKED HAMS

Paleo-friendly pork is a great choice for a large family setting or for plenty of leftovers.

LOCAL PEDERSON'S NO SUGAR

Spiral sliced boneless smoked ham
Paleo-friendly pork. Add your own glaze to bring the flavor of your home to this fine ham.

NIMAN RANCH HAMS

Niman Ranch prepares gourmet hams with a delicate blend of maple, sugar and salt, then slowly smokes them over applewood for up to 12 hours, sealing in the succulent flavor. Fully cooked, gluten free, and certified humane



SIDES MAKE THE MEAL

We talk a lot of turkey at this time of year, but a holiday meal is whole lot more than just the bird. Count on the Wheatsville Deli to provide you with all of the delicious trimmings you need for the complete feast. Available in store for pick-up.

Starters

GARLIC CHIVE CHEDDAR CHEESEBALL

A Wheatsville classic! A blend of five cheeses, garlic, and green onions, rolled in fresh parsley and dusted with paprika. Great with Bakehouse crostini or thinly sliced baguette.

VEGAN CHEEZEBALL

A base of blended cashews mixed with savory ingredients such as miso and nutritional yeast and lots of fresh herbs. Amazing with an assortment of fresh vegetables!

WALNUT PECAN PATE

This delicious spread of tofu, nuts, and spices is so rich you won't believe it's vegan!

SPINACH ARTICHOKE DIP

This dip is chock-full of chopped spinach and feta cheese and brightened with a nice hit of lemon zest. A staff favorite!

 **vegan**

 **made without gluten ingredients**

Sides

GREEN BEAN CASSEROLE

(made without gluten ingredients)
Our version of the classic—green beans in a rich herbed Parmesan sauce, topped with crunchy slivered almonds. Suitable for low-carb diets!

CORNBREAD STUFFING

Our own Bakehouse Vegan Cornbread combined with classic aromatics and herbs and moistened with vegan "chicken" broth.

MUSHROOM GRAVY

Our top seller! This thick rich gravy is packed with mushrooms, onions, carrots, and herbs—perfect on turkey, potatoes, stuffing, and just about anything really!

GARLIC MASHED POTATOES

Super creamy Yukon Gold potatoes smashed with lots of sautéed garlic.

COCONUT MASHED SWEET POTATOES

Sweet potatoes, coconut milk, brown sugar, and a touch of salt. Absolutely delicious!

CRANBERRY ORANGE RELISH

This unique chunky sauce is the perfect sweet-tart blend to complement any holiday dish. Also delicious over ripe Brie as an appetizer.

ROASTED GARLIC CAULIFLOWER MASH

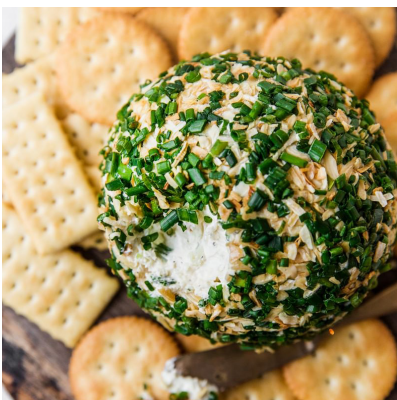
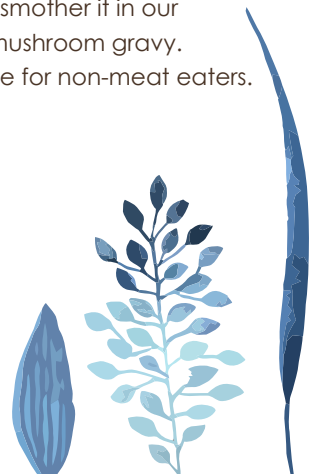
A delicious low-carb alternative to mashed potatoes for your Holiday table.

Instead of Turkey

VEGAN TOFURKY

with Mushroom Gravy

We take Turtle Island's famous Tofurky roast and smother it in our amazing vegan mushroom gravy. A great alternative for non-meat eaters.



Wheatville BAKEHOUSE PIES

Our pastry bakers are gearing up for the busiest time of our year—pie season! We make our pastry crusts from scratch using all-organic flours and fill them with handmade fillings to make your holiday season sweet and easy. Having a small gathering this year? We have half pies and slices as well!

Choose from:

PUMPKIN PIE

Either a classic egg custard recipe or our famous vegan version!

PECAN PIE

A traditional recipe with a full cup and a half of pecans per pie!

APPLE CRUMB PIE

Cinnamon-spiced apples covered with a buttery streusel topping.

CHERRY PIE

This mouth-watering pie is filled with Morello cherries and topped with a layer of flaky pie dough. Great with whipped cream or ice cream.

BLUEBERRY PIE

Filled with tons of juicy blueberries, topped with a crunchy cinnamon streusel crumble and baked in a flaky pie crust.

 vegan



*Refrigerate
your pies to
keep fresh!*

Wheatville

GIFT RECOMMENDATIONS



GOODLIGHT

Ethically sourced palm wax candles. The GoodLight gift box set is a gift anyone on your list will love.



FAT AND THE MOON

Delightful plant-based herbalist-formulated bodycare in eye-catching low-waste packaging. Great stocking stuffers!



SUNBEAM

Get warm and cozy this winter with Sunbeam Candles. They use solar power to hand-craft beeswax, soy wax and aromatherapy candles with the purest ingredients.



PROJECT GENIUS

Fun toys for the whole family to enjoy. This winter, spend time with some of your favorite twisty puzzles.



ANDES GIFTS

Luxurious fair trade handknits made by master knitters in the Andes.



FEELGOODZ

Fair trade comfy cozy slippers made by master artisans from upcycled yoga mats.



Feeding Austin

ONE MEAL AT A TIME



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

Wheatsville started our 'Let's Feed Austin' (LFA) program during the Fall of 2020 in response to the unprecedented events of the global pandemic and its hard-hitting impact on our community. Many of you turned to us

This season we have donated essential pantry items to Intergal Care outreach center in East Austin, with hopes that Austinites in need can enjoy comforting holiday meals.

in a time of need for fresh food, kindness, and a warm place to go. We jumped at these calls to action, and we are so proud to have been able to raise money through the collective effort of shoppers, owners, and staff to donate food, toiletries and other necessities to where they are needed most throughout Austin. Not only do we collect

donations for LFA in March, as part of our Community Action Program, customers can also choose to purchase a \$10 or \$20 Let's Feed Austin grocery donation at any point throughout the year. When you purchase a donation at checkout, you can be confident that your dollars will go towards purchasing high quality food and essentials to stock food pantries in our community. This season we have donated essential pantry items to Intergal Care outreach center in East Austin, with hopes that Austinites in need can enjoy comforting holiday meals.

Full Service MEAT DEPARTMENT

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

SOUTH LAMAR 9am-6pm





CO-OP POWER

Shaping the Cooperative Community!

It can be difficult to measure or fully appreciate the positive impact that cooperatives have had on our community. I stand in awe of the people who nurtured the early Wheatsville co-op until the organization was able to stand on its own. This is not to say that there wouldn't grocery stores in Austin had such people not contributed so much to shaping the community. But it is to say that the landscape of our community would be very different today without their hard work and devotion.

One of the amazing things about cooperatives is the ebb and flow of people from all different backgrounds who roll up their sleeve and contribute to the cooperative economy. I have gotten to know many dedicated directors during my time on the board and have witnessed some amazing staff at Wheatsville who really bring our co-op to life. Each person contributes in their unique way before handing the reins over to the next person who in turn does what they can. It is the vibrancy of our community that keeps our cooperative economy strong.

Wheatsville has proven resilient over the years. The pandemic and recent winter storms posed many challenges. Wheatsville made it through. We even managed to make a profit last year, provide employee bonuses and issue patronage rebates. Although things have been good, we have challenges ahead.

As Austin grows and evolves, it will be difficult to experience the profitability that enables our co-op to reward staff and give back to the community at the same levels unless our co-op grows and evolves as well. Growth is essential in order for Wheatsville to remain competitive with the national grocery chains that have opened in Austin. Our operating model, focused on the betterment of staff and support for the community, means that Wheatsville has higher operating costs than companies focused on profit. The cooperative model only works with the support of owners and shoppers who get involved and do more of their shopping at the co-op. With the influx of new residents and the changing preferences from generation to generation, we also need to find ways to connect with the broader community and bring in new owners and shoppers. I believe that our mission will resonate with many new residents and the up coming generation. As fellow cooperators we need to make introductions and help future cooperators find a place within our community.

Now that many people are comfortable gathering in person, Wheatsville has been organizing many exciting events. Party on the Patio has been a resounding success. If you are into food and music, you should make it out to the next event. And the Wheatsville Board of Directors is planning future Community Connect where we bring in experts to host a discussion among owners on important topics. My hope is that through these events we can get back to doing what co-ops do best in fostering a strong community.

Each one of us plays a vital role in shaping our community. Tough times force people to make challenging short-term economic choices that may conflict with their values or even prevent them from being able to enjoy healthy food. Such

Every dollar we shift to a co-op has a greater multiplicative impact within our community.

By supporting cooperatives, we build strength and collectively play a larger role in deciding the future of our community.

short-term trade-offs can lead to longer-term consequences. Every purchase we make is a show of support for the values of that organization. Every dollar we shift to a co-op has a greater multiplicative impact within our community. By supporting cooperatives, we build strength and collectively play a larger role in deciding the future of our community.

We are the benefactors of so many people whose deep contributions have made Austin widely recognized as a special place. One way to honor their contributions is to get involved in your co-op, shop and support your co-op to ensure that we have a strong and vibrant community for generations to come.



Brandon Hines
Board President

Wines TO BE THANKFUL FOR



Le Grand Noir: Rosé

This award-winning, pale pink wine brings intense aromas of raspberry, strawberry and red currant. On the palate, there is a taste of refreshing bright red fruit with a crisp character, and an attractive fruit-sweetness.



Hoya De Cadenas: Cava Brut

Vegan and organic, this straw-yellow Brut offers a clean and fruity aroma with prominent citrus character and an undertone of floral notes. With elegant and persistent bubbles, this Spanish sparkler is a great accompaniment to any holiday gathering.



Les Jamelles: Pinot Noir

Endowed with a beautiful ruby red color, Les Jamelles Pinot Noir reveals a nose reminiscent of berries, floral notes and a delicate hint of oak and vanilla. Full-bodied, long and rich, its flavors of crushed red fruit and jammy plum are supported by well-integrated, rounded tannins.



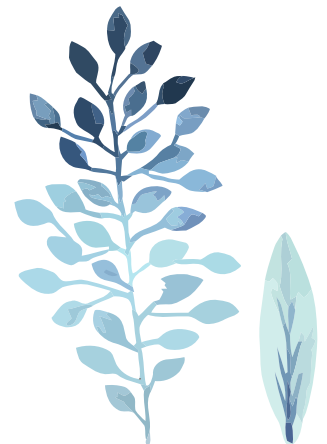
Arius: Pinot Noir

Winner of the gold medal at the San Francisco International Wine Competition this rich Pinot Noir has characters of black cherry, cola, with hints of baking spices. Its lush mouthfeel and long, lingering finish is great for sipping with a meal of grilled chicken or savory veggies like mushrooms and eggplants.



Prosper Maufoux: Cremant De Bourgogne Rose

This medium light pink wine brings strong aromas of pomegranate and raspberry. Made from Pinot Noir this Cremant offers a full bodied and full-flavored palate with light red cherry and berry flavors married to brisk acidity. Very pleasant to sip or have with food.



THE WHEATSVILLE WIRE

LOCAL • FAIRTRADE • ORGANIC • IMPORTED

WINTER WINE TASTING

WINE TASTING

\$10

Online or at the door.
ID required.

SATURDAY DECEMBER 9TH
1-4 pm

SOUTH LAMAR LOCATION
4001 S. Lamar Austin, Texas 78704

Try over 20 wines from local and international wineries and a selection of small bites from our deli and cheese departments.

Handmade Gifts From Local Vendors

WHEATSVILLE ARTS FESTIVAL

Saturday 2nd December

10 AM - 5 PM **4001 SOUTH LAMAR**

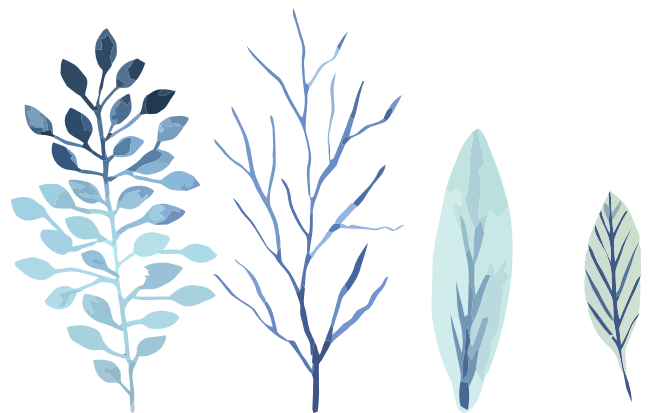
FREE entry

Thanksgiving HOURS



Thanksgiving, November 23th
7:30am - 2pm

Friday, November 24th
10am - 8pm





2023 ENDS REPORT

FOR THE FISCAL YEAR JUNE 2022 THROUGH MAY 2023

WHEATSVILLE WILL BE AT THE FOREFRONT OF A TRANSFORMED SOCIETY
that has...



A THRIVING
COMMUNITY
CENTERED ON
HOSPITALITY,
KINDNESS, AND
GENEROSITY

Co-op Principle #7:
Concern for Community

\$113,629

Community
Action Program

\$11,976

Let's Feed Austin

\$14,895

Other Donations



TOTAL DONATIONS
\$140,500

COMMUNITY ACTION MONTHLY TOTAL

- JUN Meals on Wheels Central Texas - \$10,691.41
- JUL Sustainable Food Center - \$9,650.09
- AUG CASA of Travis county - \$8,410.85
- SEP hospice austin - \$9,098.11
- OCT Cooperative Community Fund - \$8,116.77
- NOV Central Texas Food Bank - \$10,397.04
- DEC Caritas of Austin - \$10,382.39
- JAN People's Community Clinic- \$9,565.83
- FEB The SAFE Alliance- \$8,356.41
- MAR Let's Feed Austin- \$8,648.41
- APR Austin Wildlife Rescue- \$8,919.48
- MAY Urban Roots- \$9,497.36

COMMUNITY INVOLVEMENT



SAFE

February 2023 - Staff volunteers helped out at the SAFE warehouse at their Grove campus, where we organized donations and created female wellness bags filled with feminine products for clients in need.



PEOPLE'S COMMUNITY CLINIC

July/August 2022 - We held an in-store book drive where owners and shoppers helped collect over 2000 books for People's Community Clinic's 'Reach Out & Read' program, which promotes early childhood brain development by encouraging young kids to read.



AUSTIN WILDLIFE RESCUE

April 2023 - Wheatville staff volunteers visited AWR's rehabilitation center in Elgin. We toured the facility, met the critters in their care and helped dig drainage ditches on-site to help prevent flooding on the property.



MEALS ON WHEELS

June 2022 - A group of Wheatville leadership teamed up to deliver nutritious meals to homebound Austinites.

WHEATSVILLE CARES

Wheatville Cares is a program created by and for co-op staff members to provide an emergency fund to assist individual staff members in times of special need. The funds for this program are donated by participating staff members through voluntary payroll deductions.



\$3,449
STAFF CONTRIBUTIONS



\$2,373
PAYOUTS TO STAFF IN NEED



A ROBUST COOPERATIVE ECONOMY

\$23,794,595 IN CO-OP ANNUAL SALES

NEW OWNERS

552



ELECTION PARTICIPATION

1,725



OWNER PAID IN CAPITAL

\$30,302



Co-op Principle #6:
Cooperation Among
Co-ops

\$676,921

 in sales of cooperatively produced products

\$722,864

 invested in other local, regional and national cooperatives

EASY ACCESS TO SUSTAINABLE, HEALTHY FOOD SOLUTIONS

In 2022, Wheatsville partnered with local farms to offer direct CSA access to co-op shoppers



1,168

Total CSA pickups

“ My favorite part is in the last year we have DOUBLED the amount of our customers that come to pick up at Wheatsville! ”
-Meghan Short VRDNT Farm



In August of 2022, Wheatsville collaborated with our longtime partners at the Sustainable Food Center to become the first retail grocer in Central Texas to offer Double-Up Food Bucks. This program promotes food access and security by providing a dollar-for-dollar match on the purchase of unprocessed fruits and vegetables for shoppers using USDA SNAP benefits.

\$24,226

 Incentives redeemed

\$49,483

 Eligible sales

2,756

 Eligible transactions

\$192,205.00

Purchased from local farms

SUSTAINABLE PRODUCT SALES



DIVERTED FROM LOCAL LANDFILL



348k

lbs of compost



331k

lbs of recycling