

# THE WHEATSVILLE BREEZE

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

## Happy Birthday to US! *by Dan Gillotte, Chief Executive Grocer*



Wow! 38 years ago our founders go together to ensure there would be food co-op in Austin that would stand the test of time. Thanks to their incredible hard work and vision and all the hard work and support of those who came behind them, we now celebrate our 38th birthday with TWO Wheatville stores, ONE amazing co-op!

I hope that you are able to come to one of our stores on our birthday to help us celebrate.

Even if you can't get to us on our birthday, please do take a few minutes to appreciate our founders who we owe so much to. I thank them for creating Wheatville and helping to make Austin the special place that it is.

*We are you and you are we and we are all together!*

I also want to thank YOU:

- You, who support us financially with your shopping dollars.
- You owners, who invested in your co-op in 2005 and last year.
- You, who tell all your friends about us and keep raving about pop-corn tofu and how co-ops are awesome and how much you love us!
- You owners, who have been board members and helped guide the co-op through years of great challenges and great success.
- You staff members, past and present, who make Wheatville the friendliest store in town and who helped us become the great store we are today!

## Owner APPRECIATION DAYS!

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, APRIL 5TH  
THRU SUNDAY, APRIL 13TH!



Pick up your commemorative Wheatville Birthday t-shirt in March! These shirts are printed on 100% organic cotton and imprinted locally by Fine Southern Gentlemen. Show your co-op pride with this LIMITED EDITION TEE!



photo: Raquel Dadomo

## Thanks, Rose Marie! *by Bob Kinney, Board Pres. Emeritus*

Thank you, Rose Marie — for your leadership of the Wheatville Co-op Board of Directors since 2010, in addition to your vast CDS Consulting Co-op consulting work with boards across the country and your vigorous commitment to growing the Cooperative Movement here in Austin.



When you first joined the Wheatville Board in 2005, we were the only retail co-op in Austin. That sure can't be said now, due in large part to your vision of growing the Austin Co-op Movement. You have a passion for adeptly tilling and fertilizing Central Texas soil so seeds of cooperation can grow.

I recall with a smile what you said when we shared the parking lot of the new Wheatville South on May 24, 2012. You envisioned a series of co-ops sharing the Lamar Oaks Shopping Center with

Wheatville and I expect that to happen.

It was a heartfelt evening when you received the CCMA Howard Bower Award for Board Service surrounded by fellow board members and Wheatville staffers on June 7, 2013.

So, Rose Marie, on behalf of all former Wheatville Board Chairs: John Dickinson, Hunter Ellinger, BJ Combs, David Walker, Mike Rush, Diane Bell, Sarah Monger, and myself—we welcome you into the Wheatville Co-op Board Chair Emeritus family.



photo: Raquel Dadomo

### In this Issue:

Community Action / We Own It! / Upcoming Events / Thanks from PPC	2
Board President's Message / Fond Farewell & Warm Welcome to Board Members	3
Local Farmer Focus: Dewberry Hills Farm / HONK!TX 2014	4
Spring Starter Plants / New at Wheatville / Burritos NOW at 78704	5
Super Awesome One Day Deals during Owner Appreciation Days April 5-13	6
Reduce Recycle & Reuse with Bulk / Get Involved with Urban Roots	7
Local Farmer Spotlight: H&J Ranch / 6th Funky Chicken Coop Tour / Farm to Plate Event	8
Traditions with a Twist for Passover and Easter / Vendor Spotlight: Streit's	9
Tyler Williams's Top 10 Staff Picks / Staff Anniversaries / Staff Spotlight- Kelly Dugan	10
2014 Staff Appreciation Party Pictures / What a Wonderful Night!	11
I ♥ Wheatville / Kyrie Kress' Top 10 Staff Picks	back page



# Community Action Wednesday

Community  
ACTION  
WEDNESDAYS

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

In January, we raised \$5,171.65 for People's Community Clinic. Our shoppers also donated 274 children's books to be given to kids in the Clinic's waiting room. Thank you!



## In March, we will support the Sustainable Food Center

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



## In April, we will support Ecology Action

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



## You Own It!

by Erica Rose, Ownership & Outreach Coordinator

Wheatsville operates by and for 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 February 20, 2014: 15,497!**

If you have an ownership inquiry or need to update your mailing information, please contact Erica Rose, Ownership & Outreach Coordinator, at [membership@wheatsville.coop](mailto:membership@wheatsville.coop).

## DOGGONE IT! WHERE DID YOU GO?

Owners- if you're not getting the Breeze in the mail, please email your new address to Erica Rose at [membership@wheatsville.coop](mailto:membership@wheatsville.coop)



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

3101 Guadalupe 4001 S. Lamar  
Austin, Texas 78705 Austin, Texas 78704  
512-478-2667 512-814-2888

email [aldia@wheatsville.coop](mailto:aldia@wheatsville.coop)  
website [www.wheatsville.coop](http://www.wheatsville.coop)

Editor & Production: Aldia Bluewillow

### Contributors:

Mariah Barrett, Annie Downs, Kelly Dugan, Max Elliott, Christina Fenton, Dan Gillotte, Ralf Hernandez, Amy Hooper, Bob Kinney, Kyrie Kress, Beth Ley, Mark Maddy, Clark McKay, Chris Moore, Niki Nash, Nina Norton, Erica Rose, John Vinson, Lisa Weems, Tyler Williams

Photos by: Aldia Bluewillow, Raquel Dadomo, Jason Ewing, Bob Kinney, and Ben Mason

except where otherwise noted or not known

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

Wheatsville 2014 Board of Directors  
Doug Addison Reyna Bishop  
Marcia Erickson Christina Fenton  
Michelle Hernandez Angela Melina Raab  
Steven Tomlinson Kate Vickery  
John Vinson

### Wheatsville 2014 Board of Directors

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.

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.

# Upcoming Events

March 1—It's My Park Day [www.austinparks.org](http://www.austinparks.org)



March 16—Wheatsville's 38th Birthday.

Join us for free birthday cake at the Hospitality desk on the hour, Noon-6pm.

March 20—HONK!TX Brass Band Blitz Benefit Showcase details at [www.honktx.org](http://www.honktx.org)

March 21-23—HONK!TX Festival of community street bands

See page 4 for more details or go to [www.honktx.org](http://www.honktx.org)



- Friday, March 21: Pre-Festival Community Shows
- Saturday, March 22: Adams & Hemphill Park area, 11:30am-8pm
- Sunday, March 23: East Austin Parade in Pan Am Park Noon-2pm  
Join the Wheatsville parade team! Meet us there in your Wheatsville t-shirt.  
More info coming soon at [www.wheatsville.coop](http://www.wheatsville.coop)
- Sunday, March 23: Revue 2:30-5:30pm

April 5-13—Owner Appreciation Days, Owner receive 10% off one entire shopping trip.

April 5-13—Super Awesome One Day Deals—one super awesome deal per day for Owners only! See page 6 for day by day deals or go to [www.wheatsville.coop](http://www.wheatsville.coop)

April 6—Urban Roots Tour de Farm,

Benefit dinner at the farm, 5pm.

See page 6 for details. [www.urbanrootsatx.org](http://www.urbanrootsatx.org)



April 19—The Funky Chicken Coop Tour A self guided tour of Austin coops

See page 8 for more details or go to [www.AustinCoopTour.org](http://www.AustinCoopTour.org)



May 8—Sustainable Food Center's Farm to Plate benefit dinner at the Barr Mansion. See page 8 for more details or go to [sustainablefoodcenter.org](http://sustainablefoodcenter.org)

People's  
Community  
Clinic delivers care  
with respect and dignity  
to people with little  
or no health insurance.

February 11, 2014

Dear Mr. Gillotte,

Thank you for your support of People's Community Clinic with your gift of gently used children's books! PCC wouldn't be able to care for all of our patients without your generous help. Since private donations make up over half of the clinic's budget each year, your support makes a tangible difference to PCC's mission.

PCC excels at introducing cutting-edge programs and services that empower patients to improve their lives. As an attorney, I am especially proud that PCC is host to Central Texas' first Medical-Legal Partnership (MLP). Through the Austin MLP, we are working to address the socio-economic, environmental and legal issues that can impact our patients' health. Whether it's an unpaid veteran's benefit or a child living in unsafe housing conditions, resolving these types of problems through the inter-disciplinary collaboration of medical and legal professionals improves the health and well-being of our patients.

And, just as PCC serves a vital role in improving the health of our patients and our community, your support is vital to the health of PCC. Thank you for making a difference!

Sincerely,  
*Regina Rogoff*  
Regina Rogoff, JD  
Chief Executive Officer

2909 North IH-35  
Austin, Texas 78722  
[www.austinpcc.org](http://www.austinpcc.org)  
512.322.5135

Board of Directors  
Tim Herman, J.D.,  
Chair

Rosalba Arellano  
Cathy Cranston  
Kyle DeHaas  
Milton Hime  
Jeff Kchoe  
Mike Mackert, Ph.D.  
Nona Niland, M.D.  
Margaret Rittenhouse  
George Rodgers, M.D.  
Roxanne Wheels  
Howard Yancy  
Ofelia Zapata  
Lourdes Zuniga

Regina Rogoff, J.D.  
Chief Executive Officer  
Louis Appel, M.D., M.P.H.  
Chief Medical Officer

A partner of  
St. David's Foundation

## Community Action Recipients for 2014

January	People's Community Clinic
February	SafePlace
March	Sustainable Food Center
April	Ecology Action
May	Urban Roots
June	AustinPets Alive!
July	Hospice Austin
August	Meals on Wheels and More
September	Austin Childrens Shelter
October	Capital Area Food Bank
November & December	Wheatsville Co-op Community Fund







## Board President's Message *by Reyna Bishop, Board President*



fourth year serving on the Board and I am so excited to be able to represent our now more than 15,000 owners (woot!).

I was born in 1975, which means that I am only one year older than Wheatsville. It is interesting to think about the co-op in terms of human life span and thinking about Wheatsville in terms of MY lifespan certainly puts things in perspective for me. I can imagine Wheatsville in it's infancy, back when it's founders were idealistic dreamers who were trying to figure out how to do something real and tangible that would have a lasting impact for it's owners and in the community long after their involvement ended. Like loving parents, the founders figured out a model of growth that would give their "baby" the best start in the world. And like any new parents, they made a lot of mistakes and had to compromise along the way.

I can also imagine Wheatsville in its adolescence. Like many human adolescents, Wheatsville had its period of gawkiness, financial instability, disdain for authority, and outright surliness. Many businesses don't make it through their adolescence (or worse, never leave it).

Wheatsville owes much of it's current maturity to our Chief Executive Grocer (CEG), Dan Gillotte, who endeavored to make Wheatsville the "Friendliest Store in Town" and who has been steadily working with his incredible staff to build systems that have shepherded Wheatsville into adulthood. And my how we have grown! Wheatsville is now what I like to think of as a young adult; full of energy, still idealistic, and with an eye toward future growth via our BIG Direction.

In many ways, the Wheatsville Board of Directors has been on a similar trajectory of growth and maturity as the co-op itself. Over the past several years, the Board has transitioned to a form of governance called Policy Governance (PG). This transition occurred in part due to the recognition that it didn't make any sense for a group of well-meaning volunteers, who had limited time together, and who were not experts in the running of a grocery store, to try to delve too deeply into operational matters. We needed a system, and PG provided just that. In order to be effective, the Board had to figure out a way to lay down clear expecta-

tions (our Policies) for it's one employee (our CEG, Dan Gillotte), to allow that employee to make any reasonable interpretation of those expectations, and to require that the employee provide adequate proof that the Board's expectations were being met. Rose Marie Klee, our outgoing Board President, was instrumental in converting the Board to PG and this is part of her ongoing legacy.

PG remains, for us, the most effective way to ensure the fiscal, social, and cultural success our owners deserve and expect. However, as the Board has matured, it has become apparent that PG is only one aspect of the Board's work. Many co-op boards, including our own, have operated at a much higher level than just policy monitoring, but struggled to put the other, less tangible tasks, into an easily explainable framework. Art Sherwood, a professor of Economics and former Cooperative Development Service (CDS) consultant to Wheatsville recently came up with a way to frame the other, equally important tasks of the Board. He calls it the **Four Pillars of Cooperative Governance**, which include Teaming, Democracy, Strategic Leadership and Accountable Empowerment. We will be exploring the Four Pillars more this year, but below is a taste of what each pillar entails:

Teaming	Democracy (so much more than voting)	Strategic Leadership	Accountable Empowerment
The importance of Board perpetuation, training, and the work it takes to build a group dynamic and culture that allows for effective learning, discussion and decision-making.	The Board's responsibility to ensure that owner's have the information, representation, and the voice required for them to meaningfully participate in the co-op.	The work of learning in a strategic way that informs the manner in which we define the purpose and set the direction of the co-op.	The process for assigning power and accountability (PG as described above is our primary mechanism for fulfilling accountable empowerment).

As this board plans for 2014, we will use our Ends Policies and these Four Pillars of Cooperative Governance to inform our work. We are so excited to be stewards of this great co-op and we hope to take you, the owners, along with us on this journey of growth, discovery, and just darn good grocery!



Christina Fenton



John Vinson

## A Fond Farewell and a Warm Welcome

*by Christina Fenton and John Vinson (Nominations Committee Co-Chairs)*

In our January Board meeting we said farewell to outgoing Board President, Rose Marie Klee, and Board Director, Mark Wochner. Rose Marie started a tradition a few years back where each Board member says good-bye to outgoing Board directors, thanking them for their contribution to the Board and outgoing directors have the opportunity to reflect on what Board service has meant to them.

Mark spent three-years on the Board. In our goodbyes, many Board Directors commented on the breadth of Mark's experience: he is a scientist who has played an integral role in Black Star Co-op and is currently starting his own business! Reyna Bishop said, "You don't shy away from hard conversations and you talk about issues in a really positive, productive way." Kate Vickery said, "You made the Board better, we've relied on you, trusted your opinions and valued your thoughtfulness." Mark will be missed.

Kate Vickery



Marcia Erickson

Rose Marie had been on the Board for the last 9 years and the Board President for the last 6 years, seeing Wheatsville through many substantive changes. Marcia Erickson said, "You set the tone at the Board meetings, creating a different atmosphere than I've ever seen in a Board. I really admire your idealism." Mark told Rose Marie that, "In all of our work together I've seen a lot of dimensions of you- and I'm so impressed. You put your money where your mouth is." Dan Gillotte said, "Your heart is so big it leaks out your eyes." Thank you for your service on the Board, Rose Marie and your commitment to Wheatsville and the cooperative movement.

Steven Tomlinson, our Board Treasurer was re-elected for a 3-year term. When asked what he is looking forward to in 2014, Steven replied, "I'm excited about exploring new ways to get our broader membership engaged in imagining possibilities for more cooperative economy in Austin. I'm also excited about building good governance systems to support Wheatsville's growth. This year we'll have our first audit as a two-store business."



Steven Tomlinson, Treasurer



Rose Marie Klee



Angela Melina Raab



Mark Wochner

The Wheatsville owners have elected two brand new Board members who both started their 3 year terms in January: Angela Melina Raab, and Michelle Hernandez. When asked what each of them are most looking forward to about 2014, Angela said, "Becoming a Board member has been intensely educational. After observing or attending four Board meetings, I'm beginning to know how little I know about how Wheatsville actually works. My goal this year is to get educated enough about the co-op's brain and guts so that I can understand and discuss with the rest of the board the issue of affordability."



Michelle Hernandez

Michelle Hernandez, said she is "very excited about the opportunity to work with other people that are enthusiastic about the co-operative grocer model and all that entails. I look forward to seeing the BIG Direction in action and getting to meet more co-op owners."

The Board is sad to say goodbye to Rose Marie and Mark but Michelle and Angela will be great Board Directors and we're happy to have them.

### Our new officers:

- Reyna Bishop President
- Steven Tomlinson Treasurer
- Doug Addison Secretary



Reyna Bishop, President



Steven Tomlinson, Treasurer



Doug Addison, Secretary

## News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!

Sign up to receive our weekly email at [WWW.WHEATSVILLE.COOP](http://WWW.WHEATSVILLE.COOP) or

Follow us on:







## Focus on Local Farms: Dewberry Hills Farm *by Mark Maddy, Meat & Seafood Coordinator*



Dewberry Hills Farm has been a partner here at Wheatsville since before our renovation. Jane and Terry Levan put care and standards into raising their chickens that are second to none. The fact that they do it

less than 50 miles away in Lexington, Texas just adds the local factor to the highest quality chicken we have.

The life of a farmer can be very complicated. The weather is a huge factor that is beyond the control of the farmer and here in Texas it is even more complicated. Another substantial factor is predators. All sorts of wildlife like to eat chickens—from coyotes to predatory birds. There are some collateral pests, like feral hogs, that do not necessarily want to eat the chickens, but want the chicken's feed and water. The damage can destroy the chicken's shelter and feeders.

For most chicken farms, the way to deal with both of these issues is to house the chickens in a barn. Controlled climates and four walls will solve both of those issues. Jane and Terry use a different model, based on the Joel Salatin model of chicken rearing. To work more closely with the needs of the land and the animals, "tents" are constructed in the pasture. This allows protection from the elements and relative security.

A chicken's digestive system requires small rocks or pebbles to aid in digestion. By letting them roam in an open shelter, they are able to keep busy engaging in what chickens do and they stay happy and healthy under the close scrutiny of Jane and Terry.

One of their biggest problems, and they also agree that it is a good one to have, is keeping up with the demand for their chicken. As Wheatsville was setting up it's own expansion to a second location, Terry and Jane decided it was time to grow as well. Overcoming the limitations of cold storage and the number of chickens they can raise at a time, takes money and time. Luckily Jane and Terry have always supported their fellow



photo: Thomas Winslow www.thomaswinslowphotography.com

local farmers and that kind of goodwill has been rewarded. Having investment partners like David Perkins at Beatnik Foods and having guaranteed placement of their product is bringing that expansion to a reality!

Over the years, we have brought in everything Dewberry Hills can offer, up to and including chicken feet. With the help of Wheatsville owners we have been able to help Dewberry Hills Farm utilize the whole bird and contribute to their sustainability as a business and as stewards of their land and animals.

One of the best things about having such great local products is being able to shake the hand of the person that is raising your food. I have known Terry and Jane now for about seven years, since we started offering the Dewberry chickens here at Wheatsville in 2008. I have fed my family this chicken for a long time and it has been a pleasure to grow with them.

To read Jane's own words about farming visit [wheatsville.coop/news-and-events/news/dewberry-hills-chicken#more](http://wheatsville.coop/news-and-events/news/dewberry-hills-chicken#more)



photo: www.dhfarms.com



photo: www.dhfarms.com

**HONK! TX**  
 A FREE FESTIVAL OF COMMUNITY STREET BANDS | AUSTIN, TEXAS 2014  
 MARCH 21-23  
 ACADÉMICOS DA ÓPERA BATEBUNDA BIOHAZARD  
 BRASS BAND BOSS STREET BRASS BAND D20 BRASS BAND DEAD MUSIC  
 CAPITAL BAND EMPEROR NORTON'S STATIONARY MARCHING BAND ENVIRONMENTAL  
 ENCROACHMENT EXTRAORDINARY RENDITION BAND FANDANGO TEXAS GORA  
 GORA ORKESTAR HEY LOLLY BRASS BAND INNER CITY ALL-STARS MARCH  
 MADNESS MARCHING BAND MINOR MISHAP MARCHING BAND SOUL RAIDERS  
 NOFB SECOND LINE SOCIAL AID & PLEASURE SOCIETY SLOW DANGER BRASS BAND  
 THE CARNIVAL BAND URBAN ACHIEVERS BRASS BAND YES MA'AM! BRASS BAND  
 WWW.HONK!TX.ORG  
 HONK! TX  
 HOME SLICE PIZZA WHEATSVILLE FOOD CO-OP Prio's Brazilian POSTER: ALLYSON LIPKIN LIPSTING MEDIA

ONCE AGAIN, WHEATSVILLE IS PROUD TO BE THE TITLE SPONSOR OF THIS YEAR'S

## HONK!TX— March 21 – 23, 2014

Austin's only free Festival of Community Street Bands is back for the Fourth Brasstastic Year!

Thursday, March 20th

The Official Pre-HONK!TX Party & Benefit Show

Venue: Red 7 at 611 E. Seventh St. details at [www.honktx.org](http://www.honktx.org)

The Brass Band Blitz benefit for traveling HONK!TX bands. Admission is charged for this showcase event that promises to blow your mind.

Friday, March 21st

Pre-Festival Community Shows

Partnered with our community organizations. Look for details at [www.honktx.org](http://www.honktx.org)

HONK!TX Kickoff!

Location not announced at presstime. See [www.honktx.org](http://www.honktx.org)

Join us as 18 bands dazzle the denizens of Austin with free musical performances.



Saturday, March 22nd

HONK!TX in the Park!

Adams Park/Hemphill Park Neighborhood, near 29th and Fruth St. 11:30am-8pm, free

Once again bands will be performing non-stop in performance spaces around Adams and Hemphill Park. The vast majority of HONK!TX bands will be playing twice throughout the day. See [www.honktx.org](http://www.honktx.org) for the lineup and more details!

Sunday, March 23rd

HONK!TX Parade Day! at Pan-Am Park, 4th and Chicon St, 12pm-2pm

Free Band Revue: 2:30pm-5:30pm

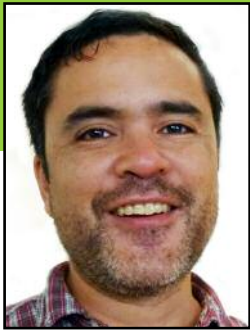
The annual parade from Pan-American Park in East Austin starts at 12 Noon sharp! The route will see 20 bands and plenty of spectacle marching their musical way through East Austin and returning to the park.

JOIN THE WHEATSVILLE PARADE MARCHERS— wear you Wheatsville t-shirt!

Following will be the annual all-band blowout revue where bands will have 8 minutes to strut their stuff.

Be on the lookout for appearances by the Trombone Choir and the all-new bass drum choir!





## Spring Planting

by Ralf Hernandez, Produce Coordinator



This past winter has seemed never ending for us Central Texans. It felt like the cold started earlier and was way colder than

winters past. Now that March is here, with its warm and inviting weather, it means one thing: time to get your hands dirty and get your spring garden started! The last frost date on average is on February 23rd and the unrelenting summer heat usually settles in at the beginning of July. That gives us a good four months of enjoying the fruits (and vegetables) of our labor in the garden.

At Wheatsville we like to get our starter plants from **Gabriel Valley Farm**. They have been providing starters to the Central Texas community for twenty four years and have been fully certified organic for the past seven. Their herbs have been among the most popular starter plants. Many of the varieties we offer do extremely well in our arid region of the country. I have had personal success with thyme, rosemary, basil, oregano, and marjoram. It's really satisfying knowing that when more depth is needed in a meal I'm preparing, the ingredient that's "missing" is more than likely right outside my back door.

Many of their vegetables they provide are also ideal for our climate. If planted early enough, I have had success with kale (lacinato is my favorite) and chard. They also provide some more heat tolerant vegetables, but you want to get them in the ground as soon as possible.

Their tomatoes are wildly popular, and even a novice gardener can enjoy success when trying one of their grape or cherry tomato varieties. Cucumbers, summer squash, and eggplant also do well in the heat.

Stop by the co-op, pick up some plants and enjoy many a beautiful day with your new friends in the garden.



## BURRITOS are HERE!

by Mariah Barrett, Deli Supervisor, South Lamar

We just introduced a full build-your-own burrito menu at Wheatsville-South Lamar. All of our fillings are prepared fresh, in house. So how do you get one of these in your life?

### First, pick your TORTILLA:

Locally Made White Flour Tortilla  
Locally Made Wheat Flour Tortilla  
Gluten-Free Rice Tortilla (no extra charge)

### Pick your BEANS:

Organic Black Beans  
Vegetarian Refried Pinto

### Then pick your RICE:

Organic Brown Rice  
Cilantro White Rice (delicious!)



### The 78704

My personal favorite! This bad boy is a vegetarian burrito, loaded up with beans and rice ( I prefer black beans with the cilantro rice) It comes with our in-house made guacamole, which is also available in the Produce section. I add a heaping scoop of our black bean and corn salsa, and then load it up with veggies like lettuce, tomato, carrots, sprouts, and jalapenos.

## New at Wheatsville

by Nina Norton, Category Management Coordinator



### Kiskadee Chocolates

Austin chocolatier Kiskadee uses organic, fair-trade cacao to create confections that honor the growers and showcase the unique flavors and textures of each bean. The flavored varieties of these exquisite, handmade bars are studded on one side with toppings ranging from whole almonds and sea salt crystals to chunky raw cacao nibs and are some of the prettiest bars we've seen.

### Earth Balance Kettle Chips

Non-GMO, gluten-free, and wholly vegan, Earth Balance Kettle Chips are our newest snack addiction. These tasty one hundred percent plant-based chips- available in Cheddar, Sour Cream & Onion, and Sea Salt- are so good, they had even the non-vegans fooled.



### Rocco & Lola Toasted Almond Breading

Toasted to perfection and seasoned just right, this unique breading gives your favorite foods a warm nutty flavor and a rich texture. A great Paleo-friendly alternative to bread crumbs that coats, stuffs, and sprinkles the exact same way, and offers benefits like protein and fiber, plus heart-healthy omegas and good fats from the mighty almond. Made right here in Austin!

### Endangered Species Filled Chocolate Bars

Premium 72% cocoa content dark chocolate bars filled with pillows of natural dairy-free crème. Each delicious bite is layered with a 10% Promise to support species, habitat and humanity. Certified vegan, gluten-free, and sourced from ethically traded cacao farms ensuring fair trade, responsible labor practices and sustainable farming.



### Rhythm Superfood Tortilla Chips

Local producer Rhythm Superfoods takes non-GMO corn and blends in vegetables, Superfoods, pea protein and spices to deliver four flavors of crispy chips. These nutrient-rich, delicious baked Superfood Chips pack an array of benefits, including plenty of protein and whole grains into a non-GMO snack. In addition to being a good source of fiber, they are gluten-free and kosher-dairy certified and guilt-free!

### Harvest Bay Organic Coconut Water

Certified organic, never from concentrate, never frozen, coconut water from the Philippines. Available straight up, or blended with either dark chocolate or rich coffee. All varieties are dairy and carageenan-free.



### Shredded Citrus Chicken or the Cilantro Lime Marinated Beef

The beef is Niman Ranch Chuck steak that is marinated & slow roasted by your favorite South Lamar cooks. The chicken is all natural and comes from a local Texas farm.

### Tempeh or Veggie Fajita

Feeling Veggie? You can make our Local Hearty Vegan Tempeh, or a Veggie Fajita Burrito, made with local White Mountain wheat gluten.

### Popcorn Tofu Burrito

Finally we have the show stopper...the Popcorn Tofu Burrito. Here at the Wheatsville Deli, we are committed to finding as many ways to get Popcorn Tofu into people's mouths as we possibly can. Never tried it? This will be a great first experience- Pick your tortilla, bean, rice, and veggies. Add Corn salsa and cheese if you like (Daiya is just 75¢ extra). Finally a generous portion of Popcorn Tofu and a big scoop of guacamole.

Burritos are available after 11am DAILY at South Lamar. Hope to see you soon for LUNCH or DINNER!

**LOCAL, HANDMADE TEMPEH AND TEMPEH SAUSAGE**

Available at Wheatsville

or order direct at: [theheartyvegan@gmail.com](mailto:theheartyvegan@gmail.com)

**The Hearty Vegan**

[heartyvegan.com](http://heartyvegan.com)

100% organic ingredients non GMO, gluten-free vegan

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



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



We support Wheatsville Food Co-op!  
[www.workersassistance.com](http://www.workersassistance.com)  
512.328.8519

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



# SUPER AWESOME → 1 DAY DEALS!

## DURING Owner APPRECIATION DAYS

**Saturday, April 5** (excludes all other Dr Bronner's 32oz Soaps)

**DR BRONNER'S PEPPERMINT SOAP 32OZ** Reg. \$13.99 → **\$8**

**Sunday, April 6** (excludes all other Emergen-C items)

**EMERGEN-C SUPER ORANGE VITAMIN C 30CT** Reg. \$9.99 → **\$6**

**Monday, April 7** in the freezer

**DAIYA VEGAN PIZZA ALL Flavors!** Reg. \$9.49 → **\$5**

**Tuesday, April 8** Bulk **SPROUTED ALMONDS** Reg. \$14.99/lb → **\$10/lb**

Bulk **CHOCOLATE SPROUTED ALMONDS** Reg. \$19.99/lb → **\$15/lb**

**Wednesday, April 9** 3.2oz (excludes all other Chocolove Bars)

**CHOCOLOVE ALMONDS & SEA SALT CHOCOLATE BAR** Reg. \$2.69 each → **3/\$4**

**Thursday, April 10**

**PARMIGIANO REGGIANO** Reg. \$26.99/lb → **\$17/lb**

**Friday, April 11** in the Grab & Go case only

**POPCORN TOFU PO'BOY** Reg. \$5.99 → **\$4**

**Saturday, April 12**

**NIMAN RANCH LEG OF LAMB ROAST** Reg. \$9.49/lb → **\$7/lb**

**Sunday, April 13** in the dairy case

**GRANDMA'S HUMUS 9oz** Reg. \$4.99 → **\$3**

**DEAL PRICES FOR OWNERS ONLY — Not an Owner yet?** Find out how YOU can become one at the Hospitality Desk.



**Conans PIZZA** since 1976! Hey Vegans! We have **daiya**

NORTH - 459-3221  
CENTRAL - 478-5712  
SOUTH - 441-6754

**\$3 OFF ANY LARGE (WITH THIS AD)**

Local Spoken Items  
100% Independent Business Owners  
GO TEXAN.

DEEP PAN - THIN CRUST - SALADS - WINGS - LOCAL - BEER - VEGAN

**WE BUY, RENT & SELL MOVIES & VIDEO GAMES**

AUSTIN

**I ♥ VIDEO**

"go braless & be modest"  
100% comfy cotton to wear over or under

**Ttime flatwear**

micro thin quilted panels keep nipples undercover

"I'll never wear a bra again!"  
ONLY AVAILABLE AT  
[www.ttimeflatwear.com](http://www.ttimeflatwear.com)





## Reduce, Reuse and Recycle with Bulk Foods

by Lisa Weems, Kitchen Supervisor



**Be Green. Get Green.**  
Use your own bags or containers and get a nickel back for each one.



Apply it to your bill or donate it to this month's Community Action non-profit organization.

only the amount that you need. They arrive in our stores with significantly less packaging than their counterparts on the grocery shelves. Best of all, you can reuse your own containers to further reduce additional packaging such as plastic bags.

Consider a staple dried good such as rice. When you purchase packaged rice, it usually comes in a bag or a box (sometimes both!). These individual packages are then contained in a larger box for transportation purposes.

At Wheatsville, we recycle our packing boxes through a great local group, **Break**

**It Down Austin**. Between the two stores, we recycle nearly 8000 pounds of cardboard a week! Bulk foods for the most part arrive in a single bag or box, so their impact is significantly lower.

You can further reduce your need for additional packaging by reusing your own containers when you buy bulk foods. Bring in your own bags, jars, or other containers and fill them up with as much or as little as you need. I love quart-sized Mason jars (conveniently available near our bulk section) for pantry staples such as grains, beans, and small pasta shapes. I also save my Dijon mustard jars (also a staple in my household) to use for dried bulk herbs—they are the perfect size. Before filling your containers, you can weigh them yourself with the scales in the bulk department or ask one of our friendly Hospitality Clerks to do it for you so that the weight of the container can be deducted when you check out. You will also be rebated five cents for every reusable container or bag that you bring in. In 2013, we issued \$18,830.30 in reuse credits—that means that you brought in 376,606 reusable bags or other containers. In January 2014 alone, our customers brought in 50,000 reusable items! That's a whole lot of packaging saved! **Fun fact:** every reusable bag has the potential to eliminate 1000 plastic bags. If you brought just one reusable bag to shop at Wheatsville 1000 times, you would be rebated \$50!

Of course, some packaging is a necessary in the grocery business, to ensure that goods arrive at the store intact and untainted. Fortunately, we work with several wonderful organizations that help us reduce the impact of this packaging. In addition to recycling our cardboard, Break It Down Austin also handles our single-stream recycling and composting programs. We recycle glass, steel and aluminum cans, plastics, office paper, newspapers, magazines...the list goes on and on. We also compost our food scraps, paper food containers (like the boxes you use for the food bar), our corn plastic utensils, and much more. Jeff Payne of Break It Down



estimates that we compost nearly 3000 pounds per week! Not only do we use these services in-house, but we offer them to our customers while they are in the store as well. Look for the triple disposal containers located throughout the store, complete with handy visual aids to clarify which products can be recycled or composted. We have been

told by the good folks at Break It Down that our customers do an outstanding job of including the correct items for recycling and composting, so kudos to you!

Another amazing local organization helps us to mitigate food waste, another inevitability of the grocery business. The Blackland Neighborhood Center has been picking up our culled food products—from bruised produce to products at or near the end of their shelf life such as dairy products and deli prepared foods—for five years now and estimates that we have donated nearly 200 tons of food during that time. They use these products to feed economically disadvantaged families, homeless Austinites, and housebound elderly and make use of everything that is donated. We are extremely proud that we can reduce waste and help those in need in our community.

Thank you to all of our wonderful customers who support our initiatives to reduce waste in our community. Keep bringing in those bags and containers and go discover something new and wonderful in bulk foods!



### Try this at home!

When it comes to cooking at home, choosing the right ingredients and understanding basic kitchen skills can make the difference between a good meal and an amazing one. In the Co+op Kitchen video series you'll find handy hints from chefs and food enthusiasts who love sharing their passion for great food, plus easy recipes for delicious homemade meals. See what's cooking in the Co+op Kitchen!

Visit [www.strongertogether.coop/coop-kitchen](http://www.strongertogether.coop/coop-kitchen).



## Get Involved with Urban Roots

by Max Elliott, Executive Director



With spring right around the corner, exciting things are happening at Urban Roots. We are honored to have Wheatsville's continued and generous support,

including their participation as **Presenting Sponsor for our upcoming Tour de Farm on Sunday, April 6**. Guests will get the chance to hear from Urban Roots youth leaders, tour the farm and feast on local treats by a few of Austin's best chefs. The event is shaping up to be a huge success, and we're thrilled that Wheatsville is taking a leadership role.

We are also proud to kick off our 7th year! A new crew of 30 youth Farm Interns, between the ages 14-17, just joined us from 16 different schools to grow 35,000 pounds of food for the community on our 3.5 acre farm in east Austin. We will be donating 40% to local soup kitchens and food pantries like Caritas of Austin and Meals on Wheels and More and we will be selling the rest at the Saturday downtown farmers market and through our **2014 Urban Roots CSA**.

Urban Roots runs a 17-week Community Supported Agriculture (CSA) from the end of March through the middle of July. We provide fresh, local fruits and vegetables in weekly or bi-weekly installments at a cost of \$40/share (25% is tax-deductible). We are an "old school" CSA as we take the "Community" in CSA very seriously. Our CSA shares are more expensive than other farms around town because we don't want to compete with these business and we are looking to build a strong "Community" who want amazing fresh produce AND who support our mission to transform the lives of youth and increase access to healthy food in Austin. On Wednesdays, CSA members can pick up their shares at Wheatsville on Guadalupe.

To help deliver our produce this year, we will soon be unveiling our new **Farm Mobile!** With the support of community partners like Wheatsville, we have wrapped the vehicle with photos of Urban Roots' Alumni to celebrate these youth leaders and to promote healthy relationships with land and food.

Please visit our website, [urbanrootsatx.org](http://urbanrootsatx.org) to learn about opportunities to join our CSA, volunteer on the farm, and learn about our annual Tour de Farm. Thanks so much Wheatsville. We heart you!



Each spring Urban Roots brings together more than 200 guests for the **Tour de Farm** – a dinner event celebrating Urban Root's mission of using sustainable agriculture to transform the lives of young people and increase access to healthy food in Austin. The evening's highlight include youth-led farm tours, an elegant multi-course dinner prepared by several popular Austin chefs, and inspiring stories from current youth interns. For ticket information see [www.urbanrootsatx.org](http://www.urbanrootsatx.org).

**Sunday, April 6, 2014 5:00pm**  
**Urban Roots Farm, 7651 Delwau Ln. Austin TX 78725**

#### 2014 Featured Chefs

- Matthew Boagh & Laila Sanii, Friend of Friend Catering
- Daniel Olivella, Barlatta

- Bryce Gilmore, Barley Swine
- Rene Ortiz & Paul Qui, qui





# Local Farmer Spotlight: H&J Ranch by Chris Moore, Chill Coordinator & photos by Jason Ewing



In January, Jason Ewing and I got the opportunity to go on a field trip to H&J Ranch. Henry and Joan's ranch has been providing Wheatsville with farm fresh eggs for eight years and

is located just 8 miles east of Austin.



Their 13 acre farm is home to over 500 chickens, all running around doing as they please. Henry started raising emus 10 years ago, but a couple years later, they bought twelve chicks and a rooster from Alexander Family Farm and started producing eggs. They've also branched out to raise sheep, roosters, and ducks at the ranch.

**The only place where you can buy their eggs, besides the ranch, is at Wheatsville.** We carry both their large and medium chicken eggs. We also get duck eggs from them when they are available. One advantage of them being a small local producer is that they take back all the Styrofoam egg cartons. They wash and reuse the cartons to save on cost and to combat waste—so be sure to return your cartons to the Hospitality Desk at either Wheatsville location.



*This year Henry and Joan celebrate their 50th anniversary. We are proud to have them as one of our most friendly vendors!*



The farm has been in Joan's family for several generations. When I asked Henry if he was ever going to retire, he laughed, and looked over to Joan who said she wished he would but he is too darn stubborn! Henry replied that he has to do something to keep busy. Henry loves being his own boss, the hard work, and working with the animals. One of the toughest things is dealing with the weather and Joan says that the cold is the worst.

I asked them their favorite way to eat eggs. They said they prefer to eat them fried but Joan also really likes baking with them.

Here at Wheatsville we have a great selection of local eggs but it doesn't get any more local or community supportive as H&J Ranch eggs so y'all come on down and enjoy their most excellent eggs!



*Henry and Joan keep the hens happy and entertained with Country & Western music.*

## 6th Annual Funky Chicken Coop Tour by Amy Hooper



Get ready, chicken fans, because **April 19, 2014** is the date for the **6th Annual Funky Chicken Coop Tour!** Check out the new Coop Tour Headquarters, at Sunshine Community Gardens, in a cooperative arrangement with Texas School for the Blind and Visually Impaired, 4814 Sunshine Drive, Austin, Texas 78756.

Tour Headquarters opens at 8:15 am, with tour maps going on sale at 9 am. We'll have a live poultry corral, free edu-

cational booths, and a new speaker series. Kids can enjoy a special Children's Chicken Story Time, courtesy of our Austin Public Libraries. Coops viewing will be available 10 am - 4 pm.

Buy maps at Tour Headquarters or online at [funkycooptour.brownpapertickets.com](http://funkycooptour.brownpapertickets.com). Maps are \$12 and can be shared with others in your touring party. Watch for savings coupons on FCCT. Create your own custom tour, on two wheels or four. You can also explore the coops on the Bicycle Tour de Funky Chickens hosted by the Austin Cycling Association. Rides for various levels and distances will be available.

This year's tour benefits the New Farm Institute, which is "working to inspire a new generation of sustainable farmers in the urban fringe." FCCT is an event of the 501(c)(3) nonprofit Urban Poultry Association of Texas, Inc. and welcomes your donations. There are still opportunities to volunteer.



**Website:** [AustinCoopTour.org](http://AustinCoopTour.org)  
**Facebook:** [www.facebook.com/AustinFunkyChickenCoopTour](http://www.facebook.com/AustinFunkyChickenCoopTour)  
**Twitter:** [twitter.com/afct](http://twitter.com/afct)  
**Instagram:** [instagram.com/austinctooptour](http://instagram.com/austinctooptour)  
**Flickr:** [www.flickr.com/austinctooptour](http://www.flickr.com/austinctooptour)  
**YouTube:** [www.youtube.com/austinctooptour](http://www.youtube.com/austinctooptour)

## Farm to Plate Thursday, May 8

Barr Mansion & Artisan Ballroom  
6:30-9:30pm



Celebrate the bounty of spring with **Sustainable Food Center** at their **Farm to Plate annual fundraiser** on the lush grounds of historic **Barr Mansion**, including their beautiful artisan ballroom. Delight your guests with food by over **25 leading Central Texas chefs** dedicated to sourcing locally.

All proceeds benefit SFC, a nonprofit organization responsible for four weekly farmers markets, organic food gardening classes, a farm to school project called Sprouting Healthy Kids serving one third of AISD schools with plans for expansion to all campuses by 2015, plus interactive cooking classes and nutrition education—all in the Austin area.

The Farm to Plate fundraiser offers guests a "sip and stroll" format, with handmade cocktails by the Tippy Texan, biodynamic wines and local microbrews.

Wheatsville Food Co-op has made Farm to Plate possible for the past six years as the presenting sponsor and continues to support SFC this year. In addition, Barr Mansion has again graciously donated their space, an ideal venue for SFC given its edible landscaping!

"Because of the outstanding ongoing support of Wheatsville Food Co-op and our other sponsors, Farm to Plate is able to continue for its seventh year—an SFC tradition of bringing together local farmers, talented chefs, beverage artisans and of course, our cherished supporters who attend year after year to enjoy time with friends while supporting our mission," said Ronda Rutledge, Executive Director.

This year, SFC expects 600 guests at the highly anticipated event, building upon the success of six sold-out years with enhancements such as VIP sponsorship experiences and an award honoring an Austin food scene hero. As in years past, Farm to Plate is a zero-waste event, in keeping with both SFC and Barr Mansion's commitments to closing the food system gap. Staff and volunteers are on hand to compost and recycle, and the event producers work hard to ensure nothing goes into the landfill.

Don't miss out on buying a table of ten or an individual ticket to the fundraiser of the season benefiting the programs of SFC! Tables and tickets available to the public starting March 18th at [www.sustainablefoodcenter.org](http://www.sustainablefoodcenter.org)

*Sustainable Food Center's mission is to cultivate a healthy community by strengthening the local food system and improving access to nutritious, affordable food. SFC envisions a food secure community where all children and adults grow, share and prepare healthy, local food.*





**Pesach (Passover):  
April 14-22, 2014**



For the past three years I've been happy to write that we Wheatsville product procurers have been able to source Kosher for Passover items in the Grocery Department. We've received some great feedback from owners and other customers about the past selections, which help us make our decisions for planning this year's Passover offerings. The theme that's emerging is a dedication to tradition, with some updates to include organic and gluten free.

For instance, classic **Streit's Matzo Crackers** are popular as well as **Streit's Organic Matzos, Whole Wheat Matzos and Manischewitz Gluten Free Matzo Style Crackers**. We'll have traditional potato pancake mix as well as vegetable pancake mix, **Gold Pure Foods Horseradish and Borscht, Manischewitz Gefilte Fish, Streit's Matzo Ball Soup Mix AND Gluten Free Matzo Ball Soup Mix**.

All items are certified Kosher for Passover and will be located independently on their own display apart from other

items. The shelves will be wrapped with white paper, as is the custom. We will have some nice sales and discounts on many of the Passover foods. Look for this display starting Wednesday March 19th through the end of Passover. I should note here that **all items are available while supplies last**, since we are only able to get one large order from our distributor. I hope you enjoy this year's selection and if there's anything you would like to see next year, let us know on the Wheatsville Wish List, located at the front Hospitality Desk.



**Easter Bunny sighted near Wheatsville Co-op!  
Easter Sunday: April 20, 2014**

The Easter Bunny is on his way to Wheatsville and he gave me a sneak peek in his basket. Look for seasonal favorites **Sjaak's Chocolates**, always Fair Trade, vegan and CUTE! Sjaak's makes handcrafted chocolate bunnies, eggs and the big hit from last year: a chocolate bunny filled with vegan gummy bears!



The big bunny's basket was also stuffed with **Sanders Chocolate Sea Salt Caramel Eggs and Sanders Cream Filled Eggs** in a variety of flavors like Milk Chocolate Peanut Butter and Dark Chocolate Maple Pecan!

Not a fan of chocolate? No problem! We'll have large bags of **Yummy**



**Earth Organic Lollipops, Jelly Beans and Fruit Snacks** as well as **PEEPS, Nikki's Hippity Hop Bunny Cookies** and more! Mr. E. Bunny tipped me off that his candy supplies are while they last, so hop on by starting Wednesday April 2nd!

**Spring Baby Spring...**

**Ecowise. Austin's best source of eco-friendly baby supplies!**

**We carry educational toys, teethers, cloth diapers,**

**baby carriers & so much more!**

**All non-toxic/organic.**

**Bring this ad with you & get 15% off baby products.**

**Ecowise**

**110 W. Elizabeth St. Austin TX, 78704**

**Offer expires 4-30-14**

**www.ecowise.com 512.326.4474**



**Vendor Spotlight: Streit's**  
*Kosher baking for over 80 years*

In the 1890s, Aron Streit and his wife, Nettie, left Europe and came to America. In 1916, Aron opened his first matzo factory. There, on Pitt Street on the Lower East Side of Manhattan, Aron and his first partner Rabbi Weinberger made all their matzo by hand. In 1925, Aron and one of his sons opened up a modern bakery in the same building on Rivington Street where Streit's stands today. With the family working together, the Streit matzo bakery prospered and Aron bought three adjoining buildings to handle the growing business.



Family and religious values are not the only things that have remained constant at Streit's. Today, Aron's granddaughters and great-grandsons run the company. Streit's is the only family-owned and operated matzo company in America. From our family to yours is more than just a slogan. It is a family tradition handed down from generation to generation.

At the matzo bakery and at home, Aron and Nettie maintained the Old World traditions while building a life in the New World. Friday night Shabbos dinners were a ritual that continued throughout their lives.



photos: www.streitsmatzos.com



Buying, selling, and leasing residential real estate while promoting energy efficiency and sustainability.

Chris Beer – Broker Owner  
(512) 529-0314  
www.greencityatx.com

**Veggie Heaven**  
HEALTHY VEGETARIAN CUISINE WITH A DELICIOUS ORIENTAL FLAVOR  
WE SERVE BUBBLE TEA  
457-1013  
Mon-Fri 11-8:45pm  
Sat-Sun 12-8:45pm  
Parking Available  
1914-A Guadalupe • veggieheavenaustin.com

**FREE FRIED SPRING ROLL**  
with the purchase of any entree that costs a minimum \$5.95 + tax. Not valid with any other offer, one coupon per person. EXP 10/12/13



**TRAVIS AUDUBON**

Promoting the enjoyment, understanding & conservation of native birds & 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 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.  
[www.travisaudubon.org/fieldtrips.html](http://www.travisaudubon.org/fieldtrips.html)



# Staff TOP 10 PICK



TYLER WILLIAMS: HOSPITALITY CLERK GUADALUPE

1. Southern Fried Tofu.

I THINK IT'S BETTER THAN THE POPCORN TOFU....



2. Justin's Vanilla Almond Butter

I LIKE TO EAT IT WITH BABY CARROTS.

3. Wellness Salmon Dried Cat Food

I'VE NEVER TRIED IT, BUT MY CAT REALLY SEEMS TO LIKE IT.

4. O'H! Kim Chi Vegan Daikon Kim Chi

LOCAL. VEGAN. KIM CHI.

5. Red Rabbit Cooperative Bakery

Austin Cream Pie Donut

IT HAS A VEGAN CREAM CHOCOLATE FILLING.

6. Organic Bananas

I ATE ONLY THESE FOR A MONTH ONCE.

7. Sweet Ritual Salted Caramel

Ice Cream

THE BEST VEGAN ICE CREAM EVER.

8. German Chamomile Tea in Bulk

CHAMOMILE TEA IS MY FAVORITE.



9. Juniper Ridge

Wild Harvested Cedar Incense

I LOVE GOOD SMELLS.

10. Dr. Bronner's Organic

Whole Kernel Coconut Oil

BEST FOR COOKING AND YOUR SKIN.



KUTX.org

98.9 fm



## MORE HAPPY PEOPLE!

### Staff Anniversaries!

- ★ Ralf Hernandez 14 years as of 3/22 (Produce Coordinator)
- ★ Dana Tomlin 11 years as of 3/4 (Fresh Manager)
- ★ Thor Armbruster 8 years as of 4/10 (Store Steward)
- ★ Chad Peters 7 years as of 3/14 (Cook)
- ★ Beth Beutel 6 years as of 3/27 (Operations Lead)
- ★ Bruce Cloud 6 years as of 3/19 (Packaged Clerk)
- ★ Trae Branham 6 years as of 4/02 (Packaged Clerk)
- ★ Mariah Barrett 6 years as of 4/14 (Deli Supervisor)
- ★ Adrienne Santchi 5 years as of 4/29 (Grocery Coordinator)
- ★ Sam Sladish 5 years as of 4/20 (Cook)
- ★ Robert Kreuzburg 5 years as of 4/23 (Produce Receiver)
- ★ Erica Rose 4 years as of 3/3 (Ownership & Outreach Coordinator)
- ★ Brent Chesnutt 4 years as of 3/25 (Packaged Lead)
- ★ Jimmy Dawson 4 years as of 4/14 (Facilities Coordinator)
- ★ Bethany Johnson 3 years as of 3/31 (Packaged Clerk)
- ★ Candace Squire 3 years as of 3/24 (Baker)
- ★ Dianne Fox 2 years as of 3/22 (Kitchen Lead)
- ★ Erik Hernandez 2 years as of 3/07 (Deli Clerk)
- ★ Cat Ramos 2 years as of 3/07 (Cook)
- ★ Nicole Purvis 2 years as of 4/10 (Order Clerk)
- ★ Dheva Liebman 2 years as of 4/10 (Order Clerk)
- ★ Kristen Petit 1 year as of 3/07 (Deli Lead)
- ★ Annie Neves 1 year as of 4/29 (Hospitality Clerk)
- ★ Ryan Vanstone 1 year as of 4/24 (Information Systems Manager)
- ★ Danny Riha 1 year as of 4/25 (Deli Lead)

### Staff Spotlight- Kelly Dugan

by Annie Downs, File Clerk & Recruiting Coordinator



AD: What is your Wheatsville history?  
 KD: I've been shopping at Guad since I was in high school and then helped open the Bakehouse at South Lamar this past September!

AD: Where are you from and when did you get to Austin?  
 KD: I moved to Austin when I was 4, so generally this is my hometown!

AD: What is your favorite product at Wheatsville?  
 KD: Guayaki "Classic Gold" sparkling Yerba Mate!

AD: What is your favorite thing to do/place to go in Austin?  
 KD: Jumping into the Pedernales in the summer and dancing at the White Horse!

AD: Tell me one thing that most Wheatsvillians don't know about you (that you're willing to share!).  
 KD: I created a magazine called Peach Fuzz!

AD: Fill in the blanks:  
 KD: I've always wanted to shave my head and if I had it my way, small, local, sustainable businesses would not be a niche minority market in our economy, but the norm!



# MORE HAPPY PEOPLE: Staff Appreciation Party

Photos by Bob "the Captain" Kinney & Ben Mason



Ben Mason



Bob Kinney



Bob Kinney



Bob Kinney



Bob Kinney



Bob Kinney



Bob Kinney



Bob Kinney



Ben Mason



Bob Kinney



Bob Kinney



Bob Kinney

## The 2014 Wheatie Award Winners:

(G=Guadalupe, SL=South Lamar)

### Class Clown:

- Brandon Crider (G)
- Carol Campbell (G)
- Ryan Fowler
- Jackson Fallin (SL)

### Best Style:

- Caroline Robinson (G)
- Margaret Halpin (SL)

### Most Likely To Make Their Day:

- Monica Ford (G)
- Kristen Petit (SL)

### Best Hustle:

- Carol Campbell (G)
- Chris Moore (SL)
- Alex Neiheisel (SL)

### Most Likely To Transform Society:

- Dan Gillette

### Most Active In The Community:

- Cece Flores (G)
- Beth Beutel (SL)

### Clean Machine:

- Thor Armbruster (G)
- CJ Beaman (SL)

### Most Wheatville Pride:

- Clark McKay (G)
- Mariah Barrett (SL)

### Naturally Knowledgeable:

- Jimmy Dawson (G)
- Nina Norton (SL)



Bob Kinney



Bob Kinney



Bob Kinney



Bob Kinney



Bob Kinney

## What a Wonderful Night!

by Clark McKay, Deli Counter Supervisor, Guadalupe

The Staff Party is a very special event for Wheatville. Every year we look forward to that big night when we cut loose, cut a rug, and even karaoke. This year however, was arguably the best yet because this year we celebrated with two stores, and twice the stores meant for twice the fun.

I got to see old pals that I knew from the massive training that we did prior to South Lamar opening but I also got to meet new members of the Wheatville clan. I have to say, at first, it was strange seeing so many unfamiliar faces while knowing that we work for the same organization. But as the night drew on we all found that there were great activities planned to help us get to know each other better.

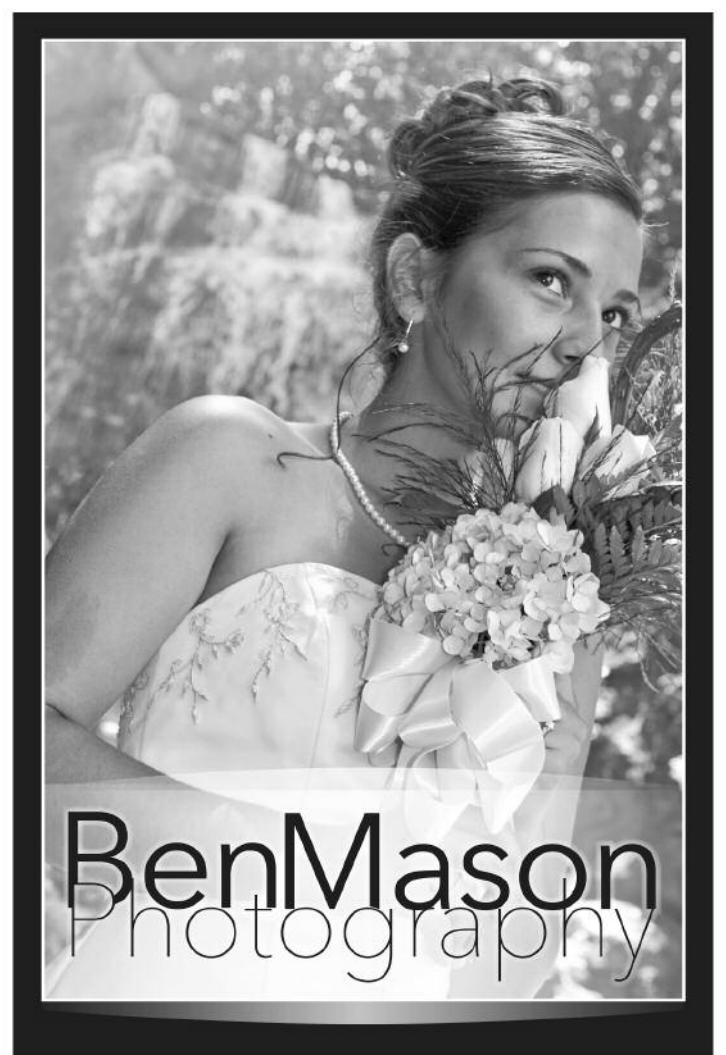
The party started with a Staff Scavenger Hunt where we mingled and conversed so that we could pass a test of our knowledge of our co-workers. For example, can you name five staff members who are in a band? If so, what is their band's name and what instrument do they play?

We then enjoyed a delicious dinner spread provided by Torchies Tacos and vegan sweets from Capital City Bakery at the candlelit picnic tables of the Hotel Vegas patio.

After dinner it was time for the presentation of the coveted Wheatie Awards, another long held tradition at Wheatville where staff vote on categories such as "Best Personal Style" and "Most Likely to Transform Society". Each store had their respective winners.

Finally it was time for karaoke! Nothing makes for a better bonding experience than the embarrassing art of belting out those hits of old that you forgot existed.

Memories were definitely made that night and so were a lot of new friendships. I can't wait to see how much fun the Staff Party is going to be when we have three stores or even five. This is just another example of the Big Direction in action and how Wheatville is making more happy people.



BenMason  
Photography

tekkind.com | (828) 279-3844



# 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.

"Every time I come here for breakfast it's always the best one I have all week!" Katrina

"Be careful of gateway veggies: First it's Wheatsville Co-op, next thing you know you're all in tie-dye and banging away in the drum line at Eeyore's Birthday Party..." Ed G on fb

"Some days, I wish I had a cupboard in my kitchen that magically opened up into Wheatsville." Yelp

"Today's vegan comfort food tour of Austin is complete; frito pie from Wheatsville Food Co-op, ice cream from Sweet Ritual, and cinnamon rolls for tomorrow's breakfast from Capital City Bakery. So happy!" Laurie BG

"omg omg omg #popcornofu burrito?? i might literally drop everything right now and go get one." #addicted #delicious Instagram

"12 minutes ago, @wheatsville posted a pic of \$4 tofu po'boys and now I have 4 of them and am back in bed. Boom." Twitter

"I don't always remember to go grocery shopping, but when I do, I always go to Wheatsville Food Co-op" Facebook

"Kathleen paid for another person's groceries all because they forgot their debit card!"

"Hi. My name is Laurie and I'm a popcorn tofu with cashew tamari dipping sauce addict. Wheatsville Food Co-op should consider hosting a mass intervention because there are many of us out here." Facebook

"I just love coming into this place, it always has such a good energy. I feel so lucky to live close by." Teresa H

"The Hospitality clerks are the best! If I'm in a good mood, they smile and laugh with me. If I'm in a bad mood, they cheer me up. Sometimes I come here just for a friendly smile, not even for food. It's that awesome. Thank you Wheatsville!" Allison K

"I love coming to WV! My son said he's never felt so welcome at a grocery store before."

"Just when I thought WV couldn't get any better...they come up with this!" #WheatsvilleBurrito

"I came in here for the first time a week ago and everyone was so nice to me that I decided I needed to come back and become an owner!"

"Your foods are soo nom. And the hot bar is da bomb. Thank you so much for being the best co-op in the world." Secret Admirer

"Just became a member! I find this exciting for some reason!" Twitter

"Wheatsville is a complete store for healthy lifestyle" Sherry LB

A customer came in & asked to speak w/ the store manager. Her complimented us, saying he had dropped some cash and a cashier (Leah) found it & ran outside to give it to him.

"This new store is gorgeous! So much light, & airy-ness :)"

"It's a party that I get to shop here. I love this store! Thank you." Carrie W

"I got the catfish and the mashed potatoes and the garbanzo beans at the hot bar, and they were the best of all three of those I've ever had!!!" Enid

"Thank you very much for being 'scent free' - I wish other stores were so thoughtful :)"

"When I have to come in and out, it's easy; a breath of fresh air!" Brooke D

I am so happy y'all are down south. Love the new store. So convenient!" Henry

"I love all the great stuff you guys have here! I just never want to leave!" Jewel

"This place is so awesome! I wish I had infinite funds so I could buy everything! Layton

"I love this place! In 14 years of being an owner, I've only had one problem (yesterday) and it was fixed immediately! I'm so obsessed- when I was pregnant, I spent \$10,000 at wheatsville that year!" Amanda L

"I'm just crazy about this store! I am so glad you guys are down here now! I just can't get enough!" Tina

"The cashiers are so genuinely friendly here. That's reason enough to shop here. I mean, did you see that? She looked genuinely happy to see me!" Beth's uncle, Tony

"Wheatsville! Wheatsville! Rah, rah, rah!" Happy customer chanting on her way out

On the super icy morning, a woman came in and announced: "Thinking about your frito pie got me out of the house!"

"This is our first time here and this place is amazing! My whole family has food allergies and this is so exciting that we can get my daughter treats!"

"I LOVE Wheatsville! I love the fact that our employees are ALWAYS so happy and friendly. It makes shopping a JOYOUS occasion!" Diana D

After join the co-op a woman said, "It feels really good to be part of something I believe in. Everyone here is always so wonderfully helpful and friendly." Mia L

"It's the people I like most. At what other grocery can you get a hug when you need one?! I come to Wheatsville for organic food and great friendship!" Burton P

"The employees at wheatsville are the friendliest, kindest, most compassionate and intelligent of any grocery store on the globe. It is an honor to have this store in our community. I <3 wheatsville- you all rock!" Valerie L

"You guys have the best decaf coffee I've ever had and I don't even drink coffee!" Nelam

"This is my store! I love it so much I come practically every day!" Damon


"This place is awesome! Not intimidating at all :)" First-time shopper

"We just started shopping here and realized we like it way better than the competitors. This place is so NOT PRETENTIOUS about health food and healthy eating. Also we love the little carts! We are planning on becoming owners soon."

"I love your store. I think it's the right mix of modern with that funky Austin vibe." Sidne

"Since the new Wheatsville south opened I've been going there, on average, once a day because not only do I love Wheatsville, but also it's right on my path to just about anywhere in town. It is just damn convenient to pick up either groceries for dinner or bagels for breakfast or whatever else my heart desires." Lazy Smurf blog

## Staff TOP 10 PICK



KYRIE KRESS: SOUTH LAMAR DELI LEAD



### 1. Avocados

NOW DROP THE BEAT, SO I CAN TALK ABOUT MY FAVORITE TASTINGS, THE FOOD THAT IS THE EVERLASTING, HEALTH BENEFICIALLY SPEAKING.

### 2. Healthforce Nutritionals Vitamineral Green

WORTH EVERY PENNY. TRY IT OUT AT THE DELI IN A SPINACH PINEAPPLE SMOOTHIE.

### 3. Wild Friends Vanilla Espresso Almond Butter

AS GOOD AS IT SOUNDS, DUDES.



### 4. Hummusphere Thai Curry Hummus

I NEVER GET TIRED OF IT.



### 5. Pachamama Guatemala Roast Coffee Beans

THANKS TO SIR REAL, OUR S. LAMAR BULK ORDER CLERK, FOR TURNING ME ON TO THESE BEANS. FARMER OWNED COOPERATIVE!

### 6. Bulk Go Take a Hike Trail Mix

PERFECT RAW SNACK.

### 7. Oak Hill Farms Triple-Washed Spinach

GET YOUR LOCAL GREENS.

### 8. Pineapple Basil Smoothie with Almond Butter

TRUST ME.

### 9. Austin Beerworks Heavy Machinery Black IPA

AUSTIN BEERWORKS BREWS NO WRONG.

### 10. Badger Balm for Hardworking Hands

AFTER CONSTANT HAND-WASHING AT WORK, THIS STUFF IS IN MY POCKET ALWAYS.



The Wheatsville Member-Owned Business Directory is online! Do business with your fellow co-ops! See the listings at [wheatsville.coop/resources/member-owned-business-directory](http://wheatsville.coop/resources/member-owned-business-directory)

## Sign up for the Wheatsville Email List!

About once a week, you'll get an e-mail from us informing you of upcoming events, new products, special deals or changes in the store.

Go to [www.wheatsville.coop](http://www.wheatsville.coop) to sign up!