

THE WHEATSVILLE BREEZE

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



Fair Trade Gifts for the Holidays *By Cody Atkins, Wellness Coordinator*



Since you're reading the Wheatsville Breeze, you probably already know the benefits of shopping local and shopping at a co-op, especially during the holiday season. However, while local is one of our BIG Direction goals, we also like to support companies that ethically source and produce goods according to Fair Trade standards. Fair Trade certification ensures that workers are compensated justly for their products which, in turn, make for a more sustainable business. When you're doing your holiday shopping this season, we hope you choose from some of the Fair Trade companies whose goods we offer. Here's a rundown of a few:

Alaffia

You might be familiar with Alaffia's products from our bodycare aisle. They produce a number of skin and hair care items using Fair Trade Shea and Coconut butters. However, they also source some amazing, colorful, sustainably harvested wild grass, and hand-woven straw baskets from Ghana as well! These are great for carrying groceries from your favorite co-op!



Andes Gifts

The knitters of Andes Gifts represent twenty cooperatives in the Andes region of Peru and produce goods made from the wool of the indigenous Alpaca. We have their always popular Animal Hats for kids and adults in addition to many new items such as their Arctic Hoods (two styles) and adult-sized moccasins.

Matr Boomie

Formerly Handmade Expressions, this local purveyor of Fair Trade goods always has a fantastic selection of jewelry such as earrings and bracelets in addition to tree-free gift wrap and bags. An exciting new item from Matr Boomie this year is colorful, reusable cloth gift wrap!



PACT

You might know these folks from their colorful organic cotton socks that we sell. Well, recently they have started to receive Fair Trade certifications on many of their products. The first of their products to become certified are their undergarments for men and women. These feature the same organic cotton and colorful designs of the socks along with a price tag that is competitive to what you'd find at popular clothing retailers!

Shanti Imports

This one-man brand has been a vendor at Wheatsville for many years and his Central American, ethically sourced goods have always been popular. From beaded hair accessories to hand stitched coin purses and bags, there's a story behind every piece and Mark, the owner of Shanti Imports, can tell you all about it.



Lucuma



The artists of Lucuma have been crafting gourd art for hundreds of years. Based in the same Andean region that Andes Gifts come from, Lucuma's illustrative gourds take the form of boxes, figurines, and ornaments. All of which we are excited to offer you this year!

Celebrate 170 Years of Cooperation
Oatmeal Cookies & Music
 Sunday, December 21st, 6pm-8pm
 at Guadalupe & S. Lamar



One hundred and seventy years ago, on December 21, the lights were lit at 31 Toad Lane in Rochdale, England and the modern worldwide cooperative movement had begun.

With just 28 members and open only 2 nights per week, the Rochdale Pioneers sold four key items; butter, sugar, flour and oatmeal. Unlike the factory stores, these items would be good quality and sold at honest weights

Driven by idealism and vision of a better social order, the Pioneers became champions of pure food, honest weight, fair dealings, education, community and cooperation. Their founding principles became the framework for co-ops today.

Holiday Hours:

- Wed, Dec 24th (Christmas Eve) — OPEN 7:30am-7pm
- Thursday, December 25th — CLOSED Christmas Day
- Friday, December 26th — OPEN 10am – 10pm
- Wed, Dec 31st (New Year's Eve) — OPEN 7:30am-9pm
- Thursday, January 1st — CLOSED New Year's Day

WHEATSVILLE MAKES A Great Gift!



Wheatsville Gift Cards make perfect gifts!
 Choose any amount and leave the giving to us!
 From fair-trade, organic coffee to popcorn tofu, we've got a gift that's right for everyone on your list!

In this Issue:

Community Action Wednesdays / We Own It!	2
Holiday Spirits / NOG!!! / Beth Beutel's Top 10 Gift Picks	3
Ham for the Holidays / Christmas Breakfast / Why Co-op?	4
The Wheatsville 2013-2014 Annual Report: four page pull-put section	
Board President's Report / Fall Owner Gathering & Co-op Fair	AR 1
Financial Report/ Income Statement / Balance Sheet	AR 2
BIG Direction / Message from the Review Committee / BOD Code of Conduct	AR 3
Election Results / Board Compensation	AR 4
Community Action Wednesday Donations for 2014 / Eden Petition Passed	5
Local Vendor Spotlight: South Austin People SoAP / Hoppin' John / Cheesemaking Kits	6
Staff Anniversaries / Staff Spotlight-Christine Benson / Jason Joachim's Top 10 Picks	7
Classes & Events / Alter Eco Truffles—a Co-op Exclusive	back page

Community Action Wednesday

Community
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WEDNESDAYS

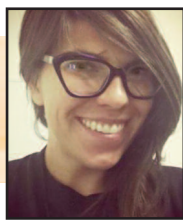
Wheatsville donates 1% of Wednesday sales to benefit community groups selected by our owners. Customers can also contribute their bag credits or any dollar amount at the cash register any day of the week.

In October, we donated \$8,308.57 to the Capital Area Food Bank

In addition, Wheatsville Staff volunteered twice during October at Capital Area Food Bank and helped sort over 2,000 lbs. of food, which is about 1,000 meals. Wheatsville is also holding a food donation drive for CAFB throughout the fall season through December.

The group selected for December is the **Wheatsville Community Fund.**

Wheatsville has a Community Fund in our name and we use the earnings from our fund to support local community groups and the cooperative movement! All funds collected will go into the Twin Pines Cooperative Fund, while the interest collected from those donations will be used towards local non-profits in Austin. We focus on groups that are working toward a similar mission. The Wheatsville Co-op Community Fund supports the two principles: cooperation amongst cooperatives and concern for the community.



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 co-op 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 17, 2014: **16,608!**

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

DOGGONE IT! WHERE'D 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



News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!

Sign up to receive our weekly email at WWW.WHEATSVILLE.COOP or

Follow us on:



2014 Violet Crown Arts Festival

Saturday, December 6th

Sunday, December 7th

10AM to 5PM

Brentwood Elementary School

6700 Yates

Violet Crown Community Works is happy to announce Brentwood Elementary as host for a free family friendly, neighborhood festival.

Introducing The Accordion Player from the Brentwood Wall of Welcome, who wears the diadem of Violet Crown Community Works.



You will find unique artwork from talented sculptors, potters, and fiber artists, painters, jewelers, glass artists, woodworkers and metal smiths. Shop for hand made gifts and great quality art, and support local cottage businesses. Plus talented entertainers will be performing onstage from 10am-5pm. It's always free admission and a fun-filled weekend for all!

The festival will be in the parking lot on the west side of the school. Some parking is available in the neighborhood, but we encourage you to walk, bike, or take Capitol Metro bus service.

Please visit violetcrowncommunity.org for more information and updates about artists participating plus the complete schedule of entertainment.



**CAPITAL AREA
 FOOD BANK
 OF TEXAS**

During November and December we will continue to accept food donations for this amazing non-profit. Place your non-perishable food donations in the bins near the doors.

CAFB make healthy food available for families that are in crisis and Wheatsville is happy to help.

www.austinfoodbank.org

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

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Photos by: Aldia Bluewillow, Raquel Dadomo, Brian Donovan, Madeline Detelich except where otherwise noted or not known

The Wheatsville Board of Directors generally meets at 6pm the last Tuesday of every month. Check wheatsville.coop/membership/board-of-directors for details. Owners are encouraged to attend. Something that you would like discussed? Use the Open Time Form on the Board's webpage.

Wheatsville 2014 Board of Directors

Doug Addison	Reyna Bishop
Marcia Erickson	Christina Fenton
Michelle Hernandez	Kitten Holloway
Deborah Ingraham	Steven Tomlinson
John Vinson	

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

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.

LOCAL, HANDMADE TEMPEH AND TEMPEH SAUSAGE

Available at
 Wheatsville

or order
 direct at:

theheartyvegan@gmail.com



The Hearty
Vegan

heartyvegan.com

100% organic ingredients

non GMO, gluten-free vegan



Holiday Spirits

by Shane Shelton, Specialty Coordinator

Brewed especially for the holidays, **Sierra Nevada Celebration** is perfect for a festive gathering or for a cozy evening at home.

This is one of the few hop-forward holiday brews so it is a must for all the hop heads out there. Celebration is a dry-hopped, slightly strong ale that pours a beautiful rosy amber color with a very nice full head. It features a big blast of Cascade, Centennial, and Chinook hops and a not-too-heavy mouthfeel. Celebration is rated **93 on Beer Advocate** right now and the Alström Brothers who run the site give it a **97 rating!**

The flavor begins with a nice medium maltiness but this is quickly overtaken by an intense bitterness that finishes the taste and lingers for a time. The hop character imparts a lovely citrus aroma with a hint of Christmas tree evergreen, as well as some welcome orange and grapefruit flavor. This is the perfect beer for any holiday party, but as always, supplies are limited since this is a seasonal. Be sure to stock up while you can!



Nicolas Feuillatte Brut Reserve

There is no better way to ring in the New Year than to be surrounded by good friends, eating good food, and drinking great Champagne! There are plenty of great sparkling wines and Proseccos out there but to really do New Years right you should have a flute of Champagne in hand. No other wine is so associated with festivity.

This year Wheatville is featuring the award winning Nicolas Feuillatte Brut Reserve Champagne made with grapes sourced from the Centre Vinicole. Champagne Nicolas Feuillatte, the oldest union of producers of Champagne in the world, is comprised of 82 winemaking cooperatives representing more than 5000 vineyards.

The Brut Réserve is aged for at least 3 years in the winemakers cellars, even though the legal minimum aging requirement is 15 months, resulting in a clean, elegant and complex wine. **Wine Spectator Magazine gave this Champagne 90 points** calling it, "Lightly floral and fresh, this offers pretty notes of ripe Gala apple and glazed apricot, layered with subtle hints of almond paste, piecrust, honey and ground spice. Shows fine balance and a lively mousse, leading to a lingering finish."

Nog! by Chris Moore, Bulk & Chill Coordinator

There is a flavor profile which defines the winter months for me—eggnog. The rich flavor of nutmeg and cinnamon reminds me of the winters I spent up north during snow storms with a roaring fire in the living room.

With an item as seasonal as nog, we at Wheatville do not want to leave anyone out no matter what their dietary preference. From grass-fed and certified organic to vegan and soy-free our variety of nogs will enhance the season.

Organic Valley Eggnog has been a traditional winter favorite at Wheatville. Organic Valley milk and eggs are blended with organic and fair trade sugar, vanilla and nutmeg to create this delightful eggnog.

Back this year by popular demand, is **Traderspoint 100% Grass-fed Organic Eggnog**. This Indiana based farm has been producing grass-fed dairy products in traditional glass containers since 2003. Traderspoint will be a great addition to any holiday party this year.

We have several delightful vegan offerings for eggless nog this year as well. **Silk Vegan Nog** gives a traditional flavor with none of the cholesterol of dairy eggnog. For those of you that are soy sensitive, we have

last year's vegetarian favorite—**So Delicious Coconut Nog**. It provides richness with a most excellent coconut aftertaste. Cheers and happy holidays!



Staff TOP 10 PICK



BETH BEUTEL: OPERATIONS LEAD, S. LAMAR



Holiday Gift Edition!

I buy the vast majority of my gifts from Wheatville so I thought I'd share my pro tips (and give Santa some hints!

Insulated Klean Kanteens

A GREAT GIFT FOR ANYONE. OPTIONAL: ADD A COFFEE LID! (SOLD SEPARATELY)

Chico Bags

FOR THOSE WHO USUALLY HAVE A PURSE OR A BACKPACK BUT NOT A SHOPPING BAG.



Frontier Whole Vanilla Bean

THE SECRET TO THE MOST DELICIOUS WHIPPED CREAM OR ICING EVER.

Great Bear Mini Chocolate Bars

ADD TO A SUPER-FOOD STOCKING, OR TAPE TO A GIFT INSTEAD OF A RIBBON.



Texas Olive Ranch Olive Oil

PERFECT GIFT FOR ANYONE WHO LIKES TO COOK.

Dr Singha's Mustard Bath

DETOXIFYING BATH SOAK FOR YOUR HEALTH-CONSCIOUS FRIENDS.



Wheatville Hoodies

AROUND FOR A LIMITED TIME. GET ONE FOR YOURSELF OR A FRIEND, NOW.



Mad Hippie Vitamin C Serum

DEAREST SANTA, THIS ADDS UV PROTECTION AND DOES COLOR CORRECTING.

Simply Organic French Onion Dip

NO HOLIDAY GATHERING IS COMPLETE WITHOUT FRENCH ONION DIP.



Climb On Creme

THE BEST BET FOR BEATING WINTER DRY HANDS. AND LOCALLY MADE.



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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Ham For the Holidays!

by Mark Maddy, Meat & Seafood Coordinator



Smoked hams are a holiday favorite because they are full of big flavor and can feed a crowd. Niman Ranch smoked hams are brined in a salt and maple sugar, then slow smoked over applewood. Although these hams are fully cooked, they need a good while to heat. For the larger hams we recommend an hour or more in the oven to heat it through. Before reheating is a great time to add a glaze to your ham.



Bone-In Spiral Cut Half Ham

What you picture when you think of a bone-in ham. Since it is essentially already cut, some curing needs to occur and nitrates have been added to this ham. It is a large ham, 8-10 lbs and can feed 10 to 14 people. It includes a glazing package. Save that smoky bone for your next pot of beans.

Boneless Uncured Half Ham

Nitrate/nitrite free (except those occurring naturally). They are 5-6 lbs and will feed 8-10 people.

Petite Ham

No added nitrates/nitrites. Petite hams are perfect for a smaller, more intimate gathering of 2-3 people. They are also great for recipes that call for ham.



Jambon Royal Ham

Uncured and 4-5lbs. This is more of a European-style ham in its cut and preparation. It has stronger salt and smoked flavors and is great as a dinner ham, although shaped differently than the hams you might be used to seeing. It's fantastic sliced thinly for sandwiches or appetizers.

Try out these tasty hams while you can—the bone-in and boneless half hams are here only for the holidays.



Christmas Breakfast

by Robin Roosa, Bakehouse Supervisor

At many houses, Christmas starts early in the morning with tons of excitement, paper and ribbons flying, and lots of oohs and ahhs. A hot, delicious breakfast is a great way to keep the holiday momentum going.

A little more unique and a lot more luscious than a quiche or frittata, strata is basically a savory bread pudding that is best prepared the night before. Plop it into the oven in the morning while you make coffee and open presents and your family will be amazed at the gift you will present to them at the breakfast table.

Strata is best made with stale leftover bread and can be modified in countless ways to suit your family's tastes and preferences. Our Bakehouse baguettes, batards, sourdough and whole wheat breads would all be perfect. Below is one suggested recipe with a few other suggested variations that would be delicious.

Bacon, Tomato and Cheddar Strata

Basic Recipe

8 cups bread cut in 1" cubes
3 cups Mill-King whole milk
9 large cage-free eggs
¼ tsp. fresh grated nutmeg

2 TBS Dijon mustard
½ tsp. salt
fresh ground black pepper

Filling Variation

6 slices of Tender Belly bacon, cooked and crumbled
1- 1/2 cups cherry tomatoes
2 cups shredded sharp cheddar cheese

Other Filling Ideas:

- baked ham, gruyere cheese, and sautéed spinach
- caramelized onions, mushrooms and roasted garlic
- roasted green chiles, corn and Monterey jack

Cube bread and set aside. Whisk eggs until blended. Stir in milk and rest of seasonings until well combined.

Put one third of bread cubes into a buttered 3 quart gratin or other porcelain baking dish. Top with one third of filling ingredients, repeat 2 more times with remaining ingredients. Pour custard evenly over the strata. Press bread into the custard, cover with plastic wrap and refrigerate for 8 – 24 hours.

In the morning, remove from strata from the refrigerator while oven pre-heats to 350. Uncover, and bake in middle of oven until puffed and golden approx. 45- 55 minutes. Let rest for a few minutes before serving.

Serve with fresh fruit and get ready to take a bow!



Why Co-op? by Doug Addison, Board Member

Your Board of Directors spent some of its summer meeting time contemplating the question "why co-op?" They were joined in the conversation by local cooperative activists **Carlos Pérez-Alejo** of **Cooperation Texas** and **Brian Donovan** of the

Austin Cooperative Business Association. In a competitive marketplace like Austin, where great grocery stores are prevalent, the reasons that lead you and other Austinites to spend your dollars at cooperative businesses like Wheatsville

are crucial. And as we grow the cooperative economy through more Wheatsville stores and other cooperatively owned and operated businesses, we can prove to our political and business leaders that the co-op model is a viable way to build a sustainable economy that benefits everyone.



Carlos Pérez-Alejo



Brian Donovan

In answering the question, Board members gravitated toward many of the cooperative principles and values. These principles and values aren't just the province of cooperatives, though. They are woven into Austin's fabric and can be traced back to the ideals of America's founders.

Cooperative ownership encourages people to become better citizens and see themselves as more than consumers. It strengthens other democratic institutions from school boards to city hall — maybe even

Congress. Cooperatives have the potential to change the way our economy is structured by focusing on more than return on investment. A cooperative's bottom line takes into account values that are important to many of us, such as providing goods and services in a non-exploitative and sustainable way and paying employees a living wage. And because they are community-owned, cooperatives won't up and move for the promise of tax breaks or lowering operating costs in another state.

Carlos Pérez-Alejo came to the July board meeting to tell directors about his work at Cooperation Texas (formerly Third Coast Workers for Cooperation). His group supports and develops worker-owned cooperatives, such as **Red Rabbit Bakery**, **Dahlia Green Cleaning Services**, **4th Tap Brewing Co-op**, and **Polycot Associates**. During his talk, Carlos made the point that we are not trained to participate. Most of us have been "employees" for much of our lives, so teaching workers in a worker co-op to navigate decisions as an owner of the business is a large part of what Cooperation Texas does.

Carlos reminded the Board that a cooperative is a business that is owned and democratically controlled by its members to meet their common needs and aspirations.

Owners can be consumers (as at Wheatsville), producers or workers.

Producer co-ops, such as **Blue Diamond**, **Ocean Spray** and **Tillamook Dairy**, are mostly agricultural. Producer co-ops enable members to access a larger market share, and use shared branding and distribution. Worker-owned co-ops typically distribute their profits based on hours worked. There are worker-owned co-ops with just a few owners and some with more than 250 worker-owners, such as **Union-Cab** in Madison, Wisconsin. They elect a board to make some decisions, but retain a one member, one vote, majority rule, consensus, or modified consensus process for others.

Brian Donovan joined the Board at the August meeting to continue the "why co-op?" conversation and update directors on his work as executive director of the Austin Cooperative Business Association. Wheatsville is a member of the ACBA and Board member **John Vinson** is our liaison to

ACBA. He said his main focus so far has been in trying to get Austin's 44 eligible institutions — 19 of which are credit unions — to join. ACBA currently has six members, including **Wheatsville** and **Black Star**.

To that end, Brian is working on creating value for credit unions starting with a financial services survey that will ask Austin's co-op owners about their banking and credit union usage,

among other things. To find out more about the survey, visit acba.coop.

Brian also was instrumental in getting the Austin City Council to pass a resolution on June 12 requesting a report detailing ways the city can help expand existing co-ops and start new ones, particularly in areas of affordable housing, quality jobs, and local food production and distribution. Though the report is still in the works, City Council did approve \$60,000 for coops in the 2015 budget.

These are exciting times for Wheatsville, Austin and cooperatives. So next time you're grocery shopping at one of our stores, consider that Wheatsville's about more than tasty food and friendly faces. And as you patronize Austin's many locally owned, non-cooperative businesses or the occasional national chain, take a moment to think about "why co-op?" — or maybe even "why not co-op?"



Photo: Madeline Detelich/Brian Donovan

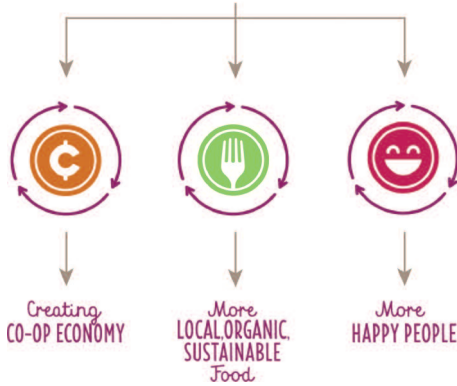


What a Year! *by Reyna Bishop, Board President*

By any measure, the past year has been an incredible one! In September of 2013, Wheatsville opened the doors of the South Lamar location and in the year since **we have increased our ownership by 35%** (from just over 11,000 to 15,000). That means more than 4,000 new cooperators both benefiting from access to our goods and services and contributing to our

cooperative economy. It also means that **Wheatsville is able to support more local farmers and food producers**, we are able to better impact cooperative businesses both in Austin and across the country, and we are able to affect people's daily lives through our treatment of both customers and staff as the important and valued people that they are. In essence, this added scale has allowed Wheatsville further its Ends Policies in a way that hasn't been possible until now.

In the face of a growing organization, the Board recognizes that it too must grow and change in order to be ready to help lead the Cooperative as it continues along its current trajectory of growth. The Board continues to work hard to support our incredible Chief Executive Grocer, Dan Gilotte, as he grows into a role that is demanding and challenging in very different ways than the role of General Manager of a single store. Part of the way that we support both Dan's and our own development is through very intentional strategic learning. Although our meetings are often packed, the Board schedules time each month for this learning. Over the past couple of years, our Strategic Learning discussions have been, in large part, about expansion. This year, the Board agreed that our learning should be more forward looking, and we created a learning plan that would allow us to explore our Ends more deeply. While simple on their surface, the Ends policies can be interpreted and fulfilled in a myriad of ways and we have tried to explore each in order to better understand and to plan in a strategic way. Below are a couple of examples of our learning discussions:



Wheatsville Ends Policies

Wheatsville will be at the forefront of a transformed society that has:

- A thriving community centered on hospitality, kindness, and generosity
- A robust cooperative economy
- Easy access to sustainable, healthy food solutions

This was fascinating to discuss because Wheatsville is similarly devoted to being a business that has what you would call a triple bottom line, meaning that we invest not just in things that will maximize profit, but also in policies that value people and that protect the community and environment in which it operates.

A robust cooperative economy:

As Doug describes in his "Why Co-op" article, the Board learned more about the work of Cooperation Texas (an organization that helps workers organize to form worker co-ops) and Austin Cooperative Business Association (ACBA). During our discussions with these organizations, we thought deeply about how we can cooperate with other cooperatives in order to help each other and grow the cooperative community in Austin and beyond. We also used our Fall Owner Gathering in October as an opportunity to engage with city council and mayoral candidates to learn more about their position on cooperatives. One of the goals we set for ourselves this year was to explore cooperative advocacy. Engaging with these candidates and inviting them to interact with our owners felt really exciting and important as a first step toward meeting this goal.

Easy access to sustainable, healthy food solutions:

Our learning this year focused on the word "access". Access can mean different things to different people.

Certainly, location affects people's access to food and by opening a second location in South Austin we are able to reach more people. Access is also very much affected by transportation, by cost, and by cultural factors. We read and discussed an article called "If They Only Knew: The Unbearable Whiteness of Alternative Food" by Julie Guthman. The article was thought provoking and certainly challenged deeply held beliefs held by some of us. While not all directors agreed with every statement in the article, the points have certainly made us explore ways of becoming a more inclusive and diverse organization.

There's not always a direct action (or even an aha! moment) resulting from these strategic discussions. The impact is much more subtle. As we have these learning conversations, we are all influenced by the varied opinions and viewpoints in the room and the impact is often imperceptible. We all recognize,

however, that in order for us to stay relevant and to affect the transformation of society that is intrinsic to our Ends, we have to keep learning and exploring.

As we move through another election cycle and head into the holidays and toward a new year, we realize that there is still much left to learn and there will be a new group of directors joining us who will join us on this path of discovery. This Board is incredibly lucky to have an amazing pool of smart, talented, and engaged owners to step up to help continue the good work of this organization. What a year this has been and we look forward to many more incredible years!

A thriving community centered on hospitality, kindness, and generosity:

We started the year exploring "happiness" and found an incredible document describing how the country of Bhutan measures and actively pursues what it calls GNP (Gross National Happiness). The leaders of this country have recognized that GNP (Gross National Product) is not, in fact, the only measure of a country's success. They realize that things like faith, stewardship of nature, community, etc are equally important and the research and polling to do among their citizenry around these factors deeply inform national policy.



2014 Fall Owner Gathering and Co-op Fair *by Kitten Holloway, Board Member & 2014 FOG Committee Chair*

Thanks to all of you who attended the Annual Fall Owner Gathering held at Fiesta Gardens on October 12th!

In support of Wheatsville's Ends Policies, this year's theme focused on a 'cooperative economy'

and the question 'Why Coop?' Wheatsville partnered with the **Austin Cooperative Business Association (ACBA)** to bring owners a diverse presentation of cooperatives in Austin. **Brian Donovan**, Executive Director of ACBA, organized an afternoon of tabling featuring 20 different Austin cooperatives that provided information on their products and services to approximately 125 participants attending the event.

Wheatsville and ACBA sponsored a forum for Austin Mayoral and City Council Candidates to talk about how they would support the cooperative economy in Austin. Seven of eight mayoral candidates and a number of city council candidates from Districts 5 and 9, where our Wheatsville stores are located, spoke to their understanding of cooperatives; and how they would support cooperatives in Austin. In addition, panelists **Nikki Marin- Baena of Cooperation Texas**, **Jake Carter from Moontower Community Ag Co-op** and our own **Dan Gilotte, Chief Executive Grocer of Wheatsville**, addressed another focus of our Wheatsville Ends Policies, 'easy access to sustainable, healthy food solutions'. Our enthusiastic and knowledgeable panelists generated several questions and comments from the audience on this topic. The highlight of our FOG Program featured **Carlos Pérez de Alejo, Co-Director of Cooperation Texas**, who gave a thought-provoking presentation that illustrated 'why coops' are a viable option for the growth of the local economy; and the added benefit they

bring to the community as a whole because of the values upon which cooperatives are built and operate. And to demonstrate just how serious Wheatsville is about contributing to a 'robust cooperative economy', our

Chief Executive Grocer, Dan Gilotte, provided insight on the further development of Wheatsville's 'Big Direction' as we move forward to replicate the success of our South Lamar Store! The event also featured children's activities provided by **Growin' Together** and a performance by **Laura Freeman**, singer-song writer of children's songs.

Wheatsville's Fall Owner Gathering is that time of the year where all of us as owners of a cooperative have the opportunity to celebrate the principles and values of cooperatives and the impact we are making on our local community. Each year we strive to create a program that brings a meaningful message about what it means 'to be at the forefront of a transformed society that has:

- a thriving community centered on hospitality, kindness, and generosity
- a robust cooperative economy, and
- easy access to sustainable, health food solutions.



photo Madeline Detelich/Brian Donovan

If you missed this year's event, we hope you will join us next year as we collaborate with our family of cooperatives in Austin; and as we move forward with Wheatsville's Big Direction to create ...More Co-op Economy, More Local/Organic/Sustainable Food, AND More Happy People!

Thank you, Wheatsville Owners, for your support and contribution to Wheatsville's Big Direction and to Austin's family of cooperatives!



WHEATSVILLE ANNUAL REPORT – FISCAL YEAR 2013-2014



Annual Financial Report

prepared by Dan Gillotte, Chief Executive Grocer

Fiscal Year Ending 6/1/14 (FYE 6/1/14) is an unusual financial year for your co-op. It represents the culmination of years of work and planning and a manifestation of a dream of our co-op for decades. It also shows the largest sales we've ever achieved by far, our largest sales growth ever in fact, AND spoiler alert also has us losing money for the first time in many years. But, don't worry. As we explore this

amazing year via our financial report, you will hopefully understand that these negative numbers are OK and are in fact less loss than we planned. Our income statement and balance sheet accompany this report, and the financial results shown here have been audited and approved by the accounting firm Wegner CPAs LLP.

beautiful, well functioning store that has exceeded first year financial projections for sales and bottom line. Most stores lose money the first 1-3 years [after a new store or renovation because of higher expenses and paying for the new equipment, etc... [so this year's loss is to be expected]. [Thus far] Wheatville has managed its cash very well such that they are well positioned to take advantage of future growth opportunities should they arise."

Because there were no net earnings this year we will not be distributing Patronage Rebates. Instead, by investing in our new store, we have helped address our top two customer complaints - parking and location. We are using the remainder of the co-op's collective resources to further Wheatville's BIG Direction and better accomplish our cooperative goals. We will continue to offer 10% OFF one entire shop during Owner Appreciation Days (four times per year), weekly Owner Deals and great prices on your favorite products.

One final note on our revenues and expenses – we know that our charitable giving is important to you, so we did NOT reduce our powerful and major giving even though we had planned this loss and we ended up donating over \$76,000 to local community groups that you care about and that support our Ends.

Wheatville Co-op

Income Statement Compared to Business Plan Fiscal Year Ending June 1, 2014

	ACTUALS	PLAN
SALES	\$25,912,516	\$26,943,611
Cost of Goods Sold	\$16,225,159	\$16,624,208
Gross Profit Margin	\$9,687,358	\$10,319,403
Personnel Expense	\$6,492,973	\$6,779,959
Depreciation & Amortization	\$598,092	\$716,182
Other Operating Expenses	\$2,599,515	\$2,586,620
Interest on Bank Loan	\$148,134	\$270,000
Other Non-Operating Expenses		
less Non-Operating Revenues	\$37,256	\$142,319
Net Income before Income Taxes	-\$188,613	-\$175,677
Provision for Taxes	-\$37,855	\$0
Net Income <Loss>	-\$150,758	-\$175,677

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 Wheatville's revenues and expenses for the fiscal year ending June 1, 2014.

Wheatville's sales grew to \$25,912,516, a 40% increase over the previous year, and included a full year of Guadalupe sales and about 8 months of sales at South Lamar. We had planned sales of \$26,943,611 but didn't get there mostly due to the opening of South Lamar being delayed from June to September. I'm extremely pleased and delighted about the way that opening at South Lamar has allowed us to bring millions more dollars into the cooperative economy!

Our Cost of Goods Sold (COGS) is the amount of money we spend on merchandise in an accounting period. It is the biggest single expense category at the co-op, with a little over 62¢ (62.62%) of each dollar spent by consumers at the co-op going to pay for inventory, which includes products from local and national vendors.

After cost of sales, our next biggest expense category is personnel. We spent 25.06¢ of every dollar taken in at the registers on personnel expenses including wages, benefits and payroll taxes. This amounted to \$6,492,973, an increase of 43.44% over the previous year as we added nearly 100 good co-op jobs to the economy. 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.

Wheatville continues to hold the cost of healthcare at a reasonable level. The world of insurance is a daunting one but we continue to offer an excellent and affordable plan for our staff members who work 30+ hours per week. We also offer many other staff benefits which we are proud of including a staff discount, a bike-to-work benefit and other insurance. All of these costs show up in the personnel expense line.

Our loss for the year was -\$150,758 (0.58% of sales). We had planned a loss of -\$175,677 (0.65%). It's typical for businesses to lose money in their first year or two (or even 3, sometimes) after a major expansion. After our renovation of Guadalupe in 2009 we defied the trends of our sister co-ops and had no such loss, but the second store project did have negative net earnings for the first year. The good news on this is that the loss was less than planned, and our cash position remains strong, as planned. A year or two of loss for a business like ours isn't a cause for great concern as long as we are financially healthy enough to continue to operate our business appropriately.

We asked, Dave Blackburn of the National Co-op Grocers Association Development Co-op to comment on our financial condition post-opening of our Lamar store and this is what he said,

"The NCGA Development Cooperative worked very closely with Wheatville throughout the development of the South Lamar store, both in the physical store development and financial planning. The South Lamar store has performed very well on both fronts. The Wheatville team has put together a

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 us on a strong financial footing. It's important especially now that we are using our financial strength to operate 2 stores!

The total assets of Wheatville Food Co-op as of June 1, 2014 are an incredible **\$10,237,633**. Of that **\$2,407,649** 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 1.34 to 1, a solid showing.

Our overall member equity, the amount of the co-op's assets that is owned by the members, is \$4,374,141. This equity includes \$940,956 in member capital paid in by our owners, \$1,746,100 in investor shares, and \$1,043,125 in retained patronage. (This is 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 Wheatville's life.

Since the renovation of Guadalupe in 2009, we have had a commercial loan from National Co-op Bank. Last year we "rolled" that loan up into a new loan which included funding for the opening of South Lamar. This loan shows up on the balance sheet as Long-Term Debt, less Current Portion and Current Portion of Long-Term Debt.

Overall, I am proud to report that the CPA-audited balance sheet shows Wheatville to be a healthy business on a good footing, especially considering the huge transformation we orchestrated this year!

We'll monitor our financial position closely in this crucial second year as a multi-store business, and we will work diligently to ensure our co-op's financial health and future. Thank YOU for your incredible support and thanks also to the hard work of our board and staff.

Wheatville Co-op FYE14 - FYE13 Balance Sheet Comparison June 1, 2014 vs June 2, 2013

	06/01/14	06/02/13	Year-to-Year Difference
ASSETS			
CURRENT ASSETS			
Cash	\$1,265,104	\$1,899,366	(\$634,262)
Accounts Receivable	\$53,874	\$33,080	\$20,794
Inventory	\$884,496	\$456,890	\$427,606
Prepaid Expenses	\$204,175	\$54,861	\$149,314
Total Current Assets	\$2,407,649	\$2,444,197	(\$36,548)
FIXED ASSETS			
Property & Equipment	\$7,497,607	\$4,385,449	\$3,112,158
OTHER ASSETS			
Equity & Deposits in Cooperatives	\$332,377	\$216,455	\$115,922
TOTAL ASSETS	\$10,237,633	\$7,046,101	\$3,191,532
LIABILITIES & EQUITY			
CURRENT LIABILITIES			
Accounts Payable	\$830,725	\$895,307	(\$64,582)
Accrued Expenses	\$476,045	\$491,477	(\$15,432)
Patronage Dividends Payable	\$0	\$33,683	(\$33,683)
Investor Shares Dividends Payable	\$58,302	\$28,458	\$29,844
Current Portion of Long-Term Debt	\$426,906	\$0	\$426,906
Total Current Liabilities	\$1,791,978	\$1,448,925	\$343,053
LONG-TERM LIABILITIES			
Long-Term Debt less Current Portion	\$3,987,514	\$1,713,047	\$2,274,467
Deferred Taxes	\$84,000	\$31,000	\$53,000
Total Long-Term Liabilities	\$4,071,514	\$1,744,047	\$2,327,467
TOTAL LIABILITIES	\$5,863,492	\$3,192,972	\$2,670,520
OWNERS' EQUITY			
Investor Shares	\$1,746,100	\$1,177,100	\$569,000
Membership Capital	\$940,956	\$771,291	\$169,665
Retained Patronage	\$1,043,125	\$1,052,748	(\$9,623)
Retained Earnings	\$643,960	\$851,990	(\$208,030)
Total Owners' Equity	\$4,374,141	\$3,853,129	\$521,012
TOTAL LIABILITIES & EQUITY	\$10,237,633	\$7,046,101	\$3,191,532



Progress on Wheatville's BIG Direction!

by Dan Gillette, Chief Executive Grocer



- ✓ More Local/ Organic/ Sustainable Food!
- ✓ More Co-op Economy!
- ✓ More Happy People!
- ✓ A momentous, history making, record-breaking, amazing, holy-smokes! year for your co-op!

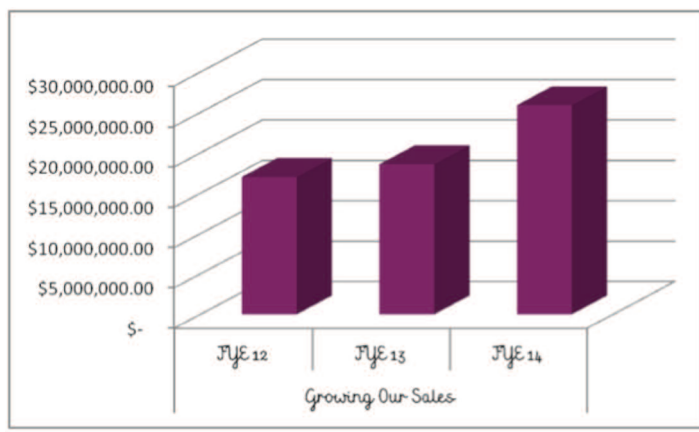


I'm so pleased to be able to report on our progress this past year on creating the kind of world we want through our co-op. September 21, 2013 was the day when Wheatville took the most concrete steps yet to make Wheatville's BIG Direction a reality. By opening our second store at 4001 South Lamar we brought our cooperative spirit to the people of South Austin. Happily, these folks have responded with tremendous enthusiasm and the store in '04 has been an even bigger hit than we anticipated!

While we know we have more to do in order to achieve all we want to with our co-op, our fiscal year ending June 2014 will be seen as a year of major accomplishments. Let's take a look at a few things we did:

We grew the Co-op Economy!

- FYE 2014 sales: \$25,912,516, a **39.23%** increase over FYE 2013
- We added **87 new co-op jobs** bringing our total staff to **235**



We created more Local/ Organic/ Sustainable Food!

Local and Organic Produce Purchases			
	FYE 2013	FYE 2014	Percent increase
total	\$1,666,096.00	\$2,571,094.53	
local	\$ 307,289.11	\$ 399,487.68	30.00%
local organic	\$ 154,016.03	\$ 210,088.13	36.4%
organic	\$1,328,161.00	\$2,136,792.20	60.88%

- Some examples: In the produce department, we increased operational spending with **local farmers by 30%** & with **organic farmers by a whopping 60.88%**.
- In non-produce areas, we sold: **45.36% more local products** than last year & **32.56% more organic products**.
- We increased the amount of humanely raised/ sustainably harvested meat & seafood.

	FYE '12 Sales	FYE '13 Sales	FYE '14 Sales
Total Sustainable Meat	\$485,742.62	\$625,369.81	\$954,266.13
% increase over previous		28.74%	52.59%

We created More Happy People in Austin!

- We gave more through our operations, increasing Community Action Wednesday 1% of Sales donations by **36.67%**.
- We increased the number of members of the co-op by **increasing ownership by 19.8%**.
- Adding our South Lamar location enabled us to have a 40.74% increase in transactions. That ends up being about 8,000 more shoppers choosing co-op each week and having our positive friendliness and hospitality extended to them when they shop!

Our co-op has known several years of strong growth in many areas, but we've never grown and had as much impact as we did this year with the opening of our second store at 4001 South Lamar. Thank you for your support to help us with this amazing accomplishment! I'm so proud of us!

A Message from the Review Committee

by Steven Tomlinson, Board Treasurer

Statement for Wheatville Food Co-op Fall Owner Gathering on October 12, 2014

The Board of Directors appointed board members Steven Tomlinson (Treasurer), Marcia Erickson, John Vinson and Wheatville owner Annelies Lottmann to serve as the Review Committee for Wheatville's 2014 Annual Report to the Owners. It is the Review Committee's responsibility to ensure that the Annual Report is thorough, accurate and easy for owners to understand. This report is thorough in that it includes all information required by State Law and our Co-op's by-laws. This includes our balance sheet, income statement, total number of shareholders, amount of paid-in capital and so forth.

To check accuracy we interview our accounting team about their review process of the Co-op's financial condition. This year the management of Wheatville Co-op again engaged Wegner LLP, CPAs and Consultants, a professional services firm that specializes in working with cooperative businesses and with whom Wheatville has worked in the past. Wegner LLP reviewed financial statements included in the annual report. Consistent with Board policy, Wegner LLP conducted a full audit of Wheatville in 2014 and a less extensive review in 2013.

The committee spoke with Bruce Mayer, a Wegner CPA, in Austin after his audit of Wheatville this year. His team worked to obtain reasonable assurance that financial statements fairly reflect the financial position of Wheatville. They looked at financial variables and ratios such as gross margin, sales growth and labor as a percentage of sales to confirm they are reasonable for a cooperative grocery store of Wheatville's size. They sampled and tested bank reconciliations, accounts receivable, payable accounts, bank statements for notes payable, fixed assets and depreciation expense as needed to support their opinion. As a result of our conversations with Bruce Mayer about his processes, the Review Committee can report that the review was conducted in a manner consistent with professional accounting standards. In addition, the accountants said they encountered no issues or problems in the course of review. This reflects well on the work of Wheatville Finance Manager John Perkins and his staff.

To further understand the business, the Review Committee interviewed key Wheatville staff members to better understand checks and balances in the financial and accounting processes. Annelies spoke with Ryan Vanstone about the Wheatville point of sale system function and security. Marcia interviewed Tammy Brookshire about check-signing authority. John researched Wheatville's payroll management with Beth Ley. Processes and safeguards were found to be in place in each of these cases.

An important check in the accuracy of Wheatville's reporting is a management practice called Open Book Finance. Sales and labor numbers are scrutinized at weekly meetings open to all staff and thus there is incentive to catch and correct errors early.

Growth in sales and debt as a result of recent expansion adds complexity to Wheatville enterprise. The Board will continue to arrange for independent auditors like Wegner to conduct full annual audits of Wheatville financial statements during this growth period at recommendation of the auditor. Audits will include assessment of accounting policies and internal controls relevant to the preparation of same. The Board continues to monitor Wheatville financial results routinely as part of policy governance as well as creating the Annual Report to Owners.

We hope you find this year's Annual Report easy to understand. Wheatville is in good fiscal health and well-positioned to grow Austin's cooperative economy. The Review Committee commends the 2014 Annual Report to the Owners of Wheatville.

I certify that I am not a principal bookkeeper, accountant or employee of the Co-op. Steven Tomlinson, Treasurer, Wheatville Board of Directors

Board of Directors Code of Conduct by Reyna Bishop, Board President

The Board of Directors has very specific policies that dictate our responsibilities to the Cooperative and outline the ways in which we hold ourselves accountable. These Policies address issues like **Conflict in Interest**, **Confidentiality**, and our **Code of Ethics**. They dictate that the Board must come to meetings prepared to make informed decisions, in good faith, that are in the Cooperative's best interests and that supersede any conflicting loyalty. It states that individual Directors should not attempt to exercise individual authority over the organization, but rather that they speak with one voice and support the legitimacy and authority of the Board's decisions, irrespective of personal position.

At the start of each year, during our Board Orientation, the Board takes time to discuss the Directors Code of Conduct to ensure we all understand the nuances within. Each director signs a Statement of Agreement (code of conduct/conflict of interest disclosure) twice a year (or more frequently as new conflicts arise that need to be disclosed).

Yearly, each individual Director is asked to score him/herself (on a scale of 1 to 5, with 5 being the best) on adherence to each sub-policy. For the majority of sub-policies, this year's Board scored themselves 4.8 or higher, with the lowest score being 4.4. Overall, the Board considers that they are doing a good job adhering to the Code of Conduct Policies. In addition to scoring themselves, the Board also conducts an annual review of these policies to 1) confirm that these are the policies we want and 2) offer suggestions for changes or additions to our current policies. This monitoring occurred in May 2014 and the Board did not propose any revisions at that time.

Policy B5 - Director's Code of Conduct, like all of our policies, can be viewed at any time on the Wheatville website via a link on the Board of Director's page. wheatville.coop/membership/board-of-directors/board-policy-governance



Election Results John W. Vinson, Board Member and Chair, Nomination Committee

The election results are in! Wheatville has two new Directors and four returning incumbent Directors. We've also chosen ten local nonprofit organizations to benefit from our Community Action Wednesdays program, and we made an important

product decision. Thanks to all of our Owners who voted and congratulations to all of our election winners! No matter how you feel about the results of *that other election*, the Wheatville election is a great example of economic democracy in action — the melding of the grocery business with one member, one vote governance. Together we own and control a business with more than \$26 million in sales last year!

As with any properly functioning democracy, elections are a required and critical part of the process. Most co-ops today are guided by the Seven Cooperative Principles laid out by the International Co-operatives Alliance, the basic statements of which were set out by the Rochdale Pioneers in the mid-1800s. The second cooperative principle, and arguably the defining characteristic of a cooperative, is Democratic Member Control, which requires cooperatives to be "democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions." For Wheatville, this means that each year we depend on those Owners who are willing to give the time and energy required in order to participate in this important way. This year, we received 1,047 ballots from Owners, which is a fair number compared to elections at many other co-ops in the U.S. But considering that we have 16,000 Owners, we can do better. Voting for members of the Board of Directors is the primary representative action Owners get to take.

The 2015 Board

This year, the Nominations Committee and the full Board endorsed eight highly qualified Board candidates for six open positions. We offer our sincere gratitude on behalf of all Wheatville Owners to each of the candidates for their dedication to the future of our co-op.

Congratulations to the following incumbent Board members on their reelection to the Board: **Doug Addison**, who is the current Secretary of Wheatville, has served on the Board since 2010. He is a freelance web developer and also serves on the Board of the Funky Chicken Coop



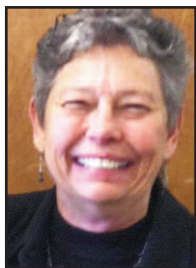
Doug Addison

Tour. Doug was elected to serve a two-year term. **Reyna Bishop**, our current President, has served on the Board since 2010. She is a clinical research consultant. Reyna has been elected to serve a three-year term.



Reyna Bishop

Kitten Holloway was appointed by the Board to replace Kate Vickery, who left the Board earlier this year. She has now been elected to serve a three-year term. Kitten is a program specialist for the Texas Department of State Health



Kitten Holloway

Services. **Deborah Ingraham** was appointed by the Board to replace Angela Raab, who left the Board earlier this year, and she has now been elected to a three-year term. Deborah is an attorney for the electric co-op trade association Texas Electric Cooperatives.



Deborah Ingraham

Congratulations to the following new members of the Board: **Nada Lulic** was elected to a two-year term. Nada is a freelance human resource consultant. **Allison Maupin** was also elected to a one-year term. Allison is a Front End Clerk at Wheatville Guadalupe and also a music composer and a PhD candidate in physics at UT. We would also like to bid a fond farewell to four recent members of



Nada Lulic

the Board who all served with distinction and who will truly be missed: Steven Tomlinson, our esteemed Treasurer, who has served on the Board since 2009; Kate Vickery, who served on the Board from 2010 until her departure from Austin a few months ago; Christina Fenton, who was elected in 2013 and served until her departure from Austin a few months ago; and Angela Raab, who was elected in 2014 and served until her resignation earlier this year for family reasons.

Community ACTION WEDNESDAYS

Community Action Wednesdays

In addition to the six Board positions, the Owners elected 10 community groups to receive donations from Wheatville's Community Action Wednesday program. The program runs from January through October. During this time period, Wheatville donates 1% of Wednesday sales (for the first four consecutive Wednesdays of each month) to the nonprofit chosen for that month. In addition to the 1% donation, Wheatville accepts additional donations from customers in the form of cash, patronage rebate, or bag credit. Wheatville may also sponsor collection drives, and staff will offer volunteer services to the nonprofits within their designated month. During the last fiscal year, Wheatville donated more than \$31,000 of its sales to its Community Action recipients. This amount is 37% higher than the previous year, and next year's amount is expected to be even higher. Our customers donated, at checkout, an additional \$23,000 — up 60% from customer donations during the prior year! The winners from this year's election to receive proceeds from our 2015 Community Action Wednesday program are: **SafePlace, Capital Area Food Bank, People's Community Clinic, Austin Children's Shelter, Meals on Wheels and More, Sustainable Food Center, Austin Pets Alive!, Hospice Austin, Ecology Action, and Urban Roots.**

Eden Foods Petition

It's been a long time since Wheatville has voted on a product removal, but Wheatville's Owners determined that the failure of Eden Foods to provide certain family planning health insurance coverage was important enough to direct management to cease selling its products. The vote was 639 to 338. For more information on the petition see the 2014 Election Edition of the Breeze, page 10.

This year's election process was overseen by the Nominations Committee and our fabulous new Vote Coordinator, Erica Rose. Erica did an excellent job keeping the election running smoothly and managing vote tabulation and other voter awareness efforts. The election followed the process established in the Wheatville Procedures for Co-op Votes (on the Wheatville website).

As set forth in the Procedures, a confirmation meeting open to all owners was held on November 4. At this meeting, it was declared that there were 1047 valid ballots and 33 invalid ballots. Invalid ballots were declared, for example, because of a missing Owner's name, a ballot submitted by a non-owner, or duplicate ballots, etc. Results reported in this article will be formally reported to the Board at the next Board meeting. Acceptance of the results by the Board will constitute certification of the results of the Co-op Vote.

Votes Cast (winners in bold)

Results are scheduled to be certified at the November Board meeting.

Board of Directors Candidates

Reyna Bishop	722
Kitten Holloway	715
Deborah Ingraham	668
Doug Addison	666
Nada Lulic	623
Allison Maupin	604
John Turlington	472
Marshall Reid	347

Community Action Nominees

SafePlace	718
Capital Area Food Bank	655
People's Community Clinic	610
Austin Pets Alive!	593
Hospice Austin	580
Ecology Action	560
Meals on Wheels and More	551
Urban Roots	539
Sustainable Food Center	520
Austin Children's Services	424
Inside Books Project	406
Farmshare Austin	374
Farm & Ranch Freedom Alliance	357
Center for Child Protection	354
Literacy Coalition of Central Texas	279
Any Baby Can	275
Project Transitions	237
Mariposa Pathway	232
Capital Area Dental Foundation	225
Foundation Communities	222
Marbridge Foundation	218
WE VIVA	205
Growing Roots	186
Small Green Tech Academy	184
Mobile Art Program (MAP)	150
Giving Austin Labor Support(GALS)	148
Urban Poultry Assoc. of Texas, Inc.	100
Dub Academy	56

2015 Board Compensation

by Michelle Hernandez, Board Member



Each year, the Board reviews compensation for directors, as outlined in Article 5.11 of our bylaws. This annual review is done to assess whether the existing policy is the policy we want to maintain for the upcoming year. We report our

decision to our members in the Annual Report for full disclosure and process transparency.

Compensation takes into consideration the many hours directors spend in co-op service, including board meetings, committee work, outreach, and other activities. At the review, the board considered how a second store location and continued growth in our membership may impact director duties and if it should impact compensation. The board decided the existing board compensation should remain unchanged. Compensation will remain in the form of a 10% discount on purchases at the co-op, with a \$300 per month stipend for the President and a \$100 per month stipend for all other directors.

Board compensation in this form is fairly common among food co-operatives. Based on research done in 2012 for food co-ops of comparable size, Wheatville is in the middle of the range, with monetary compensation varying from \$300 to \$1800 per year, and discounts varying from 5% to 22%. For those interested in sharing their opinions or learning more about Board work, we reserve at least ten minutes of "open time" every regular monthly meeting to meet with whomever may want to come. You can find more information or sign up for open time and the Board on Wheatville's website.

Community Action: a Look Back at 2014

by Erica Rose
Ownership & Outreach Coordinator



Community
ACTION
WEDNESDAYS

Record breaking
Donations for
Community Action
Groups in 2014

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 as well as additional donations that shoppers make at the register. This year we have more than doubled the average amount collected for non-profit groups each month!

Here is a look back at what Wheatsville and its owners contributed to the community:

January – People's Community Clinic

Donation: \$5,171.65

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: \$6,224.94

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

March – Sustainable Food Center

Donation: \$5,345.50

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

April – Ecology Action

Donation: \$5,684.52

May – Urban Roots

Donation: \$3,511.35

Additional Contributions: Wheatsville staff went out to Urban Roots to volunteer and lend a hand on the farm.

June – Austin Pets Alive!

Donation: \$7,714.92

Additional Contributions: In addition to hosting a pet food donation drive, APA! window decals were available to Wheatsville shoppers for a \$1 donation.

July – Hospice Austin

Donation: \$7,233.06

August – Meals on Wheels and More

Donation: \$8,004.64

Additional Contributions: Wheatsville also held a food donation drive for Meals on Wheels and More. This was the first month to break over \$8,000 in donations!

September – Austin Children's Shelter

Donation: \$8,166.75

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

October – Capital Area Food Bank

Donation: \$8,308.57

Additional Contributions: Wheatsville Staff volunteered twice during October at Capital Area Food Bank and helped sort over 2,000 lbs. of food, which is about 1,000 meals. Wheatsville also held a food donation drive for CAFB throughout the fall season through December.

Petition to Remove Eden Passes

by Raquel Dadomo, Brand Manager



The results of our annual election are in and as of January 1st, 2015, Wheatsville Food Co-op will no longer sell any Eden Foods products or use them in our recipes. The issue of whether or not to remove Eden Foods products was decided by a democratic vote as outlined in our bylaws. Below is the final verified vote tally from our Annual Election.

Eden Foods Petition

Yes, remove Eden	65%	639
No, keep Eden	35%	338
total		977

We know that some of our customers have been enjoying Eden Foods products for years and will be disappointed to learn that we will no longer stock that brand. As a cooperatively owned retail grocery, we abide by the rules mutually agreed upon in our bylaws and the collective decision reached by our owners. We appreciate the effort and time it took members of the co-op to bring this issue to a vote and are very proud of the cooperative and democratic process used to make the final decision.

We have included a recap outline of the petition process that led to this decision and have included answers to frequently asked questions.

Summary of the Issue

Eden Foods is one of the oldest natural and organic food companies in North America and has been an industry leader in maintaining organic standards, directly supporting North American family farms, and providing Non-GMO assurance on all products. The brand's line of BPA-free canned beans, condiments, soy milk and pastas has been carried at Wheatsville Food Co-op since the 80s.

On March 20, 2013, Eden Foods filed suit against the U.S. Department of Health & Human Services, which administers the Affordable Care Act, for the right to opt out of contraceptive coverage for its employees. Eden Foods objects to a provision of the Affordable Care Act that requires companies, if they choose to offer health insurance to their employees, to include coverage of a wide array of contraceptive choices.

Here's an excerpt from *Eden Foods' statement on the issue*:

We believe in a woman's right to decide, and have access to, all aspects of their health care and reproductive management. This lawsuit does not block, or intend to block, anyone's access to health care or reproductive management. This lawsuit is about protecting religious freedom and stopping the government from forcing citizens to violate their conscience. We object to the HHS [Health & Human Services] mandate and its government overreach.

Wheatsville's Response

In response to Eden's stance, some customers inquired if the co-op would stop selling Eden Foods products. As a cooperative grocery, Wheatsville doesn't stop selling product in response to any political issues. The co-op serves a very diverse customer base and there are individuals on both sides of any issue. We believe that we can best serve our community by continuing to focus on providing healthy foods.

The co-op encourages customers to vote, on this and other issues, with their dollars by supporting those companies they like and believe in. When (for any reason) products don't sell, the co-op stops carrying them.

If the products in question, such as Eden Foods, continue to sell and see no significant decrease in support, the decision on whether or not to stop selling the product must be made through the petition process. This process is outlined in our bylaws as a way for owners to address issues like these in an open and democratic manner.

Petition and Election

By August 1st, 2014 Wheatsville members had gathered the necessary 500 owner signatures to submit the petition to the Board of Directors. The required signatures were received and verified and so the issue was put to a vote in our recent election.

The co-op presented both sides of the issue and asked owners whether or not the co-op should stop selling Eden Foods products.

After all the votes were verified and tabulated, the final vote was in favor of removing Eden Foods products from the co-op.

FAQ

When will Eden Foods stop being available?

The co-op will sell down current stock and not place any reorders. The co-op will stop purchasing Eden Foods products for sale or use in recipes by 1/1/15.

Can a shopper still place special orders for the product?

No. The co-op will no longer place special orders for Eden Foods products.

Will the co-op still cook with Eden products?

No. The co-op will not use Eden Foods for ingredients in any of our housemade products.

Will the co-op have replacement products available?

The co-op has identified all the items that would be affected by the vote and have made accommodations to find comparable replacements as available.

Can Eden Foods ever come back?

The brand may come back to the co-op by the same process that took it out. A member petition would have to be filed and endorsed by 500+ owners. The issue would then be put back on the general election ballot for a vote.

Have any other similar petitions been passed by owner election?

Back in the 1980s a petition was launched to not stock any wellness or bodycare products that were tested on animals. The petition passed and we can now say that we have a 100% cruelty-free wellness department.



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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.



Be sure to check out the FREE Co-op Kitchen iPad® app in the App Store!

iPad is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.





Local Vendor Spotlight: South Austin People SOAP

by Cody Atkins, Wellness Coordinator

South Austin People (SoAP) is a company of professional artisans. All of their

bodycare products are made fresh, by hand, with no unnecessary chemicals, dyes, or petroleum. SoAP represents the Austin persona perfectly: natural, organic, and locally made.

JohnPaul Fierro, B.S. Chemistry U.T., is the founder of South Austin People. He says, "The products we make are the highest quality that we feel can be produced. We use organic vegetable oils in our soaps, and we are working towards a petroleum free life for as many people as we can help." JohnPaul has carefully formulated each of the different recipes, and they work diligently to source the best ingredients.

After you've tried their handmade soap, they think you'll never want to use mass-produced corporate stuff again. And it's from right here in South Austin!

S.o.A.P. partner Cecil Winzer answered a few questions for us:

How did you get started in the natural soap business?

JohnPaul Fierro started South Austin People in 2004. As a UT chemistry graduate, he was alarmed by all the chemicals and petroleum in most body care products. He set out to produce 100% natural personal care products that everyone would feel safe using.

What has your relationship with Wheatsville been like?

We love Wheatsville! Wheatsville is our #1 retail outlet and we are very proud to work with them. We send customers there all the time and want to support our fellow local businesses.



Business partners, left, Cecil Winzer (sales, marketing, brand development) and right, founder, JohnPaul Fierro (product formulation and manufacturing).



How does SoAP stay involved in (or connected to) the community in Austin?

We all love Austin and have been living, working and playing here for most of our years. We support several non-profits by donating products for fundraisers. We also love participating in the farmers' markets and other shows/events around town, they allow us to interact face-to-face with the people that want and love our products.

What's your personal favorite product that you produce?

Gosh, there are so many! It might be better to tell you how I use our products on a daily basis. I shower and wash my hair with our **Liquid Soap**. I always use one of our bars on my face, with 10 different vegetable oils, all of our bars are so good for the delicate facial skin. I shave with our **Shaving Bar**, it gives the best shave I have ever had with no razor burn and no nicks or cuts. I use our **Unscented Lotion** as my after shave lotion. I use our **Peppermint Foot and Body cream** on my feet and any other rough areas that need a little extra moisturizing. I use our scented lotion throughout the day on my hands. Finally, if I ever get a little too much sun or some fine lines or blemishes on my face, I erase them with our **Meadowfoam Night-Time Anti-Aging cream**.

Anything new in the pipeline that we should be looking forward to?

We have been redeveloping our **Dirty Paws Dog Shampoo**. Look for a brand new label after the New Year and we are planning for this to be our first product to get national distribution. Sorry Austin, but you have to share our products with the rest of the world! J



Hoppin' John for New Year's Day

by Ralf Hernandez, Produce Coordinator

At the end of the year, there are two foods that may not be staples in all kitchens, but become essential eating to celebrate the New Year in the Southern states: **black-eyed peas and collard greens**. Some believe the tradition of eating black-eyed peas for good luck on New Year's Day dates back to the Civil War. Union troops considered the peas to be animal fodder, not worthy of being consumed by humans. Legend has it they took everything on their raids of the Southern troops' food supplies except for black-eyed peas and salted pork. The Southern troops were able to survive the harsh winter on those meager supplies, hence making the peas good luck. Collard greens, which grow really well in the Southern climate, are also eaten on New Year's Day for good luck. The leaves are green and flat, like paper money, symbolizing wealth and prosperity in the New Year.

These foods blend together beautifully in the traditional Southern dish, Hoppin John. Recipes for this dish date all the way back to 1847 in the Carolina Low Country. The following recipe is a basic version; feel free to make any substitutions you like. Some would prefer bacon rather than sausage, or to leave the meat out completely and use vegetable broth instead to make it a tasty vegan dish. This recipe has been adapted from a Hoppin' John recipe in *Food & Wine Magazine*:



Hoppin' John

Ingredients:

- 3 TBS cooking oil
- 1 onion, chopped
- 4 cloves of garlic, chopped
- 1 bunch collard greens, tough stems removed, leaves shredded
- 1 3/4 tsp salt
- black pepper, to taste
- cayenne pepper, to taste
- 1/2 lb Niman Ranch Andouille sausage, sliced
- 1 package fresh black-eyed peas from Produce
- 1 1/2 cups long-grain rice
- 3 cups chicken or vegetable broth

Preparation Instructions:

In a large saucepan or Dutch oven, heat the oil over medium-low heat. Add the onion and garlic, cook until onion is translucent, about 5 minutes. Add the collard greens, salt, black pepper, and cayenne. Cook, stirring, until the greens wilt, one or two minutes.

Increase the heat to medium-high. Add the sausage, black-eyed peas, and rice. Stir and cook for about 30 seconds. Stir in the broth and bring to a simmer. Reduce the heat to low and cook, covered, until the rice is tender and the liquid is absorbed, about 20 minutes. Remove from heat, adjust the seasoning if needed, and serve.

Cool Gift: Cheesemaking Kits

by Shane Shelton, Specialty Coordinator

Give the gift of cheese making this holiday season with **Roaring Brook Dairy's Cheese Making Kits**. The **Chevre** and **Mozzarella Cheese Making Kits** both contain everything, except the milk, to make delicious cheese at home!

The Mozzarella Cheese Making Kit includes all you will need to make over four pounds of mozzarella, one pound at a time, including an instruction manual, dairy thermometer, gloves, vegetarian rennet, citric acid, and salt.

The Chevre Cheese Making Kit contains everything you need to make eight batches of chevre, one batch at a time, including, an instruction manual, cheese cloth, authentic French cheese mold, vegetarian rennet, citric acid, cheese salt, and herbs de Provence.

Making cheese is a surprisingly easy and fun activity that is both informative and entertaining for the whole family. Each of these cheese making kits would make a great gift and imagine how cool it would be to show up to a pot luck or holiday meal with cheese you made all by yourself.



MORE HAPPY PEOPLE!
Staff Anniversaries!

Ryan Soutter 11 years as of 12/16 (packaged clerk)

Tom Porcella 5 years as of 12/11 (cook)

Lucy Mer 4 years as of 12/16 (cook)

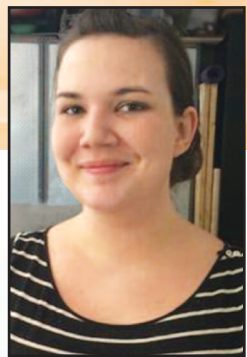
Devin Alexander 1 year as of 12/6 (produce clerk)

Peter Thomsen 1 year as of 12/6 (store steward)

Anthony Bertalotto 1 year as of 12/6 (front end supervisor)

Loraine Rosales 1 year as of 12/20 (bakehouse clerk)

Aldo Ramos 1 year as of 12/30 (packaged clerk)



Staff Spotlight- Christine Benson

by Heather Fisher, Office Admin & Payroll Coordinator

HF: What is your Wheatsville history?

CB: I started working at Wheatsville this August as a Front End Clerk.

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

CB: I'm originally from Gainesville, Florida. I moved to Austin in the summer of 2011 with a vague intention of listening to cool music. It turned out to be a pretty solid plan.

HF: What is your favorite product at Wheatsville?

CB: I think I could make a whole meal out of Wheatsville's fresh, house-made guacamole. I put it on everything!

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

CB: Alamo Drafthouse partners with Vulcan Video to host some really cool theme nights like Terror Tuesday and Weird Wednesday. They may not be objectively the "best" movies, but it's always a good time.

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

CB: I studied Russian in college, and spent a summer traveling Russia. I even got to work at a summer camp in Siberia!

HF: Fill in the blanks:

CB: I've always wanted to play the ukulele in a cute band and if I had it my way, my lack of musical talent would not be in the way.

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 youths and adults
- awareness, education, and involvement in the prevention of HIV and related diseases
- statewide training programs for evidence-based prevention and coalitions

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



We support
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Staff TOP 10 PICK



JASON JOACHIM: MEAT SUPERVISOR, GUAD



1. Honest Tea Just Green Tea

I BUY THESE IN THE LARGE CONTAINERS BY THE CASE. THIS, ON ICE, IN A MASON JAR, IS MY DAILY CAFFEINE RITUAL.

2. Kosmic Kombucha Salty Dog

MY FAVORITE BOTTLED KOMBUCHA FLAVOR. LOCAL AND DELICIOUS.



3. Eco Dent Original Mint Tooth Powder

NO MESSES, NO GETTING HASSLED BY AIRPORT SECURITY, JUST CLEAN TEETH.



4. Kind Bar Dark Chocolate Nuts and Sea Salt

MY FAVORITE OF ALL THE ENERGY/SNACK BARS

5. Bragg Liquid Aminos

THIS HAS REPLACED SOY SAUCE AND IS GOOD ON JUST ABOUT ANYTHING. TRY ON POPCORN



6. Annie's Organic Shiitake Sesame Dressing

MY FAVORITE SALAD DRESSING OF ALL TIME



7. Almond Breeze Original Unsweetened Almond Milk

IT'S WHATS FOR BREAKFAST EVERY AM.



8. Tea Tree Therapy Tea Tree Mint Toothpicks

IN MY TRUCK OR ON MY DESK, THESE ARE ALWAYS AROUND

9. Vermont Creamery Bonne Bouche Goat Cheese

MELTS PERFECTLY; AMAZING FLAVOR. TREAT YOURSELF!



10. Tender Belly Habanero Bacon

BERKSHIRE PORK BACON FROM COLORADO WITH NICE SPICE. THICK CUT, ITS THE BEST.

Sign up for the Wheatsville Email List!

About once a week, you'll get an email informing you of events, new products, special deals or changes in the store. Go to www.wheatsville.coop to sign up!

Classes & Events

Here's what's on deck for December, but check our website's Calendar Page for the most up-to-date information.

If you are an experienced, energetic instructor that would like to lead cooking demos, workshops, or hands-on fun activities for kids and/or adults, please submit your class or workshop proposal on our website.

Stay connected and informed. Sign up for our weekly email on our website www.wheatsville.com or follow us: Facebook @Wheatsville Food Co-op, Twitter @wheatsville, Instagram @wheatsville.

EVENT: Party Bites & Gift Ideas
DATE: Sunday, December 6th & 13th
TIME: Afternoon
WHERE: Both Stores

Join us on the afternoons of December 6th & 13th for tastes of some of our favorite party foods! We'll have some of our best vendors and makers in-store ready to get YOUR PARTY started! From appetizers to gift ideas, we've got you covered!

EVENT: Cookie & Coffee Social
DATE: Saturday, December 13th
TIME: 11am-1pm OR until the cookies are gone!
WHERE: 4001 South Lamar Community Room
COST: Please bring a non-perishable food donation for Capital Area Food Bank.

Join us for a special pre-holiday celebration! We'll be serving up our delicious homemade cookies alongside freshly brewed Casa Brasil coffee. Our friends from Casa Brasil will be on-site to show you how to brew a perfect cup of joe and to answer questions. Join us!

EVENT: Celebrate 170 Years of Cooperation with Oatmeal Cookies & Music
DATE: Sunday, December, 21
TIME: 6pm-8pm
WHERE: Both Stores

Join us for oatmeal cookies and music as we celebrate the birth of the modern cooperative movement. One hundred and seventy years ago, on December 21, the lights were lit at 31 Toad Lane in Rochdale, England. With just 28 members and open only 2 nights per week, the Rochdale Pioneers sold four key items; butter, sugar, flour and oatmeal. Driven by idealism and vision of a better social order, the Pioneers became champions of pure food, honest weight, fair dealings, education, community and cooperation. Their founding principles became the framework for co-ops today.

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



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Holiday Social

Saturday, December 13th

11am-1pm OR until the cookies are gone!

in the 4001 South Lamar Community Room

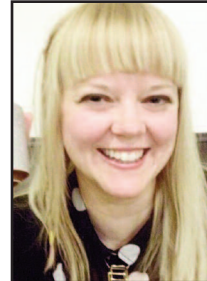
Please bring a non-perishable food donation for the Capital Area Food Bank.

Join us for a special pre-holiday celebration! We'll be serving up our delicious Bakehouse Holiday Cookies alongside freshly brewed Casa Brasil coffee. Our friends from Casa Brasil will show you how to brew a perfect cup of joe and answer questions.



Alter Eco Truffles: Fabulous Flavors, Finest Ingredients

by Niki Nash, Packaged Manager



A Co-op Exclusive

There's a whole new world of chocolate out there. The sweet, rich deliciousness we all love is no longer just good—it can also be really, really good for you. Alter Eco set out to reinvent the most awe-inspiring, over-the-top incredible chocolate experience ever: the truffle. Their truffle is given its signature creamy, melty deliciousness in the center by mixing cacao with coconut oil, known for its incredible health properties as a superfood. It's the perfect complement for antioxidant-rich dark chocolate. And like all other Alter Eco products, these truffles are all organic, fair trade, and sustainably produced. So they're better for you and better for the planet, all the way down to the compostable birch and eucalyptus-derived wrapper. That's why we're excited to be able to offer shoppers this special co-op exclusive assorted truffle box – while supplies last!

The Benefits of Coconut Oil

Alter Eco uses lauric acid-rich coconut oil as a substitute for palm kernel oil and it's the perfect complement to antioxidant-rich dark chocolate. Used for thousands of years by cultures all over the world for its positive qualities, coconut oil considered one of nature's most nourishing oils. Newly popular in American nutrition circles, coconut oil is credited by numerous scientific sources with an impressive list of health benefits.



The Truffles

Like many revolutionary ideas, Alter Eco's truffles have been the center of some controversy. With extreme loyalists on each side of the flavor divide, this co-op exclusive truffle assortment might just bring about some peaceful coexistence among your family and friends! The four varieties are:

- **Black** - Strong, bold Ecuadorian-sourced dark chocolate hiding a delightfully soft, sweet dark milk chocolate center.
- **Velvet** - A rich dark milk chocolate center nestled in a soft, creamy wonderland of Peruvian dark milk chocolate.
- **Sea Salt** - These will please any crowd. Sink your teeth into the subtle crunch of dark chocolate studded with mouth-watering Fleur de Sel de Guerande, a prized culinary sea salt hand-harvested from Brittany's ancient salt villages. Then melt away with the smooth-as-silk chocolate center.
- **Salted Caramel** - The Salted Caramel truffles take the flavor even deeper, with malty cacao and Fleur de Sel de Guerande meeting their match in a smooth, buttery, caramel truffle filling. It's a little treat that packs a darkly sweet, supremely addictive bite.

Find these delicious truffles at Wheatsville during the holiday season – perfect for gift-giving or just a special treat for you!

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