

the wheatsville breeze

a publication of wheatsville food co-op • 3101 guadalupe • austin texas 78705



Happy Birthday, Humans!

By Dan Gillotte, General Manager

Thirty six years ago, some of the finest Austinites of all time got a notion that there ought to be a cooperative grocery store that they could call their own near campus. Unlike a lot of people that have great ideas, these folks ACTUALLY did it and went on to found this amazing place we call Wheatsville Food Co-op.

When I think about the founders and all the people that helped to keep Wheatsville going through good and bad times, I am truly humbled. This community enterprise of ours is SO special and SO fantastic. I feel privileged to have a role at our amazing cooperative grocery store!

I also take a lot of pride and am excited about the wonderful things that are happening here today and mind-blowing things we have planned for the future. I am continually impressed with the energy, enthusiasm and talent of our staff. They find new and better ways to enrich our co-op and I am completely honored to work alongside this

superb cast of characters. They make every day a joy!

And finally, I have to pause for a moment and express heartfelt gratitude for you, our owners and shoppers. I am overwhelmed by the love and support you give to your co-op. You are kind and funny and supportive in ways that other grocery stores can only wish their shoppers were.

Wheatsville is the best birthday party and present all day, every day, and I feel so lucky and happy to be a part of it. I hope that you feel the same.

Happy Birthday Wheatsville—you aren't getting older, you're getting better!

Owner Appreciation Days



Owners receive 10%

off of any ONE shopping trip

Saturday, Mar. 10— Sunday, Mar. 18!

Owners wishing to place case pre-orders to be picked up during Owner Appreciation Days, should pre-order by March 3rd.

Wheatsville Owners! Win Two Tickets to SFC's Farm to Plate

Fundraiser, May 10 at the Barr Mansion

Become an owner of the co-op within the month of March OR shop during Owner Appreciation Days, March 10-18th using your Owner card and your name will be automatically entered to win! No entry form required!



"What the Heck Does the Board Do?" Information Session

by Kate Vickery, Board Member



The Wheatsville Board will hold an information session every six weeks throughout 2012 to give you a chance to learn about what the board does and what our governance structure looks like. You should attend if you are interested in learning more about Wheatsville's Board of Directors, think you might have the chops to be a director yourself, or just want engage more deeply with your co-op. The meeting will last for one hour and be held at Wheatsville's administrative offices (the building just north of the store at 3105 Guadalupe) in the main meeting room. Please direct questions and RSVP to nominations@wheatsville.coop. If you plan to attend, and we hope you do, please RSVP boardemail@wheatsville.coop.

Next sessions are Saturday, March 17th from Noon-1pm and Wednesday, April 18th from 6pm-7pm



At our Fall Owner Gathering last October, our owners chose, "I Own It" as their favorite slogan.

Get your limited edition Wheatsville 36th Birthday T-shirt for only \$9.99 while they last. Show the whole world you're proud to be an owner of Wheatsville.

Designed by Wheatsville owner, Debra Cammareri, and locally printed.

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Upcoming Events...



Owner Appreciation Days March 10-18

Owners receive 10% off of any ONE shopping trip Saturday, March 10— Sunday, March 18!
Owners wishing to place case pre-orders to be picked up during Owner Appreciation Days, should pre-order by March 3rd.

Wheatsville Owners, Win Two Tickets to Sustainable Food Center's Farm to Plate Event at Barr Mansion

Become an owner of the co-op within the month of March OR shop during Owner Appreciation Days, March 10-18th, using your Owner card, and your name will be automatically entered to win! No entry form required!



Wheatsville's 36th Birthday

March 16th
Join us for Free Birthday Cake at the Hospitality Desk Noon-6pm

HONK!TX

www.honktx.org

- Friday, March 23: East 6th St. 6-10pm
- Saturday, March 24: Adams Park and surrounding area Noon-7pm
- Sunday, March 25: Parade and Revue Noon-4pm



Texas VegFest Saturday, March 31,
11 am – 6 pm at Fiesta Gardens West End
www.texasvegfest.com



The Funky Chicken Coop Tour

April 7th, 10am-4pm
<http://austincoptour.org>

Community Action Wednesdays

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

Last month People's Community Clinic received \$2,517!



The group selected for March is the **Sustainable Food Center**



SUSTAINABLE FOOD CENTER

From seed to table, the Sustainable Food Center creates opportunities for individuals to make healthy food choices and to participate in a vibrant local food system. www.sustainablefoodcenter.org

Become an owner of the co-op in March OR shop during Owner Appreciation Days, March 10-18th and make sure you use your owner card! You will be automatically entered in a drawing for 2 tickets to SFC's Farm to Plate Event at Barr Mansion! No entry form required!

and the group selected for April is **Ecology Action**



Ecology Action's mission is to educate and empower people to create a healthier environment through waste prevention, accessibility to recycling and cooperation. Ecology Action operates recycling drop-off centers across Central Texas and maintains a recycling drop-off and processing center in downtown Austin. www.ecology-action.org

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!

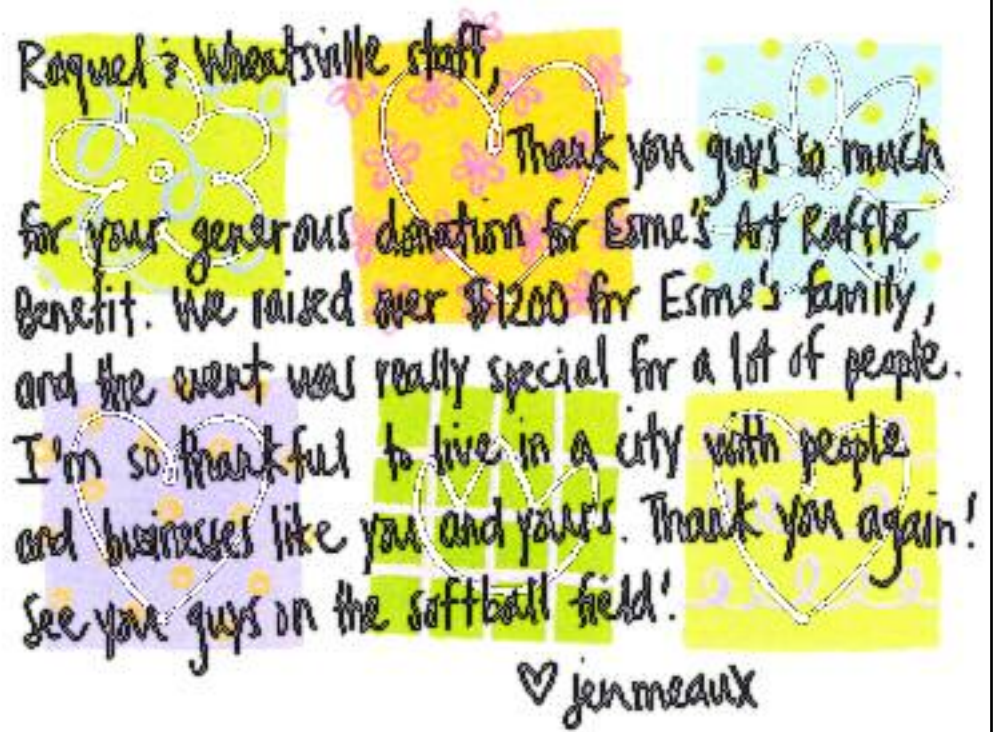
We will not sell, lease, lend or otherwise disclose your email address to any other entity.



2012 Donation Schedule

January	People's Community Clinic
February	SafePlace
March	Sustainable Food Center
April	Ecology Action
May	Yellow Bike Project
June	OutYouth
July	Austin Pets Alive!
August	Hospice Austin
September	Meals on Wheels and More
October	Capital Area Food Bank

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



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

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

Wheatsville 2012 Board of Directors

Rose Marie Klee	Reyna Bishop
Doug Addison	Kitten Holloway
Ellison Carter	Kate Vickery
Steven Tomlinson	Mark Wochner
John Vinson	

The purpose of Wheatsville is to create a self-reliant, self-empowering community of people that will grow and promote a transformation of society toward cooperation, justice, and 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 nonsectarian information about food to people in Austin, Texas.

ARE YOU OUR ONLINE FRIEND?

Connect to our pages on Twitter and Facebook at www.wheatsville.coop





BIG Direction Update

by Dan Gillette, General Manager

I hope you have had a chance to see my presentation about Wheatsville's BIG Direction on our website and are excited about the good things we're going to accomplish together over time! To briefly summarize, Wheatsville's BIG Direction is our plan to create more

local/organic/sustainable food, more cooperative economy and more happy people. The main way we plan to accomplish this is through opening additional Wheatsville stores. So, while I don't have a location to announce as of press time, I do want to update you on our progress toward one important next step for your co-op!

I am actively seeking our second location we hope to have open in late 2012 or early 2013. I have been scoping out sites and talking to realtors and landlords, as well as working with the National Co-op Grocers Association Development Co-op, who are helping us with our second store planning. We've also been doing a lot of internal staff development and organizational planning to prepare us for the future.

I hope, possibly by the time you're reading this, to have a site selected and to be working on permitting and other prep issues to start construction on the new store. Once we do have a location, we will definitely be letting everybody know and will be looking to grow the numbers of owners in whatever area of town we end up choosing in this stage.

As we progress, we'll keep you apprised of our activity through our website, weekly email, social media and the *Breeze*. Make sure you like us on Facebook or follow us on Twitter and subscribe to our weekly email for the most up to date news!

I can't tell you how thrilled I am to be at this stage. I'm looking forward to securing a site so that we can open our second store, have great success, and start planning the next one!

Wheatsville Board of Directors Celebrates the International Year of Cooperatives by Kate Vickery



2012 has been declared by the United Nations as the International Year of Cooperatives. IYC "is intended to raise public awareness of the invaluable contributions of cooperative enterprises to poverty reduction, employment generation and social integration. The Year will also highlight the strengths of the cooperative business model as an alternative means of doing business and furthering socioeconomic development."

Your Board of Directors believes strongly in all of those principles and values. We are thrilled to be a part of such a rockstar of a co-op that is also leading the way in building a better world through cooperation. Whether it's through providing the best local food around, meaningful and dignified local jobs, or excellent customer service, Wheatsville celebrates every year like it's IYC.

In the spirit of IYC, the Board passed the following resolution at its first meeting of the year, February 9, 2012. We can't wait to celebrate with all of you this year!

Resolution on the International Year of Cooperatives

WHEREAS, The United Nations General Assembly Resolution 64/136 on cooperatives in social development proclaims the year 2012 as the International Year of Cooperatives (IYC);

WHEREAS, The theme of the International Year is "Cooperative Enterprises Build a Better World";

WHEREAS, The Resolution recognizes that "cooperatives, in their various forms, promote the fullest possible participation in the economic and social development of all people, including women, youth, older persons, persons with disabilities and indigenous peoples, are becoming a major factor of economic and social development and contribute to the eradication of poverty";

WHEREAS, The Resolution encourages all relevant stakeholders to take advantage of the IYC to promote cooperatives, to raise public awareness of the contribution of cooperatives to social and economic development and to promote the formation and growth of cooperatives;

WHEREAS, The National Cooperative Business Association (NCBA), a membership association representing cooperatives in the United States, has advocated that the United States and its government participate in the International Year;

WHEREAS, NCBA is preparing tools and materials to enable cooperatives to take advantage of the IYC to promote cooperatives;

WHEREAS, The cooperative business model has empowered people around the world to improve their lives through economic and social progress;

WHEREAS, Cooperatives are a major economic force in developed countries and a powerful business model in developing countries, employing 100 million people;

WHEREAS, Millions of cooperatives operate in every nation of the world, owned and governed by more than 1 billion members;

WHEREAS, The economic activity of the largest 300 cooperatives in the world equals the 10th largest national economy;

WHEREAS, More than 29,000 cooperatives operate in the United States;

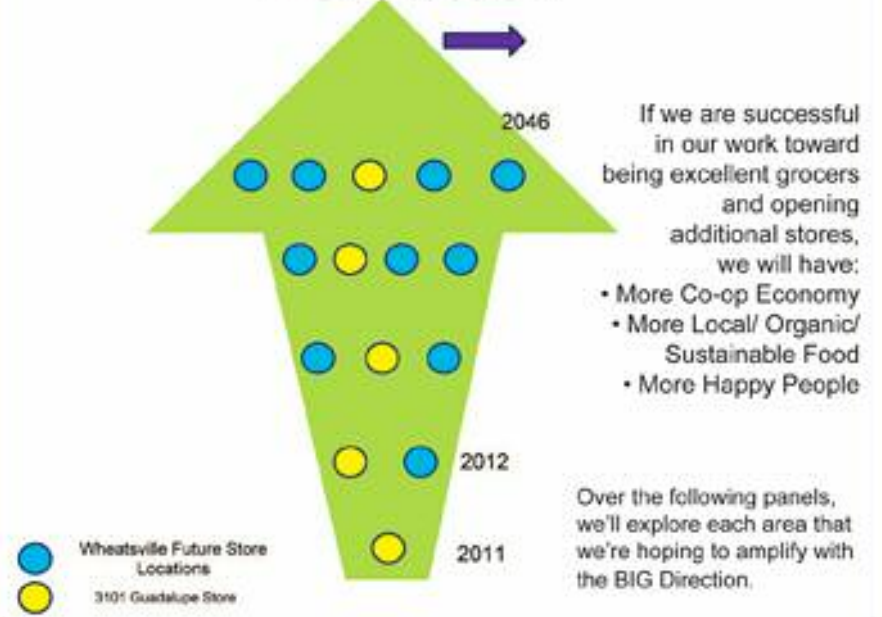
WHEREAS, U.S. cooperatives generate 2 million jobs, make a substantial contribution to the U.S. economy with annual sales of \$652 billion and possessing assets of \$3 trillion;

WHEREAS, Cooperatives are the people's business, and for more than a century have been a vital part of the world economy. Now, therefore, be it

RESOLVED, That Wheatsville Co-op, commits to:

1. Join with NCBA and its members in supporting and celebrating the year 2012 as "the International Year of Cooperatives";
2. Recognize the vital role cooperatives play in the economic and social well-being of the United States;
3. Celebrate the year by engaging in efforts to raise the profile of cooperatives and demonstrate how cooperatives build local wealth, generate employment and provide competition in the marketplace.

Wheatsville Food Co-op's BIG Direction



MORE Local/ Organic/ Sustainable Food

Local producers, humanely-raised animal products and organic food all lead to a more sustainable world.

With 3, 4 or more stores in the future imagine supporting 10 or 12 or 15 local egg producers!

More Wheatsville stores would increase the opportunities for people to make better choices than their current grocer and increase the overall amount of local/ organic and sustainable food produced and consumed.

But, no matter how good a job we do at selling Local/ Organic/ Sustainable food there is only so many people that we'll fit at one store.

The BIG Direction amplifies the amount of Local/ Organic/ Sustainable Food we can support!

● Wheatsville Future Store Locations
● 3101 Guadalupe Store

Today at 3101 Guadalupe we support 4 local egg producers...

MORE Co-op Economy

More cooperative businesses are better for Austin and the world. Co-ops are a better form of business. Wheatsville's excellence encourages other co-ops to spring up to support us.

Wheatsville staff have high job satisfaction and therefore, more co-op jobs are better.

Currently Austinites spend about \$1,000,000,000 on groceries per year. We'd like to see more of that spent at a co-op grocer.

● Wheatsville Future Store Locations
● 3101 Guadalupe Store

\$80-100,000,000 in co-op sales
500+ Good Co-op Jobs
3101 Guadalupe Sales \$16 Million
146 Co-op Jobs

MORE Happy People!

Being the friendliest store in town and having More Shoppers/ More Owners/ More Community Giving and involvement equals More Happy People!

Amplifying the good we currently do at 3101 Guadalupe and building MORE community and cooperation throughout Austin is a good thing!

● Wheatsville Future Store Locations
● 3101 Guadalupe Store

\$200,000 in charitable giving
50,000 Owners
45,000 Shoppers per week

\$50,000 in Charitable Giving
11,000 Owners
12,000 Shoppers per week

In celebration of **Wheatsville's 36th Birthday**, we've gotten in some super awesome DEALS to share with our customers!

super AWESOME DEALS!

ONE DAY

MARCH 12
MONDAY

Equal Exchange
Wheatsville Blend
Organic Fair Trade Coffee
* \$7.99 /lb.

Fair Trade • Organic
Espresso Drinks
Made to order in our Deli
* \$1.50 12oz.

Niman Ranch
Top Sirloin Steak Cuts
Full Cut, Ambassador, Petite
* \$2 OFF/lb.

MARCH 13
TUESDAY

Amy's Kitchen
Any Frozen Pizza
* \$5 EACH!

Fair Trade • Organic
Espresso Drinks
Made to order in our Deli
* \$1.50 12oz.

Niman Ranch
Top Sirloin Round Steak & Roast Cuts
Top Round Steak & Roast, Eye of Round Steak & Roast
* \$2 OFF/lb.

MARCH 14
WEDNESDAY

Sustainable, Wild Caught
Arctic Cod Filets
* \$2 OFF/lb.

Fair Trade • Organic
Espresso Drinks
Made to order in our Deli
* \$1.50 12oz.

MARCH 15
THURSDAY

Organic Valley
Milk Gallons
All Varieties
* \$1 OFF!

Fair Trade • Organic
Espresso Drinks
Made to order in our Deli
* \$1.50 12oz.

Trollerpoint
Coho Salmon Filets
* \$2 OFF/lb.

MARCH 16
FRIDAY

House Made
Wheatsville Sausage
All Varieties
* \$2 OFF/lb.

Fair Trade • Organic
Espresso Drinks
Made to order in our Deli
* \$1.50 12oz.

Wheatsville's Favorite!
Popcorn Tofu
Hot Bar Only
* \$7.99 /lb.

MARCH 16
Join us for
FREE BIRTHDAY CAKE!
at Hospitality
12 - 6pm

MARCH 10TH - 18TH
DR. BRONNERS \$3 OFF! 32 OZ.
REG. \$13.99

MARCH 10TH - 18TH
HOT SANDWICH MENU \$1 OFF!
REG. \$4.99-\$6.99
BLT, Caprese, Italian, Smoked Ham & Swiss, Tuna Melt, WV Turkey Club

* ALL PRICES ARE VALID ONLY FOR DATE LISTED & WHILE SUPPLIES LAST. SORRY, NO RAINCHECKS OR SUBSTITUTIONS CAN BE GIVEN.



New at Wheatsville! by Nina Norton, Category Management Coordinator

India Tree Nature's Colors

India Tree Liquid Decorating Colors present a luscious palette created using highly concentrated natural colorants derived only from edible plants, so you can go

all-natural this Easter. Add a drop at a time to color simple sugar glazes, royal icings, and creamed frostings in rich jewel tones or soft pastels. Each pack consists of three individual bottles of each of the primary colors—red, yellow, and blue—for a full spectrum of color possibilities. India Tree Decorating Colors contain no corn syrup or synthetic dyes, and are free of all major allergens.



GMO.

is low fat, yet tasty and satisfying. Selections include the Three Cheese Penne with Marinara, the Asian Sweet and Sour Bowl, a Roasted Polenta with Swiss Chard, and more. Amy's meals are made with natural and organic ingredients, and are non-

Celeste's Best Ready-to-Bake Vegan Chocolate Chip Cookie Dough

Remember the joy of sneaking a spoonful (or three) of raw cookie dough before mom could get it all into the oven? Well it's back, but better—because it's vegan! Austin native, Celeste Coswell's goal is pretty simple: to create vegan desserts that don't taste vegan. It's quick. It's easy. Just put it in your fridge and pop it in your oven for a fresh baked snack, or grab a spoon and eat it straight up. We'd bet very little of this chocolate chip delight will even make it into your oven.



Amy's Light N' Lean Entrees

Family-owned Amy's Kitchen has been churning out vegetarian meals, snacks and staples since 1987, and now introduces a new line of entrees to their frozen selections: Light N' Lean Meals. Each entrée contains fewer than 300 calories and



We Wanna Adopt Your Mac

Got a G5 tower or laptop sitting around since you got your new Mac? We'd appreciate the donation of post 2005 Macs. We can't offer you a tax-deduction but you will definitely amass some good karma. Call Aldia at 478-2667 or email aldia@wheatsville.coop to place your Mac in a loving home.



New Hot Deliciousness! by Dana Tomlin, Deli Manager



If you've swung by for lunch recently, you may have seen a new shiny piece of equipment back behind the deli counter and thought to yourself, "Self, what is that?" Let us introduce you to our new impingement oven.

What is this impingement oven that we speak of? It's a type of convection oven that uses a fan to

circulate hot air around food to make it warm and melty as the food rides by on a conveyor. This type of oven came highly recommended from our co-op friends at Linden Hills Co-op in Minneapolis, Minnesota. I had heard that they had a really successful Hot Sandwich Menu, so I gave them a call. Jenny Espinosa, the Prepared Foods & Meat Market Manager, was amazingly helpful. She highly recommended this brand of oven and here we are today, with our very own. Talk about Stronger Together! Thanks Jenny! She embodied the cooperative nature that I love to see in co-ops.

To celebrate its arrival, we are offering a menu of six hot and toasty sandwiches for you! Huge shout out to our Counter Manager, Mariah Barrett, and her staff for working with the new oven and making us all delicious sandwiches! We'll be working on even more hot sandwich selections to come, but for now, just head on over and try one!

You can also ask to have any of our sandwiches to be heated! Try our classic **BLT** on toasted local sourdough, or our cheesy **Caprese** with melted mozzarella, house-made pesto, fresh veggies and oil and vinegar! **The Italian** will fill you up, piled high with two kinds of salami and honey maple ham on local toasted ciabatta. Our **Smoked Ham & Swiss** comes with stone ground mustard, lettuce and tomatoes on local rye bread. Try my favorite, the **Tuna Melt**, which melts sharp white cheddar over our house-made tuna salad. Or have a **WV Turkey Club**, featuring oven-roasted turkey, crispy bacon and ripe avocado with veggies on organic wheat bread.

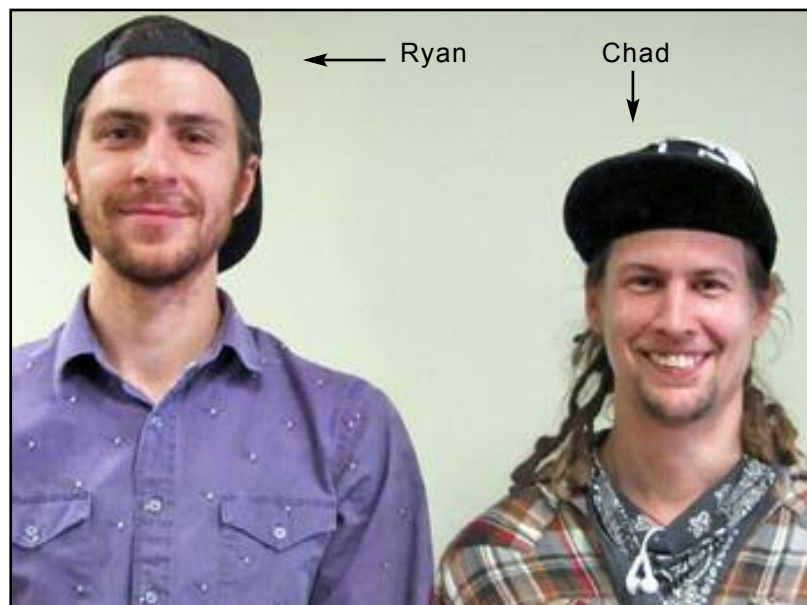
The Caprese has been a real treat for me since the new oven's arrival. I have always loved this sandwich. Making our pesto in our own kitchen gives the fresh mozzarella such a great kick! Once it goes through the oven it is a whole new delicious treat. I recently met a friend of mine for dinner at Wheatsville. She couldn't decide on dinner so I recommended the Caprese to her and she was not disappointed. She even took a picture of it with her silly penguin that pops up in random pictures.



With our new oven, we are also making Take & Bake Pizza! Our pizzas are made in our Deli Kitchen with organic ingredients and cover all the basics. We have a cheese pizza, a veggie pizza, and a pepperoni to start. We will be adding other varieties, so keep an eye out. We are using Organic Valley cheese,

Muir Glen pizza sauce, and Organic Prairie pepperoni. These choices support other co-ops—Organic Valley and Organic Prairie—which are mission-driven cooperatives owned by family farmers and are leaders in organic agriculture. They are committed to building a future for sustainable family farming in America, which is something that we love to support. So come on by, grab a pizza for your family, and help build the co-op community!

I also have to tell you about our newest creation—**Spicy Buffalo Popcorn Tofu**. Yup, you heard me right. We took everyone's favorite item—Popcorn Tofu and changed it up a bit. We are battering it with Frank's Red Hot Sauce to make a tangy, spicy, delicious treat!!! The customer and staff response to this new item has been really strong. A great big appreciative shout out to our Kitchen Manager, Merilee Kuchon, and our Kitchen staff, Ryan and Chad, for working on this new recipe.



Our new Deli Clerk, Tiffany, presents our shiny new oven!

Below are some of the comments we've gotten from customers:

- "crazy tasty"
- "I just posted how much I miss this. Can you ship some to India?!"
- "yum!!"
- "I want to climb in there and roll around in it."
- "Taaayyys-teeeeeee!!!!"
- "Holy moly my dreams have come true!"
- "whaaaaaat? wheatsville, you never cease to amaze me!"
- "Wow my co-worker just received a package of wheatsville Buffalo popcorn tofu all the way from his friends in Texas. Delish!"

You can purchase it by the pound in our full service case or in large containers in our Deli's Grab-n-go case. You can also get the **Buffalo Popcorn Hero**. Another new sandwich, this is made on a local hoagie piled high with all the veggies and Vegan Blue Cheez Dressing for only \$6.99! The Blue Cheez Dressing is also made in house by our very talented kitchen team. It is tangy and delicious!

If you haven't tried Popcorn Tofu or Buffalo Popcorn Tofu you need to get in here and give these a try. We recently participated in the Eat, Drink, Local event at Blackstar Co-op and set up a table full of goodies, including Popcorn Tofu. It was the talk of the event. People that had never tried tofu were astounded! They kept coming back for more and bringing their friends. After seeing the way that people responded to the Popcorn Tofu, I can't wait for everyone to try the new Buffalo Popcorn Tofu!!

*** MARCH 10TH - 18TH HOT SANDWICH MENU \$1 OFF!**

NEW HOT SANDWICHES

ADDITIONAL VEGGIES 50¢

BLT **\$4.99**

Six crispy slices of Boar's Head bacon, fresh greenleaf lettuce, vine-ripened tomatoes and mayo on toasted local sourdough bread.

CAPRESE **\$6.49**

Melted mozzarella, house-made pesto, fresh red bell peppers, vine-ripened tomatoes and red onion on toasted local ciabatta with oil and vinegar.

ITALIAN **\$6.49**

Piled high with two kinds of salami, honey-maple ham and provolone on toasted local ciabatta with fresh greenleaf lettuce, vine-ripened tomatoes, red onion, oil and vinegar.

SMOKED HAM & SWISS **\$6.99**

A classic Deli combo on toasted local rye bread with brown mustard and fresh greenleaf lettuce, vine-ripened tomatoes, red onion.

TUNA MELT **\$5.99**

Sharp white Cheddar melted over our house-made tuna salad on toasted local sourdough with fresh greenleaf lettuce, vine-ripened tomatoes and red onion.

WV TURKEY CLUB **\$6.99**

Oven-roasted turkey, crispy bacon and fresh, ripe avocado with fresh greenleaf lettuce, vine-ripened tomatoes, red onion, sprouts and chipotle mayo on toasted organic whole wheat bread.



More Local Sustainable Agriculture!

by Adam King, Produce Manager

If you attended Wheatsville's annual Owner's Gathering in November, you are familiar with our "BIG Direction"—a plan to accomplish one of our founding goals, which is to positively change society. Essentially, the BIG Direction

describes how a successful and expanding Wheatsville equals more good jobs, growth of the local and cooperative economy, and more happy people who have access to our co-op.



In my last article in the Breeze, I talked about Wheatsville's commitment to organic produce and the benefits that go along with it. This time, I'll address our support of local farms and the impact that has on our city and economy.

I'm sure you've heard the statistics explaining that more money spent locally remains in the local economy than if that money were spent at a national chain. Money spent at Wheatsville has even more staying power.

We donate a percentage of our sales to local community action groups. We actively develop relationships with other local businesses and coops. One of our most successful farmer partners at Wheatsville has been **Johnson's Backyard Garden (JBG)**. A few years ago, JBG sold the vast majority of their produce at farmers markets. During the prime growing season, Wheatsville purchased perhaps a few hundred dollars worth of their produce a week. Currently, Johnson's is offering us deliveries five days a week, totaling thousands of dollars of their amazing certified organic, locally grown produce.

JBG bought 150 more acres last summer and they're now working to supply water to that land. Installing an irrigation system that large is a



tremendous undertaking requiring over five miles of piping and a cost of somewhere between \$300 and \$600 thousand dollars.

Brenton Johnson previously worked as a water conservation program manager for the Bureau of Reclamation and understands that their current and future successes are due to a reliable water supply. JBG has hired an engineer to develop a water resources plan to provide a cost effective water supply. Should they dig a water storage pond? Drill more wells? There are risks with each choice but a decision needs to be made soon.

In addition to land expansion and irrigation, JBG is also building a structure at the farm. Not quite a barn, this new building will contain meeting space, greenhouses, cold storage, and a commercial kitchen for creating value added product.

Naturally, Wheatsville isn't the secret of JBG's success, but we are very happy to provide a regular market for their produce. JBG's success in the Austin market and at Wheatsville has encouraged them to try growing new products. In addition to their current stock, expect to see grape tomatoes, 30+ varieties of heirloom tomatoes, green beans and heirloom beans like yellow, royal burgundy, and dragon tongue, mixed sweet peppers (I am especially looking forward to these), and orange sweet bell peppers. Swing by the store, and check out what's new!



More Humanely-Raised Local Meats

by Mark Maddy, Meat Buyer

In the past, we had limited or no choice in our food sourcing. As shipping infrastructure grew so did the opportunity for more options in our food

choices. As technology in food storage developed so did the quantity of supply and choice. Proper care of agricultural resources such as livestock and land have become lost by the practice of monoculture farming. One of the key losses in all of this is our own relationship to food. Farmers Markets help to keep those relationships active by giving the consumer the opportunity to cultivate their own relationship with the purveyors of their food.

At Wheatsville, we provide the convenience of the grocery store while sourcing the highest quality products that are raised responsibly and to the standards that our owners believe in. In the Meat Department, we have several farms that we buy from directly. These folks are raising, processing, and delivering their products directly.

Owners of Dewberry Hills Farm, Jane and Terry Levan, raise great local chicken. Available at two farmers markets and many restaurants in town, Wheatsville is proud to offer their wonderful chickens.



Over the last couple months we have expanded what we offer from Dewberry Hills by trying to utilize as much of the whole chicken as possible. In addition to whole fryers we offer livers, hearts, and feet. That's right, feet. Animal welfare is a major concern at Dewberry Hills Farm. Jane and Terry do all the processing of their chickens themselves on their State Certified and Inspected farm. Saving on transportation and overhead costs contributes to the sustainability of their farm. And being the sole handlers of their chickens ensures that "the birds are treated with respect and compassion right up to the end." At Dewberry Hills, "Recycle, reuse and buy as close to home whenever possible," is the motto. Most of the farm equipment is purchased second-hand and modified to fit Jane and Terry's needs. They try to source their feed as well as their food as close to home as possible. They are the biggest clients at a local feed mill, which helps "keep another Texas farm family on the land." One of the issues with sustainability and seasonal agriculture is how left to the whims of the elements they are. The Texas climate is no easy burden and last year was particularly brutal, which raises its own difficulties and tends to affect everyone in the agriculture business.

Over the last couple months we have expanded what we offer from Dewberry Hills by trying to utilize as



One of our newer farms to join the Wheatsville Meat Department is Windy Hills Farms. The two animals we carry from Ty Wolosin's farm are Texas Boer Goat and Grass Fed Red Brangus Beef. The beef is in limited production and will remain available in the freezer as often as we can get it. Over 70% of the goat meat consumed in the U.S. is raised in Texas and 90% of that is shipped out of state. Contributing to the Texas agricultural economy is how Ty defines eating local. Knowing the farmer and the food they raise is how you can contribute to what these farms need. Goat meat costs more than beef or pork, but feeding the local economy and being able to eat a clean and healthy meat is worth the extra expense that comes from raising responsible meat. As would be expected, Ty treats his livestock with care and compassion. Only organic remedies are used to treat the animals. The processor that Windy Hills uses is only 10 minutes from the farm, which helps reduce stress to the animal. They have access to one of their 7 pastures and are never confined or isolated. If you get a chance to make it to the HOPE Farmers Market on Sundays, go talk to Ty about his farm and his practices, and get one of the beers he makes.

Both farmers shop at Wheatsville and I am proud to carry both of these products in our Meat Department. It's great to have the opportunity to meet and know the people who raise our food.



Spring Fresh Cheeses

by Greg Flores, Cheese Buyer

March is a wonderful time of the year. The days become noticeably longer and warmer, while the nights still retain a slight chill. It is also the beginning of the season for fresh cheeses. The kids (baby goats) that were born late

December have been weaned and now the mother goat's milk can be used in the production of fresh goat cheeses such as chevre and feta.

Chevre is the French word for goat and is used as a name for a style of fresh cheese made from goat's milk. Chevre has a distinguishing tart taste that comes from the capric acid that is found in the milk. Also, depending upon the terrain that the goats browse upon, other flavor notes come into play. For instance, the area where Pure Luck's goats browse has a lot of nettle. Goats are browsers and not grazers like cows and sheep. Browsers glean leaves, bark, and green stems from plants, while grazers clip vegetation at or near ground level. Chevre tends to be a little "cakey" meaning that it is not as smooth as cream cheese and makes it just a tad trickier to spread, but it also makes it great for use in salads.

Feta is another fresh cheese that after a brief disappearance during kidding season shows up again around March. Feta is made primarily with sheep's milk, but more often than not, contains goat milk. Under EU law, feta can only contain up to 30% goat's milk. Feta is known for its tangy and salty taste. Salt was used to help preserve the cheese when there was little or no refrigeration. The tanginess comes from the sheep's milk. Feta easily crumbles and makes it great for salads or as a topping for an entree or cooked fresh vegetable.

Mozzarella is one of the more popular fresh cheeses. It is traditionally made from the milk of the water buffalo, but here in the States it is more commonly made with cow's milk. The main difference between the two milks is that water buffalo milk has a higher fat content, which gives the mozzarella, made with this milk a richer flavor. Mozzarella should not taste salty, but more like a fresh glass of milk. Mozzarella melts really well and is used for pizzas and hot sandwiches. Mozzarella can be added to salads and is used as a main ingredient in Caprese salad.

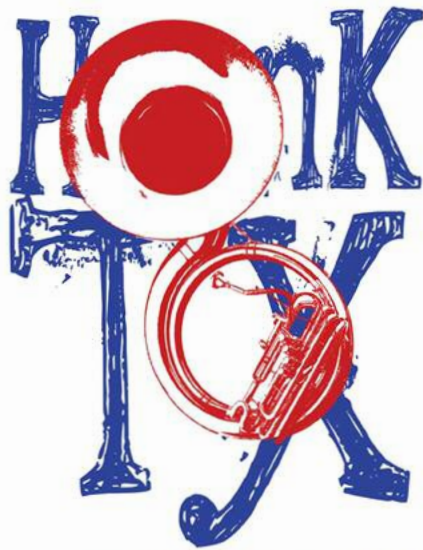
Our Local Fresh Cheeses!

Pure Luck: Chevre, Feta
Located 30.4 miles from Wheatsville.
(Dripping Springs)

Wateroak Farms: Feta, Chevre, Ricotta
Located 107 miles from WV. (Bryan TX)

Full Quiver Farms: Mozzarella, Neufchatel
Located 199 miles from WV. (Kemp TX)

Texas Daily Harvest: Cheese Curds
Located 248 miles from WV. (Yantis TX)



MARCH 23RD - 25TH 2012

HONK!TX, that festival of fanfares most spectacular—is back in town for its second year **March 23rd to 25th** in the streets and neighborhoods of Austin. HONK!TX is an absolutely free, all-ages, 3-day music festival of community street bands that sees twenty community street bands from coast to coast transform everyday locations into organic stages where the line between crowd and performers dissolves.

Friday: East 6th St. 6-10pm

Saturday: Adams Park and surrounding area Noon-7pm

Sunday: Parade and Revue Noon-4pm

Like its Boston and Seattle counterparts, HONK!TX is a vital expression of music, community and fun. Even though it's a free festival, HONK!TX's success comes from the support of the Austin community. Generous donations (*THANKS WHEATSVILLE!*) help visiting bands, some of which have up to 40 members, travel to Austin. Hundreds of volunteers come together to make HONK! go. Some volunteers host, some serve meals, but everyone takes part in creating the HONK! excitement. Want to join in the excitement? Sign up to volunteer at <http://tinyurl.com/HONKVolunteer>

In addition to strong Austin representation this year, HONK!TX welcomes some of the most talented and spectacular bands from around the nation. With outrageous costumery and a genre-busting musical repertoire, it's a 3-day musical celebration of public space that culminates in a parade and band revue.

To learn more about this amazing experience, visit www.honktx.org.

Mark your calendar! You do not want to miss this!

Staff Top Ten Picks

by Beth Beutel, Hospitality Clerk



Sweetish Hill Bakery Chocolate Croissant
A taste of Paris in our co-op!



Organic Bulk Quinoa
Sauté Onions, add quinoa and root veggies.
Dinner: Done!



Pure Luck Chevre
To know the taste of Central Texas, eat this cheese.

Zhi Tea Plumberry Black Tea
Makes the best kombucha, ever!



Wildly Natural One (original)
It replaced salt and pepper in the center of my table.

House Made Breakfast Sausage
Best Saturday morning breakfasts, ever!



Natural Vitality CALM PLUS CALCIUM, Raspberry-Lemon Flavor
For: great sleep and bone strength.

Wateroak Farms Garlic and Herb Feta
Delicious! Local! Supports Central Texas Farmers! Delicious!

Honey Bee Gardens Stackable Mineral Color
I wear "Satin Sheets" every day.



Black Diamond 5 Year Cheddar
Crumbly, Earthy, Salty. Best Cheddar Ever. Bring it home.



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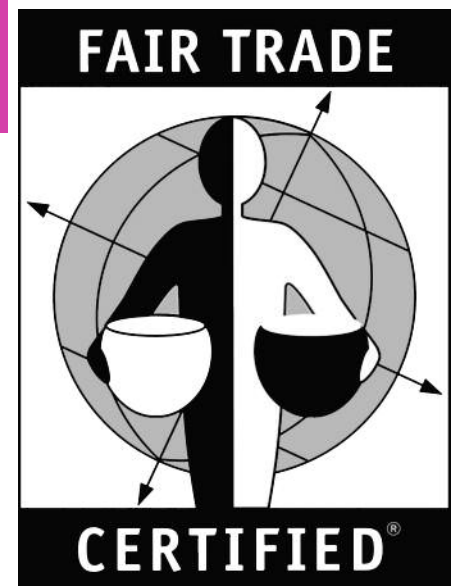


Easter Fair Trade Chocolates!

by Niki Nash, Wheatsville Merchandising Manager

Easter Sunday: April 8th, 2012

This year, the Easter Bunny will be visiting Wheatsville to load up on delicious chocolate eggs and bunnies. Much of our selection of chocolates are certified Fair Trade and USDA Organic. ALL are absolutely yummy!



13 year old Jacques, founder of Sjaak's Organic Chocolates, at his confectionary trade school located in Voorhout, Holland.



For more information on our amazing Fair Trade Chocolate Companies see: <http://sjaaks.com> and www.divinechocolate.com

To learn more about Fair Trade see: www.fairtradefederation.org

Pachamama Coffee Co-op: The Fairest of Them All

by Brent Chesnutt, Bulk Buyer



I'd like to introduce you to a new coffee company that I find rather amazing. **The Pachamama Coffee Co-op**, yes co-op, owned by thousands of family farmers from Peru, Nicaragua, Guatemala, Mexico and Ethiopia. They provide premium coffee in the most direct way possible and 100% of the profits are given to the farmers themselves. They are one of the most legitimate personifications of fair trade AND the coffee is simply amazing!



I fell in love with their coffee after the first sip and have been going strong on the stuff ever since. The absolute love and dedication the Pachamama Co-op has, not only for the coffee but for the people involved in producing it,



really stands out in each cup. I am so happy to support this co-op and I hope that all of you will join me in experiencing the love. Pachamama's transparency and honesty is an example I hope others will be inspired by. They don't have models on the labels—they have the people who grew the coffee. Staring at those smiling faces in the morning while I brew a fresh pot just starts my day off right!



Check out their website at www.pacha.coop. We love to sample this coffee so stop by and try some whenever we have the sampling table up.

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www.CAHaustin.com 300 W. Huntland Dr. (at Airport Blvd.)

Acupuncture Together 698-5151
www.AcupunctureTogetherAustin.com 7431 Burnet Rd.

Both clinics are members of the People's Organization of Community Acupuncture, a multi-stakeholder cooperative whose goal is to make acupuncture available and accessible to as many people as possible.
www.pocacoop.com

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Organic Texas Made Sake by Shane Shelton, Beer & Wine Buyer



Wheatsville Food Co-op is proud to be the first store to sell sake from Austin's own **Texas Sake Company**. This is a new company dedicated to making the best sake from organic ingredients grown in the lone star state. The following is an interview with the company's owner and brewer, Yoed Anis.

Shane—So what makes a Texan want to make sake?

Yoed—I've been to Japan and I fell in love with sake there, then I returned to Texas and 'discovered' that Texas was a large rice producing state and had a very rich rice history. I was curious if you could make this delicate and refined drink with the rice we grow here.

Shane—Where do you source your rice from?

Yoed—And so this question leads into the reason why we are able to actually make sake in Texas. As I got more into brewing I learned that only special types of rice can be used to make sake. Texas has been growing the right type of rice for more than 100 years. Around the start of the 1900s, Japanese discovered the Texas rice industry and wanted in. They established two colonies in the state and introduced their own Japanese rice to Texas. It quickly proliferated and today most of the rice grown in Texas is of Japanese seed. A variety of rice closer to what the Japanese introduced back then is still grown in Texas, on the Lower Colorado Valley. We source this rice for our sake, and it comes from within one to two hundred miles of Austin, from farmers near Wharton and Bay City.



Shane—How did you learn to make sake and what style do you make?

Yoed—Most of it was self-taught; I simply was very determined to make sake. Through a lot of trial and error and rigorous experimentation, I got a very good feel for the craft. I read every book or transcript in English available on sake and sake making. Before opening the Texas Sake Company, I made a brief tour of other sake makers across Japan to make sure I was actually doing it right. I got to learn a lot on the operational side of a how a sake kura works. Right now I'm in Japan for the same purpose. There is always much to learn and it's a lot of fun visiting and learning more. Despite some notions people may have, the Japanese are very open and welcome showing and teaching people about sake. They are very supportive of what we are trying to do in Texas.

Shane—Organic breweries are rare, especially in Texas. Why did you choose to go organic?

Yoed—Yes, they are rare. Way too rare for my taste. We are the second most populous state in the Union, have a good amount of alcohol makers—a great craft industry—

but too few source local agriculture, and no one but us has introduced a certified organic alcohol product made in Texas. I tell people we are the first and only, but I can't wait to tell people that we were the first.

It was quite an easy choice to go organic.

1) We actually use local agricultural products, so how it is grown has a real impact on the environment

and people who live close to us. I don't get to pretend issues don't exist because the rice we need to make our drinks are grown thousands of miles away and is out of sight and out of mind.

2) This is a big reason why we exist—we make sake in Texas not because its extravagant or unique, but because it actually makes sense. Rice farming is one of the most environmentally beneficial mass-produced crops we can grow downriver and along many of the coastal regions of Texas. Rice paddies mimic wetlands, prevent salinity, create a huge resource for migratory birds and other animals. We get to play into that by making a great delicious sake that people want, and by increasing demand for our sake we get to support organic rice farmers and make sure they are there. The choice to go organic means no pesticides and toxic fertilizers get into the water. This results in a healthy and natural ecosystem downriver, and it is one of the most diverse and beautiful eco-systems Texas has. It is worth preserving.

Shane—What is the difference between your sakes?

Yoed—We make two styles of sake, one is our **Whooping Crane** brand, which is a Tokubetsu Junmai. Tokubetsu is a special designation used to highlight a unique type of rice or process. We are the world's first sake made from Texas rice, and we use a very labor-intensive handmade traditional process to make the sake. Junmai is a legal Japanese designation (which we adhere to voluntarily) which ensures that the sake is both pure (made of only rice, water, koji and yeast). Junmai is a premium designation which ensures the sake is made in certain ways. The result is a delicious, full-flavored yet well balanced drink.

Our other style is **Rising Star**, a Nigori Junmai. Nigori translates as "cloudy" and the name comes from the milky/creamy appearance. I usually describe this as a farmhouse style of sake. You get more rice flavor and body. It is quite fun to enjoy.

Shane—What foods would pair well with your sakes?

Yoed—Our Whooping Crane goes well with heavy meats and cheeses (think brisket, rib-eye, blue cheese, cheddar, aged cheddar) as well as more traditional lighter fare, avocado and nuts.

Our Rising Star pairs well with starchy and slightly spicy foods, from tamales and enchiladas to potatoes, and of course, rice.

Passover Staples & Surprises! by Niki Nash, Wheatsville Merchandising Manager

Pesach (Passover): April 6–14

Last year, I was happy that Wheatsville was able to offer Kosher for Passover items. I received some great feedback from customers about the selections, which helped us make our decisions for planning this year's Passover offerings.



The most popular items in 2011 were **Yehuda Gluten Free Matzo-Style Crackers** and **Streit's Passover Matzo made with Organic Flour**. Happily, we will have them again this year along with other traditional items such as **Manischewitz Brand Gefilte Fish**, **Original**

Horseradish Sauce, **Matzo Meal** as well as **Gefen Brand Latke Mix**, **Applesauce**, **Honey Bears**, **Table Salt** and **Kedem 100% Grape Juice**, **Sparkling Apple Cider**.



We'll have plenty of sweet treats such as **Elite Chocolate Bars** and **Fox's Ubet Chocolate Syrup** plus various Macaroons. Also look for **Holyland Kosher Candles**, imported from Israel.



All items are certified Kosher for Passover and will be located independently on their own display apart from other items. The shelves will be wrapped with white paper, as is the custom. We will have some nice sales and discounts on many of the Passover foods. Look for this display starting Wednesday March 21 through Passover. I should note here that all items are available while supplies last, since we are only able to get one large order from our distributor. I hope you enjoy this year's selection and if there's anything you would like to see next year, let us know on the Wheatsville Wish List, located at the front Hospitality Desk.



Be Kind to Your Mother Earth: Cooperate, Propagate & Play Fair

by Carla Vargas-Frank, Bulk Herbs Lead

Earth Day—what a great opportunity to write about co-ops and vice versa! While Earth Day comes every year (and we hope is practiced more often than just the one day in spring that bears its name) this year is particularly special for us because it is **International Year of Cooperatives** and I find that both subjects seem to effortlessly go hand in hand.

First of all, the cooperative model strives to be a more ecologically gentle alternative to the corporate model by nature. Wheatsville is not alone in making it a goal to reiterate the **National Cooperative Grocers Association** standards of organic, fair trade, and local options when possible, while also continuing to give directly back into our own community here in Austin with our monthly Community Action Wednesdays. Another way co-operatives can grow our positive impact is by, well, *cooperating* with other co-ops, both in our own communities and afar. The result is creating a **co-op economy**, based on openness, sustainability and personal accountability.

Wheatsville's bulk herbs selection is dominated by products sourced from **Frontier Natural Products**, a co-op founded in 1977! Frontier supports farms from South America to the Middle East, here in the United States and everywhere in between by buying from farms that practice **Fair Trade** standards and **organic** growing practices whenever available. Their long standing commitment has been, "In all that we do, at all times and with all people, we will conduct our affairs and the affairs of the company with absolute integrity." Wouldn't it be nice if more businesses (especially large corporations who have the most significant impact on our environment and the well being of its people) conducted their daily dealings that way? By aligning with, and supporting our co-operative business with others of the same value system, we are working on growing a more responsible presence in the world market—and that feels good!

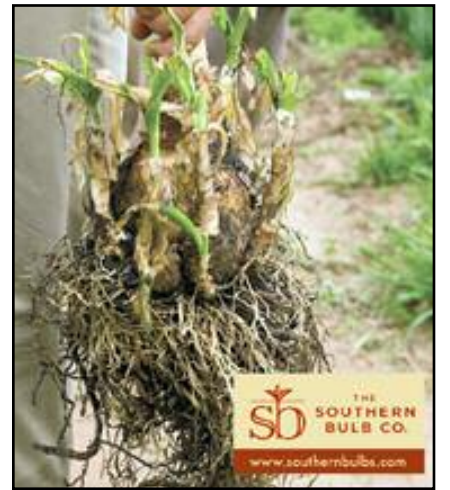


Although not a cooperative, **Seed Savers Exchange**, Wheatsville's all year-round supplier for **heirloom and organic seeds**, is a **non profit organization run by its members**. They specialize in preserving heritage seeds for future generations. It is astonishing to learn how many varieties of our favorite plants have already gone the way of the dodo. Unlike GMO seeds, which are often sterile, Seed Savers distributes a product that will produce viable seeds to re-plant year after year.

Preserving the diverse and age-old species of vegetables and other plants is not only important for our health as consumers, but the health and longevity of the plant species as a whole. The more natural non-GMO plants in the ground, the better, I say! To go one step further, earth-conscious planting practices also largely favors species that are native or already adapted to our climate. This, of course, prevents invasive non-native species from spreading, choking out others potentially diminishing the ecological diversity of an area over time. They also require less resources, like water.

This is why Wheatsville is again proud to offer products from **Southern Bulb Company**, a grower and supplier of flower bulbs that are "grown from historic stock, rescued from construction sites or the neglect of abandoned lots...tough and rare bulbs that have often been forgotten in the mass markets," and supply "sturdy flower bulbs [that] will propagate and naturalize even in the humidity and heat of the South." To boot, Southern Bulb Company is only ten miles from Wheatsville in Manor, Texas!

There are many ways to show your Mother Earth that you care this Earth Day, and everyday, by shopping and sourcing your home and garden needs from local, organic, or Fair Trade producers. You can do ALL of the above while shopping cooperatively at Wheatsville or other wonderful co-ops around the nation. Mother Earth would be proud.



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Texas VegFest
Saturday, March 31
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2101 Jesse E. Segovia St, Austin, Texas

Celebrate all the benefits of a plant-based diet—from improving health and protecting the environment to strengthening our relationship with animals and our connection to the food grown in our community. We believe that everyone should have the opportunity to enjoy a healthy and tasty diet rich in fruits and vegetables.

There will be **great food, entertainment, children's activities, vendors from our local and greater community, speakers, cooking demos, and interactive events** to get you excited about the produce on your plate.

www.texasvegfest.com

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The Annual Staff Appreciation Party was Fantastic!

Photos by Bob Kinney, Story and captions by Beth Beutel



Cece Flores, Front End Clerk, takes home the cake for "Most Likely to Make Their Day" due to her consistent ability to make both customers and staff feel like they just got a free cake. Thanks for being awesome!

The Wheatville Staff Appreciation Party was filled with more warm fuzzies than internet videos of cats befriending owls! The event was held at Black Star Co-op, who prepared us a mouthwatering spread. The Wheatville Staff brought out their cocktail wear and there were a record-breaking four tuxedos!

Staff made great memories together singing karaoke, playing Corn Hole (kind of like horse-shoes but less dangerous!), dancing, and goofing off in the photo booth. Deli Counter Manager, Mariah Barrett, crafted all of the staff's internal appreciations, known as Caught in the Acts, into beautiful artwork. Customers shared over 80 appreciations via the special Appreciation Cards that were available at the Hospitality Desk. We can't thank you enough for your kind words, and we really appreciate, you too!

Special thanks to Beth Ley, Annie Downs and Miranda Robinson for putting the party together and to Bob Kinney and Aldia Bluewillow for photography!



left: Wheatville's Management Team performed a heartfelt rendition of the Sister Sledge classic, "We Are Family." photo by Aldia B.



Chill Buyer Chris Moore, celebrates his three way tie for Class Clown, with Grocery Clerk, Lester King, Not pictured: Class Clowns Niky Robertson, Deli Clerk, and Ryan Soutter, Grocery Clerk



Beth Beutel tries to act surprised as Store Manager, Bill Bickford, presents her with her second consecutive "Most Wheatville Pride" Award.



Aldia Bluewillow, longest-tenured staff member, accepts her 3rd consecutive award for "Most Likely to Clean the Breakroom." Aldia has a soft spot for her co-workers but is hard on dirt.



below right: Dan Gillotte reads us his favorite Caught in the Act while Niki Nash demonstrates one of the staff's guiding principles: Play!



Produce Man, Adam King, and daughter Maya, show how eating plenty of fresh produce makes you feel: like you're flying AND you're the cutest person in the room.



left: Kelsey Padgett & Angela Moore: the faces we're always glad to see smiling at the Hospitality Desk!



New Operations Manager, Rory Alexander, gets schooled in appreciation the second week on the job, and reads his favorite Caught in the Act, demonstrating his fluency in Wheatville's attitude of gratitude.



Clark McKay, Deli Shift Lead, accepts the award for Best Personal Style. The bow tie and vest clinched the deal.



Clark McKay & Carla Vargas-Frank sing while demonstrating that Clark's competition for Best Personal Style was fierce.



Everybody Dance Now!



Deli Pals: Jessica Van Roekel, Jessica Lim, Niky Robertson, Kerie McCallum



Jessica Van Roekel celebrates her triumphant return to WV with Deli pals, Candace Squire, Warren Moore, and frequent WV shopper, Ariel.

The Health Team sings a certain Marvin Gaye tune about how we can heal each other with special guests Niki Nash, and former Health Team Coordinator, Nancy Bender.



Long-time (but now retired) Board President and the photographer for the evening, Bob Kinney, puts down the camera to perform the annual Captain and Tennille routine with Niki Nash, Merchandising Manager. Photo by Aldia B.



Beth Beutel, Carla Vargas-Frank, Marisa Newell, and Jessica Van Roekel dance to the musical stylings of Lightnin' Lee Jellison. Jessica wins the dance off due to the awesome movements of her skirt.



Operations Lead, Marisa Newell, and Grocery Ninja, Cecelia Phillips, belt it while the rest of us Don't Stop Believing that the end of the song is near.



Shane Shelton takes off his usual "Rock Star From Outer Space" stage persona and serenades his co-workers as Mr. Rogers-after-hours.



Dan Gillotte, General Manager, shows leads by example, and demonstrates proper karaoke technique: over-gesticulate for extra drama, open your mouth as wide as possible to ensure that your voice will carry even to the people who are trying to pretend this isn't happening, and wear something sharp, because no one will remember what you sang, or how good/bad you were, but there will be photographs!



POS Assistant, Rachel Badger, Operations Lead, Marisa Newell, and Grocery Lead, Liz Patterson, back it up for the musical stylings of Aime Todd, Produce Clerk.

Staff Top Ten Picks

by Carla Vargas-Frank, Bulk Herbs Lead



1. J.R. Liggett's Old Fashioned Bar Shampoo

Eliminates grime without stripping my hair of its goddess-given natural oils.



2. Lotus Foods Volcano Rice

Naturally occurring volcanic minerals and a subtle floral aroma; who knew rice could be so sophisticated?



3. Bulk Herbs

It's like a make your own sundae bar for teas, baths, and spice blends!



4. Equal Exchange Wheatsville Blend Coffee

Like my perfect romantic partner: bold, balanced, and never bitter.

5. Shitake Mushrooms

Too many health benefits to name and no pesky wrappers to stand between me and my favorite fungi.



6. Margarita's Raw Flour Tortillas

Porque mi madre can't fly in from Arizona to make them fresh for me daily next best thing!



7. Insulated Kleen Kanteen

Burned my tongue on hot coffee three hours old and was HAPPY about it!



8. Good Flow Raw Honey

I like to chew my honey.



9. Eden Umeboshi Plum Vinegar

My no-longer-secret weapon in my favorite all purpose miso tahini sauce.

10. Health Force Non-GMO Soy Lecithin
A natural source of choline and inositol-smooth sailing for my nerves, mood, and mind.

Staff Spotlight—

Cecelia Phillips

by Beth Ley, HR Manager



BL: What is your Wheatsville history?

CP: I started working in grocery August of 2010. From there I have become a Lead Grocery Ninja, otherwise known as Lead Grocery Clerk.

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

CP: I grew up in Rochester, NY and moved to Cleveland, OH for art school. I ended up moving to Austin in 2006 for my Masters in Fine Arts from the University of Texas, and I've been here since!

BL: What is your favorite product at Wheatsville?

CP: This is tough, as there are so many! The Front End Clerks joke that all I buy is beef jerky, beer, and grapefruits. I really love the Austin Beerworks Fire Eagle IPA.

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

CP: I am a runner, and really enjoy living by the Shoal Creek Trail. When I go running there I find all sorts of wildlife (especially turtles!). It's really beautiful and a hidden gem.

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

CP: I have a tattoo on my foot that says "life" if you look at it one way, and "death" if you look at it the other way. One of the Operations Leads has this same tattoo in the same place (we got it together).

Fill in the blanks: I've always wanted to do a chin up and if I had my way it would not be so hard.

Rachael Wilder
Licensed Massage Therapist

512.919.0132
osunray@gmail.com
www.awakenednature.com

1003 Bouldin Avenue
Austin Texas 78704

Awakened Nature
Integrative Therapeutic Massage

Congratulations to Our Newest Invested Owners 12/11/11-2/7/12 (247)

Thang Le	Dylan Neal	Shane Wood	Jon Roberts	Shaye Potts	Karen Nelson	Gerardo Gomez	David Buttross	William McKean	Willie Anderson
Jim James	Grace Tsao	Tom Farley	Jon Windham	Stephen Mis	Kathryn Wood	Jennifer Ruse	David Mayfield	Zarina Saidova	Belinda Longoria
Jodi Cole	Greg Casar	Wren Nokes	Kathy Genet	Aimee Bobruk	Kristy Gregg	Jeremy Gorske	Dorothy Roeber	Anthony Seekatz	Brad Wiemerslage
Pam Udall	Grice Co	Bianca Viel	Lauren Lief	Annie Palone	Laurel Dixon	Jolynn Rettig	Eliana Feasley	Antonia Domingo	Courtenay Verret
Ren Solis	John Acker	Brian Digby	Leora Orent	Beatrix Paal	Lauren Oakes	Julia Holland	Estrella Posey	Chelsea Staires	Craig Whisenhunt
Tess Seipe	Judy Henry	Brian Engel	Leslie King	Beth Johnson	Lauri Wagner	Kristin Bagby	Gabriela Ellis	Chris Jimmerson	Emily Cunningham
Alisa Carr	Karen Hall	Amanda May	Will Dibrell	Brent Bliven	Lea Deforest	Lauren Nicita	Helen C Arnold	Cissie Ferguson	Jacquelyn Walker
Amy Baxter	Kurt Smith	Adam Orman	Maia Wright	Chris Duggan	Maggie Stenz	Lauren Riojas	Jack Armstrong	Courtney Morton	Jessica Anderson
Ben Bryant	Lewis Weil	Dasha Young	Mary Sanger	David McNiff	Mark Kinzler	Maria Sanchez	Jeff Trucksess	Donnie Reynolds	Katherine Briggs
Beth Payan	Logan West	Drew Kelley	Nancy Moore	Donald Kreis	Matthew Otto	Mary Copeland	Kristen Harris	Elisabeth Sikes	Katherine Patton
Brant Wall	Matt Shook	Ellen Mason	Nick Baxter	Ellen Ducote	Meagan Smith	Melissa Anger	Laura Burnette	Jackie Anderson	Lauren Alexander
Cathy Ruiz	Niko Tonks	Frank Meyer	Rachel Knox	Evan Trimble	Megan Helton	Merrell Foote	Leticia Pinero	Jessica Russell	Leah Billingsley
Chris Tate	Ryan Akers	John Aymong	Scott Logan	Fred Zumwalt	Megan Susong	Michael Young	Lindsay Anthon	Juliette Palmer	Lindsay Hutchens
Dana Beech	Leslie Ellis	John Morrow	Shahpar Ali	John Stanley	Nathan Black	Moses Ramirez	Lisa Muncaster	Katherine Allen	Marita Mirzatuny
					Pat Van Ells	Nancy Pollard	Mariya Prytula	Kathleen Thelen	Naveen Pattisapu
					Patrick Yang	Natalie Jones	Mark Armstrong	Kristin Lindsey	Rosemary Ratliff
					Rowena Dasch	Paige Roberts	Mary Anne Hunt	Linda Gillispie	Stephanie Hargis
					Ryan Stewart	Patricia Dean	Matthew Jessee	Lindsay Spinney	Elizabeth Crepeau
					Sadie Woodul	Rebecca Tulis	Megan Milliken	Marilynn Machin	Lamar Caldin Bush
					Sean Fleming	Ryan Plaisted	Michael Pierce	Marlene Shelton	Louise Pennebaker
					Tiffany Muse	Susan Sinclair	Michele Leiser	Matthew Johnson	Phyllis Brasenell
					Tracy Bethel	Sandra Guerra	Michelle Smith	Matthew Johnson	Amanda Bergstrom
					William Cain	Sonya Slegers	Myriam Cabrera	Melissa Jurrens	Andrew Templeton
					Amanda Glaser	Takeru Garcia	Philip Michael	Michael Stevens	Elena Pinto-Torres
					Ashley O'Brian	Tara Connolly	Robert Ressler	Monica Beckford	Katharine Chastain
					Carla Jenkins	Tony Cusimano	Ronnita Miller	Penelope Davies	Suzanne LaFollette
					Carrie Arnold	Trina Bolfiging	Samantha Evans	Ricardo Ramirez	Cecilia Wade Martin
					Chris Hubbert	Wendy Vaughan	Sandeep Parikh	Robert Birdwell	Christopher Clayton
					Chris Narlock	William Bunch	Sarah Schwartz	Robert Whitlock	Meghan McCracken
					Cody Johnston	Abigail Mahnke	Shannon Giroir	Sheryl Thompson	Delilah Montemayor
					Cynthia Gaona	Andria Shively	Shelby Harchar	Tanya Tzovarras	Marianna Kretschmar
					D Allen Lewis	Anita Woodford	Simone Salloum	Teresa Harrison	Anna Lisa Fahrenthold
					Deborah Towns	Caitlin Murray	Sophia Monahan	Timothy Saddler	Christopher Stockdell
					Eli Westbrook	Chris Vreeland	Timothy Parker	Udaykiran Eduri	
					Emily Brennan	Constance Burt	Tracy Anderson	Vanessa Tamblin	
					Emily Johnson	Daniella Lewis	Veronica Goren	William Compton	

DOGGONE IT! WHERE DID YOU GO?

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

YES!

UPDATE ME!

Member Number _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Mail to Wheatsville Address Update, Attn. Gabriel, 3101 Guadalupe, Austin TX 78705 or drop in the box at the Hospitality Desk or email changes to membership@wheatsville.coop


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

- Ralf Hernandez 12 years as of 3/22**
(produce buyer) ★
- Dana Tomlin 9 years as of 3/4** (deli manager)
- Thor Armbruster 6 years as of 4/10**
(store steward) ★
- Laurie Power 6 years as of 4/18** (cook) ★
- Gabriel Gallegos 5 years as of 3/5**
(ownership coordinator)
- Chad Peters 5 years as of 3/14** (cook)
- Mike Conti 5 years as of 3/19** (produce clerk)
- J Martinez 5 years as of 3/22** (office admin & payroll clerk) ★
- Cassie Mulder 4 years as of 3/4** (front end clerk)
- Bruce Cloud 4 years as of 3/19** (grocery clerk)
- Beth Beutel 4 years as of 3/27**
(hospitality clerk & board admin)
- Traé Branham 4 years as of 4/2** (grocery clerk)
- ★ **Mariah Barrett 4 years as of 4/14**
(deli counter manager)
- Sam Sladish 3 years as of 4/20** (cook)
- Robert Kreuzburg 3 years as of 4/23**
(produce clerk) ★
- ★ **Adrienne Beall 3 years as of 4/29**
(grocery buyer)
- Erica Rose Dunford 2 years as of 3/3**
(health team clerk)
- ★ **Muriell Ramirez 2 years as of 3/5**
(front end clerk) ★
- James Trevino 2 years as of 3/31**
(kitchen steward)
- Brent Chesnutt 2 years as of 3/25** (bulk buyer)
- Jimmy Dawson 2 years as of 4/14**
(operations lead)
- Riley Thorpe 1 year as of 3/3** (baker) ★
- ★ **Candace Squire 1 year as of 3/24**
(deli clerk & baker) ★
- Bethany Johnson 1 year as of 3/31** (grocery lead)
- Ryan Simmons 1 year as of 4/28** (front end clerk)





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

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

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



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

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

Human Power

by Amy Babich, Wheatsville Owner



The Austin Chronicle recently published an obituary for Margaret Hoffman, a former Austin City Council member and strong advocate for tree preservation. According to the article, Hoffman once complained at a city council meeting about the scarcity of sidewalks in South Austin, and was laughed at; they said, "Why don't you just get a car?" This was many years ago, before Hofmann's term as a council member (1975-77), so the unwary reader might be tempted to conclude that those unenlightened days are long past and Austin is now a pedestrian paradise.



The sidewalk just north of Wheatsville is buckled and rough. It's very hard for a person in a wheelchair to navigate. It's an outrage that a major pedestrian street like Guadalupe has sidewalks that are barely usable. There are places where lightpole placement makes the sidewalk too narrow for a wheelchair. —Aldia



Alas, this is far from true. More than thirty-five years after Hofmann's complaint and rebuff, three-fourths of Austin's sidewalks are still missing. Even downtown Austin is not fully accessible to people in wheelchairs; several downtown sidewalks have staircases in the middle of them. At least 20 pedestrians were killed by cars in Austin in 2011. And there are still no deadlines for finishing Austin's sidewalk system. It will take over 150 years at the present rate of progress.

In some rare good news, activists for the rights of disabled people are forcing the state of California and some of its cities to repair some existing sidewalks and build some new ones. By bringing lawsuits, activists have wrung some money from the city of Austin for sidewalk upgrades, but the sums are small and the deadlines far away.

Unfortunately, many people still think that sidewalks are only for people in wheelchairs, and that people who own cars have no need to walk. As long as most people think this way, Austin will have few sidewalks, large numbers of pedestrians will continue to be hit and injured or killed by cars, and more and more people will suffer from diabetes, osteoporosis, childhood obesity, and other ailments exacerbated by physical inactivity.

If more people were aware of the problem, we'd be closer to solving it. Our city government will not act until forced to do so by the pressure of public opinion. So we need to walk for transportation in Austin, and talk about what we see when we walk. And complain, complain, complain to our elected leaders about our city's pervasive lack of sidewalk and walkability.

The Wheatsville Member Owned Business

Directory was a victim of its own popularity! The Directory had grown so large that it took up ever more space in the Breeze even as the type size was shrunk. As part of the streamlining of the Breeze in 2012, we no longer will be printing the Directory on paper.

However, the online Directory will still be available. One advantage is that the listings can be updated in real time rather than having to wait several weeks to be printed.

If you have a listing, please review the wording at wheatsville.coop/memberbusinessdirectory/mbdir.html to see if it is still accurate. And readers, if you find a listing that is out of date or has a nonworking link, please let me know so it can be fixed.—aldia@wheatsville.coop

EASY STREET RECUMBENTS

(comfy bikes, fast trikes, and rugged tires) encourages you to support The

League Of..... Bicycling Voters



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

Austin's voice for bicyclists: www.lobv.org

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

I ♥ Wheatsville!



Each week we capture all the love you give us—in person, on comment cards, emails, Facebook, Yelp, Twitter etc. Here are a few of the comments we've gotten that we thought would be fun to share with everyone! Thanks for the love!

Facebook post: *I just went to your store for the first time the other day while I was in Austin, and it was absolutely lovely. I loved the produce and bulk varieties as well as the diversity of packaged raw foods. I also thought that the coffee was perhaps the best I've ever tasted, and my friends who ordered from the cafe thought that the food was delectable, particularly the popcorn tofu. The cherry on top? Members of the staff were personable, helpful, and thoroughly knowledgeable. The whole experience made us so happy!! Thank you! :D*

"Everytime I come in here it's like Cheers." (because we all know her name)

"I love that you guys ask me if I want a bag. Other places before I have time to say anything all of my stuff has been double bagged with like, two items per bag."

First time customer from Kerrville said, *"I love the store's customer service. Everyone seems so happy here. Definitely worth the trip."*

I just love this store. I have been coming here since 1997 and I plan to be here in 2017 too.

Google review: *I am a proud owner of Wheatsville Co-op. I have never been to a grocery store that was so focused on eating locally, and healthy. It's amazing. They have little blue tags on products that are made locally and they show how many miles away from the store it's made, genius. The deli always has a great selection of foods for everyone from your omnivores to vegans. My current favorite sandwich is the WV Turkey Club. Please visit this store, it's a happy place:)*

"If I could bottle it in a spray for home I would"

Child said to mother, *"Can we come here everyday and eat these beans? I love these beans! They taste better than 10 warthogs!"*

A customer said about his toddler, *"He throws a fit every time we pass Wheatsville and don't go in."*

"I LOVE Wheatsville. It's the first place I head to as I come into town and it's the last place I go when I leave. Wheatsville is my Austin HOME."

"it is my last day at Thundercloud across the street, but I have grown to love this place so much that I will keep coming back even when it is not quite as convenient."

"I have never been here before today, but do you know what I love about it? I found my wife's favorite chocolate right away. The layout makes sense intuitively!"

"I just have to tell you, your produce department is absolutely beautiful! I bought five heads of lettuce the other day because you made it look so good! I love your produce. You guys are really doing it right!"



Austin-area poultry keepers will open their backyards to the public for the fourth year in a row to show off their chickens and their urban coops. Besides being easy-to-care-for pets, chickens also provide manure for fertilizer and compost, along with helping keep both weeds and bugs in check, all of which helps create better yards and gardens. Of course they also provide delicious fresh eggs right from your own backyard. Most chicken owners report that it's just plain fun to have them around.

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

The Funky Chicken Coop Tour map is the entry ticket to the coops and is \$10. A map can be shared with as many people as desired and will include one free entry to our raffle; additional raffle tickets are \$5 each or 3 for \$10.

We'll offer commemorative t-shirts and posters, as well as the popular raffle. The raffle features a spectacular grand prize: a complete backyard chicken starter package provided by Mobile Chicken Coops. You can check out all of this at the Information Center on the day of the tour, located at Buck Moore Feed and Pet Supply at 5237 North Lamar Blvd. For more details about the tour or information on how and when purchase a tour brochure/entry ticket, raffle tickets, or any of our great merchandise please check out the website at <http://austincoptour.org>. You can also stay up to date by following The Funky Chicken Coop Tour on Facebook and Twitter.



2012 International Year of Cooperatives

In 2012, join us in celebrating co-ops, fresh food and the stories of the people they bring together. See the video series featuring co-ops and their communities across the country at: www.strongertogether.coop

Lights, Cameras, Co-ops

The spotlight is on food co-ops for the Co+op, Stronger Together's video series celebrating 2012 International Year of Cooperatives and hosted by celebrity chef Kevin Gillespie.

In this series, Kevin travels to food co-ops across the country—from grocery aisles to farm fields—to share their passion for delicious food and their local communities. Watch and you'll quickly discover the many ways food co-ops, their shoppers and owners, and their communities are stronger together.

Schedule

March 5, 2012

A New Breed of Farm:

Community Food Co-op and Heritage Lane Farm, Bellingham, WA

March 19, 2012

Feeding the Community:

Community Food Co-op Celebration and BUGS, Bellingham, WA

April 2, 2012

One Farm at a Time:

Sacramento Natural Foods Co-op and Davis Food Co-op, Sacramento and Davis, CA

April 16, 2012

Co-ops Helping Co-ops:

The National Cooperative Bank, Davis, CA and Richfield, MN

April 31, 2012

A Farm for the Future:

Sacramento Natural Foods Co-op, Davis Food Co-op, and Good Humus Farm, Sacramento, Davis, and Capay, CA

May 14, 2012

Local Power:

La Montañita Co-op and MoGro, Albuquerque, NM

May 28, 2012

Everyone Agrees on Good Food:

La Montañita Co-op and Los Poblanos, Albuquerque, NM

June 11, 2012

An Economic Engine:

Los Alamos Co-op and La Montañita Co-op Distribution Center, Los Alamos, NM

About the Host: Kevin Gillespie

Many of you may know Kevin Gillespie for his "fan favorite" status on Season 6 of Bravo's hit show *Top Chef*, but there's more to this Atlanta-based chef than meets the popular-viewing eye. Kevin is passionate about locally sourced, organic ingredients, so it's no surprise he was named one of Mother Nature Network's Top 40 Chefs Under 40. He's also a member of Slow Food Atlanta and the Society for the Preservation of Traditional Southern Barbecue.



It's the International Year of Cooperatives

Check out the inspiring stories of all kinds of co-ops around the world at www.stories.coop.