

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 Party Foods Tasting

Saturday, December 1st, 12-3pm
 & Sunday, December 2nd, 12-3pm

December is full of parties and festive occasions and we're here to help you party with flavor! We make all of your deli favorites & baked sweets to order in small batches - *that's why they taste so good!*

Our fruit and veggie trays are prepared with care with an abundant assortment of the best tasting, freshest ingredients we can find!

Join us for a bite of some our best party favorites!

- Our Famous Popcorn Tofu
- Walnut Pecan Paté
- Spinach Feta Dip
- Garlic Chive Cheddar Cheese Balls
- Delicious Party Trays
- and SO MUCH MORE!

WE CATER TOO!

We do everything from small cheese and dessert platters to larger parties for 100 people or more!

Give us a call and let us help you plan your next party!

Wheatville Catering: 512-478-1164

Holiday Hours:

Monday, December 24th, Christmas Eve – OPEN 7:30am-7pm

Tuesday, December 25th – CLOSED Christmas Day

Wednesday, December 26th – OPEN 10am-10pm

Monday, December 31st, New Year's Eve – OPEN 7:30am-9:00pm

Tuesday, January 1st – CLOSED New Year's Day

Wednesday, January 2 – Regular hours: 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 www.wheatville.coop/rebate.html for answers to frequently asked rebate questions.

Special Pullout Section (between Breeze pages 6-7) Wheatville 2011-2012 Annual Report	
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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 November 1, 2012: 12,315

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)



The Wheatsville Arts Festival has been reborn as the

Violet Crown Arts Festival

Saturday, December 1 – Sunday, December 2

10am – 5pm

Artists, Local Musicians & Entertainment

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

at **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: www.violetcrownartsfestival.com

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

New CASE Discount Policy

Effective January 1, 2013

- **10% OFF on ALL unopened cases! If we have an unopened case on hand, you will receive 10% OFF EVEN WITHOUT A PRE-ORDER!**
- **10% OFF** 5 lbs bags of coffee beans!
- **10% OFF** 6 or more bottles of wine!
- **10% OFF** Pre-ordered cases!
- Discount applies to **UNOPENED CASES ONLY** (not product currently on our shelves) from our backstock or a pre-order.
- **10% OFF** is our new case discount price all year round **BUT CANNOT be used in addition to Owner Appreciation Days 10% OFF Discount.**

The Wheatsville Breeze is a publication of

Wheatsville Food Co-op

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Photos by: Aldia Bluewillow, Raquel Dadomo, except where otherwise noted or not known
Violet Crown art by Arlene Polite

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.



Sparkle!

by Kim Tehan-Barrow, Bodycare Buyer

Great makeup can be the perfect accompaniment for a memorable night out this holiday season. Here in your Bodycare department, we have a lot of fun makeup to choose from. Our newest cosmetic line hails from right

here in Austin and is exclusive to Wheatsville—we're excited to introduce to you: **Everyday Minerals!**

Everyday Minerals' makeup is all natural and uses natural mineral pigments,

as opposed to artificial colors found in conventional cosmetics, in all of their formulas. Additionally all of the products are vegan and they comply with Wheatsville's owner initiated product standard of not testing on animals. It's easy to look good and feel good during this year's holiday parties with Everyday Minerals!

For those of you with an adventurous side, check out our fabulous selection of colorful nail polishes from **Savina**—from neon orange to blue light and rocker red we've got your "claws" covered. Going to a New Years Eve party? Dress up those eyes with a pair of "glam lashes" from **Manic Panic**—glitter, rubies, or emeralds anyone? Guaranteed to make you the life of the party! Stop by today and stock up while supplies last and have a fabulous New Year!



Season of Lights

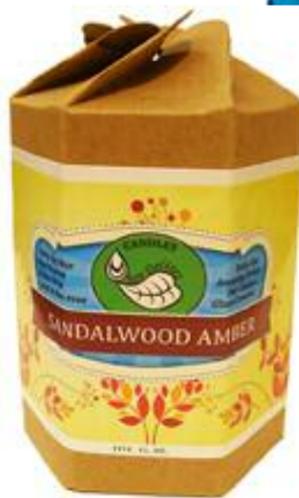
by Cody Atkins, Wellness Team Supervisor

Happy Holiday Season Wheatsvillians! 'Tis the season of light and no matter which holiday you choose to celebrate this time of year, we have the candles

you need. We've got everything from candles for the Menorah to beeswax tapers for your special place setting. Perhaps you just want to add a little holiday scent to your home; well we've got candles for that too! One of our favorite lines of scented candles is locally made **Soy Delites**. As the name implies, these candles are made using soy wax.

There are several advantages to using soy wax for candle production and use. First, soy wax burns clean and does not emit the soot that paraffin candles do. In addition, paraffin is a by-product of refining oil, of which there is a finite source. Soy wax, on the other hand, comes from soybeans which are a renewable and sustainable resource. I should also mention that the wicks used by Soy Delites contain no lead or other heavy metals.

If those weren't reasons enough to try out Soy Delites then consider the scents! This year we are offering a few seasonal aromas which include Jack Frost, Midnight Fig, and the always popular Hill Country Christmas. If you can't have a tree in the house this year or perhaps you've just slacked on your holiday baking, you can still have smell of the holidays with the amazing candles from Soy Delites!



Fair Trade Gifts

by Miranda Robinson, Wellness Team Clerk



Looking for the perfect gift can be fun, especially with such an amazing selection of handmade goodies right here at your local co-op.

Our newest seasonal vendor is Lucuma Designs. A member of the Fair Trade Federation since 1999, Lucuma strives to build solid business relationships based on trust and mutual respect. They provide Peruvian artisans from small family

workshops and cooperatives with year-round work at a fair wage, and the results are fantastic one-of-a-kind works of art.

This holiday season we are offering an assortment of hand-carved gourd boxes and ornaments, each with a unique story to tell. We also have lots



Lucuma
Designs

of fun and colorful hair accessories made from recycled arpillera remnants and organic cotton.

You can learn more about Lucuma Designs and the benefits of the fair trade industry by visiting their website www.lucuma.com.

Happy Holidays! Thank you for supporting sustainable business practices and companies that care!



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.





Dinners, Parties—We've Got You Covered by Dana Tomlin, Deli Manager

You don't have to spend your holiday chopping veggies, sweating over the stove or washing dishes—leave that to us! We're here and really happy to make your holiday perfect by cooking a tantalizing array of delicious foods from scratch so you don't

have to! Let the Wheatsville Deli help your holiday table shine! Really, it is what we love to do.

This holiday season our cooks and bakers will be whipping up a wonderful spread of holiday foods, freshly prepared for your table! Honestly, if you bring a **Garlic Chive Cheddar Cheese Ball** to any party you will be the hit of the gathering. Our Garlic Chive Cheddar Cheese Ball is made with four cheeses and rolled in fresh herbs. It is hands down, the best cheeseball that you can get. Truth—I am not allowed to show up at my family's dinner without a cheeseball in hand. In fact, I have to bring two.

If cheese is not your thing then try our savory, vegan **Walnut Pecan Pâté**. This dish has both characteristics that I find important for a party—deliciousness (of course) and being a conversation starter. People will be pleasantly surprised to discover that it is made with tofu and nuts. Delicious spread on crackers or on thin slices of our **fresh-baked La Brea Bakery baguettes**.

Party Trays

At this time of year it's easy to get surprised by a last minute party invitation. If you're like me, you'll want to bring something substantial and eye catching—something that has people saying, "Whoa, this is fabulous, where did you get it?" Come let the deli hook you up. Try some samples and our friendly, knowledgeable staff will help you choose. We're excited about our food and we love to help!

Throwing a holiday get-together, attending a large gathering, or need finger food for an office party? Let our Wheatsville Deli prepare your party food and keep you in the fun! Get started with a **Fresh Veggie Tray with Cashew-Tamari Dip** and a beautiful **Fresh Fruit Tray**. Guests can assemble their own tasty bites from our vegan **Middle Eastern Tray**, which includes pita triangles, hummus, tabouli, dolmas and veggies. Omnivores will delight in our **Sliced Cold Cuts & Cheeses Tray**, featuring a fresh-sliced selection of hormone-free Boar's Head meats and cheeses. Don't forget **Sandwich Veggies** and **Organic Bread & Condiments** round out the festivities!

No matter what time you put out your **Popcorn Tofu Platter**, we're sure it will go fast—don't forget to grab an extra bottle of our **Cashew-Tamari Dressing** for dunking! And every party needs a happy ending, even if that ending comes well past midnight, and so we bring you our **Dessert Tray**, a beautiful, plentiful assortment of our favorite house-baked, bite-size and oh-so scrumptious sweet bars!

Check out our **online menu at www.wheatsville.coop/catering.html** and **call the Deli at 512-478-1164** to place your order. Just let us know what you're looking for and we will do our best to make your party dreams a delicious reality!



Making Memories by Mark Maddy, Meat & Seafood Buyer

That wonderful time of the year that brings us all closer together has arrived. Christmas morning with its feelings of youthful excitement and New Year's Eve with its welcoming of new possibilities, remind us all of being young and growing up. The foods we eat and

share are a substantial aspect of the things we remember and the memories we strive to create. Whether it is that perfect holiday dinner, or that exceptional New Year's Eve appetizer, we all want these festive culinary expressions to strike the heartstrings of the familiar and very tasty.

We at Wheatsville take a genuine interest in the way your food is raised and handled and try to offer you the best food at the best price we can. Just like you, we believe in the importance of how the food is raised—that's why we make sure that our meat comes from responsible farmers who are raising their animals with respect for both the animal and for the environment. Our meats are humanely and sustainably raised and, whenever possible, they come from Texas. Most of our seafood is sourced from the Gulf of Mexico and Alaska. The Gulf has ample seafood and is close enough to keep transportation costs to a minimum. Alaska is an amazing resource that keeps a responsible and strict eye on one its most important and vital resources.



Rockin' In the New Year

Looking for an easy New Year's Day Brunch? We have the perfect catering trays—**Banana Bread Platters**, **Muffin Trays**, **Fresh Fruit Trays** or a **Bagel Tray**, abundant with local **RockStar Bagels** and **Organic Valley Cream Cheese**.

Rest assured, we'll have plenty of black-eyed peas for your annual New Year's Day feasting. Here in the South, black-eyed peas are eaten on New Year's Day to ensure good luck and prosperity in the coming year! So be sure to grab some of our Deli's **Texas Caviar**, black-eyed peas tossed with crunchy veggies and marinated in a simple vinaigrette. Texas Caviar makes a great side, and is also delicious spooned over salad greens for a nice first course!

Stock up on your luck with our **Braised Greens with Black-Eyed Peas**, a traditional dish made with kale and black-eyed peas—the perfect, nay, necessary, accompaniment to any New Year's Day feast! Our **Lucky Black-Eyed Pea Soup** is a healthy and hearty soup chockfull of vegetables, kale and those lucky peas! Since we're closed on New Year's Day, come on in and shop with us on New Year's Eve, or earlier in the week, and keep your black-eyed peas in the fridge until your feast on the first!

Gravlax!

Ever heard of gravlax? I hadn't until we had a Wheatsville staff potluck and Beth Ley, our Human Resources Manager, brought this dish. It's a traditional Scandinavian dish and is a simple (yet amazing) way of preparing salmon that produces an appetizer with clean flavors and a remarkable texture.

Beth Ley's Bourbon & Brown Sugar Gravlax

- 1 cup coarse or kosher salt
- 1 cup brown sugar
- 1/2 cup Bourbon (cuz she is from Kentucky)
- 1 Tbsp black peppercorns
- 1 Granny Smith Apple, sliced
- 1/4 cup diced fresh herbs, combination of rosemary, thyme, sage
- 1 lb fresh Sockeye salmon filet, skin on, pin bones removed, rinsed under cold water

Place the salmon, skin side down, in a lidded plastic container. Combine the salt and brown sugar in small bowl. Pour the salt and sugar mix on top of the salmon, pressing in with fingers. Pour the Bourbon on top of the salt and sugar mix. Sprinkle diced herbs over the top of the mixture, and then arrange the sliced apples on top. Press the mixture firmly onto the fish

Cover and refrigerate for 24 hours for rare salmon, 36 hours for medium rare salmon, and then 48 hours for well done salmon.

Remove the salmon from the refrigerator and brush the curing mixture off. Rinse thoroughly under cold running water to remove the cure.

To serve, use a long, very sharp knife to slice salmon diagonally into paper-thin slices. Beth recommends serving with a tablewater cracker. Dare tablewater crackers are new on our shelves and being raved about. She also recommends a homemade dill & horseradish mayonnaise.



The Meat and Seafood Department here at Wheatsville is proud to offer **Niman Ranch beef, lamb and pork** for your holidays. Roasts are a great way to serve just a few or to serve a bunch. The classic, king of roasts, the **Standing Rib Roast** is a sure-fire way to get a crowd's attention. **We will be happy to cut as**

large or small of a roast as you may need. We will be offering the **Rib Roast** as a boneless or bone-in option. I highly recommend the standing roasts or bone-in roasts—the bones offer structure and additional flavor.

We have plenty of other beef roast options as well. From **round roasts to chuck roasts**, let us know what you are looking for so we can help you get exactly what you need for your dinner or event. Give us a couple days notice and we should be able to cut and arrange something to fit your needs.

We also offer **leg of lamb and shoulder**. If you are looking for pork, we offer boneless and bone-in **pork loin roasts** as well as boneless and bone-in **shoulder roasts**. These are fantastic for slow cooking and pulling.

If you were in need of a substantial piece of fish, look no further than our **Trollerpoint Coho Salmon**. We are more than happy to filet a whole side of this sustainable and delicious fish. We will need a couple days notice to make sure we can get exactly what you want. We can also get you a deboned **Sockeye Salmon side**. The sockeye is the chef's choice of the salmon world. Their full flavor and delicate flesh are a great way to show off your exceptional culinary skills without half trying!

This year we will also offer fresh oysters in the shell. For fresh and raw oysters, the classic sauce is the **Mignonette**. It is very simple and mixes the acid of vinegar with the sweet boldness of shallots and the subtle heat of cracked pepper. No cooking is needed. Coarsely grind 1 tablespoon of black or white peppercorns. Mix with 1/2 cup of white or red wine vinegar and 2 tablespoons of minced shallots. Pour it over your oysters in the shell and enjoy!

Texas Winter Fruit Favorite—Citrus! by Adam King, Produce Manager

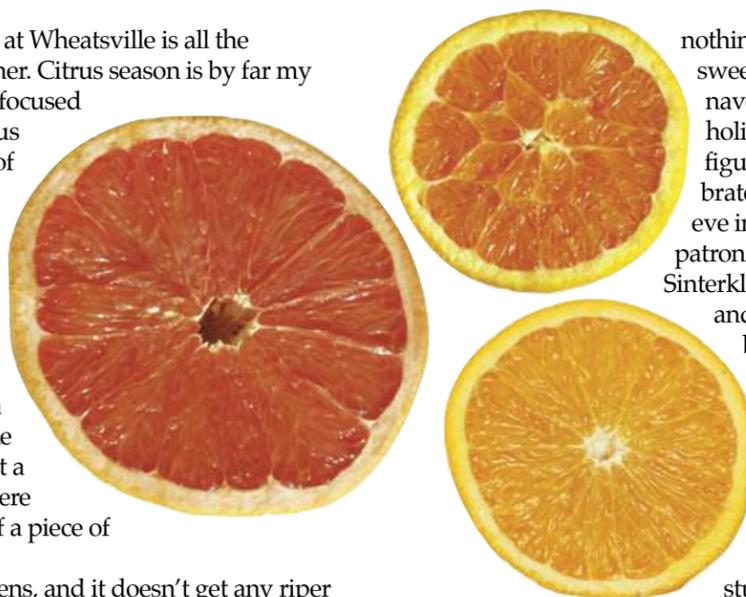


Happy Holidays! My favorite part of winter at Wheatsville is all the **amazing citrus** we get to share with each other. Citrus season is by far my favorite fruit season. It's funny, until I really focused on eating seasonally I always associated citrus with late summer, mostly eaten in the form of orange wedges at halftime at soccer games.

Wintertime is citrus time! Citrus actually requires cooler weather to change color from green to yellow or orange, although ripeness is independent of color. In the Lower Rio Grande Valley, where Texas citrus is grown, the temperatures very rarely dip below 40 degrees so Valencia oranges from that region don't look quite like the ones you may be used to: they've still got a greenish hue to them. Come to think of it, there really aren't any visual clues that'll tell you if a piece of citrus will taste good or not.

Citrus doesn't change color as it ripens, and it doesn't get any riper after it's been plucked from the tree. On the flipside, citrus is immediate gratification! I love a good pear, but sometimes waiting four days for a pear to reach perfect ripeness can be just too much. With a tangerine, you just peel and eat!

In the wintertime, when the days are short and the nights cold,



nothing hits the spot like a sweet, juicy tangerine or navel orange. Citrus as a holiday gift comes from the figure Sinterklaas, still celebrated on Saint Nicholas' eve in parts of Europe. The patron saint of children, Sinterklaas brings delicious winter treats like mandarin oranges and pomegranates, along with peppermint candy, gingerbread cookies, hot chocolate, and other treats. Pretty much all the good stuff.

To me, they're also something of a sun symbol, an envelope that contains months of absorbed sunlight to be delivered in the days when we need it most. Seasonal Affective Disorder begone! I love bringing **cloved oranges** to holiday parties and giving them to friends. You remember those from school? An orange stuck with about a hundred cloves that gives off a smell that's freaking amazing. Leave it on your countertop or stick it on a shelf in your closet.

Give the gift of citrus this holiday season! A bag of **clementines** or a handful of delicious **Rio Star grapefruit** would be hard to turn down, even by the grinchiest grinch.



Nuts For Holiday Baking by Brent Chesnutt, Bulk Buyer



This time of year, the Bulk Department is jam-packed with nuts. Traditionally, nuts play a major role in holiday baked goodies. Recently I had a chance to interview our local

pecan producer, **David Brydon of Pecan Shop**, near Waco, in McGregor, Texas, about his farm and products and how it all came to be. — Brent

David Brydon's Story

Amy and I were married in Austin in 1991 while I was a graduate student at UT. We picked up John Jeavon's book *How to Grow More Vegetables...* at a yard sale and tried to garden, but totally failed. We moved to New Mexico and could not even grow a radish, but in the library I found *The Unsettling of America* and *Home Economics* by Wendell Berry and started longing for an agricultural life.

Now many years later, together with our children and parents, we have a productive garden, two Jersey milk cows, chickens, and some grain crops. We make yogurt, butter and cheese and grind wheat and corn to make bread. I wanted to support our family with work that I could do on our farm with my children, so in 2010 we took over our neighbors' pecan shelling business.

We already loved the wild native pecans that are abundant along the streams and rivers of Central Texas because they are unsprayed, have excellent flavor, and are sustainable since they integrate well with grazing and do not require tillage. Pecans had always been a staple at our family table.

When a friend taught Amy how to soak and dry them using the instructions in *Nourishing Traditions* by Sally Fallon, the Crispy Pecans recipe became our standard fare for granola toppings and munching because we loved the taste and long shelf life. We also found they added crunch and flavor on salads, soups, greens, and so on.

But our pecan shelling was just a sideline business until our neighbor Craig Miller at Mill-King dairy, who had given me work and helped us with our cows, invited me to the Clifton Farmer's Market. We sold the fresh, crispy pecans there and got to know more of our neighbors. Soon we were in several local farmers markets.

My interest in smoking meats led to our mesquite-smoked pecans. People asked about a sweetened pecan, and after more than 100 experiments, we settled on our Apple Pie Pecans recipe using local wildflower honey, apples, and cinnamon.

We activate our pecans by soaking them overnight in filtered water with a little Redmond sea salt. The sea salt adds flavor and retards unwanted microbial growth during the soak. The soaking does two things: It dissolves the enzyme inhibitors that are found in all nuts and seeds to preserve them until they are wet in the ground. Our pancreas has to work to digest the enzyme inhibitors, giving unsoaked nuts the reputation of being hard to digest in large quantities. As a bonus of soaking, the nut germinates, flooding it with extra vitamins and enzymes. Then low heat makes the pecans crispy, tender, and buttery without damaging these delicate nutrients.

Folks ask for a spicy recipe, and last year we made chocolate pecans that are satisfaction in one bite, and some delicious mini pecan pies, but our goal is to farm, so I chose to simplify what we do to seek some order and balance for our family after the intense push of launching our family business. Wheatsville called us early, looking for local pecans, and we will always be grateful for their enthusiastic support. The farmers markets provided the weekly income and inspiration that gave us hope that the pecan work could provide for our family. The support, encouragement, generosity and trust of our family, friends, neighbors, and customers have made it possible through their kindness and giving. —David



Here is my corn syrup-free Pecan Pie that works excellently with the local native pecans provided from Pecan Shop. — Brent

Pecan Pie

- 2 eggs
- 1 cup dark brown sugar (\$1.79/lb in Bulk)
- 1/4 cup sugar (\$1.89/lb in Bulk)
- 1 stick butter, melted
- 2 tbsp sour cream or yogurt
- 2 tsp vanilla extract
- pinch salt
- 1 tbsp flour
- 1 cup pecan halves or slightly more if using native pecans (\$14.99/lb in Bulk)
- 1 prepared pie shell

Preheat oven to 400 degrees F.

Whisk together eggs, brown sugar, regular sugar, melted butter, sour cream, vanilla, salt and flour until smooth and creamy.

Stir in pecan halves.

Pour mixture into prepared pie shell.

Bake for 10 minutes, then reduce heat to 350° F and bake for another 25-30 minutes, or until filling has set and crust is golden brown. Serves 6-8

Cranberry and Walnut Bread

Here is a recipe that contains no flour or sugar—makes a perfect cold morning breakfast or after meal dessert.

- olive oil or cooking spray, for greasing bread pan
- 3/4 cup coconut flour (\$3.79/lb in Bulk)
- 1 tsp baking powder
- 3/4 tsp salt
- 2 tsp ground cinnamon
- 1 stick unsalted butter, melted
- 6 eggs
- 1 cup dried cranberries, plus a few extra for garnish (\$3.99/lb in Bulk)
- 1 cup raw, walnut halves (on sale at \$8.99/lb in Bulk)

Preheat oven to 325 degrees F. Lightly grease a medium (8 1/2 × 4 1/2 × 2 1/2) bread pan and set aside.

Stir together the coconut flour, baking powder, salt and cinnamon. Whisk melted butter and eggs into the mixed dry ingredients until a very thick batter forms. Use a wooden spoon or rubber spatula to fold in the cranberries and walnuts. Scrape into prepared pan and bake for 35-42 minutes or until golden-brown on the outside and firm to the touch.

Let cool, then slice and serve.



Holiday Treats to Delight and Indulge In! by Niki Nash, Merchandising Manager

Back again this year by popular demand, Wheatsville has a wonderful offering of tasty treats, allergen-free cookies and candies, and vegan delicacies that make perfect gifts for teachers, friends and family. You can spread the joy of the season to everyone on your "nice" list affordably, so don't forget to indulge yourself as well!

Lake Champlain Chocolates

Lake Champlain Chocolates has been crafting fresh, all-natural chocolates in Burlington, Vermont, for over 25 years. Vermont ingredients, such as maple syrup, honey, cream and butter, play a strong role in their chocolates, while combining the best traditions of chocolate making with new flavors and techniques. Always fresh, natural, and crafted in small batches, these chocolates have had the New York Times revering it as "some of the best chocolate in the country." Satisfaction is guaranteed!



Hanukkah Chocolate Gelt

Decorated with dreidels and a Menorah, this festive gift box is brimming with delicious milk chocolate coins – each kosher and all-natural coin is wrapped in silver foil and embossed with the Lake Champlain Chocolates logo.



Holiday Chocolate Peppermint Cheer

A bite-sized version of peppermint bark! Refreshing dark chocolate mint between two layers of smooth white chocolate, topped with crushed sweet all-natural candy canes.

Dark Chocolate Snowman

Crafted from Belgian dark chocolate and hand-painted with white chocolate accents, this adorable snowman brings lightness and cheer to every holiday celebration.



Theo Chocolate

The folks at Theo Chocolate are on a mission to change the world, one delicious bite of chocolate at a time. As the first organic and Fair Trade chocolate factory in the country, their founding principle is that the finest artisan chocolate in the world can (and should) be produced in an entirely ethical, sustainable fashion. All of their ingredients are carefully screened and 3rd party verified to ensure they meet high standards for social and environmental responsibility.



Peppermint Stick Dark Chocolate

Smooth and rich 70% dark chocolate with the crunch of sweet peppermint stick.



Salted Toffee Milk Chocolate

Dark-milk chocolate with 62% cocoa content plus buttery handmade toffee and a pinch of salt.



Nutcracker Brittle Dark Chocolate

Smooth and rich 70% dark chocolate and the delicious crunch of almonds, hazelnuts and buttery toffee.

Divine Chocolate

Divine Chocolate is the product of Kuapa Kokoo, a worker-owned co-op in Ghana. A pioneer in the world of socially responsible enterprise, the success of Divine means that farmers have a secure source of Fair Trade income that continues to grow year after year. Kuapa Kokoo has invested its Fair Trade income in building schools, sinking wells for clean drinking water to villages, providing mobile medical clinics for farmers in remote growing regions, and fostering women's income generation projects to help women earn additional income for their families when the cocoa season is over.



Milk Chocolate Advent Calendar

Each year the calendar has a new beautiful illustration. Creamy Fairtrade milk chocolate hearts hide behind every door as you follow the nativity story through December.

70% Dark Chocolate Coins

Divine's 70% Dark Chocolate coins come wrapped in a wintery mix of blue and silver. Milk chocolate also available in gold.



Dark Chocolate Mint Thins

Delicate slim squares of delicious Divine dark chocolate, with smooth natural peppermint fondant centers. Perfect for holiday parties or late night nibbles.

JJ's Sweets Cocomels



JJ's Sweets are a candy company dedicated to new ideas in the world of treats. Cocomels are cooked in small batches in copper kettles, made with organic ingredients whenever possible, fair trade chocolate, with fair wages being paid to the employees. JJ's Chocolate-covered Cocomels start with the same mouth-watering, 100% natural, coconut milk caramels, cooked a little softer than normal, which we then hand-dip in premium Fair Trade organic dark chocolate. It is the magical evolution of the Cocomel, still vegan and gluten-free, just more decadent.

4 Salts Chocolate Covered Cocomels 4 piece Gift Set

Four types of Cocomels covered in premium Fair Trade organic dark chocolate, each garnished with a unique, beautiful and delicious sea salt, featuring: Pink Himalayan Sea Salt, Red Gold Hawaii Kai's Palm Island Sea Salt, Hickory Smoke Salt and Mayan Sea Salt. Dear readers: THIS is what I want in my stocking!

Also available: **Chai Spice Chocolate Covered Cocomels** and **Sea Salt Chocolate Covered Cocomels** plus 4 amazing flavors of Cocomels: **Original, Vanilla, Sea Salt, & Java.**

ALLERGEN-FRIENDLY

If you or someone you love suffers from one or more of the common allergens, there are still treats to be had at the holidays!



Lucy's Gluten-Free Holiday Cookies

(also free of peanuts, tree nuts, dairy and eggs) Developed by super-mom Dr. Lucy Gibney for her child's severe food allergies, everyone can enjoy these delicious cookies.



TruJoy Organic Candy Canes

One of the only candy canes made without corn syrup, TruJoy uses only natural colors and flavors, and real organic brown rice syrup and sweeteners to create a healthier and better tasting product. Vegan and produced on gluten-free and nut-free equipment, these candy canes are worry free for your holidays. Now NonGMO Project Certified!



And More! All of the featured items and more holiday delights are only available in limited quantities each year, so be sure to do your shopping early for the best selection.

Ritter Sport Holiday Edition Chocolate Cubes

Chiostro Di Saronno Classic Panettone Cake

Jelly Belly Cocktail Classics Jelly Beans

Ugly Sweater Medium Roast Coffee

Frosty Mint Penguins



ANNUAL REPORT

WHEATSVILLE FOOD CO-OP

FISCAL YEAR 2011-2012



2012 State of the Board Report *by Rose Marie Klee, Board President*

Wheatsville Co-op can look back on another remarkable year in 2012. As an organization, we forged new territory as we selected and announced the location for our second store and commenced with the detailed work of transforming into a multi-store organization. This has also provided

opportunity for us to innovate as a Board of Directors, as we develop our process and best practices for fulfilling our accountability while also focusing on big-picture visionary leadership of the co-op.

In 2012:

- We improved our Owner linkage and Board candidate recruitment processes by adding monthly Board information/orientation sessions that run through most of the year, and very intentionally recruiting Owners not on the Board to participate in our committee work. We have had great success with so many wonderful Owners who joined our Fall Owner Gathering organizing committee, our FY 2012 Audit Committee, and our Annual Review Committee. The Board benefits tremendously from this type of Owner involvement—it provides a valuable mechanism for including a greater range of perspectives in conversation and oversight of our beloved organization. We are hopeful that participating in Board committees provides an edifying way for Owners to engage with the organization.
- We continued to refine our Strategic Learning work by developing plans for studying the three major components of our Ends policies (to paraphrase “MORE happy people! MORE local food! MORE co-op economy!”). This work included organizing a book club focused on learning about cooperative economics; an introduction to the diverse vocabulary around sustainable food; the Board receiving a condensed course on kindness and friendliness in the workplace and beyond; and a discussion of food access based on Michael Pollen’s reaction to the question “Why is cheap food so cheap?” We are building on this work in 2013, and by the time you read this, we will have also had a discussion led by Paula McDermott, chair of the Sustainable Food Policy Board; and have begun detailed strategy work around how to include community decision-makers in conversations about cooperative solutions.

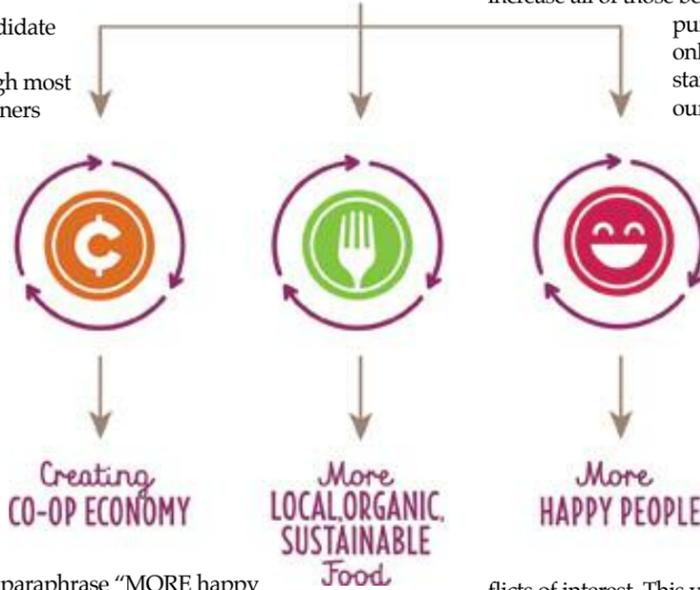


- We celebrated the International Year of the Cooperative with our cooperative community, including a Mayoral Proclamation with the Austin Co-op Think Tank (March 22, 2012); and kicking off the new year with many of the leaders who founded Wheatsville Co-op and who came to Austin from around the country to reunite, share stories, and to film a documentary on the history of co-ops in Austin.



And of course, thanks to the overwhelming support of our local cooperative community, we continued to break sales records, grow our charitable giving programs, and increase all of those benefits that we exist to create. Yes, it is true! Co-ops exist for the sole purpose of creating benefits for their Owners, and that means not only providing an awesome grocery shopping experience, but constantly pushing the bar for how everything we do can help to make our entire community better. (Because isn't that the most fabulous benefit of all?)

As ever, we welcome your participation in Board-level activities and conversations. Please contact us if you are interested in getting more involved at [boardemail\(at\)wheatsville.coop](mailto:boardemail(at)wheatsville.coop)



Board of Directors' Code of Conduct

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

We take time at the very beginning of each year to discuss our Code of Conduct policy to ensure that the full Board understands our role in managing any real or perceived conflicts of interest. This year, in addition to submitting our signed code of conduct agreement/conflict of interest disclosures at the beginning of the year, we decided to do a mid-year update. Each Director completed the “Statement of Agreement” document in January and June 2012. Satisfactory completion of this document is also a requirement to be endorsed by the Board of Directors as an election candidate.

Our B5 policy was monitored in May 2012, and all Directors assigned a score for each sub-policy. The overall score for policy B5, “Directors commit to ethical, businesslike and, lawful conduct” based on a scale of 1 to 5, with 5 being the best, was 5.

Policy B5, along with all of the other Board policies can be found on our website: <http://wheatsville.coop/Board Policy/bodgovpolindex.html>



Fall Owner Gathering and Celebration 2012 *by Reyna Bishop, Board Member*

Over one hundred owners gathered together on Saturday, October 20 for Wheatsville’s annual Fall Owner Gathering. The event was held at Vuka Co-op, an eclectic community, co-working, and event

space right in the heart of South Austin. The Board wanted the focus of this year’s event to be part business meeting (as required by articles 3.2 and 4.2 of our Bylaws) and part celebration in order to honor Wheatsville’s ongoing success at 3101 Guadalupe and our exciting progress toward the BIG Direction.

The evening’s main speaker, Jim Jones, previewed his upcoming documentary, *Many Hands*, which examines the uniqueness of the cooperative community in Austin. Rose Marie Klee, Wheatsville Board President, talked about International Year of the Coop. Dan Gillotte gave our guests an update on the BIG Direction and progress toward a second store. Doug Addison, Board Secretary, gave an update on the results of our recent audit review. And last, but certainly not least, our owners got to hear a few words from our Board Candidates.



Jim Jones speaking about *Many Hands*, a co-op documentary *photo by Raquel Dadomo*

After the meeting, the party got started. There were tasty treats, eats, and drinks in addition to a fabulous acoustic music set by Wheatsville’s own, Brennon Wayne. A troupe of our littlest owners stole the show and danced the night away to Brennon’s soulful tunes while our other owners mingled and talked co-op. Our partygoers had the opportunity to pepper our fearless Chief Executive Grocer, Dan Gillotte, with questions about the new store and to talk to members of the Board about Wheatsville’s progress toward meeting its Ends Policies. All in all, it was a lovely event, and we want to thank all of our owners who came out to spend a fun and informative evening with us.





WHEATSVILLE ANNUAL REPORT – FISCAL YEAR 2011-2012



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

The Fiscal Year Ending May 31, 2012 has been another great financial success for your co-op. This report accompanies our income statement and balance sheet. The financials accompanying this report have been audited by our CPA and are after taxes, but before board allocations.

Board Allocations

Each year, the board decides how to allocate our net income. This year the \$398,144 earnings before tax were allocated by the board as follows:

- \$27,277 to investor shares dividends
- \$271,217 to patronage allocations (\$54,243 distributed and \$216,973 retained) \$99,650 to tax provision (\$48,434) and retained earnings (\$51,216).

Balance Sheet

A balance sheet is like a snapshot of the financial condition of a business at a specific moment in time, typically the close of an accounting period. The balance sheet is one way to assess the financial strength or health of a business. Our balance sheet continues to show a very strong financial footing. This is important as we are building our financial strength to prepare for a successful opening of the 4001 South Lamar store and that will take money.

The total assets of Wheatsville Food Co-op as of May 31, 2012 are an incredible \$6,089,205. Of that \$2,434,596 is considered "current" meaning it is relatively liquid. This includes cash and cash equivalents, inventory, etc. One measure of a business' financial health is called the "current ratio." This measures the ability of a business to pay off its financial obligations in a timely manner. It compares the current assets of the business to its current liabilities. Our current ratio is 1.83 to 1, a solid showing.

Our overall member equity, the amount of the co-op's assets that are owned by the members, is \$3,117,546. This equity includes member capital paid in by our owners (\$703,184), member investor shares (\$649,100) contributed by the 160 shareholders who invested in the co-op during our 2005 investor share drive, and retained patronage (\$932,339) the portion of patronage allocations not paid out in rebates since 2005. The rest of our equity consists of retained earnings, the amount of money we have earned and saved over the history of Wheatsville's life. Since the renovation we have our loan from the National Co-op Bank (NCB) which shows up as Commercial Notes, less current portion in Long-term liabilities and as Commercial notes, current portion in Current Liabilities.

The CPA-audited balance sheet shows Wheatsville to be a very healthy business on a good footing for our next exciting steps!

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

Income Statement

The income statement, sometimes referred to as a P&L or profit and loss statement, is a summary of revenues and expenses. It shows the financial progress of a company over a period of time. In this case, it shows Wheatsville's revenues and expenses for the fiscal year ending May 31, 2012.

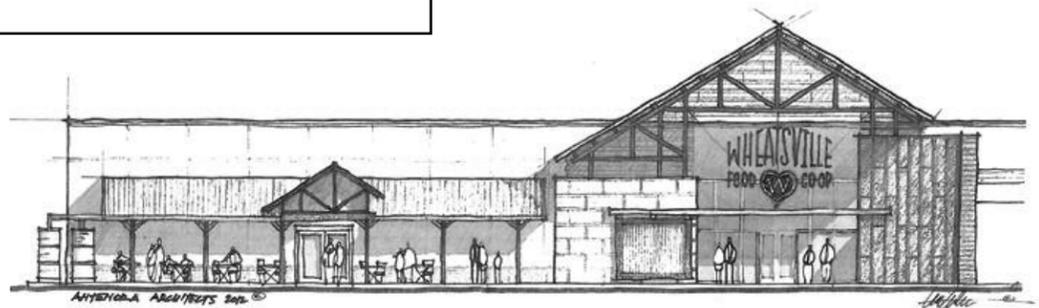
Wheatsville's sales grew to \$17,034,691, a 16.8% increase over the previous year. This growth continues our positive double-digit growth following our store renovation in 2009. Since 2009, Wheatsville is the 6th fastest growing co-op in the National Co-op Grocers Association! Sales growth is one important indicator of a business's success and health, and Wheatsville continues to do extremely well on that count!

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

After cost of sales, our next biggest expense category is personnel. We spent about 23.5¢ of every dollar taken in at the registers on personnel expenses including wages, benefits and payroll taxes. This amounted to \$4,034,850, an increase of 19% over the previous year. This was due partly to an increased number of staff to help run our larger and busier co-op. We've added over 40 jobs since our renovation. We know that paying our staff well is an important value of our owners and I am proud to say that we continued to do that in this fiscal year. We also continued to have strong staff benefits in this past year and bonuses for financial success. Wheatsville continues to hold the cost of healthcare at a reasonable level – staff members on our group insurance plan haven't paid any increases in premiums since 2006 because Wheatsville has absorbed all of the annual increases. While other businesses are cutting benefits or making employees pay more, your co-op continues to head in the opposite and more positive direction! (For more on this, see the story about Staff Satisfaction in the Annual Report.)

Our earnings before income tax for the year were \$398,144, or 2.34% of our sales, up from \$243,225, 1.5% in the previous year. This allowed us to return another patronage rebate to our owners and retain patronage for our next store at 4001 South Lamar.

Wheatsville Co-op	
INCOME STATEMENT	
Fiscal Year Ending May 31, 2012	
June 1, 2011 - May 31, 2012	
SALES	\$17,034,691
Cost of Goods Sold	\$10,511,211
GROSS PROFIT MARGIN	\$6,523,480
Operating Expenses:	
Personnel	\$4,034,850
Depreciation & Amortization	\$317,719
Facilities	\$493,990
Advertising & Promotion	\$264,691
Operating Supplies	\$292,281
Interest on Renovation Loan	\$146,130
Ongoing Development Expense	\$25,009
Other Operating Expenses	\$489,113
PROFIT ON OPERATIONS	\$459,697
Non-Operating Revenues & Expenses:	
+ Membership Joining Fees	\$20,831
- Membership Services Expense	(\$51,356)
- Board of Directors Expense	(\$42,121)
+ Net Finance Revenues	\$16,943
- Long-Term Development Expense	(\$9,129)
- Net Events & Projects Expense	(\$640)
+ Other Non-Operating Revenues	\$3,919
EARNINGS BEFORE INCOME TAX	\$398,144
- Income Tax Provision	(\$48,434)
EARNINGS AFTER INCOME TAX	\$349,710



WHEATSVILLE FOOD CO-OP
NOT TO SCALE

Elevation City #1
3/14/2012

4001 SOUTH LAMAR, AUSTIN TEXAS 78704



New Investor Shares*

Wheatsville is pleased to announce that it is considering a new round of investor shares that would be offered in connection with the proposed opening of our second store location on South Lamar. Please contact Dan Gillotte, General Manager of Wheatsville, via email at invest(at)wheatsville.coop for more information.

*This is not an offer to participate in the investor shares program at this time. If an offer to participate is made, it will be made available only to members of Wheatsville who are Texas residents and who can invest a minimum of \$5,000, among other possible qualifications.



Guiding Wheatville into the Future

by Doug Addison, Secretary, Board of Directors

Operations and the Board of Directors have made a lot of big decisions to move Wheatville's BIG Direction forward over the past year. From hiring a consultant, architect and contractor to negotiating a lease and securing bank financing, the work of making a second store a reality has been both momentous and exciting.

Dan and his team of senior managers have done an amazing job putting the pieces in place to open the South Lamar store in summer 2013. Speaking for my fellow board members, I can tell you that we have been as enthusiastic about a second store as any owner, but we also have been diligent. And speaking as an owner, I can tell you that your Board has maintained its authority in giving final approval for each decision along the way as we move toward this exciting next step in Wheatville's history.

The Board's baseline threshold for moving forward has been maintaining the financial viability of the co-op, as measured both by the success of the Guadalupe store and the operation as a whole. We have several Board policies devoted to this, and the Board has been satisfied throughout the process that operations is in compliance with our expectations. The entire Board sees quarterly financial reports from Dan at our regular board meetings, and Board members occasionally attend one of management's weekly Open Book Management meetings, at which sales and labor numbers are scrutinized by department managers and any interested staff.

The Board also oversaw a biennial audit of Wheatville's finances in 2012, and was pleased to receive the auditor's clean bill of financial health for the co-op. Sales growth is strong and the co-op is paying down debt quickly. Our auditor—who has experience with many food co-ops across the country—also told us that Wheatville is in the top tier of many industry metrics when compared with its peers.

Even as Wheatville grows, it is improving its operations. Our auditor was satisfied that all of his recommendations from the 2010 audit have been implemented. These include things like internal controls over bank statement reconciliations and check writing, tracking equipment purchases and depreciation in a more methodical way, and having a written disaster preparedness plan. The co-op is primed for expansion.

To the specific issue of opening a second store, the Board has undertaken learning sessions and special meetings in order to be well-informed and prepared for the decisions we've made. The Board has reviewed the third-party market study that Dan commissioned in order to choose potential locations for a second store. We've also had face-to-face meetings with Dan's co-op development consultant, as well as the architects and general contractor who will be making the Lamar store a reality. And we have spent many hours over the last year learning about and reviewing Dan's financial planning tool, called the pro forma. The pro forma lets Dan and his team manipulate financial projections and assumptions in order to test the viability of opening a second store.

From everything we've seen, the Board is confident in the continued success of the Guadalupe store, and we're very optimistic about the prospects for the South Lamar store. Also, the Board knows that the foundation we've put down will prepare future Board members to guide Wheatville to additional stores and growth of the co-operative economy in Austin in the future.



Board of Directors Compensation

by Ellison Carter and Kitten Holloway, Board Members



The board is committed to investing the time and energy into its work that will insure the financial health of the co-op and promote the



growth of co-operative economics in Central Texas. As Wheatville's operations and aspirations grow, so too do our responsibilities as board directors. Growth and expansion are accompanied by a multitude of decisions, and the work of any food co-op board becomes more complex. Board directors must have the skills, experience, and foresight to be fully educated and prepared to make wise choices. There are multiple examples of food co-ops of similar size and similar experience or expectations of growth compensating their board directors at rates of \$300-\$1800 per year to reflect the value that is placed on the increasing complexity of responsibilities a director must take on as the organization grows. Though in the past, Wheatville Board directors have resisted direct compensation of directors, this year, the Board expanded their research and was presented with a proposal on current practices of multiple food co-ops of similar size to Wheatville, who currently provide minimal to modest monetary compensation to directors. Board discussion centered on questions such as: Should directors who serve in a voluntary capacity for the co-op be directly compensated? Is direct compensation congruent with our ends policies and cooperative values? Would providing a stipend open up opportunities for Owners not able to give up time away from their jobs to serve on the Board? After much discussion and careful consideration, the Board approved a stipend amount that could easily be supported within Wheatville's current and predicted financial health because the Board concluded that this compensation would benefit the ownership by adding to the measures already taken to ensure strong and committed leadership through board service.

Article IV, Section 2 of the Bylaws (www.wheatville.coop/bylawsnew.html#art4) for the Wheatville Co-op requires that any compensation paid by the Co-op to each officer or director of the Co-op be reported in the Annual Report to Owners. Each year, this issue comes before the Board for consideration. Last year, for the first time, the Board approved and reported to Owners a monetary compensation for the Board President. The Board concluded that compensating directors speaks to the value of the 'Board's work' as outlined in our Policy Governance B Policies (www.wheatville.coop/BoardPolicy/B-Process.pdf). It is also in alignment with the cooperative value of equity and ensures that board compensation, as a whole, is more equitable.

Currently, Wheatville board directors receive a 10% discount off personal purchases at the register. As a recent example of what this means in actual dollars, director discounts averaged \$500 per month for the calendar year 2011, and on a cumulative basis, these discounts amounted to less than 1% of cumulative net income of the Co-op. The amount of \$100 per month, or \$1200 per year, was chosen based on the direct board compensation observed at other comparable co-ops and within a range that preserves the symbolic, rather than economic, value of the compensation.

Compensation by no means ensures good leadership, but it can be a positive symbolic act to demonstrate that the skills and experience that directors bring to the board are highly valued. Taken together with other actions that uphold and affirm these values in our directors, direct compensation is an additional means of communicating to our ownership how vital the Board's role is to the Co-op's success. At the same time, a stipend can make it possible for more people to spend the time and effort involved to serve, making access to board service more equitable.

Owners have continued to elect strong leaders to a high-functioning board that effectively governs and oversees Wheatville. The Board's work performed on behalf of all Owners, and the due diligence employed by all directors to ensure we uphold our Policy Governance and Co-op values and principles is critical to achieving Wheatville's Big Direction.

Wheatville Co-op			
BALANCE SHEET			
May 31, 2012 vs May 31, 2011			
ASSETS	05/31/12	05/31/11	Year-to-Year Comparison
CURRENT ASSETS			
Cash & Cash Equivalents	\$1,890,996	\$1,589,423	\$301,573
Accounts Receivable	\$19,644	\$20,739	(\$1,095)
Inventories	\$447,805	\$383,191	\$64,614
Prepaid Expenses & Other Current Assets	\$76,151	\$73,420	\$2,731
Total Current Assets	\$2,434,596	\$2,066,773	\$367,823
FIXED ASSETS			
Property & Equipment	\$4,485,253	\$4,407,886	\$77,367
Accum. Depreciation & Amortization	(\$1,024,449)	(\$712,275)	(\$312,174)
Total Fixed Assets	\$3,460,804	\$3,695,610	(\$234,806)
INVESTMENTS & OTHER ASSETS			
Investments	\$193,805	\$179,653	\$14,152
Total Other Assets	\$193,805	\$179,653	\$14,152
TOTAL ASSETS	\$6,089,205	\$5,942,036	\$147,169
LIABILITIES & EQUITY			
CURRENT LIABILITIES			
Accounts Payable	\$630,406	\$527,800	\$102,606
Member Patronage & Dividends Payable	\$81,520	\$74,770	\$6,750
Accrued Liabilities	\$358,391	\$351,665	\$6,726
Commercial Notes, current portion	\$256,939	\$238,421	\$18,518
Total Current Liabilities	\$1,327,256	\$1,192,657	\$134,599
LONG-TERM LIABILITIES			
Commercial Notes, less current portion	\$1,594,403	\$1,851,342	(\$256,939)
Deferred Tax Liability	\$50,000	\$61,000	(\$11,000)
Total Long-Term Liabilities	\$1,644,403	\$1,912,342	(\$267,939)
MEMBER EQUITY			
Member Capital Paid In, incl. Donated Capital	\$703,184	\$639,795	\$63,389
Member Investor Shares	\$649,100	\$702,100	(\$53,000)
Retained Patronage	\$932,339	\$719,866	\$212,473
Cooperative Educational Fund Reserve	\$1,000	\$1,000	\$0
Retained Earnings	\$831,923	\$774,276	\$57,647
Total Member Equity	\$3,117,546	\$2,837,038	\$280,508
TOTAL LIABILITIES & EQUITY	\$6,089,205	\$5,942,036	\$147,169

WHEATSVILLE CO-OP PATRONAGE REBATE FAQs

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



Wheatsville Election Results *Kate Vickery, Board Member*

Congratulations, Wheatsville Owners! October 31, 2012 marked the end of your Annual Election, in which 1017 of you elected three board members and 10 organizations to benefit from

Community Action Wednesdays. Before I tell you who won, I want you to take a minute and look at that number again: 1017. In 2010, only 430 owners voted, in 2011, 720 ballots were cast. Nearly 10% of our owners voted this year, which is better than most Austin local elections. I really think this is testament to the dedication that our owners have to the future of our co-op.

We are honored to introduce you to the winners of the Board of Directors Election. First, you re-elected **John Vinson**, who will be starting his second term as a director. John was also recently elected to the board of Black Star Co-op, so it seems like we can officially start calling him a co-op nerd! You also elected



Christina Fenton, who has been a dedicated volunteer on our Fall Owner Gathering committee for the past two years. She is passionate about Wheatsville and the local food movement in Austin and we will benefit greatly from her leadership. **Marcia Erickson** will also be joining the board for the first time.



Marcia's experience with financial planning and analysis will be a great asset to the board's work of providing financial oversight. John, Christina, and Marcia will each serve three year terms, which will start in January, 2013.



In addition to your directors, you chose the 10 community groups who will benefit from Wheatsville's Community Action Wednesday program, through which Wheatsville donates 1% of sales each Wednesday for a month to a non-profit. Each year, nine groups are chosen directly, and the tenth group is the winner of the write-in campaign, which gives a smaller or less-well-known organization an opportunity to benefit from this great program. Our winners are: **SafePlace, People's Community Clinic, Capital Area Food Bank, Sustainable Food Center, Hospice Austin, Meals on Wheels, OutYouth, Ecology Action, Austin Pets Alive!**, and the **Amala Foundation** (write in).

Last year, Wheatsville donated \$21,051 to non-profits through the Community Action Wednesday program and shoppers, inspired by staff's enthusiasm for the organizations we support, donated an additional \$11,705 directly. We are really proud of these numbers as this is one of the many ways that we support our ends policy to transform society through supporting "a thriving community centered on hospitality, kindness and generosity." Supporting excellent non-profits is one very tangible way for Wheatsville to help make more happy people in Austin.

This year's election process was overseen by our Secretary, **Doug Addison**, with assistance from the election liason, **Mark Wochner**. The bulk of the work falls on the shoulders of our incredible vote coordinator, **Gabriel Gallegos**, who is also Wheatsville's Ownership Coordinator. Gabe has done an incredible job keeping the election running smoothly, and leading creative initiatives to increase Owners' access to voting. The staff's herculean get-out-the-vote efforts this year are the key reason why so many Owners

voted. And in thanks for all that work, the board served the staff BBQ and pie! It was the least we could do, really, because we are blessed by the best staff ever. Hear that, folks? Best. Staff. Ever.

On November 1st, the board held a special Confirmation Meeting, at which the results were presented by Gabe, and any invalid ballots were inspected – only 16 this year. Most invalid ballots were a result of non-Owners voting, or votes without any contact information. For your vote to count, Gabe must be able to verify that you are an Owner in good standing at the co-op. The board officially certified the results at the November board meeting. For more details about our election process, please see our Procedures for Co-op Votes guidance document, available on the Board's webpage: <http://wheatsville.coop/Board Policy/Procedures for Co-op Vote.pdf>.

This election process, by which you choose the Owners who will represent your voice in the leadership of your co-op, is one of the most important ways that Wheatsville is different from a traditional business. Co-ops everywhere are guided by the Co-op Principles and Values, which have been carefully crafted by the International Cooperative Alliance. The second of those principles is Democratic Member Control. "Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary cooperatives members have equal voting rights (one member, one vote) and cooperatives at other levels are also organized in a democratic manner." When you vote, you exercise this privilege, and help move your co-op forward.

Congratulations to all of the winners of our elections and THANK YOU to all of our Owners who exercised their democratic voice in this election.

Votes Cast (winners in bold)

Results are scheduled to be certified at the Nov. 27th Board meeting.

Board of Directors Candidates

John Vinson	714
Marcia Erickson	687
Christina Fenton	682
Bill O'Rourke	243

Community Action Nominees

SafePlace	703
People's Community Clinic	681
Capital Area Food Bank	657
Sustainable Food Center	629
Hospice Austin	591
Meals on Wheels	575
Out Youth	526
Ecology Action	524
Austin Pets Alive!	519
Yellow Bike Project	518
Urban Roots	500
Save Our Springs Alliance	493
Emancipet	488
Tree Folks	411
Caritas	401
Workers Defense Project	377
Green Corn Project	362
Green Doors	197
People Fund	143
The Wright House	139

Write In Winner

Amala Foundation	19
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Community Action – a Look Back at 2012

by Gabriel Gallegos, Ownership Coordinator

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

Here is a look back at what Wheatsville and our owners contributed to the community.

January – People's Community Clinic

Donation: \$2,517.11

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

February – SafePlace

Donation: \$3,089.20

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

March – Sustainable Food Center

Donation: \$2,663.19

April – Ecology Action

Donation: \$2,602.26

May – Yellow Bike Project

Donation: \$3,511.35

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

June – Out Youth

Donation: \$4,166.65

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

July – Austin Pets Alive!

Donation: \$3,147.45

Additional Contributions: In addition to hosting a pet food donation drive, APA! window decals were available to Wheatsville shoppers for a \$1 donation. July also marked the start of our **Community Action Cookie Program** in the deli. This was a staff idea developed by **James Trevino** and **Monica Ford**.

August – Hospice Austin

Donation: \$3,107.80

September – Meals on Wheels and More

Donation: \$2,992.25

October – Capital Area Food Bank

Donation: \$3,600.08

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





New at Wheatsville!

by Nina Norton, Category Management Coordinator

Popcorn Indiana Chocolate Peanut Butter Drizzlecorn

People say chocolate makes anything better.

Well, we say chocolate *and* peanut butter make anything better! Popcorn Indiana, the innovator in popcorn snacking, continues to raise the bar with the return of its Decadent flavor line just in time for the holiday season. Handcrafted from all-natural ingredients, Limited Edition

Chocolate Peanut Butter Drizzlecorn combines the crispy-crunch of popcorn with the perfect hint of sweet goodness. A coating of freshly blended peanut butter topped with an intense, mouth-watering drizzle of velvety, creamy chocolate makes for one seriously decadent snack! As with all Popcorn Indiana products, the Chocolate Peanut Butter Drizzlecorn is gluten-free, whole grain, and contains zero trans fats, cholesterol or preservatives.



JJ's Sweets Cocomels

Cocomels are a delicious, smooth, creamy and dairy-free caramel treat made with coconut cream instead of dairy milk. More healthful than regular caramels thanks to the many benefits of coconut oil, Cocomels are made using only the finest sustainably sourced ingredients and organic sweeteners. These buttery, chewy delights are available in four flavors: Original, Sea Salt (topped with a sprinkle of Fleur de Sel), Vanilla, and Java (flavored with locally roasted, organic espresso beans). Cocomels are vegan, gluten free, and corn syrup free.

Live Soda

Not into the taste of normal kombucha? Local Austin company Boundless Nutrition has taken kombucha in a totally new direction with LIVE Soda. Offered in four familiar flavors reminiscent of popular sodas— Dr. Better, Living Limon, Revive Root Beer, and Culture Cola— LIVE Soda will convert any booch-hater! Lightly sweetened with stevia, LIVE Sodas contain less than half the sugar found in their conventional counterparts, so you can enjoy the same great taste without the guilt. Be Well—Drink Live!



Build Your Health from the Inside Out

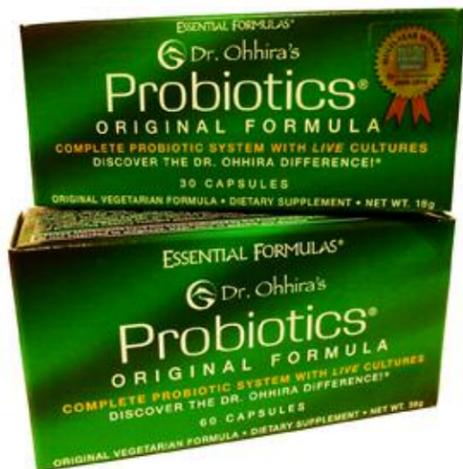
by Nicole Purvis, Wellness Team Clerk

It's that time of year when it seems like everyone is getting sick. Most people know that a healthy diet, plenty of sleep and exercise will help keep you healthy. Did you realize though, that over 70% of our immune health is in your digestive system?!

A normal functioning digestive tract has around four pounds of beneficial bacteria. These help you to digest carbs, produce vitamins, absorb minerals, eliminate toxins, prevent allergies, and produce antibodies that ward off disease.

Have you ever taken antibiotics? If so, your gut health may have been compromised. This, as well as unhealthy eating, stress, environmental toxins, and even taking aspirin can contribute to an unhealthy balance of bacteria. Taking a high quality probiotic everyday will ensure that your immune system is operating at it's full potential.

My absolute favorite is the multi-award winning brand, **Dr. Ohhira's**. This 12 strain formula is naturally fermented for a minimum of 3 years! This unique process results in the production of byproducts, such as vitamins and amino acids, naturally produced in the GI tract.



Staff TOP 10 PICK



CASSIE MULDER: FRONT END CLERK



NO.1: Klean Kanteen
I'VE HAD IT FOR YEARS AND WE GO EVERYWHERE TOGETHER!

NO.2:
Uncle Matt's Orange Juice
FEELING TO LAZY TO SQUEEZE YOUR OWN? BUY THIS!



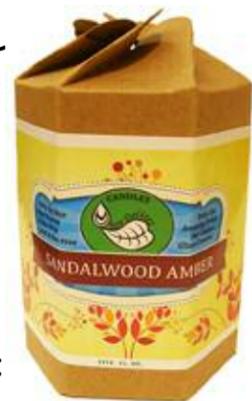
NO.3:
Local Paqui Tortillas
NO NEED FOR BREAD!

NO.4: Soy Delight Candles
WHAT A SCENTFUL DELIGHT!

NO.5: Jaza Chocolates
WORTH EVERY PENNY.



NO.6:
Iced Caramel Macchiato in the Deli
WITH SOY! STARBUCKS WHO?



NO.7: Risotto Cakes in the Deli
HEAT 'EM UP AND ADD CASHEW TAMARI...YUM!

NO.8: Bulk Sliced Mango
SIMPLE THINGS ARE SOMETIMES THE GREATEST PLEASURE.

NO.9: Nature's Path Love Crunch
Apple Granola

I ADD IT TO HERITAGE FLAKES FOR A LATE NIGHT SNACK. SO GOOD!

NO.10: Pecorino Romano Cheese
MUST HAVE IN MY FRIDGE!





More Happy People by Beth Ley, Human Resources Manager



It is estimated that the average American working 40 hour work weeks will spend a total of 91,250 hours at work during their lifetime. That's a

huge amount of time and accordingly it's a huge portion of our lives that are consumed this way. I decided to get my degree and work in Human Resources for one fundamental reason: if an organization can find a way to create an environment and culture that helps all those thousands of hours we spend at work be happy and rewarding, think of the overall effect that it can have not only for an individual, but for their families, for their friends, and for their communities. In looking for an organization that shared that same mindset, I was immediately drawn to Wheatsville.

Part of Wheatsville's strategic plan, The BIG Direction, is to help create "More Happy People." At Wheatsville this doesn't stop with our paying customers and owners, but applies to all that the co-op comes in contact with. It means that we make a conscious effort to bring happiness to the farmers that grow our produce, the vendors that sell us locally made housewares, the delivery men that bring us micro-brewed beer, and (most importantly to us in HR) the Wheatsville employees.

What are some concrete ways we try to bring happiness to staff? One obvious but important answer is our amazing benefits. **Around 80% of employees are enrolled in health, dental, life and vision insurance.** Employees are eligible for this coverage if they work 30 hours per week at the co-op. Wheatsville pays 80% of medical and dental premiums for employees and their families and 100% of life insurance premiums. We also have a popular **bike-to-work benefit** that encourages employees to ride their bikes to work and helps them with the cost of bike related expenses. **The Wheatsville Cares fund** is a staff funded emergency fund that can be used in time of financial hardship or emergency.



Employees also love the free box access to expired or damaged product and the 15% discount on all purchases. The list of incredible benefits goes on!

Wheatsville has a strong **Staff Ideas program.** It empowers employees to submit ideas and is a standardized process to make sure that all ideas get heard and followed up on. We believe that

encouraging ideas and feedback and responding in a timely manner is both respectful and conducive to a good work environment (and we get great ideas!)

There is a special communication style at Wheatsville. Known around the co-op as "**Go Direct**" it is an empowering idea that creates an environment that is open and honest. Go Direct encourages employees to speak up when something isn't going well, and encourages them to go direct with the people that can help them solve their problem.

We also practice **Open Book Management.** If you haven't heard about Open Book, I highly recommend checking out Jack Stack's book *The Great Game of Business*. Open Book provides a framework for a transparent and inclusive culture. We have weekly

The BIG Direction, is to help create "More Happy People." At Wheatsville this doesn't stop with our paying customers and owners, but applies to all that the co-op comes in contact with. It means that we make a conscious effort to bring happiness to the farmers that grow our produce, the vendors that sell us locally made housewares, the delivery men that bring us micro-brewed beer, and (most importantly to us in HR) the Wheatsville employees.

meetings that anyone on staff can attend where we discuss key business financials like departmental sales, labor numbers, customer count, and average basket size. We know and celebrate that "the knowledge is in the room." We have nothing to lose by sharing information and everything to gain.

"It makes it an incredible place to work, when there are amazing people practicing amazing ways to live."



Our recognition programs are awesome! Two of my favorites are our **Caught-in-the Acts** and **Acknowledgements.** The Caught in the Act Board is a place where coworkers can appreciate each other for great things they were "caught" doing to lend a helping hand. These live on a board in the break area. We literally get hundreds per month. We also end every weekly meeting with acknowledgements. This is a personal favorite of mine and an important practice at the co-op. We verbally acknowledge people for their great work the past week. I always leave our meetings with the warm fuzzies.

We follow the **FISH Principles** (for more info see www.charthouse.com) of **Play, Make Their Day, Choose Your Attitude** and **Be There.** One great

example of Play is our staff dress up days in support of our community action groups or to celebrate holidays.

Servant Leadership is a management style we follow at Wheatsville. This flips what we normally would think of as the manager / subordinate relationship on its head. Our managers are here to serve their direct reports – not the other way around!

Wheatsville provides clear training, timely performance reviews, and livable wages. It has been proven that people feel more successful and fulfilled with their work life if they have received the proper training and clear expectations. We have a training process known as "training passports" at Wheatsville and give new employees to the co-op lots of guidance and support as they get acclimated to their new position and learn their new tasks. We also build into the training system an amazing review process. New hires touch base with their managers at 30 days, 60 days, and receive a performance review at 90 days with an automatic raise. Other raises are possible at 9 months and 15 months before

employees go into an annual review cycle. A lot of research goes into making sure that reviews and raises provide a wage that is livable and competitive in the Austin market.

Lastly, Wheatsville believes that people are happy when they have opportunities to develop their skill sets and grow both personally and professionally. We provide many classes and learning opportunities at the co-op. We offer quarterly trainings in areas like Excel, grocery margins, CPR, and smoking cessation.

So...we do all of the great things above but do they really make people happy? Yes they do! The proof is in the vegan pudding, or in this case, the staff satisfaction surveys.

Annually we conduct staff satisfaction surveys. These surveys ask staff to give us feedback on everything from their benefits to their wages, to the safety of their work environment, and their relationships with their supervisors. Our staff survey

scores for 2012 were overwhelmingly positive! In a comparison table that rated Wheatsville against 140 other co-ops on 54 different categories,

Wheatsville scored above the median on 53 of those 54 categories! In comparing our full survey to the survey we conducted in 2010, 72 of the same questions were used. Of those 72 questions, 71 increased in score. A whopping 77% of our scores were considered to be very high

"It is a really positive community and environment to work in, WV cares about its employees and is offering really great benefits now..."



(over 4.0 on a 5 point scale.) I won't say that the results were perfect, but another one of the great things about Wheatsville is that management owns the scores that are low and puts action items in place to correct any areas of concern.

I could go on and on about happiness at Wheatsville. I am quite sentimental (bordering on sappy)

and often find myself shedding happy tears at work because I am so touched by something beautiful that has happened here. I will end now with some wonderful quotes from Wheatsville staff.

Please enjoy...and I hope reading this article made you as happy as it made me writing it!



Q: What have you enjoyed most about working at Wheatsville?

A: *The culture. Which is a combination of the people and the values that Wheatsville brings together. I often say (I really do -ask people) - "why try to find new friends outside of Wheatsville? Wheatsville has already interviewed and picked out the best people in Austin - you don't even have to worry about whether*

they're good people, because the 'Ville has done that for you." So you bring in these awesome people and then you get them into the FISH principles and they buy into what we do. It makes it an incredible place to work, when there are amazing people practicing amazing ways to live (and by amazing ways to live I mean choose your attitude, make their day, be there, and play.)

Q: Would you recommend Wheatsville as an employer to a friend? Please explain.

A: *Absolutely! It is a really positive community and environment to work in, WV cares about its employees and is offering really great benefits now, and not only is it an original Austin icon it is still continuing to thrive and expand. It is one of the best things that still represents that original Austin vibe, but also grows and supports the community with time.*



Spice Up Your Holidays

by Dheva Liebman, Wellness Team Clerk



Do you need to spice up your classic holiday recipes? Wheatsville to the rescue! Right now, in bulk herbs, we are featuring **Frontier Co-op Organic Mulling Spice/Cider Mate blend**, which contains organic cinnamon, organic orange peel, organic allspice, organic

cloves, and organic ginger. There are many ways you can use mulling spices: in hot cider, gravy, cookies, as well as mulled wine. In addition to adding more creativity and excitement to your traditional holiday recipes, you will also benefit from the warming and grounding effects of these spices (which we can all use during the colder months!)

Here are a few recipes, from Frontier Co-op, which we think will be special additions to your holiday meals. Enjoy!

Sangria

One bottle of Spanish red wine - we suggest Antano Rioja Tempranillo (2011) for \$5.99
 2 cups (16 oz) orange juice
 2 Tbsp Frontier Organic Mulling Spice
 2 12oz cans ginger ale or lemon-lime soda
 2 cups sliced fruit (oranges, strawberries, peaches)

In a large glass or stainless steel container, combine wine, orange juice and mulling spice. Cover and refrigerate overnight. Strain spiced juice into clean container or punch bowl. Add ginger ale. Serve over ice, garnished with fruit slices.

For a faster version, heat fruit juices to a boil in large soup pot. Turn off heat, add Mulling Spice, let sit 10 minutes. Cool in refrigerator. Strain and add remaining ingredients. Serve over ice. For a stronger spice flavor, roughly grind mulling spice in a coffee or spice mill for no more than 5 to 10 seconds.

Cider Shortbread Cookies

1 cup butter, melted
 1 cup local honey
 2 eggs
 1 tsp vanilla extract
 2 Tbsp Frontier Organic Mulling Spice
 4 cups all-purpose flour
 2 Tbsp baking powder
 plastic wrap

In a large mixing bowl, cream butter, honey, eggs and vanilla together.

In a spice or coffee grinder, grind mulling spice to a coarse powder. Sift out any larger pieces and then whisk powder into cream mixture. Slowly add flour and baking powder, stirring constantly until completely blended.

Divide dough into 4 equal parts. Roll each section into a cylinder approximately 10 inches in length by 1 1/2 inches in diameter. Wrap in plastic and refrigerate a minimum of 1 hour.

When ready, preheat oven to 350 degrees, slice dough into 1/4-inch rounds, place on cookie sheet and bake 8 to 10 minutes or until light golden on top. Makes 4 dozen cookies.

Dough can be frozen and saved to be used at a later time. Thaw 15 to 20 minutes before slicing and baking.



Q: What have you enjoyed most about working at Wheatsville?

A: *The employees! Or more specifically, the sincere cooperative culture that promotes direct communication and authentic appreciation of one another; both for work*

ethic and efforts, and with personal empathy. This culture and communication exists across departments and hierarchy, and results not just in happier and healthier employees, but people sharing benefits. A rare thing!

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Staff TOP 10 PICK

ZAC CARR, FRONT END CLERK



Guayaki Sparkling Yerba Mate

FUEL FOR THE DAILY GRIND. GOT TO HAVE IT.

Honeycrisp Apples

THE BEST SNACK IN THE WORLD! A LEARNED MAN'S BEST FRIEND.



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Kookamunga Krunchy Kravings Catnip Treats

THIS IS THE ONLY TREAT MY KITTY FIZZ LIKES, AND SHE GOES CRAZY!



Beans and Rice (in the Deli)

HANDS DOWN, THE BEST DEAL IN THE CO-OP. PERIOD.



Austin Slow Burn Queso

THIS STUFF IS STUPID GOOD.

Blue Diamond Almond Nut Thins

A BOX OF THESE AND A VISIT TO THE WEE CHEESE BASKET IS THE WAY TO HAPPINESS.



Mauui Brewing Co. Coconut Porter

YOU CAN TRY TO NOT LOVE THIS BEER. YOU CAN CERTAINLY TRY.



mmm... Nog by Chris Moore, Chill Buyer

Growing up in Michigan, enduring all those cold winters and being snowed in for days, I always looked forward to the time when eggnog would be once again appear and bless my home with its delicious and comforting presence. Whether it be store bought or my grandmothers recipe, this was something to look forward to every year. As I got older, I found that adding a shot of bourbon made the eggnog an even more warming and comforting beverage.



I would like to invite all of you to enjoy the same delight—we have an abundance of nog! My personal favourite is the **Organic Valley Eggnog**, made with fair trade and organic ingredients—which makes it just as good if not better than what I grew up with.

For anybody sensitive to dairy or if you are vegan, we have a most wonderful coconut milk based nog from **So Delicious**. **Silk Nog** is also vegan,

gluten free, non-GMO certified and delicious.

If that's not enough to satisfy your eggnog craving, we are excited to have **Talanti's** seasonal eggnog flavored gelato in the ice cream freezer—and it has one of the most richest eggnog flavors out there! Talk about a nog overload!

The winter holidays are time to party and we've stocked the freezer with a most excellent variety of frozen entrées and snacks that will make a quick and enjoyable addition to any gathering. May the holidays fill you with good spirits!



PLANET K GIFTS

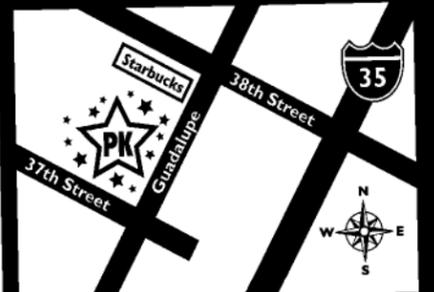
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OPEN TIL MIDNIGHT 7 DAYS A WEEK

A Cooperatively Green Clean by Carlos Pérez de Alejo, Executive Director, Cooperation Texas



In December 2009, the United Nations General Assembly passed a resolution declaring 2012 the International Year of Cooperatives (IYC). Since then, Austin, Texas has seen growing activity around the cooperative model, from the founding of Black Star Co-op and Red Rabbit Cooperative Bakery, to the formation of the Austin Cooperative Think Tank. Now, in the midst of IYC, Austin is home to the first worker-owned green cleaning cooperative in Texas: Dahlia Green Cleaning Services!

Dahlia grew out of a partnership between Cooperation Texas, a local non-profit dedicated to the development and support of worker-owned cooperatives, and the Workers Defense Project (WDP), a membership-based organization that empowers low-income workers to achieve fair employment. In response to poor working conditions in the cleaning industry, both groups joined forces with the goal of creating dignified, living wage jobs with members of WDP. Through their partnership, both groups had the privilege of working with Eva Marroquin, Cyndi Jimenez, Maria Muñoz, and Brenda Jimenez – four brave women who decided to take matters into their own hands and create a new model for the cleaning industry in Austin.

The founding members of Dahlia received training through Cooperation Texas' Cooperative Business Institute, a unique training program designed to equip participants with the skills and resources needed to start and manage a worker-owned cooperative. Through the program, members of Dahlia learned the history, principles and values of the cooperative model, along with the legal, organizational and business essentials needed to effectively manage their co-op.



"We learned so much about what it means to be a cooperative," said Cyndi Jimenez,

Dahlia's youngest member. "This is going to help us, our families and other people in our community."

Since their graduation from the Cooperative Business Institute, Dahlia has provided quality green cleaning services to a variety of houses, apartments and small businesses around the Austin area. Dahlia offers a range of affordable services to their clients, from Move-in/Move-out to a thorough Deep Clean that will leave your home looking spotless. Dahlia uses eco-friendly cleaning products, hand-made by their members using all-natural ingredients, to promote the well-being of their customers, their members, and the planet.

Eva, Cyndi, Brenda and Maria are all equal owners of Dahlia. Unlike their previous jobs, members of the co-op are paid a living wage, and have an equal say over how their business operates, making decisions democratically according to "one member, one vote." Their mission, which they developed in class during the Cooperative Business Institute, "is to create jobs with fair wages and equal opportunity for the benefit of our members and our families. We are committed to providing a quality service that ensures the welfare of our customers, our members and the environment."



Are you tired of coming home to a mess? Do you want your apartment to be sparkling clean and toxic-free? Call Dahlia Green Cleaning Services at 512-786-4249 today and support the newest cooperative on the block! <http://dahlia.coop>

Build the Co-op Movement Coast to Coast



Food Co-op initiative

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



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

foodcoopinitiative.coop/monadnock

Food Co-op initiative

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 startup food co-ops. Their grants, free consulta-

tions, 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.**

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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We support Wheatsville Food Co-op!

www.workersassistance.com

512.328.8519

Staff Spotlight- Carlos Gonzalez

by Annie Downs, Recruiting Coordinator

AD: What is your Wheatsville history?

CG: I started at Wheatsville in August of 2011.

I work as a Grocery Clerk and also assist the Chill Buyer.



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

CG: I grew up outside Minneapolis. I moved to Austin from Boston, MA in June of 2011.

AD: What is your favorite product at Wheatsville?

CG: I love all of the local products we sell, but Grandma's Humus is best of all.

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

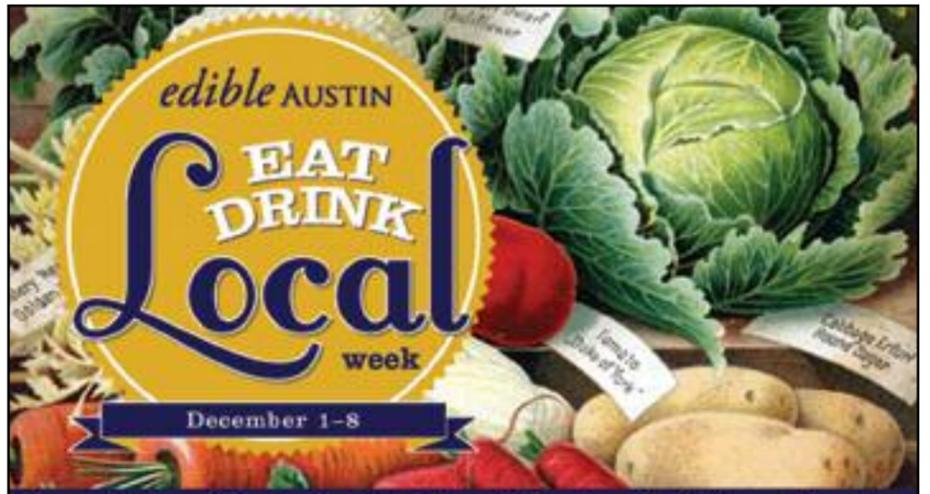
CG: I love all the swimming holes around Austin. My favorite is in St. Edwards Park on Bull Creek (when there is water).

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

CG: I have a B.A. in Art History from the University of Miami, FL. (Very Useful!)

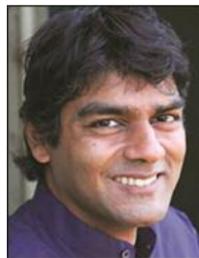
AD: Fill in the blanks:

CG: I've always wanted to be a bear and if I had it my way, changing shape would not be so difficult..



Benefitting Sustainable Food Center & Urban Roots

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

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.

In response to her \$20 rebate being taken off of total: "That's so great! I love this place. It's always something. A rebate or a marching band. You just never know." Kathy J

"Thank you so much for all your help! I love this co-op!"

"I moved from 21st St. to 31 1/2 St. to be closer to Wheatsville!" Cecile F

"I moved away from Austin for about three years. I lived in a place where I had my pick of grocery stores - a Whole Foods, a Trader Joe's, a cool natural foods store. But I missed MY grocery store—you guys do such an awesome job here." Shelley H

When asked if she would like to vote in the Wheatsville Election: "I'm SO happy you all let us vote for these [Community Action] groups because really...community is EVERYTHING. Some of these groups mean so much to me and these donations make a big difference to them." Eleanor D

"There really is no greater feeling as a consumer than being offered a sample of really good beer after a long day." Tim O

"This is my second time in and I love it I am a former Whole Foods shopper but now I want to come here all the time. And it feels like fate because I just got a job nearby."

Wheatsville is the BEST!! My fave HFS in the world. And I'm picky! Thanks for all the vegan stuff." Tess C

"I love your festive display outside!"

"We've tried a lot of different baked goods from coops around the country, and that was the best scone I've ever had!" Carolee Coulter & Alan Siedner from Rising Stars

"A few days ago an incapacitated young man came into the store. He was politely and kindly escorted out. Through the front window we watched as he dodged traffic without using the crossing light; police, fire and EMS came, evaluated him and left him on the street. He came back to Wheatsville and was again escorted out kindly. So—difficult situation, every staff member showed patience and concern without judgement—controlled the situation so that it didn't get worse. I felt good about how it was handled here. I wish there was a kind of temporary play pen for people who can't really handle the mental/physical situation they are in."

"love the Guadalupe Wheatsville Food Co-op and am very happy that Wheatsville will be building the new store on South Lamar. I appreciate all that you and your employees do to make Wheatsville Co-op the best place to shop. I am particularly grateful that you carry many gluten free items since I must remain on a gluten free diet. I want to wish you good luck with the building of the South Lamar store." Nona R

"I love this place, its great!" Owner of a small grocer in Ohio in town visiting family.

"I really love coming here and my mother does as well. She doesn't mind coming along to shop here versus other grocers. I also really like what you've done with the place." (referring to the bulk move) Kathryn F



Travis Audubon Society promotes the enjoyment, understanding and conservation of native birds and their habitats.

They protect critical habitat for the endangered Golden-cheeked Warbler at their 690 acre Baker Sanctuary. Their ten acre Chaetura Canyon Sanctuary is world renowned for research and conservation of Chimney Swifts. TAS spearheads conservation programs locally and supports them abroad. They lead field trips and bird walks both at local birding hotspots and exotic getaways. They offer an exciting array of monthly speakers, workshops, youth birding camp, the annual Birdathon, and seasonal and monthly bird counts & surveys. TAS offers classes from the basics of birding to advanced classes. Their outreach programs educate the community about the vital connection between conservation and sustainable, healthy human habitats. www.travisaudubon.org/fieldtrips.html

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★ ★ ★
Guess What!! ★ ★ ★
We have staff anniversaries
★ ★ ★
Lucy Mer 2 years as of 12/16 ★ ★ ★
(deli lead)
★ ★ ★
Tom Porcella 3 years as of 12/11 ★ ★ ★
(deli clerk)
★ ★ ★
Ryan Soutter 9 years as of 12/16 ★ ★ ★
(grocery clerk)

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.