



Holiday Hours:

Open 7:30am - 7pm
Friday, December 24th

CLOSED Christmas Day

Open 10am - 10pm
Sunday, December 26th

Open 7:30am - 8:30pm
New Year's Eve

CLOSED New Year's Day

FREE VALET PARKING
during the Arts Festival

by Bill Bickford, Operations Manager

On Saturday and Sunday, December 4th and 5th, we will offer free valet parking. So if you are coming primarily for the Arts Festival activities, we urge you to use the valet service and leave the lot open for folks doing their grocery shopping. We are asking the valet service to be proactive in offering service to folks when they are unable to find a spot.

It's FREE, tipping is truly not required. There is no cost to you and the service is licensed and bonded. Just pull your car up to the front of the patio, hand them your keys, take your ticket, and get your shop on. If you want to speed things up at the end, you could ask the valet to get your car while you check out. Your car would then be waiting for you upon exiting the store.

We hope this service will make your holiday shopping experience much more pleasant. Thanks!

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WHEATSVILLE ARTS FESTIVAL 10am - 5pm
Sat. Dec. 4th & Sun. Dec. 5th

Handcrafted gifts by talented local **ARTISTS & ARTISANS** & an impressive musical line up

Live Music Saturday

10:00 - 11:00	The Studebakers
11:30 - 12:30	Paul Klemperer
12:45 - 1:45	Continental Graffiti
2:00 - 3:00	The Vermeers
3:00 - 4:00	Imbibe
4:00 - 5:30	Ted Roddy & The Hit Kickers

Live Entertainment Sunday

10:00 - 11:00	Bruce Newman, Kirk Williams & Jungle Jim (kid's show)
11:30 - 12:30	Ezra Reynolds
12:45 - 1:45	Lexland
2:00 - 3:00	Earthkeepers
3:00 - 4:00	Jimbrotin
4:00 - 5:30	Diana Cantu Band

USAA Artists

- Alan Pogue - photographer
- David Wilhem - stainless steel sculptor
- Mike Keener - woodworker
- Shannon Von Wright - metal sculptor
- Arleen Polite - painter & printmaker
- Menelaos Prokos - color photographer
- Drew Mounce - printmaker
- Larry Mounce painter & sculptor
- Ethan Azarian - painter & muralist



As a new addition to the Arts Festival Weekend, the United States Art Authority at 2906 Truth Street will host a Fine Arts Exhibit.

US Art Authority Stage—Saturday

10:30 - 12:00	Tim Hayles
12:30 - 2:00	John Lucas Fuller
2:30 - 4:00	lil & walter
4:00 - 5:30	Ethan Azarian

Sunday Entertainment

10:30-12:00	Random Acts Puppet Theater
12:30 - 2:00	Cindy Pitts
2:30 - 4:00	Little Timmy
4:00 - 5:30	Chris Beer Band

Stroll through Toy Joy's "Tinsel Tree Farm" at I ♥ Video



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PRECYCLING—
A FREE primer class for
 Wheatsville shoppers who
 want to learn to reduce
 waste instead of just recycling it. Mark your calendars
 for **Saturday, December
 11th at 11am**

Precycling is the practice of
 reducing waste by attempting to avoid bringing into the
 home or business items which will generate waste. And
 Wheatsville offers MANY wonderful opportunities to do
 just that. If you'd like to learn more about how to reduce
 your own garbage by precycling, you're invited to come to
 this FREE class at Wheatsville offered by long-time mem-
 ber and passionate precycler, Lisa Schneider. It's about
 more than just re-usable bags at Wheatsville! Stop by the
 Wheatsville Hospitality Desk to sign up.

*On Saturday, November 13th,
 we sampled our Deli
 Thanksgiving Menu out in
 front and inside we hosted a
 wine tasting and the
 ceremonial cracking of a block
 of Parmigiano-Reggiano*



*Above: Customers are served tasty Thanksgiving foods by General
 Manager Dan Gillette, Deli Manager Dana Tomlin, and Produce
 Manager Adam King. Merchandising Manager Niki Nash stopped to
 assist.*



*Left: Cheese expert Sam Cowan of Amertrade gets the cutting started
 as Cheese Buyer Greg Flores gets ready to assist. It takes strength and
 special tools to cut this 90lb block of "the King of Cheese".*



*Dana can hardly wait to serve
 samples to the waiting crowd*



*Right:
 Greg gets
 down to some
 serious cheese
 cutting for
 folks waiting
 to sample and
 buy this
 delicious
 cheese*

★ ★ **Guess What!!** ★ ★
We have staff anniversaries

★ **Ryan Soutter 7 years as of 12/16** ★
 (grocery clerk)

★ **Brandon Smith 2 years as of 12/10** ★
 (deli shift lead)

★ **Tom Porcella 1 year as of 12/11** ★
 (deli clerk)

Community Action Wednesdays

The recipient for December and December is the
Wheatsville Co-op Community Fund



Wheatsville now has a Community fund in
 our name and we will be able to use the earn-
 ing from our fund to support local community
 groups. We'll do this annually and at first, while the endow-
 ment is small, the amounts donated will be small, too, but as
 we grow our fund, our grants will grow, too! Basically,
 Wheatsville members will have non-profit charitable giving
 organization that is controlled by your co-op. We will be
 focusing on groups that are working toward a similar mission.



The Wheatsville Breeze
 is a publication of
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 Austin, Texas 78705
 512-478-2667
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Photos by: Aldia Bluewillow
 except where otherwise noted or not known

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

Wheatsville 2010 Board of Directors

Rose Marie Klee, president
 Doug Addison Theron Beaudreau
 Lee Blaney Kitten Holloway
 Aditya Rustgi Steven Tomlinson
 Kate Vickery

The purpose of Wheatsville is to create a self-reliant,
 self-empowering community of people that will grow
 and promote a transformation of society toward coop-
 eration, 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 infor-
 mation about food to people in Austin, Texas.

Staff Top 10 Picks

by Mariah Barrett, Deli Counter Manager



#1. Ginger Tempeh Pasta
 Spicy peanut buttery goodness!



#2. Gingerade
 Sunshine in a glass!

#3. Pico de Gallo—Fresh and delicious

#4. Gazella Vinho Verde
 Light and crisp wine, great for the Texas heat!

#5. Ahi Tuna—Sashimi grade
 and sustainable.



#6. Manchego cheese
 Creamy, nutty, and great
 on crackers



#7. Wheatsville's Fiery Thai Olives
 Made in the Wheatsville kitchen!



#8. Rainbow Chard—Healthy and SO
 easy to make!

#9. Sambal Oelek Red chili paste
 I put this on
 EVERYTHING!!!

#10. Smart Water
 It's got electrolytes!



**Sign up for the
 Wheatsville Email List!**

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

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

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

Have a Holly Jolly Christmas

by Kim Jehan-Barrow, Bodycare Buyer and Elke Stoeckelmann, Health Team Clerk



The holidays are upon us and this year we're gonna rock your world with all of our terrific locally made goodies!

Kevin Burns of **Lamar Soap Company** will supply us with all of your favorite bar soaps including, **The Cat's Pajamas**, **The Cat's Meow**, **Lucky Lime** and his two new scents, **Bloody Brilliant** and **Santa's Pajamas**. Each bar smells fabulous and at only \$3.89 a bar they really are perfect for stuffing those stockings if I do say so myself!

Thanks Kevin!



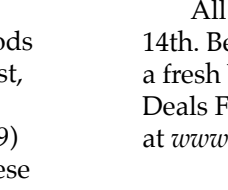
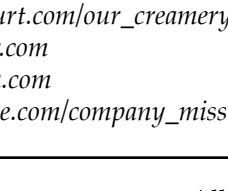
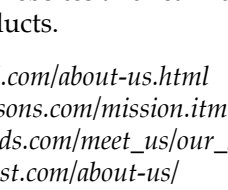
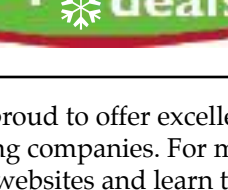
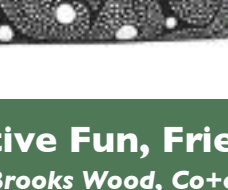
Annette and Brian at **Austin Natural Soap** in South Austin will once again be bringing us their soap samplers which are always a hit! This year we will be carrying 4 varieties including: **Austin Power**, **Lone Star**, **Flower Power**, and **Hemp Seed Oil**. Each sampler has a mix of 6 different soaps with colorful packaging in a ready for giving gift box—perfect for that someone special!

J.P. and Valerie at **South Austin People (S.O.A.P.)** will stock us up on all of your favorite soaps, lotions, and body sprays. We will have plenty of **Sandalwood-Vanilla**, **Patchouli**, **Lemongrass-Lime**, and **Nag Champa** as well as all the other wonderful scents they make! I am really excited to be able to offer their gift baskets this year as well, so stop by and pick one up for under \$20.00 bucks! Wow!

New this year, we will be carrying handmade cosmetic bags by **Anne Marie Beard**. These bags are not only adorable and sturdy but come in a variety of cool patterns like **Mod**, **Celestial Swirl**, **Baby Owl**, and **Pink Ovella**. We are so happy to have Anne's bags to offer you this year! They really are fabulous!

This season we want to remember to think locally and buy locally! Thanks for shopping at your co-op and have a happy and healthy holiday season!

—Kim



Happy Holidays Wheatsvillians! Hope you are enjoying an abundance of family, friends and fun! All this fun and abundance may have you feeling a little off-balance. If so, we on the health team at your friendliest grocery store in town have some new smart products for your wellbeing.

I'm excited about our new yoga mats and water bottles from the Austin-based company **Thinksport**. Thinksport's ethical guidelines in manufacturing their products are: safety, functionality, and sustainability. Free of Bisphenol-A (BPA), PVC, Lead, Phthalates, Dioxins, and biologically toxic chemicals, their **yoga mats** and **water bottles** are safe for you, the planet, and your babies.

Thicker than most mats, yet lightweight, the yoga mats have a closed-cell, textured surface, which improves their traction wet or dry. Closed-cell construction also means bacteria resistant. Many people have an aversion to inhaling stinky, endocrine-disrupting chemicals while practicing yoga. Go think! And, Thinksport did. No troubling off-gassing with these mats! And, the truly incredible thing about these mats is that they actually work! I have tried many a "eco-mat" that sadly went to the landfill in a short time, leaving me feeling like a hypocritical and naïve yogi. And, to think, those yoga mats were not even enjoyable to practice on, all thin and crumbly! No more!

Thinksport's yoga mats are incredibly safe, functional, biodegradable and durable! Ahh, what a load off the karmic debt! Breathe in deeply and relax on these mats.

The coolest thing about their stainless steel water bottles is that they are double-walled, meaning that you can put cold or hot liquids in them. And, they come with these nifty little mesh screens on the

mouthpiece incase you want to put loose-leaf tea or coffee grinds in there! Is there anything these smart Austinites did not think of?

Next, let me tell you about the newest immune support product we brought in. It is **Garden of Life's Immune Balance Sinus**. This product made it on the shelf just this week, and already has a following. I keep hearing over and over what a noticeable difference it is making for people within just a couple hours after taking it. This formula is all herbal, vitamins, enzymes, and probiotics. It works for any discomfort in the sinuses (which can include migraine headaches), respiratory congestion, and overall immune health.

So, come on in and find your balance with these amazing and smart products. And, should you be giving gifts this season, consider the

Thinksport products for the health and wellbeing of your loved ones. —Elke



December Co+op Deals: Festive Fun, Friends, Family & Feeling Well!

by Niki Nash, Merchandising Manager & Brooks Wood, Co+op Deals Assistant



This month's Co+op Deals have a special focus on the items you need, want and desire for a happy and healthy holiday season. Whether you're short on time, money or both, our your

Co+op has got you co+vered!

Spending quality time with the kids? Need to use the oven to keep the house warm? Baking because it's fun? Use **Bob's Red Mill Organic Flour**, a 5 lb. bag is on sale for \$3.99 (only 80¢ lb!) Other essential baking items are on sale as well— **Santini Evaporated Milk** 99¢, **Let's Do Organic Shredded Coconut** \$1.89, **Enjoy Life Allergy-Free Chocolate Chips** \$3.49, **Frontier 4 oz. Organic Vanilla Extract** \$6.49, bulk **organic sugar** 99¢/lb, **Earth Balance Buttery Spread** \$3.29 and **Living Harvest Temp!** **Hempmilk** \$2.99. If you prefer a baking mix, **Pamela's Gluten-Free Chocolate Brownie mix** is easy to use and delicious, \$3.99.

If your time is limited but you need a quick and easy treat for a school party, try **Immaculate Baking Company Ready-to-bake Chocolate Chip or Gingerbread Cookies**, on sale for \$3.29, located in the dairy case. These cookies are so yummy and close enough to homemade, home-baked that you might not have to share your secret.

If you're headed to a holiday party, there are plenty of delicious foods on sale that are guaranteed crowd pleasers. Ranging from easy to easiest, you won't have to spend much time or money.

Easy: Take 1 tub of 8 oz. **Nancy's Organic Cream Cheese** (sale \$1.99) and invert it turn it over on a festive cute plate. Smother the cream cheese



Wheatsville is proud to offer excellent products from outstanding companies. For more information, visit their websites and learn the stories behind the products.

www.bobsredmill.com/about-us.html
www.edwardandsons.com/mission.itml
www.enjoylifefoods.com/meet_us/our_history.php
www.livingharvest.com/about-us/
www.nancysyogurt.com/our_creamery/history.php
www.newchapter.com
www.masada-spa.com
www.juniperridge.com/company_mission.htm

in **Mediterranean Organic Strawberry Fruit Preserves** (sale \$3.49) and serve with **Back to Nature Stoneground Wheat Crackers** (sale 2 for \$5).

Easier: Grab a bag of **Garden of Eatin' Blue Corn Chips** (sale 2/\$5) and a jar of tasty **Salpica Texas Tequila Salsa**. Dip chip. Repeat.

Easiest: Kids and adult kids love this one... fill a large bowl with two boxes of **Annie's Cheddar Bunnies** (sale 2/\$5), that's it!

Staying well throughout the holidays can be a struggle, so let your co +op help you prepare for the stress, the sinful eating and the 'bugs' that like to circulate. **Flora SambuGuard** provides a combination of wild-grown Elderberry, Echinacea and Vitamin C to support and strengthen the immune system (6 oz. sale for \$14.99). **New Chapter's Every Man's, or Every Woman's One Daily Multi-vitamin** will not only help fill in any gaps caused by a less than optimal diet but can serve as a foundation for excellent nutrition (24 tablets for \$14.99). Be sure to take time to unwind and relax. Treat yourself to a luxurious bath using **Masada's Calming Lavender Mineral Bath Salt** (sale \$10.99) and burn away the bad-vibes with **Juniper Ridge White Sage Incense** (sale \$5.99).

All of the Co+op Deals mentioned above are in effect from December 1st-14th. Be sure check-in with us at Wheatsville between December 15th -28th for a fresh batch of awesome items on sale. All sales can be found in the Co+op Deals Flyers located within the Breeze (mail-outs only), in the store, and on-line at www.wheatsville.coop



Party Trays—We've Got You Covered!

by Dana Tomlin, Deli Manager



With the holidays right around the corner, it's time for parties, warm candlelight, and enjoying some well deserved down time with your family and friends. You can count on us to have plenty of items to choose from that are "Party worthy." I would like to take a quick moment to define "Party worthy" – these are the good foods that you LOVE and want to share with your friends and family. For me, that means a stop by Cheese Island. One of my current favorites is Cypress Grove's Purple Haze...this beautiful little cheese is a chevre with fennel pollen & lavender. And delish!

I'm also very, very excited to introduce our new Catering Menu with a wide selection of party trays. These trays are a perfect way to impress your friends without having all of the stress of having to do it yourself!

Check out our deli for all your holiday party needs. Ask us for ideas and suggestions, we can definitely help. We also have brochures at the deli with great serving suggestions for parties. Call me at 478-2667 or email [deli\(at\)wheatville.coop](mailto:deli(at)wheatville.coop) and I can help get you get on track to throw a great party.

Party Trays

—Please order at least TWO days in advance of pick up date—

Fruit & Cheese Trays

Domestic Cheeses

—serves 24 — \$50

Bite size cheeses with an assortment of ripe seasonal fruits



Gourmet Cheeses

—serves 24 — \$60

Four or five fine-quality cheeses interspersed with an assortment of ripe seasonal fruits

Cheese Platter —serves 6-8 — \$15

a tasty selection of cubed domestic cheeses

Local Cheese Tray —serves 24 — \$100

4 handpicked local cheeses complemented with an assortment of ripe seasonal fruits

Brie with Preserves —serves 24 — \$50

A wheel of mild Canadian Brie topped with organic preserves

Fresh Fruit Tray —serves 24 — \$50

a delectable assortment of fresh fruits



Middle Eastern Trays

Platter —serves 10-12 — \$35 Tray —serves 24 — \$60

A garnished array of fresh authentic tabouli, creamy hummus, tasty vegetarian dolmas, and pita triangles



Meat & Cheese Trays + Sandwich Fixin's

Order a combination of Sliced Cold Cuts, Sliced Cheeses, Sandwich Veggies and Organic Bread & Premium Condiments so your guests can make their own custom sandwiches and hors d'oeuvres

Sliced Cold Cuts & Cheeses

Delicious selection of sliced premium deli meats & cheeses —serves 24 — \$90 for sandwiches and hors d'oeuvres

Sliced Cheeses —serves 24 — \$25

Delicious selection of sliced cheeses for sandwich making

Sandwich Veggies —serves 24 — \$30

Delicious selection of colorful fresh crisp veggies for sandwiches— a great accompaniment for cold cut & cheese trays

Organic Bread & Premium Condiments —serves 24 — \$40

Four loaves of Rowli's Organic bread, Dijon mustard and mayonnaise

Bagel Tray —serves 24 — \$30

Sliced local Rockstar bagels with Organic Valley Cream Cheese

Popcorn Tofu Platter —serves 6-8 — \$15

Our most popular item—it even has its own Facebook page!

Antipasta Platter —serves 10-12 — \$15

Genoa and Bianco d'Oro salami, olives, roasted red peppers, and cheese!

Fresh Veggies Tray

A beautiful assortment of fresh vegetables and our homemade Cashew Tamaris Garlic dressing

—serves 24 — \$50



Veggie Platter

A select assortment of fresh vegetables (no dressing) —serves 6-8 — \$15

Bakery Trays

Fresh baked by our in-house Bakery, delicious for breakfast or dessert!

Banana Bread Platter —serves 10-12 — \$20

Moist and tasty with a light nutty crunch

Muffin Tray —serves 24 — \$50

Freshly baked muffins, muffins, muffins, YUM!



Dessert Tray —serves 24 — \$50

An intensely delicious assortment of Wheatville Bakery's most popular dessert bars



Perfectly Convenient!

by Merilee Kuchon, Kitchen Manager

Christmas is coming and the Deli is ready to make your holiday season a delicious one! Now is the time for hop-in' holiday parties, intimate gatherings with friends by the fire, and enjoying some well-deserved downtime with your family and friends. You can count on us to have plenty of tasty treats to fit all of your holiday party needs. Whether you're looking for some homemade salsa or a vegan spread to go along with that cheese plate and crackers, or if you're in need of an all-out catering blitz full of platters of fresh veggies, fresh-sliced meats and cheeses, hummus and tabouli, seasonal fruits and sweet bakery bars, the Wheatville Deli is your one-stop shopping mecca! With just a little advance notice, we can outfit your party on any budget!

Our vegan **Walnut Pecan Paté** is a great dip to include at your gathering because people will be shocked to find out that it is a blend of nuts and tofu can be so darn yummy! Our best-selling **Casera Salsa** is a medium red salsa that everyone will like, perfect with **El Milagro tortilla chips**. If you like yours a little hotter, try our amazing **Pico de Gallo**, made with diced fresh tomatoes, onions, cilantro and jalapeños!

In addition to our standard party trays and platters, we have vegan cakes at the ready to add a touch of sweetness to your party! From our classic **Carrot Cake** to our beloved **Chocolate Raspberry**, there's a tasty cake for everyone! Gluten-free? No problem! Just call us and we can get you all the options.

Ask our staff for ideas and suggestions, we can definitely help. We also have catering brochures both online at <http://www.wheatville.coop/catering.html> and at the Deli Counter with great serving suggestions for parties as well.

Not only does December bring parties, but it also brings...Christmas!! We will be running a **special hot bar in the days leading up to Christmas**, featuring our **Holiday Ham in Apple "Jus"**, and lots more of your holiday favorites like **Vegan Cornbread Stuffing, Mushroom Gravy, and Creamy Coconut Mashed Sweet Potatoes!** We'll also have many of these items pre-packed for your convenience in our self-serve case! And don't forget to stock up on our tasty, homemade pies! We will have vegan **Coconut Cream and Pumpkin**, and yummy traditional pies such as classic **Pecan and Pumpkin**, and maybe even some extras just for fun, so be sure to drop in and see!

So, now that you've seen what we have in the works, let us make your holiday shine! That way you can spend plenty of time – eating! – with your family and friends!



Awakened Nature
Integrative Therapeutic Massage

Rachael Wilder
Licensed Massage Therapist

512.919.0132
osunray@gmail.com
www.awakenednature.com

1003 Bouldin Avenue
Austin Texas 78704



Beer & Wine—Christmas to New Year's Eve

by Shane Shelton, Beer & Wine Buyer



Want to make someone really happy this Christmas? Then get them a Case of Stella Artois! Stella Artois has a great new four x 6-pack case that looks like a Christmas present, complete with a "bow" and a "card" where you can write from "Your Name" to "Their Name". In the weeks leading up to Christmas Wheatville will keep extra cases on hand available at a discount so you can grab one as a present for a friend or loved one.

Stella Artois was first brewed in Leuven, Belgium in 1926 as a Christmas brew, "Stella" means star in Latin, for the iconic Christmas star, and "Artois" for Sebastian Artois, the Belgian master brewer who created the beer. Although Belgium is best known internationally for its ales, the so-called "table beers," the bottom-fermented pilsner lagers such as Stella Artois head the list for domestic consumption, making up almost 75% of Belgian beer production. This classic European lager is a sophisticated blond pilsner. Only the very best barley and the finest hops are selected for Stella Artois creating a full-bodied, but none the less, exceptionally thirst quenching brew.

Sparkling wines are made for New Year's celebrations and Wheatville is featuring three great bottles of bubbly this year.

Piper Heidsieck Brut Champagne



Piper-Heidsieck is a Champagne house from the Champagne region of France that was founded in 1785.

This champagne was awarded 91 points by Wine Spectator: "A fresh, medium-bodied style, this shows finesse, with notes of apple, peach, ruby grapefruit, vanilla and toast. The refined texture and vibrant structure keep this focused and lingering, with fine length." The Wine Enthusiast says, "In a delicate style, this is pure, delightful aperitif

Champagne that enters the mouth gently, the lightest of mousses, and then rounds out with a creamy texture, dry, but not too crisp, the finish soft and caressing."

Piper Sonoma Brut is the Pipers domestic version. "The Piper Sonoma Select Cuvee Brut is crisp and creamy, with floral jasmine and citrus aromas and appealing green apple, anise and mineral flavors that linger; zesty finish."

87 Points—WINE SPECTATOR



Carousel Brut the Wine Curmudgeon

Jeff Siegel says, "This wine, made with French chardonnay, comes from the Armand Roux company, best known for the L'Épauvrié jug wines. But there is nothing jug-like about the Carousel. It's dry, clean, and crisp with decent bubbles, and it doesn't have any of the off-flavors or sweetness that inexpensive sparkling wine sometimes shows."



Don't forget that we have a new wine deal. Buy six or more bottles of wine and get 10% off. Any wine! Any price! Mix and match!

We also have a great way to transport your wines with our spiffy Wheatville 6 bottle carrier for only \$1.99 each! Best of all they have the Wheatville logo on the side so you can bring it to a party with co-op pride!



In a Basket, In a Bag, On a Tray—Cheese Pleases!

by Greg Flores, Cheese Buyer

Looking for an easy and thoughtful gift for the foodie in your life? How about a gift basket? These baskets can be as simple or as grand as you like. They do not even have to be baskets; a reusable Fair Trade shopping bag makes a great container for your gifts and even a paper Wheatville bag is a hip way to present your present. Here are a few ideas.

- A cheese selection for the sports lover—a wedge of **Applewood Smoked Cheddar**, a block of **Black Diamond Extra Old White Cheddar** and an 8 oz log of **Niman Ranch Peppered Salami**. Arrange these on top of a cheese cutting board along with a stainless steel cheese knife. If they like beer, add a **Brother Thelonius Ale**.



- Do you have a friend who is into the local food scene? How about a basket made up of **local products**? Might I suggest a basket set with **Pure Luck's Junes Joy**, a wedge of **Pure Luck's Hopelessly Bleu**, a wedge of **Veldhuizens Redneck Cheddar**, a wedge of **Veldhuizens Greens Creek Gruyere**, and a wedge of **Brazos Valley Cheese Company's Brie**. Add some **Goodflow Wild Flower Honey**, **Doctor Kracker Crackers**, maybe some **pears, apples, figs** and a subscription to **Culture Magazine**.



- You can make up a basket set with cheese and libations from around the world. Include a wedge of **Pere Joseph** and bottle of **Duvel Ale** to pair with it, also a wedge of **Brie De Meaux** and pair it with a nice **French Pinot Noir or Syrah**. Include a wedge of **Manchego**, some **Membrillo** and a nice bottle of **Cava**. Throw in some **apple, pears, almonds, walnuts** and maybe a **book on cheeses** from around the world. These's no limit to the combinations!



For your holiday parties we have ready-made cheese trays to rock your event!

Small Domestic Cheese Platter: A simple tray for a small get together or to accompany a meal. Consists of Colby, Cheddar, Monterey Jack and Smoked Provolone. Serves 6-8. \$9.99

Large Domestic Cheese and Fruit Tray: A delightfully delicious addition to any appetizer table. Great for that bigger party. Consists of Colby Jack, Smoked Cheddar, Pepper Jack, Provolone, and a domestic Swiss. Also grapes, kiwi and berries are included for beautiful presentation. Serves 20 to 24 people. \$50

Gourmet Cheese Tray: An elegant tray for the holiday get together. Great as an appetizer or dessert. Consists of Brie, a Bleu, Chevre and a Gouda. Also includes grapes, kiwi, and berries. Serves 20-24. \$60

Brie and Preserves: Savory and sweet, this simple but elegant presentation will be the talk of any appetizer table. Consists of a 2.2lb wheel of Brie topped with organic preserves. Serve with a warm crusty baguette. Serves 20 to 24 people. \$50



Local Cheese Tray: This great new addition shows off the wonderful cheeses being made in the Lone Star State. Consists of Brazos Valley Brie, Veldhuizen Red Neck Cheddar, Pure Luck's Basket Molded Chevre, and Veldhuizen Bosque Bleu. Grapes and berries are also included. Serves 20 to 24. \$100

Resources:
Web sites that sell cheese knives:
www.crateandbarrel.com
www.cutleryandmore.com
www.surlatable.com

Culture Magazine: www.culturecheesemag.com

Suggested Books:
The Cheese Lover's Companion by Sharon Tyler Herbst, Ron Herbst
Cheese Monger: A Life on the Wedge by Gordan Edgar
Goat Song: A Seasonal Life, A Short History Of Herding, and the Art of Making Cheese by Brad Kessler
American Cheeses: The Best Regional, Artisan and Farmhouse Cheeses: Who Makes them and Where to Find Them by Clark Wolf, Scott Mitchell

Easy to Bake or Easier to Buy! by Adrienne Beal, Grocery Buyer



Happy Holidays from the Grocery Department! There is no better time for baking than the cold, cold wintertime. Pre-heat your oven, we have some good stuff for you to try out!

Bona Dea Baking Company is an Austin based company that makes delicious, high quality Gluten Free baking mixes. We have **Marvelous Muffin Mix**, **Outrageous Oat Cookies Mix**, **Scrumptious Scone Mix** and **Positively Pancake Mix**.

Each mix can be made vegan—here is the best part—you can add in any nuts, baking chips, dried

fruit or candy to make your own special recipes. A batch of these home baked cookies would make an excellent gift for gluten sensitive friends as well as a great addition to your holiday dessert table. I really like the Outrageous Oat Cookies made with peanut butter chips (try the Sunspire brand) and pecans!



No cup of hot cocoa is complete without out some mini marshmallows floating on the top. We have **Dandie's Vegan Marshmallows** made on dedicated vegan equipment. These are soft little pillows straight from heaven. They melt just like the 'real' thing and even caramelize nicely if you're in the mood for s'mores. Who isn't? They're



also free from gluten and most common allergens, so they can be enjoyed by everyone!

And we have plenty of treats to fill up those stockings! **Mary Louise Butter's Demi Brownies**

are one of my favorite treats! They come in a large array of flavors like **candied ginger, rose, Kona coffee beans, stout, mint and chipotle in adobo**—there is something for everyone. The price is also nice, you can't beat \$1.99 for a perfect portion of fine chocolately goodness.



Liz Lovely is an organic, vegan and gluten free bakery in Vermont. You might be familiar with their awesome cookies (try the **oat-meal raisin** or **triple chocolate mint**-Yum! \$3.99 for two

giant cookies). We recently started selling **Lovely Oh's**, crème filled sandwich cookies

that are covered in dark chocolate. About 8 cookies sell for \$6.99 and come in **Original, Mint and Peanut Butter**. These are so good and will make anyone happy if they get a package of these in their stocking!

Happy holidays! ♥



Beyond Turkey for the Holidays by Dana Tomlin, Deli Manager

For all the hustle and bustle that the holidays bring, Christmas at its heart is meant for sharing your love and appreciation with those that are dearest to you. Our meat department is a great place to find what you want in order to have a satisfying dinner that you can share with your loved ones, all the while feeling good about your thoughtful choices.

If you want to go traditional, we will have Grateful Harvest organic turkeys. If you'd rather not do turkey, there are plenty of other choices. Here's some outside-the-box ideas for your Christmas dinner.

We offer a great selection of sustainable seafood that pairs fantastically with Niman Ranch's humanely certified beef. Treat yourself to grilled shrimp, seared scallops, and a Flat Iron Steak for Christmas. I think a Christmas dinner is perfect for splurging a little. Show them you love them with a meal to dazzle!

Scallops may seem intimidating to cook, but really, they are very simple. Don't laugh! I watch cooks on cooking shows get yelled at all the time, "Rubbery Scallops! Overcooked!"

The first time I cooked scallops I thought, "Why don't I do this more?" I found this recipe the other day and immediately loved the simplicity of it. There's no need to add the extra step of marinating the scallops because scallops have a great flavor without marinating, but it is a great way to add an extra touch. You can follow the recipe for cooking the scallops with or without the marinating.

Sea Scallops

16 medium scallops, cleaned
1/8 cup extra-virgin olive oil, plus more for searing
2 tsp minced garlic
1 Tbs finely chopped thyme
1 tsp sea salt
1/2 tsp freshly ground black pepper

In a medium bowl, marinate the scallops with olive oil, garlic, thyme, salt, and pepper. Let them marinate for 20 minutes.

Heat enough olive oil to lightly coat the bottom of a medium sauté pan over medium-high heat. Add the scallops. Cook quickly in each side until golden brown, about 1 to 2 minutes per side.

(I'm currently looking for sustainable Lobster Tail for the holidays. Wish me luck and keep your eyes out for those in our seafood case!)

Here is another great and simple recipe for your Christmas dinner. Elegant enough to be paired with scallops and steak and still be quick! We have Gulf shrimp in our seafood case and this is a great way to help the families that rely on the Gulf of Mexico to make their living. The shrimp is third party certified as being "clean." If you've wondered what you can do to help—this is easy, you can buy Gulf shrimp in good conscious knowing you are helping others get back on their feet.

Pan-Seared Shrimp Recipe

2 Tbs oil
1.5 lbs. shrimp, peeled and deveined
1/4 tsp salt
1/4 tsp black pepper
1/8 tsp sugar (helps with the brining plus brings out the saltiness of the shrimp—optional)

In 12-inch skillet, heat 1 tablespoon oil over high heat until oil smokes.

In a medium bowl, toss shrimp with salt, pepper and sugar.

Add half the shrimp to the hot pan. Be sure that shrimp are not overcrowded and are in a single layer. Cook about 1 minute. The edges should be pink and the shrimp should have a nice brown crust.

Remove the pan from the heat and turn the individual shrimp over. Let the shrimp stand in pan about 30 seconds, then transfer shrimp to holding plate.

Repeat process with second batch using remaining tablespoon of oil.

After the second batch has been standing 30 seconds, return the first batch to the pan. Cover the pan and let all the shrimp stand 1-2 minutes until the shrimp are cooked through. Serve right away.

A classic Christmas meal is a Prime Rib Roast. This is a glorious dinner and sure to impress those that you are serving. Serve with twice baked potatoes or creamy sweet potatoes and a good green vegetable. You can go the ever-delicious route of roasted asparagus or try your hand at cooking kale!

Perfect Prime Rib

Prime rib roast (with or without bone) any size

Preheat oven to 550°F. Make a rub of salt, pepper and garlic powder and apply to meat. Place meat in a shallow roasting pan fat side up.

Roast at 550° at 5 minutes per pound for RARE, or 6 minutes per pound for MEDIUM and 7 minutes per pound for WELL DONE.

Turn off oven at the end of cooking time and **do not open oven door for two hours**. At the end of the 2 hours, remove meat from oven to slice; it comes out perfect every time.

Wanna go local? Go lamb! This is also a great way to go if you are looking to have a local focus on your Christmas dinner. Our lamb is supplied to us from Richardson's farm, located in Rockdale, Texas, less than 2 hours away! The following recipe is one that my mother loves. You'll be impressed with the ease of the recipe and the great flavor.

Rosemary and Garlic Roast Leg of Lamb

Recipe courtesy Emeril Lagasse
Prep Time: 20 min, Cook Time: 1 hr 30 min
Serves 6 to 8

1 leg of lamb, bone in (about 6 to 7 1/2 lbs)
1/4 cup fresh lemon juice
8 cloves garlic, minced
3 tablespoons chopped fresh rosemary leaves
1 Tbs salt
2 tsp coarsely ground black pepper

Sauce:

1 cup chopped fresh herbs (combination of rosemary, chives, and parsley)
2 cups diced onions
2 cups chicken stock
1 cup red wine

Preheat the oven to 400°F.

Using your hands, rub the lamb all over with the lemon juice. Pat the garlic and rosemary evenly all over the surface of the meat. Season the meat with the salt and pepper and place the lamb in a roasting pan. Place the lamb in the oven and roast for 30 minutes. Reduce the oven temperature to 350 degrees F and continue to cook for about 1 hour longer for medium-rare, or until a meat thermometer inserted into the center of the roast registers about 145°F to 150°F (be careful that the thermometer does not touch the bone.) Remove lamb from pan and allow to rest for 10 to 15 minutes before carving.

Position the roasting pan over your stove burners. Add mixed herbs and onions to pan, and stir to combine with pan drippings. Add chicken stock and wine to deglaze the pan, scraping the bottom with a wooden spoon to release any fond. Reduce over high heat until sauce consistency. Strain before serving, if desired. Slice lamb and serve with sauce drizzled over the top.

Whatever you decide to serve for your holiday meal, let the focus be love and appreciation. I wish you the best holiday season and thank you for another great year at Wheatville. Enjoy your time with those that you love and remember, "Feed them well!"



Wheatsville Staff Shows Support for Spirit Day at the Co-op by Gabriel Gallegos, Ownership Coordinator

Most staff members may have already expressed what they were thankful for in November's Thanksgiving issue of the

When the word got out about Spirit Day, I knew that we needed to do something at Wheatsville. By nature, the co-op tends to be a safe place for all types of people. Austin tends to attract people who lead an "alternative" type of lifestyle or who have moved here

We helped show Austin's gay youth that it gets better. It may be hard now, but there are so many people in the world that support the gay community and equality for all people—no matter their sexual orientation. Unfortunately, it took a horrible string of tragedies to remind us of the work we still need to do. We need to be good to each other. It really is that simple.

Breeze but what I'm about to share with you had not yet happened at the time I wrote my Thanksgiving article.

October 20th was announced by the **Gay and Lesbian Alliance Against Defamation (GLAAD)** as **Spirit Day**. On that day, people were called upon to wear purple as a way to pay their respects to the six teenagers who committed suicide in the recent months due to homophobic bullying from their classmates. Purple was chosen because it represents "spirit" on the LGBT rainbow flag. It was also an attempt to send a message to other gay teenagers who face the same pressures of bullying, that there are many people who support them during times when they may feel alone, trapped, and even hated.

When I heard about all the teens that were taking their lives and saw their faces and ages in the news articles, it was hard hitting. They were all between the ages of thirteen and nineteen. Even to this day, I get so angry when I read about how much they were teased and bullied to the point of committing suicide. I cannot even imagine what it must be like to be tormented so much that I would take my own life. All I could think was, "How could this happen? Would it have really inconvenienced those people to keep their comments to themselves?" If only they had been just a little bit nicer and accepting, maybe things would have not turned out the way they did.



to get away from a place that was not as accepting of them. Knowing this and the fact that many of our shoppers, owners, and staff members are members of the LGBT community, my partner J Martinez and I organized a campaign to get as many staff members as possible to wear purple on Spirit Day.

When I showed up to work on October 20th, I could not help getting a little choked up. Wheatsville staff members had pulled together to show support for the LGBT community...to show support for their brothers, sisters, cousins, and friends. For a day, Wheatsville was transformed into a magnificent sea of purple.

I am thankful that Wheatsville, its shoppers, and its staff members are good to me, my friends, and everyone else that shops and works here. I am thankful to live and work in a community that accepts all people no matter what their differences may be. Austin and Wheatsville have spoiled me to the point that I have forgotten what it was like to grow up feeling different, alone, and terrified that your family and friends could disown you if they were to ever find out you were gay. I have made a promise to myself that I will never forget how

hard it is for our openly gay youth and that I will always make time to support our young LGBT community.

So remember that the holiday season should not be the only

time for goodwill toward mankind. We should be good to everybody all the time. It really is the only way we can prevent more tragedies like the ones we have already seen in our young gay community in the past months. Thanks to all of you who make Wheatsville and Austin such a special place for people to live and shop. I hope you have a great holiday season and wish you the best of luck in 2011!



Celebrate Edible Austin's Eat Local Week

Go to www.edibleaustin.com/content/events to buy tickets or for more detailed information about events.

Of course every week is "eat local week" in our book, but **Eat Local Week** is an invitation to Central Texans to explore and celebrate the abundance of local food and to raise money for **Urban Roots**, a youth development program that uses sustainable agriculture as a



means to transform the lives of young people and to increase the access of healthy food in Austin. This season farm interns have raised over 25,136 pounds of produce—donating 40% of that to hunger relief and selling 60% at farmers' markets and farm stands run by the farm interns.

Friday, December 3

BookPeople hosts a **Multi-Media Sustainable Food night**, previewing Eat Local Week, with special guests from the food film and book worlds, including Diana Kennedy, Alain Braux and more. Local food and beverages will be served. 603 North Lamar Blvd. 6-8 pm. Free.

Saturday, December 4

Kick-off event at the downtown Austin Farmers' Market with proclamation by the Mayor of the City of Austin, a 24-carrot salute and other special activities. 10 am. Free.

Urban Farm Bicycle Tour—Discover some of Austin's local food-producing gems on a family-friendly bicycle tour, including optional stops at more than five urban farms, school and community gardens and more—featuring farm tours, sampling chef-prepared local food products and a chance to win fabulous prizes, including a Trek commuter bike. Check www.edibleaustin.com/content/events for updates on tickets, specific start times and locations and packet pickup information.

Pig Roast and Harvest Dinner at Springdale Farm. Join us after the bike tour for a local pig roast. Celebrate the start of Eat Local Week with a community picnic of roasted pork and sides by Farmhouse Delivery, tour the farm and meet the youth involved in the program. 5 pm. \$35 (advance ticket sales only. \$20 as an add-on with Urban Farm Bicycle Tour ticket).

Sunday, December 5

Drink Local Coffee Festival, hosted at Cuvee Coffee in Spicewood. Sample coffee and coffee drinks from Central Texas's favorite coffee roasters as well as locally prepared culinary treats. Each roaster will also have coffee beans and products available for sale. Enjoy talks and panels discussions on coffee topics including how to brew and the differences between fair trade and direct trade. Includes Barista Jam, a showdown between the best baristas in Central Texas. 11am-3 pm. \$10.

Monday, December 6

Alamo BeneFeast will feature the hit movie *Chocolat*, and Alamo Drafthouse chefs John Bullington and Trish Eichelberger will prepare an exquisite multi-course dinner inspired by food featured in the film. South Lamar location. 7 pm. \$65.

Tuesday, December 7

Drink Local Night hosted by Pêche at Cedar Street, celebrates locally made spirits and features the **3rd Annual Drink Local Cocktail Contest** produced by Topsy Texans David Alan and Joe Eifler. Watch the region's finest mixologists duke it out to see who mixes the best seasonal cocktail. Meet your local distillers and sample their favorite holiday season cocktails. Also featuring live music and hors d'oeuvres by Pêche. \$25.

Wednesday, December 8

Local Foods Holiday Gift Fair at City Hall hosted by Better Bites of Austin. Meet your local foodmakers and buy locally made treats from the best of Austin's local food artisans. Or bid on artisan-select, pre-made baskets. Live music and sampling! City Hall Atrium. 4 pm to 8 pm. Free.

Thursday, December 9

Fine Art and Food Night Take a progressive tour of local food and art, beginning at Wally Workman Gallery (on W. 6th Street), with a curated show featuring well-known Texas artists and a new show by Will Klemm, while enjoying appetizers and cocktails. A portion of all art sales will benefit Urban Roots. 6-8 pm. Proceed to Austin Museum of Art downtown for a dessert and wine reception in their community room and an open house in their exhibition spaces. 7-9 pm. Then walk two blocks to Arthouse, and view their exhibition featuring Jason Middlebrook's new works and enjoy

popcorn, snacks and light beverages while viewing a documentary food-inspired film at 9:30 pm. All 3 venues included in \$20 ticket price.

Friday, December 10

An Evening with Michael Pollan, best-selling author, journalist and food activist. For the past twenty years Pollan has written about the places the human and natural worlds intersect, challenging the way Americans think about eating. Bass Concert Hall. 8 p.m. Book signing will immediately follow the event. Also visit our Farm Direct Showcase on the 4th floor of Bass Concert Hall before the show starts from 6:30-8 pm. Meet over 20 local food producers, businesses and nonprofits and sample their wares to connect with the best of our local food resources.

Saturday, December 11

Media Celebrity Cook Off at the SFC Farmers' Market downtown, features local media celebrities going head to head in competition to prepare the best meal made from ingredients purchased at the farmers market that day. The judges panel will consist of well-known food writers and include representatives from Urban Roots program and guest farmers. Also featuring Master of Ceremony Chef Jack Gilmore, owner of Jack Allen's Kitchen. 10 am. Free.

Texas Craft Brewers Mini-Festival. Meet your Texas craft brewers at Black Star Co-op and sample their wares at this popular Eat Local Week event that promises to expand this year into full festival status.

Merry Christmas and Happy Holidays! by Adam King, Produce Manager



One of the best parts of Christmas is going to parties. You get to go to someone else's place, eat fantastic food, drink mulled wine, get cozy with your sweetheart, and just have some good old fashioned fun. You don't even have to wash any dishes!

As most Christmas parties are a potluck affair, you'll be expected to bring something. My absolute favorite is sweet potato pie. Most people haven't tried it, but their grandparents probably made it all

the time. It's an old recipe that's regaining popularity.

Sweet Potato Pie

- 1 (1 lb) sweet potato
- 1/2 cup butter, softened
- 1 cup white sugar
- 1/2 cup milk
- 2 eggs
- 1/2 tsp ground nutmeg
- 1/2 tsp ground cinnamon
- 1 tsp vanilla extract
- 1 (9 inch) unbaked pie crust



Boil the sweet potato whole (in skin) for 40 to 50 minutes, or until done. Run cold water over the sweet potato, and remove the skin.

Break apart sweet potato in a bowl. Add butter, and mix well with mixer. Stir in sugar, milk, eggs, nutmeg, cinnamon and vanilla. Beat on medium speed until mixture is smooth. Pour filling into an unbaked pie crust.

Bake at 350°F for 55 to 60 minutes, or until knife inserted in center comes out clean. Pie will puff up like a soufflé, and then will sink down as it cools.

Pumpkin bread is a close second in my book.

Pumpkin Bread

- 1 1/2 cups flour
- 1/2 tsp of salt
- 1 cup sugar
- 1 tsp baking soda
- 1 cup pumpkin purée*
- 1/2 cup olive oil
- 2 eggs, beaten
- 1/4 cup water
- 1/2 tsp nutmeg
- 1/2 tsp cinnamon
- 1/2 tsp allspice
- 1/2 cup chopped walnuts



* To make pumpkin purée, cut a pumpkin in half, scoop out the seeds and stringy stuff, lie face down on a foil lined baking sheet. Bake at 350°F until soft, about 45 min to an hour. Cool, scoop out the flesh. Freeze whatever you don't use for future use.

Preheat oven to 350°F. Sift together the flour, salt, sugar, and baking soda.

Mix the pumpkin, oil, eggs, 1/4 cup of water, and spices together, then combine with the dry ingredients, but do not mix too thoroughly. Stir in the nuts.

Pour into a well-buttered 9x5x3 inch loaf pan. Bake 50-60 minutes until a thin skewer poked in the very center of the loaf comes out clean. Turn out of the pan and let cool on a rack. This recipe makes one loaf of pumpkin bread.

If you're not the cooking type, I present option B: the Cloven Orange (aka the Christmas Pomander). Search your memory. You probably made one in Sunday school, Girl Scouts, or kindergarten when you were a kid. They look neat and smell wonderful. They make a nice Christmas decoration, and you can hang it in your closet when the holidays are over and it'll make all your clothes smell yummy. You get an opportunity show off your crafty side. Cloven oranges are a fun family activity (though you might need to supervise the hole poking process). You can chew on a clove while you're making one and it'll turn your mouth numb. What's not to like?

The process is simple: you poke holes in an orange (or any other citrus fruit, really) with a large needle or a toothpick or bamboo skewer. Insert cloves into the holes. Done! You can take the maximum density route and fill the orange with as many cloves as possible, or you can make designs or spell out words with cloves. I like the latter approach as it makes the process less tedious and more fun.

Speaking of citrus, the season has begun! Citrus usually begins mid-November and lasts into late June, but the best part of it is December through late March. Cool temperatures are actually the trigger that causes the fruit to change color from green to orange or yellow. Winter really is the best time to eat citrus, and you'll see more and more varieties of citrus at the Co-op as we enter into the New Year.

A favorite Christmas tradition is giving Clementine tangerines in Christmas stockings. While Clementines have been grown in the United States for over 100 years, they only recently gained mass popularity. In 1997, a harsh winter in Florida devastated domestic orange production which decreased availability and increased prices. Clementines were provided as a replacement, and they've been growing in popularity ever since. Clementines are the Honeycrisp of tangerines! They're beautiful, sweet and flavorful, have a low acid content, are easy to peel, seedless, and available at your Co-op! We will likely begin our Clementine season with conventional varieties and then transition to organic Clementines as they become available.

Texas is famous for citrus, in particular the Rio Star Grapefruit. The red flesh of the Rio Star is actually the result of a mutation on a single white grapefruit tree in South Texas in the 1920s. Since then, it's been further hybridized and the red color has been maximized in the Star Ruby and Rio Red varieties. In addition to grapefruit, Texas exports thousands of pounds of Hamlin, Valencia, and navel oranges throughout the United States and Canada each year. We will do our best to stock as much Texas citrus as possible here at Wheatsville this season! One thing you may notice with some Texas citrus is a greenish tint in the rind. It should be noted that color cannot be used as an indicator of ripeness. Some parts of Texas do not get cold enough to cause the complete color change that we are used to seeing.

Have a safe and happy holiday season! Be thankful for what you have and who you love!

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Members- if you've moved and you're not getting the Breeze in the mail, please take a minute to update your address.

YES! UPDATE ME!

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



Staff Spotlight—Olivia Pepper by Beth Caudill, HR Generalist



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

OP: I began my fine time at Wheatsville on June 6, 2009 as a cashier. I moved to the grocery team in January.

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

OP: I was born in the wilderness of Southern Oregon and spent time in California, Colorado, and Mexico among others before landing in Texas in March of 2008.

BC: What is your favorite product at Wheatsville?

OP: I adore Texas Olive Oil.

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

OP: Every day is different. I love thrifting, swimming, dancing, coffee shop laziness, finding new bike routes, urban photography and house parties.

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

OP: I am an amateur puppeteer and I have recently started a puppet theatre. Our first show is this month!


BC: Fill in the blanks:

OP: I've always wanted to live a life of adventure and if I had it my way, time would not be so fleeting.

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



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Staff Top Ten Picks

by Aldia Blauvillou, Breeze Editor



El Lago Unsalted Tortilla Chips
Locally made and strong enough to stand up to the thickest dips



Iced Coffee Toddy
Gets me moving in the morning



Sweetish Hill Challah
So soft and tasty, perfect for dipping in soft boiled eggs, or with jam



Alexander Family Farm Eggs and H&J Ranch Eggs
Local fresh eggs just like I remember from my youth on the farm



Clementine Tangerines
Juicy sweetness, I could eat them three times a day

Quorn Southwestern Chik'n Wings

Very quick, very tasty, and very filling



Texas Daily Harvest Organic Spicy Cheese Curds
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Go Bulk This Holiday Season *by Riley Luce, Bulk Buyer*

The holidays are a time for family, a time for friends, and most importantly, a time for food! I have very fond memories of all the wonderful things that came

from my grandmother's kitchen this time of year, and my favorites were always the baked goods.

From cookies to pies to cinnamon rolls, the holidays are definitely a time for baking, and a great time to remember all the wonderful options available in the bulk department. I find that being able to get just the right amount of what you need, and at the best prices, is very helpful during the holidays. The bulk department has plenty of the baking staples such as organic oats, flours, and nuts, plus a plethora of creative additions for all sorts of baked goods. The dried fruits section especially has some wonderful options to add a little pizzazz to your holiday baking.

Here's a great recipe that uses our tasty Dried Red Bananas from the bulk fruits section:

Peanut Butter Banana Cookies

Dry Ingredients:

- 3/4 cups whole wheat flour
- 3/4 cups quick oats
- 1/2 tsp salt
- 1/2 tsp baking soda

Wet Ingredients:

- 1 cup smooth peanut butter
- 1/2 cup honey
- 1 egg
- 2 tsp vanilla
- 1/2 cup red banana's, chopped fine

Separately combine the dry ingredients and the wet ingredients. Mix the dry and wet ingredients together. Cool in the refrigerator for about 20 minutes. Scoop tablespoons of the batter onto a parchment lined baking sheet. Flatten with a fork. Bake at 375°F for 8-12 minutes, or until edges are slightly browned.

Cinnamon Rolls

One my favorite holiday memories are the cinnamon rolls my family would bake every Christmas morning. Here is an awesome cinnamon roll recipe I found on Happyherbivore.com. It's fat free and vegan, and I hope it helps you have a happy and healthy holiday season!

- 3/4 cup non-dairy milk
- 1 packet active yeast
- 3 cups whole wheat pastry flour
- 1 Tbs baking powder
- 1/4 cup raw sugar
- 2 tsp cinnamon
- 1/4 tsp salt
- 6 Tbs unsweetened applesauce
- 4 Tbs brown sugar
- 2 Tbs raisins (optional)
- 1 cup confectioners sugar
- 1 Tbs non-dairy milk



Preheat oven to 350°F. Grease a round cake pan and set aside. Gently warm 3/4 cup non-dairy milk to about 110 degrees. Sprinkle yeast over warmed non-dairy milk and let it dissolve, about 5 minutes. Combine 2 cups of flour, 1/4 cup sugar, baking powder, 1 tsp cinnamon and 1/4 salt in a large bowl. Add 5 Tbs applesauce and yeast mixture, stirring spatula to combine. Add in another 1/2 cup flour, stirring to combine. Sprinkle remaining flour on a flat surface and knead dough, kneading in most of the flour. Knead about 15-20 times. Using a floured rolling pin, roll dough out into large, thin rectangle and set aside. Prepare filling by combining 4 Tbs brown sugar with 1 Tbs unsweetened applesauce, 1 tsp cinnamon and raisins if using. Spoon filling in the center of the dough and spread it around, leaving 1" edge clear. Gently but tightly roll the dough up. Use a sharp knife or string to cut off 6 rolls, place into prepared cake pan, and bake 20 to 25 minutes or until golden and cooked through. Meanwhile, prepare icing by mixing 1 cup confectioners sugar with 1 Tbs non-dairy milk (plain or vanilla), whipping until it becomes a thick glaze with no sugar chunks, add more milk if necessary. Spread glaze over hot buns.

The original version of this recipe can be found at: <http://happyherbivore.com/2009/05/vegan-cinnamon-buns-whole-wheat-fat-free/>



All is Calm, All is Healthy

by Cody Atkins, Health Team Supervisor

Greetings! My name is Cody Atkins and I am the new Health Team Supervisor here at Wheatsville Co-op!

I may be new to Wheatsville but I am not new to Austin or the natural health and body care industry. As a native Austinite, I previously worked for a specialty food store in their natural health and wellness department. I have been a shopper at Wheatsville for years and am extremely excited to now be working here! You can expect some exciting new changes in the upcoming months in our health department with new products being introduced and education opportunities for the staff and community... all to better serve YOU, our owners and shoppers!

Salutations aside, I would like to talk about some of my favorite items for the Holiday season. First I would like to mention **Source Naturals Wellness Formula**. This is a formula designed to support the body's natural immune function while under stress. It contains many well-known vitamins, minerals, and herbs for immune function such as Vitamin C, Zinc, Echinacea but also has a plethora of other components to support your body's response to stress and illness during this taxing time of year. A must-have!



I also really like the **Rainbow Light Just Once multivitamins**. The Men's One and the Women's One vitamins are a great way to support energy levels and not only are they an all-in-one a day multivitamin but each also has an additional proprietary blend to address common health concerns. The women's formula will have components for hormone and bone support while the men's multi has a proprietary blend for prostate health. Both are food-based and contain probiotics and enzymes which facilitate optimal absorption and makes them gentle on the stomach.



Last I would like to mention **Peter Gilliam's Natural Calm**. Natural Calm is a drinkable and easily absorbed ionic magnesium supplement that can assist in restoring your body's magnesium to healthy levels. Causes of magnesium deficiency are improper diet, stress,



heavy exercise, excessive alcohol intake, and some medications. Symptoms can be: fatigue, anxiousness, cramps, muscle pain, headache, and inability to sleep. Also, additional magnesium is great to take if you are currently taking a calcium supplement as it helps with absorption and the balance of calcium and magnesium in the body.

I hope you stop by to say Hi next time you are in the store and I just want to say again that I am excited to be here and look forward to serving the amazing Wheatsville Health Team and shoppers! Happy Holidays!

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On January 22-24 of the new year, the League of American Bicyclists will be offering a certification course for people who want to teach others to bicycle safely and comfortably in traffic. (Check www.lobv.org for details. There is room for more students.) I'm planning to take the course, as I agree with its content and would like to help more people feel comfortable bicycling on the streets of Austin.

I am fairly comfortable in city traffic, most of the time, at least on the streets I'm used to. But I've always been a little bit scared of cycling by myself out of the city and to points beyond, out in the big world. If I teach a traffic safety course, I'm going to be asking my students to try bicycling in situations they're currently somewhat afraid of. So I thought I should do what I've been afraid of, and take a solo bike trip out of town.

Faster and more adventurous bicyclists may laugh at my first small exploration: I bicycled to Taylor, on the back roads, on my heavy, non-aerodynamic, but very reliable recumbent cargo bike. I left Austin on a Sunday morning with the wind at my back, and I really had a great time. It's not actually very scary to be out in the middle of nowhere, among fields, farm animals, and birds. The roads were high-speed, but there were very few cars, and I could hear each one coming from a long way off. It was tiring, but really quite enjoyable.

I didn't ride back to Austin the same day; I'm a middle-aged wimp who's not used to riding more than 15 miles at a time. I spent the night at a motel in Taylor, and left for Austin the next morning.

On the trip back to Austin, I made almost every conceivable mistake. Probably the only thing I did right was to carry enough water to keep me going. I was counting on getting coffee and tacos on my way out of Taylor, but the restaurant turned out to be closed. I should have stuck around Taylor for long enough to find another eatery (there were none along my country road route), but for some reason I was too impatient. So I went without breakfast (a big mistake), rode empty for three hours, then ate almost all the food I was carrying. There was a strong wind against me the whole way, and there were many hills. I also took several wrong turns.

All of this was bearable. I found that my wimpy middle-aged body was very game, willing to keep struggling against hills and wind for as long as might be necessary. But in the afternoon, on the outskirts of Austin, on Sprinkle approaching Ferguson, the trip became a nightmare. The road had only one lane in each direction on a long winding hill. I was climbing the hill and going less than 5 miles per hour. Big trucks were whizzing by at 50 miles per hour in both directions, narrowly missing both me and each other. It was terrifying. I stopped and got off the road and drank water. I wasn't thinking very clearly, my vision was worse than usual, and my hands were starting to shake. This was very uncool. I knew that I was only a few miles from food, and that I must keep going in order to get food. I was weak and scared.

I made it through the nightmare (there was nothing to do but just keep going) and found some food at Rutherford and 183, at a convenience store I reached by taking another wrong turn. I drank some coffee and some blueberry juice. The juice felt incredible—like a jolt of fuel. I should have bought several more bottles of the stuff. It was like the Mulliner's Buck-U-Uppo in the P. G. Wodehouse stories.

After that I rode through traffic uphill in the wind. I was not crazy about this, but as long as there are several lanes I can safely occupy the center of the rightmost one. The cars have somewhere to go when they want to pass me. For part of the way I rode on a wide sidewalk. This was nice, because it got me out of the stressful traffic. I got off the sidewalk before crossing big streets, such as I-35. It's usually much safer for a bicyclist to cross a highway in the street than it is to ride on the sidewalk and through a crosswalk, because motorists are usually not looking at the sidewalk and crosswalk, and may hit you without seeing you.

After I got across the highway, all was relatively easy. I'm used to riding on ordinary streets in Austin, and I was now in familiar territory. I made it home, ate food, and felt fine. I was tired, but I didn't really hurt.

The ride back from Taylor had been truly dreadful, but having survived it made me merry. I learned a lot from this trip. For one thing, I now know exactly what I'm afraid of—high-speed, high-traffic roads with only one lane going each way, on a weekday, especially uphill. (Downhill, where I'm faster than 15 miles per hour, the truck drivers will put up with staying behind me till they can pass safely.) I learned that I like bicycling alone between cities, and I'm definitely going to do more of it. But I'm changing my route to avoid that road and others like it. I learned that I have more reserves of strength than I knew, and can keep going long after I feel exhausted. And I learned to carry more food, and always eat breakfast. Energy bars are good, because they're compact and light and easy to carry. I'm going to bring lots of them next time.

I also learned that I need to wear sunscreen on these trips. Before I departed for Taylor, I had read an article by Willie Weir, who writes a column called "Travels With Willie" for *Adventure Cyclist*. Willie spends most of his time doing long trips on his bicycle and writing about it. Like me, he was unwilling to wear sunscreen (it's inconvenient, greasy, takes time to apply, and smears the lenses of my eyeglasses), and he rode for decades without it. He damaged the skin on his face so badly that he had to undergo a very painful treatment to remove the damaged skin. His column in *Adventure Cyclist* ran with a photograph of red-faced Willie at the height of the treatment. (He is fully recovered now.) So I was already considering wearing sunscreen when I left for Taylor. But I was wearing clothing that covered almost my whole body, my helmet has a big visor, and I left early on a cloudy morning, so I didn't actually use the sunscreen, although I packed it along. When I got to Taylor, I felt fine, but looked rather ghastly, as my face was very, very red. My wrists were also burned.

So before riding home the next day, I put sunscreen on my face, neck, and arms. The ride home took a long time, and the sky was bright and sunny the whole time. I was whipped by the wind all day, as well. When I got home, I was completely worn out. But my face looked fine, even though I had never re-applied the sunscreen in the course of the day. This experiment convinced me that sunscreen works, and is useful for touring bicyclists.

Since that one rather short trip out of town, my legs are much more interested in bicycling. I always enjoyed bicycling around town, but now I enjoy it even more. There are also some benefits in having lived through the worst parts of the trip. It gives me a basis for comparison that make some other things seem easy. Ten miles against a headwind is easy, compared with forty miles. And most unpleasant traffic situations are not bad at all, compared with my awful experience on Sprinkle near Ferguson.

So next year, when I'm teaching people to ride more safely and comfortably in city traffic, I can urge people to face down their bicycling fears with a clear conscience. It's good to try doing what you fear, especially if you suspect that your fear is slightly unreasonable. You learn what is really dangerous, and you learn that most bicycling is not really dangerous. You are not very likely to be killed or injured, even in the scariest places. You are much more likely to be terrified, which is no fun at all, but also is not fatal. I recommend it.

Please do remember, when you're out confronting your fears, that most collisions with cars result from the car driver's failure to see the bicyclist or pedestrian. So keep yourself as highly visible as possible. Use lights at night and reflective material by day. Signal your turns, if you can do so safely. Communicate with drivers, and avoid fighting with them. (Never give anyone the finger, no matter how much you disapprove of their behavior. Get the license plate number and call 911, but forgo the incendiary gesture.) And remember that if a traffic situation looks very bad, sometimes you can stop and wait until it clears a bit before moving on. You don't have to just keep going as fast as you can. This is your life, not a sports event.

Austin has such excellent winters. There's hardly a winter day that isn't great for human-powered transportation. It's a beautiful world to move through and admire. Let's enjoy it!

A note from the editor:

Amy is not only an intrepid advocate of human powered transportation, she is a compassionate human being. As a few of you may know, I am using a wheelchair as a result of a foot injury and Amy expressed concern that I would feel left out by her article about walking and bicycling. On the contrary, I am even more interested in human powered transportation.

Right now, I have a wheelchair designed to be pushed by another person, but I hope to be able to acquire one which is made to be arm-powered. Then my arms will get a workout while my foot rests and I will get a whole new perspective. — Aldia

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The Wheatsville 2009-2010 Annual Report



Exciting Accomplishments This Year! by Rose Marie Klee, President of the Board



What an amazing first year in our new store! The Wheatsville Annual Report, provides a summary of our financial condition, important accomplishments from this past year, and a sense of how we see the road ahead.

Among the most exciting accomplishments of this year:

- Outstanding financial performance in the first year of our newly-renovated store
- Recognition from our peers throughout the country with the 2010 Howard Bowers Award for Cooperative Excellence
- A historic reunion of many of Wheatsville's founders inspired by special guest, Walden Swanson, at our Fall Owner Gathering
- Formation of the "co-op think tank," which marks a crystallization of the cooperative movement (and the birth of a new cooperation amongst cooperatives) in Austin, Texas.
- Complete revision of our Board governance policies
- Winning Best Neighborhood Grocery in the Austin Chronicle readers poll for the fourth consecutive year
- Every level of Wheatsville exudes excellence, caring, respect, and joy (having fun!)

Howard Bowers Fund Cooperative Excellence *Presented to* Wheatsville Co-op

Wheatsville Co-op has risen against the odds from languishing to sales growth and expansion, from an under-performing store to a regional powerhouse. Post-expansion sales have exceeded expectations, with sales growing 30% in 2006-7 and 2007-8 and tripling in 10 years, while project and staffing costs came in under budget. This happened in Austin, TX, which has a big market for natural foods.

Under the leadership of Dan Gilotte, Wheatsville Co-op is integrated into the community, supports local businesses, champions the local food movement, supports local organizations through monthly donations, help other stores open or expand, and is a source of guidance, information, and support to co-ops across the country.

June 11, 2010



Owners!

Help us promote Wheatsville!

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

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

At the Board level this year, we continued to grow and mature as a governing body. We started the year with four new directors and each one of them jumped all the way in and came up to speed faster than ever before. The contributions of each individual (experienced and novice alike) made for an excellent year, and I am proud, especially as President of this organization, to have a governing body that is looked to by co-ops throughout the country as a model of excellence in governance.

Please be sure to cast your vote in the annual election by 5:30pm on Tuesday, December 7th. You are invited to attend our Election Certification meeting which will be held at the close of election in the Wheatsville meeting room.

I wish you happy holidays filled with peace love and joy, and look forward to what new adventures the coming year will bring for our community!

VOTE NOW

in the Wheatsville Board Election!

Vote in the store, by mail, or online at www.wheatsville.coop

The election will conclude on Tuesday, December 7th at 5:30pm.

Cooperative Values

- Self-help
- Self-responsibility
- Democracy
- Equality
- Equity
- Solidarity
- Honesty
- Openness
- Social Responsibility
- Caring for others

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Best Neighborhood Grocery

WHEATSVILLE FOOD CO-OP

The Wheatsville 2009-2010 Annual Report



Annual Financial Report *prepared by Dan Gillotte, General Manager*

Our first year in the renovated and expanded Wheatsville has been a great financial success. This report accompanies our income statement and balance sheet. The financials accompanying this report have been audited by our CPA and have been found to comply with generally accepted accounting principles.

The 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 May 31, 2010.

Wheatsville's sales grew to \$12,396,241 million, an incredible 25.5% increase over the previous year. This growth is on top of 32% growth from the previous two years. Over the last five years our sales have grown more than 91%! Sales growth is one important indicator of a business's success and health, and Wheatsville is doing extremely well on that count! It's worth noting that this year's incredible sales growth occurred with only three full quarters of post-construction sales, meaning that the store was in construction mode and not fully complete until the end of the first quarter. We had planned sales of \$12 Million with a full year in the newly renovated store, but surpassed that with only nine months at full capacity!

Our cost of sales (or goods) 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. This includes merchandise from 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.

After cost of sales, our next biggest expense category is personnel. We spent nearly 24¢ of every dollar taken in at the registers on personnel expenses including wages, bonuses, benefits and payroll taxes. This amounted to more than \$2,959,263, an increase of nearly 25% over the previous year. This was due partly to an increased number of staff to help run our larger and busier co-op.

(We added about 20 jobs through the expansion.) 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 maintained a strong program of staff benefits this past year. Having absorbed all of the increases in insurance premiums since 2004, Wheatsville continued to hold the cost of healthcare at a reasonable level for our staff members.

Wheatsville Co-op INCOME STATEMENT

Fiscal Year Ending May 31, 2010
June 1, 2009 - May 31, 2010

SALES	\$12,396,241
Cost of Goods Sold	\$7,674,862
GROSS PROFIT MARGIN	\$4,721,379
Operating Expenses:	
Personnel	\$2,959,263
Depreciation & Amortization	\$235,510
Facilities	\$388,897
Advertising & Promotion	\$204,108
Operating Supplies	\$208,325
Other Operating Expenses	\$351,317
PROFIT ON OPERATIONS	\$373,959
Non-Operating Revenues & Expenses:	
+ Membership Joining Fees	\$41,527
- Membership Services Expense	(\$49,573)
- Board of Directors Expense	(\$31,119)
- Net Finance Expenses	(\$59,597)
- Ongoing Development Expense	(\$37,895)
- Long-Term Development Expense	(\$44,885)
+ Special Events Net Revenues	\$638
+ Other Non-Operating Revenues	\$2,702
EARNINGS BEFORE INCOME TAX	\$196,158
Income Tax Provision	(\$48,816)
EARNINGS AFTER INCOME TAX	\$147,342

Our earnings before income tax for the year were \$196,158, 1.58% of our sales. Based on the experience of other food co-ops post-expansion, we planned for a substantial loss in this fiscal year. But, due to a variety of factors including holding our project costs down and better than projected sales, margin and labor, we were able to buck this trend dramatically! This financial performance is nearly unheard of in food co-ops and, at the risk of tooting our own horn, something to be very proud of!

Board Allocations

Each year, the board decides how to allocate our net income. This year the \$147,342 earnings after tax were allocated by the board as follows:

- \$28,567 to investor shares dividends
- \$92,948 to patronage allocations (\$37,179 distributed and \$55,769 retained – See Kate Vickery's article about Patronage Rebate)
- \$25,827 to retained earnings

Balance Sheet

A balance sheet is like a snapshot of a business's financial condition at a specific moment in 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.

The total assets of Wheatsville Food Co-op as of May 31, 2010 are an incredible \$5,774,187. Of that, \$1,684,097 is considered "current" meaning it is relatively liquid. This includes cash and cash equivalents, inventory, etc. One measure of a business' financial health 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. A ratio of 2 to 1 is considered good during normal business times, but co-op expansion consultant Bill Gessner says that anything over 1.25 to 1 is good during the period following a renovation. Our current ratio is 1.69 to 1, a good showing.

Something new due to the renovation is debt from the National Co-op Bank (NCB) which shows up as "Commercial Notes, less current portion" in Long-Term Liabilities and as "Commercial Notes, current portion" in Current Liabilities. Before the renovation, we had almost no long term debt. The figure shown as Deferred Tax Liability, incidentally, is simply an amount related to differences in the ways that depreciation on our fixed assets is calculated for tax and book purposes, since the tax code permits certain assets to be expensed on an accelerated basis.

Our overall member equity, the net amount of the co-op's assets that are cooperatively owned by the members after deducting everything we owe on those assets, is \$2,619,432. Retained earnings, the amount of money we

Wheatsville Co-op BALANCE SHEET May 31, 2010 vs May 31, 2009			
ASSETS	05/31/10	05/31/09	Year-to-Year Comparison
CURRENT ASSETS			
Cash & Cash Equivalents	\$1,229,247	\$932,583	\$296,665
Accounts Receivable	\$62,772	\$17,161	\$45,611
Inventories	\$352,696	\$263,368	\$89,328
Prepaid Federal Income Taxes	\$0	\$44,582	(\$44,582)
Prepaid Expenses & Other Current Assets	\$39,382	\$61,323	(\$21,941)
Total Current Assets	\$1,684,097	\$1,318,998	\$365,099
FIXED ASSETS			
Property & Equipment	\$4,380,127	\$3,999,352	\$380,775
Accum. Depreciation & Amortization	(\$387,793)	(\$687,678)	\$299,885
Total Fixed Assets	\$3,992,335	\$3,311,674	\$680,661
INVESTMENTS & OTHER ASSETS			
Investments	\$127,755	\$107,980	\$19,775
Total Other Assets	\$127,755	\$107,980	\$19,775
TOTAL ASSETS	\$5,774,187	\$4,738,750	\$1,035,437
LIABILITIES & EQUITY			
CURRENT LIABILITIES			
Accounts Payable	\$418,085	\$428,779	(\$10,694)
Member Patronage & Dividends Payable	\$85,745	\$28,804	\$56,941
Accrued Liabilities	\$290,216	\$214,728	\$75,488
Commercial Notes, current portion	\$221,895	\$88,130	\$133,765
Total Current Liabilities	\$995,935	\$770,341	\$225,594
LONG-TERM LIABILITIES			
Commercial Notes, less current portion	\$2,089,763	\$1,489,928	\$599,835
Deferred Tax Liability	\$69,000	\$32,000	\$37,000
Total Long-Term Liabilities	\$2,158,763	\$1,521,928	\$636,835
MEMBER EQUITY			
Member Capital Paid In, incl. Donated Capital	\$584,335	\$471,081	\$113,254
Member Investor Shares	\$713,100	\$715,100	(\$2,000)
Retained Patronage	\$617,798	\$562,030	\$55,768
Cooperative Educational Fund Reserve	\$1,000	\$1,000	\$0
Retained Earnings	\$723,198	\$897,370	(\$174,172)
Total Member Equity	\$2,619,432	\$2,446,581	\$172,851
TOTAL LIABILITIES & EQUITY	\$5,774,187	\$4,738,750	\$1,035,437

have earned and saved over the history of Wheatsville's life, comprise the largest portion of our member equity. The next largest equity amount is from the 161 shareholders who invested in the co-op in 2005 during our investor shares fund drive. Then we have the retained portion of patronage allocations from this year and prior years, as described in Kate Vickery's article. Finally, and most importantly, we have the member capital that has been paid in by all our member-owners to open their individual membership accounts in Wheatsville, currently \$564,335.

The CPA audited balance sheet shows Wheatsville to be a very healthy business at the end of our first year in the renovated and expanded store.

I can't express how pleased I am to be in the positive financial position that we are at this stage in our co-op development cycle. Our success is due to your incredible support and the work of our board and staff.

Board Allocates Patronage Rebates for Owners by **Kate Vickery, Board of Directors**



Bear with me, dear Owners, while I get just a little bit wonky. I promise I have a point, and I want to introduce you to a few concepts before diving into the juicy center of this article: patronage rebates.

By way of an introduction, I'd like to call your attention to the Bylaws of Wheatsville Co-op. The purpose statement found in Article 1.2 states, "The Co-op was organized for the principal purpose of distributing goods and services for the benefit of its owners." Read that last clause again: "for the benefit of its owners." That's pretty unusual for a business to state that

the business exists, at its very core, for the benefit of its owners who own equal shares of the organization.

Next, let's look at the Articles of Incorporation for Whole Foods Market for their purpose statement (the Bylaws of WFM do not have a purpose statement). Article III states, "The purpose or purposes for which the Corporation is organized are to transact any and all lawful business for which businesses may be incorporated under the Texas Business Corporation Act." No mention of owners there, and while Whole Foods certainly provides consumers a source of high quality, healthy food, the difference between these two purpose statements exemplifies the fundamental difference between the cooperative model and the traditional business model.

What's my point, you ask? I'd like to talk about this idea of "owner benefit" in light of the patronage rebate the board has authorized to be distributed to our Owners this year. One of the ways that the Wheatsville operates for the benefit of its owners is through economic linkage. Brett Fairbairn of the Center for the Study of Co-operatives at the University of Saskatchewan (and your Board's favorite co-op nerd), explains economic linkage as the "interlocking of the co-op's interest and the members' interests." He explains that in a system built on economic linkage:

- The co-operative's activities *promote the economic success* or well-being of the member's household or income
- There is a *close connection* between the success of the co-op and the member: if one does well, the other shares in the success
- The co-op's products and services are tailored to *specific members needs*
- Member choices and behavior are tailored to what is needed for the co-op to succeed

Wheatsville is connected to its owners because when the success of one is linked to the benefit of the other. Fairbairn explains that owners invest "capital, time, and loyalty" in their co-op "because they trust that doing so will be in their own interest as well as the interest of other members." Indeed, "member economic participation" is one of the seven cooperatives values that most cooperatives adhere to. Essentially, "members contribute equitably to, and democratically control, the capital of their co-operative."

At first blush, an owner's economic connection to Wheatsville looks like a one-time \$55 capital investment, which entitles you to a number of benefits, including:

- owner-only specials on products
- owner appreciation days
- owner-only sales
- check cashing privileges
- eligibility for University Federal Credit Union membership

These benefits are good for our owners because you save money, and they are good for Wheatsville because you are incentivized to shop at the co-op. When you shop at Wheatsville, we earn profits that we can turn into better things for you (remember "for the benefit of its owners"), like an amazing store renovation, donations to community groups, support for community initiatives like Austin's Earth Day celebration, happy, friendly employees paid a living wage with benefits, and another store location in the future.

What else do these profits do? Your Board of Directors has been engaged in a lot of strategic learning about one particular economic benefit of Wheatsville ownership: the patronage rebate. As a co-op, Wheatsville falls into a special Internal Revenue Code (IRS) category which entitles us to reduce our taxable income by allocating a portion of the revenue made from owners' purchases back to them at the end of each fiscal year. When the Board approves a patronage rebate, a portion of the profits generated by owner purchases is allocated back to those owners in direct proportion to the amount of their patronage, with a minimum of 20% of the allocated profits being distributed in the form of cash or credits redeemable for cash. The more of the patronage that is allocated back to owners, the greater the tax benefit, because allocated patronage is not considered taxable income by the IRS.

The remaining percentage of allocated patronage is retained by Wheatsville to be used as capital for the benefit of the co-op and its owners. Essentially, the more you shop, the greater your potential rebate, and the greater the retained earnings the co-op can put away for its next big project. The retained patronage earnings from prior years were a significant reason why Wheatsville was able to successfully complete its renovation project.

So, each year, the Board determines whether a patronage rebate is right for the Co-op. Last year, for example, the board chose to retain all of our profits in order to build up retained earnings to pay the long-term costs of our renovation project. *This* year, however, has been an unbelievable success story for Wheatsville. Typically, co-ops in expansion plan for a net loss during the first

year or two following the project (indeed, Wheatsville's business plan predicted that), but, instead, our Austin co-op had record-breaking sales with well-managed expenses, yielding a solid net profit for the year.

Therefore, for the 2009-2010 fiscal year, the Board has allocated \$92,947.57 to eligible owner patrons, with 40% (\$37,179.03) to be distributed in cash and 60% (\$55,768.54) to be retained as owner equity in the Co-op. Wheatsville's ability to pay out a significant patronage rebate in the form of cash is testament to our owner's loyalty to the Co-op and the incredibly successful management of our amazing general manager, Dan Gillotte and his staff.

More important than the \$37,179.03 that will be paid out as rebates, however, is the \$55,768.54 that will be added to our retained earnings. It is this money that will allow your co-op to make big plans (such as opening a second location), thereby creating a more robust cooperative economy and further benefiting our community and owners. Marilyn Scholl, manager of CDS Consulting Co-op, explains that, "Looked at this way, retained patronage equity is not for the individual owner at all and wouldn't be considered as such. It is everyone's money, set aside for the good of the cooperative."

In conclusion, Fairbairn reminds us that, "Patronage refunds are, among other things, a mechanism for ensuring that *members share necessarily in the economic success of the co-op.*" Wheatsville's success has been a measure of your commitment to your co-op and our ability to meet your needs; when both of those things happen, we have true economic linkage and a business model that exists for the benefit of its owners.

Further reading:

Fairbairn, Brett. 2003. "Three Strategic Concepts for the Guidance of Co-operatives." <http://purl.umn.edu/31755>

Scholl, Marilyn. 2010. "Waking the Sleeping Giant." *Cooperative Grocer*. <http://www.cooperativegrocer.coop/articles/2010-06-04/waking-sleeping-giant>

International Co-operative Alliance. "Statement on the Cooperative Identity." <http://www.ica.coop/coop/principles.htm>



A Sequel in the Making by Dan Gillotte

As you can see by our financial performance and hopefully, your own experience, if Wheatsville were a movie, it would be a blockbuster AND a critic's darling! So, while we continue to improve and refine the current location, we have begun, in the parlance of the movie industry, pre-production on the sequel to Wheatsville's home base at 3101 Guadalupe.

For a long, long time, Wheatsville's board and management have been exploring the possibilities for additional Wheatsville locations. Several years ago we decided that the most prudent approach to co-op development—development that would ensure the long-term success of Wheatsville and not jeopardize the store we have—was to focus our attention first on the "Mothership" before embarking on any other adventures. And, so we did just that and created the kind of facility at our home base that we can be proud of and will serve us well, in addition to being financially strong enough to be the economic engine on Part 2!

As our financial report shows, we were able to successfully navigate the challenges of our expansion project and arrive in a place where we are able to seriously work toward a second location for our co-op! The next steps may take some time, but we are committed to moving as quickly as possible to serve additional Austinites closer to THEIR home bases! So, to return to the movie metaphor, consider this article the teaser trailer for another blockbuster production from your co-op coming soon!

OK, OK, I'll give you a quick sketch of what we'll be doing in the next several weeks and months to develop our next epic. Please remember, this is all VERY preliminary.

Many of you may have your favorite idea of where a second Wheatsville should go and we've definitely heard strong member support for a second store in south Austin as well as requests for a store north, east, and west, too. But, due diligence and proper planning requires that we get a professional market study to be sure that we have a great box office success with our sequel. As of this writing, we're conducting a professional market study to help us determine the feasibility of additional locations in Austin and to help us narrow the possible future site searches to various areas of town. This study will also help us when it's time to get funding from banks.

We'll also begin having conversations with our current lender and others to assess the capital opportunities or challenges that we might have.

If we continue to have excellent financial success in store next spring, then we may be able to begin an earnest site search process and involve architects and planners.

And then if all continues to go well, we'll secure a site, plan the project and break ground. Easy, right? So, stay tuned for the exciting sequel!

Board Compensation

by Rose Marie Klee, President of the Board

After many years of debate, the Wheatsville Board of Directors has decided to make a modification to our director compensation structure and we wanted to share our thought process and decision with you.

The current director benefit structure has been in place at Wheatsville for many years, and is structured as a store discount. Throughout the years there has been much debate about the inequity in “compensation” (= benefit received), which varies dramatically based on individual habits and household sizes. For example, a family of four would typically benefit more than a single individual. While the fairness of the discount structure has often been discussed, the counterpoint has been a sense that discounts are favorable because they encourage director patronage (familiarity and presence within the store) and discounts are a ‘softer’ cost to Wheatsville (saving \$4.60 at the register does not literally cost Wheatsville \$4.60).

Currently all directors who are not Wheatsville employees receive the same benefit: a 10% discount on Wheatsville purchases. Our bylaws allow up to two employees to serve on the Board, and those directors receive a 20% discount at Wheatsville—a 5% increase over the 15% discount that all other Wheatsville employees receive.

Across the country, food co-ops have been engaged in similar debate about what director benefits should be. It is widely accepted that directors should and do serve willingly from a sense of duty, loyalty, and desire to be more deeply engaged with their co-op; however, there is also general agreement that directors’ contributions of time and talent should rightly be acknowledged with some monetary token of appreciation. While there is much variation in discount and stipend structures throughout the country, the current school of thought seems to support an equitable stipend structure (equitable by reducing the variation in benefit incurred via a discount on purchases). There is also consensus that officers should receive larger compensation than other directors, and that the co-op President should receive greater benefit than other officers.

At the October Board meeting we revisited our director compensation structure and discussed the pros and cons of our current structure versus a stipend structure.

Store Discount		Stipend	
Pro	Con	Pro	Con
encourages director patronage	provides unequal benefit, depending on director household size	equitable benefit among directors	does not encourage patronage unless structured as ‘gift card’
“soft” cost for Wheatsville	unpredictable expenditure with significant variability	fixed and predictable cost	administrative effort for staff and directors
directors feel recognized and appreciated every time they shop—creates opportunity for others who witness transaction to become aware and/or connected with director		may provide opportunity for larger monetary benefit (not proportionate to value of director time and talent, but reasonable indication of appreciation)	may provide larger opportunity for monetary benefit (potential for abuse by incompetent Board if Bylaws requirement to disclose changes, etc. not followed)

Not included in the table above is the discussion of how compensation might influence director recruitment, commitment or performance. We believe that it is appropriate to separate these issues because whether or not there is any compensation, the Board is committed to its duty to ensure high-level performance and hold itself accountable (including transparency and accountability to our Owners regarding our performance and achievements). We recruit and maintain the excellence of our directors and the Board as a whole through a thoughtful and well-designed recruiting, orientation, and training process; and through a culture of constant self-evaluation. Furthermore, we agree that the modest compensation amounts that we currently receive or would consider providing are low enough that they are not the sole or substantial incentive to participate on the Board.

While compensation is not a significant motivator for individual directors to join or remain on the Board, we nevertheless recognize that because of the substantial effort required, especially of our co-op President, it is an important gesture to provide acknowledgement and appreciation with some benefit. Based on these considerations, the Board of Directors decided at the October 2010 meeting to maintain the current discount structure (10% for non-staff directors and 20% for staff directors) and to provide an annual stipend of \$3,600 to the President, effective beginning with the next Board term which begins in January 2011. New officers will be elected at the start of the term next year.

We arrived at the decision to provide a \$3,600 stipend for the President based on the recognition that this is a very important role to our organization and that it requires a substantial commitment of time and energy. We recognize that by committing to serve in the role of co-op President, a director chooses to offer their service and skill to Wheatsville, and we believe that as an organization it is most appropriate to acknowledge this service with a modest token of our appreciation.

The Board has also determined to revisit our director benefit structure on an annual basis and report each year what the compensation is and whether any changes for the following year have been determined. We always welcome your feedback, and encourage you to communicate your ideas about this and any other topic to us either directly or through our Wheatsville staff.

Code of Conduct Report

by the 2010 Wheatsville Board of Directors

The Wheatsville Board of Directors uses the Policy Governance® structure and building on the Bylaws revision project conducted in 2009, over the past year we have done a complete update of our governance policies. In accordance with Board policy B5, “Director’s Code of Conduct,” we report our performance to Owners each year in our Annual Report.

B5 – Directors’ Code of Conduct Monitoring Results – 5/20/2010	
RESPONSE AVERAGE FROM ALL DIRECTORS:	
B.5 Directors commit to ethical, businesslike and lawful conduct.	5.0
B.5.1 Board Directors are required, annually, to sign a Statement of Agreement that includes three sections: Code of Ethics, Code of Conduct, and Conflict of Interest Disclosure.	5.0
B.5.2 Every director is responsible at all times for acting in good faith, in a manner which she/he reasonably believes to be in the best interests of the Co-op, and with such care as an ordinarily prudent person in a like position would use under similar circumstances.	5.0
B.5.3 Directors must demonstrate accountability to the interests of the Co-op’s Owners that supersedes any conflicting loyalty, such as that to advocacy or interest groups, membership on other Boards or staffs, and the personal interest of any director acting as an individual consumer or Owner.	4.8
B.5.3.1 All Directors have a duty to disclose, in writing, any potential or perceived conflict of interest and must provide all material facts to the Board of Directors. The Board shall determine the process for participation by the Director.	4.9
B.5.3.2 There will be no self-dealing or any conduct of private business or personal services between any director and the Co-op except as procedurally controlled to assure openness, competitive opportunity and equal access to “inside” information.	4.8
B.5.3.3 When the Board is to decide on an issue about which a director cannot reasonably be expected to prioritize the interest of the Co-op, pursuant to Bylaw 5.13, that director shall recuse him/herself from the discussion and vote.	4.9
B.5.4 Any director who is also a paid employee has the same duties and responsibilities as any other director, and has the additional duty of clearly segregating staff and Board responsibilities.	4.6
B.5.4.1 If a director who is also a paid employee becomes subject to disciplinary action as an employee, the board president has the discretion to require that the director take a leave of absence from the board. If the job performance results in termination of employment at Wheatsville, the board director will be removed from office.	4.8
B.5.5 Directors may not attempt to exercise individual authority over the organization.	5.0
B.5.5.1 When interacting with the GM or employees, directors must respectfully recognize their lack of authority.	5.0
B.5.5.2 When interacting with the public, the press, or other entities, directors must recognize the same limitation and the inability of any director to speak for the Board except to repeat explicitly stated Board decisions.	4.9
B.5.6 Directors will respect the confidentiality appropriate to issues of a sensitive nature and must continue to honor confidentiality after leaving Board service.	4.8
B.5.7 Directors will prepare for and attend Board meetings and trainings.	4.6
B.5.8 Directors will support the legitimacy and authority of the Board’s decision on any matter, irrespective of the director’s personal position on the issue.	5.0
B.5.9 Any director who does not follow the code of conduct policy shall resign from the Board if requested to do so by a 2/3 majority vote of the remaining Board.	4.9
B.5.10 Board directors will report their adherence to this policy in each annual report.	4.3
OVERALL PERFORMANCE:	4.8

You can learn more about Policy Governance and read our policies by visiting the Board webpage at www.wheatsville.coop/BoardPolicy/bodgovpolindex.html

Recap of the 2010 Fall Owner Gathering by Lee Blaney and Doug Addison

On Wednesday, October 27, Wheatsville owners from yesteryear mixed with new owners at our 2010 Fall Owner Gathering (FOG). Throughout the night, between 70 and 80 owners showed up to interact with their fellow owners, eat delicious food, and learn about the cooperative community in Austin.



Walking into the First Unitarian Universalist Church, the first thing to capture our attention was the wonderful spread: fruit, cheese, crackers, chips, three different kinds of salsa, lollipops, trail mix, veggie chips, desserts, chocolate,

apple juice, coffee, and soda. Wheatsville throws our kind of party! Special thanks go out to the Wheatsville staff for getting so much wonderful food together for us to enjoy.

The night started off with an introduction of your 2011 Board candidates. Each candidate was given one minute to introduce themselves and explain why they are interested in serving on your board. You can see their full candidate statements in the Special Election Issue of the Breeze or Wheatsville website. (But hurry; the election ends on December 7th.) Then, Steven Tomlinson, treasurer of Wheatsville's Board of Directors and chair of the 2010 audit committee, gave us some wonderful news – Wheatsville has been highly successful this year. With the renovation project, we had planned for a loss, but through the support of our owners and the skills of our management team, Wheatsville actually achieved a net profit of almost \$150K. This success is unheard of in the co-op world. Co-ops around the country are now looking at Wheatsville as the standard for successful renovation projects.

Jimmy Robertson, former Wheatsville Board member and elder statesman, introduced our guest speaker, Walden Swanson. Walden is a world-renowned cooperator and an early Wheatsville general manager. Walden has been involved with numerous co-ops (housing, financial, food, rural) around the country and internationally. In 2007, he was inducted into the Cooperative Hall of Fame.

Walden started out by giving us a history of how Wheatsville started. A big push for the cooperative movement came in the form of the Austin Community Project, which was composed of housing and food co-ops; they even had three farms! Walden was a founding member of the 28½ Street Buying Club. One of the tenets of the 28½ Street Buying Club was to challenge the establishment.

"If they did it one way, we're going to do it completely opposite," Walden explained. "We decided in a discussion after we had split up the food that we weren't going to use money anymore, because money was the root of all evil. If they did money, we weren't."

Instead of money, they traded homemade sandals (made from used tires) for tomatoes at the San Antonio farmer's market. Another of Austin's early food co-ops was Milo Minderbenders, which operated on the "take what you need, leave what you could" principle. Unfortunately, these models quickly faded, but as Hunter Ellinger (an early Wheatsville owner) eloquently stated, "the Austin spirit blossomed in Wheatsville."

Walden asked us to identify the qualities of Austin that will lead to a vibrant cooperative economy. Audience members shouted out "a growing population," "openness to alternatives," "an interest

in localism," and the "wide variety of co-ops already in existence." One audience member mentioned a survey about familiarity and attitudes about co-ops. The survey results showed that, on the one hand, "not that many people know about co-ops," Walden said. But "the second thing is, if they did [know about co-ops], they felt like there was more trust in that transaction than in any other type of business."

Taking his prompts from the audience, Walden went on to expound on the "cooperative side" of human nature, and how, for the cooperative economy to expand and thrive in Austin and elsewhere, one of the unwritten tenets of cooperative economics — people before profits — needs to be reconciled with our (occasionally) more selfish side. Walden described it in cinematic terms: A clash between our Yoda genes and our Gordon Gekko genes.

"Part of us — at the DNA level probably — supports cooperativeness and doing something for the greater good. Yet at the same time, we've all got, each of us individually and society as a whole, the Gordon Gekko gene, that greed is good. That that's part of human nature, too, and helping us survive. Within each of us we've probably got that tension, and in society we've got a lot of that tension going back and forth."

With those ideas in mind, we next heard from a slice of Austin's cooperative economy through a panel session, consisting of Walden Swanson, Wheatsville general manager Dan Gilotte, Black Star Co-op founder Steven Yarak, Kelsey Balcaitis of A+ Federal Credit Union, Brian Donovan of Inter-Cooperative Council housing cooperative, and Andi Shively of Third Coast Workers for Cooperation. The panel

addressed two questions from moderator Jimmy Robertson: "What would the ideal Austin co-op economy look like?" and "Why are there not more co-ops in Austin? What are the barriers, and how can we overcome them?"

Dan led off the discussion with a vision of co-ops providing an alternative to a variety

of business types. He said he looks forward to a time when co-ops do not arise from a need, but rather from a choice.

"When someone has an idea to start a coffee shop or bookstore or have a lawn care service, they would think that it would be a cooperative," Dan said. "That would be their first thought, 'Let's make this a co-op.' And virtually everything that you needed taken care of or needed to be provided for you, housing, food, other services, could be provided through a co-op."

Black Star's Steven agreed with Dan's vision, but he also challenged the idea that co-ops can be both widespread, while at the same time alternative or countercultural.

"Much of the cooperative identity right now is built around this alternative," Steven said. "The hurdle we would have to overcome is being okay with no longer being countercultural, being okay with being the dominant paradigm, and saying, 'Yes, we're the dominant paradigm. Come follow us, this is the way you want to do it.'"

To the question of what barriers prevent more co-op development in Austin, Third Coast's Andi mentioned her perception of a general lack of familiarity with the cooperative model in Austin and elsewhere. She said that extends all the way to the need to raise awareness among the support professionals — lawyers, accountants, bankers — that co-ops require to get their businesses started. Steven added that even though Texas has a really good co-op statute, his experiences founding Black Star revealed institutional ignorance even at the state level that he thinks could stymie less determined co-op start-ups.

Brian from Inter-Cooperative Council echoed Walden's earlier point that there is an internal conflict in people — our nature tends towards cooperation, but we also want personal control of our business. Looking to the future, though, Dan put a more positive spin on it, saying that "the values of the United States of

America are the cooperative values." As we continue to have conversations with our neighbors and politicians, we can break down some of these barriers and bring more co-ops to Austin!

2011 is going to be a great year for Wheatsville and for co-ops all over Austin. We look forward to seeing you in the store.

Before signing off, we, on behalf of the whole Board of Directors, would like to give a special shout-out to Kate Vickery (the FOG chairperson), the FOG committee, and all of you for making this gathering one of the best annual owner meetings ever! We cannot wait until next year's!



Black Star Co-op Pub & Brewery Grand Opening

Located at the corner Lamar and Airport Blvds
at the new Midtown Commons

Friday, December 10th - evening: grand opening ceremonies, first tap of house beers

Saturday, December 11 - afternoon:

Edible Austin Beer Festival

Saturday, December 11 - evening:

Alamo Drafthouse Rolling Roadshow (possibly!)

Sunday, December 12 - afternoon:

Sunday Roast service, opening sometime between noon and 2PM.

Watch our website www.wheatsville.coop and Dan's weekly email for further information as it becomes available!

What the Heck Are We Doing Here Anyway?

A Brief Look at Our New Ends Policies by Dan Gillotte

Your board of directors operates under a governance philosophy called Policy Governance. One of the central concepts behind Policy Governance is operating with an established Ends policies. "Ends policies" is a somewhat opaque way of describing what your organization exists to accomplish in this world. Typically they are written in a future form and often describe what the future that has been created by your organization looks like. For all intents and purposes, these are the long-range goals of Wheatsville.

Your board has worked hard over the past year to develop a set of ends policies that will endure and give me, in my role as general manager, strong, clear direction of what the board wants the co-op to achieve in the long term. I then come up with the interpretations and operational definitions of these ends that allow us to demonstrate progress on them each year, essentially boiling these large and audacious goals down to actionable items. I was very happy to be involved in this process, and to engage with the board in crafting a simple yet powerful ends vision for our co-op!

So, without further ado, allow me to introduce, the Wheatsville Food Co-op 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

Wow! These are ambitious and exciting, eh? As General Manager, one of my jobs is to report annually to the board on progress toward these ends. I completed my first reporting on these in June and then recently reported with an updated approach at the October board meeting. I also plan to report annually on progress to you, the owners. Due to the newness of these policies, this first annual report on ends will be somewhat brief. Hopefully over time, they will become more and more robust and demonstrative of the great progress we will make toward transforming society.

Progress Made on a Thriving Community Centered on Hospitality, Kindness, & Generosity

We strive to be the friendliest business in town: A store that makes everyone feel like honored guests or part of a caring and kind community. Exceptional service is exemplified by smiling faces, greetings, attention focused directly on the customer, active listening, going out of our way for them, making their day, and exceeding their expectations.

We also have a process and concept regarding the identification and removal of "customer unfriendly" policies and do our best to see the store through the customer's eyes to improve our systems.

Here is a short list of the kinds of things people say about Wheatsville publicly (and from our secret shopper service) that help to demonstrate progress on this end:
 —"My favorite part of Wheatsville is that it is a real place. People remember me and my family by name—a person, not a 'consumer'."

—"Love this store! Every staff member is more than helpful and generous with their time and knowledge."

—"The atmosphere of the store was extremely friendly and welcoming. There were several people greeting each other like family. I think it would be a great place to shop regularly and to work."

—"The associate was smiling and talking to each customer as they passed by. I asked a question and he was informed and helpful. I liked his personal touch to answer my question when he told me he used the item the previous night for dinner."

—"I love that kind of real connection and personal attention."

—"If I shopped regularly at Wheatsville Co-op, I would be spoiled by the great customer service and not want to shop elsewhere."

—"Best of all, the staff smiles here. They welcome you. They say 'hi' to you. They answer your questions. And they don't appear to be bothered or annoyed by the interruptions. Wonder of wonders, they are here to help!"

—"Today's warm fuzzy - going to Wheatsville Co-op and having employees remember my name!"

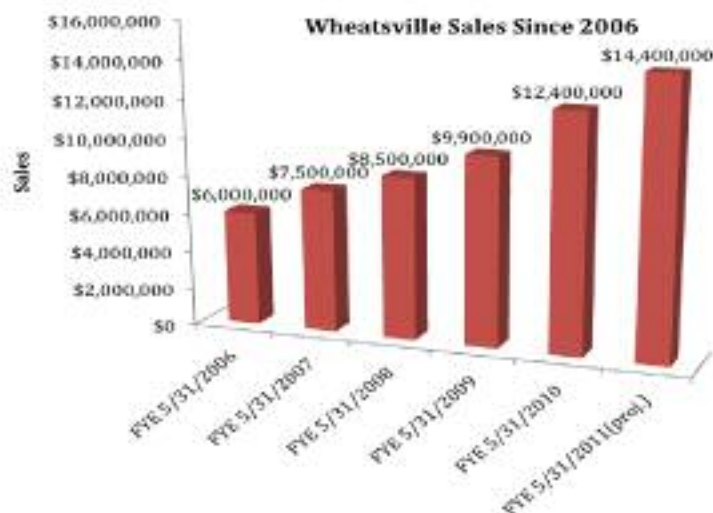
I'm proud of the ways that our ends are progressing in this area and I hope that you see the ways that we continue to grow our kindness and hospitality.

A Robust Cooperative Economy

As a starting definition, a robust cooperative economy is an economy that is based in businesses which are member-owned cooperatives: an economy where an increasing number of consumers have access to goods and services provided by a cooperative, and where these consumers are ALSO the owners of the cooperatives. International examples like the Mondragon Cooperative in Spain demonstrate alternate visions of a capitalist society to the investor owned version we have in the United States. It's also an economy that has co-ops working together to strengthen each other and the entire co-op economy.

For the time being, progress on this is largely based narrowly on Wheatsville and our growth as a co-op. At its heart, our expansion project was one important step in growing the cooperative economy in Austin. The larger and more successful our store is, the larger and more prestigious the cooperative presence in Austin. Our sales growth demonstrate a component of a robust cooperative economy as we show double digit sales growth over several years, including a year that includes intense construction disruption and the following year in the worst recession in recent history. Since 1998, Wheatsville sales have tripled, increasing 226% through 5/31/10.

It is not a small thing to note that our growth over the last few years has added several million dollars to the cooperative economy. Without Wheatsville, those sales would go to an investor-owned business or some other non-cooperative.



We also grow the cooperative economy through invested owners in the co-op and total paid in capital from our owners.

- In FYE 5/31/09 we added 625 invested owners.
- In FYE 5/31/10 we added 1,810 invested owners.

We switched focus in the last year toward driving people toward invested ownership as a way of creating deeper relationships with our owners through their investment and commitment. This approach clearly paid off.

This was also a year which saw the end of the surcharge and in which we planned to have 50% LESS new owners. However our strong message and the commitment of our new hospitality team drove us to add nearly 3 times as many invested owners and increased our total paid-in capital 83% more than was collected in FYE 5/31/09.

Wheatsville's financial success also creates co-op jobs, another key to a robust cooperative economy. Prior to the expansion Wheatsville had approximately 80 full and part time staff. As of September 2010, Wheatsville has approximately 114 full and part time staff.

For years now, there has been interest in additional Wheatsville locations among Austin residents. With the successful renovation complete and our very strong financial position, the current year will begin our march toward additional food cooperative development in Austin. An additional store will add to the strength of our cooperative economy, expand choices, and bring people into cooperatives. A new store would likely generate sales of \$8-10 Million in our first year making Wheatsville a \$20+ Million co-op business.

The cooperative economy also includes linkages between other types of co-ops. We demonstrate connection to local co-ops through our relationship with the University Federal Credit Union, Black Star Co-op and Austin's housing co-ops. We have made contact with and assisted (with information) the nascent South Austin food co-op group and a co-op starting in South Texas.

Due to Wheatsville's financial strength, we were able to invest \$50,000 to assist Black Star in opening of the first cooperatively owned brew pub in the world and the newest co-op in Austin in fall 2010.

Easy Access to Sustainable, Healthy Food Solutions

Let's start with these definitions:

Easy access- People in Austin and specifically those living in the neighborhoods surrounding Wheatsville will be able to purchase products from Wheatsville. Easy access includes reasonable location, sufficient open hours, and appropriate selection.

Sustainable- There are many different definitions of sustainable. I look to the definition from the group Sustainable Table as a challenging and rigorous standard that we can use: "Sustainable food is food that is healthy for consumers and animals, does not harm the environment, is humane for workers, respects animals, provides a fair wage for the farmer, and supports and enhances rural communities."

Healthy- The term "healthy food" has a myriad of definitions depending on who you ask. There are people who eschew all animal products, those that avoid carbs, some who only want raw food and some who are diabetic or have other medical restrictions that guide their concept of what is healthy. Due to the complications inherent in this,

and our mission statement to avoid doctrinaire positions, I try take a broad and open view and interpret providing access to healthy food as selling and promoting wholesome foods such as whole grains; lots of fresh foods, especially fruits and vegetables; and a focus toward a variety of choices such as organic, gluten free, raw, etc.

Progress toward this end:

We have a strong focus on organic products throughout the store. Organic is demonstrably better for people's health and the health of the farm workers and in most cases the earth. 75-90% of our produce is organically produced, much more than at any of our large competitors.

Produce as the first focus when you walk in the door. Many grocers lead with produce, but I think for us this choice is symbolic of our approach to good health. Most nutritionists would agree that putting produce at the center of your plate is a good healthy choice. Additionally, a recent USDA report on healthy eating puts a focus on eating beans and peas, whole grains, nuts and seeds. These products are featured strongly in our second department as you walk through Wheatsville, the Bulk foods department. The store's layout displays a one-two punch of healthiness.

We also sell and promote whole grains and healthy food choices throughout the rest of the store. You can find extensive selection of whole wheat pasta, brown rice, anti-oxidant powerhouses like acai and pomegranate, grass-fed beef and bison, and sustainably harvested seafood.

In our 2007 owner's survey, we asked our owners to rank their preference among various attributes and they ranked them this way:

- Organic
- Local
- Fair Trade
- Family Farm/From a co-op (tied)

Wheatsville has always focused on these things, but since my time here, we've focused even more on organic and local products as well as fair trade and family farm or co-op produced items. Well before the current vogue of local, Wheatsville was highlighting Austin products, Texas products and products that are produced in an ethical manner or by a small farm or co-op. You can walk through our aisles and see signage promoting local, co-ops, organics, and fair trade items. Our Local Connection signs help draw attention to local product so that people can make an informed choice. Our list of local producers on our web-site is a very popular way to showcase our dedication to local. Last summer, we participated in the third Eat Local Challenge as a way to support local healthy food. Currently, we support over 150 local suppliers, grocers and producers.

Focusing on local, organic, fair trade and sustainable production is one of the most important things that we can do to fulfill our mission and it is something that most excites me. Much of our drive for growth in the past few years has been to provide more opportunity to showcase these sorts of products. Our newly expanded store has allowed us to offer even more local goods than ever before.

Based on the concept of sustainable also relating to treatment of animals, I see some distinct things that we do as Wheatsville as demonstration of a commitment to this area:

Wheatsville's promotion of vegan and vegetarian options. It's hard to argue that vegetarian and especially vegan diets improve animal welfare. Vegans and vegetarians often give us very positive feedback for our strong approach to their food choices.

Our seafood is sustainably harvested based on the Monterey Bay Aquarium Seafood Watch program. Seafood Watch recommendations are science-based, peer reviewed, and ecosystem-based criteria. We focus on buying items on their "best" list as well as their "super green" list.

Our focus on Niman ranch as our main supplier of beef and pork demonstrates a strong commitment to humane farming. For over 30 years Niman Ranch has been at the forefront of supporting sustainable agriculture, animal welfare and U.S. family farmers and ranchers. Today, the Niman Ranch network has grown to include over 650 independent American farmers and ranchers. Whether they raise hogs, beef or lamb, they all share Niman Ranch's dedication to the strictest protocols and the belief that all-natural, humane and sustainable methods produce the best product.

Working with Niman and other small producers also helps to maintain small and sustainable ranches and farms throughout the US.

Ends reporting is an iterative process, and each year, I anticipate this report becoming richer and more robust for the board and you. I welcome your feedback on this first report

Some of Our Local Suppliers

Most food travels about 1500 miles to market. Since our earliest days, Wheatsville has always been committed to offering and supporting locally produced products. This is a partial list of our local suppliers, including farmers, food producers, and craftspeople.

Acadian Family Farm	Mary Louise Butters Brownies
Alexander Family Farm	McCall Creek Farms
Aloe Farms	Messina Hof Winery
Amador Farms	Michael Angelo's
Ana's Salsa	mmpnadas
Austin Natural Soap	Mom's All Natural Spaghetti Sauce
Austin Sea Veggies	Montesino Farm
Austin Spice Company	Mother's Café
Baby Zach's BBQ Hummus	Mrs. Baird's Bakery
Bastrop Cattle Company	Mrs. Renfro's
Batter Blaster	Munchees Lunchbox
Beanitos	Nacho Mom's
Becker Vineyards	NadaMoo
Bella Verdi Farms	Nature's Candy
Blue Bell Creameries	New World Sprouts
Bluebonnet Nutrition	Nile Valley Herbs Company
Borden Milk	Nurturme Baby Foods
Boundless Nutrition	Onion Creek Organic Farm
Brazos Valley Cheese	Opal Divine's
Buddha's Brew Kombucha	Out to Lunch
Buddy's Natural Chicken	Paqui Tortillas
Carter's Select Salsa	Pasta and Co
Casa Brasil	Pederson's Natural Pork
Cielo Water	Phoenicia Bakery
Climb On!	Promised Land Dairy
Cooper Farms Peaches	Pure Luck Texas Dairy
Daily Juice	Quality Seafood
Democracie Goods	Real Ale Brewing
Dewberry Hills Farm	Reliable Organic Farm
D.L. Jardine's Foods	Remedios Tejanos
Dr Kracker	Richardson Family Farm
The Dropout 'zine	Richard's Real Rainwater
El Lago Tortillas	Rockstar Bagels
El Milagro Tortillas	Ronnie's Real Foods
Engle Farms	Rosita's Tamales
Fall Creek Vineyards	Rose's Fresh Foods
Fara Coffee	Ruta Maya Coffee
Flash Cubes Ice	S&C Berries
Fontana Coffee	Scents for Living
Full Quiver Farms	Sesa Tea
Gelatos	Shanti Shea
Genesis Today	Shiner Beer (Spoetzi Brewery)
Gluten Free Kneads	Signature Flan
Good Flow Honey	Sisters & Brothers SASS
GoodPop Popsicles	Skin Organics by Ann Webb
Gold Orchards	Sol Superfoods
Gopal's Natural Power Wraps	South Austin People SoAP
Granola Girl	Soy Delites Candles
Great Harvest Bread	St Arnold Brewing Co.
The Green Cart	Straight From the Vine Sauerkraut
Green Gate Farms	Stubb's Barbeque
Guinea Hill Farm	Sweetish Hill Bakery
H and J Ranch Eggs	Sweet Leaf Iced Teas
Haak Vineyards & Winery	Talk o' Texas
Hairston Creek Farm	Tecolote Farm
HannaLeigh Farm	Tejas Coffee
Harriet's Original Dressings	Texas Coffee Traders
The Hearty Vegan	Texas Crystal Water
Herbalogic	Texas Daily Harvest Dairy
Independence Brewing Company	The Texas Observer
Innocent Chocolate	Texas Medicinals
Isabella Rae's Dressing	Texas Olive Ranch
Jake's Natural Fine Foods	Texas Tea
J&B Farm	Texas Texas Salsa
Kala's Kuisine	ThinkSport Operations
KatySweet Confections	Third Coast Coffee Roasting Company
Katz Coffee	Third Coast Herb Company (Herbalogic)
Kerbey Lane Café	Thunder Heart Bison
Kitchen Pride Mushroom Farms	Tom's Tabooley
Kosmic Kombucha	Twin Springs Winery
Lafe's Natural Bodycare	Urban Roots
Lamar Soap Company	Van de Walle Farms
Lammes Candy	Veldhuizen Family Farm
Legacy Growers	Vital Farm Organic Eggs
Liberty Oaks Farm	Walnut Creek Organic Farm
Lightsey Farms	Wateroak Farm
Lily of the Desert	Way Back When Dairy
The Living Clay Company	White Mountain Foods
Llano Estacado Winery	Wholesome Sweeteners
Loncito's Lamb	Wild Spirit Botanicals
Lone Star Beer	Windy Bar Ranch
Lucky Layla Farms	Winston's Hot Pepper Sauce
Maine Root Sodas	Yummy Living Foods
ManGogh Sizzle Sauce	Zhi Tea
Margarita's Tortilla Factory	
Martinez Farm	

Wheatsville Cares (a Lot) and We Show It! by Dan Gillotte, General Manager

The seventh co-op principle is **Concern for the Community** and we interpret this to mean that Wheatsville should be a good environmental steward as well as a good neighbor and positive contributor to our community. It's also an important part of our co-op's mission statement. These principles guide us in all of our decisions at the co-op.

The Annual Report is an opportunity to reflect on the ways that we strive to live our mission as we promote the cooperative economy, minimize our impact on the environment, create an ethical workplace, help local groups and transform society!

Wheatsville's Environmental Activity

Wheatsville's mission statement includes a commitment to "minimize exploitation of the producers or damage to the environment". We work to accomplish this piece of the mission, operationally, every day. While we are definitely not perfect (I don't know how grocery stores, as we think of them, could be) we do many things that the average business does not to further our mission and be less harmful to the environment.

Here is a list of just some of the choices we make each day to minimize our negative impact on the environment.

Throughout the store we:

- Recycle internally generated paper, glass, cardboard, plastic, glass, and aluminum. The city does not have a program for commercial recycling pick-up, so we voluntarily spend about \$3,500 a year for recycling services.
- Advocate for customers to use less packaging by having bulk items available. (Look for our class on "pre-cycling" to help teach people how to reduce their packaging by reusing containers elsewhere in the Breeze.)
- Give shoppers an incentive to bring their own bags and refillable containers by taking 5¢ off their grocery bill for each reused item. Last year, we gave \$10,769.10 to shoppers reusing their bags and other containers. This is equivalent to more than 215,000 containers and bags being reused!
- Advocate local products whenever possible and carry a wide selection. Anything that you can get closer to where it's produced is almost always an environmentally better choice than product shipped from away. Look for our "Local Connection" signs throughout the store that indicate local or regional products that you can choose.
- Have been a founding member of the Austin Energy Green Choice program since its inception in 2001. Through this program Austin Energy contracts for green power to meet our annual electrical needs. Green power then is delivered to our electric system daily. This means less electricity is produced daily from Austin Energy power plants using natural gas or coal. Instead, the power that we use at Wheatsville is being produced through green sources like wind, solar and methane recapture.
- Use an environmentally friendly integrated pest management system and, when we do treat pests, we do so with inert non-artificial low impact pest control methods.

In the deli, specifically:

- Our paper co-op printed material is made using vegetable-based inks and an elemental chlorine-free bleaching process.
- Our deli uses a large percentage of organic products. Almost all of the ingredients used by our bakery are organic. The main ingredients such as flour, sugar, butter, soy milk, and the chocolate chips are organic.
- Baked tofu, southern fried tofu, and the ever popular popcorn tofu are all made with organic tofu.
- Black beans and brown rice are both organic, which

means that the very affordable beans and rice that you can purchase from the deli are 100% organic.

- Our kale, beets, carrots, and sweet potatoes are also organic.

At the registers:

- Our plastic bags are 60-80% recycled content.
- Our paper bags are 60-65% recycled content.
- We save many of our cardboard boxes for shopper's use.

In the aisles:

- We offer better environmental choices for cleaning supplies, bodycare and other items all throughout the store including bulk shampoos, soaps and lotion.

2010 Community Action Wednesday

Wheatsville donates a portion of our sales every Wednesday in a given month to the non-profit organization selected by our voters.

January	People's Community Clinic	\$1410.81
February	Safeplace	\$1378.20
March	Sustainable Food Center	\$1374.17
April	Ecology Action	\$1609.13
May	Yellow Bike Project	\$1403.42
June	Texans for Midwifery	\$1266.83
July	EmanciPet	\$1361.81
August	Hospice Austin	\$1348.23
September	Meals on Wheels and More	\$1495.76
October	Capital Area Food Bank	\$1477.12

November and December of each year are reserved for the Wheatsville Community Cooperative Fund.

Green features of the renovated store:

- Energy efficient equipment- our refrigeration is a state of the art system that is much more efficient than our old system allowing us to run more coolers with similar levels of energy as we used to use. We're also collecting hot water from the system to use for preheating our internal hot water.
- Energy efficient lighting- we're using high efficiency lighting that should save us energy. We have also added skylights and windows in the kitchen and on the Guadalupe side of the store to allow in natural light. Our offices have copious amounts of natural lighting which reduces our need for regular lights. I often go the whole day without turning on my lights! Look for new lighting in a few darker areas in the store. We are spending more on this lighting in order to get super high efficiency LED lighting.
- Low water plumbing- we have ultra low flow toilets in the entire store.
- Low or no VOC paints.
- Rainwater collecting- we're collecting water off of our roof to water our new green spaces. These are the 2 large green cisterns on the east side of the building and the metal cistern on the patio.
- Concrete paving instead of asphalt- we made an "un-sexy" but big environmental choice when we chose to spend more money and take more time to have a concrete parking lot instead of a traditional tar and asphalt lot. The benefits of this choice include: a reduction in the heat island effect due to the reflective nature of concrete vs. asphalt, reduction of petroleum use- asphalt and tar are petroleum product, concrete is not, concrete is a largely recycled material, length of life- our lot will last for decades without replacement whereas asphalt lots need repaving every few years.

As you can see, Wheatsville does a lot to be a conscientious business and we continue to look for new and better ways to minimize our impact on the environment. We have been rewarded an Austin Energy Green Builder rating for our project. This program requires that certain standards are met or exceeded for greener choices in building process, materials and operation. I'm proud that we are able to attain this award!

Being a Good Neighbor: Wheatsville in the Community

Wheatsville has steadily been increasing our charitable contributions over the past few years. As our financial strength has grown, so has our ability to help local groups and other charitable organizations. Last fiscal year, Wheatsville contributed more than \$41,000 to a slew of local groups including **Capital Area Food Bank, Hospice Austin, SafePlace, People's Community Clinic, Sustainable Food Center, Green Corn Project, Meals on Wheels and More, ACLU Central TX chapter, Austin Parks Foundation, Austin Green Art, Yellow Bike Project, Save Our Springs Alliance, EmanciPet Mobile Spay/Neuter Clinic, and Ecology Action** among many other groups.

With the completion of our renovation project, we have also been able to be a destination for school groups to

learn more about co-ops, healthy food and the importance of local and organic production. We have been very excited about this opportunity to open our doors and bring an educational message to students in Austin.

Wheatsville is a founding member of the **Austin Independent Business Alliance** and I serve on the board of this group.



AIBA works hard to promote the importance of local businesses to Austin and advocates for support from the city for local independent businesses. A second

local promoting organization Choose Austin First merged with AIBA in 2009 bringing our membership up to over 350 local business members. AIBA is the original and premiere local business advocate and we are proud to be founding members.

Promoting local products is another crucial community builder. We strengthen our local economy and "do it ourselves" when we buy from our neighbors and owners. (Yep, many of our local vendors are also Wheatsville owners!) I am proud of the way that we connect and support our vendors and we work hard each year to bring in more and more local products and find ways to get local growers to grow food for us!

The support that you give your co-op gives us the financial strength to be able to contribute so strongly to our community. Being a good neighbor and giving donations to so many deserving groups is one of the greatest parts of my job and I think you can all be proud of the civic activity of your co-op and our demonstration of Concern for Community!

