

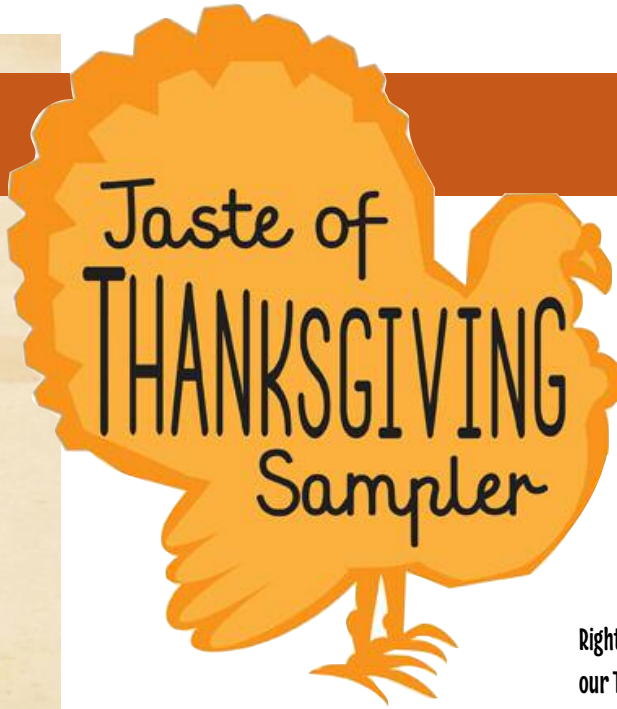
THE WHEATSVILLE BREEZE

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

Our Holiday Vision

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

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



Join us for a

Taste of Thanksgiving

Saturday, November 17th
from 1-3pm

Enjoy yummy bites of our Tofurky with gravy, traditional sides, and freshly baked PIE!



Right after our Taste of Thanksgiving sampling event,

Join us on November 17th at 3pm for our Annual Parmigiano Reggiano Wheel Cracking

Crack the cheese & let the holidays begin!

Each 85+ pound wheel of Parmigiano-Reggiano from Italy is made by hand and aged for at least 12 months, the same way it's been done for centuries. Cracking the massive wheel requires skill, precision, a set of wedge knives, steady nerves and patience. Opening one can take up to 30 minutes—but the amazing first bites of a freshly opened wheel are worth the wait!

FREE & Easy Holiday Parking — Wednesday, November 21st

We know that our parking lot can get a little busy around the holidays. In order to give you a quick, stress free shop, let our car attendants do the parking for you. Just drive up, follow the signs and we'll do the rest. ALL for FREE!

Get a jump on your holiday shopping at the Wheatville

Holiday Tent Sale!

Sunday, November 25th 10am-6pm
Monday, November 26th 4pm-8pm

Unique - Fair Trade - Hand Made - Local
Quantities & selection limited - shop early for the BEST selection!

Thanksgiving Weekend Hours:

Wednesday, November 21st — OPEN 7:30am-11pm

Thursday, November 22nd — CLOSED Thanksgiving Day

Friday, November 23rd — OPEN 10am - 10pm

Saturday, November 24th — OPEN 7:30am-11pm

Sunday, November 25th — OPEN 7:30am-11pm

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Patronage Rebates



Thanks to another successful year, we will be distributing Patronage Rebates! Pick up your voucher NOW at the front of the store. Rebates may be applied to your purchase, redeemed for cash, or donated to the current Community Action Wednesday recipient.

All rebates must be picked up and redeemed by February 15, 2013.

See page 15 for answers to frequently asked rebate questions.

Community Action Wednesday



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 cash register any day of the week.

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

Wheatsville has a Community Fund in our name and we use the earnings from our fund to support local community groups.

We do this annually and as we grow our fund, our grants will grow too!

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



You Own It!

by Gabriel Gallegos, Ownership Coordinator

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

Co-op Owners enjoy:

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

Owner Deals – sale items just for owners

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

Democratic Participation – vote in the Wheatsville Election...*plus more!*

Stop by the Hospitality Desk when you are ready to join!

Total Co-op Owners as of October 1, 2012 – 12,184

Patronage Rebate

Are you a fully Invested Owner and think you may have had over \$500 in purchases during our last fiscal year? If so, we might have a Patronage Rebate waiting for you! Stop by the Hospitality Desk at the front of the store to find out. Vouchers are for in-store use only and can be redeemed for cash, applied to your purchase, or donated to our current Community Action Group. Rebates must be picked up and redeemed by February 15, 2012.

If you have an ownership inquiry or need to update your mailing information, please contact Gabriel Gallegos, Ownership Coordinator at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop).



DOGGONE IT! WHERE DID YOU GO?

Owners- if you've moved and you're not getting the Breeze in the mail, please email your new address to Gabriel at [membership\(at\)wheatsville.coop](mailto:membership(at)wheatsville.coop)



Build the Co-op Movement Coast to Coast



Wouldn't it be marvelous if everyone had access to a food co-op as wonderful as Wheatsville? Wheatsville is proud to be a supporter not just of local cooperative initiatives but of new grocery co-ops nationwide through **Food Co-op Initiative.** They are asking for your support, too.

Food Co-op Initiative is a 501(c)3 non-profit dedicated to helping communities make their co-op vision into reality. They are the only national organization dedicated exclusively to helping start-up food co-ops. Their grants, free consultations, and extensive library of educational resources have helped dozens of co-ops get their start since Food Co-op Initiative's inception in 2010.

When you support co-ops, you support whole communities. In the words of Dorchester Community Food Co-op leadership, "Our goal for the co-op is to be a driver of economic activity, providing long-term jobs and job training for local residents, and serving as a major retail

anchor for the neighborhood...particularly in an inner city neighborhood, the idea of "ownership", not only for consumers but also for workers, is a very powerful concept that generates interest and excitement." This year, Food Co-op Initiative is providing Dorchester Co-op with a \$10,000 grant to help with their market study, site analysis, feasibility assessment, and innovative community organizing and member recruitment efforts.

We know you support cooperatives by shopping and participating at Wheatsville. Maybe you bank at a credit union, drink at Black Star Co-op, have lived in co-op housing, or belong to other cooperatives. **If you'd like to make supporting co-ops a part of your charitable giving, too, consider a visit to www.foodcoopinitiative.coop and find out how you can help bring Wheatsville-style community grocers to more people nationwide.**



Capital Area Food Bank Needs Our support!

Wheatsville Food Co-op will be accepting healthy non-perishable food donations through November 30th. If you are able, please donate. For every five pounds of food donated, CAFB can provide the equivalent of four meals!

Most requested items:

- diapers
- canned meats like tuna, stew and chili (pop-tops preferred)
- canned vegetables
- pasta & pasta sauce
- beans
- healthy cereals
- peanut butter



**CAPITAL AREA
FOOD BANK
OF TEXAS**

The Capital Area Food Bank of Texas, a 501(c)3 non-profit, is the largest hunger-relief charity in Central Texas providing food and grocery products, nutrition education and social services outreach to 300,000 clients each year through a network of 300 Partner Agencies.

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\(at\)wheatsville.com](mailto:gm(at)wheatsville.com)

Wheatsville 2012 Board of Directors

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

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

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



Making Progress. But Food Co-ops, Like Fine Wines, Do Take Time

by Dan Gillotte, General Manager

One reason I like our architect, Michael Antenora, is that he understands how complex the infrastructure of a grocery store is. Unlike regular retail, there is a whole world under the floors and in the ceilings of a grocery store that allow us to produce and sell all the food and other products that we offer. I remember watching the contractors lay out the refrigeration, electrical and plumbing for the renovation at Guadalupe and was stunned by the complexity of the criss-crossing pipes and tubes. Which is a long-winded way of saying "Whew! Planning grocery stores takes time!"

Shepherding us toward our second store is my primary job now and so I am spending a lot of time choosing equipment and its placement in the store as well as deciding on what programs we'll offer at 4001 South Lamar. We've learned so much since the renovation of 3101 Guadalupe and I am excited to apply what we've learned to our next store. I hope that we'll delight you with the ways that 4001 takes what we do so well at 3101, and with the luxury of some more space, expands on it.

We're currently making choices around the material that we'll be using to build the store, including our lighting choices. We're hoping to use all LED lighting in this store from the start and have LED lighting planned for all of our refrigerated cases. We also hope to have a lot of natural light via Solatubes in the ceiling which should help us to be energy efficient during the day.

All in all, the planning, though challenging, is going well and I am very excited about the store that we're going to build in South Austin.

We don't have a final schedule as of press time, but it appears that we are scheduled to open in June or July at this point. We were trying to do it sooner in spring, but we decided that certain aspects of planning couldn't be rushed, so to ensure success we will take the time we need. But, we do think a June or July opening is very do-able at this point, so Yay!

We're going to need some help from Owners to make this project all it can be and so look on page 14 in this issue of the *Breeze* for information on investing in your co-op to help fund this project!

We continue to be humbled and amazed at the incredible support and love and joy that is emanating out of South Austin about our new location. I can't wait to see you there!

In the meanwhile, please keep on supporting us at Guadalupe. Continued financial success at 3101 is the economic engine that makes all other growth possible! If you have friends in South Austin encourage them to join the co-op as well and maybe bring them up here to whet their appetite for our arrival!



Invest in Growing the Co-op Economy!

By Dan Gillotte, General Manager

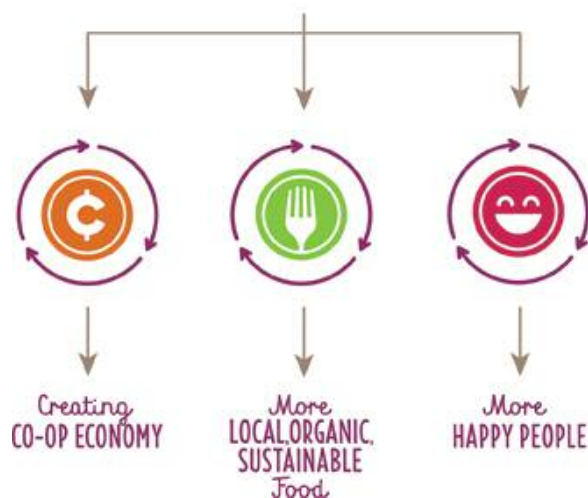
As part of our planned funding of Wheatsville's BIG Direction and opening the store at 4001 South Lamar we're seeking investments from our owners! We raised \$715,000 from owners just like you to fund our renovation project and it was one of the reasons that we had such a successful project. In addition to being great for the co-op it was also good for the investors, with many of them saying that Wheatsville was the best investment in their portfolio! But the coolest part of investing in your co-op is that you get to see the results of your generosity and investment right before your eyes.

We're going to use your money to create a wonderful store at 4001 South Lamar that will include many of the good qualities of 3101 Guadalupe and allow us to make some even better choices based on things we've learned in the intervening years, improved technology and, frankly, more space!

But your money will also be working for you! You'll receive an annual dividend of 3% (way better than even the most generous long term CDs at the moment)!

We're seeking to raise \$250,000 - \$500,000 from owners. We're looking for minimum investments of \$5,000 and we have an incentive for any owners that choose to invest at \$10,000 or more. (More than half our investors' investments in 2005 were at \$10,000 and above!) Investors purchasing at least \$10,000 of new shares will be eligible for a one-time premium payment based on the planned length of their investment: 5% for 5 years, 6% for 6 years, 7% for 7 years, or 8% for 8 years.

We know that not everyone can invest at these levels, but we are choosing these levels to help us best manage the program and keep our book-keeping from becoming very burdensome over the years. Investor shares are non-voting.



WE'RE EXCITED TO ANNOUNCE THAT WHEATSVILLE'S GOT A NEW LOGO!

As a co-op, we are a business based on values and principles and we are the ONLY food co-op in Texas! We've heard over and over again that Wheatsville is "more than a grocery store" and that we are the "heart of the community" so to us, the new Wheatsville heart sums it all up perfectly.

We know that our heart will become a strong symbol of who we are and how we do business in the years to come.



TAPESTRY SINGERS

Austin Women's Chorus

Taking Root

Saturday, November 3

7:30 p.m.

St. Matthew's Episcopal Church, 8134 Mesa Drive

Celebrating our 25th Anniversary with a retrospective of songs we have enjoyed singing over the past 25 years!

Tickets can be purchased from a member, at the door, or on our web site www.tapestrysingers.org

About the Tapestry Singers In 1987, Tapestry Singers began as a way to bring women together to celebrate their heritage and for the pure enjoyment of singing. Women from all backgrounds, lifestyles, and areas of the city come together once a week to laugh, to support, and to sing their hearts out!



Relax—We've Got Thanksgiving Covered!

by Dana Tomlin, Deli Manager

Make Thanksgiving a time to relax and reflect with family and friends by enjoying a complete holiday feast homemade for you by the talented cooks and bakers in our co-op's kitchen! Count on your Wheatsville Deli to have tons of made-from-scratch holiday starters, first course soups and salads, hearty entrees, seasonal sides and delectable desserts for your table. By leaving the work to us, you can have a full meal that is genuinely homemade without spending hours in the kitchen!

Appetizers!

We'll have plenty of appetizers for all your holiday gatherings. These tasty nibbles are the perfect way to welcome your family and friends coming to share your table on Thanksgiving! Put out a nice assortment of starters for folks to snack on, and enjoy a leisurely start to your holiday. Our cool and creamy **Spinach Feta Dip** and our garlicky **Cashew-Tamari Dip** go perfectly with a bowl of baby carrots and broccoli florets for dipping. Our herby **Garlic Chive Cheddar Cheese Balls** and savory, vegan **Walnut Pecan Pâté** are delicious when spread on crackers or thin slices of our fresh-baked **La Brea Bakery baguettes**. With a little advance notice, our Deli can also provide a number of gorgeous catering trays for your holiday, including **Cut Fruit**, **Raw Veggies**, **Dessert Trays** and more!

Soups and Salads!

If you're planning on a bigger gathering or want to have a number of courses, soup and salad are up next. Simple soups work best as starters, and our holiday favorites are **African Peanut**, **Crimson Carrot**, **Rosemary Lentil** and **Potato Leek**. Salads can be as simple as harvesting our **Salad Bar** for your favorite ingredients like baby spinach, organic dried cranberries and feta cheese, and tossing them all together with a sweet vinaigrette just before your guests sit down.

Turkey and Entrees!

Moving on to the main course, you can choose from take-home **Roasted Whole Natural Turkeys**, platters of **Tofurky** with our own vegan **Mushroom Gravy**, or **Maple & Mustard Glazed Niman Ranch Pork Loin**. **Leek-Roasted Carrots and Tempeh** makes a colorful and hearty vegan main course unto itself or can simply be a delicious side dish for your table. If you'd like to get a **Roasted Whole Natural Turkey**, we are cooking them to order, so please order from the folks at the Hospitality Desk by **Sunday, November 18th** and we'll take care of it for you!

Seasonal Side Dishes!

As always, we will have a bountiful selection of seasonal side dishes for you: hand-creamed **Garlic Mashed Potatoes**, fresh and light **Green Beans Amandine**, everyone's favorite **Vegan Mac'n'Cheese with Broccoli**, deceptively simple **Creamy Coconut Mashed Sweet Potatoes**, traditional, savory **Sausage Bread Stuffing** featuring house-made Niman Ranch sausage from our Meat Department, and our famed **Vegan Cornbread Dressing**. Also featured for the holidays—**Mustardy Kale with Niman Ranch Bacon**, orange-infused **Nutted Wild Rice**—we hope you'll enjoy eating them as much as we enjoy making them!

And no holiday table is complete without a heaping helping of our ever-popular, veggie-packed vegan **Mushroom Gravy** and our tart, gingery **Cranberry Orange Relish**. Six-packs of our bakery's flaky vegan **Rosemary Biscuits** and our fresh-baked **La Brea Bakery Wheat Dinner Rolls** will also be here for the taking!

Our holiday fare will be available from our full-service case at the Deli Counter and much of it will also be stocked for your convenience in our self-service case starting Saturday, November 17th. We will also be running "Thanksgiving Feast" on our hot bar from Saturday, November 17th through Wednesday, November 21st, so you don't have to wait until Thanksgiving to get a taste of the holiday!



Holiday Helper Bags!

We pack a cornucopia of our best-selling holiday side dishes and appetizer in one easy, convenient grab'n'go package, including **Garlic Mashed Potatoes**, **Green Beans Amandine**, **Cornbread Stuffing**, **Cranberry Relish**, **Mushroom Gravy**, and **Coconut Mashed Sweet Potatoes**! New this year to our Holiday Helper Bag is our savory, spreadable **Garlic Chive Cheddar Cheese Ball**! If you need a vegan option, come by the Deli counter and one of our helpful staff will swap out the Garlic Cheddar Chive Cheese Ball for a six-pack of our vegan **Rosemary Biscuits**. These bags, one of which should feed a family of four, will be available in our self-serve case starting on Tuesday, November 20th. Now it's easier than ever to get your holidays happening—grab one and your seasonal sides are covered!

Desserts!

Your Wheatsville Bakery will be whipping up delectable seasonal pies: **Pumpkin**, **Pecan**, **Coconut Cream** and **Dutch Apple Pie**, all homemade and freshly baked! Our traditional and vegan pies feature organic pastry crusts and organic graham cracker crusts. Add organic vanilla ice cream or vegan whipped cream and your meal will be complete! Pies will be available starting Saturday, November 17th.

So there you have it—Thanksgiving simplified! Experience our holiday food during our Taste of Thanksgiving Sampler. Take home a menu from the Hospitality Desk or Deli Counter next time you're at the co-op to look over our offerings. Holiday dishes will start hitting our shelves and cases on Saturday, November 17th. You can always give our Hospitality clerks a call with questions at 512-478-2667. We look forward to cooking for you and yours, and helping make this Thanksgiving one to remember!

→ Holding the Line on Turkey Prices for you!

Every year turkey costs have increased, however, we think it is important to keep that price as low as we can for our dedicated Wheatsville shoppers. We want you to enjoy your ideal holiday meal without worrying about your budget. To deliver the best value possible, **we are offering Grateful Harvest Natural and Organic Turkeys this year at cost!** Despite

the increase in cost, this will actually be a **lower price** than last year.

Turkeys will start arriving on Friday, November 16th. This year we are offering a wide variety of turkeys including natural, organic, heritage, and local options. For the greatest selection and size range we recommend coming in early.

LET US COOK YOUR TURKEY FOR YOU!

If you'd like to simplify your holiday, our **Whole Roasted Natural Turkeys** should feed a family of six with ample leftovers. We roast these turkeys following a traditional recipe, with onions, carrots, celery, herbs and spices. **These will be cooked to order and pre-payment is required.** If you're interested in a fully-cooked bird, let the Hospitality Desk know by **Sunday, November 18th.**

To help you plan your holiday table, join us for our annual **Taste of Thanksgiving Holiday Sampling Event** at the co-op on **Saturday, November 17th from 1-3pm**



Taste a wide range of holiday dishes, including **PIE!** There will also be sampling throughout the store during the event, so be prepared to try lots of tasty treats to help you plan your holiday feast.



We will also be offering our Thanksgiving dishes on our hot bar from 11am-8pm on the 17th in case those samples leave you wanting more!

Grateful Harvest Turkeys are given access to the outdoors, never caged in tight quarters or given hormones or antibiotics. For more information on these great turkeys check out the article by our Meat & Seafood Buyer, Mark Maddy, on page 6.



Place and pick up orders at the Hospitality Desk!



Hi, I'm Lisa!

by Lisa Weems, Kitchen Supervisor

Greetings, Wheatville Food Co-op! My name is Lisa Weems and I have recently been hired as Kitchen Supervisor. Merilee Kuchon, our previous Kitchen Manager, has moved on to pursue

her love of sharing good food with people and is running her own business! I join my co-workers in thanking Merilee for her years of dedication to the co-op and wishing her success and happiness in her future endeavors!

Though I am new to this particular job, I am no stranger to the Wheatville community. I moved to Austin from the Washington, D.C. area in 1994 as a law student at UT. I soon realized that the law was not the profession for me, but quickly fell in love with Austin, partly because of amazing local businesses like Wheatville.

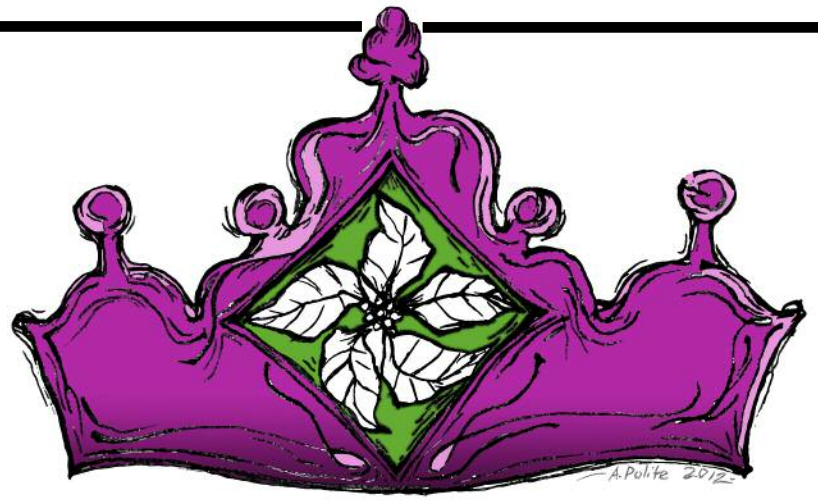
I shopped here for many years while working as a server and bartender at a couple of other great local spots before finally coming on board as a Baker and then as a Deli Counter Clerk, in May of 2008. My first shift fell on the same day that demolition began for the renovation, so I have had the extreme good fortune to grow along with the co-op over the last four-and-a-half years.

I started cooking as well as baking during my first year at the co-op, eventually leaving the deli counter entirely to work full-time in the kitchen. I worked closely with Merilee during the last year as one of her Kitchen Leads, creating new recipes and overseeing the production in the kitchen.

Though most of my food service experience prior to Wheatville was in the front of the house, I am a dedicated food lover and cookbook junkie, so it has been a real joy to expand my cooking and baking skills at Wheatville. I look forward to continuing to develop new delicious offerings in my new role.

Be on the lookout for some exciting new items from the bakery and deli cases through and beyond the holidays. Our talented bakers are currently testing new recipes for **Gingerbread Cookies**, **Apple Cranberry Galettes**, and **Pineapple Mango Upside-down Cakes**, which we hope to debut in time for your holiday festivities. Our cooks will be working on new recipes for dips, spreads, and other delicious goodies for your holiday parties, as well as testing new hearty and healthy dishes for our hot bar to sustain you through the winter months!

I look forward to meeting many of you in the following months and years and hearing your ideas and feedback about new and classic Wheatville dishes! Happy holidays!



The Wheatville Arts Festival has been reborn as the Violet Crown Arts Festival Saturday, December 1 – Sunday, December 2

10am — 5pm

100 Artists, Local Musicians & Entertainment

Unique artwork from potters and fiber artists, painters, jewelers, glass artists, woodworkers and metal smiths.

Triangle Park

722 W 46th Street

Plenty of Parking + Free Admission

Live Entertainment & Music:

Saturday 12-1-12

10:00-11:00 - Violet Crown Theater
11:00-12:00 - Kathy Murray
12:00-1:00 - Lex Land
1:15-1:45 - Jemma Jesso
2:00-3:00 - Dead Music Capital Band
3:00-4:00 - Paul Klemperer Trio
4:00-5:00 - Mamafesta

Sunday 12-2-12

10:00-10:30 - Voices of Light
11:00-12:00 - Four Fights Per Pint
12:00-1:00 - ZZ Baulba
1:15-1:45 - Jemma Jesso
2:00-3:00 - Paul Klemperer Trio
3:00-4:00 - Ezra Reynolds
4:00-5:00 - Diana Cantu Band

For more event details contact Judith Craft, Chairperson:
www.violetcrownartsfestival.com

Proceeds from the festival will support Violet Crown Community Works.
Members of the nonprofit will be on hand to share the organization's vision for creating and enhancing the adjacent neighborhoods.
www.violetcrowncommunity.org



Get a jump on your holiday shopping at the Wheatville

Holiday Tent Sale!

Sunday, November 25th 10am-6pm

Monday, November 26th 4pm-8pm

Unique - Fair-Trade - Hand-Made - Local

unique gifts from some of our favorite vendors and exciting additions from new partners, you'll find great choices for every budget.

Once again we'll have beautiful handmade goodies from **AndesGifts**, a fair trade company with a network of over 20 knitting co-ops in Bolivia and Peru. They provide free instruction and technical training to artisans in rural areas, allowing workers to retain their indigenous communities while acquiring the skills to support themselves financially.

Handmade Expressions is an Austin-based distributor offering handmade products from India, including hand bags, shopping bags, cotton scarves, table linens, jewelry and tree-free journals. A key part of their mission is to use economic sustainability and social empowerment as tools for community development. The company also aims to be environmentally responsible by using as many recycled, reused, and natural materials and processes as possible.

Give some ATX-style love to your friends and family with locally made soaps and lotions from **South Austin People (So.A.P.)** and **Austin Natural Soap**. From dirty laundry to dirty hippies, So.A.P. has what it takes to get 'em clean. They make all their products right here in Austin, using high-quality fragrances and essential oils, and certified organic vegetable oils. Austin Natural Soap makes their soap in small batches with moisturizing plant-based oils, and tests all products for proper pH balance. With fragrances like Barton Springs Eternal, Enchanted Rock, and Texas Bluebonnet, these folks are a true Austin original.

Be sure to check out our selection of fun accessories from one of our newest vendors, **Lucuma Designs**. A member of the Fair Trade Federation since 1999, Lucuma provides Peruvian artisans with opportunities to generate steady income using traditional techniques and art forms.

We love this time of year, and are proud to offer so many local and fair trade gifts. Come by Sunday, November 25th, from 10am to 6pm or Monday, November 26th, from 4pm to 8pm and let us help you find the perfect present for everyone on your list! —Cody Atkins, Wellness Supervisor

Kick off the winter holiday season at our 2nd Annual Holiday Tent Sale! With



ON TRACK ARTS

QUALITY ARTS HANDPICKED VINTAGE
RURAL SETTING ROAD TRIP WORTHY
BIG RED BUILDING 13020 HWY 90 WEST HARWOOD 78632

Former Wheatville Arts Festival vendors,
Jan Meeks of Windfall Designs
and Hal Shipley of Shipley Stained Glass Studio,
open permanent location in 1920's building.

Custom Stained Glass for Homes and Businesses
Stained and fused glass, jewelry,
chimes, found object art
Selection of vintage jewelry, linens,
kitchen items, hats and furniture
FRIDAYS & SATURDAYS 9:00-5:00

One hour southeast of Austin: Hwy 183 South through
Lockhart and Luling; Hwy 90 or IH 10 (exit 637) to
Harwood. Population 112, easy to find.

facebook ontrackarts.com





Grateful Harvest Natural and Organic Turkey at Cost!

by Mark Maddy, Meat & Seafood Buyer

Turkey has become that ubiquitous symbol of Thanksgiving. It is traditionally our day to spend time and resources to cook a huge feast to share with friends and family. The majestic turkey has taken an interesting journey to get to this status. Nutritionally, turkey is a

great protein and is one of the very few meats that is acceptable to eat every day. A turkey is also large enough to feed a substantial mass of in-laws and out-laws alike. If you are looking to have leftovers, you should plan for **2lbs of turkey per person.**

Wheatsville will have several turkey options this year. All of our turkeys are hormone and antibiotic free. They are all vegetarian-fed, free-range, and are given space to engage in their natural behaviors.

We'll have an ample supply of **Grateful Harvest Natural Turkeys** and **Grateful Harvest Organic Turkeys**, coming to us from a small family-owned and operated farm in the Central Valley of California. These organic turkeys are fed USDA Certified Organic, GMO-free, feed.

With feed and transportation prices on the rise, the wholesale cost of turkey has gone up again this year. However, we want you to enjoy your holiday meal without worrying about your family's budget. To deliver the best value that we can, we are offering

Grateful Harvest Natural and Grateful Harvest Organic Turkeys this year at cost!

This will actually be a lower price than last year!

Grateful Harvest Natural Turkeys will be **\$2.39lb.**

Grateful Harvest Organic Turkeys will be **\$3.29lb.**

These will be available as early as Friday, November 16th and will range from 8 to 24 lbs. Turkeys are deep chilled, never frozen!

We are also excited to offer **Mary's Heritage Turkey** at \$ 5.99lb. Heritage turkeys are bred from turkeys that originally inhabited the Americas—the Bourbon Red and Narragansett. Heritage turkeys breed naturally and can fly, resulting in a naturally darker meat, larger thighs and smaller breasts. All of these traits result in a superior taste that takes less time to cook than a regular turkey. We recommend using a cooking thermometer.

Looking to go local? We have worked closely with Jim and Kay at **Richardson Farms** this year in order to offer a locally, small-farm raised turkey. The Richardsons raise Broad Breasted Whites right here in Texas, just 57 miles away, in Rockdale. The turkeys are pastured, meaning they are out in the field and are able to scratch the earth and eat bugs and grass. They are also hormone and antibiotics free. Richardson Farms Texas Turkeys will be \$5.49lb and will be arriving on Monday, November 19th.

Jane and Terry Levan of **Dewberry Hills Farms**, will be supplying us with large, (approximately 8 lb) chickens, for the holiday season. Dewberry Hills Farm's chickens are antibiotic and hormone free, raised in Lexington, Texas, just 62 miles away, fed on local feed, and have plenty of room to roam around Jane and Terry's Farm.

If you want to serve turkey but you don't have the oven space or the need for a large turkey, we will have **Mary's Natural and Organic Chef's Breasts.** These are a whole bone-in turkey breasts that are great for a smaller group of people or as a supplement to your whole turkey.

If you would like to serve ham as an addition to turkey or in place of it, we are offering more options than ever. Niman Ranch hams are humanely-raised on sustainable, family farms and result in some of the best tasting products. **Niman Ranch Bone-In Spiral Cut Ham**, \$7.49lb, makes a great centerpiece for your meal. **Niman Ranch Petite Hams**, \$9.99lb, are perfect for a smaller setting or for any ham needs you may have during your meal preparation.



We are super excited to offer a Jambon Ham this year. **Niman Ranch Jambon Ham** is a European style ham, with a slightly saltier and deeper smoked flavor. They are larger than the petite hams but smaller than a half ham and can easily accommodate any sort of glazing or sauce.



Grateful Harvest

On the local front, we will be featuring **Pederson's Natural Farm's Half Hams.** Located in Hamilton, Texas, about 111 miles away from us, Pederson's Natural Farm is focused on creating products that are Certified Humane and made without the use of artificial ingredients or preservatives. The **Honey Glazed Boneless Ham**, is a traditional flavored ham that will go great with all of your Thanksgiving sides.



Our butchers are on-site and always able to accommodate a wide range of special requests that you many have for your holidays. We offer lamb, beef and pork in many varieties and can easily cut large roasts and other preparations with a little bit of notice. So, if you don't see what you want on our cases, just ask! We want to tell you, YES!

Estimated Cooking times:

- 8-12 lbs 2.75-3.5 hours
- 12-14 lbs 3-4 hours
- 14-18 lbs 3.75-4.5 hours
- 18-20 lbs 4.25-4.75 hours
- 20-22 lbs 4.5-5.5 hours

How to Carve Your Holiday Turkey

This is not at all as hard as it looks, so relax and get out your sharpest knife.

- There are two reasons to rest your turkey for at least 20 minutes before serving. It allows the juices to well up in the turkey, making it juicier. It also cools the surface so that you don't burn your fingers while carving; and it gives you an opportunity to have a glass of wine. OK that's three reasons.
- Take your sharp knife and cut the area between the thigh and the breast. Push down with the hand that is not doing the cutting and the thigh should separate easily. Cut the joint between the thigh and the drum and separate them.
- Don't try to carve the drumstick, just have one of the guests who like to get hand's on with their food gnaw on it. Worry the bone out of the thigh with your knife and fingers and carve the thigh.
- Now, make one long incision in the turkey from just above the wing (leave the wing right where it is as it helps stabilize the bird) all the way back to where the thigh used to be. This incision is made parallel to the table; just cut straight in.
- Next, go to the top of the breast and start at the outside and cut straight down to the first incision. The slices should fall right off. These slices should be just a little over a quarter inch thick. Serve all of these slices from a deep dish with a lot of very warm (not boiling) turkey broth.
- Garnish with a couple of bay leaves, some whole cranberries and anything else that suits your fancy, and have fun on your holiday.

If you are looking to break away from the classic meal, Wheatsville also has seafood options. Our **Trollerpoint Coho Salmon** can be cut to accommodate a large number of diners and you can always get a whole side of **Sockeye Salmon**. A side of salmon is a beautiful, impressive addition to any table and can also be prepared as an appetizer for your gathering.

And don't forget about breakfast the day after Thanksgiving! It can be a great way to continue to enjoy your time with your family. Lots of times we are so focused on our dinner shopping that we forget to grab some items for the day after. It's demanding enough just dealing with the dinner preparation, so make things easier with **Wheatsville's house-made Breakfast Sausages** or **Fish Brothers Cold Smoked Salmon**. You can create a bagel spread using **Fish Brother's Cold Smoked Salmon, Full Quiver Cream Cheese** and capers served on a **Rockstar Bagel**.

Whatever your Thanksgiving needs might be, think of us for a great deal on turkey or to cut you a sensational centerpiece for one of the most special meals of the year. Our goal is to make this holiday season easy on you, so you can enjoy time with your loved ones!



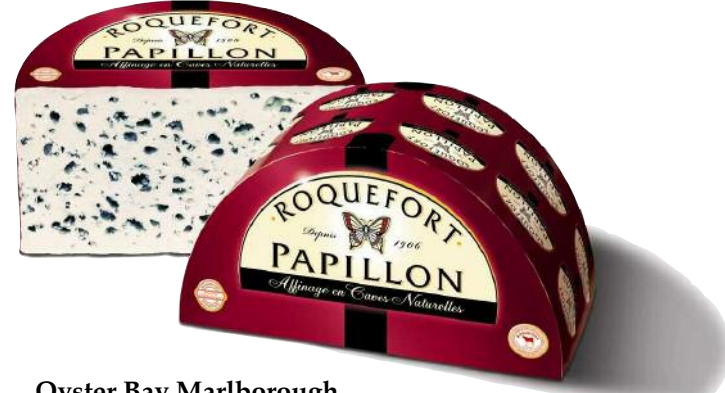
Thanksgiving Wine and Cheese Pairings! *by Shane Shelton, Specialty Buyer*

We aim to be your one stop for easy shopping this holiday season. We will be featuring wines that will go well with the eclectic cornucopia that is Thanksgiving dinner. Don't forget, if you buy six or more bottles of wine, you get 10% off!

Cellier des Dauphins Prestige Red Côtes du Rhône is a perfect choice. Bright, clean, and cherry red with a mahogany rim, this is a lighter style Côtes du Rhône that is soft and fruity without being too sweet. A blend of traditional Rhône grape varieties, Cellier des Dauphins is a well-balanced wine with gentle tannins, dark berry and black cherry fruit flavors and a nice peppery finish. Pairs well with **New York Sharp Cheddar**, a sharp and creamy cheese that is great as a starter on crackers or cut into cubes for easy eating.



Parducci Small Lot Blend Pinot Noir is also a great and versatile wine. Parducci winery not only make great wines but they do so sustainably, with a real respect for the environment. Aromas of Cherry, Strawberry, and hints of spice, give way to red berries and gentle oak flavors. This wine is elegant and easy to drink. It would pair well with **Papillon Roquefort**, exceptional Roquefort distinguished by its supple white curd and intense blue marbling.



Oyster Bay Marlborough Sauvignon Blanc is a great choice for a white wine this Thanksgiving. Pale straw green in color with brilliant clarity, Oyster Bay Marlborough Sauvignon Blanc is aromatic and zesty with a bright, fruit, character. Concentrated gooseberry and tropical fruit flavors make this wine a standout wine that is crisp, elegant and refreshing. Would pair nicely with a **Chavrie Goat Cheese Pyramid**. A favorite

with first time goat users because of its fresh mild flavor and creamy texture, the pyramid shape would make a very cool looking addition to your Thanksgiving feast!



Turkey Cooking Instructions and Tips

Some helpful hints on Turkey cooking from Grateful Harvest Turkey Expert, Paul Gingerich

- Remove the outer wrapper from the turkey.
- Remove the inner wrappings (giblets) and neck from the neck and chest cavities. Set aside for making broth or stuffing if desired.
- If the parts in the chest cavity seem to be stuck together or frozen run cold water through the cavity until the neck comes out freely. A little frost on the inside of the bird is an indication the turkey has been delivered to you as cold as possible to keep it as fresh as possible.
- Pat the inside of the turkey dry with a paper towel. Lightly salt the inside of the bird and rub the bird inside and out with a cut lemon. This helps to ensure a crisp skin.
- Place the turkey breast-side up in the appropriate sized roasting pan and add about two cups water or chicken or turkey broth, two cups white wine*, the juice of two lemons, a couple of bay leaves and fresh Rosemary. Throw the lemon used for the juice inside the bird. The oil and resin from the skin adds more flavor. For additional flavor use a poultry seasoning or rub.
- Place a tinfoil tent over the turkey leaving the ends open. The foil tent creates a self-basting environment. The juice will spatter up on the tent and then back down on the bird – and keeps your oven clean! Important – do not close the ends of the tent as this will add steam causing you to stew, not roast, your turkey.
- Set your oven to 325° and place your turkey on the lowest rack in your oven. Cook about 15 minutes per pound or until the turkey reaches 170° internal temperature.
- If the turkey has not reached a golden brown when it reaches 170° remove the tent and turn the oven to 450° and roast to golden brown. Watch closely; this will not take long.

Making Stock - If you want to make your own turkey stock, buy some extra parts of turkeys (legs, wings etc) and simmer while you are roasting the turkey. Little known fact—necks make the best broth.

Shhhhhh!!!... Here is my secret to a moist turkey: I carve the turkey into a deep sided platter and pour the broth from the roasting pan over the turkey for flavor and moisture. You will never regret this move. You can reserve some of the stock for gravy or use the extra stock you get from cooking a few extra pieces.

To stuff or not to stuff? - Stuffing a turkey will gain you a great tasting stuffing, but the bread can dry the turkey just a bit, so it's your call.

Sanitize - ALWAYS WASH HANDS, UTENSILS, SINK AND EVERYTHING THAT HAS BEEN IN CONTACT WITH RAW TURKEY. Sanitize the counter, sinks and any containers or trays that have been used. Use a solution of 1 teaspoon of unscented chlorine bleach in 1 quart of water, and let dry completely).

Join us on November 17th at 3pm for our Annual Parmigiano Reggiano Wheel Cracking

Crack the cheese & let the holidays begin!



Each 85+ pound wheel of Parmigiano-Reggiano from Italy is made by hand and aged for at least 12 months, the same way it's been done for centuries. Cracking the massive wheel requires skill, precision, a set of wedge knives, steady nerves and patience. Opening one can take up to 30 minutes—but the amazing first bites of a freshly opened wheel are worth the wait!



Thanksgiving with No Gluten? No Dairy? No Meat or Eggs? No Problem!

by Niki Nash, Merchandising Manager

While Thanksgiving is traditionally a time for comfort foods, many people have dietary needs that can make it seem like a burden or even a cause for anxiety. Perhaps you have a guest coming to your meal who doesn't eat meat. Maybe your child has recently been told to exclude dairy or gluten. Or this year you're

going to a potluck but will be the only one there that's vegan. Fortunately there are tons of options for you, your family and friends. Wheatsville has offered excellent vegan and/or gluten-free holiday choices for years but 2012 is the year of abundance! I'll let the Deli Team promote their delicious offerings themselves, I would like to present some of the great foods you can find in the store aisles.

Vegan Meat Substitutes

The famous **Tofurky** is a great go-to solution for a vegan Thanksgiving. Made by Turtle Island Foods, a family owned independent company, Tofurky is delicious as a main course as well as great for leftover sandwiches. Be sure to thaw the Tofurky for 24 hours in the fridge for easier preparation. Full instructions and information are available on the Turtle Island website www.tofurky.com. Another tasty selection is **Field Roast Celebration Roast** in a 1 or 2 pound size. Blending European and Asian heritage, the Roasts offer a unique blend of vegetables, grains and spices. As a vegan myself, I know there can be reluctance to eat a "meat substitute". If neither of these roasts have a place on your table, I recommend trying **Butler's Soy Curls**.



Their recipe for Holiday Bread Dressing is great and you can use **Arrowhead Mills Organic Savory Herb Stuffing Mix** as a delicious time saver.



www.butlerfoods.com/recipes/holidaybreadaddressing.html

Gluten Free Stuffing

Smart Grain Gluten Free Sage Stuffing is handmade in a small North Carolina bakery. Started in 2001 by two women with a shared allergy to wheat, Smart Foods Bakery has grown from a small local bakery to a sustainable and respected business creating home-baked, gluten-free goodness!

Gluten-Free Pie Crust

Aisle 3's baking section has a variety of gluten-free baking flours including **Cup 4 Cup**, an all-purpose flour developed by a top New York chef. See if you can fool your friends with their recipe for Grandma's Pie Crust.



Grandma's Pie Crust

Recipe can be made ahead of time and stored in the freezer.

Yields 2 pie crusts (one pie with top crust or 2 bottom crust pies).

- 2 1/2 cups C4C flour
- 2 tablespoons sugar
- 1 teaspoon salt
- 1 cup butter, cubed and cold
- 2 egg yolks
- 6 tablespoons water, ice-cold

Place all dry ingredients into a food processor and pulse to evenly distribute. Add the

cold, cubed butter to the flour mixture. Pulse until the mixture resembles coarse meal. Place mixture into a large bowl and set aside.

Combine the egg yolks and water.

Create a well in the flour mixture (in bowl), gradually whisking the egg mixture in with fork. Mix the dough until it forms a ball.

Allow dough to rest in refrigerator for 10 minutes. Cut the dough in half. Using extra C4C for dusting a flat surface, roll out one portion and drape to fit the contours of a pie dish.

Bake in a preheated oven at 350°F for 10 minutes or until golden brown.

Vegan Pie Crust

You can make your own vegan pie easily using **Wholly Wholesome Traditional Organic Pieshells** or **Organic Whole Wheat Pieshells**, found in the freezer section. These are the same crusts our deli uses for their pies and they are TASTY.



Gluten-free AND Vegan Pie Crust

If you want to have it all, **Wholly Wholesome** has a newly developed pie crust that is free of animal products *and* gluten. Fill it with **Farmer's Market Organic Pumpkin Pie Mix**, now in cans with BPA-free liners, for a fast and delicious pie.

Pumpkin Spice Cheezecake

Raw, Vegan and Gluten-free!

Beforehand Prep: Soak 1/2 to 3/4 cup Cashews for 4 to 6 hours.

Step 2: Making your Pumpkin Spice Cheezecake

1 cup macadamia nuts

1 cup soaked cashews

In your food processor grind your nuts until they've become a paste:

Add the following to your food processor and puree everything together for 3 minutes, until whipped and creamy:

- 2 cups fresh/raw shredded pumpkin flesh (Kabocha or Sugar Pumpkin works best)
- 1/2 cup Coconut Crystals plus 3 heaping Tbsp
- 1/4 cup coconut oil
- 3 Tbsp lemon juice
- 1 tsp apple cider vinegar
- 1 tsp vanilla
- 2 tsp ground cinnamon
- 2 tsp ground allspice
- 1/2 tsp ginger powder
- 2 pinches salt



Step 3: Making Your Crust

1 cup pecans (walnuts will also work)

5 dates

1 tsp cinnamon

pinch of salt

Place everything together in your food processor and pulse until all of your ingredients are evenly ground up:

Final Step - Assembling:

Using a Spring Form Pan: Proceed to layer your crust first, and pour your cheezecake batter into the pan on top of the crust. Place it in the freezer so all of the ingredients can properly set. This may take up to 4 hours—but freezing is important, so the longer the better. Remove from the freezer after frozen through and store in your fridge. *No Spring Form Pan? No problem! See the original blog post for instructions.*

Place your cheezecake (covered) into the fridge, allowing it to thaw for about 30 minutes to an hour before slicing and serving. From: www.addicted-toveggies.com/2011/10/pumpkin-spice-cheezecake.html



Top that Pie!

Healthy Top is the first totally non-dairy, non-soy whipping cream. It is made from a healthy blend of organic coconut oil, almonds, cashews, sweet almond oil and natural cane sugar. Found in the refrigerated section, Healthy Top is gluten-free, vegan and is produced using only non-GMO ingredients. Chill as cold as possible, whip and enjoy!

Dandies Marshmallows also make a yummy addition to pies, especially sweet potato. Light and fluffy gluten-free Dandies melt just like regular marshmallows.

Dandies are made on dedicated vegan equipment with zero animal products—that means no gelatin!

These are just a sampling of the many delights to be found in the aisles of Wheatsville. Whether you let one of these fine companies provide the convenience for you or you make it all from scratch, rest assured that we've got you covered for the full spectrum of dietary needs.



Happy Thanksgiving and *Bon Appetit!*



Homemade Tofu Roast

by Gabriel Gallegos, Ownership Coordinator

Would you like to get extra creative this Thanksgiving? If so, consider making your own **tofu roast**. It is vegan, gluten free, and will be enjoyed by everybody in your family. This recipe requires a bit of time to prepare, so **start a day in advance**. You'll have lots of fun doing it and the results will amaze you. Enjoy!

Ingredients:

- 2 lbs Westsoy extra-firm tofu
- 2 tsp Braggs Liquid Aminos
- 1 tsp dried sage
- 2 cups prepared cornbread stuffing*
- 2 large sheets of yuba (aka tofu skin, bean curd skin) **

*Pamela's Cornbread is my favorite. Use Egg Replacer, Earth Balance, and non-dairy milk for a vegan option.

**Yuba is sold in large sheets in the frozen section of Asian markets.

Basting sauce:

- 1/4 cup toasted sesame oil
- 1/4 cup olive oil
- 1/4 cup Braggs Liquid Aminos
- 1 Tbsp miso paste
- 2 Tbsp juice (cranberry or orange)
- 1 tsp Dijon mustard
- 1/2 tsp liquid smoke
- 1/4 tsp ground black pepper

Supplies:

- large plate
- small plate
- colander
- cheese cloth
- food processor
- something heavy
- string
- roasting pan with lid

Squeeze tofu to remove water. Line colander with dampened cheesecloth so it hangs over the sides. Place colander on large plate. Roughly chop tofu, place in colander and cover with the cheesecloth that is hanging over the sides. Place the small plate upside down on top of the tofu with something heavy on top to press out remaining liquid. Let sit for one hour. Blend drained tofu, Braggs, and sage in food processor until smooth. Remove 3/4 cup of the blended tofu and set aside for later. Return remaining blended tofu to the cheesecloth-covered colander and press it down against the edges of the colander – creating a 1-inch thick "bowl" shape. Add prepared cornbread stuffing to the center of the tofu bowl and press the reserved tofu over the top to cover the stuffing. Carefully bring up the edges of the cheesecloth, tie the cheesecloth very tightly together at the top with the string and place colander on large plate again. Place the small plate upside down on top of the roast and put the heavy weight back on top. **Refrigerate overnight.**

Next Day: Preheat oven to 450°F. Whisk together basting sauce. Set aside. Remove roast from fridge and carefully remove from cheesecloth. Carefully place roast upside down in roasting pan and baste with half the basting sauce. Place both sheets of yuba over the roast and tuck the sides underneath the roast. It doesn't have to look perfect because the yuba will shrink around the tofu to create a "skin" as it bakes. Use some of the run-off basting sauce to baste yuba as well. Cover with lid and bake for 1 hour. Reduce heat to 350°F, remove lid, and baste with remaining sauce. Bake for an additional 30 minutes, basting every 10 minutes with run-off sauce. Carefully transfer roast to serving platter. Makes 6-8 servings.

The original unmodified version of this recipe appears in La Dolce Vegan by Sarah Kramer

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www.travisaudubon.org/fieldtrips.html

Staff TOP 10 PICK

CAROLINE ROBINSON: FRONT END CLERK & CO-OP DEALS ASST.



NO.1: Field Roast Stuffed Celebration Roast

SCRUMPTIOUS NON-SOY VEGGIE ROAST FOR HOLIDAY OR EVERYDAY MEALS!

NO.2: Young Thai Coconuts

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NO.3: Odwalla 100% Carrot Juice

CLOSEST THING TO FRESH PRESSED. DELICIOUS AND GOOD FOR YOU!

NO.4: Kosmic Kombucha Groovy Green

IT TAKES SELF CONTROL NOT TO DRINK THIS FAST.



NO.5: Manic Panic!

FUNKY COLORS THAT ARE ACTUALLY GOOD FOR YOUR HAIR.



NO.6: Rising Moon Organics Wild Chanterelle Mushroom Ravioli

ADD A SIMPLE TRUFFLE WHITE SAUCE FOR HOME GOURMET. MMMM!



NO.7: Blue Diamond Almond Coconut Milk

WHEN YOU CAN'T DECIDE, MIX 'EM TOGETHER. SO GOOD!



NO.8: Cypress Grove Chevre Purple Haze

BETTER THAN CHOCOLATE. NEVER TASTED ANY CHEESE QUITE LIKE THIS.



NO.9: Hemp 1 Scream Sandwiches

SUCH A UNIQUE FLAVOR, MY FAVORITE IS JASMINE.



NO.10: Justin's Chocolate Hazelnut Butter

GREAT FOR SNACKS!





Happy Cooking Season! by Adam King, Produce Manager

There's a collective sigh of relief as the temperatures drop below 80 and we start to see rain in the forecast. Summers in Central Texas can be a bear, but they are worth it with the sublime autumn which follows. As a purveyor of fresh fruits and vegetables, I love the change of season as it means something **new** and **interesting** all over again. Funny, as April rolls around, we are so sick and tired of kale but when the first bunches of **locally grown organic kale** hits our dock, well, you should just see the look on your faces. It's like falling in love again! Eating seasonally is great like that – there's always something new that you are experiencing for the first time and some old favorite that you're getting reacquainted with.

Me, I am getting reacquainted with **my oven**. For the past six months, it's only been used for **making toast in the broiler** because I am too lazy/cheap to buy a toaster. Now it's living up to its real purpose: making dinner. But what to make, and how to make it?

It's funny how complicated cooking has become. Even with innumerable websites, cooking shows, and even entire television channels devoted to the subject, it doesn't seem like a larger portion of the population is making their own dinner each night. What's the deal? Maybe it's information overload. Maybe people feel like cooking delicious, healthy food requires hours of preparation with scores of little glass dishes filled with expensive obscure ingredients. Maybe people don't realize how easy it is to make a meal with minimal effort that's good for you, doesn't cost much, and tastes great too.

To those folks, I present one of the simplest and easiest methods of preparing produce: **whole vegetable roasting**. There's no recipe needed – you just follow your instincts and listen to your senses. Just follow these simple steps!

- Preheat oven to 425 degrees
- Veggies can be chopped or just roasted whole. Bigger pieces will only take longer to cook.
- Put veggies in a pan or oven-safe skillet.
- Toss with a little olive oil. You could add some herbs, spices, salt, pepper, etc. at this point.
- The firmer the vegetable, the longer it'll take to cook. Check for doneness by poking them with a fork. Use your nose and ears, too! The kitchen should smell and sound like nicely cooked veggies.

Try anything! Whole roasted cloves of garlic are incredible and can be squeezed over toasted bread. Try a mix of root vegetables and mash them up for a twist on an old favorite. Acorn squash can be sliced in half, seeds removed and replaced with butter and brown sugar for a decadent, nutty treat. I love roasted broccoli crowns with a nice steak or piece of chicken. Now that you're not running your A/C every day, feel free to fire that oven up without a second thought. Here's to eating fresh and healthy!



Holiday Bulk Shopping Guide by Brent Chesnutt, Bulk Buyer

This time of year most people start spending more time in the kitchen, cooking for crowds and baking. The cost of ingredients can add up fast - especially if you only need

a half cup of pecans, a tablespoon of sage or a breakfast's-worth of maple syrup.

That's why shopping in Bulk is so great!

- **Fresh!** Bins are filled frequently ensuring freshness
- **Save Money!** Shop for as much or as little as you need
- **Less Packaging!** Bring your own container or use one of ours
- **Explore!** Try out a new recipe without committing to a whole bag or jar
- **Quality!** Same brands you'll find on our shelves like Lundberg and Bob's Red Mill.
- **Save Money!** It's worth repeating, especially at the holidays!



composition of the nut so that enzymes, amino acids, and vitamins become more bio-available, allowing for better absorption. Plus they have a satisfying crunch!

Flour

Storing flour in a cool, dry place in an air-tight container will help extend the shelf-life - even better to store in your fridge if you have room. But again, buying just what you need prevents spoilage and lets you try new things and experiment a bit.

We carry a large selection of traditional and gluten-free flours from **Bob's Red Mill, Giusto's and Vitaspelt**. Some of our newest **gluten-free** additions include: **Coconut, Almond and Quinoa Flour**.

Nuts

Nuts can be stored in the fridge or cabinet but only for so long. Buying just what you need helps prevent spoilage. Our huge selection includes the usual suspects: pecans, walnuts, almonds, cashews, peanuts, pistachios, hazelnuts etc. (plus a few you may not know about, yet!)

Apple Pie Spiced Pecans, Crispy Pecans and Mesquite Smoked Pecans from Nourishing Pecans in Waco, TX: A local and delicious treat. Perfect sprinkled onto a special salad or paired with local cheese from Pure Luck or Water Oak.

Sprouted Almonds: Make a great healthy snack during the busy holiday season. The process of sprouting improves the nutrient

Herbs & Spices

When you're cooking or baking, using fresh spices will give you the best flavor. Buying a single cinnamon stick or a tablespoon pumpkin pie spice from a bulk jar will often cost **less than a dollar!** We source most of our herbs and spices from **Frontier Natural Products Co-op**. As a co-op, their emphasis is on sustainability, from sourcing to operations. Not only are you adding flavor, but you're also helping the co-op economy grow.

Never shopped in bulk before? It's easy!

How to buy bulk items:

1. **Choose** your container, bag or jar.
2. **Fill** it up with as much as you need.
3. **Write the PLU** number on the item.

Got your own container?

1. **Weigh** your container on the scale.
2. **Write** down the number (*tare weight*) on the container like this: **TARE #.##**
3. **Fill** your container with as much as you need.
4. **Write the PLU** number on the item.

5¢ REFUND GIVEN at the REGISTER for every CONTAINER or BAG of your own you bring in and REUSE!



Thankful For Local Food

by Chris Moore, Chill Buyer



Here in the Wheatsville Chill Department we are proud to provide many local products that are great for all the baking and cooking going on this time of year. We provide, on a daily basis, all the staples that you can find at the farmers markets. We have guaranteed freshness always in mind!

We have a large variety of local eggs from farms that go that extra step to ensure a natural and delicious product.

One of our new local farms is Fruitful Hill Farm, located out in Smithville. Fruitful Hill Farm practices pasture rotating to provide their chickens with fresh grass and plenty of space to roam around in.

If you'd like to add richness to your baking, try using

Munkebo Farm Duck eggs instead of chicken eggs. I guarantee you will not be disappointed.



Looking for local non-homogenized dairy products? The Mill King Creamery provides gallons and half gallons of whole and low-fat milk and pints of half & half and heavy cream. This local dairy is by far one of my favorite farms. Have a happy baking season using these fresh and tasty local ingredients!



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Staff TOP 10 PICK

RALF HERNANDEZ: PRODUCE BUYER



Butternut Squash Soup Kit (in produce)
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MAKE'S ANYTHING TASTE BETTER!



Sprouted Almonds
WORTH SAYING AGAIN HOW AMAZING THESE ARE.



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Discover More Choices for Sweet Flavors

Almost everyone enjoys sweets. However, most of the sweets in the typical American diet are highly processed foods, sweetened with white and brown sugar and corn syrup. These are highly refined sweeteners stripped of fiber, vitamins and minerals. There are healthier choices.

Less-refined sweeteners closer to their whole food forms have some advantages. Date sugar, maple syrup, and rice and barley malt syrups retain some nutrients required by the body to metabolize sugars. Absorbed more slowly into the bloodstream, they are less likely to cause highs and lows in blood sugar levels.

Even the most wholesome sweetener, however, can affect blood sugar stability and compromise the immune system, so quantity matters. The good news is that the less refined the sweetener, the easier it is to be satisfied with smaller amounts.

Choices in Sweeteners

It's easy to make your favorite sweet treats with a variety of natural sweeteners. Some of the best choices may be new to you; others may be in your kitchen already.

In recipes calling for white sugar, try substituting some applesauce or mashed ripe banana, puréed dates, raisins or prunes — adjusting the amount of liquid. They'll add fiber and create a delicious, moist texture. Alternatively, try one of the choices below:

Agave* is extracted from the agave cactus plant. It's sweeter than sugar and may be suitable for diabetics.

Barley malt syrup* comes from sprouted barley that's roasted and cooked down to a syrup. Its malt-like flavor is good for baking with squash, barbecue, and sweet and sour sauces. Mix a spoonful into milk or a non-dairy beverage for a "malted." Be sure to read labels because brands sold at other stores may contain corn syrup or refined sugar.

Brown rice syrup* is made with brown rice and a culture that's cooked to a syrup. Half as sweet as white sugar, its mild flavor is similar to butterscotch. It's very good for cooking, baking, and in drinks or marinades. Be sure to read labels because some brands include barley malt and corn syrup.

Cane sugar is made from sugar cane that is crushed mechanically to extract its juice. Several unrefined or unbleached forms are available and are excellent in any recipe.

- **Muscovado sugar** is made from unrefined, evaporated cane juice. Unlike processing for white sugar, the molasses is not separated from the sugar stream when the cane is crushed. The juice is not spun but rather dried slowly to retain more plant material in the crystals and results in a pronounced flavor with a slightly sticky texture. It is unbleached and crystalline, retaining its natural molasses and trace vitamins and minerals.
- **Organic, whole cane sugars** sold under the Rapunzel and Wholesome Sweeteners brands, also are unrefined and unbleached and retain natural trace vitamins and minerals. The molasses is not separated from the sugar stream. Raw cane juice is filtered and heated to syrup, then dried. Rapunzel sieve-grinds its dried juice for a very fine granular texture (formerly called Rapadura sugar). Wholesome Sweeteners stirs its syrup to produce larger grains (called Sucanat).
- **Turbinado sugar** is made by heating sugar cane juice, then spinning it in a centrifuge or turbine to extract moisture and molasses for large, golden crystals. It's closer to refined sugar than raw sugar.
- **Demerara sugar** is similar to turbinado. The cane juice is heated, filtered and spun in a centrifuge to separate the molasses from the large, crunchy crystals.

Date sugar* is a whole-food sweetener made of dried, pulverized dates. Some brands add oat flour to make it free flowing; others add oil for softness. Rich in iron, potassium and vitamins, the high fiber content slows absorption. Date sugar does not dissolve, but is delicious in baking and crumb toppings. It burns easily, so bake with care.

Fruit juice concentrates are fruit juices cooked down to syrup and frozen. Their fruit flavors are a plus or minus depending on your preference. Non-organic grapes can have especially high levels of pesticide residues, so choose organic grape concentrates.

Honey is made by honeybees from plant nectar. Unheated and unfiltered raw honey is cloudy and contains healthful propolis and pollen. Although it is a simple sugar, less is needed because it's sweeter than white sugar. Honey is a very versatile sweetener and is excellent in baking. It should not be given to children younger than one to protect against infant botulism.

Maple syrup* is the boiled sap of sugar maple trees. Grade A is light and from early sap runs. Grade B is from later runs and has a stronger flavor. Buy organic to avoid residues of formaldehyde and other chemicals used to keep tap holes open longer. Crystallized maple syrup is available as a sprinkle. Refrigerate to inhibit mold.

Molasses* is a by-product of refining sugar cane. Blackstrap is slightly sweet, comes from the final press of sugar cane and is a source of iron and calcium. "Unsulphured molasses" indicates no sulphur dioxide was used in extraction or as a preservative. Refrigerate to inhibit mold.

Stevia is derived from a perennial shrub with leaves 30-times sweeter than sugar. It has no calories and may be useful for people with diabetes, hypoglycemia or candida. Available in powdered, liquid, concentrate, tea or tablet form.

Xylitol today typically comes from corncobs and, if not organic, may be genetically modified. It tastes similar to cane sugar, is low in calories, and reportedly does not cause cavities. It may be suitable for diabetics.

Zero is a brand name for a certified organic calorie-free erythritol, a type of sugar alcohol. It's derived from organic sugar cane juice, which is fermented, filtered and crystallized.

* These sweeteners contain more complex sugars, are absorbed more slowly and are less likely to disrupt blood sugar stability.

Source: www.pccnaturalmarkets.com/guides/tips_sweeteners.html



New at Wheatsville!

by Nina Norton, Category Management Coordinator

NOW Foods Granulated Sweeteners

Just in time for baking season, we've got you covered with a full line of alternative sweeteners from NOW Foods:

Beet Sugar

Beet Sugar is derived from the refining of sugar beets. It contains 99.9% pure sucrose and is a suitable substitute for cane sugar in all recipes. Some people who are allergic to table sugar may be able to use beet sugar.



Date Sugar

Pleasant tasting Date Sugar is derived from dates and can be used as a natural sweetener in place of refined sugar. Add to baked goods, breakfast cereals, toast, or beverages.

Dextrose

Dextrose (also known as glucose) is a monosaccharide or simple sugar that is about 25% less sweet compared to cane sugar. Derived entirely from corn, dextrose is low-cost and contains no fructose or lactose.

Erythritol

Erythritol is a naturally occurring sugar alcohol derived from a corn source and found in small amounts in various plants, fruits and fungi, including mushrooms. It contains virtually no calories (95% less calories than table sugar), has a low glycemic impact, and doesn't contribute to tooth decay. All of the detriments of sugar are absent in Erythritol, yet it tastes just like sugar and is about 70% as sweet. Erythritol has a clean, sweet taste and is the perfect natural substitute for sugar in many applications.

Fructose

Fructose is commonly called "fruit sugar" because it is the main sugar in many fruits. However, fructose is now produced from corn syrup, which is derived from corn. Fructose is almost 50% sweeter than sucrose and requires about 2/3 the amount to get the same sweetness. This means fructose provides nearly 33% fewer calories per serving.

Xylitol

Xylitol is a sugar alcohol that is naturally present in small amounts in various fruits and vegetables. Although xylitol was originally extracted from birch trees in Finland, NOW Foods' Xylitol is derived from non-GMO corn. It resembles sugar in consistency and taste, but has a third fewer calories and is a great sugar alternative for diabetics. Xylitol may also inhibit cavities by denying plaque bacteria the fuel (sugar) it needs to erode tooth enamel. It can be used as a sugar substitute in most sugar-free recipes.

Sweetener	Amount to replace 1 cup sugar	Adjustments to recipe
Agave	¾ cup	Reduce liquid in recipe by one-third to one-half. Reduce baking temperature 25 degrees.
Barley malt syrup*	1 ½ cups	Reduce liquids by one-fourth. Add ¼ teaspoon baking soda for each cup syrup to help baked goods rise.**
Brown rice syrup*	1 ¼ cups	Reduce liquid by one-fourth and add ¼ teaspoon baking soda for each cup syrup to help baked goods rise.**
Date sugar	1 cup	none
Frozen juice concentrate	¾ cup	Reduce liquids by one-third and add ¼ teaspoon baking soda per cup of concentrate.**
Honey	½ cup	Reduce liquids by one-eighth. Reduce oven temperature by 25 degrees and cook a bit longer.
Maple syrup	½ to ¾ cup	Reduce liquid by one-fourth and add 1 teaspoon baking soda per cup of syrup.**
Molasses	1 ½ cups sweet molasses	Reduce liquid by 6 tablespoons and add ½ teaspoon baking soda per cup of molasses.***
Stevia	Read labels for powder, liquid or concentrate.	Follow suggestions on product label.
Sugar cane juice (Rapadura, Sucanat, muscovado, turbinado, demerara)	1 cup	none
Xylitol or Zero, granulated	1 cup	none





A Pinch or a Pound by Dheva Liebman, Wellness Clerk

The holiday season can often be a stressful time for folks, with all of the running around buying presents, cooking and party-going. A great way to calm your nerves, as well as uplift your mood, is to drink Holy Basil or Tulsi tea.

Tulsi is known as an adaptogen, helping our bodies "adapt" to different forms of stressors (environmental, physical, mental, emotional), therefore it has the ability to promote a sense of well-being, relieve stress, support immunity, build stamina, provide relief from cold, fever and flu symptoms, and strengthen digestion and healthy metabolism that may promote weight loss.



Right now we are having a sale on **Oregon's Wild Harvest bulk Holy Basil tea, through the end of December.**

Buying bulk teas, spices and herbs is a wonderful way to save a little money and prevent waste. Instead of buying an entire jar of a particular spice that you may only need a pinch of for a certain recipe, you can take as little or as much as you need at a time.

Another benefit of buying in bulk is that you can ensure freshness. Although herbs don't actually spoil, they will lose their strength over time. The same goes for teas. We have all probably had the experience of looking through the spice cabinet and realizing they are over a year old and then having to throw them out! The easy solution is to wash out your old spice jars, fill them half way or even less at a time and then refill when you run out.

Proper storage for medicinal and culinary herbs and teas requires glass containers, well-sealed, away from moisture, heat and light. Do not store herbs or spices in plastic, vinyl bags, aluminum or tin containers. Avoid keeping herbs near the stove, in the refrigerator or in the bathroom.



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

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OPEN TIL MIDNIGHT 7 DAYS A WEEK

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 www.wheatsville.coop to sign up!

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

Staff Spotlight- Erica Mendoza

by Annie Downs, Recruiting Coordinator

AD: What is your Wheatsville history?

EM: I started in September of 2011 as a Front End Clerk and started working as a Hospitality Clerk in February.



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

EM: I'm from the Rio Grande Valley in South Texas, and I moved to Austin in June 2009 from Western Massachusetts.

AD: What is your favorite product at Wheatsville?

BC: Easy! The Cuayaki Sparkling Yerba Mate is so good.

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

BC: When I'm not hanging out with my animals, I like going to Pinnballz Arcade and winning all the tickets.

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

BC: My favorite song is More Than Words by Extreme. I'm not even kidding.

AD: Fill in the blanks:

BC: I've always wanted to travel overseas and if I had it my way, plane tickets would not be so expensive!

- Guess What!!**
- We have staff anniversaries**
- ★ **Lee Jellison 20 years as of 11/23**
(grocery receiver) ★
 - ★ **Cliff Bagley 5 years as of 11/7**
(grocery clerk) ★
 - ★ **Carla Vargas-Frank 4 years as of 11/12**
(wellness clerk)
 - ★ **Katie Browne 3 years as of 11/3**
(front end clerk) ★
 - ★ **Cody Atkins 2 years as of 11/1**
(wellness supervisor) ★
 - ★ **Lester King 2 years as of 11/29**
(grocery clerk) ★
 - ★ **Kevin Bolling 1 year as of 11/2**
(deli clerk)
 - ★ **Roy Mosqueda 1 year as of 11/2**
(meat assistant)



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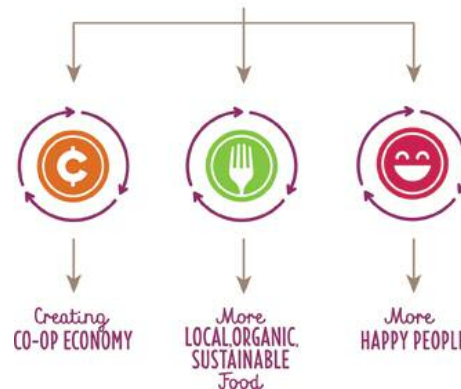
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Invest in Your Co-op

Want a socially responsible investment that contributes to

- a bigger co-op economy
- more local, organic, sustainable food
- AND more happy people?



As part of our planned funding of **Wheatsville's BIG Direction** and opening the store at 4001 South Lamar we're seeking investments from our owners! We raised \$715,000 from owners just like you to fund our renovation project and it was one of the reasons that we had such a successful project. In addition to being great for the co-op it was also good for the investors with many of them saying that Wheatsville was the best investment in their portfolio! But the coolest part of investing in your co-op is that you get to see the results of your generosity and investment right before your eyes.

Email [invest\(at\)wheatsville.com](mailto:invest(at)wheatsville.com) for more information.

Invest \$5,000 or MORE
Receive an annual dividend of 3%
Minimum term commitment: 5 years
5, 6, 7 or 8 year terms available

Invest \$10,000 or MORE
Receive an annual dividend of 3%
Minimum term commitment: 5 years
5, 6, 7 or 8 year terms available

*You must be a co-op Owner and a resident of Texas to invest.

PLUS an ADDITIONAL ONE-TIME BONUS PREMIUM PAYMENT

- 5 year term: BONUS 5% premium payment** to be paid on the last year
- 6 year term: BONUS 6% premium payment** to be paid on the last year
- 7 year term: BONUS 7% premium payment** to be paid on the last year
- 8 year term: BONUS 8% premium payment** to be paid on the last year



Adventures in Permanent Agriculture

By Beth Beutel, Hospitality Clerk and Board Administrative Assistant

As Wheatsville shoppers, we already know how vitally important it is to create better agricultural distribution systems. Heck, that's why we shop at Wheatsville. That's why I work here!

I've learned so much about agriculture through Wheatsville's trainings and conversations with staff and customers. This August, I took that learning even deeper! Thanks to Wheatsville's amazing benefits and my awesome co-workers, I took a two week vacation to take an intensive Permaculture Design course with permaculture design instructor, and former Wheatsville manager and Director, Theron Beaudreau.



Permaculture takes organic farming and gardening to a whole new level. By learning to design an agricultural system with closed loop cycles in mind, just as the nation's most famous farmer Joel Salatin does, we can create systems which mimic the patterns of nature and harness the productivity of earth to provide food for humans, habitat for animals, and full self-expression for every living creature on earth.

As you can probably tell, I'm pretty hyped up about permaculture now! During the course, a team of three did a design for the rental property I've been living on since 2008. A permaculture organization called Community Cultivators simultaneously installed the first phase of the design and spread permaculture knowledge by putting on a two day series of workshops on soil building and passive water catchment.

Theron will be off on more international adventures this winter, but he plans to teach another two-week Permaculture Design Course in the spring. You can follow his adventures at eco-pioneers.org





WHEATSVILLE CO-OP PATRONAGE REBATE FAQs

Fiscal Year Ending May 31, 2012 *by John Perkins, Finance Manager*

Patronage rebates are an allocation back to our owners of part of the co-op's earnings based on our prof-

itability during the fiscal year. Rebate amounts are calculated as a percentage of the owner's purchases during the fiscal year, which ended May 31, 2012.

Beginning Monday, October 15, we will be distributing vouchers in the store that can be redeemed for cash or merchandise. (Due to postage expense and the number of uncashed checks in the past, we are not mailing out checks this year.) Your rebate is not only a nice benefit to co-op owners, but it also allows the co-op to retain a portion of our earnings as tax-free income.

The following has been prepared to answer any questions that you may have about this exciting Wheatsville Owner benefit!

What is a patronage rebate?

The Internal Revenue Code provides a special opportunity for member-owned cooperatives to reduce their taxable income by declaring a patronage dividend, or rebate, allocating a portion of the member/owners' purchases back to them at the end of the year. This potentially benefits both the individual owners and the co-op as a whole. Each year the board of directors determines whether a rebate is appropriate and, if so, the amount of the patronage allocation. Typically, 20% of the total allocation is paid out to fully invested owners based on their patronage during the fiscal year and 80% of the allocation is retained by the co-op as additional equity, to be used to enhance its ability to provide member services. Last year, our directors decided to pay out 30% as rebates to owners and retain only 70%, but this year we will be retaining 80% in order to strengthen our financial position as we prepare to open our new store in 2013.

Does Wheatsville do a rebate every year?

Our board of directors determines each year how much of our earnings should be retained for ongoing capital needs and how much, if any, should be allocated to patronage rebates. Wheatsville has had rebates in 2005, 2006, 2007, 2008, 2010, 2011, and now 2012. There was no rebate in 2009 because all our savings were retained to help fund the store renovation project. It is likely that there will not be a rebate next year because we anticipate all our earnings will be needed to support the new store opening.

Who is eligible to receive a rebate?

Under our Membership Administration Guidelines, rebates are restricted to fully invested owners in good standing who have sufficient patronage to justify the expense of distributing their portion. Annual memberships (which have now been discontinued) and investing accounts that were not fully paid by July 30, 2012, the date when we calculated rebate amounts, are not eligible to receive a rebate. In addition to the capital investment requirement, a cut-off of \$500 minimum patronage during the fiscal year was established. Any accounts with less than this amount of purchases recorded on our point-of-sale system between June 1, 2011 and May 31, 2012 would have received rebates of less than \$2.63, and they were excluded to avoid spending more on preparation and distribution of payments than the benefit to members would justify. A third requirement for eligibility is that our membership records must reflect a valid mailing address as required by your owner agreement. If mail addressed to you has ever been returned to us as undeliverable and we did not receive an address update before July 30, 2012, your account was probably excluded from the eligible list.

How much will my rebate be?

If you are eligible for a rebate, your check amount will be just over one-half percent (0.525%) of the total purchases rung up on your account between June 1, 2011 and May 31, 2012.

What if I joined during the fiscal year?

Rebates are calculated on patronage associated with your ownership account, so any purchases before you started using your ownership card, and any purchases made after joining if you didn't provide your account number, were not included. If you had purchases on an annual or investing membership, those purchases were included if you became fully invested on that account by July 30, 2012.

What if I closed my account after the end of the fiscal year?

Rebates were not issued for any accounts that were not active and in good standing on July 30, 2012, but eligible accounts closed after that date did get rebates.



An entry of \$216,973 in member equity on our balance sheet represents the retained patronage amount for this year. In a subsidiary ledger, this \$216,973 is allocated to individual owner accounts in the proportion their patronage bears to the total qualifying patronage. This retained-patronage equity will remain on the books until the co-op is dissolved as an organization or until such time as the board of directors may decide to distribute all

or part of it back to the owner accountholders or otherwise allocate it in accordance with legal procedures. (Because we are required to pay tax on any allocations that are not redeemed by owners, however, we make an adjustment to retained patronage each year, cancelling any retained patronage associated with unredeemed rebates from the prior year and reducing the balance in our retained patronage account. This money, which was reported as nontaxable earnings in the prior year, is then recognized as taxable income in the current year. In 2012, we reclassified \$4,501 from retained patronage and \$1,929 from rebates payable to taxable income because the rebates were not redeemed.)

FYEI I Patronage Rebate Statistics

Total Patronage Allocation	\$271,217	
100.00%		
Retained Portion of Patronage Allocation	\$216,973	80.00%
Cash Return Portion of Patronage Allocation	\$54,243	20.00%
Rebate Distribution	Last Year	This
Year		
Number of Rebates Issued	4,115	4,619
Maximum Rebate Amount	\$107.33	\$119.62
Minimum Rebate Amount	\$2.69	\$2.63
Average Rebate Amount	\$11.35	\$11.74
Median Rebate Amount	\$7.91	\$8.17

What if I think that there has been a mistake with my patronage rebate?

While we have gone to great lengths to make sure that the rebate accurately reflects owner purchases and to include all eligible individuals, mistakes are possible. If you feel there may be an error, please contact our finance manager, John Perkins john(at)wheatsville.coop and the accounting team will investigate your patronage status.

Can I donate my rebate to the co-op?

Many owners ask this and we appreciate the desire to help us out! Shopping in the store with your rebate voucher is an excellent way to help your co-op and help yourself. It is very important, however, that you endorse and redeem your voucher. Unredeemed rebate vouchers will cause us to lose the substantial income tax benefit that Wheatsville receives from the rebate! If you would like to donate your rebate to our current Community Action group, just endorse your voucher and present it to a cashier and we will make the donation for you. If you donate your rebate, Wheatsville will still get the tax benefit for both the rebate amount and the retained patronage associated with it.

What was the total amount of the patronage rebate?

The board allocated \$271,217 of our net savings back to owners this year. Eighty percent of this was retained by the co-op to help finance our growth and fund programs for the benefit of the owners, and twenty percent (\$54,243) was distributed in the form of rebate vouchers.

How does Wheatsville account for the retained portion of patronage allocations?

Why is it so important for members to maintain a current address in our files?

The ownership agreement that you signed upon joining requires that you keep Wheatsville informed of any change in your address. This requirement is stipulated in our bylaws and is necessary to assure our compliance with state laws. As an owner, you have the legal right and duty to be informed of certain governance activities of your co-op such as board elections. There is also the practical consideration that without a good address on file, we may be unable to include you in benefits such as these patronage rebate distributions.

Are the rebates taxable as income to recipients?

Under Internal Revenue Code section 1385 (b) (2), dividends received for purchases made for personal, living, or family purposes are exempt from taxable income. If you made purchases for business purposes, however, you might want to consult your tax advisor about whether your allocation should be reported as income or if your expense deduction or property basis should be adjusted. Because more than 85% of our patronage is for personal, living, and family purposes, Wheatsville has an exemption from filing 1099-PATR forms reporting our patronage dividends to the IRS.

When will the rebate vouchers be distributed?

Vouchers are available in the store beginning October 15, 2012, and all vouchers must be redeemed by the deadline of February 15, 2013 or they will be forfeited. As noted above in the question about retained patronage, Wheatsville will have to recognize 100% of the allocation associated with unredeemed rebates as taxable income, so we want everyone to be sure to pick up their rebates and redeem them for cash or merchandise or donate them to our Community Action group before the deadline!

I ♥ Wheatsville!

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

"You guys have great sweets! Y'all should put up a sign that says sweetsville." Rob

"Your smile put a smile on my face at the end of a long, tiring day. I love it here."

"I had some time while I was waiting to talk to you to look around the store and I realized how beautiful it is here. It makes me proud to be an owner!"

"Wow, Wheatsville is all new, the staff is super Austin-y - and those breakfast tacos were delicious. If you miss Sun Harvest (Like I do) - Wheatsville has the bulk section, beautiful produce, and a deli that will make you a smoothie, coffee drink, or sandwich. They also carry vegan marshmallows, no, I am not vegan but Dandies from Chicago Soy Dairy rock the kasbah. Before you know it, the weather will get cold.. and you will have some nostalgic sweet clouds to top your cocoa - without the animal ingredients or tree nuts. (Safe to eat for allergy types. Yay!)" Daisy L. ****
Yelp Review

"Wheatsville Food Bar is the best in town! We love everything on it!" Lizzie

"Just visiting - Delighted to find you. An oasis of yum and goodness." Willa

"Until we figure out how to do our own things, we should just emulate Wheatsville because they obviously have their \$*@^ together." Jonathan Hortsman talking about Board policies to founders of Food is Free non-profit

"Popcorn tofu! Popcorn tofu! Popcorn tofu!" Clowndog B.

"I ordered a chocolate cake this past weekend for my boyfriend's birthday. He is allergic to both dairy and eggs and the cake was the first cake he has ever had in his life (I know, shocking). I just wanted to thank Wheatsville and especially the bakery for making such a fantastic cake and making the party all the more better. I will definitely be ordering more cakes in the future." Alexandria R

"Ahhh, the smell of the co-op, I love it!" a customer entering the store waving her hands, wafting the air towards her nose

Beth at Hospitality said, "As I was giving a new customer an in-depth talk about ownership, and owner came up to return some things and TOOK OVER talking to the other customer about Wheatsville. She said that she shops here because we pay and treat our workers well, she can support her favorite community groups, she can vote for those groups and the board. She said she loves our produce department because almost everything is organic and if it's not then it's local, and we actually know the farmers and know whether or not they spray the crops."

Nina Norton, our Category Management Coordination says, "I had the chance to attend the Tree of Life Customer Appreciation Weekend in Dallas, which hosted a huge table top selling show with 300+ booths. As I went booth to booth, the first thing folks would look at before saying hello was your name tag and who you were representing. At least 5 different tables read my tag and said 'Wheatsville! I love Wheatsville!' before we were even introduced, folks I had never met or seen in our store (including some of their product lines). It was really touching to feel such recognition from the larger natural foods community outside of Austin."

"I love this WHOLE place!!" said by an awesome kid with an awesome skater haircut

"It was worth going back in just because the guy in there made me laugh so hard and then on top of that they have a Mitch Hedburg quote on the receipt - my favorite comedian."

Kelly's little daughter Leah was unloading her cart. Kelly sighed happily and said, "Gosh. Coming here is just about her favorite thing in the world."

"You want to know what's cute is these carts. My daughter loves them and she loves coming here because of them!"

"Oh my gosh! It's so good to be back! I missed Wheatsville so much! I was in New Orleans for about a month and they have a tiny little co-op, but...well it's no Wheatsville. I love Wheatsville! I just love you guys so much! Wheatsville is the best." "Maia B

"I just wanna let you all know you're awesome. I put this [C2O coconut water] on the wishlist, and now it's here!"

A lady entered and was doing a little jig on the way in. Matt O. told her "thanks for bringing your good energy to the co-op" to which she replied "if I didn't come in dancing I would be by the time I leave. I love this place!"

"I love Wheatsville! I love cookies! Ahhhh!" daughter of Brandy T

"I wanted to thank y'all for the awesome email I received! I am glad to see there are more deals for owners and general seasonal/daily specials! I really appreciate all y'all do!!!!" Ryan R

"I'm so happy I don't have to be an owner to shop here. This place is too awesome to be exclusive!"

"I love Wheatsville! I love the products and the size, but I LOVE that my boys got engaged in community by helping to choose the groups to vote for in the election. We looked stuff up on-line and learned about the groups. It was awesome!" Andi N

"I love you guys. You're always so understanding of packaging on bikes and all the spillage precautions. It's really great. Thanks." Abigail M

"What I love is that you make your own pizzas and that you use vegan cheese."

"I love going to Wheatsville because the cashiers are so friendly and engaged. I look for the cashier who's the most playful and then go play with them!" Amy

"I dig the coffee and it's a little cheaper than all the other places I get coffee. I normally drink my coffee black but it's a novelty to have soy creamer and agave nectar here. The popcorn tofu Po'boy is great of course. I tend to eat in like 2 minutes and get food on my clothes but it's worth it." Nora M.

"I love Wheatsville and I encourage you guys to keep up the great work. It is such a pleasure to be an owner and daily customer!" Liz B

"I live really far northwest but I come every Saturday to do my shopping. This place is great."

"I'm so happy to see you guys! I'm from Houston and here for a few days at a conference. All they have to eat are things like fried pickles and sliders."

"We love all the products in the deli! My 6 year old son begs to go to deli for breakfast taco and smoothies and gluten free baked goods. We love Wheatsville!" Ali K.

"I love y'all so much. I had a crappy day at work and now it's all better because of your vegan comfort food."

"I want you to know I had a squabble with my friend Michelle over your Kale Salad. We were supposed to share it and she ate it all because "it was so good". :)" Ruth W

"I love the way ya'll rearranged the store—especially the easy to get to and through bulk section! We moved in August and hadn't been to the store in a couple months—looks great!" Anna R on Facebook

"Even when it is busy, Wheatsville is still my favorite place to shop."

"This place rocks. I love it here" Mary Gay

"I love it here. There are no problems in the world. That is what it is like at Wheatsville." Imre E


"I am in love with the deli. Everything I eat comes from there and it is all so good!!"

"This is a great store. I love it! It's my first time." Mary

We've Got Mail



The **Sixth Annual Eat Drink Local Week** kicks off Saturday, December 1 with the Urban Farm Bicycle Tour. We urge you to dine out, cook in, and celebrate the ingredients, landscape and people behind our plates through a week's worth of events, restaurant meals and plenty of cooking and drinking at home.

 Edible Austin Eat Drink Local Week Presents
AN EVENING WITH RAJ PATEL and Generation Food
Sunday, December 2nd, 8:00pm
Stateside at the Paramount
Tickets and info: www.edibleaustin.com/content/about-eat-local-week