

THE WHEATSVILLE BREEZE

A PUBLICATION OF WHEATSVILLE FOOD CO-OP

Spring 2023

Birthday Issue

Spring Planting

Vendor Spotlight- Beba's Pfresh Salsa

Message From The Board

Celebrate Earth Day

Spring Wines

Community Action Updates



Owners
GET A FREE
SLICE OF CAKE
MARCH 16 - 19





YOU OWN IT

Rights & Responsibilities of Co-op Ownership

Bill Bickford

General Manager

As we celebrate Wheatsville's 47th Birthday, it seems a good opportunity to explore topics related to your ownership of this wonderful co-op. Having a stake in this community-owned organization entitles you to certain benefits that other shoppers may not receive, but it also carries responsibilities to the ongoing health and sustainability of this 47-year endeavor to improve our shared community.

Think of it like a really big group project! We literally cannot do it without you, and we wouldn't want to even if we could. So let's dive into some of these rights and responsibilities so that we can all be on the same page about how we can best ensure our shared success.

Patronage Rebate Recap

We were thrilled last year to be able to issue our first patronage rebate since 2013! Distribution began in mid-December and closed, per IRS regulations, on February 15. All unredeemed rebates have now been taken back into our taxable income for last fiscal year, but not before we were able to distribute more than \$56,000 dollars to approximately 5000 individual co-op owners. Putting money directly back into our community when we are sufficiently profitable is a tax privilege unique to cooperatives and one of the primary ways that we differ significantly from our competitors. My hope is that this past year's rebate will become more and more common moving forward, and I thank you for the patronage that made this one possible!

Owner Info Update

As you have hopefully noticed via email correspondence and in-store signage, we are currently in the midst of an effort to update owner contact information. If you haven't yet done so, you can update your info [HERE](#) by March 31 for a chance to win a \$200 gift card.

Our ability to communicate with you is critical to our efforts to serve this community, and the process of distributing rebates for the first time in nearly a decade uncovered some shortcomings in our current owner data. When co-op owners relocate, we're not often the first place folks think to update their contact info. And I get it—there are certainly more pressing considerations when moving than giving your grocery store a heads-up. The reality is that folks don't typically think to update us until there's a problem of some kind.

Even more critical than mailing address or phone these days is having an email address on file, as this is by far our most effective way of communicating with owners in 2023. Unfortunately, we currently have a large number of co-op owners with no email address on file, due in large part to the fact that we didn't even ask for them for our first two decades of operation. And to clarify, because the two systems are not linked, it is possible to receive our marketing emails and not actually have an email on file in our owner database. So if I could convince owners to update just one piece of contact info with us, email would easily be the pick.

That said, I'm happy to report that this effort has already gained some traction, as we received roughly 1000 updates in just the first week of this program. Still, with more than 27,000 co-op owners in total, we still have many folks to reach. So if you aren't sure whether the info we have for you is up-to-date, I would humbly request that you help us help you by going to the link above or filling out a paper form in-store at your convenience.

Investing Owners

When folks join the co-op, they have two choices for purchasing their owner share. First, they can pay the full amount all at once, a status we refer to as "Fully Invested", which is required to receive patronage rebates. With one of the lowest capital requirements of any co-op in the country, this has historically been the more common choice. However, folks also have the option to pay an initial installment, then pay the remainder in monthly installments when prompted at checkout.

Unfortunately, some folks never complete those payments. And what can sometimes make this a touchy subject is that, quite often,

Continues on next page

those folks believe they have paid in full. There are a variety of reasons for this. First, I'm not certain that we are always diligent about prompting for payment at the register, so that is an area we are working on internally. But we also have folks who ask to put it off when prompted. These two behaviors can compound one another to the point that sometimes folks can get by for a long time without paying their base owner capital.

Our current [Ownership Administration Guidelines](#) call for us to refund the paid-in capital balance of lapsed Investing Owners and rescind those ownership accounts once per year. Based on accounting records, it appears this provision has not been enforced for some time. However, as part of our ongoing effort to improve the integrity of our owner data, we are planning to do so after the current drive to update owner contact info.

Should you find yourself among this group, we will reach out to you directly in April regarding your individual situation. For example, there are several folks who paid the first installment and nothing further, but we also have Investing Owners with only a \$5 remaining balance. Whatever your situation, we would obviously rather keep you in the fold as a Co-op Owner, so our plan is to make every effort to inform and get accounts current before potentially taking the step of refunding paid-in capital. And looking ahead, we are exploring options that would allow convenient installment payment options while also preventing this situation from developing.

Use of Owner Accounts

Another sometimes sticky ownership issue your co-op faces is who, precisely, should get to use an ownership account. Our current Ownership Administration Guidelines only clarify that "a person who is a dependent, age 18 or under, of an owner may shop using the owner's account."

Quite frankly, this guidance probably needs updating. The reality is that we have little to no interest in policing the use of an owner account within a shared household. While there are absolutely households where both partners have individual ownerships—my wife and I fall in this category, for example—we also take no issue with folks using their spouse or partner's account, nor with use by children living within the household who may be over 18.

That said, with 47 years of continuous operation under our belt, we now sometimes see adult children and even grandchildren, former roommates, and just about every other imaginable connection to an owner using their account. On the one hand, we're obviously more than happy to serve these shoppers—the more the merrier. But as we look to potentially expand owner benefits, use of owner

accounts by shoppers who should not actually receive those perks puts a strain on our expenses and potentially holds us back from making those benefits as attractive as they otherwise might be.

So if you are currently using an owner account that is not in your name and that belongs to a household you no longer live in, we would humbly ask that you consider purchasing your own owner share. We'd be so very glad to have you formally join team Wheatsville! And if you are an owner yourself who knows that folks outside your household are using your account, please encourage them to become an owner themselves. This will allow us to invest further in rewarding benefits for all of our Co-op Owners.

New Owner Benefits Coming Soon!

Speaking of investing in attractive owner benefits, I am excited to announce a forthcoming change to our regular Owner benefits coming later this year. Coming soon, we will be rolling out a new financial incentive for owners intended to make Wheatsville a more enticing option as your primary grocery store.



Co-op owners will be able to take an additional 10% off all Co+op Deals items. This is already our most visible sales vehicle, responsible for a significant portion of our weekly sales volume. By offering an additional 10% off the sale price exclusively to Wheatsville Owners, we hope to offer an easy-to-use, easy-to-understand, always-on benefit that will provide exceptional value every single week of the year.

This benefit is intended to replace the current Owner Deals and Owner Perks programs, allowing us to focus our promotional efforts around our current primary sales program. We expect it will deliver substantially more value to owners over the course of the year, while also streamlining work for our staff. There are still a few remaining details and internal processes to work out related to this new benefit, such as whether and how this discount might interact with staff, board, and case discounts. But for now, I can at least share a rough timeline for launch. We expect to launch this benefit with our new fiscal year in June of this year. I am very excited by the everyday savings this will offer Wheatsville Owners, and I sincerely hope you will be too!

SPRING PLANTING

Katie Browne

Pricing Coordinator

Whether you plant a large, raised bed of produce or a curated selection of plants in pots, now is the perfect time to start preparing a spring or summer garden. While it is still cool in the mornings, I like to clean out the old beds of any weeds or leaf debris and top up the soil in any beds that have settled.

Amending the soil with compost is a good way to restore nutrients used up in the previous year's plantings. My chickens get in on the preparation, digging with gusto in the broken up soil to find grubs and beetles that have overwintered in the ground.

Spring is a great time to plant root veggies like radishes and carrots. Radishes are especially satisfying since they pop up in a matter of days and are ready to harvest in only a month! Spinach, lettuce, and other greens can go in as starts and be harvested for several months until temperatures consistently reach the 90s when they tend to become bitter and bolt. Greens also perform well in pots if you do not have the space for a larger garden.

If you are planting from seed, summer veggies can be started indoors. Peppers love the Texas heat and do well even in hot, dry conditions. Okra is another hot weather champion, plus they bloom beautiful large hibiscus-like flowers before bearing fruit. Nightshades like tomatoes, peppers, and eggplant can be started in peat pots under a grow light until the weather is consistently warm. I like to start my peppers on a heating pad as they germinate faster at warmer



temperatures. Keep seeds moist but not drenched during germination. In a month or two, depending on the variety, the seedlings will be small plants and ready to go outside for summer. Keep them well watered after transplanting as the transition can be stressful and will set them back a little as they get established in new conditions.

Summer favorites like cucumbers, beans, and heat-tolerant greens can be sown directly in the ground. Be sure to plan a trellis or other structure for climbers like beans and cucumbers as they can get quite tall and heavy with fruit once mature.

Don't forget to leave room for some herbs and flowers in the garden. Companion planting herbs like basil with tomatoes add a flavorful addition to the garden and can help dissuade pests.

Marigolds are a classic brightly colored companion for vegetable gardens. Nasturtiums are my personal favorite. They come in a variety of jewel bright colors and are edible! Nasturtiums have a mild radish flavor and add a beautiful accent to spring salads.

Whatever you decide to plant, enjoy the process and hopefully you will have some delicious homegrown produce as a reward. Happy planting!

Resources for garden planning in Austin:

Central Texas Gardener
Texas A&M Agrilife Extension
Austin Central Library



TOP 10

FAVORITES

Aubrey Doyen

Front End Clerk @ Guadalupe

Hello! My name is Aubrey and I'm a Front-End Clerk and Pricing Clerk for the Guadalupe location. Wheatsville has been my home away from home since moving to Austin in July 2022, and I can't think of any better place to learn about the community than at Wheatsville. Here are some of my favorite items we carry here!



Bulk Dried Mango

I am a huge snacker and a lot of times my go-to ends up being sour candy. I've found that dried mango is an amazing substitution for this craving. Our bulk dried mango is the best dried mango I've had, ever. If you pick up anything new in your next shopping trip to Wheatsville, definitely grab some dried mangoes.



Kosmic Groovy Green Kombucha

I've tried a lot of Kombuchas, but my favorite has to be the Kosmic mix of kiwi, pineapple, coconut, wheatgrass, and agave. This kombucha is so refreshing with a unique summery flavor none can top.



Chocolove Ruby Cacao Bean Chocolate Bar

There really isn't anything like ruby cacao. It's a super fruity flavored cacao, which I love, and naturally PINK hued chocolate?!



Austin Natural Soap Lavender Soap

Lavender, the most popular scent you'll see in body care and cleaning products. I am OBSESSED with the scent of this soap, and it's a gorgeous bar, you almost don't even want to use it.



Luna Bay Booch Co. Palo Santo Blueberry Hard Kombucha

The cute can drew me in, and then the hot-pink color of the booch, but it's much more than a cute can and pretty colored drink. The mix of coconut, mint, and blueberry flavors make this drink a 10-out-of-10. Drink it by itself or add some gin and lime – absolutely delicious!



Tweed Coffee Timepiece Espresso Beans

It has all my espresso bean crucial traits: fair-trade, local, & sustainable, with a fruity & bright taste. You can find me around the store every morning drinking my homemade latte made with Tweed Timepiece espresso beans and Oatly oat milk!



Shikai CBD Body Lotion

A fragrance-free, non-greasy, fast-working option for body pain or inflammation. I can always count on this lotion for my sore shoulders, it's a bedside essential for me!



Bola Pizza Truffle Daisy

A local favorite! Can't go wrong with a little truffle. I always buy it to share and then regret not buying two.



Rockstar Bagels Cinnamon Raisin

I SURVIVED college on cinnamon raisin bagels. It's a tragedy there weren't Rockstar bagels around for me to devour. Old habits die hard because as the deli clerks know, the Cinnamon Raisin Rockstar Bagels toasted with cream cheese get me through my day!



Wheatsville Deli-Made Turkey Club

Wheatsville bakehouse bread, turkey, bacon, avocado, chipotle veganise, lettuce, tomato, onion, and sprouts. That's all you need to know. Not a meat eater? It's just as good without the turkey and with our house made local tempeh bacon instead.

Co-ops HAVE Principles

Nick Conn
Marketing Manager

The roots of the modern cooperative movement date back to 1844. On a cold December night in Rochdale, England a group of tradesmen would band together, in response to the growing disparities of the Industrial Revolution, to open their own shop selling items that they could not afford individually but could collectively. The first offerings at the humble store were butter, sugar, flour, and oatmeal. To set their store apart from others, the tradesmen created the Rochdale Principles, a set of seven principles that would form the foundation that would go on to unite all cooperatives. The tradesmen dubbed themselves the Rochdale Society of Equitable Pioneers and with that the first consumer cooperative was born.

Fast forward nearly 100 years to 1937 and the original Rochdale Principles are adopted by the International Cooperative Alliance and slightly altered. They would be updated a few more times over the years until settling on the seven Principles that we have now. These principles outline the general ideology of co-ops and how they should operate. Co-ops today are comprised of autonomous individuals and created based on the guiding standards of volunteerism, democracy, and a set of common cultural, social, and economic needs. As of 2012 more than one billion people worldwide belong to a coop of some form.

Like other consumer coops, credit unions, and producer coops all over the world, Wheatsville abides by these seven core principles. We asked co-op owners, community members, and staff what the principles meant to them and here is what they had to say.

PRINCIPLE ONE VOLUNTARY AND OPEN MEMBERSHIP

"I own a grocery store! And you can too!"

Cooperatives don't exist without member-owners. The first Co-op principal open and voluntary membership lays down the framework for non-discrimination and fundamental human rights like freedom to join, associate and freedom to leave. No one can force you to be an owner and membership should come from a place of genuine interest. It sets the stage for Empowered Ownership. That makes all the difference."



MeriJaye O'Connor
Wheatsville Board of Directors

PRINCIPLE TWO DEMOCRATIC MEMBER CONTROL

"Democratic control is the cornerstone of cooperative organization. It functions as both an opportunity to effectively and dynamically institute change, and a responsibility to put forward the best version of ourselves by setting inclusive and equitable norms and policies. Co-ops succeed when their owners are both stakeholders and beneficiaries, we are stewards of something larger than us that holds us accountable while seeing real time rewards from the fruit of our labor. Wheatsville's shared ownership puts the cap of our involvement at our dedication, vote in our elections, run for the board, share a joke with a staff member. Whatever you do, do it in cooperation!"



Nate Smith
Wheatsville Staff and Co-op Owner

PRINCIPLE THREE MEMBER ECONOMIC PARTICIPATION

"Member Economic Participation is vital for the health of the co-op. Becoming an invested owner and regularly shopping at Wheatsville supports the co-op's profitability. A profitable co-op means more resources for community donations as well as store renovations and expansions which in turn allow for a greater selection of products, many of which are from local producers! Additionally, there is another direct benefit in becoming an invested owner. You are eligible for a rebate, based on your patronage, during sufficiently profitable years. Everyone wins! Which is really what co-ops are all about, right?"



Cody Atkins
Wheatsville Board of Directors

PRINCIPLE FOUR AUTONOMY AND INDEPENDENCE

"Cooperatives are still the most relevant and compelling organizational model. Unlike the big corporations that dominate our economy through exploitation and corruption, cooperatives offer a much more down to earth solution. In a cooperative, each of us matters as individuals, and each of us matters to the whole. We don't need billionaires or Wall Street bigwigs calling the shots and raking in all the profits. Instead, we all get a say in how the organization is run and together, through our time, money and energy, we can make it thrive and grow. The future is cooperative!"



Errol Schweizer
Co-op owner and Grocery Industry Professional

PRINCIPLE FIVE EDUCATION, TRAINING, AND INFORMATION

"Promoting and spreading education is mission critical to running a successful co-op! At Wheatsville we want to make sure that our staff, as well as our owners and shoppers are well-versed in how a cooperative business operates: our values and principles, policies, the responsibilities of each individual owner—all are key to having a well-informed community that will contribute most effectively to the co-op's development."



Julia Barron
Ownership & Outreach Coordinator

PRINCIPLE SIX COOPERATION AMONG COOPERATIVES

"In order to achieve Cooperation among Coops, we need to be honest, humble, and ready to give more than to take. It is a time of harvesting in Argentina. We are working to offer our best selection of wines and olive oil to Wheatsville Co-op. We are thankful for your commitment to making them available for family tables in your local community. Partnering with Wheatsville Co-op has been enjoyable and impactful work, and we will discover more to offer together."



Martin Palacio
La Rioja Wine Argentina

PRINCIPLE SEVEN CONCERN FOR THE COMMUNITY

"Meeting people where they are is a premise for community engagement. Through an authentic approach to community partners, Wheatsville's engagement strategy with Austin residents creates the opportunity for inclusion and diversity at the store and produces a ripple effect with community partners such as Double Up Food Bucks. Coop owners incorporate a sense of empathy and recognition of different lifestyles and cultural contexts just as they walk into the store!"



Sayuri Yamanaka
Community Food Advocate and Coop Owner



COMMUNITY CONCERN A STAFF VOLUNTEER PERSPECTIVE

Temmi Merlis

Grocery & Wellness Clerk - South Lamar

The concept of community concern has been a key tenant embedded in food co-op policy both nationally and internationally for decades. During my time at Wheatsville, this principal has always been requisite for ongoing positive change for our larger Wheatsville community. Wheatsville stresses the responsibility that it has for the community through staff volunteering and by raising funds for Community Action partners via round up donations at the cash registers. As a licensed social worker, having the opportunity to volunteer with Wheatsville in such a hands-on way has created a powerful avenue for me to connect to those facing marginalization and other challenges.

My first experience volunteering with Wheatsville was at an event for the Central Texas Pig Rescue. Wheatsville volunteers were tasked with helping

direct the flow of pedestrian traffic for those who were visiting the rescue to feed the pigs. We interacted with visitors and made sure there were enough fresh fruits and vegetables to go around for all of the resident pigs. As a

vegan, I felt an immense amount of joy knowing that we were contributing to the freedom and happiness of these sentient beings. The second volunteer event that I participated in was running in a 5K race for CASA of Travis County, an organization that helps abused children through volunteer court appointed advocates. During the run, my co-workers and I ran as a Wheatsville team and encouraged each other all the way across the finish line. The most recent volunteer experience that I participated in was for an organization called SAFE which serves survivors of child abuse, sexual assault, exploitation and domestic violence. My fellow volunteers and I were given the responsibility of sorting and organizing items such as children's clothing, toiletries and menstrual hygiene products. Over the course of two hours we had completed our tasks and felt a sense of accomplishment knowing we had done our part, however small, to help ease the burden for the organization's clients in their process of seeking safety and peace.

Each volunteer event in which I participated helped me to bond with my Wheatsville colleagues as we worked together towards the common goal of bettering our community. Volunteering with Wheatsville solidified my belief that everyone wants and deserves to feel seen, heard and valued. I know that Wheatsville's dedication to the Austin community is unshakable and that they will always serve as a beacon of light for those whose voices need to be centered and uplifted. Thank you to the staff and the board at Wheatsville who work tirelessly to engage with the larger Austin community and provide such impactful volunteer opportunities for Wheatsville staff.



Staff Spotlight

Howdy! My name is Lianna Mills, Sr. I started working at Wheatsville just 6 months ago! I have been in the food industry in one form or another for many, many years. I love working with food and love working with people who love food! I started shopping at Wheatsville in the early 90s.

Where are you from:

I'm originally from Houston, graduated High School from Ball High in Galveston. I call Galveston my hometown. I moved to Austin in 1988 and upon moving here I quickly met my future husband, a 3rd generation Austinite. It took five years of being friends before getting engaged. We announced our engagement at Eeyore's Birthday the next day.

Where's your favorite place in Austin:

I should say something like Barton Springs or Mt Bonnell, and I do love the outdoors, but really I love food! I love that Austin has so many Mom & Pop restaurants & bars.

Something about me that not many people know:

- After graduating from high school in 1983 I traveled to a different town and/ or state every August until I moved here. I've lived in Hyde Park for almost 30 years. I raised three kids who all still live in or around Hyde Park. Wheatsville is our neighborhood grocery store.
- I named my daughter after me. Lianna Kay Mills, Jr. She's 27 now.
- I was Miss Galveston and was in the Miss Texas Pageant when I was 25 years old.



Lianna's favorite Products

I know I'm biased but my favorites are the freshly made food in the deli. We're doing some really fun things back there!



GET YOUR WHEATSVILLE SWAG NOW AT BOTH LOCATIONS!

New 47th anniversary t-shirt design!



Celebrate Earth Day

SATURDAY APRIL 22



As a community owned co-op, we take our Cooperative Values & Principles very seriously. We fulfill the ideals of Principle #7, Concern for Community, in a number of different ways – one of which is being a good environmental steward. Through thoughtful, small daily actions – such as sorting our trash from recycling and compost after we eat – we can make a HUGE impact.

Thank you for doing your part – bringing your containers to refill, remembering your reusable bags, sorting your trash, composting, planting gardens, collecting rainwater, and for supporting your co-op!

Here are some things your co-op does to stay green:

1.

We recycle metal, cardboard, plastic, paper, glass, food scraps, and cooking oil.

2.

Break it Down, our local recyclers, estimate that we divert 20 tons of cardboard each month between both stores. That's the equivalent of 3 elephants!

3.

Break it Down also estimates that we divert 100 tons of recycling (cardboard, glass, and plastic) each month between both stores. That's the same as 50 full-grown cows!

4.

Wheatsville is part of Austin Energy's Green Choice program which uses the money we pay for utilities to build wind farms and help Austin reach its goal of 55% renewable energy use by 2025!

5.

S. Lamar has 57 SolaTubes which use highly reflective fiber optic tubes to direct sunlight into our store so that we don't have to use as much electricity.

6.

Ceiling lights at S. Lamar adjust intensity depending on the amount of natural sunlight coming in from our SolaTubes.

7.

We only buy energy efficient coolers, refrigeration units, and equipment.

8.

We offer bulk refills of wellness products like Dr. Bronner's soaps and lotions!

9.

We use noVOC or lowVOC building materials and paint in order to have an odor-free store.

10.

Our waterless urinal at S. Lamar saves 1.5 gallons of water per flush! 12 flushes per day saves 6,552 gallons of water per year!

11.

Our rainwater collection tanks at Guadalupe give us enough water to irrigate all of our landscaping!

12.

Our paper bags are made with 100% recovered fiber, minimum of 85% post consumer content, and are printed with water-based inks.

13.

Lots of bike parking, showers for staff at S. Lamar, a bike to work benefit for staff members who ride 8+ hours/month.

14.

Concrete parking lots that absorb less sunlight than asphalt and reflect less heat, light paint colors, and awnings help keep us cool through the hot summers.

15.

Email receipts, double-sided receipts, and no receipts option significantly cut down the amount of paper register tape (BPA free) we have to buy.

SPRING WINES FOR ANY OCCASION

Janelle Rodriguez

South Lamar Wine Clerk

As the days grow longer and the weather warms up, there is no better time to enjoy a glass of wine in the spring sunshine. Both of our locations offer an impressive selection of spring wines to suit every taste and occasion. Whether you are planning a picnic in the park or a dinner party at home, you're sure to find something that delights your palate.

Check out these three seasonal wine selections from our knowledgeable Specialty Department staff



Three French Hens Sauvignon Blanc

A classic spring time go-to, Three French Hens Sauvignon Blanc is welcome in our "coop" anytime! Proudly proclaiming that it is "Laid in France," this is a smooth, aromatic white wine that really encapsulates all a French country wine should be. This blend of Sauvignon Blanc and Vermentino is dry and refreshing on a hot Texas afternoon.

The Sauvignon region is known for its zingy fruit taste and this wine delivers it by the bushelful. The bright tones of this lively wine are paired perfectly with salads, light meals, or fresh egg pasta dishes.



Bonny Doon Vineyards Le Cigare Orange

In a season dominated by whites and rosés, orange wine is splashing onto the spring scene. Over the past few years, we have been expanding our selection of orange or skin contact wines here at Wheatsville. Orange wine is made up of mashed white grapes with the skin still on to ferment together over time. Orange wines combine white wine grapes with the maceration process of reds. This gives the wine its distinct color, flavor, and texture.

The newest orange that has earned our affections is Le Cigare Orange and it's not just because of the cool UFO on the label. This easy to drink blend from Boony Doon vineyard is made up of Rhone varietals and tastes of apricots and orange rind. You may even notice hints of fennel or bergamot. One thirsty reviewer said it reminded them of ice pops from their childhood summers. Orange wines pair great with Asian flavors so stop by Wheatsville's Sushi Express on your way to the check out.



La Grande Plage Rosé

A new queen has been crowned! Spring was once the realm of crisp whites, but our new warm weather monarch is the rosé. We have numerous rosés to choose from but currently our favorite is La Grande Plage Rosé from the Languedoc region of France.

This wine is made with traditional Languedoc varietals and has been described as textured, elegant, and classic. Pale in color with the taste of raspberries and spice, this wine is dry, fresh, and sure to elevate an outdoor dinner or picnic. Pair it with Mediterranean foods.

ORDER FOR
PICK-UP OR DELIVERY



DOORDASH



Irish Soda BREAD

Ricketta Wallace

Bakehouse Manager



Wonderful toasted with marmalade or jam, or paired with Kerrygold butter or cheese!

Vegan!

Irish soda bread is a scrumptious famous classic that has traditionally been made in Ireland. While this simple yet hearty bread has been around roughly since the 1800's, you are safe to bet around St. Patrick's Day, Irish soda bread is bound to make a regular debut in bakeries everywhere. Many people know that Irish soda bread is famously known for being made in Ireland; however, it is recorded being originally created by Native Americans. The Native Americans would use a pearl ash, a natural form of soda created from the ash of burning wood to leaven their bread without using yeast. This method was picked up by the Irish during a time of extreme famine and with the then four ingredients recipe (soft wheat flour, salt, baking powder, and sour milk; buttermilk is more commonly used now) this cheap bread quickly became a staple in every household. Yeast was not readily available, so the use of baking soda and buttermilk acted as a leaven helping the bread to rise. Since the creation of this bread, it has been consumed in countless different ways, one of the most popular being complimenting a hearty stew or assistance in washing down pots of tea. Wheatsville will be making this holiday favorite using raisins and currants from March 1st until supplies last so make sure and grab a loaf to celebrate St. Patrick's Day!



OPEN
on
EASTER!

Sunday, April 9
7:30am - 11pm



Community ACTION 2023

January: **PEOPLE'S COMMUNITY CLINIC**
February: **THE SAFE ALLIANCE**
March: **LET'S FEED AUSTIN**
April: **AUSTIN WILDLIFE RESCUE**
May: **URBAN ROOTS**
June: **MEALS ON WHEELS**
July: **SUSTAINABLE FOOD CENTER**
August: **AUSTIN HUMANE SOCIETY**
September: **CASA OF TRAVIS COUNTY**
October: **COOPERATIVE COMMUNITY FUND**
November: **CENTRAL TEXAS FOOD BANK**
December: **CARITAS**

Julia Barron

Ownership & Outreach Coordinator

Each year during our annual election, Wheatsville Owners vote for 10 local non-profit organizations to support in the coming year. Throughout the year, each non-profit has an assigned month where we accept donations for them at the register and through Curbside by rounding up totals at checkout. Additionally, Wheatsville staff volunteer their time to help our Community Action Partners each month. We are so proud to have raised \$122,488.90 for Austin non-profits and community groups in 2022! This year, we have already raised \$9,565.83 for People's Community Clinic in January and \$8,356.41 for The SAFE Alliance in February.

People's Community Clinic

People's Community Clinic was founded as People's Free Clinic by a group of visionary volunteer doctors and nurses in 1970 in a church basement across from the UT campus on Guadalupe Street. From humble beginnings serving mostly college students, PCC has grown alongside the ever-increasing demand for affordable healthcare, becoming a cornerstone of the Austin community with a mission to improve the health of medically underserved and uninsured Central Texans by providing high quality, affordable health care with dignity and respect.



The SAFE Alliance

The SAFE Alliance (Stop Abuse for Everyone) is a merger of Austin Children's Shelter and SafePlace, both long-standing and respected human service agencies in Austin serving the survivors of child abuse, sexual assault and exploitation, and domestic violence. Their vision for a just and safe community free from violence and abuse was imagined over 45 years ago by a group of women's advocates in Austin that saw the need to support fellow women in the community who had experienced sexual and domestic violence. Much like People's Community Clinic, SAFE has expanded their services over time to better address the complex array of issues and ever-growing needs of the community. With an annual budget of more than \$20 million, more than 350 employees and thousands of volunteers, SAFE now has prevention and crisis programs operating across multiple campuses and in the schools, hospitals, courts, county and District Attorney's offices. We are so humbled to be able to contribute to the ongoing expansion, improvement and success of SAFE with the generous donations from our customers. Together, we can stop abuse for everyone.

SAFE Volunteer Spotlight

This February Wheatsville staff had a great time volunteering at SAFE's warehouse doing various tasks such as making wellness kits for clients and organizing all different types of donations. Many clients come to SAFE with very few possessions. Community donations help provide basic needs, clothing, and household items to assist survivors and their families. Right now, SAFE is seeking donations of basic supplies to their warehouse. Visit their website [HERE](#) for donation FAQs, lists of ongoing needs, and warehouse hours.



Local Vendor Spotlight

BEBA'S PFRESH SALSA



Alyssa Hamil

Grocery Merchandiser

Wheatsville is excited to be partnered with local companies. One of the featured vendors this year is Beba's Pfresh Salsas.

Beba's Pfresh Salsas are locally made in Pflugerville by Maria Silva and her aunts and sisters – truly a “Pfamily Business”. Maria is originally from San Luis Potosí, Mexico and has been in the United States for 20+ years before finding her passion of creating and selling the family's original salsa recipe.

It started in the summer of 2013, when Maria was encouraged to take part in a salsa contest. She declined, but her husband secretly entered Maria's salsa to win first prize. Soon, co-workers and friends were requesting Maria's salsa daily – and Beba's Pfresh Salsas were born.

Wondering where the name came from? Beba is Maria's nickname, a term of endearment meaning “sweetheart”.

Through the company's rapid growth, Beba's have continued to make their salsa “Pfresh” each week.

All Beba's Salsas are made with 100% natural, fresh ingredients. None of their salsas include any additives, imitations, artificial ingredients, or preservatives. All salsas are gluten-free with no added sugar. After opening, each jar will last in the refrigerator for up to four weeks – but we think it will be eaten long before that!



Wheatsville carries all five varieties of salsa with a wide range of flavors and heat levels: Mild Tomato Salsa, Hot Tomato Salsa, Red Jalapeno Salsa, Green Jalapeno Salsa, and Mild Tomatillo. Enjoy Beba's Pfresh Salsas with tortilla chips, or in your favorite recipes!

Come in and support Local next time you visit Wheatsville.



MESSAGE FROM THE BOARD

2023 Board of Directors Ready to Serve You!

MeriJayd O'Connor

Chair of Owner Engagement Committee

It is an exciting time of year for us, filled with onboarding new directors and planning fun ways to inspire cooperation among our owners. Be sure to stay tuned to future communications on how you can help Wheatsville be part of a growing robust cooperative economy.

Presenting our 2023 Executive Team: These directors volunteer to put in the extra hours to support the board's work and make meetings run smoothly and efficiently.



Brandon Hines, President



Sara Vara, Secretary



Stephanie Wong, Treasurer



Lisa Mitchell

Lisa was appointed to fill a vacancy and we are thrilled to have her experience back on the board. She served from 2016-2019 and helped us to navigate the General Manager search and transition. She is passionate about animal welfare, having previously served on the board of Divine Canines, and hosts in her yard a very active owl box outfitted with a webcam. Lisa has a legal background and has been shopping at Wheatsville since 1999. She became a member in 2014 after asking herself, "Why have I not joined this wonderful place sooner?"



Joelle Williams

Joelle has been in Austin for 6 years and was excited to find Wheatsville to replace her home co-op in New York. She is a self-described foodie, loves hiking and experiencing cultural events. She left the retail industry after holding various executive roles with Bloomingdales and Macy's including being an instructor at The Fashion Institute of Technology (FIT). She brings to the board her passion for retail as well as skills as a product manager and transformation lead.



Cody Atkins

Cody is well grounded in Wheatsville as a past employee. He even met his wife at Wheatsville! He enjoys building stuff with his hands, DIY projects and gardening with his kids. As a director, he is motivated to work on Wheatsville's continued prosperity and lay the foundation for future expansion.

DIRECTORS FOR 2023!

**TOTAL
NUMBER
OF OWNERS
INVESTED**

26,806



MESSAGE FROM THE BOARD PRESIDENT



Brandon Hines

The bluebonnets are popping up signaling another spring and an opportunity to reflect on the past year and look at where we are as a co-op. It is hard to imagine that Wheatsville has been a part of the Austin community for nearly 47 years. The city of Austin was founded in 1839, six years before Texas joined the United States. To put this into perspective, Wheatsville has been bringing the community together under cooperative principles for a solid quarter of Austin's history.

Speaking of history, the first widely recognized cooperative to succeed and endure, Rochdale Society of Equitable Pioneers, was started in 1844 by textile workers in Rochdale, England. Workers were looking for ways to improve their lives after a strike failed to bring about meaningful change. At that time, the Industrial Revolution created an environment that consolidated power over society into the hands of a relatively small number of corporations. They organized around one of their most pressing needs, food. Twenty-eight people pooled their resources to open a food store as an alternative to the company store. Learning from past failed attempts at establishing a cooperatively run business, they established a set of principles that we now know as our cooperative principles: Open and Voluntary Membership, Democratic Member Control, Members' Economic Participation, Autonomy and Independence, Education, Training and Information, Cooperation Among Cooperatives, and Concern for the Community. Through these principles and their determination, the Rochdale Society of Equitable Pioneers were able to break the cycle of dependency within a society that was increasingly devaluing the workers and the citizenry and established a model for others to follow. By the early 1900, there were over 1000 cooperatively run businesses across many industries in England.

Wheatsville got its start in the 70's as a part of what is described as the second wave of cooperatives, focused on natural foods and social change. Today, Wheatsville has grown to having more than 27,700 vesting and fully vested owners. Being an owner means that you value your community. Being an Owner means you value your community, commit to cooperative values, believe in local control of your food supply, and support livable wages. As a fully vested owner, you are a part of the decision-making process through the election of the board of directors and the selection of Community Action Partners. Being an owner means that you have more control over our food supply and how we shape our community.

Becoming an owner of Wheatsville costs \$70 which consists of a non-refundable fee of \$15 and a \$55 investment which can be paid in full or on a payment plan. This makes Wheatsville among the least expensive food co-ops to join in the country. For vesting members who are on a payment plan, it is important to complete the vesting process in order to fully enjoy the benefits such as receiving Owner Perks, participating in elections, serving on the board and receiving patronage dividends.

Wheatsville had a strong year in 2022. Our profitability enabled the board of directors to issue patronage dividends. Management was able to make compensation adjustments for staff and issue bonuses. Popcorn Tofu is as good and popular as ever selling over 17,000 servings. We were able to bring back vegan donuts after a short hiatus. Wheatsville customers donated \$121,000 to 12 different Community Action partners in 2022 through the round-up at the register program. With the help of Save the Food and Keep Austin Fed Wheatsville was able to save 164,250 pounds of food and help feed Austinites in need. And we were able to partner with the Sustainable Food Center as a part of the Double Up Food Bucks program which allows SNAP recipients to receive a 50 percent discount on fruits and vegetables.



Each of us working together enables the co-op to do such great things. Not too dissimilar to the Industrial Revolution, society is experiencing a consolidation of organizations, some of which are exerting increasing power over our lives leaving people, on average, economically worse off over time. Being involved in your co-op and growing the cooperative economy provides an important tool to counter some of these forces. In addition to shopping at Wheatsville, there are many opportunities to support and get more involved in your co-op. Keep an eye out for Party On The Patio events. These are great opportunities to meet fellow cooperators and build your personal network. Check out the events calendar on the Wheatsville web site for other upcoming events. The board is looking to host another Community Connect where we bring in experts on key topics for a presentation and round-table discussion. And if you have a passion for shaping the future of your co-op, consider joining a committee or running for the board of directors. Our collective efforts and engagement make a difference.



Ridwell

Recycle your corks HERE!

From wine bottles or other beverages, these natural closures can be made into brand new products.

SUNSCREENS

Hannah Cassana

Wellness Merchandiser

With longer days and sunny weather rolling in, now is the perfect time to assess your sunscreen options and find the product that will best suit your and your family's needs. Whether you'll be gardening (check out our Seed Savers selection!), hiking in the Greenbelt, swimming at Barton Springs, picnicking at Zilker park, biking around the Ann + Roy Butler hike and bike trail, tubing in San Marcos, or if you just want general daily UV protection, we're sure to have a sunscreen for you.

Many people choose natural sunscreens because they may offer a reduced exposure to synthetic chemicals, and may be safer for both your skin and the environment. Natural sunscreens are mineral-based and non-toxic, and they work differently than chemical sunscreens. Synthetic sunscreen ingredients absorb UV rays; zinc oxide and titanium dioxide, the main active ingredients in natural sunscreens, are physical sunscreens. Rather than absorb UV rays, they block them. It's like having little shields over your skin protecting you from sun exposure. When visiting beaches and swimming in natural bodies of water, it's important to consider the impact of sunscreen on marine life and ecosystems; many natural sunscreens are labeled "reef-safe", which means that they do not contribute to the destruction of precious coral reefs.

Wheatsville offers a great, comprehensive selection of natural sunscreens ranging from 30 SPF to 70 SPF. Here is a breakdown of some of our favorites:



Derma E

Ultra Sheer Mineral Body Sunscreen Mist

This lightweight, water-resistant (80 min), SPF 30 mineral sunscreen mist offers broad-spectrum protection in an effective, antioxidant-rich formula to help fight free radicals and nourish the skin. Active ingredients: titanium dioxide and zinc oxide. Bonus: it goes on clear, it's labeled as vegan and gluten-free, and it's reef safe!



Badger Kids

Natural Mineral Sunscreen Cream

Nourish and protect your kids' skin with this mineral sunscreen cream. Ideal for long days in the hot Texas sun. Made with just four simple ingredients, it's the first formula ever to achieve the rigorous reef-friendly Protect Land + Sea Certification. Wheatsville stocks a range of Badger sunscreens, including Kid's 40 SPF and Baby 40 SPF options. The whole family is covered for fun in the sun. Bonus: labeled as cruelty-free and Badger is a certified B Corporation!



Alba Botanica

Maximum Sunscreen SPF 70 Fragrance Free - Clear Spray

This lightweight, quick-dry mist offers Alba Botanica's highest level of sun protection. The air-powered mist can be sprayed on at any angle. This sunscreen is fast drying, fragrance free and enriched with aloe vera and ginseng extract, waterproof, biodegradable, hypo-allergenic, water resistant up to 80 minutes, and recommended by the Skin Cancer Foundation. It's also labeled as reef friendly, gluten free, and cruelty-free!

****As always, it's recommended to consult with your doctor and/or dermatologist to help decide what is best for your particular needs.*