

A Publication of Wheatsville Food Co-op • 3101 Guadalupe • Austin TX 78705

Come try our Holiday Foods Thanksgiving Sampler Thank November 13th 1-3 Saturday, November 13th 1-3 Dom

> Sample our Side Dishes, Pies, & Tofurky and see how we can help you plan a fabulous Holiday Feast!

# **Thanksgiving Weekend Hours:**

**CLOSED** Thanksgiving Day

Open 10am - 10pm Friday, Nov.27

Open Regular Hours 7:30am - 11pm Saturday & Sunday

# WHEATSVILLE ARTS FESTIVAL

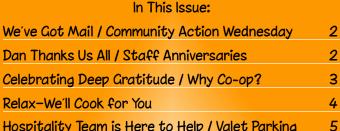
December 4th & 5th, 2010

10am - 5pm

LOCAL ARTISTS



# LIVE MUSIC



# FREE VALET PARKING Wednesday, November 24 & during the Wheatsville Arts Festival

by Bill Bickford, Operations Manager

This Thanksgiving, we want to do everything we possibly can to make the biggest food holiday of the year as stress-free as possible. We are putting together recipes, training all staff on our holiday offerings, putting together lists of common Thanksgiving needs by aisle, turning our Hospitality staff into Thanksgiving Central and much more. One aspect of the shopping experience that is sometimes overlooked, however, is the parking lot. We are well aware of the fact that our lot is not as big as we'd often like. On extremely busy days, there are times when the lot is full and folks are circling repeatedly, trying to find a spot so they can get the items that they need. Believe me when I tell you that this is just as disappointing to us as it can be to you, but the size of our property presents certain limitations that we simply

cannot overcome. We will never have an HEB-like sea of parking at this location, though there are some days when that might be appealing.

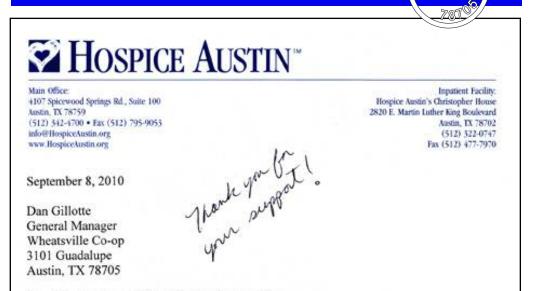
Last year, we offered free valet parking on the Wednesday before Thanksgiving. It was something we had never tried before, and we were excited to give it a shot. Unfortunately, it was severely underutilized. Many folks continued to circle the lot over and over again, waiting for a spot to free up while growing increasingly frustrated. This was disappointing to me personally, not only because we paid for the valet service as well as renting the city lot behind the old fire house, but mostly because customers were disappointed by our parking situation. Some even complained that we were being too "corporate" or "uppity" by employing a valet service. It was a defeated feeling to know that we tried our best to improve the situation and still failed in the eyes of our customers.

Well, I guess we're gluttons for punishment, because we've decided to give it one more go this year. On Wednesday, November 24, we will again offer free valet service on the busiest grocery shopping day of the year. We are also going to ask the valet service to be even more proactive in offering service to folks when they are unable to find a spot. So this is my official plea to our ownership to consider using this service. Here's why I think it's a good idea:

**1. It's FREE!** Seriously...tipping is truly not required. (continued on the bottom of page 5)

Hospitality learnis here to help / valet Parking	5
Thanksgiving Turkey Tips and Options	6
Wine and Beer Pairings for Thanksgiving	7
Holiday Recipes Local Style / East Coast Stuffing	8
The King of Cheeses / Cheese Party Trays!	9
Delicious Winter Squash and Recipes	10
Gluten-Free & Vegan Thanksgiving / Squash Pasta	11
Co+op Deals Better Than Ever!	12
Jimmy Dawson's Top 10 & Recipe / Focaccia?	13
Howdy From Bulk and Recipes	14
Staff Top 10 Picks - Beth Caudill	15
Staff Spotlight-Rachel Badger	15
Farewell to Annual Ownership/ New Owners	16
Holiday Gifts Sneak Peek	17
Human Power- Carefree Car Free Day	17
Member Owned Business Directory	
http://wheatsville.coop/memberbusinessdirectory/mbdir.html	

# We've Got Mail



Dear Mr. Gillotte and Our Friends at Wheatsville,

It is comforting that a warm, unique and local business is still thriving after serving the community for 33 years! Not only is Wheatsville Co-op providing a wonderful service to your members and patrons, you are going above and beyond by continuing your practice of supporting organizations like Hospice Austin through Community Action Wednesdays.

Hospice Austin, too, is continuing our 30 year history of providing the very highest quality hospice care to the Austin area. In 2009, we provided hospice and bereavement services to over 5,000 Central Texans and provided over \$2.2 million in charity care. Hospice Austin provides the means for a good death to everyone in our community who needs it. There is no other hospice in our community-for-profit or non-profit-that is willing and able to care for 100% of the terminally ill patients in our community who need hospice services but are unable to pay. Unlike most other hospices, we do not put a cap on the charity care we provide to the community. We do not turn patients away because they are uninsured, tapped out on their medical benefits, timed out of their COBRA coverage or otherwise without resources. Everyone in our community has access to compassionate end-of-life care through our program.

But that is clearly not something we could do without the help of friends like Wheatsville Co-op. We are so grateful for your generous support. Thank you so much for the great groceries, the singularly Austin vibe and for your Community Action Wednesdays!

Sincerely,

Mayorie Holong

Marjorie Mulanax Executive Director

# **Community Action Wednesdays**

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

Wheatsville now has a Community fund in

our name and we will be able to use the earning from our fund to support local community





Wheatsville members will have non-profit charitable giving organization that is controlled by your co-op. We will be focusing on groups that are working toward a similar mission. The Wheatsville Board of Directors usually

groups.We'll do this annually and at first, while the endowment is small, the amounts donated will be small, too, but as

we grow our fund, our grants will grow, too! Basically,

The Wheatsville Breeze is a publication of Wheatsville Food Co-op meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check http://wheatsville.coop/pop\_bodagenda.html

# An Open Letter of Thanks

by Dan Gillotte, General Manager

#### Dear Wheatsville,

In this time of Thanksgiving, I can't help but pause a moment and give thanks to you, our loyal owners. Without you, we are

literally nothing and your commitment to your co-op is what makes us who we are. So, give yourselves a big pat on the back for your support of Austin's community grocery store, you deserve it!

I also want to give thanks to the incredible staff people who also make Wheatsville the success that it is. Without them, we would also be nothing. They bring life, spirit, hard work and dedication to our co-op everyday and their friendliness and hospitality spreads beyond our store as they bring it into their daily lives as well. I am constantly amazed, amused and delighted by our staff. They continue to find new ways to do their work better, more efficiently or in friendlier and kinder ways. Can you hear the applause Wheatsville staff? You deserve it!

Finally, I want to give thanks to our local vendors, farmers and producers as well as all the people in the world that make the products we sell at the co-op. We wouldn't be the same co-op grocer without your dedication, passion and quality products. I have to call out small local farmers and producers, especially. You work so hard for us all for little compensation and I thank you most sincerely.

As we head into Thanksgiving, who and what are you thankful for? I hope you have an amazing Thanksgiving full of friends, family, great food and fun.

Yours truly, Dan





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> Photos by: Aldia Bluewillow except where otherwise noted or not known

for details Members are encouraged to attend. Something that you would like discussed at the meeting? Contact General Manager Dan Gillotte at 478-2667 or gm(at)wheatsville.com

#### Wheatsville 2010 Board of Directors

Rose Marie Klee, president

Doug Addison

Lee Blaney

Aditya Rustgi

Kate Vickery

Theron Beaudreau Kitten Holloway Steven Tomlinson

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

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

## Carla Vargas-Frank 2 years as of 11/12 (health team clerk)

# Katie Browne 1 year as of 11/3 (cashier)

# Sign up for the Wheatsville Email List!

A few times a month, you'll get an e-mail from us informing you of upcoming events, new products or changes in the store. Go to http://wheatsville.coop to sign up!

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

# Celebrating Deep Gratitude! by Rose Marie Klee. President of the Board

November is a big month for Wheatsville, with the Thanksgiving Holiday as a centerpiece for celebrating deep gratitude for and with beloved members of our community. We believe that connecting with each other through

food is a profound, intimate, and incredibly powerful act, and we want you to know how much we appreciate each of you as members of the Wheatsville community!

#### A few words of gratitude:

1. For Farmers. As our GM, Dan Gillotte has often remarked, "farmers have the hardest job!" Their work is always on demand, subject to the variations of the seasons and the unpredictable temperament of weather (just think of last summer's drought followed by those winter cold snaps). The fortitude of our farmers through hot Texas summers and countless other challenges nourishes all of us. THANK YOU, LOCAL FARMERS!!!

2. For Owners. In our 34-year history, Wheatsville has survived and has thrived by the vision and commitment of our Owners-those of you who have chosen to invest in an organization whose purpose is to create a self-reliant, self-empowering community of people who will grow and promote a transformation of society toward cooperation, justice, and non-exploitation. THANK YOU, OWNERS, for all of your contributions to our vibrant and thriving organization!

3. For Community. There are so many facets of our community that come to mind: all of our patrons, our neighborhood and beloved city, suppliers, and our family of co-ops at both the local and national level. The support and inspiration that we draw from you is a precious resource and we strive to reflect this back, as stated in our Ends policies, by nurturing a "thriving community centered on hospitality, kindness, and generosity."

We hope that Wheatsville makes a valuable contribution to your life and can be counted among the many things that you are thankful for.

# On Tuesday, October 12th, our 'co-op think tank' held our third meeting.

The think tank is a group of local cooperators that meets in the spirit of cooperation amongst cooperatives. We have been discussing how we see ourselves and our relevance in society as co-ops, as well as how we are seen and understood by our members and communities. As an exercise, we prepared for the meeting by thinking about the scenario of having only a 30 second elevator ride to respond to the question "why co-op?" A few participants shared their responses, and the group discussed ideas about economic democracy and ownership.

Even though we may all have different responses when asked "why co-op?" and varying ways by which we are drawn to each of our organizations, we found a common thread in our concern that economic power has been concentrated in a way that



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alienates people from our democracy. Most anyone you ask can relay their worry that large corporations have an inordinate amount of wealth and political power, and that society at large is experi-

# Why a Co-op?

#### Kitten Holloway, Wheatsville Board member



Want to have a voice in your work place? Want your money to stay in your community? Want an alternative to today's economic despair? Start a co-op; Join a coop; Invest in a co-op!

What's a co-op? A co-op or cooperative is defined as an autonomous association of persons - united voluntarily - to meet their common economic, social, and

cultural needs and aspirations - through a jointly-owned and democratically controlled enterprise. It's not new ... It's been happening since 1844! Get connected to a co-op ... NOW!

#### Rose Marie Klee, Wheatsville Board President

Why co-op? Because WE THE PEOPLE are trying to form a more perfect union, AND money is power.

The cooperative economic structure is a powerful model in the transformation of our society toward that more perfect union.

Co-ops are a way of empowering "we the people" to get goods and services while minimizing exploitation. Co-ops embody the evolution of our society away from the pathological economics which allow the few to be enriched at the expense of the many.

We are increasingly aware that collaboration and cooperation are the more lucrative means of creating vibrant, thriving, sustainable communities. It is "economics as if people mattered."

#### Carlos Perez de Alejo, Co-Director of

Third Coast Workers for Cooperation: Co-ops are member-serving institutions that promote community building and cooperation, which are desperately needed in an economy that celebrates individualism often at the expense of other people and the environment.



#### Dan Gillotte, General Manager

Co-op-People joining together to solve a problem. Consumer co-ops are owned by the user which is a very special thing! Coops are a better business model due to their democratic local member control and the principles and values they are based on. Co-ops are more trusted than traditional businesses!



#### Theron Beaudreau, Wheatsville Board member

So, why Co-op? It all about the evolution of our economic system. Ecological systems tend lean toward cooperation over competition as they mature. The reason is stress. Stress factors increase in competitive environments. Just like

humans, all organisms are geared to want to limit and avoid stress in their lives. The result of this behavior is to ultimately evolve into relationships based on cooperation and mutualism.

As our economy progresses we see similar trends starting to emerge. The Cooperative Principles give us an example of how we can work together to produce mutual benefit for everyone involved while limiting stress on the individuals (and our planet's vital ecosystems). Besides, what could be more American than Democratic Capitalism?



quence. So is ownership a relevant solution would more ownership help to set us on a better course? We discussed the importance of owners "acting like they own it," behaving as stewards who want to create sustained value and who recognize personal benefit is most sustainable when it does not come at a detriment to others. It is interesting that scientists and ecologists are also finding that cooperation and collaboration, rather than competition, provide the most lucrative conditions for thriving ecosystems. Community ownership is the economic solution provided by co-ops to maximize benefit and minimize harm.

In addition to hosting another great thinktank meeting, in October we also welcomed Wheatsville founder and Cooperative Hall of Fame member, Walden Swanson "home" to share stories about how it all began. (We'll tell you all about it with the December issue of the Breeze.)



encing negative

effects as a conse-

October also marked the start of our annual Co-op Vote-have YOU voted yet? If not, we hope that you will do so as soon as possible and certainly before the election closes at 5:30pm on December 7th.

And by now hopefully you know that there is more great news, with the opening of Black Star Co-op on September 21have you been?!



# What a year!

Our fiscal year ended on May 31st and we've just completed our financial audit, so I can finally report that we had another excellent financial year at your co-op! We had better than expected sales growth (thanks to you) and even though we planned a loss for the year due to the expansion/renovation project expenses, we actually had a positive net income! We'll publish our Annual Report in the December issue of the *Breeze*, so keep an eye out for that! Since we had a financially strong year, your board has decided to authorize a patronage rebate. We're going to disburse them differently than in year's past, so keep an eye out for the December *Breeze to* learn all about that! Thank you so much for your strong support and patronage! —Dan

# in the Wheatsville **Board Election!** Vote in the store, by mail, or online at

www.wheatsville.coop

The election will conclude on Tuesday, December 7th at 5:30pm.

8888

#### Mark Wochner, Wheatsville Board candidate

Co-ops are fundamentally designed to be responsive to the needs of its member-owners and the community in general. Democracy is at the heart of these organizations, and a Board of Directors, elected to represent the member-owners, define the values and priorities of



the organization with a focus on maximizing benefits derived from the Co-op. They are organizations which empower their member-owners by giving them the opportunity to be as involved in their Co-op as they wish.

Learn more about co-ops at: http://wheatsville.coop/links.html



# Relax-We Can Make Your Thanksgiving Meal by Dana Tomlin, Deli Manager

Make your Thanksgiving a roaring success with a complete, memorable meal for you and yours, and leave all the work to your Wheatsville Deli! By letting us do all the cooking, you can have a full meal that is honestly homemade without spending hours in the kitchen!

First, to start your party in the proper holiday spirit, we'll be making appetizers! Our creamy Garlic Chive Cheddar Cheese Balls and savory, vegan Walnut Pecan Pâté are both delicious spread on crackers or thin slices of our fresh-baked La Brea Bakery **baguettes.** With a little advance notice, the Deli can also make a lovely Fruit & Cheese Tray for your party, as well as a colorful Crudité Tray, providing a fresh assortment of healthy and delicious raw veggies for your table plus some of our beloved, garlicky Cashew-Tamari Dressing for dipping.

A cheese plate with an assortment of your favorite soft and hard, strong and mild cheeses from Cheese Island is always a winner on any holiday table, alongside some savory slices of our Meat Department's hard salamis and a bountiful bunch of sweet, juicy fresh grapes and pear wedges from our Produce Department. Add some olives and cornichons from our Tiny Brinies Olive Bar, Goodflow's local wildflower honey and a quality Dijon mustard, and you're looking at a great start to a very special meal.

Moving on to the main course, our in-house **Roasted Organic Turkeys** were such a hit last year, we're doing it again! These plump turkeys are being cooked to order, so if you're interested in picking one up and saving yourself hours at the oven, basting and maneuvering that big turkey, just let us know and we'll take care of it for you! **Leek-Roasted Carrots and Tempeh** makes a colorful and hearty vegan main course unto itself, or can simply be a delicious side dish for your table.

On the side, as always, we will have a bountiful selection of seasonal dishes for you: hand-creamed vegan Garlic Mashed Potatoes, Green Beans with sautéed mushrooms and toasted walnuts, the seasonally spectacular Roasted Fall Root Veggies, Vegan Mac'n'Cheese with Broccoli, deceptively simple Creamy Coconut Mashed Sweet Potatoes, traditional, savory Sausage Bread Stuffing featuring house-made Niman Ranch sausage from our Meat Department, and our best-selling vegan Cornbread Dressing.

In addition to all of our classics, expect to see even more tasty treats for your family and friends to enjoy! We'll be featuring six-packs of our Bakery's flaky, vegan, made-from-scratch **Rosemary Biscuits** and our fresh-baked **La Brea Bakery Wheat Dinner Rolls**. Our ever-popular, veggie-packed vegan **Mushroom Gravy** will also be on the menu alongside tart, gingery **Cranberry Orange Relish**, to go with your turkey, Tofurky or Field Roast! And of course everyone knows what comes next – dessert! As usual, your Wheatsville Bakery will be whipping up a delectable assortment of seasonal pies for your holiday dessert table: **Pumpkin, Pecan, Coconut Cream** and more, all homemade and fresh for you! With some organic vanilla ice cream, or vegan whipped cream, your meal will be complete! Pies will be available starting Sunday November 21st.



Sunday November 14th is the deadline for all holiday food pre-orders from the

Wheatsville Deli! During the weeks before Thanksgiving, we will be offering plenty of uncooked turkeys, pies and side dishes for you to purchase, but if you have your heart set on a particular item, you can place an advance order to ensure you get what you're looking for when the time comes. The Hospitality Desk, located at the entrance to Wheatsville, will again be handling all Deli pre-orders this year, and it will also be the central pickup point for your orders when T-Day arrives!

> We know how important dessert is and would hate for you to miss out on your favorites, so pies are definitely a wise thing to order in advance!

Fresh uncooked organic Grateful Harvest turkeys can be pre-ordered ahead of time, but plenty will be available in the Meat Department starting Saturday November 20th.

For those of you looking for that special addition to your meal we have **Whole Roasted Organic Turkeys - \$69.99; or Whole** 

Roasted Natural Turkeys – \$39.99. Both are large enough to feed a family of four with ample leftovers. These turkeys are being cooked to order, so a pre-order and pre-payment is essential to making sure you get what you need. If you're interested in a fully-cooked bird be sure to let us know by November 14th!

Interested in more than words when planning your holiday fare? You're in luck! Come on in to Wheatsville Co-op on Saturday, November 13th between 1:00 and 3:00 PM to sample some of the items from our tasty holiday menu. This will be an all-store sampling event, so be prepared to try lots of tasty treats to help you plan your holiday feast! We will also be offering our Thanksgiving dishes on our hot bar all day on Saturday in case those samples leave you wanting more!

So there you have it –



Thanksgiving simplified! Pick up a menu at either the Hospitality Desk or Deli Counter and place your order with the folks at the Hospitality Desk. You can also give our Hospitality clerks a call with orders or questions at 512-478-2667. We look forward to cooking for you and yours! Happy Holidays!



All of our holiday fare will be in stock in our full-service Deli Counter case and stocked for your convenience in our selfservice case starting Sunday November 21st. We will also be running many of your Thanksgiving favorites on our hot bar from Monday November 22nd through Wednesday November 25th.

Again this year we will be assembling grab'n'go sides packages for a family of four as well, full of bountiful servings of all our best-selling holiday side dishes including Garlic Mashed Potatoes, Green Beans, Cornbread Stuffing, Cranberry Relish, Mushroom Gravy, Roasted Fall Root Veggies, and Creamy Coconut Mashed Sweet Potatoes! These bags, at just \$49.99 each, will be available in our self-serve area starting on Tuesday, November 23rd. Now it's easier than ever to just swing by your Deli, grab a bag of goodies and go!





# Happy Thanksgiving From the Hospitality Team—We're Here to Help!

By Beth Beutel, Rachel Badger, Jimmy Dawson, Jennie Andropoulis and Gabriel Gallegos

Oh my gosh, it's three days before Thanksgiving and I just got word from my mother that she can't do Thanksgiving this year, so it's at my house and I have to cook for 18 people and I've never done Thanksgiving before! WHAT DO I DO?!

Go to the Hospitality Desk, take a deep breath, eat a sample, and let us help! The word around Wheatsville is "Thanksgiving? We've got you covered!" While every other department in the store offers to heal your over-stressed self with food, here at the Hospitality Desk we have the knowledge and the tools to assist you with any Thanksgiving question or concern that might come up. If you can't find a product in the store, come see us and we'll help you find it. If we don't have what you're looking for we can help you find a good substitute (sometimes a better one!) or call around to our neighboring stores to see if they have the item. We also have the magical ability to look up that Paula Deen recipe to find out how much butter you need. Offhand, though, I'd say the answer is More Butter.

The Hospitality Team is charged with being a repository of information, an access point from the customer to the rest of the store. Many times we know the answer to your questions. But if we don't, we know who to ask.

For your Thanksgiving needs, we will have the Deli's catering menu as well as Deli pre-order forms for Thanksgiving items, including pies & our in-house pre-cooked turkeys. We'll also be your pick up point should you order one of those oven-space-saving turkeys.



The Fall 2000 Hospitality Team: Jennie Andropoulis, Jimmy Dawson, Gabriel Gallegos, Rachel Badger and Beth Beutel

Of course we will have a plethora of tasty samples, and be more than thrilled to talk T-day sides with you for as long as humanly possible. Just don't mind us if we start drooling.

Since the arrival of the Hospitality Desk in 2009, there have been some new faces, so we would like to re-introduce ourselves to you. Meet your Hospitality Team: **Beth B.** has been on the Hospitality Team since September 2009 and at Wheatsville since April 2008. Her favorite Thanksgiving foods to eat are stuffing and jellied cranberry sauce. Her favorite Thanksgiving food to make is pie! She loves to bake—her fall specialty is pump-kin triple ginger cookies. For a good story, ask how she got the recipe!

**Rachel** has been saying "Hello!" to all of you since March of 2010 and worked as a cashier for seven months before joining the Hospitality Team. She is hard pressed to decide between candied yams & green bean casserole as the Thanksgiving food she most looks forward to eating, but nothing beats pounding potatoes for a deliciously butter-rific mashed potato dish. Thanksgiving happens to be her favorite holiday so if you have any questions about preparations or just want to talk about how fun it is to get together with people you love and eat a lot make sure you come by the desk and say hi!

**Jimmy D.** started serving up scrumptious samples to all y'all in August. He also wears the hats of Floor Manager and Cashier. Thanksgiving happens to be his second favorite holiday behind Halloween. Every year he looks forward to butternut squash soup. The recipe

was given to his father by the chef of a certain local four star restaurant. Also, if you want to make him happy, bring him anything pumpkin.

Jennie joined us in the joy of greeting, sampling, and signing up new owners in August as well. She is also a triple threat-Cashier, Floor Manager, Hospitality Clerk. She loves the whole holiday season from November through January—particularly when working at the store. Pumpkin pie is her favorite holiday indulgence, so if you have any left over, feel free to drop it off at the desk!

**Gabriel** is our Membership Coordinator and has been working hard to promote co-op ownership with the Hospitality Clerks since May of 2009. Thanksgiving is his favorite holiday and if you have any questions about preparing the perfect vegan or gluten-free feast, he is the guy to come see.

So during the rush of the holiday season, feel free to take a moment and stop by the Hospitality Desk for a more hospitable (and tasty) Thanksgiving shopping experience!

#### Jimmy D's Butternut Squash Soup

- 2 roasted butternut squash, peeled and seeded
- I onion (sweet or yellow), chopped
- 2 celery stalks, minced
- 3 garlic cloves, minced
- I carrot, peeled and chopped
- I chili pepper (ancho, Serrano, or chipotle)
- 2 Tbs butter
- I/4 cup CREAM sherry
- 6 cup chicken stock
- I pint heavy whipping cream
- To prepare squash, cut in half and scoop out seeds with spoon. DO NOT PEEL. Place squash on sheet pan, peel side down and roast in oven at 350 until soft
- When cooked, scoop out squash with spoon and set aside.
- In medium stock pot, over high heat, melt butter, add onion, celery, carrot, garlic, and chili.

Sautee until translucent, 5-6 minutes

- Deglaze pot with sherry and let it come to a boil scraping the bottom of the pan.
- Add roasted squash and chicken stock and let boil for 15-20 minutes, until all veggies are well done and incorporated. Add salt and pepper if desired.
- In blender puree entire contents of stock pot. Scoop out a couple of cups at a time and blend well.
- At this time you can separate the soup and put some in the freezer to save. When ready to eat, add cream and heat. *Enjoy!*

continued from front page

The valet service is being paid by Wheatsville. There is no cost to you. Of course, you are not prohibited from tipping the valets, but it makes no difference to Wheatsville if you do or not.

**2. It's FAST!** Just pull your car up to the front of the patio, hand them your keys, take your ticket, and get your shop on. If you want to speed things up at the end, you could have them get your car while you check out, or ask a bagger or other staff person to do it for you. Your car would then be waiting for you upon exiting the store. That's about as convenient as you could ask for.

3. It will allow your co-op to serve more people, both fellow owners and non-owners alike. As always, we want this holiday season to be our best and biggest ever! When the lot is full, there are always some number of people who give up and take their business elsewhere. This saddens us because we want everyone to feel good about the co-op and we want to serve as many people as possible.
4. The valet service is licensed and bonded. They do this for a living, so it's highly unlikely that they would ever harm anyone's vehicle. But on the miniscule chance that they do, all damages would be covered by the valet service. That's really the primary reason we employ a valet service rather than having our own staff park cars for people (well, that and the fact that we need to deploy our regular staff inside the store). The responsibility for damages is covered in the cost of booking the valet service.

Whether you decide to use this service or not, I hope you'll at least see it for what it is—another way that Wheatsville strives to better serve our owners. If you happen to come to the store at a time that the lot is completely full, I urge you to consider using the valet service.

On a related note, we will also offer valet service this year for our annual Wheatsville Arts Festival on the first weekend of December. This popular and fun event takes up a large portion of our property and therefore creates a strain on parking. For this event, folks can receive a free entry in the Arts Festival Drawing with their valet stub. So if you are coming primarily for the Arts Festival activities, we urge you to use the valet service and leave the lot open for folks who simply want to shop.

I recognize that having more customers than parking spots is, in some ways, a nice problem to have. It means the co-op continues to be more and more popular and is growing its customer base. To continue that trend, we need to find creative ways to manage our parking lot on our busiest days. Again, I hope you'll consider this service, whether for Thanksgiving or the Arts Festival. If you do use it, please feel free to contact me either by phone or email to let me know what the experience was like. Customer feedback will help us to continue making the situation better by coming up with new solutions or tweaking old ones. Thanks for your loyal patronage of your co-op!



# Simplify Your Thanksgiving by Bryan Butler, Departing Meat and Seafood Buyer

What's the top priority on your Thanksgiving list this year? Sustainable? Organic? Easy pickup? We're offering you all of these and more! Fantastic fresh turkeys from Grateful Harvest

will be available at \$3.49/lb for certified

organic turkeys. Hams from Niman Ranch, and grassfed lamb from local Richardson's Farm will also be on hand if that's what you like to serve. Plus, you can avoid all the stress and hassle of those big stores; our pickup system is quick and easy. And as always, when you buy your meat at Wheatsville, you can buy with confidence.

Let's take a moment to talk about our Grateful Harvest turkeys. These turkeys are never kept in tight quarters or cages. They're given free access to the outdoors and allowed to express their natural behaviors. Like our other meat products at Wheatsville, these turkeys are chemically clean, never given any growth hormones or antibiotics. When it comes to these

certified organic turkeys, the standards include: all vegetable feed consisting of certified organic non-GMO

grains, the parents are both certified organic, the land the ani-

mals are raised on is certified organic, and the processing facility is also certified organic. All of this high-standard certification exists to assure you arrive home with the best chemically clean turkey available.

We expect our turkey sizes will range from 10-20 pound birds. You should figure about a pound of meat per person to allow for second servings and leftovers. If you are planning to feed a crowd and think you need a 20+ pound turkey, you should consider getting two smaller birds. Not only will it cut down your oven time, but you will get extra drumsticks and wings to gnaw on! Plus, you can carve one to start and leave one bird whole for a nice table centerpiece until you're ready to dig into it!

Is ham is on your menu this year? If so, we'll have delicious Niman Ranch half- and quarter-hams for \$8.99/lb, and petite hams for \$9.99/lb. Each of these

hams is fully cooked, easy to prepare, and very tasty! Like all Niman Ranch products, the hams are glutenfree and made with humanely treated animals. You'll want to figure one-quarter to one-third of a pound of boneless ham per serving, and more if you want leftovers with red-eye gravy in the morning! We'll also have lots of our staple

items in stock over the holidays to get you started cooking. Bulk packages of Buddy's all-natural, local chicken parts are per-

fect for making stock at just \$1.99/lb. Buddy's all-natural chicken livers, at just 99¢/lb, will make great classic giblet gravy. Bacon, smoked ham hocks, and our own house-made sausages are the best way to season those green beans on your holiday table. We'll also have tons of extra turkey parts on hand - extra white meat and a spare pair of drumsticks can only help! Or, for a smaller gathering, grab a boneless turkey breast! These are great for just a few people, and also fantastic for smoking on the pit.

We'll also have all sorts of tasty breakfast meats for your post-holiday morning spread! We have a large selection of great bacons, including organics and bacons with no added nitrates, from Niman Ranch and Applegate Farms. We also have two fabulous pork breakfast sausages on hand, Niman Ranch's

Apple Cinnamon and our locally produced Richardson

Grateful Harvest So come on by and let us n Yau'll never go back to those of So come on by and let us make your holidays a breeze! You'll never go back to those other stores. Turkeys will be here for pickup at the Hospitality Desk the week before Thanksgiving -November 20th through 25th. If you have further questions or want

to place a special order, you can contact the Hospitality Desk at the front of the store.

Sadly, I won't be here to serve you your holiday meats this year, as I have recently resigned from my position at Wheatsville. I've committed myself to working with sustainable meats and supporting proper animal welfare, and it's a field from which I'll not stray far as I move on into the great, unknown future. I am hoping to keep working in the Austin area and also hope to see some of you again. Working at and being an owner of this co-op has been an enlightening experience for this country boy, and it has been my pleasure to serve all of you over the years. Happy Holidays!

# Jurkey Cooking Instructions and Jips

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

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

**Estimated Cooking times:** 14-16 lbs 3.5-3.75 hours

But that's not all! For those feasting outside the standard Thanksgiving box, we'll also be offering plenty of "center of the table" favorites. Try Richardson's Farm's locally-raised grassfed lamb! We'll have welldressed lamb rib racks for \$22.49/lb and bone-in lamb legs for just \$11.99/lb. Niman Ranch also has lamb on hand, whole bone-in leg roasts for



\$8.99/lb and boneless for \$9.99/lb. Feel like beef? You can really do it up with an elegant, hand-tied Niman Ranch boneless ribeye beef roast for \$19.99/lb. Or how about a whole Niman Ranch beef tenderloin roast, trimmed and tied for \$29.99/lb. Pork? Try a double-loin Niman Ranch boneless pork roast - large and in charge, and enough to feed 5-15 people – for just \$6.99/lb.

and turn the oven to 450° and roast to golden brown. Watch closely this will not take long.

16-18 lbs 3.75-4 hours 18-20 lbs 4-4.5 hours 20-22 lbs 4.5-5 hours

# More Grateful Harvest Tips and Secrets

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

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

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

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

# Wine & Beer Pairing for Thanksgiving by Shane Shelton, Beer & Wine Buyer

Choosing wines to enjoy with Thanksgiving dinner is not as daunting a task as some would have you believe. Most Thanksgiving meals are such a vast cornucopia of flavors that the idea of finding a specific wine to match the meal is almost impossible. The most important thing is to pick a wine you truly enjoy!

That being said, there are

a few guidelines you can follow when pairing wine with turkey that will complement the big bird and make your Thanksgiving feast a sure thing.

This year we are featuring three great wines, two red and one white, which are all from the fantastic French **Le Grand Noir Winery**. Le Grand Noir wines offer untraditional blends from traditional French varietals and these three wines will make your Thanksgiving celebration truly unique.

The key to pairing wine with turkey is to find wines that are softer, fruity, bright and less tannic. So the hands down winner is Pinot Noir and Le Grand Noir Pinot Noir stands out from the

crowd for its unique taste of spiced cherries and pure aromas of cur-

Pinot Noi?

rant, and savory spices. The velvety tannins are nicely balanced by ripe red fruit flavors layered with vanilla and spice.

For those who like their red wines hearty and full of flavor, **Le Grand Noir GSM** fits the bill nicely. A blend of Grenache, Shiraz, and Mourvedre grapes selected from low yielding vines from the areas of Carcassonne and the Minervois, this GSM blend offers intense aromas of licorice, cocoa, and spice. On the palate, it is rich and complex with soft tannins.

Almost any good white can be served with turkey, except of course, sweet dessert wine, but if you normally prefer dry white wines then Chardonnay would be the natural

choice for a match with turkey. **Le Grand Noir Chardonnay** pours out light gold and very pale green. It's crisp and clean with no

GEAND NOU

GRAND Noi

GAM

bubbles forming at the top of the pour. This wine has a note of exotic fruit and citrus with hints of toasted vanilla. It has a rich palate and subtle oak influences. There is excellent length to the fruit on the finish.

Choose any or all of these delightful wines and your friends and family will be thankful.

Don't forget that Wheatsville Co-op has a new wine deal. Buy six or more bottles of wine and get 10% off. **Any wine! Any price!** Mix and match! We are also offering a great way to transport your wines with our spiffy new **Wheatsville six bottle carrier**. These are very cool bags that hold six bottles of your favorite beverages and they are only \$1.99 each! Best of all they have the Wheatsville logo on the side so you can bring it to a party with co-op pride!

# How to Carve Your Holiday Jurkey

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

Thanksgiving is a time to celebrate with family and friends. To give thanks for the rich harvest from the land and to share a toast with a glass of ....beer? Most people think of wine when they think of a thanksgiving feast and that is a wonderful idea wine is sophisticated and delicious and it really can complement the flavors of a festi



really can complement the flavors of a festive meal.

But wine is not the only beverage to pair with a thanksgiving feast and it may not even be the most traditional. It has been documented in the Mayflowers journals that the pilgrims abandoned their voyage and landed in Plymouth due to running out of beer and that one of the first establishments constructed within the colony was a brewery. So it is in the spirit of Thanksgiving that I make the following recommendations for a beer to have with your holiday meal.

#### **Oscar Blues Mama's Little YELLA Pils**

Don't kill your guests' palates too early in the day—start off with a nice light-bodied (not lite in soul) pilsner or lager. Mamas Little YELLA Pils

will arouse appetites and slowly awaken the senses. Unlike mass market "pilsners" diluted with corn & rice, Mama's is built with 100% pale malt, German specialty malts, and Bavarian hops. While it's rich with Czeched-out



flavor, its gentle hopping (35 IBUs) and low ABV (just 5.3%) make it a luxurious but low-dose (by Oskar Blues standards) refresher.

#### **Full Sail Pale Ale**

Kick things up a notch with a moderate level of hops. The hoppy characters in Pale Ales will pair nicely with salads, a slew of cheese varieties, fruits, and many hors d'oeuvres, without overwhelming any flavors. Full Sail Pale Ale has a fresh, hoppy aroma that comes from two



Northwest hop varieties, while two-row Pale and Crystal malt give it a mild sweetness that finishes clean and crisp.



#### **Maredsous** Triple

Eating poultry, gravy, stuffing, etc? You could kick the day up another notch by pairing your meal with some strong Belgian-style ales. Their higher alcohol percentages cut through fats and starches, provide an edge of sweetness, and boast very diverse and complex flavors that lend themselves very well to this pairing. Maredsous Triple is a golden-bodied Belgian Triple, redolent with festive sparkle, creamy body and a luscious head. Its elegant smoothness

# • There are two reasons to rest your turkey for at least 20 minutes before serving. It allows the juices to well up in the turkey, making it juicier. It also cools the surface so that you don't burn your fingers while carving; and it gives you an opportunity to have a glass of wine. OK that's three reasons.

- Take your sharp knife and cut the area between the thigh and the breast. Push down with the hand that is not doing the cutting and the thigh should separate easily. Cut the joint between the thigh and the drum and separate them.
- Don't try to carve the drumstick, just have one of the guests who like to get hand's on with their food gnaw on it. Worry the bone out of the thigh with your knife and fingers and carve the thigh.
- Now, make one long incision in the turkey from just above the wing (leave the wing right where it is as it helps stabilize the bird) all the way back to where the thigh used to be. This incision is made parallel to the table; just cut straight in.
- Next, go to the top of the breast and start at the outside and cut straight down to the first incision. The slices should fall right off. These slices should be just a little over a quarter inch thick. Serve all of these slices from a deep dish with a lot of very warm (not boiling) turkey broth.
- Garnish with a couple of bay leaves, some whole cranberries and anything else that suits your fancy, and have fun on your holiday.



belies its high alcohol content.

## Brooklyn Black Chocolate Stout

Dessert is the best course to pair beer with. However, the last thing you want to do is kill a beer with a pairing that is too sweet, so ensure that your beers are sweeter than your desserts. Rich and big stouts tend to work very well. Brooklyn Black Chocolate Stout is an award-winning rendition of the Imperial Stout style once made exclusively for Catherine the Great. Brooklyn uses three mashes to brew each batch of this beer, achieving a luscious deep dark chocolate flavor through a blend of specialty roasted malts.





al)

# Holiday Recipes, Local Style by Christopher Moore, Chill Buyer

Howdy there Wheatsville patrons, I wanted to bring you a couple of neat recipes for this holiday season using some of our locally made products, first I have a recipe from baby Zach's smoked hummus.

# Baby Zach's Smokey Turkey Salad

5 cups cooked turkey meat, chopped I cup finely chopped celery I fresh jalapeno pepper, diced (option-3 Tbs sweet pickle relish 1/2 cup mayonnaise I Tbs dried cilantro 1/2 cup Baby Zach's Smoked Traditional Hummus 2 tsp salt 2 tsp pepper Add all ingredients into a bowl and mix well. Use as a salad topper

or for sandwiches. For an added zing, spread cranberry sauce on your sandwich bread!

Optional: Use Baby Zach's Smoked Curry Hummus for Smokey Curry Turkey Salad!

And second featuring our brand new locally made tempeh from The Hearty Vegan:

# Tempeh Roast with Tahini Mushroom Gravy

This is a great dish to serve at Thanksgiving. The flavor is reminiscent of stuffing, with the heartiness of a main course.

Roast: 2/3 cup water 2 Tbs tamari I 8oz package tempeh I large onion, chopped 2 Tbs vegetable oil I cup corn kernels I cup fresh breadcrumbs\* 1/2 tsp thyme salt and pepper to taste



Defrost tempeh if frozen. In a sauté pan bring 2/3 cup water and 2 Tbs tamari to a boil. Place the tempeh in the pan, lower heat, cover pan and simmer for 10 minutes. Turn the tempeh over and simmer for another 10 minutes. If the liquid evaporates, add a little more water to the pan.

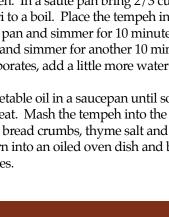
Sauté the onion in vegetable oil in a saucepan until softened. Remove from heat. Mash the tempeh into the pan, then add corn kernels, bread crumbs, thyme salt and pepper. Mix well. Turn into an oiled oven dish and bake at 350° about 30 minutes.

Gravy: I Tbs vegetable oil 2 cups mushrooms, sliced thin 2 Tbs tahini I Tbs tamari 1/4 cup water

Sauté the mushrooms in oil in a small pan until tender. Stir in tahini, tamari and water. Bring to a boil, stirring, then lower heat and simmer for a couple of minutes. Serve the roast with the gravy on top or next to it in a small bowl. Serves 4.

\* for breadcrumbs, you can use toast a few pieces of bread and finely chop.

Have a happy holiday and I hope to see you around the dairy cooler.



# Greetings and East Coast Bread Stuffing! by Adrienne Beal, Grocery Buyer

Hello Wheatsville, I am Adrienne, your new Grocery Buyer. I took over for our dear Justin after he moved away this summer. I've worked for Wheatsville for about a year and a half, most recently as Chill Buyer (please welcome Chris Moore, New Chill Buyer!).

I've been keeping quiet in this new position, watching what our owners buy, ordering more of that and looking out for exciting new items for you all to try. I would love to get suggestions for things we should be selling and feedback about new items you see on the shelves. Please email me at abeall(at)wheatsville.com or fill out the wish list or a suggestion form-you can find these at the Hospitality Desk. Be Gentle!

My family and I moved to Texas about five years ago from Alexandria, Virginia to be closer to

my husband's enormous family. I still really miss the East Coast as well as some of my own family's traditions. Since I can't go home for Thanksgiving, I make some of the dishes I grew up with. Try as I might, I just cannot get into cornbread stuffing, y'all.

Here is my recipe for Bread Stuffing, I hope you like it! I make this every year as a Christmas gift for my step-father-in-law (another non-native Texan) and he loves it!

#### You will need:

Either a package of herbed stuffing mix -or- a loaf of day old bread, cubed to about 1/2 inch (any kind of bread will work here, but heartier is better)

I Tbs butter or margarine

I large yellow onion, finely chopped, 4 ribs of celery, finely chopped

2 carrots, finely chopped

2 tart green apples, finely chopped I lb sage sausage (an excellent vegan

alternative is Field Roast's Smoked Apple Sage Sausage)

2 cups of chicken or vegetable broth Fresh or dried thyme and/or sage, about a tsp

salt and freshly ground black pepper to taste.

#### Here is what you do:

Put the bread cubes in the biggest bowl you've got. You'll need lots of room to stir this, trust me.

Melt the butter in a skillet over medium/ medium low heat. Add the onions, celery and carrots, stirring occasionally until soft, about 5 minutes

Add the veggies to the bread. Add the cold, diced apples as well.

Next, brown the sausage. If you are using a vegetarian sausage, I recommend browning it really well



to avoid mushiness when it cooks in the oven. Add the sausage to the bread mixture and season with herbs, salt and pepper. Add broth, starting with one cup. Add more according to your moistness preference. I like it kind of dry, so I stop at one cup. Mix thoroughly. You can either stuff this

stuffing into the protein of your choice, or spread it in a baking dish and cook at 375 for 30 minutes. For extra awesomeness, sprinkle the top with melted butter before baking.

When it is brown and crispy on top, it is done. Enjoy, I know you will!







# Journeys

Saturday, November 6th 7:30pm

> St. Matthew's Episcopal Church 8134 Mesa Drive

Tickets: \$12 adults, \$8 seniors and students

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



# The King of Cheeses by Greg Flores, Cheese Buyer

**Reggiano-Parmigiano** is widely considered "The King of Cheeses." Its name is a protected designation of origin in Europe. Parmigiano-Reggiano is made in the areas of Parma, Reggio Emilia, Modena (also known for its fabulous Balsamic vinegar) Bologna

and Emilia Romagna. Only cheeses made in these areas and made with specific ingredients and aging times can carry the

name Reggiano-Parmigiano. Parmesan is the French adjective for the Parmigiano and is used in the U.S.A. as the name for various hard cheeses. Parmigiano is said to contain more protein than most meats and contains other essential vitamins minerals such as, potassium, magnesium, zinc, iron and copper.

Parmigiano is made from raw cow's milk. The cows must graze on the grass of the area and are fed hay as part of their diet. It is said that their local grass gives the cheese its distinctive flavor. The whole milk from the morning milking and the skimmed milk from the previous evening's milking are mixed. The cream from the

skimmed milk is used to make Mascarpone. Starter whey is added to the whole milk, skimmed milk mixture and then heated. After the milk reaches a certain temperature, around 33° Celsius, calf rennet is added to the mixture and it is left to curdle for 10-15 minutes. Once it has curdled, the large curds are broken into smaller rice sized curds. These curds are separated and poured into two separate moulds and the leftover whey is fed to the local pigs. After a day or two the spring-loaded moulds are loosened and a plastic belt is inserted and the moulds are tightened again. The plastic belt imprints the name Parmigiano-Reggiano on the cheese. A second belt is inserted and imprints the cheese with the name of the manufacturer and date of production. After imprinting, the cheese is left to sit in a salt brine for 20-25 days. After the brining the cheese is set in an aging room for 12 months. The cheese wheels and shelves are turned and cleaned every 7 days. When the 12 month aging period is over, an inspector from the Consorzio Parmigiano-Reggiano inspects each cheese, using a small hammer. He hits the cheese in various spots and uses his ear to tell if there are fissures inside the cheese. All cheeses that pass the inspection are branded with the Consorzios seal. All cheeses that fail are stripped of all markings. The cheese is then left to age for another year.

Parmigiano is traditionally used as a topping to pasta and soups. But in the areas of Modena and Parma, chunks are eaten with splashes of balsamic vinegar, nuts and wine. Parmigiano is also eaten with honey.

We will be getting a whole wheel of Reggiano at the beginning of November. This is a first for Wheatsville, so, we will be holding a wheel cracking party in mid-November. Keep your ears open. Sign up for Dan's weekly email at *www.wheatsville.coop* to get the scoop.

# ADDREAM AND ADDREA

Wondering what to do for your next dinner party?

Why not present a nice cheese plate? It is simple to present and can be served as an appetizer or as a dessert. You should serve 3 to 7 cheeses with a variety of textures (soft, semi-soft, semi hard, hard) and tastes (mild to strong). The amount of cheese is dependent on when the plate is being served. If the plate is being served as a dessert, allow 4 oz. of each cheese per person and 6 oz. per person if the cheese plate is the main course. The cheese should be

allowed to sit out for at least an hour before being

served. The flavors become stronger as the cheese warms to room temperature. The

cheese should be plated mildest flavor to strongest flavor.

Having a hard time determining which cheese has the strongest flavor? Use your nose. The stinkiest cheeses are usually the strongest, and are generally the last on the plate. Use a different knife for each cheese, so that flavor from one cheese does not cross over to the next. No one wants their Chevre to taste like English Stilton. You can garnish the plate with pears, apples or some edible flowers for bling. Crackers and a crusty bread can be offered along with the plate. Use plain crackers; crackers with pepper or herbs will compete with the flavors of the cheese. You want to complement, not compete. You can also offer a fig spread, quince pastes, dates or nuts. Wines can complement each cheesewhites with the chevres and reds with some of the stronger cheese. If you want to have real

fun with your plate, choose a theme, such as a

French theme. Offer cheeses from different regions of France and offer wines from those same regions. Just remember the plate can be anything you want it to be. Happy Pairing!!!

No time to create a cheese plate? We also offer readymade cheese trays for your party and have recently added a **Local Cheese** tray.

**Small Domestic Cheese Tray**: A simple tray for a small get together. Great for that tailgate party or the American Idol final. Consists of Colby, Cheddar, Monterey Jack and Smoked Provolone. \$9.99

Large Domestic Cheese and Fruit Tray: A delightfully delicious addition to any appetizer table. Great for that Halloween party. Feeds 20 to 24 people. Consists of Colby Jack, Smoked Cheddar, Pepper Jack, Provolone, and a domestic Swiss. Also grapes, kiwi and berries are included for beautiful presentation. \$50

Gourmet Cheese Tray: An elegant tray for the holiday dinner party. Great as an appetizer or dessert. Consists of Brie, A Bleu, Chevre and a Gouda. Also includes grapes, kiwi, and berries. \$60

Brie and Preserves: Savory and sweet, this simple but elegant presentation



# **Owners!**

Help us promote Wheatsville!

Celebrate big savings by sharing your Co+op Deals Flyer with friends and co-workers. Let them see the great prices and products that we have and get them excited about your co-op! Your word of mouth is worth a million dollars of advertising! will be the talk of any appetizer table. Consists of a 2.2lb wheel of Brie topped with Strawberry preserves. Serve with a warm crusty baguette. \$49.99

Local Cheese Tray: This wonderful new addition shows off the amazing cheeses being made in the Lone Star State. Consists of Brazos Valley Brie, Veldhuizen Red Neck Cheddar, Pure Lucks basket molded Chevre, and Veldhuizen Bosque Bleu. Grapes and berries are also included. \$100

Cooperative Values • Self-help • Self-responsibility • Democracy • Equality • Equity • Solidarity • Honesty • Openness • Social Responsibility • Caring for others



# Delicious Winter Squash by Adam King. Produce Manager

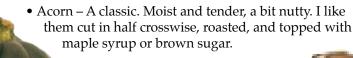
I love everything about winter squash. They're beautiful – you can buy a few and decorate your house with them, then cook them a few weeks later. They're delicious – one of the flavors of fall, they do equally well in sweet or

savory dishes. They're so versatile – you can make soup with them, bake them into pies or other baked goods, you can roast them and mix with veggies as a side dish. They're easy - cooking a squash is almost as easy as boiling an egg, and your friends and family are sure to be impressed.

We've got several types of winter squash at the co-op right now. They can all be prepared the same ways, so why not try something a little different? If you're in a Butternut rut (not that that's really a bad place to be), try a Red Kuri or a Kabocha in its place. Like apples,

winter squash all share some similar flavor characteristics - a basic "squashiness" if you will - they also all have unique flavors and textures. Your best bet is to try several; if I gave up after trying that red delicious apple, I wouldn't have the love for the Honeycrisp, Pink Lady, or Jazz apples that I have today.

Here's a rundown on some of the great winter squash we have right now:



• Butternut – its creamy texture makes it a go-to for soups. Sweet and nutty, it's amazing in a pie. Try it!

• Delicata – very tender and sweet. To me, delicata and bread stuffings go hand-in-hand. The smaller size makes it more convenient and less of an investment.



• Kabocha – Deep, rich sweet flavor and great intense orange flesh. Kabocha squash can get dry sometimes, so they're best steamed, boiled, or simmered. Best served with other mixed veggies.

# Lazy Girl's Fancy Stuffed Squash

By Beth Beutel, Hospitality Clerk

#### Serves 6

3 sm or 2 lg butternut squash, cut in half and seeds removed 1 sm red onion, chopped

I sm white onion, chopped

2 to 3 cloves of garlic, chopped

I serrano, chopped as small as possible

2 bell peppers (pick your own color, I like red), chopped I pack (3/4 lb) Niman Ranch

ground pork 3 Hot Italian Sausages from the Meat Case, removed from the casing.

fresh rosemary, thyme,



and oregano, finely chopped. I tsp each (or to taste).

Preheat oven to 400°. Halve squash and scoop the seeds out. Bake squash 20-30 minutes in an oiled cake pan, just until a fork goes through easily. Use a large pot and heat up some olive oil or butter with the onions and garlic on mediumhigh for five minutes, or until at least one person yells from the other room, "What's that smell?" Mash the sausage and the ground pork together until you can't tell the difference. Add the meat to the pot and brown it. Once browned, stir in the peppers and about three-quarters of the herbs. Add salt and pepper to taste. Remove from heat.

Then pull the squash out of the oven and place your filling in the scooped out spot. Or you can let it cool and scoop out most of the squash, mix it with the stuffing and then put it back in. I don't because I'm lazy. But you can, if you're not. . .or if you want more meat and less squash. Sprinkle what's left of the herbs over it, so your friends think you're fancy. Stick it back in the oven for five more minutes. Enjoy!

## Roasting Squash Seeds from your Jack-O-Lantern

#### Step 1- clean and dry the seeds

When you are carving your pumpkin, separate the seeds from the pumpkin flesh and strings. Wash them well (usually putting then in a big bowl of water and rubbing them between your hands is a fast way to clean them) and let them drain in a

• Red Kuri – Delicate, mellow chestnut-like flavor. The shape of these squash makes them a natural choice for stuffing. Red Kuri is an extremely versatile variety of winter squash. They are great for baking into breads, cakes, pies, or cookies as well as cooking by boiling, steaming, or stir-fry.

# Basic squash roasting procedure:

Cut squash in half. Use a large knife. A folded dish towel in your free hand will allow you to press down on the blade without hurting your hand. Scoop out the seeds and coat the cut sides of the halves with a bit of olive oil. Sprinkle with salt. Put the halves cut-side down on a foil-lined baking sheet. Bake until a fork can easily be pierced through the skin. It takes 35-55 minutes depending on the specific squash.

Don't throw out the seeds!

You can roast almost any winter squash seeds just like pumpkin seeds. Just wash and dry them thoroughly, toss with some light oil and seasonings, and roast on a baking sheet at 350° for 35 to 40 minutes, stirring once or twice.

strainer for about 30 minutes, then spread them out on a baking pan. Let them dry completely. You can speed the process up by using a hair dryer. Preheat the oven to 275°F.

#### Step 2 - Spread the seeds on a cookie sheet and season them

Spread the seeds evenly over a cookie sheet and lightly baste the seeds with melted butter, margarine, or vegetable oil. For easier clean-up, cover the cookie sheet with aluminum foil. Here's some variations:

Savory: 4 Tbs melted butter or oil, 1/2 teaspoon garlic salt and 2 tsp Worchestershire sauce. Lemony: 4 Tbs melted butter or oil, 1 tsp lemon pepper. Halloweeny: 4 Tbs melted butter or oil, 1 tsp cinnamon, 1/2 tsp ground ginger, 1/2 tsp salt, and 1/2 tsp ground allspice. Spicy: 4 Tbs melted butter or oil, 1 tsp cayenne pepper, 1/2 tsp thyme, 1/2 tsp salt and 1/2 tsp pepper. Natural: 4 Tbs melted butter or oil, 1 tsp salt

#### Step 3 - Roast the seeds

Heat them in a 275° oven for 10–20 minutes until golden brown. Keep an eye on them, checking every few minutes and stir about every 5 minutes. Some ovens run hot and it can be as little as 10 minutes or as long as 30 minutes to roast them. Sprinkle with salt and serve hot or cold.

For milder flavor, simmer cleaned seeds for about an hour in salted water and fry in deep oil. Or mix a tablespoon of oil or margarine to each cup of nuts and roast them at 250° for 10-15 minutes until they're golden. Sprinkle them with salt.



# A Gluten-Free & Vegan Thanksgiving by Gabriel Gallegos. Ownership Coordinator

Hello readers! Last year I shared my Homemade Tofu Roast in the Breeze and received quite a bit of positive feedback. It is both vegan and gluten free, but

ORGANIC

WEST SOY

Extra firm

T

can be enjoyed by everybody in your family. This recipe requires a bit of time to prepare, so start a day in advance. You'll have lots of fun doing it and the results will amaze you. If you make it, I'd love to see the pictures (post them on Wheatsville's Facebook Page)! I've also included a great Vegan Butternut Squash Pie recipe. Enjoy!

## Homemade Tofu Roast

- 2 lbs Westsoy extra-firm tofu
- 2 tsp Braggs Liquid Aminos
- I tsp Dried Sage
- 2 cups prepared cornbread stuffing\*
- 2 large sheets of yuba (tofu skin)

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



**Basting sauce:** 1/4 cup dark sesame oil 1/4 cup olive oil 1/4 cup Braggs Liquid Aminos I Tbs miso paste 2 Tbsp juice (cranberry or orange) I tsp Dijon mustard 1/2 tsp liquid smoke 1/4 tsp ground black pepper



String

Food Processor Something Heavy

Roasting Pan with Lid Squeeze tofu to remove water. Line colander with damp-

ened cheesecloth so it hangs over the sides. Place colander on large plate. Roughly chop tofu, place in colander and cover with the cheesecloth that is hanging over the sides.

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

Next Day: Preheat oven to 450°F. Whisk together all ingredients for basting sauce. Set aside. Remove roast from fridge and carefully remove from cheesecloth. Carefully place roast upside down in roasting pan and baste with half the basting sauce. Place both sheets of yuba over the roast and tuck the sides underneath the roast. It doesn't have to look perfect because the yuba will shrink around the tofu to create a "skin" as it bakes. Use some of the run-off basting sauce to baste yuba as well. Cover with lid and bake for 1

hour.

Reduce

heat to

350°F.

Remove

lid, and

for an

baste with

remaining

additional

sauce. Bake



30 minutes, basting every 10 minutes with run-off sauce. Carefully transfer roast to serving platter. Makes 6-8 servings. Goes great with Roads End **Organics Gluten Free Gravy Mixes!** 

The original un-modified version of this recipe appears in the Sarah Kramer book *La Dolce Vegan*.



\*For Cornbread Stuffing: Start with Pamela's Cornbread and Muffin Mix (made with Ener-G Egg Replacer instead of eggs and Earth **Balance Buttery** Spread instead of butter). After preparing it, crumble it in a cake pan and add Imagine No-

Chicken Broth, and all your favorite ingredients, likes sautéed mushrooms, chopped onion, celery, dried cranberries, slivered almonds, salt, pepper, sage, rosemary, thyme, and poultry seasoning. Then bake it in the oven at 350°F for 40 mins. This will make way more than what you need for this recipe, so you'll have some left over.

## Vegan Butternut Squash Pie

#### Ingredients:

- I 8oz Mori-Nu silken (soft) tofu
- I cup canned pumpkin puree
- I container Tofutti vegan cream cheese
- I I/4 cups sugar
- 1/2 tsp nutmeg
- 1/2 tsp cinnamon
- 1/2 tsp cloves
- I tbsp vanilla

#### **Preparation:**

Pre-heat oven to 325 degrees. Puree together all ingredients until smooth and creamy. Pour into prepared piecrust. Bake for 45-50 minutes, or until set. Turn off oven, and allow pie to sit in oven another 30 minutes. Serve chilled.

Looking for a gluten-free pie crust? Try **Bob's Redmill Biscuit and Baking Mix** (pie crust recipe is on the back).



# Butternut Squash Pasta by Merilee Kuchon, Kitchen Manager

Much as the hard and bulky butternut squash can be cooked down into a

sweet and silky soup, it can also be turned into a gorgeous and seasonally appealing sauce for an incredible, and relatively simple, pasta dish. Despite its simplicity, this dish has received accolades every time I have served it. The orange color of the sweet, thick sauce, with a touch of aromatic, fresh, green sage, and a sprinkling of golden, toasted pine nuts, brings forth the spirit of autumn in this fantastic one dish supper. Served alongside a simple green salad and perhaps some crusty garlic bread, you have, quite possibly, the perfect fall dish. If you have a food processor with a shredding disc, the prep time will be greatly reduced. Of course, your hands and a box grater will work fine, too! This recipe can easily be made vegan (vegan margarine replaces butter; shredded vegan cheese replaces Parmesan, or just omit it), and, for the committed omnivore, can also be topped with crumbled, crispy bacon! You can use wheat, white or even an alternative grain pasta - just be sure to pick one that is shaped like a tube or shell so it will hold onto all that tasty sauce!

# Butternut Squash Pasta with Sage & Pine Nuts

- 3 Tbs butter, unsalted
- 3 Tbs pine nuts, toasted
- 1.5 Tbs fresh sage, chopped
- I Tbs olive oil
- 2 cloves garlic, minced
- 5 cups water, divided
- 2 lbs butternut squash; peeled, seeded and shredded
- 3. Cook pasta according to package directions. Set aside 1 cup pasta cooking water and drain pasta. Return pasta to now-empty pot. Add squash sauce to pasta and toss well. Add halfcup reserved pasta water, butter mixture, and 1 cup Parmesan. Toss well. Add more reserved pasta cooking water if it looks too dry. Transfer to a

1.5 tsp sea sait I tsp ground black pepper I lb dry pasta, like penne or shells 1.5 cups shredded Parmesan cheese, divided

1. Melt butter in small skillet over mediumhigh heat until lightly browned. Add pine nuts and sage; remove from heat. Set aside.

2. Heat olive oil in large saucepan over medium-high heat. Add garlic to pan, and sauté 30 seconds. Reduce heat to medium. Add 2 cups water and all of squash to pan. Cook for 15 minutes, or until water is absorbed, stirring occasionally. Add remaining water, 1 cup at a time, stirring occasionally until each portion of water is absorbed before adding the next (about 15 minutes). When done, this sauce should be relatively smooth and homogenous; the individual shreds of squash should be no longer visible. Stir in salt and pepper.

large serving bowl and sprinkle with remaining Parmesan. Serve immediately.



Thanksgiving Deals Better Than Ever—Co+op, Stronger Together! by Niki Nash, Merchandising Manager & Brooks Wood, Co+op Deals Assistant

Besides presenting the best food holiday of the year, November marks the third month of sav-

ings with Co+op Deals! As you may have heard from us recently, Co+op Deals are the new and improved sales on your favorite items; kept fresh by changing every other Wednesday (except for Thanksgiving—we get an extra week of sales!)

Wheatsville is able to offer these lower prices on high quality food and wellness products through our partnership with the National Co-op Grocers Association (NCGA). Through NCGA, Wheatsville



C+op<sup>®</sup> deals

has partnered with over 100 co-ops in the US to both strengthen our similarities and celebrate our diversity. (See *http://www.ncga.coop/member-stores* for a map of all the co-ops in NCGA.) This bond increases our cooperative buying power and has enabled all participating co-ops to offer great prices on the products you love.



The more co-ops join NCGA, the stronger the buying power has become this year resulting in better prices than last year! Look for the green and white "Co+op Deals" signs throughout the store, as well as the Co+op Deals flyers included with this issue of the Breeze (mailed to owners) or grab a flyer at the Hospitality Desk in the store.

Also look for the purple and red "Owner Deals" signs that are exclusive to Wheatsville owners. A helpful list of current Owner Deals is also available at the Hospitality Desk and online. One more way to save is to take advantage of "Holiday Deals"— Thanksgiving-specific products that are on sale in November to all customers.

> Co+op Deals Promotional Periods: Oct. 27-Nov. 9, 2010 Nov.10-30, 2010 (3 weeks!)



Extra Special Co+op Deals Flyer Feature: Besides showcasing the items on sale, providing delicious recipes and information on specific cheeses and seasonal produce, and highlighting co-op-centric websites, the Co+op Deals flyer features photos taken inside Wheatsville! Thanks to the community-building focus of Milkshake Media (whose clients include UFCU, Ballet Austin and the Lance Armstrong Foundation) most of the store photos in the flyers were taken at our own co-op. This means that all our co-op friends across the country will see shots of our beautiful new store.



Enjoy great food around the table and in your life. Find recipes, learn about cooking and eating seasonally, and get tips for sharing good tastes with your friends, family, and community.

#### Eating well is easy when you now where to find great

stronger together

food. Discover your shopping options, find out what to look for in the store, and learn how to support local and help build a stronger food community.

> Experience great food in your community. Find food co-ops, farmers' markets, and local food suppliers in your area, and choose your favorite neighborhood co-op to display on your StrongerTogether.coop profile.

StrongerTogether.coop is a new online community— a place for people to gather on their food journey. It's a place to find out more about what's in food, where it comes from, where to find great food, and a whole lot more. It's also a place for consumers to talk with others about food topics they're exploring, are passionate about, or want to get involved in.

We'd love for you to participate at http://strongertogether.coop or click on the link on Wheatsville's website at www.wheatsville.coop. Get to the root of your food. Learn where it comes from, how it's made, and what goes into creating food that's good for you, the environment, and your taste buds.

When it comes to food, there's a lot to talk about. Join conversations with other StrongerTogether.coop members about where it comes from, how it's made, and where to find great food and nourishment in your community and in your life.

The Wheatsville Breeze, November 2010

Page 12

# Making a Cooperative **Difference!**

In the month of September, Wheatsville gave \$1100 in Bag Credits for 22,000 reused bags and containers. For the five Community Action Wednesdays in September, the co-op donated \$1813.72 to Meals On Wheels & More. A big thanks to all our





owners for making this possible by bringing your own bags and shopping on Wednesdays!

# Jimmy D's Herb Butter Recipe

2 sticks of unsalted butter 2 Tbs fresh thyme 2 Tbs fresh rosemary pinch of salt pinch of fresh ground pepper

Let butter soften. Mix all ingredients until smooth. Roll back into shape in plastic wrap and let reset in refrigerator. For those like me who like extra pepper, roll the outside in cracked black peppercorns.

Serve with baguette slices or slather on dinner rolls.





Niman Ranch Ambassador Steak Tender, tasty, and big enough for two



Great Harvest Great Smoky Mountain Bread You totally knead this bread!

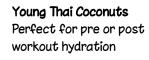
Cashew Tamari Dressing It goes on anything from salad

to sandwiches

So Delicious French Vanilla Coconut **Coffee Creamer** Truly is So Delicious

Staff Top 10 Picks

by Jimmy Dawson, Floor Manager



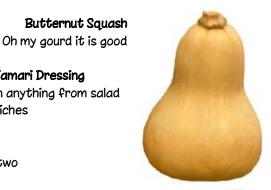


Wallaby Plain Low Fat Yogurt Creamy thick and tangy!

Bulk Strawberry Vanilla Hemp Granola Goes great in your Wallaby yogurt.

> Stone Brewery IPA It's like flying to the Willamette valley and biting into some hops

**Baby Zachs Smoked BBQ** Hummus Try it on a sandwich with pickles and white onion







Where Did Sweetish Hill Focaccia Go?

By Dana Tomlin, Deli Manager

About two months ago, we discovered that the Sweetish Hill focaccia bread that we thought was vegan, contained milk as an ingredient. We had switched to Sweetish Hill several months earlier from a prior bread vendor due to their ingredient choices. Although we thought we had made it clear to Sweetish Hill that we wanted only vegan bread, we only got a verbal rundown of their ingredients and not a written list. This was a crucial mistake and one that we will not repeat.

Upon discovery of the non-vegan ingredient, we let customers who were looking for the focaccia know the situation. We also talked to the owner of Sweetish Hill expressing our disappointment in the non-vegan bread and letting him know how important and serious an issue this was. He told us that he would personally handle our account from now on and assured us that this would not happen again. He sent a very nice, thoughtful apology which let us know that he took this very seriously. They are still working on getting a vegan focaccia bread for us. We have had a few requests to bring back the focaccia, regardless of whether or not it is vegan, and have been holding off on that decision.

We are truly sorry for any confusion on this matter. We take dietary needs very seri-







ously in the deli and make a point of discussing new products with vendors before they are sold in the Deli. We generally also get ingredient lists for all new products as well and we will ensure that we do this every time going forward.

If you would like to discuss this further with me or have any other questions or concerns, please contact me directly. My email is deli(at)wheatsville.com and I am happy to

talk to you. I am very committed to making sure that our products are what we say they are. I am embarrassed that this got past me. Again, I am sorry that this happened. Special thanks to Wheatsville Owner, Dennis Higgins for helping us communicate this important issue effectively.



NORTH	RESEARCH	CESAR CHAVEZ	SOUTH	STASSNEY
(Rundberg Exit)	(Duval Exit)	31111 E. CESAR CHAVEZ (Seet of Pressent Valley) 247-2222	(West Side of Larnar)	

# **OPEN TIL MIDNIGHT 7 DAYS A WEEK - SINCE 1990**

I'm very glad to have the chance to formally introduce myself. My name is Riley Luce and I am the new bulk buyer here at Wheatsville. You may already recognize me, as I started working in the Bulk department here about a year and a half ago. I moved here from Olympia,

WA where I was attending the Evergreen State College. I came to Austin on a whim and was very lucky to land a job at this awesome co-op. This year I am thankful for my great new position as bulk buyer! I'm really excited about this position because it gives me more opportunities to make the bulk

department as plentiful and user friendly as possible. I'd like to do my part to make the bulk department the friendliest corner of the friendliest store in Austin!

I'm sure you've noticed all the changes that have happened in the department recently, from the new coffee set-up, to the new bagged fruits area, to the reorganization of bins. In addition to these changes we've also been able to bring in some great new products. We've brought in a few popular requests such as **shelled raw pistachios**, as well as **Israeli couscous**, and **fava**, **lima**, and **cannellini beans**. We also have a great new **Autumn Lentil Blend** and an **Olde** 

**World Pilaf** mix, with a couple more new products on the way. Overall things should be settling down in the department as far as major changes go, and just in time for the holiday festivities!

Don't forget to stop by the bulk section for all your holiday needs this year. We've got all the flours, nuts, dried fruits, candies, and coffee that you need! I'd like to share a couple recipes with you that make use of some of the goodies available in bulk. This first recipe is a favorite of mine, it's a delicious, simple, and all natural dessert crust made from nuts and dates:

# Date & Nut Pie Crust

Howdy From Bulk by Riley Luce. Bulk Buyer

I cup dates (I like to use medjool dates)
I/3 cup walnuts
I/3 cup cashews
I/3 cup pecans
(you can substitute with any nuts you like)
I tsp vanilla extract

First pit the dates (if necessary), then put all the ingredients into a food processor, blend until the mixture achieves a sticky consistency. Press the mixture into a pie dish. Next add fresh fruit, custard, or whatever you please, then cover and refrigerate for 1 hour. This next recipe is an awesome stuffing that makes use of our new shelled raw pistachios, as well as figs (I recommend the Turkish).



# Fig and Pistachio Stuffing

- 5 oz dried figs, trimmed, quartered (about 1 cup)
- 1/2 cup sweet white wine
- 8 cups 1-inch cubes country-style white bread
- 4 Tbs (1/2 stick) butter or margarine
- I large onion, chopped
- 3 celery stalks, chopped
- 2 garlic cloves, minced
- 2 tsp chopped fresh rosemary
- I cup raw shelled pistachios, chopped
- 3/4 cup low-salt chicken or vegetable broth

Place figs and wine in small bowl. Cover and let soak overnight.

Preheat oven to 350°F. Arrange bread cubes in single layer on rimmed baking sheet and place in oven until dry, about 15 minutes. Cool.

Reduce oven temperature to 325°F. Butter 11x7x2-inch baking dish. Melt butter in

heavy large skillet over medium heat. Add onion, celery, garlic, and rosemary. Sprinkle with salt and pepper. Cover skillet and cook vegetables until soft, stirring occasionally, about 15 minutes. Transfer vegetables to large bowl. Add figs with soaking liquid, bread cubes, pistachios, and broth to vegetables; toss stuffing. Transfer to prepared baking dish.

Cover dish tightly with foil. Bake stuffing, covered, 45 minutes. Uncover and bake stuffing until beginning to brown, about 20 minutes.

The original version of this recipe by Molly Stevens can be found at: http://www.epicurious.com/recipes/food/views/Fig-and-Pistachio-Stuffing-237046



Local Zhi Tea Now at Wheatsville



#### ZHI TEA!

Local tea darlings Zhi Tea have made the leap from the Farmers Market to Wheatsville's grocery shelves. With handcrafted blends such as Sweet Texas Dreams, Cacao Chai, Ginger Peach Oolong, Ancient Forest, Turkish Spice Mint and Sweet Desert Delight, Zhi Tea will help you start off this cooler season with a comforting cup of high-quality tea. Take a look at their well-designed website for information about tea, like these helpful tips for brewing the perfect cup. *http://www.zhitea.com* 

## Where to begin:

To make a perfect pot of tea, start with one of your favorite loose teas. Then add cold water to your kettle and heat to the desired temperature. Fill your teapot with hot tap water to warm it. Before pouring in the hot water empty the hot tap water from the pre-warmed teapot. Next, add approximately two teaspoons of tea leaf per 6oz cup to your infuser. Pour the water directly onto the leaves and steep the tea according to the directions.

# For Black Tea

- bring your water to a full boil and remove from heat immediately (don't overboil).
- allow tea to steep approximately 3-5 minutes and strain.

## For Green Teas:

- bring your water to a pre boil (appx. 180 degrees. 160 degrees for sencha)
- when little bubbles start to form on the bottom of the kettle, remove from heat.
- allow tea to steep 1 1/2 3 minutes and strain.

# For Oolong Teas:

- bring your water to a pre boil.
- when little bubbles are coming to the surface (a bit hotter than you would need for green tea) remove from heat.
  allow to steep 2-4 minutes and strain.

# Staff Spotlight-Rachel Badger



**BC:** What is your Wheatsville history? (When did you start? What positions have you worked? Etc.)

RB: I started at Wheatsville in August of 09 as a cashier. I've been a hospitality clerk since March of this year.

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

RB: I'm from Belton, Texas € have almost always had Austin as a part of my life. I moved

here & stayed for a couple of years for school then moved to Houston but came back a year later because I missed Austin so much!

BC: What is your favorite product at Wheatsville?

RB: Pure Luck chevre! It's my favorite cheese in the world! In fact I can't buy it too frequently because I tend to eat it all in one sitting!

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

RB: Swimming is by far my favorite thing to do here  $\$  there's no better place than the green belt to do it.

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

RB: I really love romantic period films. I'll watch sust about anything that has pretty costuming  ${\tt f}$  a lovey dovey story line.

**BC:** Fill in the blanks:

**RB:** I've always wanted to <u>become an astrophysicist/naturalist</u> and if I had it my way, <u>teleportation devices</u> would not be <u>so hard to come by</u>.

# We Wanna Adopt Your Mac



Got a G4, G5 or laptop sitting around since you got your new Mac? We'd appreciate the donation of iMacs, G5s, G4s, or peripherals like DVD Burners, LCD monitors, laser printers, or external drives, etc. We can't offer you a tax-deduction but you will definitely amass some good karma. Call Aldia at 478-2667 or email *aldia(at)wheatsville.coop* to place your Mac in a loving home.



homeless, neglected, injured or abused. For information about adoption visit our website



# Staff Top Ten Picks

by Beth Caudill, HR Generalist

**1. MaraNatha Peanut Butter** Two ingredients: peanuts and salt. One outcome: deliciousness

The fresh strawberries and rich, creamy texture make





this disappear quickly at my house!

**3. Margarita's Whole Wheat Tortillas** I start every day with a breakfast taco!

4. Niman Flat Iron Steaks Marbled to perfection!

**5. Flowers** The best way to brighten my day

**6. Ciao Bella Key Lime Graham Bars** A tart treat that reminds me of being on vacation



7. Stahlbush Island Farms Frozen Fruit Perfect for smoothies and on top of yogurt



8. Chocolate Fudge from Tom's Tabooley A quick cure for my post-lunch sweet tooth!

9. Chicken Salad from the Deli Great on bread, spinach, tortillas, or sust plain.

**10. Wild Ginger Harvest Trail Mix** A unique mix with ginger, chocolate, and almonds

GROW BROCCOLI, CABBAGE, KALE, COLLARDS, CARROTS, BEETS, SPINACH AND MORE – ALL WINTER LONG.

GARDEN WHEN IT'S COOL.









# The Annual Ownership-Goodbye to an Era by Gabriel Gallegos. Ownership Coordinator

Hello Wheatsville Owners! I am proud to report that there has been a historic change made to our Ownership Structure. On August 31, our

Board of Directors approved a proposal to discontinue the Annual Ownership. Although this change may seem minor and you might be wondering how the Annual Ownership's absence will affect the coop, it will prove to be a great advancement in promoting the cooperative principles and educating the community about cooperative ownership. The history of the Annual Ownership was deeply rooted in the existence of the now defunct non-owner surcharge and Wheatsville's financial status in the 1990s. It is because of this that the reasons for discontinuing it might seem somewhat complex, so I thought I would take the time to answer some questions you may have.

# What was the Annual Ownership? How was it different from the Invested Ownership?

The Annual Ownership was created in 1992 as an inexpensive ownership option for college students. At that time, Wheatsville was not doing so well financially, and we charged a 7% non-owner surcharge. Since we wanted our neighbors at UT to shop at the co-op without being charged extra and to bring in some extra customers and income, the Annual Ownership was created. It is very possible that had there never been a non-owner surcharge, the Annual option may have never been added to our ownership structure.

By paying just the \$15 joining fee, the Annual Owner could enjoy owner benefits (except for patronage rebates) for a whole year. This ownership did not supply the co-op with a capital investment, as does the Invested Ownership.

The Invested Ownership is what many may consider a true co-op ownership and has existed since Wheatsville's beginnings. It supplies the co-op with a \$15 joining fee which covers the administrative costs of processing the ownership and \$55 of refundable capital to run the business. Invested Owners also receive patronage rebates during sufficiently profitable fiscal years if they have paid their capital balance in full.

#### Why was the Annual Ownership discontinued?

The Annual Ownership was more similar to that of a general membership which is usually offered at a gym or buyer's club and it created confusion when we tried to explain how special and unique Co-op Ownership really is. One of the revolutionary aspects that establish our identity as a co-op is that our members contribute equity and democratically control the capital of their co-op, as stated in the Cooperative Principles. Other businesses get their capital from one or a few owners and/or share holders. At a co-op, we receive our capital from members that live in the community we serve. Because Annual Owners do not contribute capital and our bylaws state that we operate in accordance with the cooperative principles, we knew we needed to make a change to our Ownership Structure. Although this had always been the case, we were much more financially sound and could successfully make the change.

#### Since they were somewhat affiliated with each other, how was the Annual Ownership affected after the non-owner surcharge was discontinued in 2009?

Almost immediately after the surcharge discontinuation, Annual Ownership sales decreased very dramatically. By the end of 2009, Annual Ownership sales had dropped nearly 90%. Additionally, after the Annual Owners who joined in 2008 heard of the surcharge discontinuation, 72% of them decided not to renew or upgrade their accounts to Invested when they expired.

Although we were sad to see that most expiring Annual Owners were not renewing, they weren't leaving the co-op. They still continue to shop as non-owners and we are extremely thankful for all of our shoppers' support. We are so delighted to see that non-owners can comfortably shop at and support Wheatsville without feeling pressured to join. That was one of our big reasons for discontinuing the surcharge. We did not want to penalize nonowners with a surcharge and also offer a nonexpensive Annual Ownership option which they probably would not have purchased had there not been a surcharge.

# Did the surcharge discontinuation affect the sales of Invested Ownerships?

On the flip side of things, something really incredible has happened with our Invested Owners. From May 2009 to May 2010, we saw an increase of 1,810 Invested Owners! There are a couple reasons this may have happened. The most dramatic change that occurred during this time was the completion of our renovation. Also, without a surcharge, the new customers we were receiving were able to shop freely as a nonowner first and then join as Invested when they were ready, rather than purchase the Annual first and then join as Invested a year later. I guess the old saying is right: You can catch more co-op owners with a smile than with a surcharge!

#### Are there any Annual Owners left?

Yes. The remaining Annual Owners will continue to receive owner benefits until their regularly scheduled expiration date. At that time they will have the option to upgrade to Invested and have the \$15 joining fee waved (as long as the upgrade is done no more than three months past their expiration).

We are very thankful for all of our past Annual Owners and are sad to discontinue the option, but we believe that it will strengthen and clarify cooperative ownership education within the community. Moving forward, all of our owners will truly own a part of Wheatsville and democratically control the capital or our co-op. As a past Annual Owner, I am excited to see that Wheatsville can now recruit over 100 Invested Owners a month without the need to penalize with a non-owner surcharge or offer the Annual Ownership to "ease" shoppers into the world of cooperatively run businesses. Thank you, Wheatsville owners (both Annual and Invested), for making our new simplified ownership structure possible. Have a Happy Thanksgiving!

Congratulations to our most recent Fully-Invested Owners!

# Congratulations to Our Newest Invested Owners 9/7/10-10/7/10 (297!)

J Ross Ruby Ku Kay Gaul Jay Byrd Thu Doan Alex Odom Jim Nieto Sal Nigro Alma Vera Don Gooch Alex Dill Kim Soliz Bill Metz Adam King

Haley Hall Emma Alpert Leta Moser Lizzie Chen Joe Stubbs Jaron Banks Rishi Dhir Jon Wallace Erin Allen Jaynna Sims James Camp Matt Sparks Julie Byle Clay Newman Jim Daniel Elan Abrell Zach Floca Jay Hoffman Daryl Joyce Megan Ream Scott Todd Cole Wehrle Amy Bunker Abby Kaplan Matt Simon Ryan Frolow Magie Uribe Amy Baldwin

Nanci Kehoe Joe Millsap Anna Hansen Scott Moser Shitong Sun Dylan Quinn Terry Smith Zoe Woodson Debbi James Jan Johnson Matt Tribbe Julia Scott Karen White Geyla Analy Trisha Allen Jade Herman Jerry Larson Donna Ryall Shannon Wise Adam Virant Brimm Walker Abby Webber Jayna Genti David Yeakle Jane Bedford Tyson Speer Gina Lamotte Andrea King

Jeremiah Lee Judy Gratten Oscar Patino Joel Godines Abinadi Meza Hal Bogardus Avimaan Syan Mary Kennedy Judy Lazarus Peter Chiles John Regnery Jeff Hornung David Duncan Daniel Mauro

Elizabeth Lee Emily Caudill Sylvia Heisey Daniel Heiman Emily Whitman Brie Tschoepe Jeff Ackerman Patricia Carl Lara Moberger Rachel Marino Sally Planalp Michael Stone Candice Nunes Margaret Hill Mary Summerall Jessica Sather Veronica Beach Carolyn Albert Aaron Townsend Lauren Mangini Brett Goldberg Peter Voyvodic Christina Leal Rachel Bullock Michael Murphy Amanda Singler Ivana Grahovac Alice Prescott

erall Travis Grigsby er Heather Teague each Lisle Stephens ert Orit Davidovich isend Michelle Natale ogini Nathan Ellefson erg William Hilgers dic Tiffany Ballard al Taylor Morrison ock Carter Johnston irphy Nowlin Jendrzey gler Brittany Harvey ovac Millie Lockwood tt Hilary Andersen

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Yes, Austin now has a bike advocacy organization! We're building on our past success and building our membership. Check us out, join up, and help the LOBV make Austin even more bike friendly! Join today at LOBV.org or at Easy Street, a proud supporter

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# Holiday Gifts Sneak Preview by Miranda Robinson, Housewares Lead





The holiday gift season is approaching and we're excited to bring our shoppers some incredible goods from two very special fair-trade companies. Handmade Expressions is an Austinbased company that offers handmade products from India, including hand bags, jewelry, journals, and gift wrap. A key part of their mission is to use economic sustainability and social empowerment as tools for community development. The company also aims to be environmentally responsible by using as many recycled, reused, and natural materials and processes as possible.





ey hana

# AndesGifts

employs women in the highlands of Bolivia and Peru through a network of over 20 knitting co-operatives and 40 family-based knitting groups. They provide free instruction and technical training in rural areas, allowing workers to learn new skills while remaining in their indigenous communities. We are so happy to offer beautiful hats, scarves, and arm warmers from such a neat







# Carefree Car-Free Day by Amy Babich

On Labor day I had a remarkable experience on and around the Town Lake hike and bike trail. In the early morning, I set out on my bike to ride to the river and row a boat.

I crossed the footbridge by Austin Music Hall and rode westward on the Lance Armstrong Bikeway, a smooth sidewalk striped like a road on the north side of Cesar Chavez Street. A bicycle race was going on, and racing bicycles, instead of cars, filled the street.

As usual, I stayed on the bikeway at the side of the street. But having the

I rode away from the river feeling amazed and delighted at being in the park without cars. Usually, the street near the park is covered with parked cars and cars trying to park and unpark. It's stressful and not at all scenic. Parks are much nicer places without cars.

Several cities in the United States are now offering a carfree park experience to their citizens, on selected weekends. They close streets near parks and streets connecting



street beside me filled with bicycles instead of cars was a great improvement over the usual conditions. Bicycles don't block the view nearly as much as cars do, so I could see the park and the river clearly from across the street-a much more beautiful scene than lane after lane of cars. The bicycles were quiet, and they didn't produce heat and exhaust. The stress level was much lower than usual.

When I reached the parking lot at Austin High School, the bikeway came to an abrupt end. I had to cross the street without disturbing the racers, but this was not too hard. I got across the street, entered the hike and bike trail, and had just arrived at the boathouse when a sudden downpour started.

Some people who had been wheeling children in a stroller ran into the boathouse. A few joggers joined us. The boathouse is an open-air structure, and I could see the bicycle racers still racing on the street in the rain, and some joggers still running on the trail. After a while it stopped raining, and I rowed a boat on the river. It was sublime. Then it was time to ride my bicycle back home.

It was much easier, this time, to cross the street to the bikeway. Evidently this was the sort of bicycle race in which each rider starts at a different time and the bicyclists race the clock, not each other. The fastest riders, whom I watched on my way to the river, were entertaining in their seriousness and weird posture; they bent sharply forward to cut their wind resistance. The people who passed by an hour later were slower, less serious, and presented a greater variety of body types, postures, bicycle types, and riding styles.

two parks to cars, and open them to people on foot, on bicycle, on skates, and so on. New York City has Saturday Streets and Weekend Walks. Portland has Sunday Parkways. Spokane, Tucson, Chicago, Boulder, San Francisco, and many other US cities are doing miniversions of Bogotá's weekly Sunday Ciclovía. Where is Austin on this list? Well, Austin held a meeting this year to discuss having a small ciclovia. That's about all. Austin is not a leading city in promoting non-motorized transportation.

Austinites love to praise themselves for their ecological awareness and progressiveness. But we're behind nearly everyone when it comes to promoting non-motorized transportation. Our sidewalk system is dismal. It's hard to get around Austin safely on foot. And it's even harder in a wheelchair.

I have a new collaborator in pedestrian advocacy. Her name is Carole Zoom, and she is confined to a wheelchair. She is from Portland, Oregon, where for many years she's been active in a coalition of pedestrians, bicyclists, and disabled people, working to make the city accessible to everyone, not just people in cars. She found our WalkAustin.org website, and posted a comment. Sam Placette, our website designer, is now busy with other things, but he forwarded an email from Carole to me. We exchanged some emails, and then we met one day in person. Carole has a lot of great ideas, some of which involve cell phones and websites, for getting people involved in improving conditions for non-motorized travelers on city streets.